

Part 1. Overall Mobile Phone Market in China

November domestic mobile phone shipments were 29.6 million, down 15.1 percent year-over-year(y/y). 30 new models were released in the month, down 46.4 percent y/y.

Over the past 11 months, domestic mobile phone shipments were 281.3 million and number of new model were 417, down 21.5 percent and 22.5 percent y/y respectively.

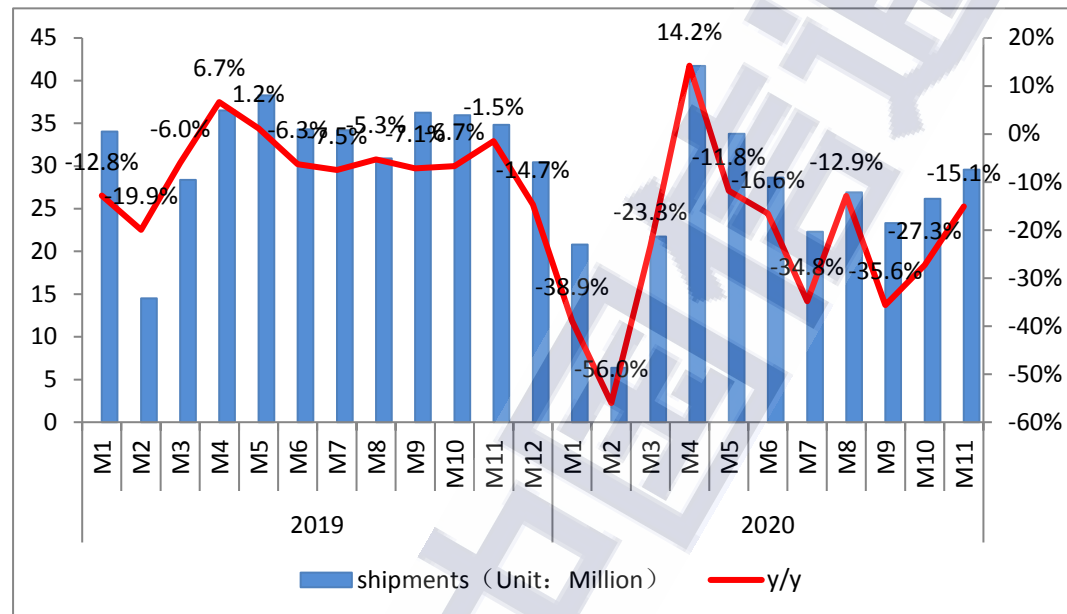


Chart 1: Domestic mobile phone shipments from January 2019 to November 2020

Part 2. Development of 5G Mobile Phones

November domestic 5G mobile phone shipments were 20.1 million, and represented 68.1 percent of the total shipments. 16 new 5G models were released in the month, accounting for 53.3 percent of the total new models released in the month.

YTD 5G mobile phone shipments were 144.6 million units, and the total number of new models were 199.

Part 3. Local and MNC Brands of Mobile Phones

November local brands of mobile phone shipments were 22.7 million, down 27.7 percent y/y, accounting for 76.7 percent of the total shipments. Number of new models released by the local brands were 27, decreased by 42.6 percent y/y, and represented 90.0 percent of the total number of new models released in the month.

YTD local brands of Mobile phone shipments were 249.0 million, down 23.6 percent y/y, and accounted for 88.5 percent of the domestic mobile phone shipments. Number of new models released by the local brands were 375, decreased by 21.5 percent y/y, and represented 89.9 percent of the total number of new models.

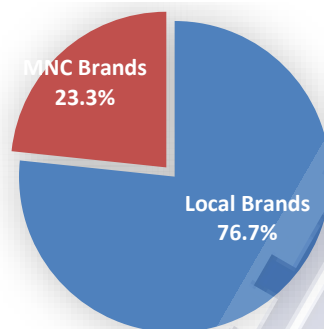


Chart 2: November 2020 mobile phone shipments by local and MNC brands

Part 4. Development of Smart Phones

November smart phone shipments were 27.7 million, down 17.0 percent y/y, and accounted for 93.7 percent of the total shipments in the month. Over the past 11 months, smart phone shipments were 270.5 million, down 21.1 percent y/y, and represented 96.1 percent of the total shipments.

In November, 25 new smart phone models were released, down 26.5 percent y/y, and accounted for 83.3 percent of number of new models released in the month. Over the past 11 months, 323 new smart phone models were released, down 18.6 percent y/y, and accounted for 77.5 percent of the total number of new models.