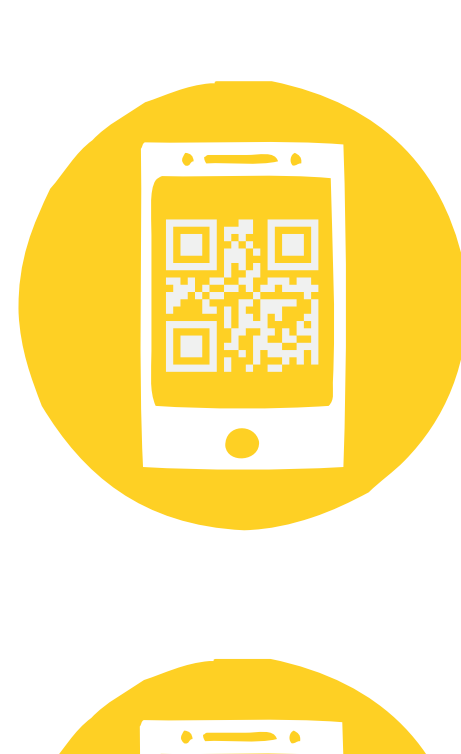
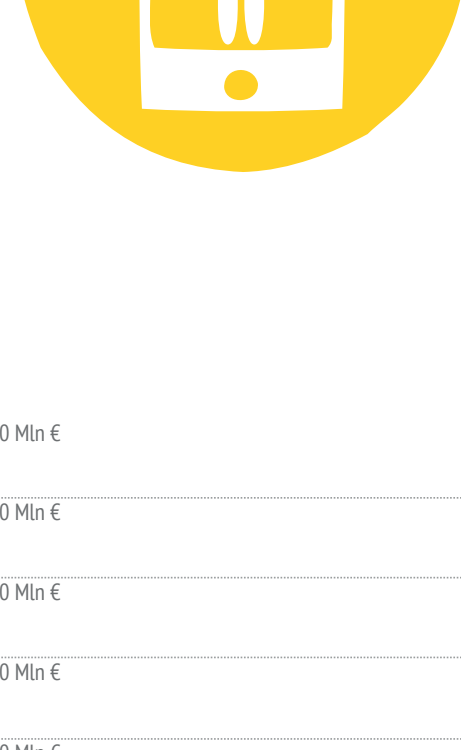


QR Codes growing fast...



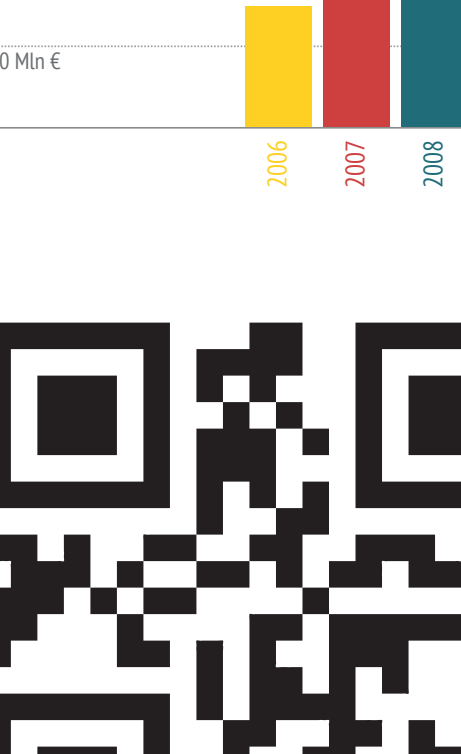
62%

Of mobile subscribers in Italy use a smartphone, according to Nielsen.



28%

Of smartphone users are aware of QR codes, according to Compete.



100 Mln

In Italy mobile network operators forecast 100 Mln subscribers in 2015.



Italian mobile adv market value is growing fast: 87 Mln € in 2012.

Who is using this technology?

FORTUNE

20% of top 50 Fortune companies are leveraging QR Codes in their marketing campaigns.

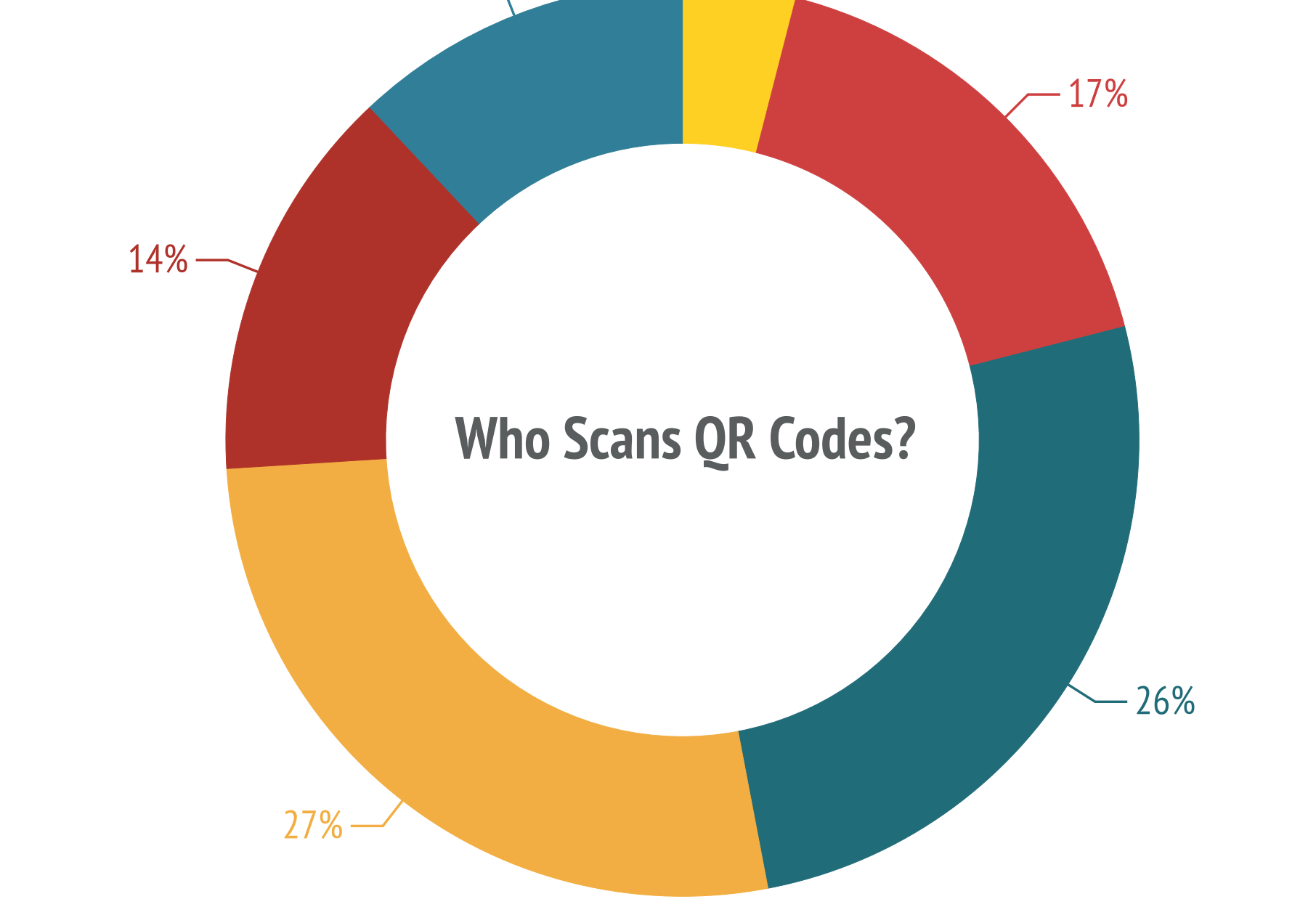
European QR activity

According to reasearch by 3G Vision, Germany is the most active country in Europe for QR scanning,

followed by UK and Italy.



...in Italy...

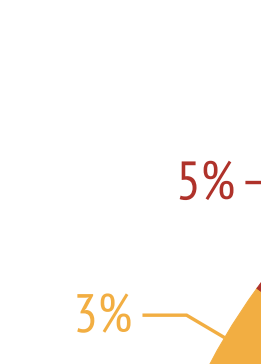
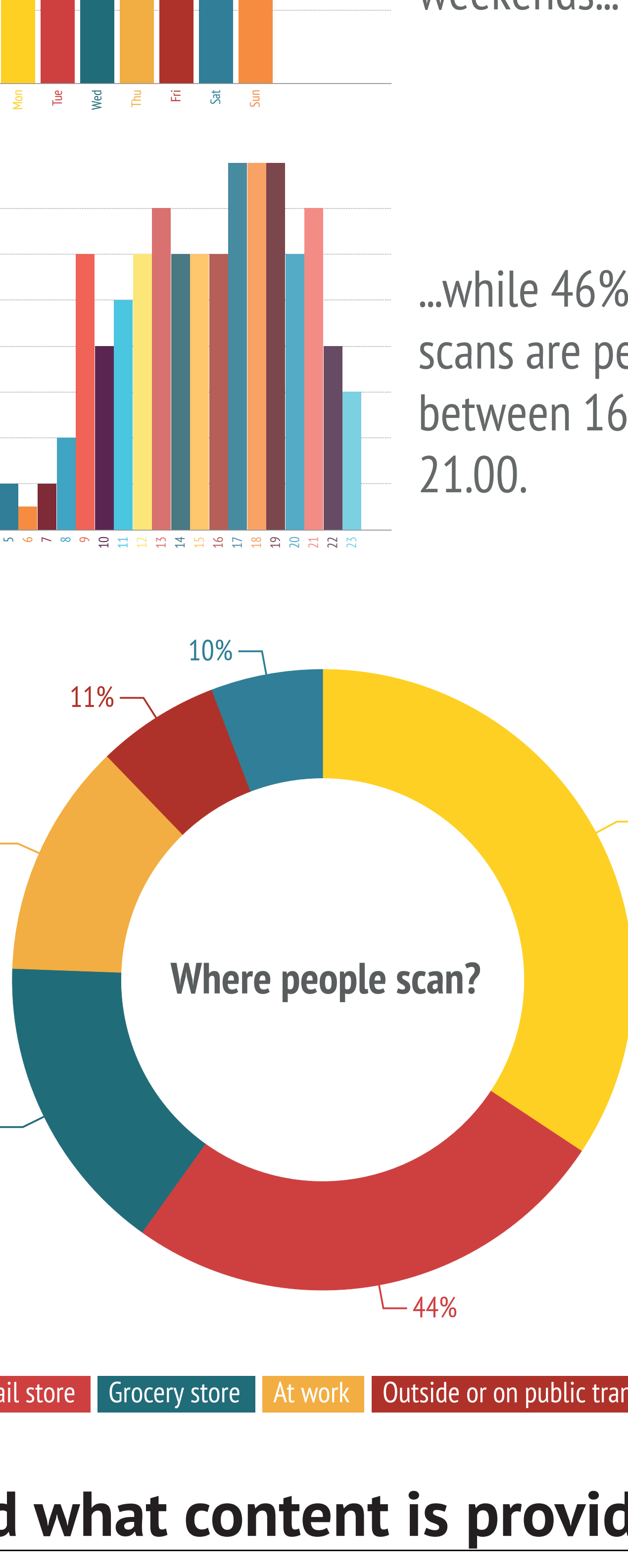


...and Worldwide



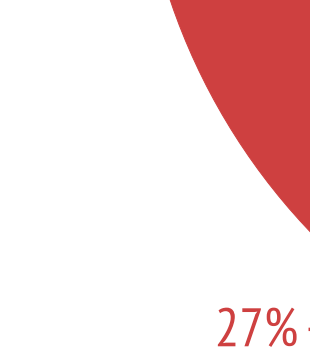
Outside Europe US lead QR topchart followed by Japan, South Korea and Australia.

Who, When and Where?



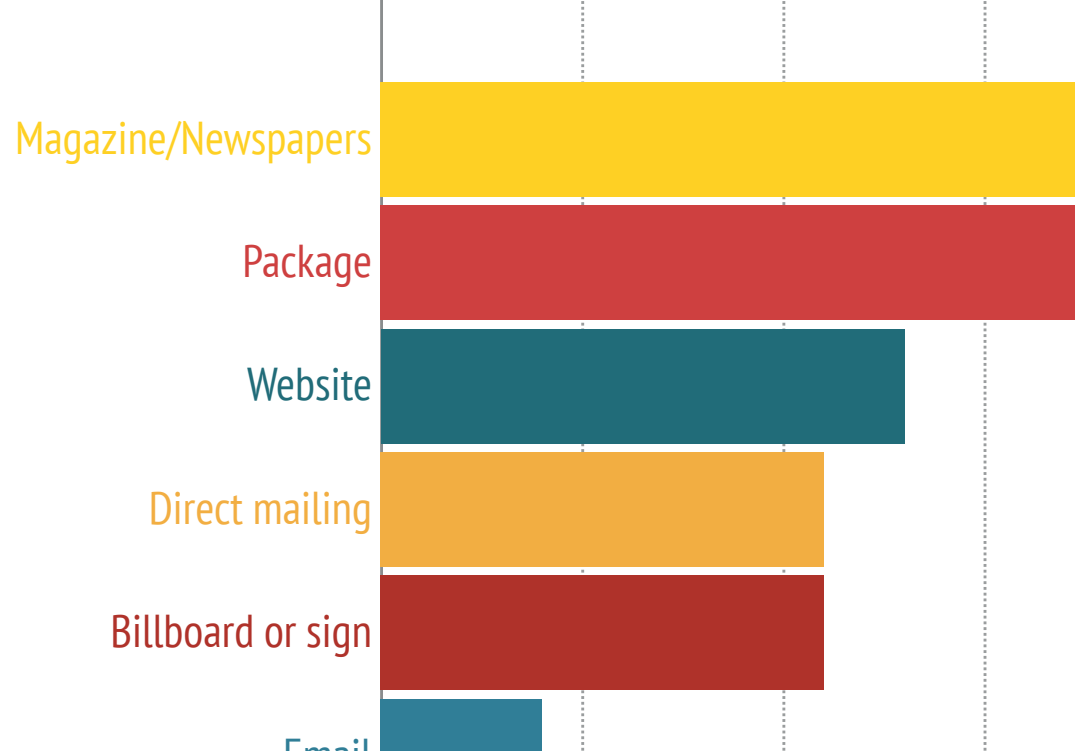
66% 34%

Qr code scans by men and women.



74%

People scanning are under age of 44.



40% of scans are performed during weekends...

