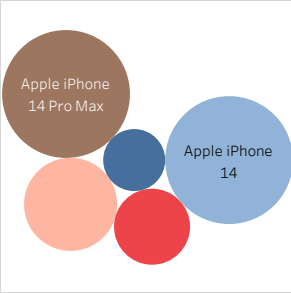


APPLE'S IPHONE

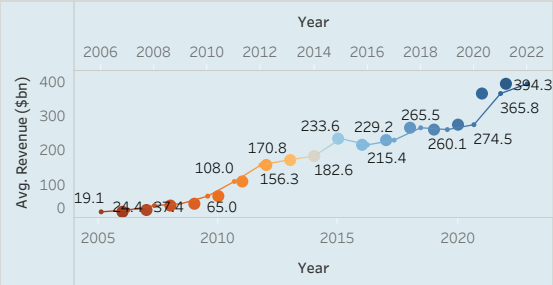
MODEL SHARE



KPI

Brand	Discou..	Mrp	Sale P..	Numb..	Numb..
Apple	0	84,900	84,900	3,431	35

ANNUAL REVENUE



think
DIFFERENT

model specification

Model	Process..	Front Ca..	Rear Ca..	Colour	
APPLE I..	A Bionic..	12MP	12MP + ..	Black	92,800
				Yellow	43,900
APPLE	A Bionic	12MP	12MP +	Blue	59,900
IPHONE ..	Chip wit..		12MP	Black	199,700
				Green	74,900
APPLE I..	A Bionic..	12MP	12MP + ..	Blue	74,900
				Black	74,900
APPLE I..	A Bionic..	12MP	12MP + ..	Blue	149,800
				Pink	169,800
APPLE I..	A Bionic..	12MP	12MP + ..	Blue	189,800
APPLE I..	A Bionic..	12MP	12MP + ..	Blue	99,900

KPI_2

Active Users (mm)	Revenue Generated	Units sold (mm)
1,334	205	232