

Part 1. Overall Mobile Phone Market in China

October domestic mobile phone shipments were 26.2 million, down 27.3 percent year-over-year(y/y). 28 new models were released in the month, down 42.9 percent y/y.

Over the past 10 months, domestic mobile phone shipments were 251.8 million and number of new model were 387, down 22.1 percent and 19.7 percent y/y respectively.

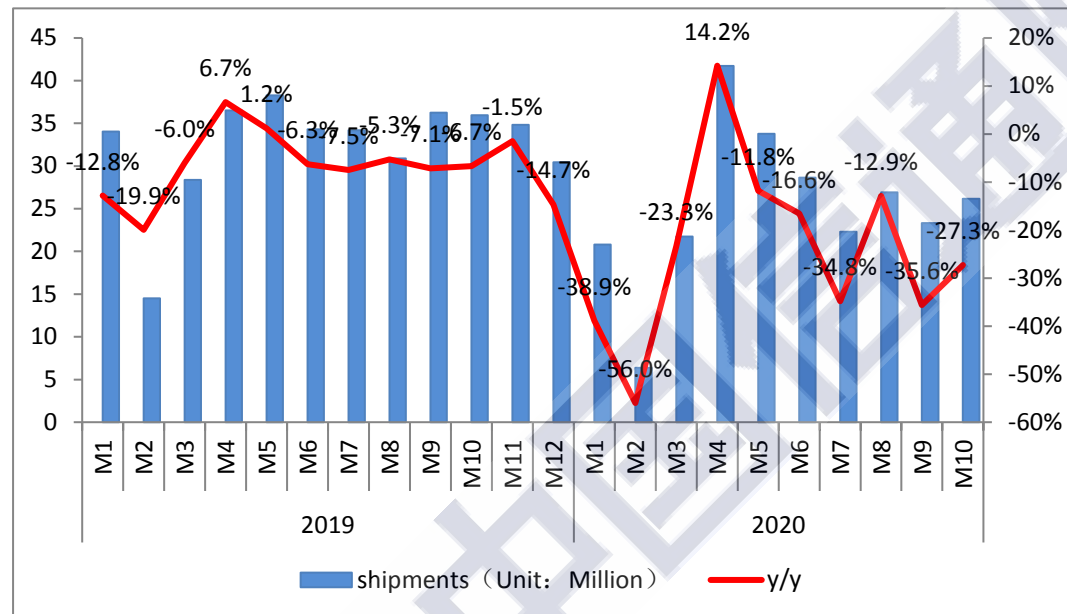


Chart 1: Domestic mobile phone shipments from January 2019 to October 2020

Part 2. Development of 5G Mobile Phones

October domestic 5G mobile phone shipments were 16.8 million, and represented 64.1 percent of the total shipments. 16 new 5G models were released in the month, accounting for 57.1 percent of the total new models released in the month.

YTD 5G mobile phone shipments were 124.4 million units, and the total number of new models were 183.

Part 3. Local and MNC Brands of Mobile Phones

October local brands of mobile phone shipments were 20.3 million, down 33.5 percent y/y, accounting for 77.7 percent of the total shipments. Number of new models released by the local brands were 21, decreased by 53.3 percent y/y, and represented 75.0 percent of the total number of new models released in the month.

YTD local brands of Mobile phone shipments were 226.3 million, down 23.2 percent y/y, and accounted for 89.9 percent of the domestic mobile phone shipments. Number of new models released by the local brands were 348, decreased by 19.3 percent y/y, and represented 89.9 percent of the total number of new models.

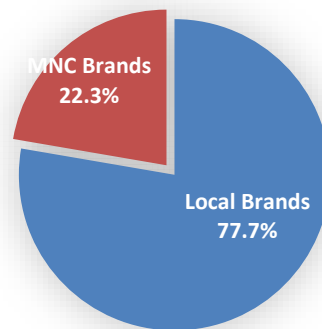


Chart 2: October 2020 mobile phone shipments by local and MNC brands

Part 4. Development of Smart Phones

October smart phone shipments were 25.0 million, down 27.7 percent y/y, and accounted for 95.6 percent of the total shipments in the month. Over the past 10 months, smart phone shipments were 242.8 million, down 21.5 percent y/y, and represented 96.4 percent of the total shipments.

In October, 25 new smart phone models were released, down 19.4 percent y/y, and accounted for 89.3 percent of number of new models released in the month. Over the past 10 months, 298 new smart phone models were released, down 17.9 percent y/y, and accounted for 77.0 percent of the total number of new models.