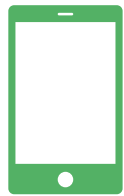


# HOW 5G WILL DISRUPT SECTORS AND TRANSFORM THE UK ECONOMY

## RETAIL AND COMMERCE

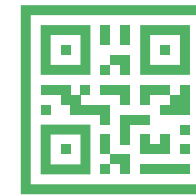
5G connectivity will make purchasing on-the-go quicker, easier and more secure, saving...



91 hours per year for households who shop on mobile

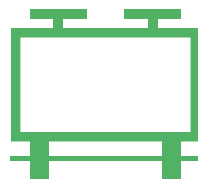


6 minutes for customer service actions by utilising chatbots

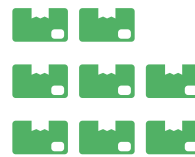


£2.5 million per year for people purchasing tickets by reducing fraud through e-tickets

Bricks and mortar retail spaces will evolve alongside increased mobile spending to create experiences that bridge the mobile and physical world...



Smart billboard advertising will change in response to mobile data collected



Retailers will be able to manage stock efficiently through 5G data collection shelves

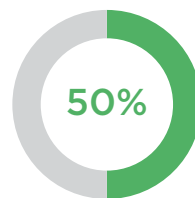


Efficient use of space meaning stores opening in areas once ruled out by higher rental costs

5G-connected home appliances will integrate into the retail experience, providing live information, helping households with purchasing decisions.



Smart fridges will send 'shelfies' to people so excess food isn't bought



Reducing food waste by 50%



Resulting in saving households £236