**Growing SIM Markets:**

- **2014:** +11% to 4.7bn (2013: 4.2bn)
- **5%:** Leading growth in Western Europe, Asia and China
- **3%:** Static in North America, Japan/Korea, Central and South America
- **2%:** Gaining traction in Africa

**SIM Shipments by Technology**

- **132m NFC SIM shipments in 2014**
- **540m LTE SIM shipments in 2014**

**SIM Form Factors: Global Shipments**

- **Largest Nano SIM markets:** North America, Western Europe and China
- **Nano SIM growth rate:** Outpaces all other SIM form factors at 135% due to demand for smaller SIMs for use in smart phones

**About SIMalliance**

SIMalliance is the global, non-profit industry association which simplifies secure element (SE) implementation to drive the creation, deployment and management of secure mobile services.