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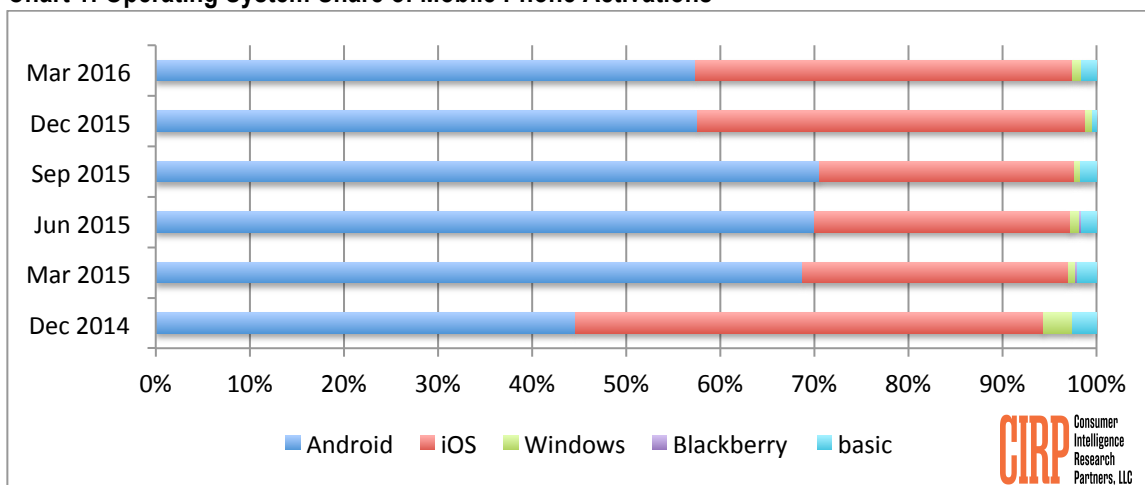
Apple Boosts Share While Samsung Remains Stable

LG, HTC, Motorola Lose Share to Apple

CHICAGO, IL – Thursday, April 21, 2016 - 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 March 31, 2016. This analysis features findings about market share trends in mobile phone operating systems and brands in the US from January-March 2016.

CIRP research shows that the two major mobile operating systems, Google Android and Apple iOS, continue to control more than 95% of US customer mobile phone activations (Chart 1). In the March 2016 quarter, Android accounted for 57% of US activations, while iOS had 40%. In comparison, in the March 2015 quarter, Android accounted for 69% of US activations, and iOS accounted for 28%.

Chart 1: Operating System Share of Mobile Phone Activations

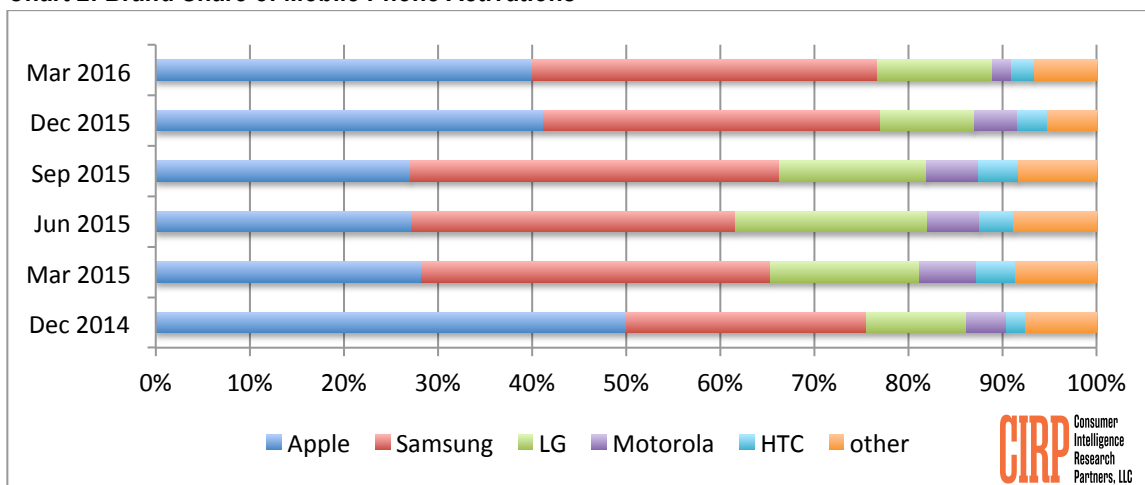


“Apple had an improved competitive quarter compared both to the December 2015 and even more the March 2015 periods,” said Josh Lowitz, Partner and Co-Founder of CIRP. “As a percentage of customers, Apple attracted more Android users than before, in large part because Apple had already upgraded so much of its own US installed base after the launch of the iPhone 6 models in September 2014. For Apple, the March

quarter usually declines compared to the previous December quarter. Between the December 2014 and March 2015 quarters, Apple saw its operating system share decrease substantially, after the enormous launch of the iPhone 6 and 6 Plus. Yet between the December 2015 and March 2016 quarter, Apple had roughly the same share.”

Among phone brands, Apple had the highest share in the US market in the March 2016 quarter, at 40%. Samsung was next at 37%, similar to its 36% in the December 2015 quarter and its 37% in the March 2015 quarter (Chart 2). All other manufacturers saw shares decline relative to the March 2015 quarter.

Chart 2: Brand Share of Mobile Phone Activations



“Apple and Samsung continued to dominate the US mobile phone market,” said Mike Levin, Partner and Co-Founder of CIRP. “With continued strength from the iPhone 6, 6 Plus, 6s, and 6s Plus, this quarter Apple again edged out Samsung, which maintained its share from last quarter and the same quarter a year ago, based on the strength of the Galaxy 7 launch.”

CIRP bases its findings on a survey of 500 US subjects, from April 1-14, 2016, that activated a new or used phone in the January-March 2016 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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