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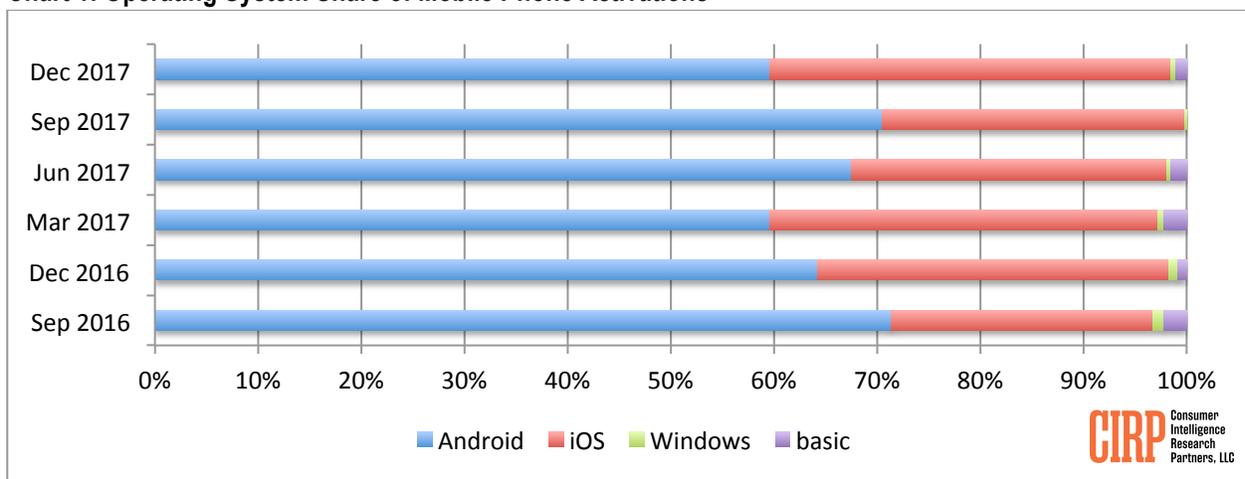
## iOS Improves US Market Share after New Models Launch

### Samsung, Apple, LG, Motorola Account for 90% of US Market

CHICAGO, IL – Tuesday, January 16, 2017 - Consumer Intelligence Research Partners, LLC (CIRP) today released analysis of the results of its research on mobile phone operating systems and brands for the calendar quarter that ended December 31, 2017. This analysis features findings about market share trends in mobile phone operating systems and brands in the US from October-December 2017.

CIRP research shows that the two major mobile operating systems, Google Android and Apple iOS, accounted for virtually 100% of US mobile phone activations in the third quarter (Chart 1). In the December 2017 quarter, Android accounted for 60% of US activations, down from the 64% share in the year-ago December 2016 quarter, and down from 71% in the September 2017 quarter. iOS accounted for 39% of activations, up from its 34% share in the year-ago December 2016 quarter, and up from its 29% share in the September 2017 quarter.

**Chart 1: Operating System Share of Mobile Phone Activations**

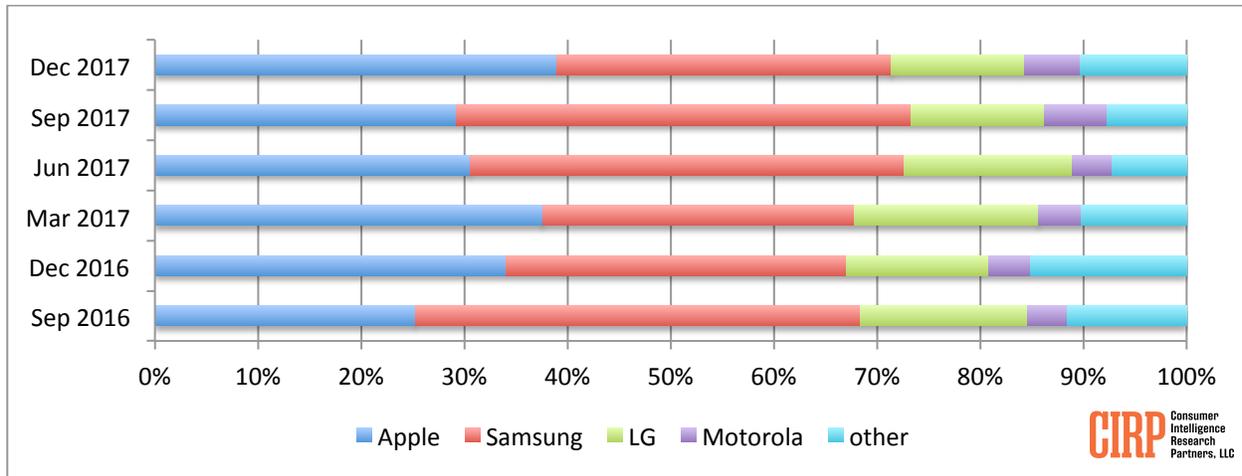


“Apple’s iOS increased its mobile operating system share in the US in the most recent quarter,” said Josh Lowitz, Partner and Co-Founder of CIRP. “While Android still leads, the launch of the new iPhone 8, 8 Plus, and X models, without similar new Android

phones, allowed Apple to increase its share of activations in the quarter, relative last quarter and to the year-ago quarter.”

Among phone brands, Apple had the highest share in the US market in the December 2017 quarter, at 39%, with Samsung next at 32% and LG at 13% (Chart 2). All other brands, including Motorola, HTC, and others, accounted for the remaining 15%.

**Chart 2: Brand Share of Mobile Phone Activations**



“Among phone brands, Apple and Samsung continue to dominate,” said Mike Levin, Partner and Co-Founder of CIRP. “LG maintains share at 13-18% in the past five quarters, while Motorola has expanded its share to 5-6% in the past two quarters, up slightly in the past year. HTC’s share continued to decline, so we now include them as ‘other’.”

“In the first full quarter after the launch of its three new models, Apple grew its share relative to Android brands,” continued Lowitz. “If we compare change in share from the September quarter to the December quarter in this year and last year, Apple clearly improved its market position, It gained ten percentage points from the September to the December quarter both years, but as it had a better September quarter in 2017 than in 2016, this resulted in an overall stronger December quarter.”

CIRP bases its findings on a survey of 500 US subjects that activated a new or used phone in the October-December 2017 period. For additional information, please contact Mike Levin (mike@cirpllc.com) or Josh Lowitz (josh@cirpllc.com) at 312.344.3664. Further information on CIRP, which provides securities research to the investment community using advanced consumer market research strategies, methods, and techniques, is at [www.cirpllc.com](http://www.cirpllc.com).

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