

Top Five Smartphone Vendors, Shipments, and Market Share, Q4 2012 (Units in Millions)

Vendor	4Q12 Unit Shipments	4Q12 Market Share	4Q11 Unit Shipments	4Q11 Market Share	Year-over-Year Change
1. Samsung	63.7	29.0%	36.2	22.5%	76.0%
2. Apple	47.8	21.8%	37.0	23.0%	29.2%
3. Huawei	10.8	4.9%	5.7	3.5%	89.5%
4. Sony	9.8	4.5%	6.3	3.9%	55.6%
5. ZTE	9.5	4.3%	6.4	4.0%	48.4%
Others	77.8	35.5%	69.2	43.1%	12.4%
Total	219.4	100.0%	160.8	100.0%	36.4%

Source: IDC Worldwide Mobile Phone Tracker, January 24, 2013

Note: Data are preliminary and subject to change. Vendor shipments are branded shipments and exclude OEM sales for all vendors.

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Top Five Total Mobile Phone Vendors, Shipments, and Market Share, Q4 2012 (Units in Millions)

Vendor	4Q12 Unit Shipments	4Q12 Market Share	4Q11 Unit Shipments	4Q11 Market Share	Year-over-Year Change
1. Samsung	111.2	23.0%	99.0	20.9%	12.3%
2. Nokia	86.3	17.9%	113.4	24.0%	-23.9%
3. Apple	47.8	9.9%	37.0	7.8%	29.2%
4. ZTE	17.6	3.6%	20.6	4.4%	-14.6%
5. Huawei	15.8	3.3%	13.9	2.9%	13.7%
Others	203.8	42.3%	189.5	40.0%	7.5%
Total	482.5	100.0%	473.4	100.0%	1.9%

Source: IDC Worldwide Mobile Phone Tracker, January 24, 2013

Note: Data are preliminary and subject to change. Vendor shipments are branded shipments and exclude OEM sales for all vendors.

Top Five Smartphone Vendors, Shipments, and Market Share Calendar Year 2012
(Units in Millions)

Vendor	2012 Unit Shipments	2012 Market Share	2011 Unit Shipments	2011 Market Share	Year over Year Change
1. Samsung	215.8	30.3%	94.2	19.0%	129.1%
2. Apple	135.9	19.1%	93.1	18.8%	46.9%
3. Nokia	35.1	4.9%	77.3	15.6%	-54.6%
4. HTC	32.6	4.6%	43.6	8.8%	-25.2%
5. Research In Motion	32.5	4.6%	51.1	10.3%	-36.4%
Others	260.7	36.5%	135.3	27.5%	92.7%
Total	712.6	100.0%	494.6	100.0%	44.1%

Source: IDC Worldwide Mobile Phone Tracker, January 24, 2013

Note: Data are preliminary and subject to change. Vendor shipments are branded shipments and exclude OEM sales for all vendors.

Top Five Mobile Phone Vendors, Shipments, and Market Share Calendar Year 2012
(Units in Millions)

Vendor	2012 Unit Shipments	2012 Market Share	2011 Unit Shipments	2011 Market Share	Year-over-Year Change
1. Samsung	406.0	23.4%	330.9	19.3%	22.7%
2. Nokia	335.6	19.3%	416.9	24.3%	-19.5%
3. Apple	135.9	7.8%	93.1	5.4%	46.0%
4. ZTE	65.0	3.7%	69.5	4.1%	-6.5%
5. LG	55.9	3.2%	88.1	5.1%	-36.5%
Others	737.5	42.6%	716.8	41.8%	2.9%
Total	1735.9	100.0%	1715.3	100.0%	1.2%

Source: IDC Worldwide Mobile Phone Tracker, January 24, 2013

Note: Data are preliminary and subject to change. Vendor shipments are branded shipments and exclude OEM sales for all vendors.