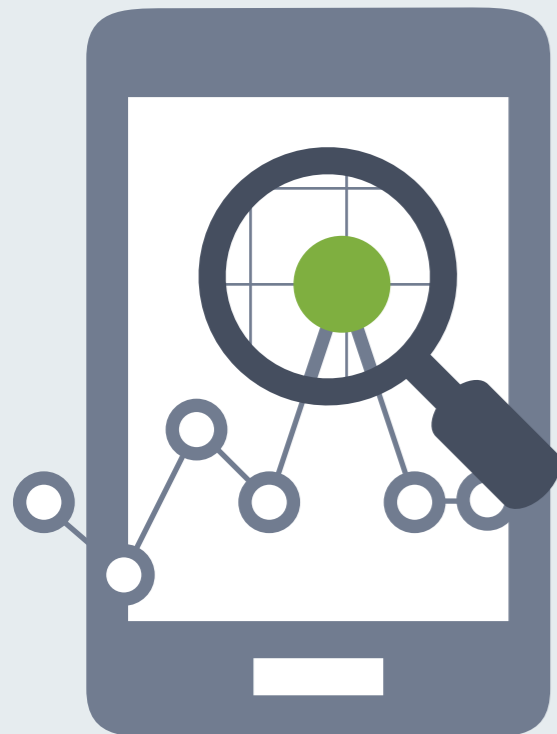


OCTOBER 2017



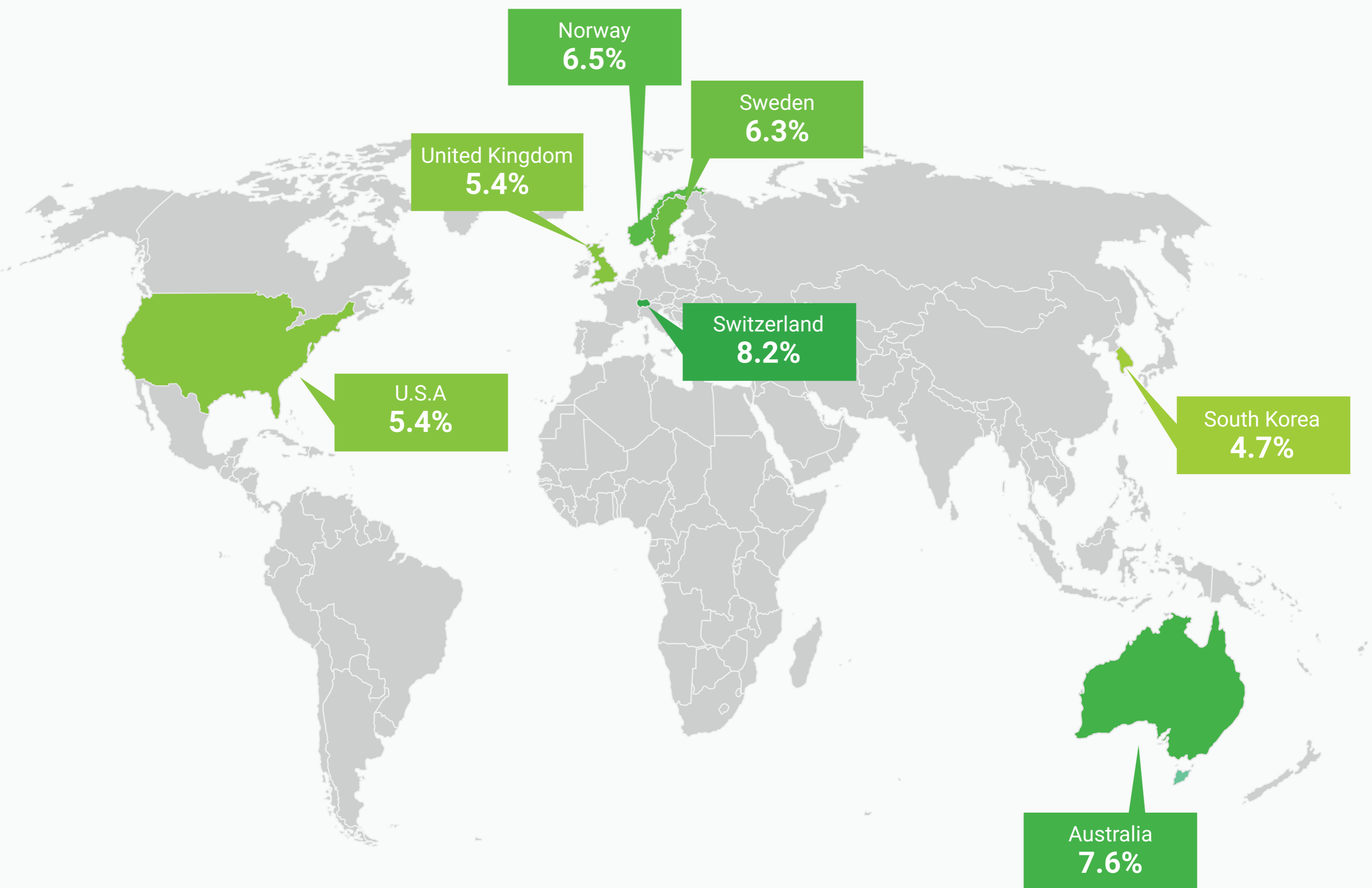
SAMSUNG GALAXY S8 AND S8+ MARKET SHARE

6 MONTHS AFTER LAUNCH

After being released in April, the new Samsung flagship models, Galaxy S8 and S8+, are rapidly gaining market share within the Android ecosystem.

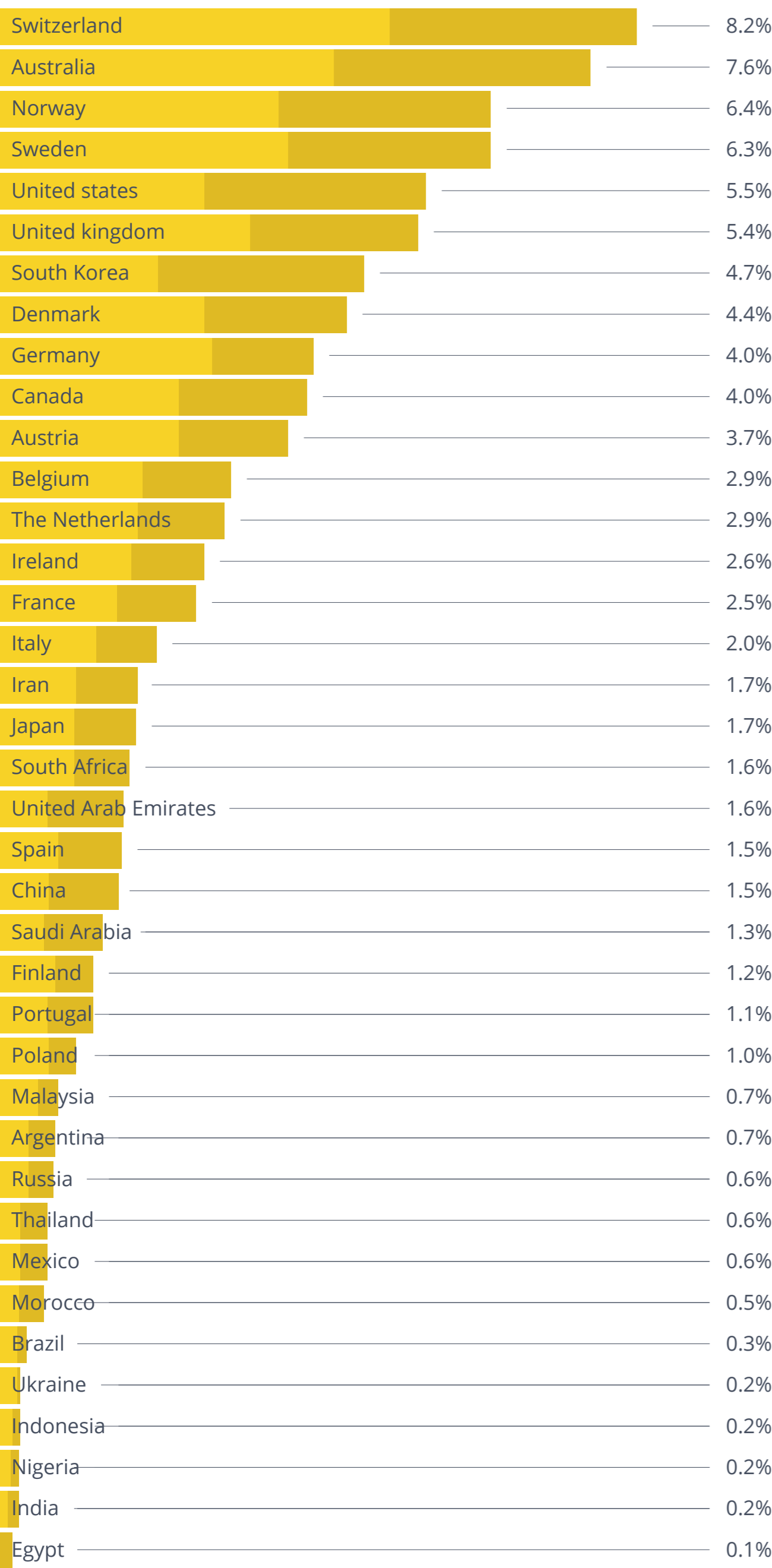
MARKET SHARE OF S8 AND S8+ ON ANDROID DEVICES.

Various countries have outpaced South Korea, Samsung's traditional stronghold



SAMSUNG S8 AND S8+ MARKET SHARE PER COUNTRY

S8 S8+



AppBrain

These statistics are powered by the AppBrain SDK with more than 90 million monthly unique users. Visit www.appbrain.com for more Android-related stats.

TOP 5 ANDROID PHONE MANUFACTURERS

- | | |
|-------------|-------|
| 1. Samsung | 48.0% |
| 2. Huawei | 6.4% |
| 3. LG | 4.7% |
| 4. Motorola | 4.2% |
| 5. Lenovo | 3.9% |



Switzerland and Australia have the highest market share.



S8 market share in Ireland is low compared with the United Kingdom.



Market share in Switzerland is 4 times higher than in Italy.



BRIC countries – Russia, Brazil and India lag behind with less than 1 % market share. China is performing a little bit better with 1.48% market share.



TOP ANDROID MODELS UNITED STATES

Samsung Galaxy S7	6.3 %
Samsung Galaxy S5	4.6 %
Samsung Galaxy S6	4.4 %
Samsung Galaxy S7 Edge	4.0 %
Samsung Galaxy S8+	2.9 %
Samsung Galaxy S8	2.7 %
Samsung Galaxy Note5	2.5 %



TOP ANDROID MODELS AUSTRALIA

Samsung Galaxy S5	11.4 %
Samsung Galaxy S7	10.7 %
Samsung Galaxy S7 Edge	6.2 %
Samsung Galaxy S6	5.3 %
Samsung Galaxy S8	4.3 %
Samsung Galaxy S8+	3.3 %
Samsung Galaxy S4	3.0 %



TOP ANDROID MODELS SWITZERLAND

Samsung Galaxy S7 Edge	10.5 %
Samsung Galaxy S7	10.0 %
Samsung Galaxy S6	5.2 %
Samsung Galaxy S8	5.1 %
Samsung Galaxy S5	4.9 %
Samsung Galaxy S6 Edge	4.5 %
Samsung Galaxy S8+	3.2 %

