

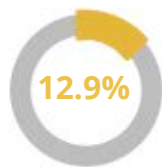
LOST SALES DUE TO COUNTERFEIT SMARTPHONES

WORLDWIDE

€45.3
billion



184
million



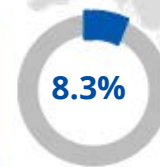
of total
sales

EUROPEAN UNION

€4.2
billion

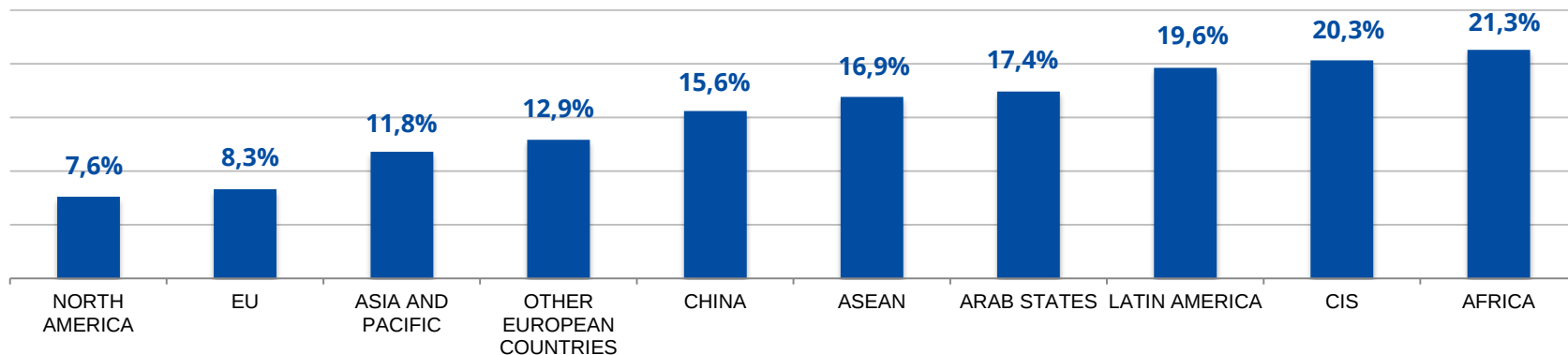


14
million



of total
sales

LOST SALES BY REGION



TOTAL: €45,354 MILLION

Arab States
€ 1,976 million

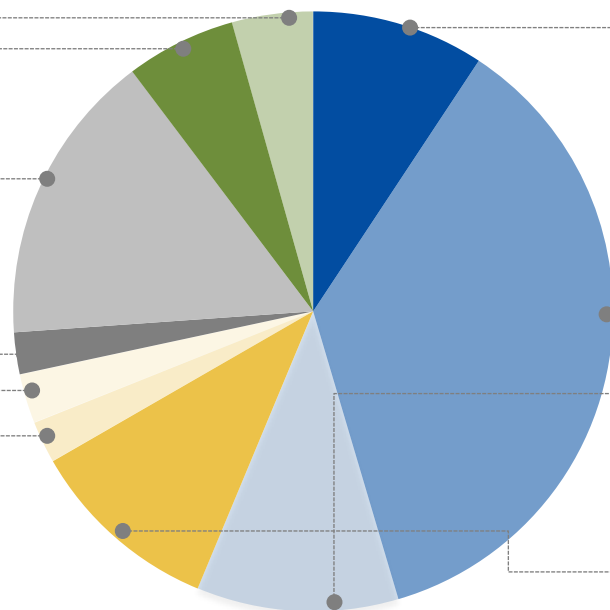
ASEAN
€ 2,675 million

Asia and Pacific
€ 7,167 million

Other European Countries
€ 1,123 million

CIS
€ 1,207 million

Africa
€ 1,025 million



EU
€ 4,212 million

China
€ 16,336 million

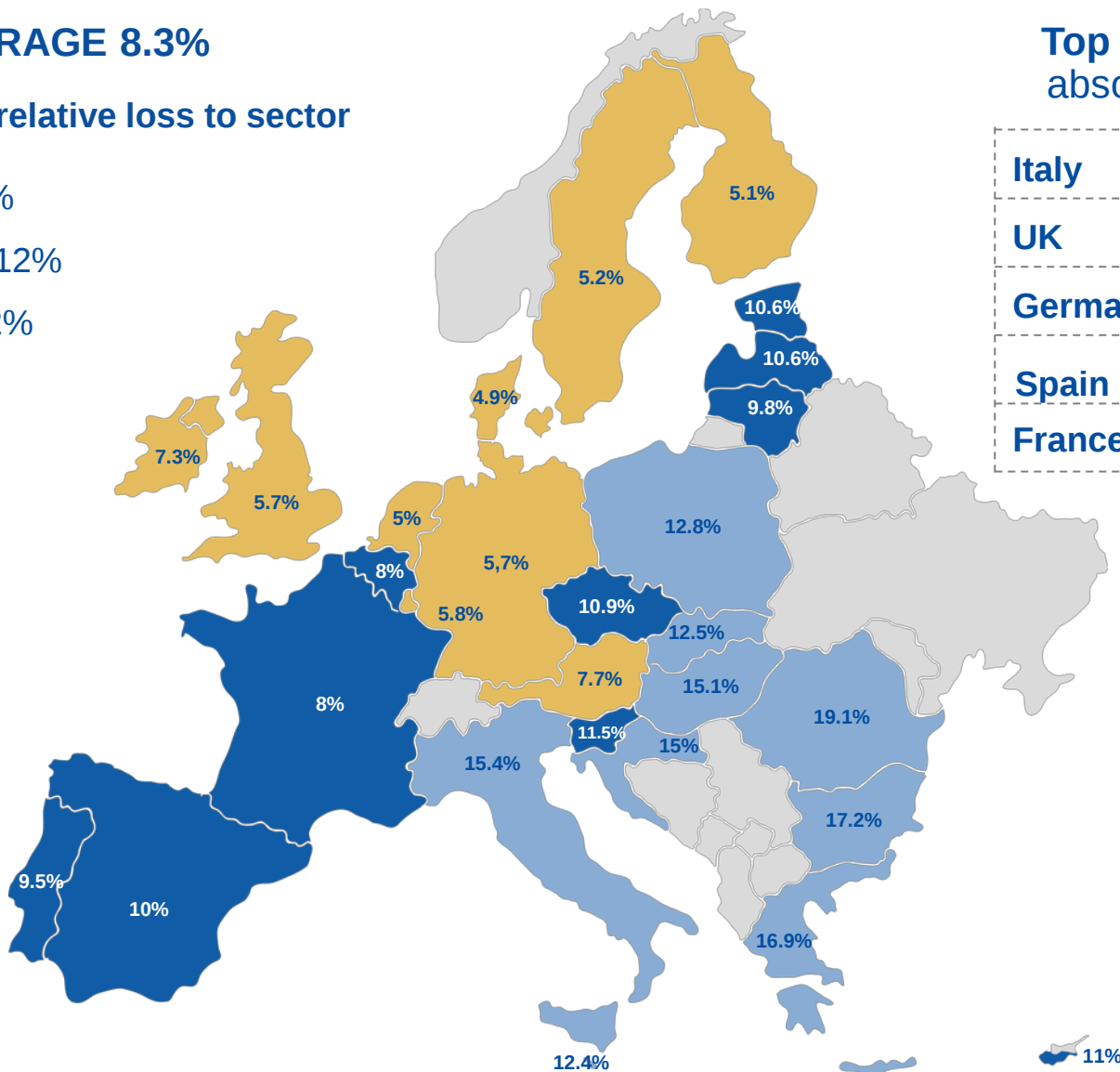
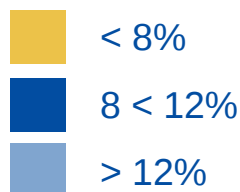
North America
€ 4,927 million

Latin America
€ 4,707 million

LOST SALES PER EU MEMBER STATE

EU AVERAGE 8.3%

Average relative loss to sector



Top 5 countries for absolute sales lost

Italy	€885 million
UK	€660 million
Germany	€564 million
Spain	€386 million
France	€380 million

SMARTPHONES MARKET: CONNECTIONS

WORLDWIDE



3,190
Million



50%
citizens

EUROPEAN UNION



382
Million



75%
citizens