

Authorized Release

China Mobile Phone Market Report

March, 2016

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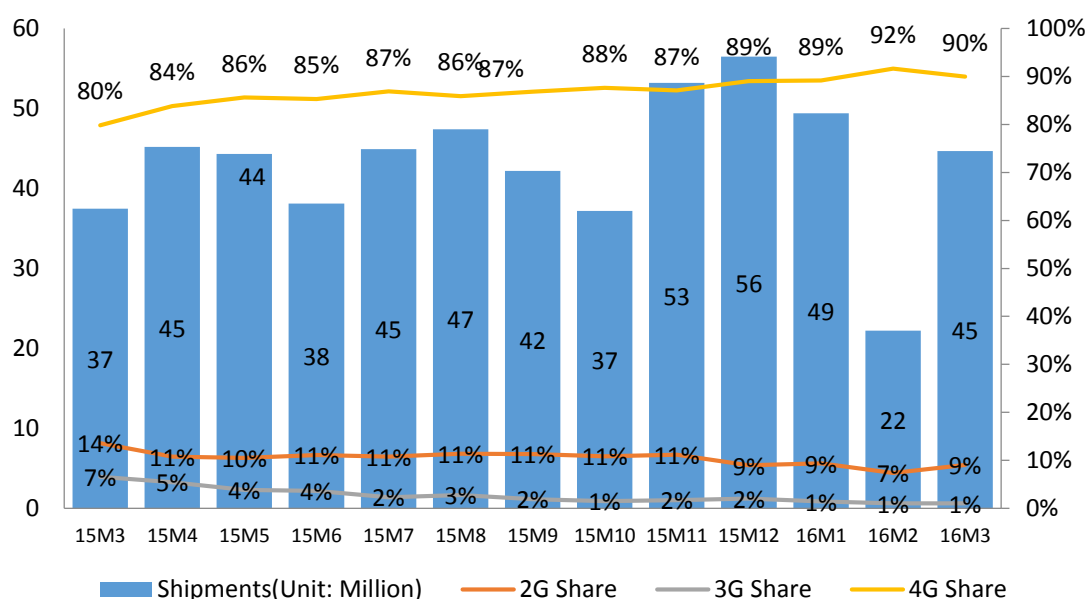
April, 2016

Part 1. Overall Mobile Phone Market in China

March domestic mobile phone shipments reached 44.7 million units, up 19.3 percent year over year. 186 new models were released in the month, up 43.1 percent year over year.

YTD domestic mobile phone shipments reached 116.3 million units and YTD number of new model release reached 328, up 6.7 percent and down by 11.6 percent year over year, respectively.

Chart 1: Domestic mobile phone shipments from March 2015 to March 2016



Part 2. Development of 4G Mobile Phones

March domestic 4G mobile phone shipments were 40.2 million units, up 34.4 percent year over year, and represented 90.0 percent of the total shipments. 164 new 4G models were released in the month, up 74.5 percent year over year, accounting for 88.2% of the total new models this month.

YTD domestic 4G mobile phone shipments were 104.6 million units, up 21.3 percent year over year, and represented 90.0 percent of the total shipments. YTD number of new model release reached 272, up 11.5 percent year over year, accounting for 82.9 percent of the total new model release.

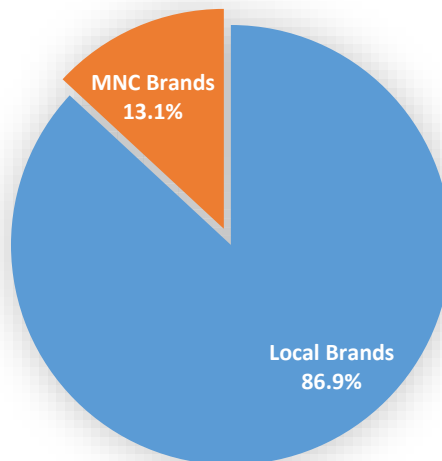
Out of the total 4G mobile phone shipments this month, 58.6%, 91.9%, 53.1% and 39.4% of the 4G mobile phones shipped supported FDD LTE, TD-SCDMA, WCDMA and cdma2000 network, respectively.

Part 3. Local and MNC Brands of Mobile Phones

March mobile phone shipments by the local brands reached 38.8 million units, up 34.3 percent year over year, accounting for 86.9 percent of the domestic mobile phone shipments. Number of new model released (176 units) by the local brands increased by 45.5 percent year over year, and represented 94.6 percent of the total number of new model release in the month.

YTD mobile phone shipments by the local brands reached 101 million units, up 15.5 percent year over year, and accounted for 86.6 percent of the domestic mobile phone shipments. Number of new models released by the local brands (308 units) declined by 10.7 percent year over year, representing 93.9% of the total number of new model release in the domestic market in the month.

Chart 2: March mobile phone shipments by local and MNC brands



Part 4. Development of Smart Phones

March smart phone shipments were 40.5 million units, up 26.2 percent year over year, and accounted for 90.6 percent of the domestic mobile phone shipments in the month. Of the

total smart phones shipments, 34.0 million units were Android-based.

YTD smart phone shipments were 105.6 million units, up 11.9 percent year over year, and represented 90.8 percent of the YTD domestic mobile phone shipments. Of the total smart phones shipments, 89.5 million units were Android-based.

In March, 164 new smart phone models were released, including 112 Android smart phones. Number of new smart phone released in the month was up by 56.2 percent year over year, and accounted for 88.2 percent of the number of new release.

YTD number of new model release reached 274, including 206 Android smart phones, up 0.4 percent year over year, and represented 83.5 percent of the YTD total number of new model release.