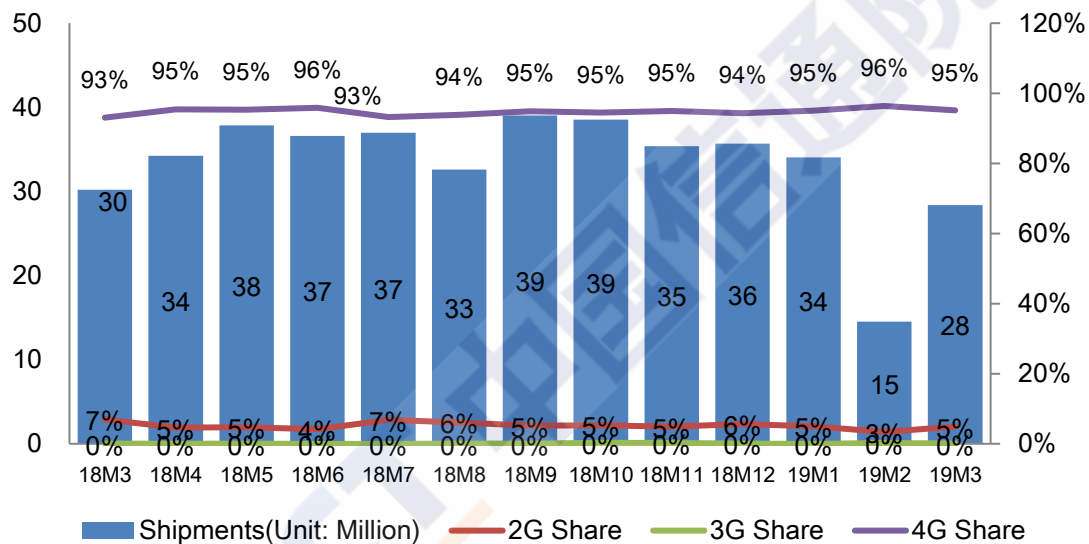


## Part 1. Overall Mobile Phone Market in China

March domestic mobile phone shipments reached 28.4 million units, down 6.0 percent year over year. 52 new models were released in the month, down 35.0 percent year-over-year (y/y).

Over the past 3 months, domestic mobile phone shipments reached 76.9 million units and number of new model release reached 125, down 11.9 percent and 39.3 percent y/y respectively.

**Chart 1: Domestic mobile phone shipments from March 2018 to March 2019**



## Part 2. Development of 4G Mobile Phones

March domestic 4G mobile phone shipments were 27.0 million units, down 3.9 percent y/y, and represented 95.1 percent of the total shipments. 41 new 4G models were released in the month, down 38.8 percent y/y, accounting for 78.8 percent of the total new models this month.

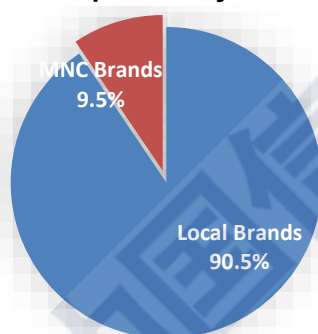
Over the past 3 months, domestic 4G mobile phone shipments were 73.3 million units, down 10.5 percent y/y, and represented 95.3 percent of the total shipments. The total number of new model release reached 100, down 35.9 percent y/y, accounting for 80.0 percent of the total new model release.

### Part 3. Local and MNC Brands of Mobile Phones

March mobile phone shipments by the local brands reached 25.7 million units, down 4.8 percent y/y, accounting for 90.5 percent of the domestic mobile phone shipments. Number of new models released by the local brands (47 units) decreased by 39.7 percent y/y, and represented 90.4 percent of the total number of new model release in the month.

Mobile phone shipment volume for year 2019 by the local brands reached 70.9 million units, down 6.6 percent y/y, and accounted for 92.1 percent of the domestic mobile phone shipments. Number of new models released by the local brands (112 units) decreased by 41.1 percent y/y, and represented 89.6 percent of the total number of new model release in the domestic market.

**Chart 2: March 2019 mobile phone shipments by local and MNC brands**



### Part 4. Development of Smart Phones

March smart phone shipments were 26.9 million units, down 4.1 percent y/y, and accounted for 94.9 percent of the domestic mobile phone shipments in the month. Over the past 3 months, smart phone shipments were 73.1 million units, down 10.7 percent y/y, and represented 95.0 percent of domestic mobile phone shipments.

In March, 40 new smart phone models were released, down 41.2 percent y/y, and accounted for 76.9 percent of the number of new release. Over the past 3 months, 98 new smart phone models were released, down 38.0 percent y/y, and accounted for 78.4 percent of the number of new release.