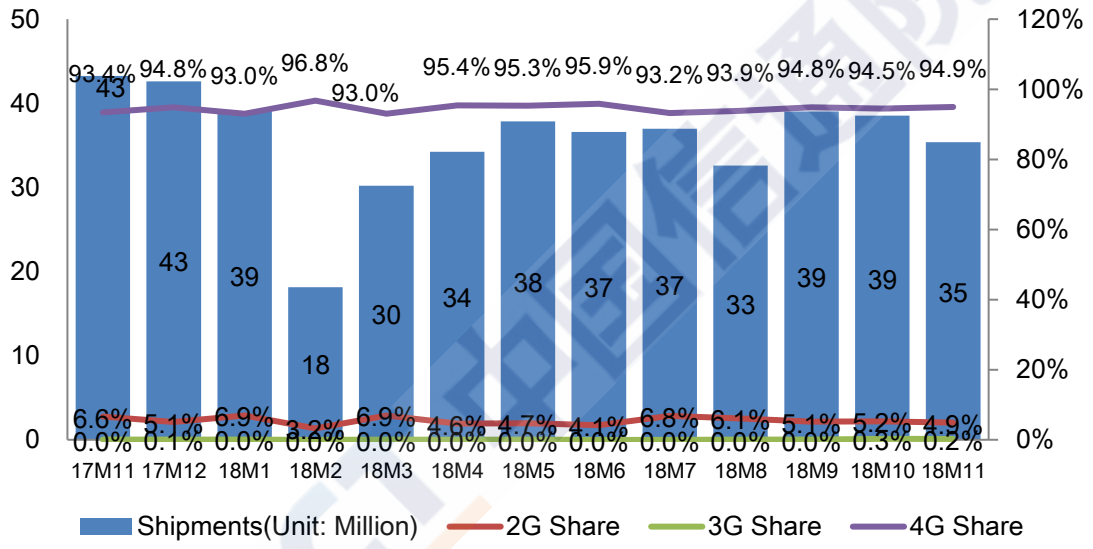
Part 1. Overall Mobile Phone Market in China

November domestic mobile phone shipments reached 35.4 million units, down 18.2 percent year over year. 39 new models were released in the month, down 49.4 percent year-over-year (y/y).

Over the past 11 months, domestic mobile phone shipments reached 378.6 million units and number of new model release reached 722, down 15.6 percent and 25.1 percent y/y respectively.

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



Part 2. Development of 4G Mobile Phones

November domestic 4G mobile phone shipments were 33.6 million units, down 16.9 percent y/y, and represented 94.9 percent of the total shipments. 33 new 4G models were released in the month, down 36.5 percent y/y, accounting for 84.6 percent of the total new models this month.

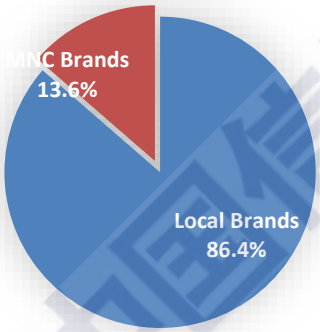
Over the past 11 months, domestic 4G mobile phone shipments were 357.9 million units, down 15.2 percent y/y, and represented 94.5 percent of the total shipments. The total number of new model release reached 553 down 26.6 percent y/y, accounting for 76.6 percent of the total new model release.

Part 3. Local and MNC Brands of Mobile Phones

November mobile phone shipments by the local brands reached 30.6 million units, down 17.9 percent y/y, accounting for 86.4 percent of the domestic mobile phone shipments. Number of new models released by the local brands (37 units) decreased by 49.3 percent y/y, and represented 94.9 percent of the total number of new model release in the month.

Mobile phone shipment volume for year 2018 by the local brands reached 338.6 million units, down 15.4 percent y/y, and accounted for 89.4 percent of the domestic mobile phone shipments. Number of new models released by the local brands (657 units) decreased by 27.1 percent y/y, and represented 91.0 percent of the total number of new model release in the domestic market.

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



Part 4. Development of Smart Phones

November smart phone shipments were 33.3 million units, down 17.5 percent y/y, and accounted for 94.1 percent of the domestic mobile phone shipments in the month. Over the past 11 months, smart phone shipments were 356.4 million units, down 15.3 percent y/y, and represented 94.1 percent of domestic mobile phone shipments.

In November, 32 new smart phone models were released, down 38.5 percent y/y, and accounted for 82.1 percent of the number of new release. Over the past 11 months, 551 new smart phone models were released, down 25.6 percent y/y, and accounted for 76.3 percent of the number of new release.