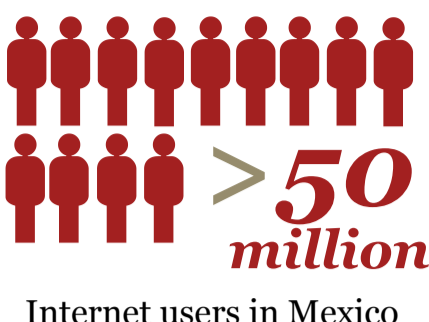


What drives social media growth in Mexico?

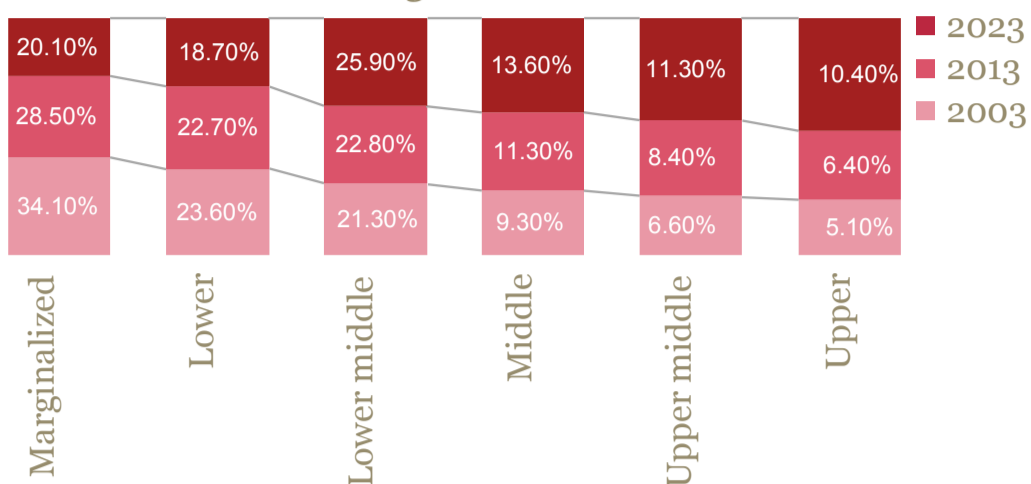


Source: Internet World Stats



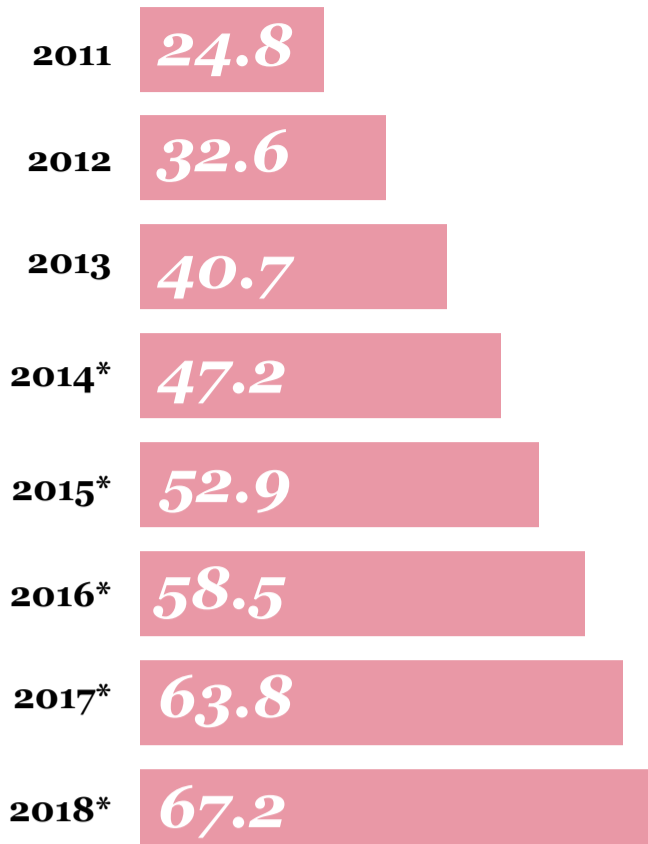
Source: BMI

Growing Middle Class



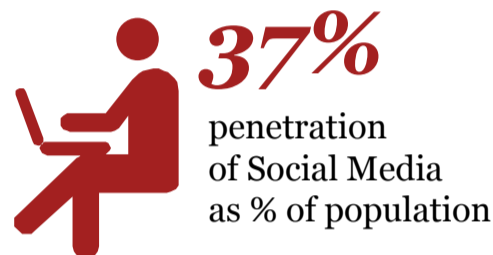
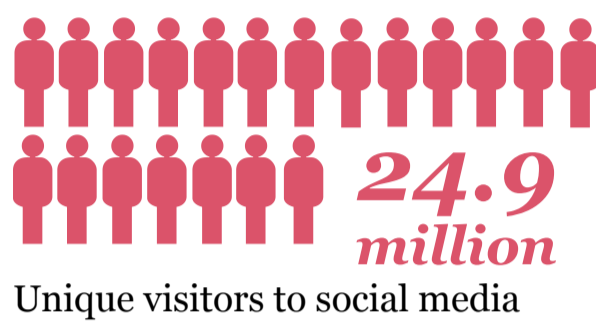
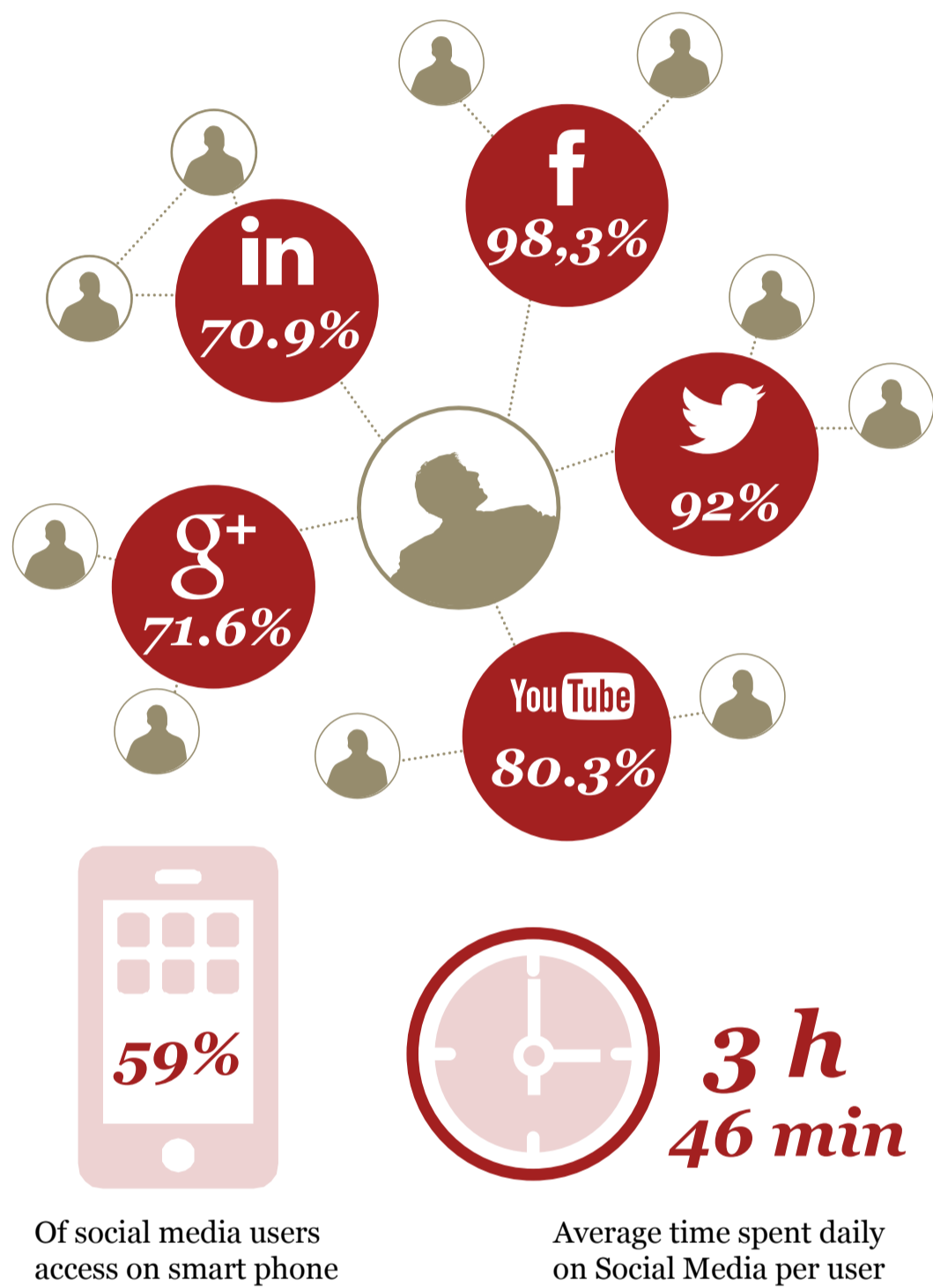
Source: Canback & Company

Social Media subscriptions in Mexico (millions)



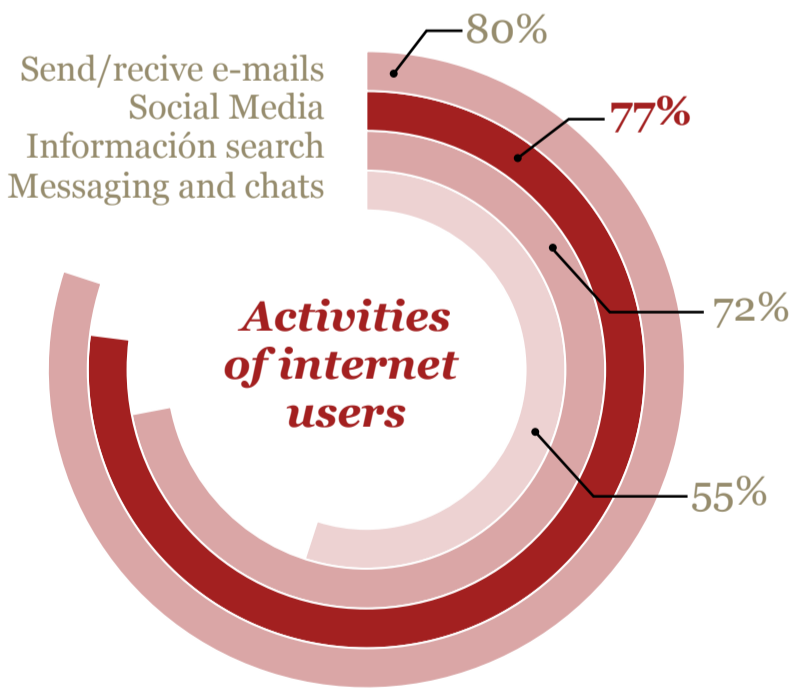
* Forecast | Source: Statista

Who uses social media in Mexico?

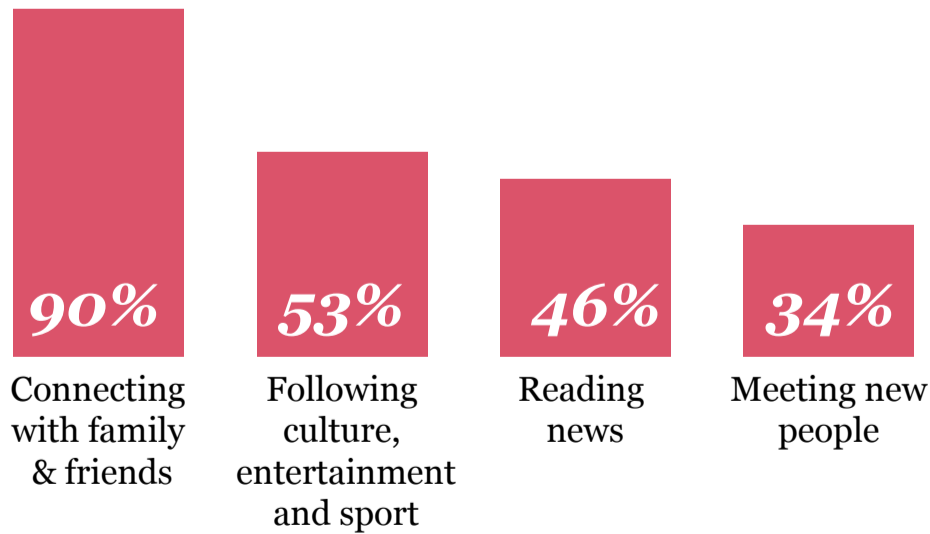


Source: AMIPCI

Social Media as a Part of Everyday Life

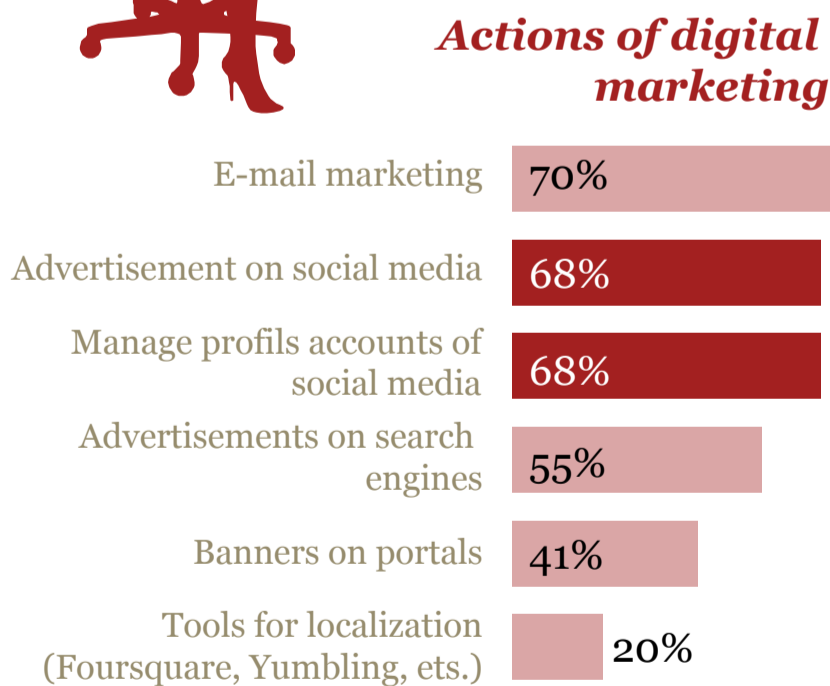


Reasons for using social media among internet users



Source: AMIPCI

Social Media as a Part of Online Marketing Strategy for Business

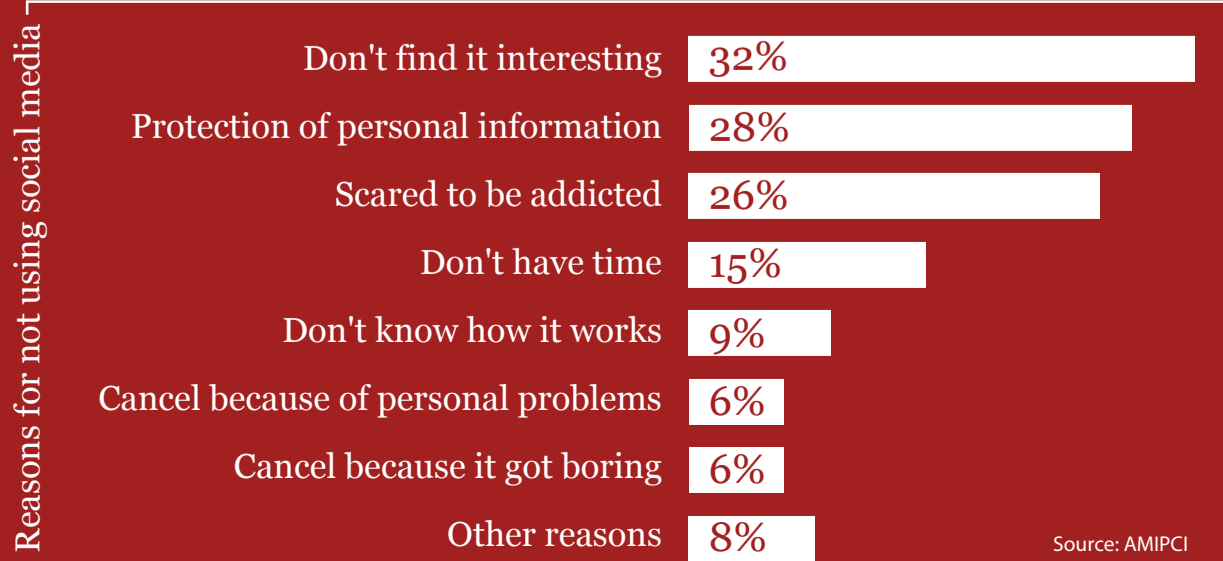


What followers of companies are doing on Social Media?



Source: AMIPCI

Social Media Challenges



Reasons for not using social media

Source: AMIPCI

