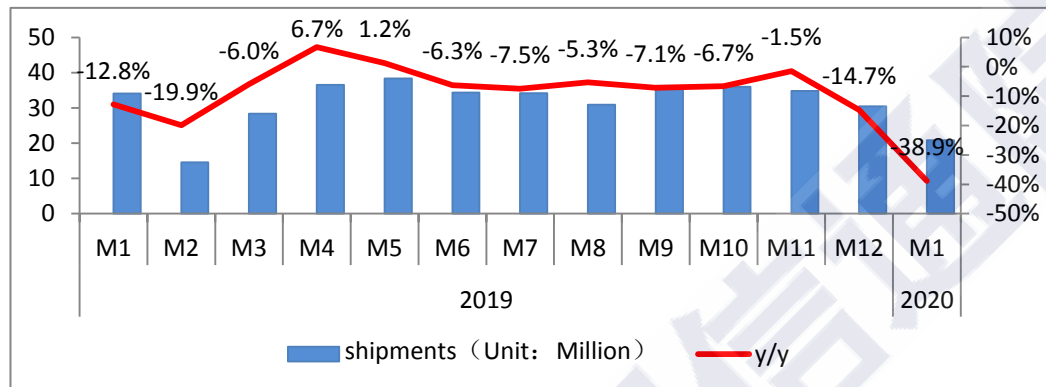


Part 1. Overall Mobile Phone Market in China

January domestic mobile phone shipments reached 20.8 million units, down 38.9 percent year over year. 34 new models were released in the month, up 6.3 percent year-over-year (y/y).

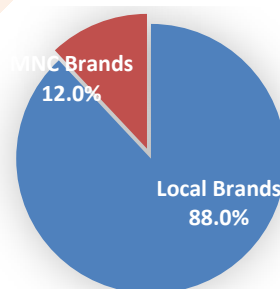
Chart 1: Domestic mobile phone shipments from January 2019 to January 2020



Part 2. Local and MNC Brands of Mobile Phones

January mobile phone shipments by the local brands reached 18.3 million units, down 42.9 percent y/y, accounting for 88.0 percent of the domestic mobile phone shipments. Number of new models released by the local brands (33 units) increased by 6.5 percent y/y, and represented 97.1 percent of the total number of new model release in the month.

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



Part 3. Development of Smart Phones

January smart phone shipments were 20.4 million units, down 36.6 percent y/y, and accounted for 97.8 percent of the domestic mobile phone shipments in the month. In January, 26 new smart phone models were released, up 18.2 percent y/y, and accounted for 76.5 percent of the number of new release.