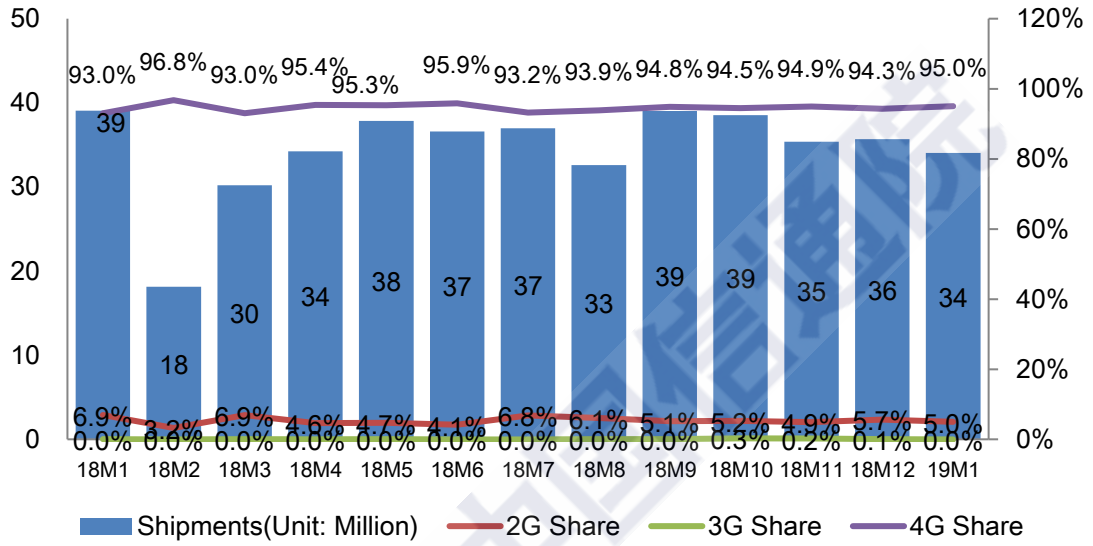
Part 1. Overall Mobile Phone Market in China

January domestic mobile phone shipments reached 34.0 million units, down 12.8 percent year over year. 32 new models were released in the month, down 37.3 percent year-over-year (y/y).

Chart 1: Domestic mobile phone shipments from January 2018 to January 2019



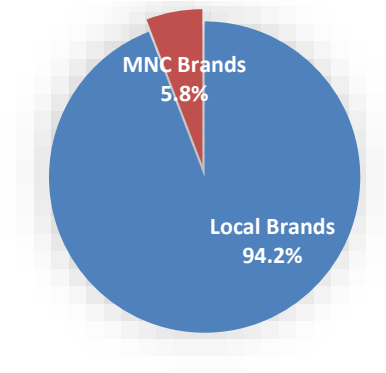
Part 2. Development of 4G Mobile Phones

January domestic 4G mobile phone shipments were 32.4 million units, down 11.0 percent y/y, and represented 95.0 percent of the total shipments. 23 new 4G models were released in the month, down 30.3 percent y/y, accounting for 71.9 percent of the total new models this month.

Part 3. Local and MNC Brands of Mobile Phones

January mobile phone shipments by the local brands reached 32.1 million units, down 4.3 percent y/y, accounting for 94.2 percent of the domestic mobile phone shipments. Number of new models released by the local brands (31 units) decreased by 31.1 percent y/y, and represented 96.9 percent of the total number of new model release in the month.

Chart 2: January 2019 mobile phone shipments by local and MNC brands



Part 4. Development of Smart Phones

January smart phone shipments were 32.1 million units, down 11.4 percent y/y, and accounted for 94.4 percent of the domestic mobile phone shipments in the month.

In January, 22 new smart phone models were released, down 33.3 percent y/y, and accounted for 68.8 percent of the number of new release.

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