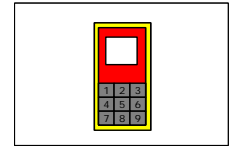


Earl J. Lum  
+1-650-430-2221  
[elum@ejlwireless.com](mailto:elum@ejlwireless.com)



## China Mobile Handset Market Analysis

Third Quarter 2008

November 2008



Entire contents © 2008 EJM Wireless Research LLC. All Rights Reserved. Reproduction of this publication in any form without prior written permission is strictly forbidden and will be prosecuted to the fully extent of US and International laws. The transfer of this publication in either paper or electronic form to unlicensed third parties is strictly forbidden. The information contained herein has been obtained from sources EJM Wireless Research LLC deems reliable. EJM Wireless Research disclaims all warranties as to the accuracy, completeness or adequacy of such information. EJM Wireless Research LLC shall have no liability for errors, omissions or inadequacies in the information contained herein or for the interpretation thereof. The reader assumes sole responsibility for the selection of these materials to achieve its intended results. The opinions expressed herein are subject to change without notice.

## TABLE OF CONTENTS

|  |    |
|--|----|
| EXECUTIVE SUMMARY .....  | 3  |
| RESEARCH METHODOLOGY .....   | 3  |
| CHAPTER 1: Q3 2008 REVIEW .....                                    | 4  |
| CHAPTER 2: GSM MOBILE HANDSETS PRODUCTION/SHIPMENTS .....          | 8  |
| 2.1 China GSM Handset Market Share .....                           | 10 |
| CHAPTER 3: CDMA MOBILE HANDSETS PRODUCTION/SHIPMENTS .....         | 11 |
| 3.1 China CDMA Handset Market Share .....                          | 13 |
| CHAPTER 3: GLOBAL TOP 3 HANDSET SUPPLIER ANALYSIS .....            | 15 |
| Nokia Analysis .....   | 17 |
| Samsung Electronics Analysis .....                                 | 18 |
| Motorola Analysis .....  | 19 |
| CHAPTER 4: DOMESTIC CHINESE MOBILE HANDSET SUPPLIER ANALYSIS ..... | 21 |

## TABLES

|   |    |
|---|----|
| Table 1: China GSM Handset Market Share, Q308 vs. Q208 (Millions of Units) .....  | 10 |
| Table 2: China CDMA Handset Market Share, Q308 vs. Q208 (Millions of Units) ..... | 13 |

## EXHIBITS

|  |    |
|--|----|
| Exhibit 1: China Mobile Handset Production, Q107 - Q308 (Millions of Units) .....                  | 4  |
| Exhibit 2: China Mobile Handset Domestic Shipments, Q107 – Q308 (Millions of Units).....           | 5  |
| Exhibit 3: Mobile Handset Shipments, China vs. ROW, Q107 - Q308 (% Market Share).....              | 5  |
| Exhibit 4: China Mobile Handset Production, 9M07 vs. 9M08 (Millions of Units) .....                | 6  |
| Exhibit 5: China Mobile Handset Domestic Shipments, 9M07 vs. 9M08 (Millions of Units) .....        | 6  |
| Exhibit 6: Mobile Handset Shipments, China vs. ROW, 9M07 - 9M08 (% Market Share) .....             | 7  |
| Exhibit 7: China GSM Handset Production, Q107 - Q308 (Millions of Units).....                      | 8  |
| Exhibit 8: China GSM Handset Domestic Shipments, Q107 - Q308 (Millions of Units).....              | 9  |
| Exhibit 9: China GSM Handset Domestic Consumption vs. Production (Q107 – Q3 08) .....              | 9  |
| Exhibit 10: China GSM Handset Market Share, Q308 (Millions of Units).....                          | 10 |
| Exhibit 11: China CDMA Handset Production, Q107 - Q308 (Millions of Units) .....                   | 11 |
| Exhibit 12: China CDMA Handset Domestic Shipments, Q107 - Q308 (Millions of Units) .....           | 12 |
| Exhibit 13: China CDMA Handset Domestic Consumption vs. Production (Q107 – Q3 08) .....            | 12 |
| Exhibit 14: China CDMA Handset Market Share, Q308 (Millions of Units) .....                        | 14 |
| Exhibit 15: Nokia, Samsung, Motorola China GSM Handset Shipments Q106 – Q308 (% Market Share)..    | 15 |
| Exhibit 16: Nokia, Samsung, Motorola China CDMA Handset Shipments Q106 – Q3 08 (% Market Share)    | 16 |
| Exhibit 17: Huawei CDMA Handset Shipments Q108 - Q308 (% Market Share) .....                       | 16 |
| Exhibit 18: Nokia China GSM Handset Shipments Q106 – Q308 (Millions of Units).....                 | 17 |
| Exhibit 19: Samsung China GSM Handset Shipments Q106 – Q308 (Millions of Units) .....              | 18 |
| Exhibit 20: Samsung China CDMA Handset Shipments Q106 – Q308 (Millions of Units).....              | 18 |
| Exhibit 21: Motorola China GSM Handset Shipments Q106 – Q308 (Millions of Units) .....             | 19 |
| Exhibit 22: Motorola China CDMA Handset Shipments Q106 – Q308 (Millions of Units) .....            | 20 |
| Exhibit 23: Domestic Chinese GSM Handset Shipments Q106 – Q308 (Millions of Units/% Market Share)  | 21 |
| Exhibit 24: Domestic Chinese CDMA Handset Shipments Q106 – Q308 (Millions of Units/% Market Share) | 22 |