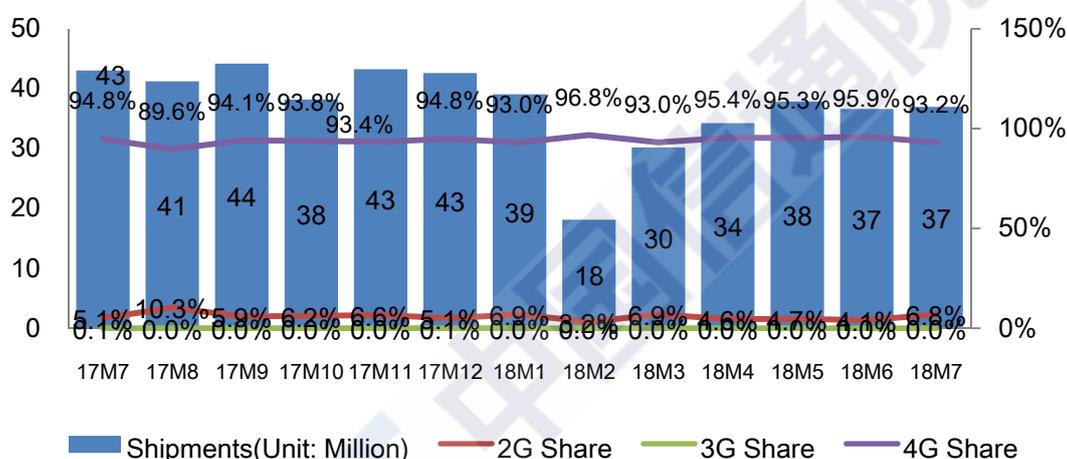


Part 1. Overall Mobile Phone Market in China

July domestic mobile phone shipments reached 37.0 million units, down 14.1 percent year over year. 92 new models were released in the month, up 114.0 percent year-over-year (y/y).

Over the past 7 months, domestic mobile phone shipments reached 233.0 million units and number of new model release reached 489, down 17.3 percent and 19.8 percent y/y respectively.

Chart 1: Domestic mobile phone shipments from July 2017 to July 2018



Part 2. Development of 4G Mobile Phones

July domestic 4G mobile phone shipments were 34.5 million units, down 15.6 percent y/y, and represented 93.2 percent of the total shipments. 65 new 4G models were released in the month, up 109.7 percent y/y, accounting for 70.7 percent of the total new models this month.

Over the past 7 months, domestic 4G mobile phone shipments were 220.2 million units, down 17.5 percent y/y, and represented 94.5 percent of the total shipments. The total number of new model release reached 376, down 24.0 percent y/y, accounting for 76.9 percent of the total new model release.

Part 3. Local and MNC Brands of Mobile Phones

July mobile phone shipments by the local brands reached 35.2 million units, down 10.5 percent y/y, accounting for 95.1 percent of the domestic mobile phone shipments.

Number of new models released by the local brands (80 units) increased by 100.0 percent y/y, and represented 87.0 percent of the total number of new model release in the month.

Mobile phone shipment volume for year 2018 by the local brands reached 210.8 million units, down 17.4 percent y/y, and accounted for 90.5 percent of the domestic mobile phone shipments. Number of new models released by the local brands (447 units) decreased by 22.1 percent y/y, and represented 91.4 percent of the total number of new model release in the domestic market.

Chart 2: July 2018 mobile phone shipments by local and MNC brands



Part 4. Development of Smart Phones

July smart phone shipments were 34.2 million units, down 16.3 percent y/y, and accounted for 92.4 percent of the domestic mobile phone shipments in the month. Over the past 7 months, smart phone shipments were 219.6 million units, down 17.6 percent y/y, and represented 94.2 percent of domestic mobile phone shipments.

In July, 65 new smart phone models were released, up 116.7 percent y/y, and accounted for 70.7 percent of the number of new release. Over the past 7 months, 376 new smart phone models were released, down 22.0 percent y/y, and accounted for 76.9 percent of the number of new release.