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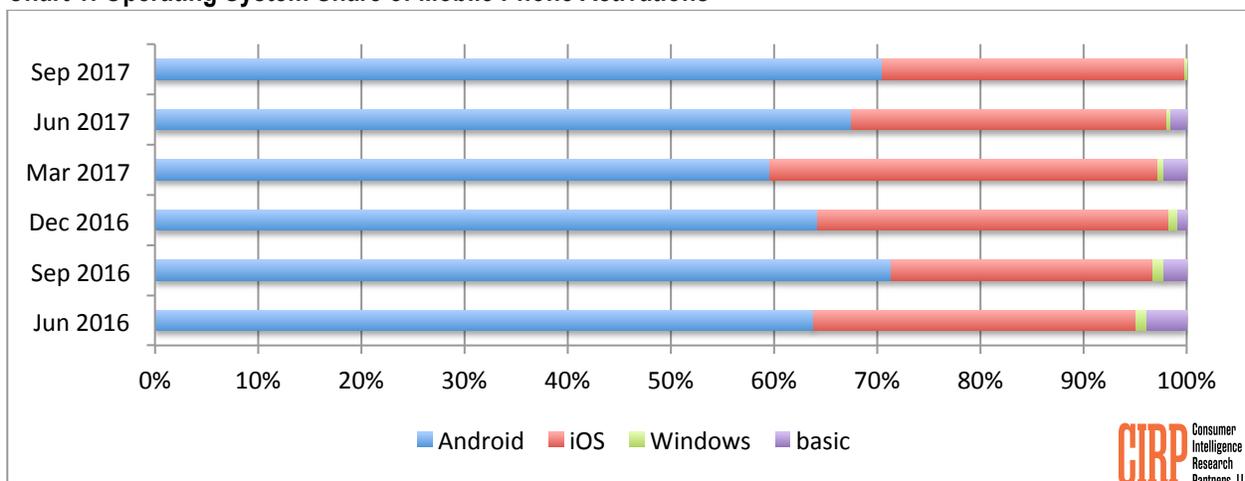
Android, iOS Divide US Market

Samsung Still Leads, While iPhone Launch Quarter Slows Apple

CHICAGO, IL – Tuesday, October 17, 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 September 30, 2017. This analysis features findings about market share trends in mobile phone operating systems and brands in the US from July-September 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 September 2017 quarter, Android accounted for 71% of US activations, the same as the 71% share in the year-ago September 2016 quarter, and up from 68% in the June 2017 quarter. iOS accounted for 29% of activations, up from its 25% share in the year-ago September 2016 quarter, and down from its 31% share in the June 2017 quarter.

Chart 1: Operating System Share of Mobile Phone Activations

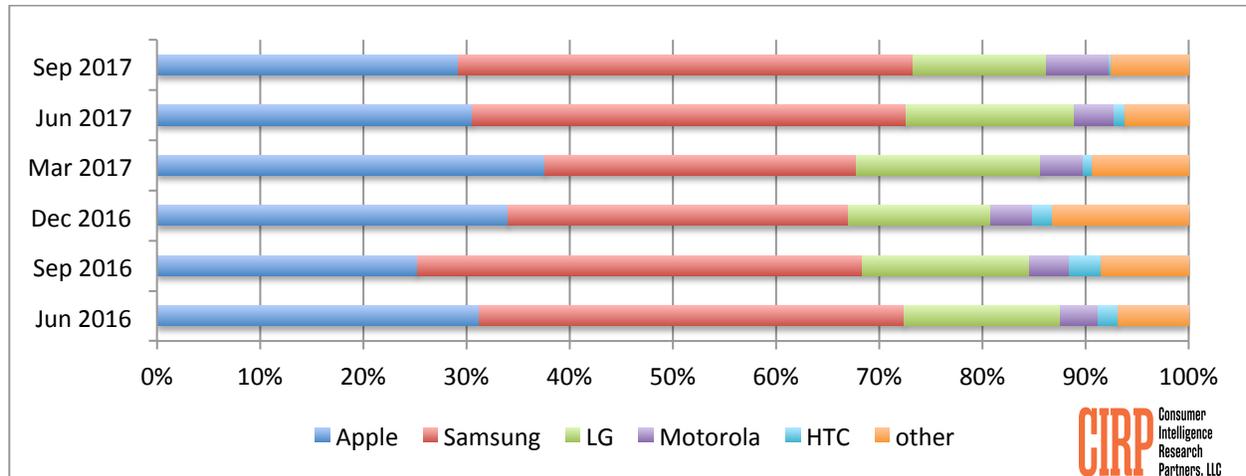


“US share of mobile operating systems has followed earlier trends,” said Josh Lowitz, Partner and Co-Founder of CIRP. “This past September quarter resembles the year-

ago quarter. iOS improved a bit relative to its year-ago share, at the expense of Windows and basic phones, which statistically now have zero share in the US.”

Among phone brands, Samsung had the highest share in the US market in the September 2017 quarter, at 44%, with Apple next at 29% and LG at 13% (Chart 2). All other brands, including Motorola, HTC, and others, accounted for the remaining 14%.

Chart 2: Brand Share of Mobile Phone Activations



“Phone brand shares remained relatively stable compared to last year,” said Mike Levin, Partner and Co-Founder of CIRP. “Samsung continues to sell the most phones, as it has for the last couple of quarters. Apple increased share somewhat relative to last year, while LG fell a bit. This leaves 10-15% of the market to a range of other brands.”

“The new iPhone 8 and 8 Plus models were available only for a couple of weeks in the quarter, so the data is still coming in,” continued Lowitz. “Still, it’s not quite enough to outweigh the clear impact of Apple customers holding back on purchasing for the first ten weeks of the quarter, as they waited for new phone models.”

CIRP bases its findings on a survey of 500 US subjects that activated a new or used phone in the July-September 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.

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