

2011 Estimated SaaS Revenues by Country

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International Revenue
ACCELERATION

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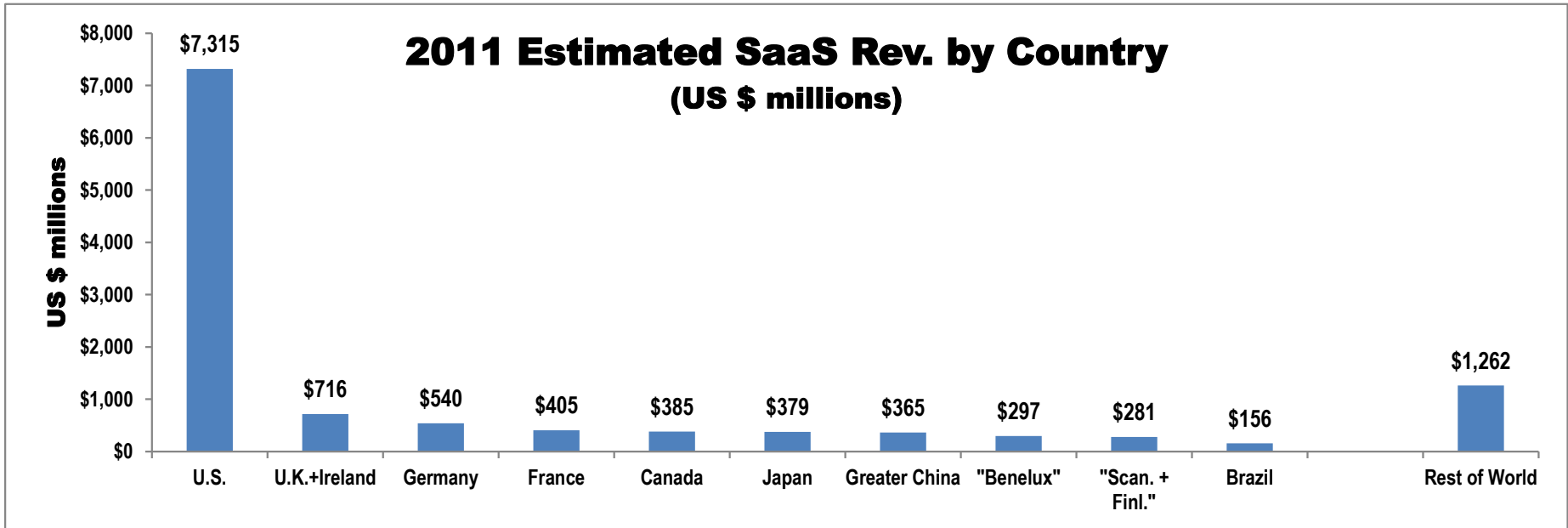
🌐: www.intl-rev-acceleration.com

Sources:

1. Gartner Group
2. World Information Technology and Services Alliance (www.witsa.org)

Top 10 Countries - SaaS Revenues

(US \$ millions)



2011 SaaS Revenues Detail – N. America

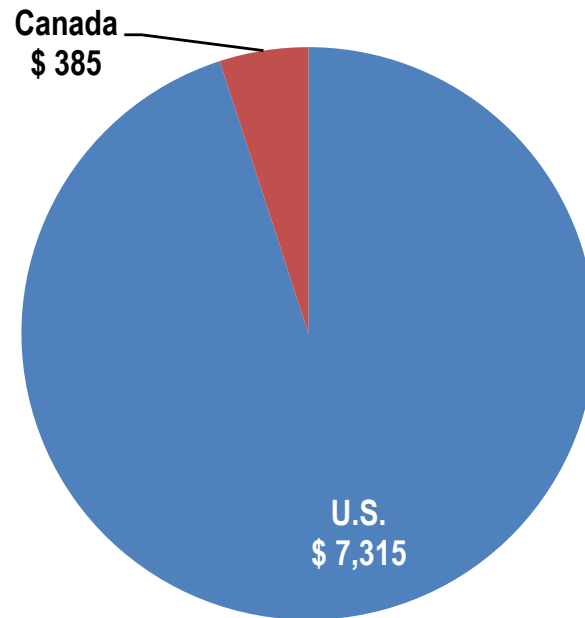
(US \$ millions)

	Total SaaS (\$ M)	% World	% Region
<u>North America</u>			
U.S.	7,315	60.5%	95.0%
Canada	385	3.2%	5.0%
TOTAL - N.A.	7,700	63.6%	100%
<u>Latin America</u>			
Brazil	156	1.3%	47.7%
Mexico	77	0.6%	23.5%
Argentina	25	0.2%	7.5%
Chile	18	0.2%	5.6%
Colombia	15	0.1%	4.4%
Rest of Latin America	37	0.3%	11.3%
TOTAL - L. Am.	328	2.7%	100%



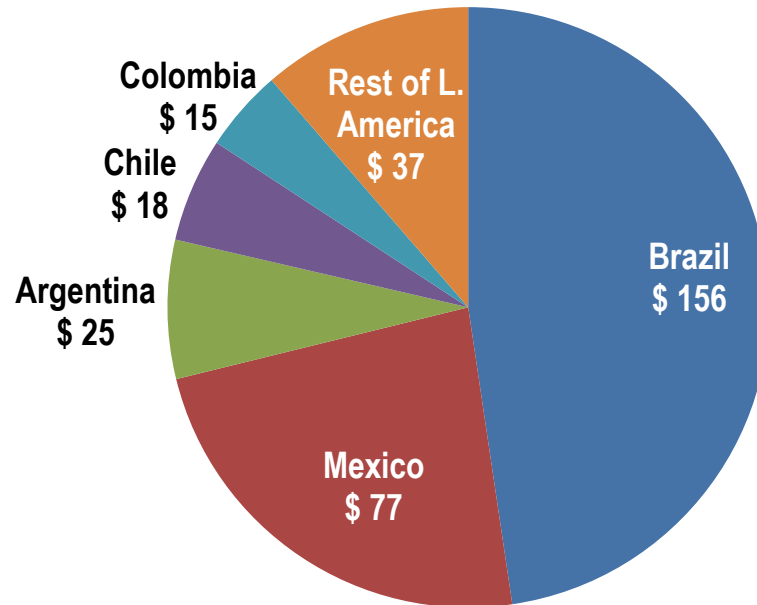
2011 SaaS Revenues by Country – N. America

(US \$ millions)



2011 SaaS Revenues by Country – Latin America

(US \$ millions)



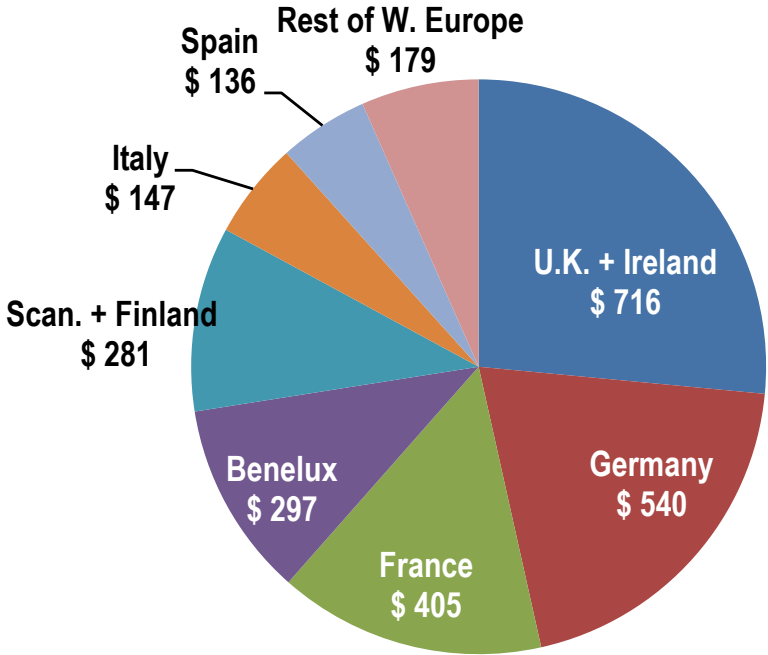
2011 SaaS Revenues Detail – Europe, Middle East, Africa (US \$ millions)

	Total SaaS (\$ M)	% World	% Region
<u>Western Europe</u>			
U.K. + Ireland	716	5.9%	26.5%
Germany	540	4.5%	20.0%
France	405	3.3%	15.0%
Benelux	297	2.5%	11.0%
Scan. + Finland	281	2.3%	10.4%
Italy	147	1.2%	5.4%
Spain	136	1.1%	5.0%
Rest of W. Europe	179	1.5%	6.6%
TOTAL - W. Europe	2,700	22.3%	100%
<u>Eastern Europe</u>			
	131	1.1%	
<u>Middle East + Africa</u>			
	93	0.8%	



2011 SaaS Revenues by Country – W. Europe

(US \$ millions)

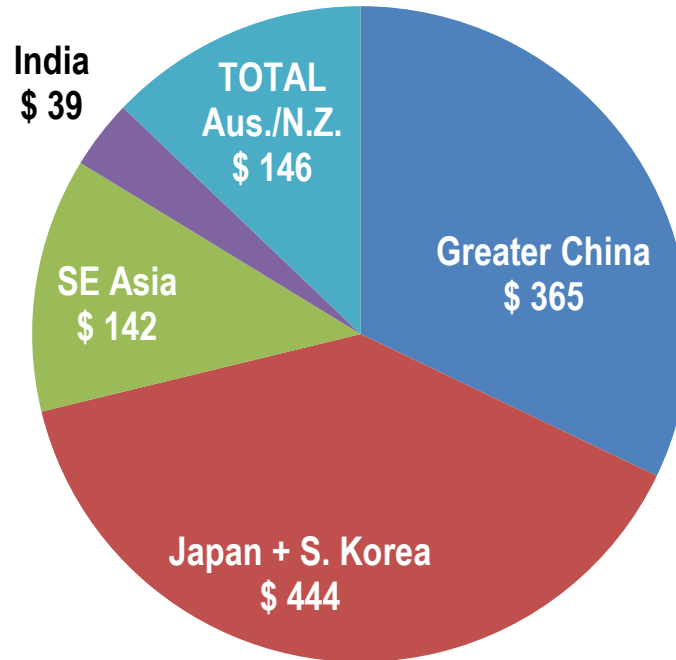


2011 SaaS Revenues Detail – East Asia, Australia / New Zealand (US \$ millions)

	Total SaaS (\$ M)	% World	% Region	% APAC
East Asia				
Japan	379	3.1%	37.9%	33.0%
China	317	2.6%	31.7%	27.7%
Singapore	76	0.6%	7.6%	6.6%
S. Korea	65	0.53%	6.4%	5.6%
India	39	0.32%	3.9%	3.4%
Thailand	33	0.28%	3.3%	2.9%
Taiwan	26	0.21%	2.6%	2.3%
Hong Kong	22	0.18%	2.1%	1.9%
Indonesia	20	0.17%	2.0%	1.8%
Malaysia	13	0.11%	1.3%	1.1%
Rest of East Asia	12	0.10%	1.2%	1.0%
TOTAL - E. Asia	1,001	8.3%	100%	87%
Greater China	365	3.0%	36.4%	31.8%
Japan + S. Korea	444	3.7%	44.3%	38.7%
SE Asia	142	1.2%	14.2%	12.4%
India	39	0.3%	3.9%	3.4%
Australia + New Zealand				
Australia	135	1.1%	92.6%	11.8%
New Zealand	11	0.1%	7.4%	0.9%
TOTAL Aus./N.Z.	146	1.2%	100%	13%
APAC: East Asia + Aus. / N.Z.				
	1,147	9.5%		100%



2011 SaaS Revenues by Region – Asia Pacific (US \$ millions)



World Regions – SaaS Market Relative Sizes

(US \$ millions)

