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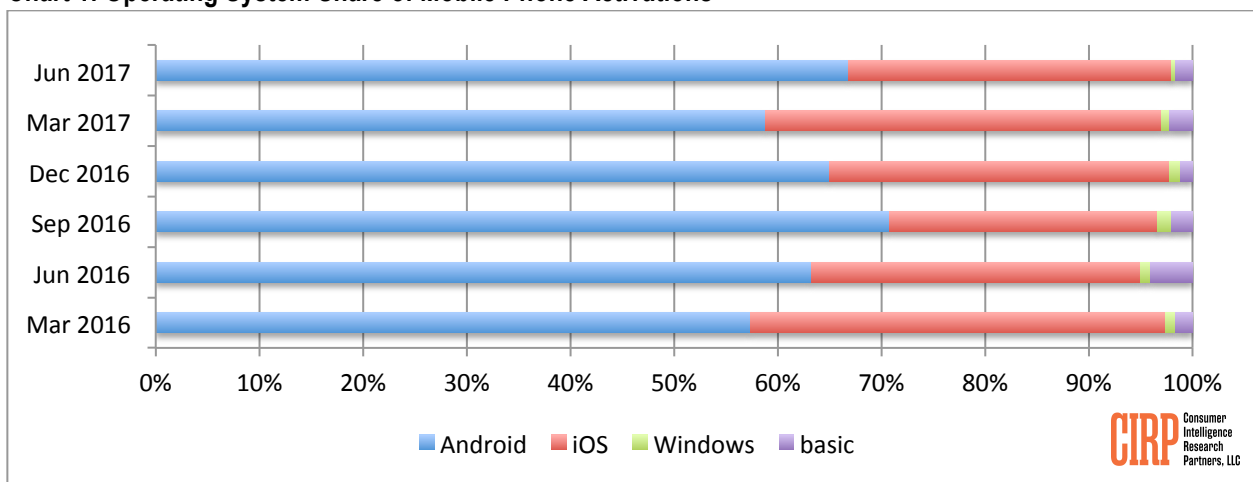
Android Gains in Quarter, at Expense of iOS

Apple, Samsung, LG Dominate US Market, For Now

CHICAGO, IL – Wednesday, July 19, 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 June 30, 2017. This analysis features findings about market share trends in mobile phone operating systems and brands in the US from April-June 2017.

CIRP research shows that the two major mobile operating systems, Google Android and Apple iOS, controlled about 98% of US customer mobile phone activations in the first quarter (Chart 1). In the June 2017 quarter, Android accounted for 67% of US activations, up from the 63% share in the year-ago June 2016 quarter, and also up from 59% in the March 2017 quarter. iOS accounted for 31% of activations, down from its 32% share in the year-ago June 2016 quarter, and down from its 38% share in the March 2017 quarter.

Chart 1: Operating System Share of Mobile Phone Activations

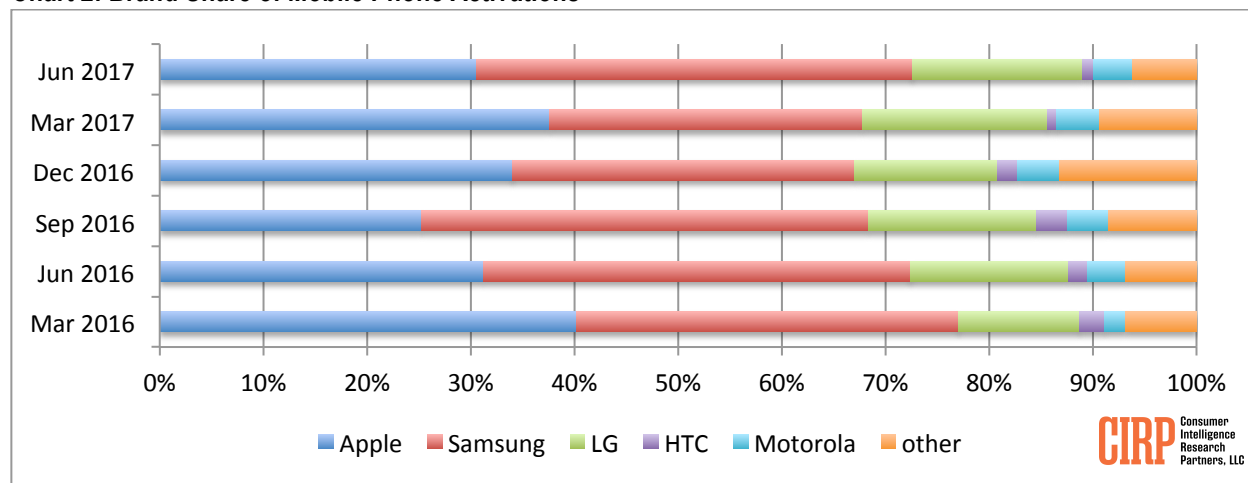


“At this point Android and iOS dominate smartphone activations, with basic phones taking even greater share than Windows,” said Josh Lowitz, Partner and Co-Founder of CIRP. “And, Android outsold iOS, and improved on its gains from 2016. The lengthening

replacement cycle for iOS phones seems to have allowed Android to take incremental share of other phones, like Windows, Blackberry, and basic phones, from iOS.”

Among phone brands, Samsung had the highest share in the US market in the June 2017 quarter, at 42%, with Apple next at 31% and LG at 16% (Chart 2). All other brands, including Motorola, HTC, and others, first time phone buyers, basic phone owners upgrading to their first smartphone, as well as customers moving from the other, shrinking smartphone operating systems, accounted for the remaining 11%.

Chart 2: Brand Share of Mobile Phone Activations



“Among phone brands, share remained relatively stable compared to last year,” said Mike Levin, Partner and Co-Founder of CIRP. “Apple’s share was unchanged, and with the Galaxy 8 launch, Samsung seems to have recovered from any decline in share caused by the Galaxy Note 7 recall. LG continues to establish a presence as the other dominant Android manufacturer, so for now the market appears to belong mostly to those three manufacturers.”

CIRP bases its findings on a survey of 500 US subjects, from July 1-12, 2017, that activated a new or used phone in the April-June 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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