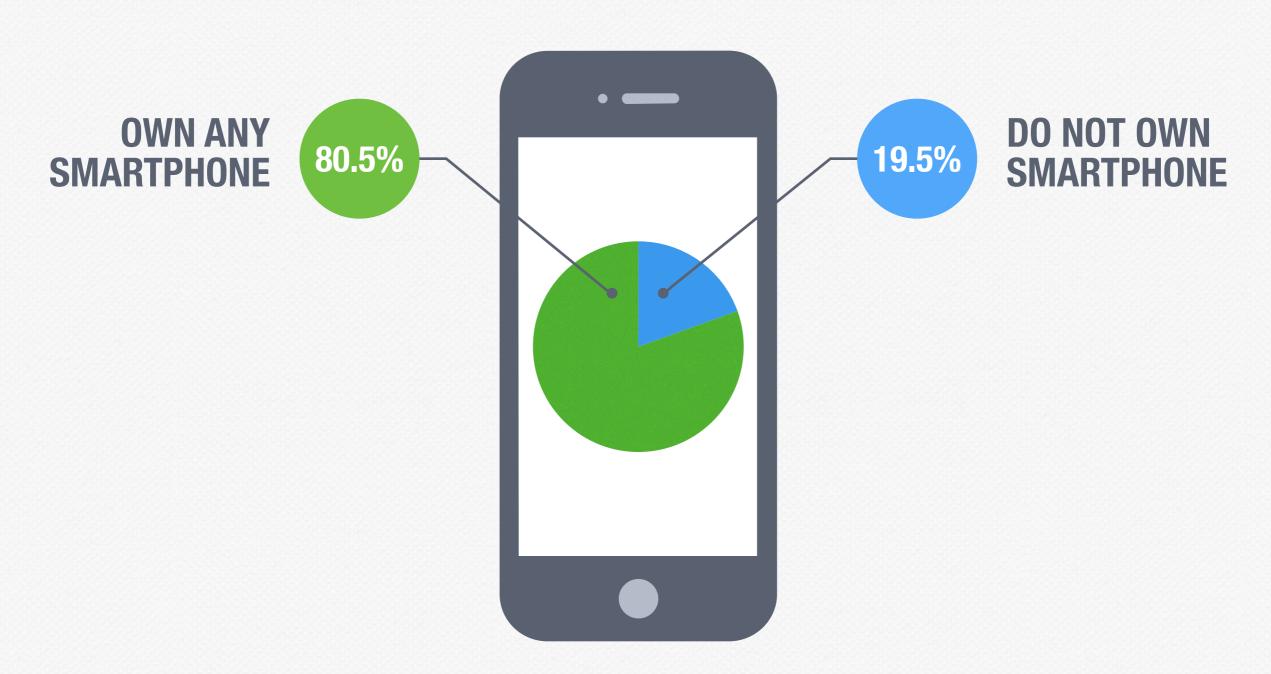
SMARTPHONES

Android Vs. Iphone®



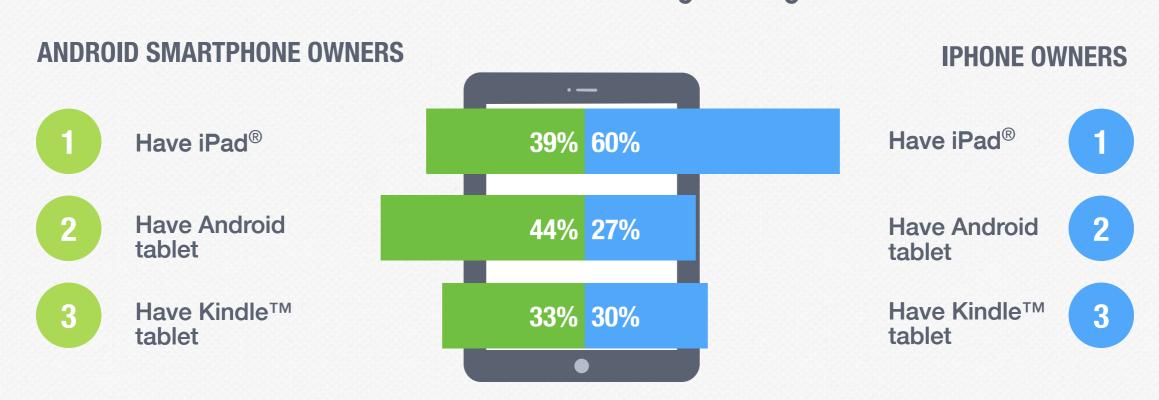
4 OF 5 PEOPLE IN THE UNITED STATES HAVE A SMARTPHONE

TYPE OF SMARTPHONE OWNED 19% 49% 50% Own both Android Smartphone iPhone



FROM A TOTAL OF 2,025 INDIVIDUALS WITH A RANGE OF AGE FROM 13-74

Brand Loyalty



Demographics

| ANDROID SMARTPHONE Average income: \$65k | 43% | 38% | 19% |
|--|-----------|--------|-------|
| | Under 50k | 50-99k | 100k+ |
| iPHONE Average income: \$75k | 37% | 37% | 26% |
| | Under 50k | 50-99k | 100k+ |