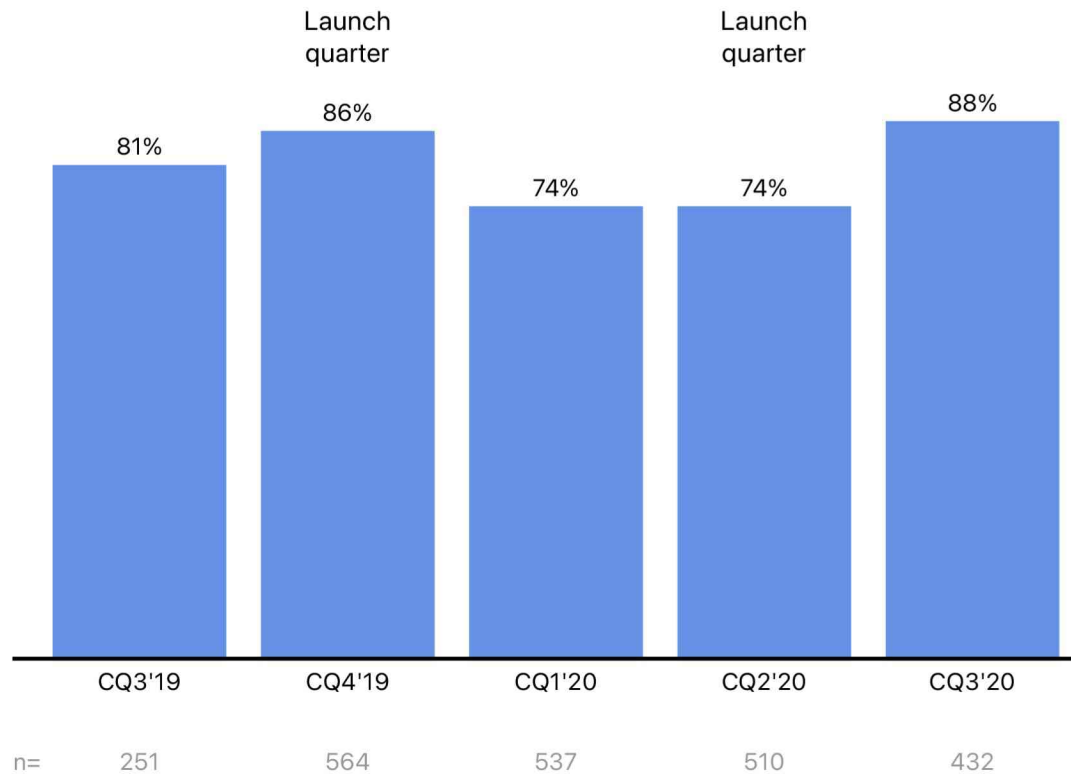


DEFENDANT	United States District Court Northern District of California	
	Case No.	4:20-cv-05640-YGR
	Case Title	<i>Epic Games, Inc. v. Apple, Inc.</i>
	Exhibit No.	<b>DX-3084A</b>
	Date Entered	
By:	Susan Y. Soong, Clerk Deputy Clerk	

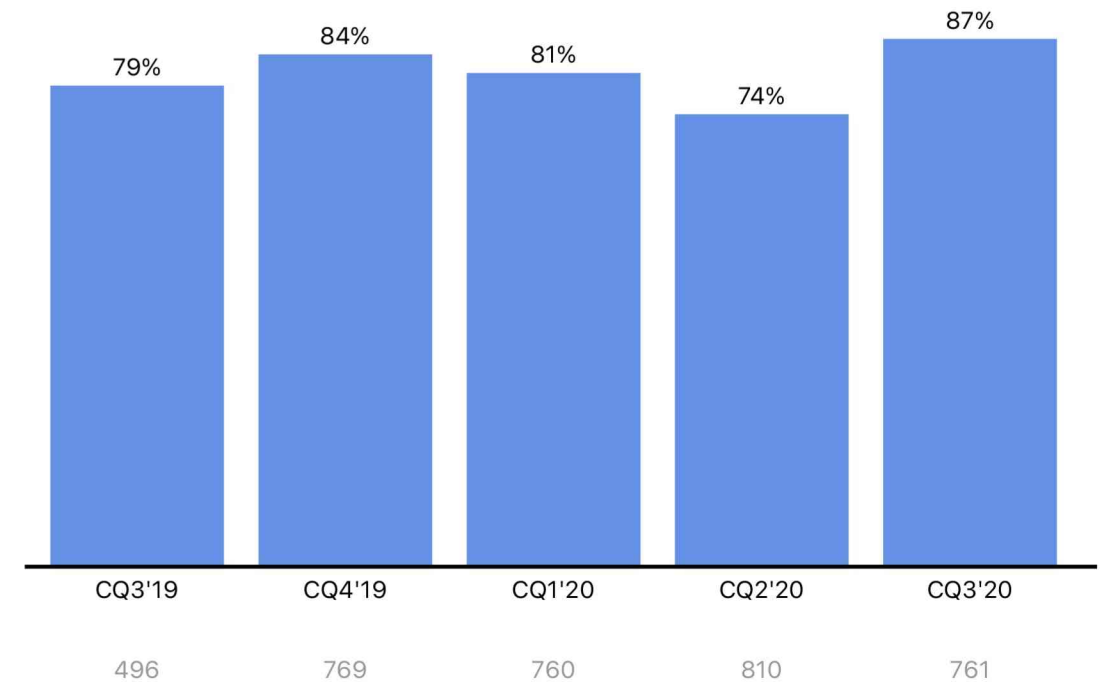
# OS loyalty

Among smartphone owners who changed to another smartphone each quarter

## iOS loyalty



## Android loyalty



\*Beginning in CQ3'20, loyalty and customer movements are calculated with a boosted sample. Trends remain in line, and historical data has not been updated.

% of OS owners who remained loyal to the OS, when they changed their smartphone, during each quarter.

Question: Can you tell us the type of phone you own? What brand and model was your previous phone? (Select Brand and model) Back-end calculation of loyalty based on historical data of previous brand owned among longitudinal panelists, and declared previous brand owned among new panelists who joined within the quarter.

Source: Kantar ComTech USA, CQ3'20 Mobile Study

DX-3084.022