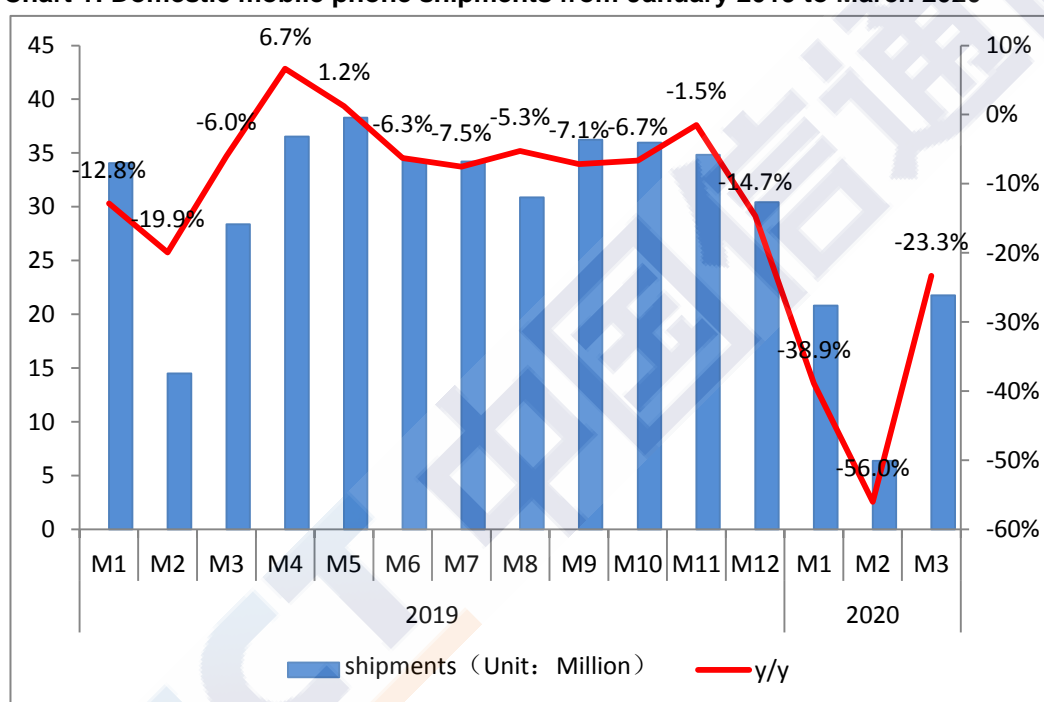


Part 1. Overall Mobile Phone Market in China

March domestic mobile phone shipments reached 21.8 million units, down 23.3 percent year over year. 39 new models were released in the month, down 25.0 percent year-over-year (y/y).

Over the past 3 months, domestic mobile phone shipments reached 49.0 million units and number of new model release reached 89 down 36.4 percent and 28.8 percent y/y respectively.

Chart 1: Domestic mobile phone shipments from January 2019 to March 2020

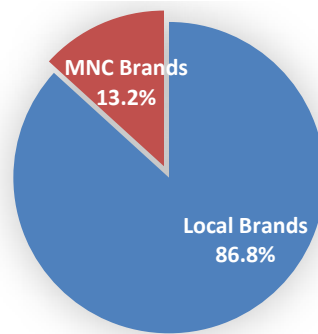


Part 2. Local and MNC Brands of Mobile Phones

March mobile phone shipments by the local brands reached 18.9 million units, down 26.5 percent y/y, accounting for 86.8 percent of the domestic mobile phone shipments. Number of new models released by the local brands (36 units) decreased by 23.4 percent y/y, and represented 92.3 percent of the total number of new model release in the month.

Mobile phone shipment volume for year 2020 by the local brands reached 43.1 million units, down 39.2 percent y/y, and accounted for 87.9 percent of the domestic mobile phone shipments. Number of new models released by the local brands (79 units) decreased by 29.5 percent y/y, and represented 88.8 percent of the total number of new model release in the domestic market.

Chart 2: March 2020 mobile phone shipments by local and MNC brands



Part 3. Development of Smart Phones

March smart phone shipments were 21.0 million units, down 21.9 percent y/y, and accounted for 96.7 percent of the domestic mobile phone shipments in the month. Over the past 3 months, smart phone shipments were 47.7 million units, down 34.7 percent y/y, and represented 97.5 percent of domestic mobile phone shipments.

In March, 34 new smart phone models were released, down 15.0 percent y/y, and accounted for 87.2 percent of the number of new release. Over the past 3 months, 74 new smart phone models were released, down 24.5 percent y/y, and accounted for 83.1 percent of the number of new release.