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Operating System Loyalty Hits All-Time High

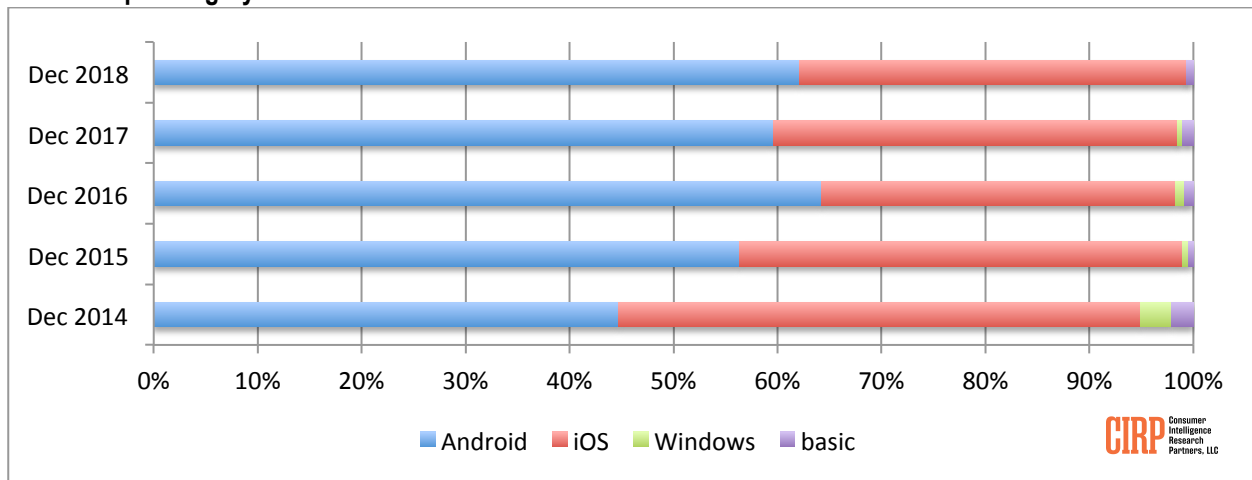
Apple iOS, Google Android Solidify Shares

CHICAGO, IL – Monday, January 28, 2019 - 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, 2018. This analysis features findings about market share trends in mobile phone operating systems and brands in the US from October-December, 2018.

CIRP research shows that the two major mobile operating systems, Google Android and Apple iOS, enjoyed their highest loyalty rates measured to-date.

In the December 2018 quarter, Android accounted for 62% of US activations and iOS accounted for 37% (Chart 1).

Chart 1: Operating System Share of Mobile Phone Activations

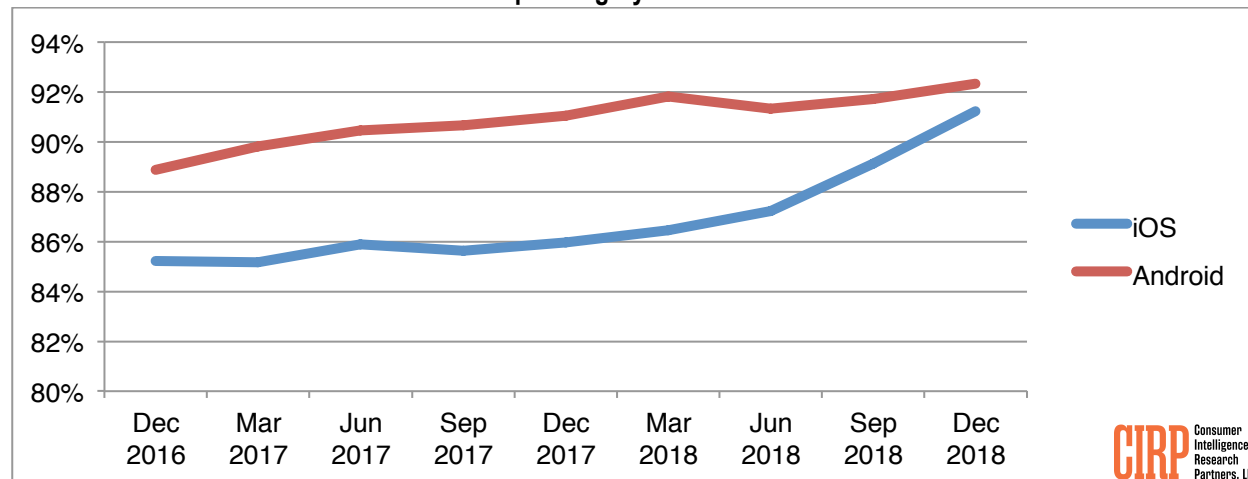


“Apple launched its new phones in the fall, so iOS historically has a higher market share in the December quarter,” said Josh Lowitz, Partner and Co-Founder of CIRP. “Looking at the past five December quarters, we see that Apple has not matched the high of the 2014 iPhone 6/6 Plus launch in the past four years. Apple’s 37% share this year was

slightly below the 39% in the December 2017 quarter, which is consistent with Apple's own announcement of softer sales in the December 2018 quarter."

Both Android and iOS improved loyalty, measured as percent of activations with the same operating system. Both operating systems exceeded 90%, with Android at 92% and iOS at 91% (Chart 2).

Chart 2: Percent of Activations with Same Operating System



"Loyalty hit the highest levels we've ever measured," said Mike Levin, Partner and Co-Founder of CIRP. "Both systems have seen loyalty trending upward for the past several quarters, as customers have become comfortable with the features and consistency of their operating system. Learning a new operating system takes effort, so fewer and fewer customers have found the need to switch. This, coupled with the quality and reliability of new phones is likely contributing to the longer upgrade cycles we are witnessing"

CIRP bases its findings on a survey of 500 US subjects that activated a new or used phone in the October-December 2018 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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