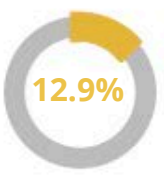


# LOST SALES DUE TO COUNTERFEIT SMARTPHONES

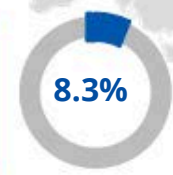
## WORLDWIDE



## EUROPEAN UNION

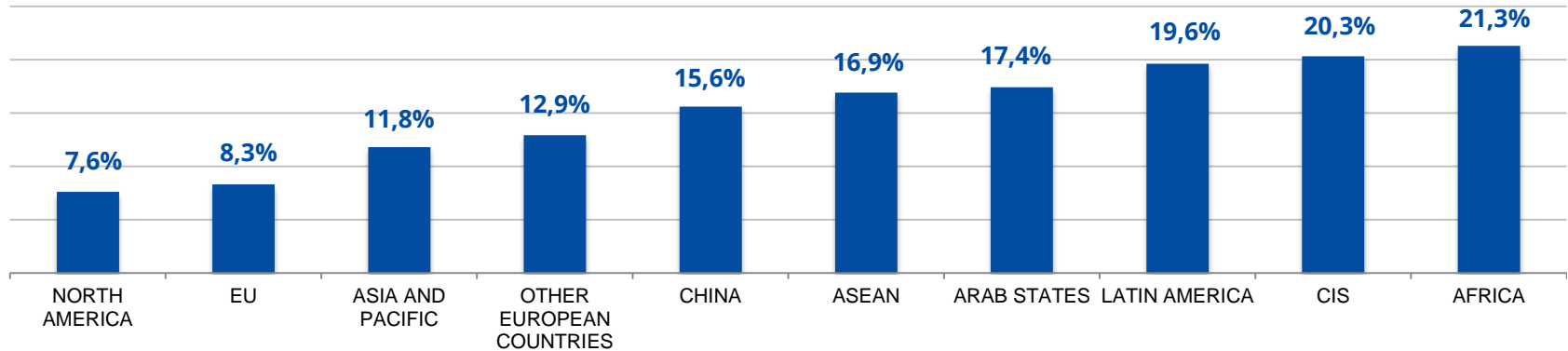


of total  
sales



of total  
sales

## LOST SALES BY REGION



**TOTAL: €45,354 MILLION**

**Arab States**  
€ 1,976 million

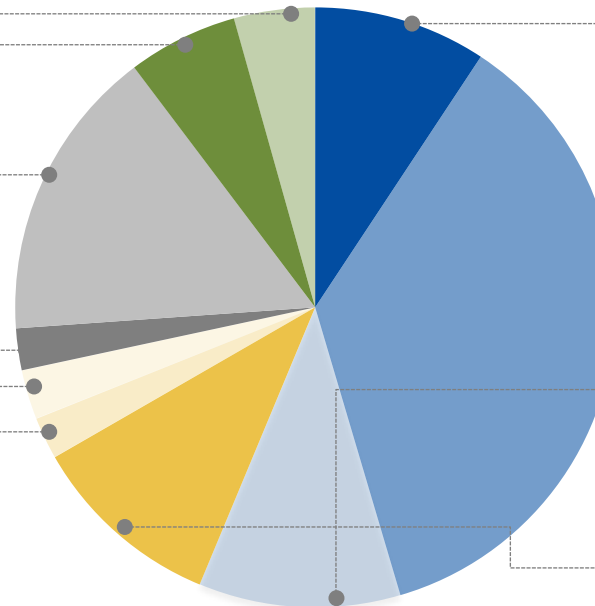
**ASEAN**  
€ 2,675 million

**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

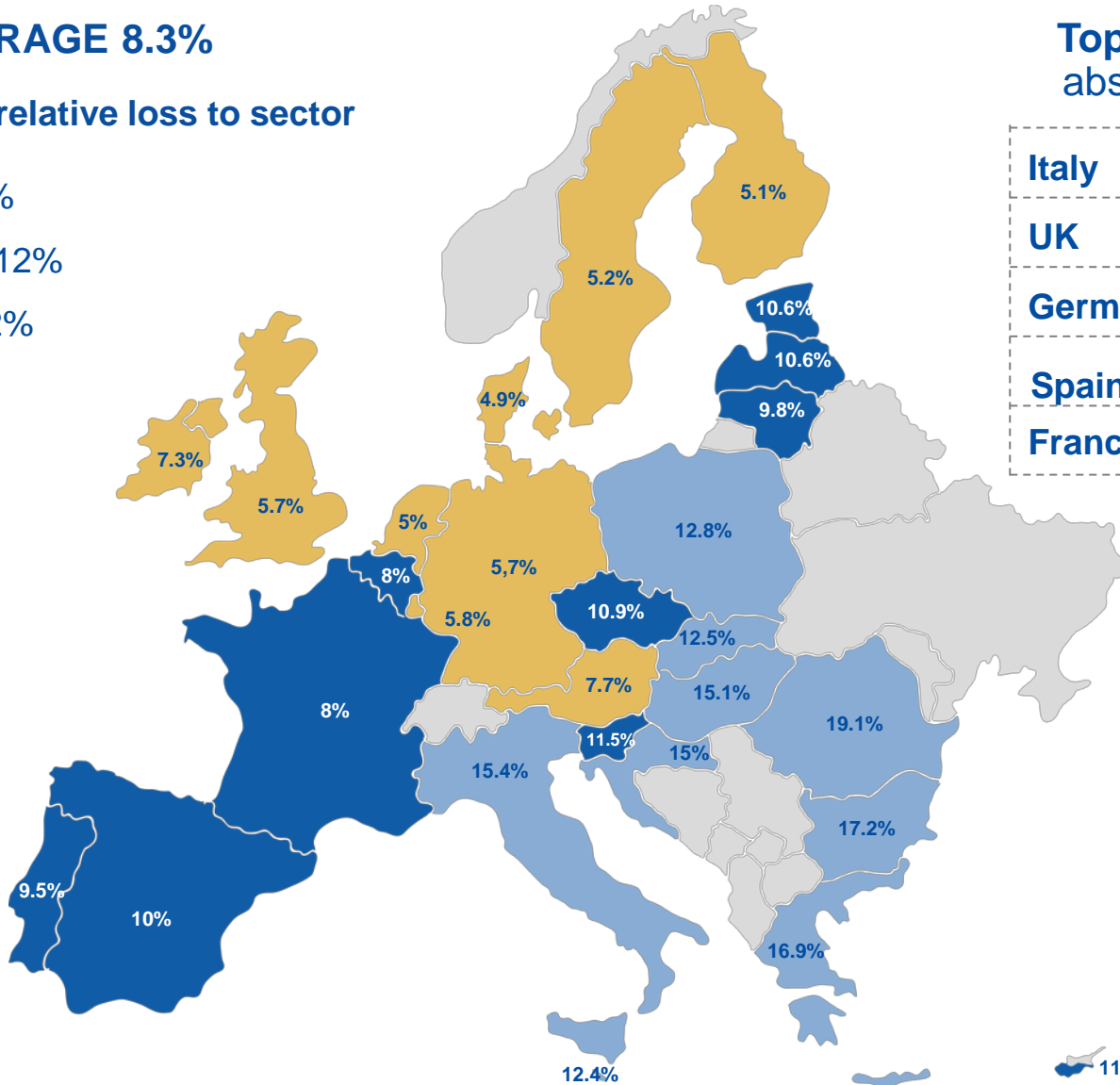
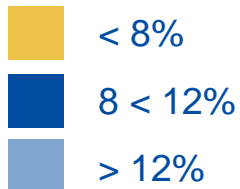
**North America**  
€ 4,927 million

**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**

<b>Italy</b>	€885 million
<b>UK</b>	€660 million
<b>Germany</b>	€564 million
<b>Spain</b>	€386 million
<b>France</b>	€380 million

## SMARTPHONES MARKET: CONNECTIONS

WORLDWIDE

EUROPEAN UNION

