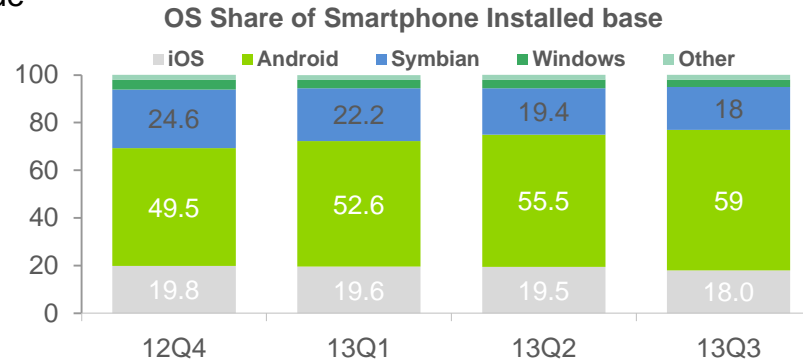
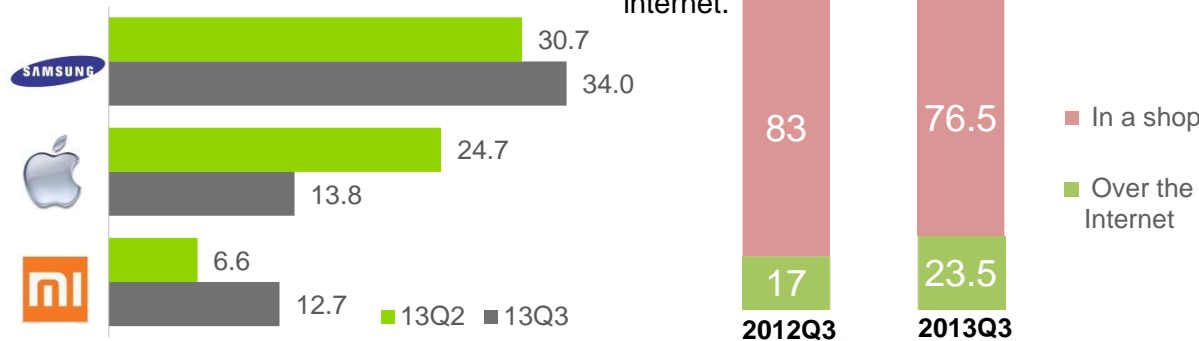


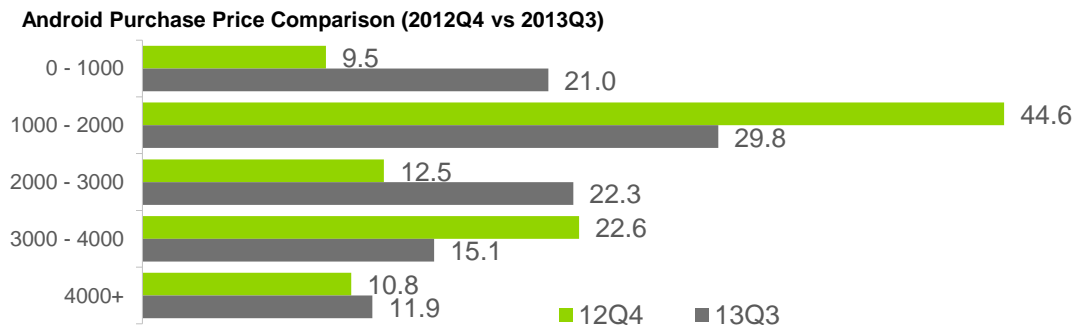
Android gains approx. 3% market share each quarter, attracts users with devices offer good value



Samsung, Apple and Xiaomi account for 60% of total Smartphone sales, and Xiaomi is challenging the No.2 spot



Android purchase prices have experienced a major shift in the past 12 months. Instead of ¥1000-¥2000, more people are buying handsets that are less than ¥1000, also ¥2000-¥3000 handsets are becoming more popular.



Smartphone Focus

Source:
Kantar Worldpanel ComTech

Time:
2013 Q3

- ♦ Android's steady growth in china is mainly coming from cheaper local brands, consumers are seeking for the ultimate value for money device.
- ♦ There were many speculations about the iPhone 5s and 5c prior their official launch, It actually made negative impact to iPhone Q3 sales, as People were holding out for the new models, and reduced Apple's sales by almost 50% compared to the previous quarter.
- ♦ Almost a quarter of Smartphone sales were made via online channels in 2013Q3. Even though online channels usually offer better price, the ability to test the phone is also a key purchase decision factor for Chinese customers, making it important for manufactures and leading retail chains to develop effective O2O strategies
- ♦ As most Android devices offer similar user experience, consumers are more focusing on cost effective devices.