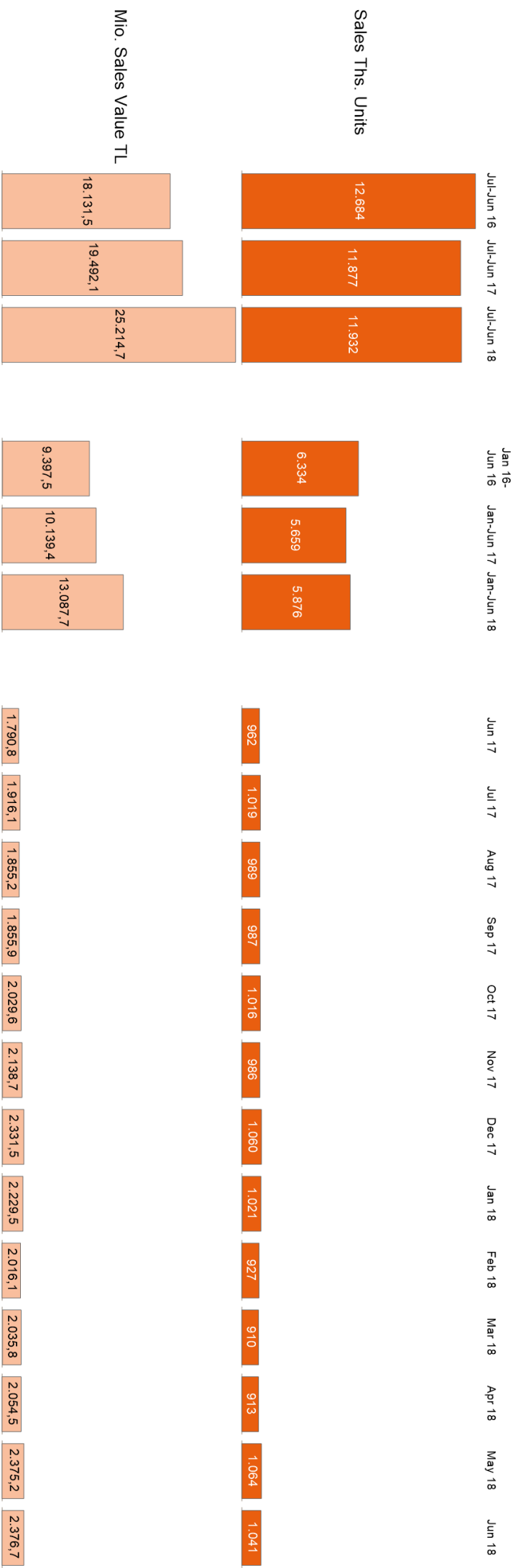




Smartphones Turkey Panelmarket Market Development JUNE 2018 Sales Ths. Units, Mio. Sales Value TL



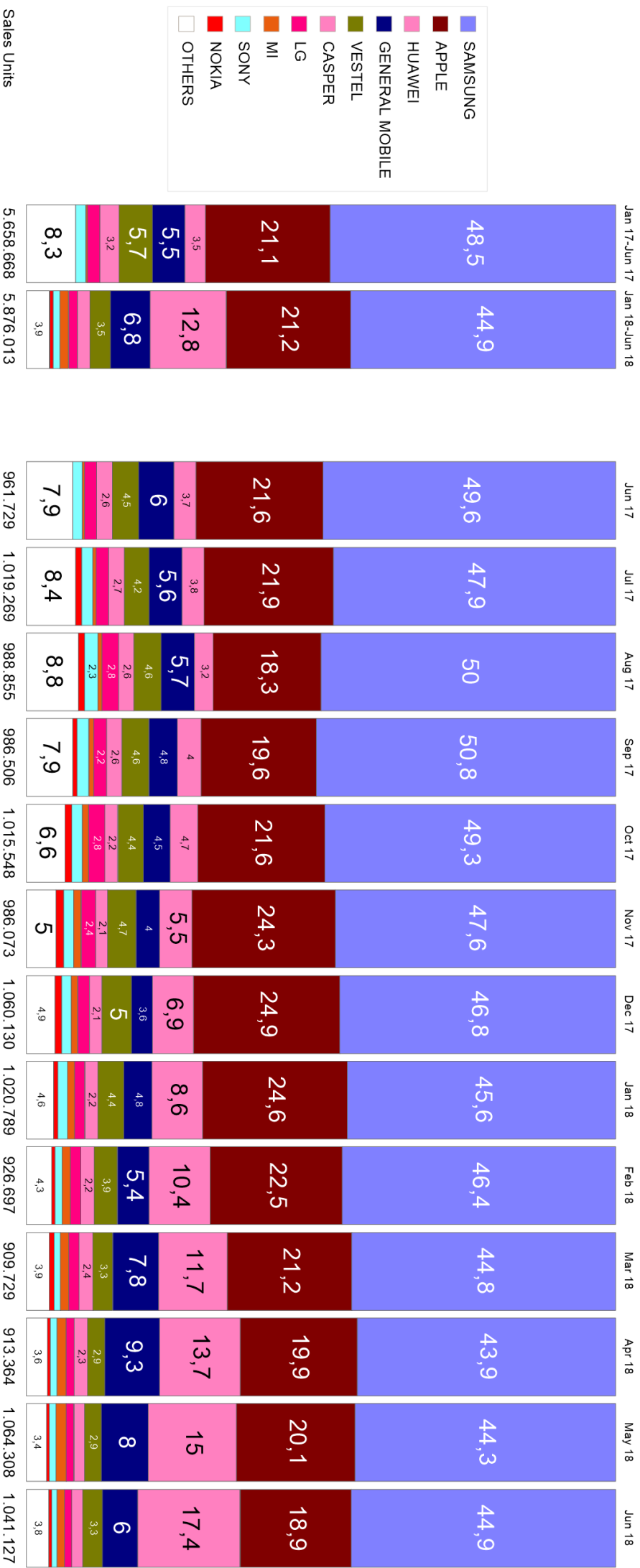
Category	Jul-Jun 16	Jul-Jun 17	Jul-Jun 18	Jan 16- Jun 16	Jan-Jun 17	Jan-Jun 18	Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18
Sales Ths. Units	12,684	11,877	11,932	6,334	5,659	5,876	962	1,019	989	987	1,016	986	1,060	1,021	927	910	913	1,064	1,041
Mio. Sales Value TL	18,131.5	19,492.1	25,214.7	9,397.5	10,139.4	13,087.7	1,790.8	1,916.1	1,855.2	1,855.9	2,029.6	2,138.7	2,331.5	2,229.5	2,016.1	2,035.8	2,054.5	2,375.2	2,376.7
Price TL	1,429	1,641	2,113	1,484	1,792	2,227	1,862	1,880	1,876	1,881	1,999	2,169	2,199	2,184	2,176	2,238	2,249	2,232	2,283
Sales Un. +/- % PY	13.7	-6.4	0.5	11.7	-10.7	3.8	-10.2	-5.9	-5.4	-1.1	-3.4	-1.1	1.6	0.4	0.3	3.3	3.2	7.4	8.3
Sales TL +/- % PY	25.1	7.5	29.4	23.8	7.9	29.1	13.0	22.8	23.2	32.2	26.8	32.9	39.3	31.6	26.6	29.7	26.4	27.2	32.7

Smartphones

Turkey Panelmarket

Jan 17-Jun 17 - Jun 18

Sales Units %

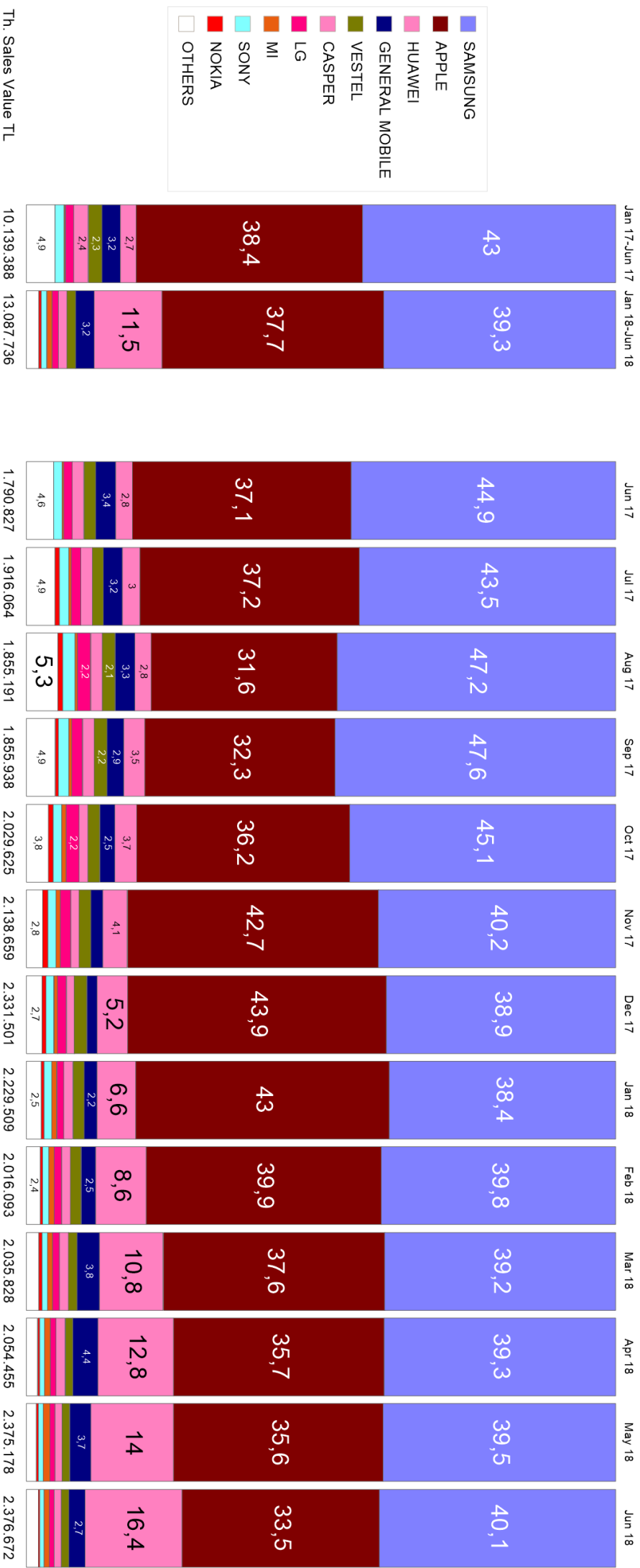


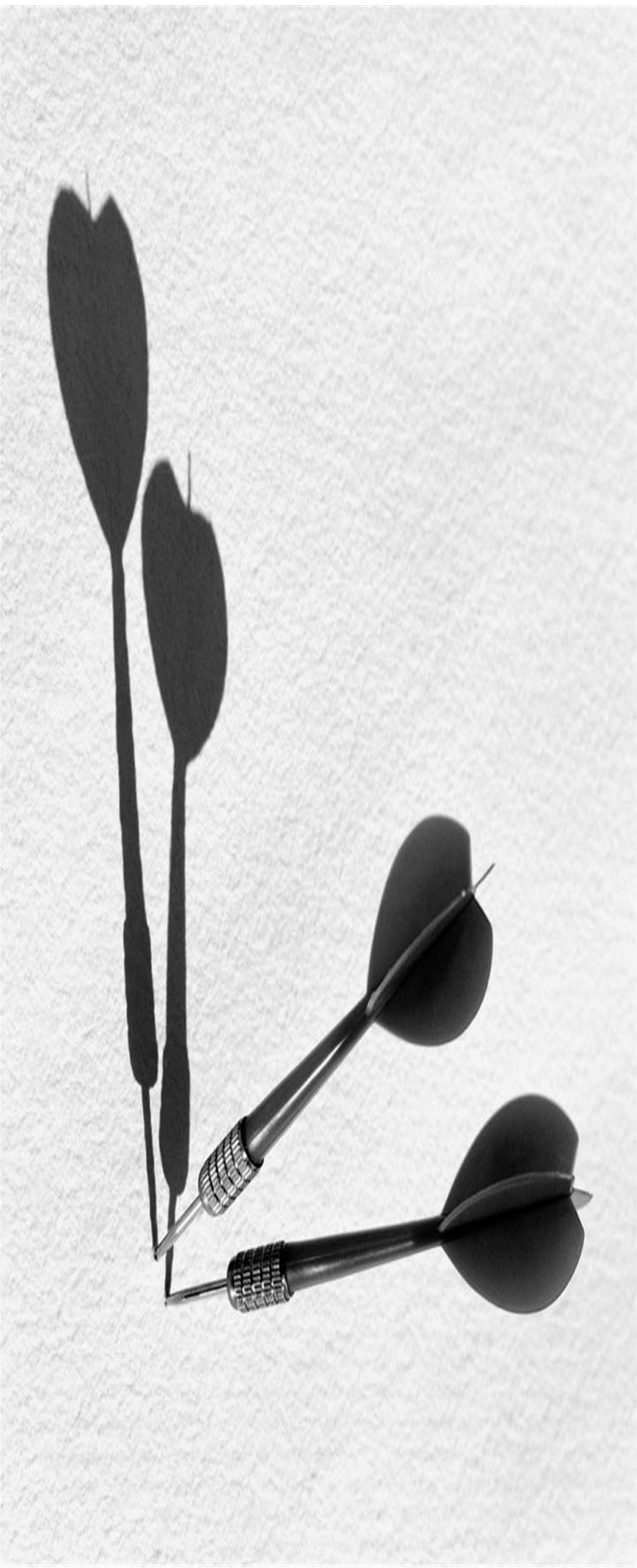


Smartphones

Turkey Panelmarket

Jan 17-Jun 17 - Jun 18
Sales Value %







MOBILE COMPUTING

Turkey Panelmarket
Market Development

JUNE 2018
Sales Ths. Units, Mio. Sales Value TL



MOBILE COMPUTING

Turkey Panelmarket

Jan 17-Jun 17 - Jun 18

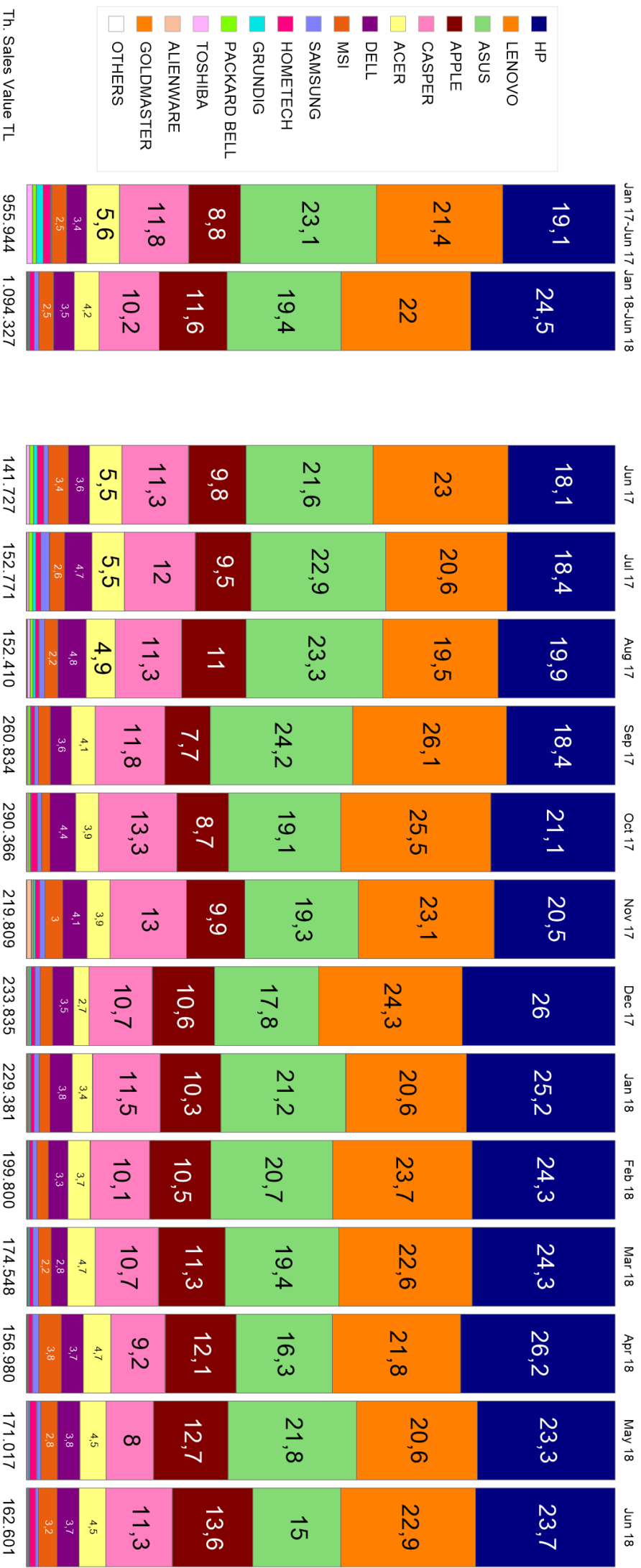
Sales Units %

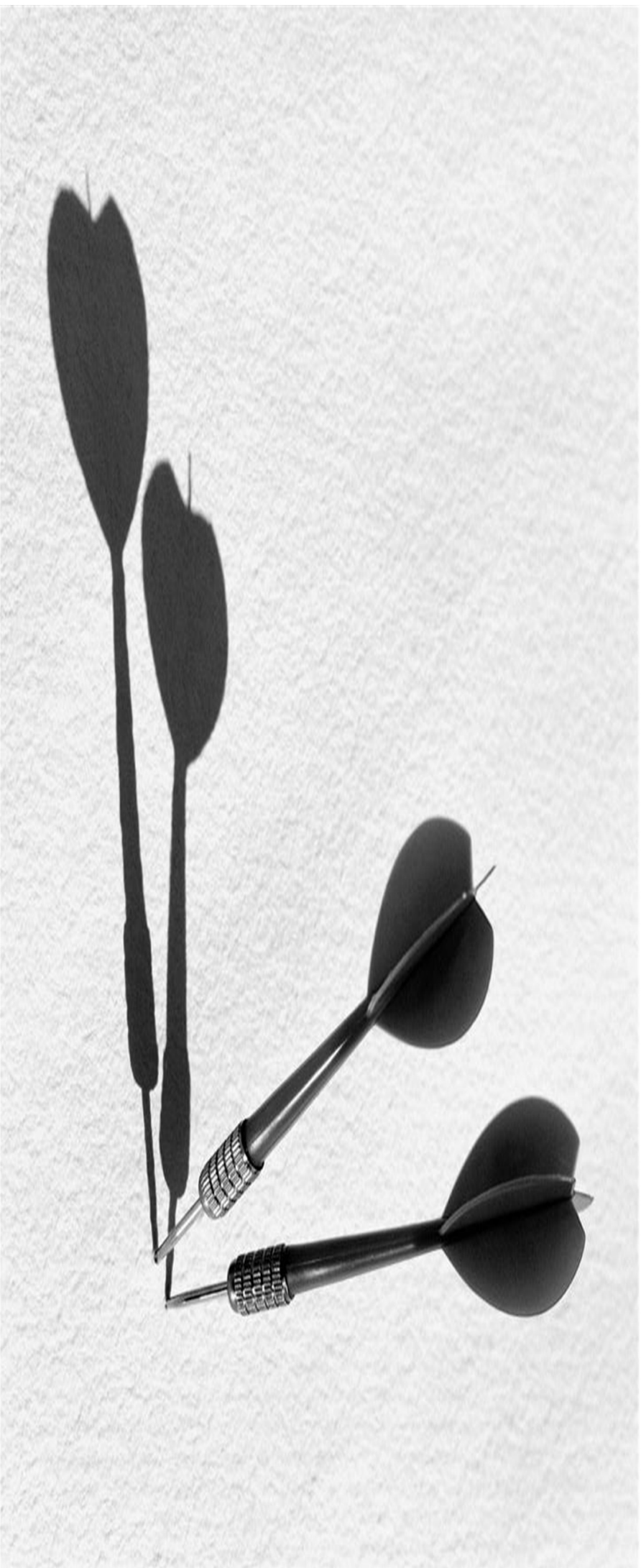


MOBILE COMPUTING

Turkey Panelmarket

Jan 17-Jun 17 - Jun 18 Sales Value %



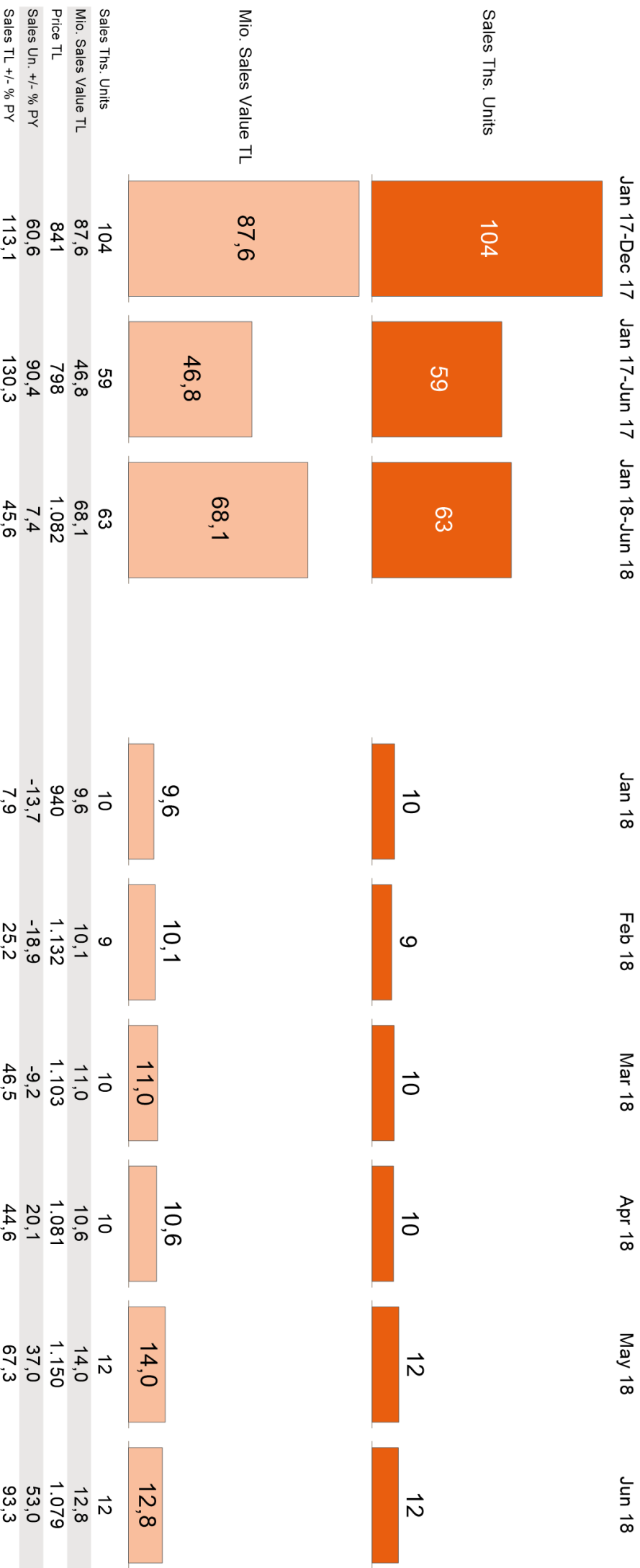




Smartwatches (SIM + No SIM)

Turkey Panelmarket
Market Development

JUNE 2018
Sales Ths. Units, Mio. Sales Value TL

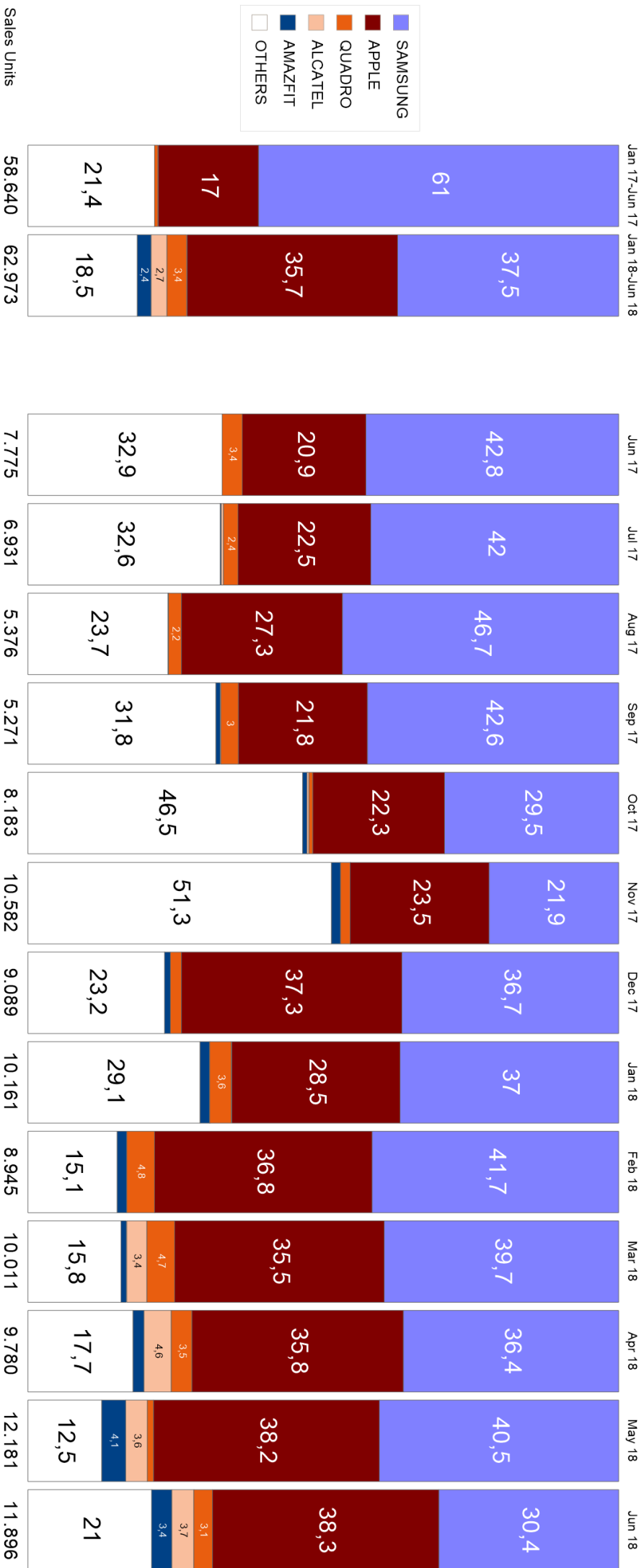




Smartwatches (SIM + No SIM)

Turkey Panelmarket

Jan 17-Jun 17 - Jun 18
Sales Units %

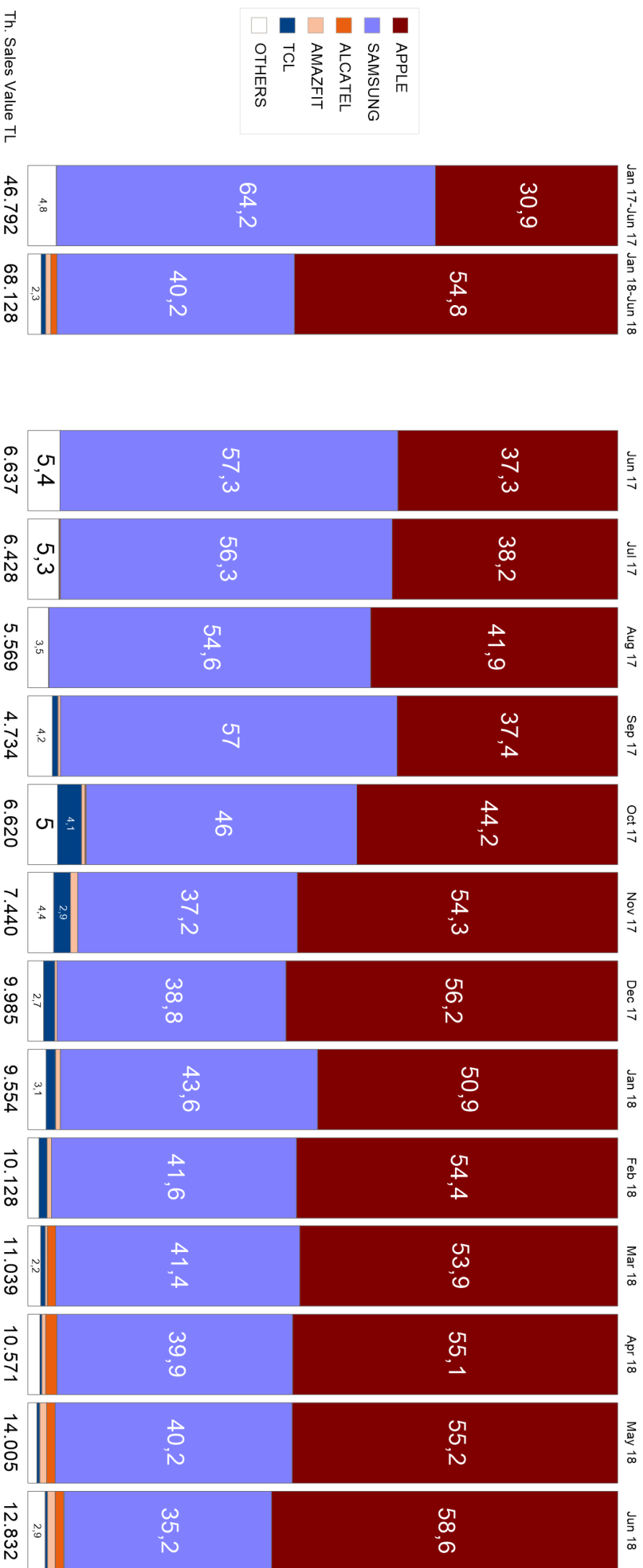


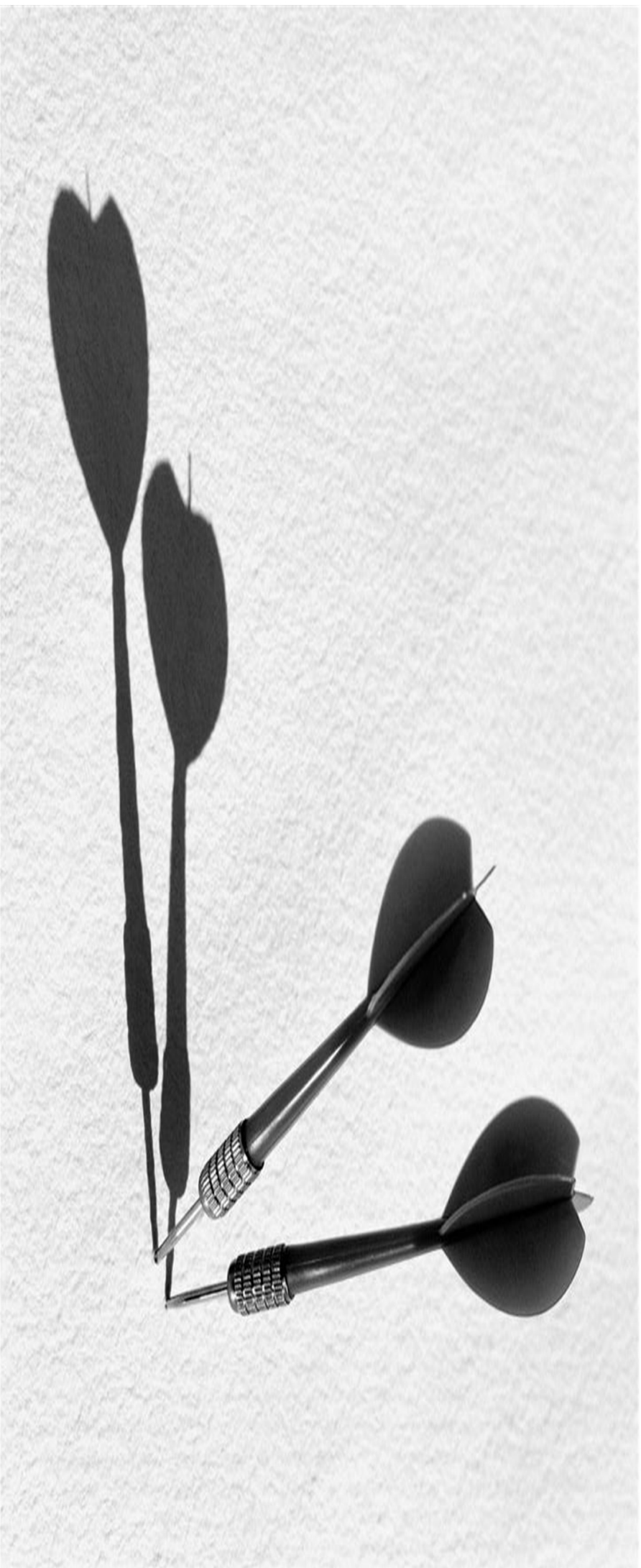


Smartwatches (SIM + No SIM)

Turkey Panelmarket

Jan 17-Jun 17 - Jun 18
Sales Value %

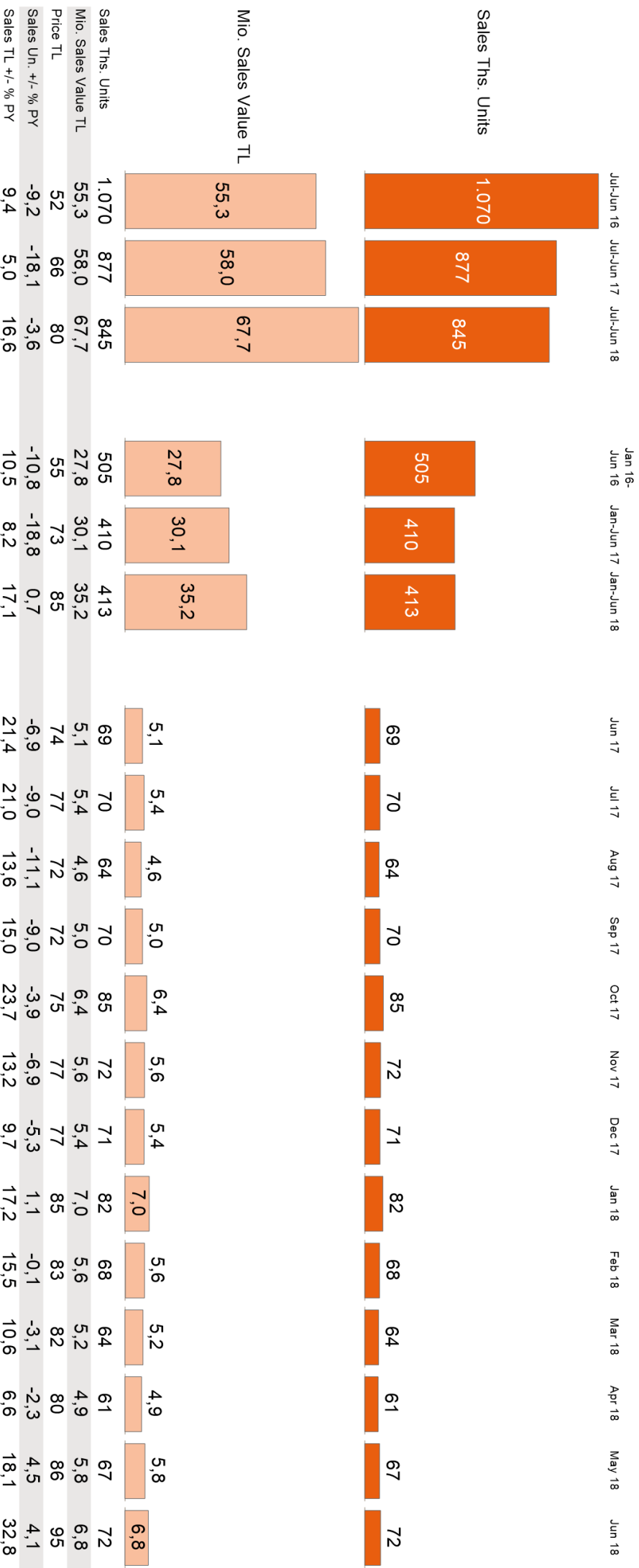






KEYING DEV
Turkey Panelmarket
Market Development

JUNE 2018
Sales Ths. Units, Mio. Sales Value TL

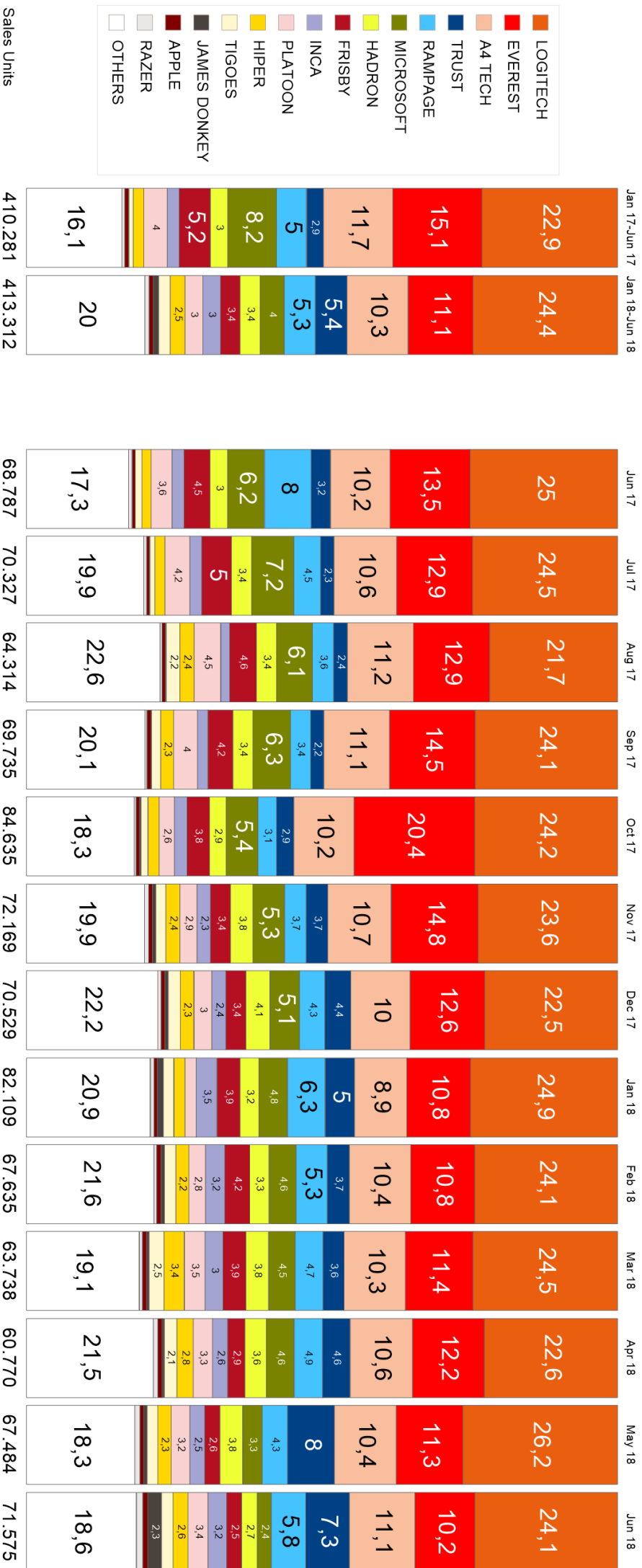




KEYING DEV

Turkey Panelmarket

Jan 17-Jun 17 - Jun 18
Sales Units %

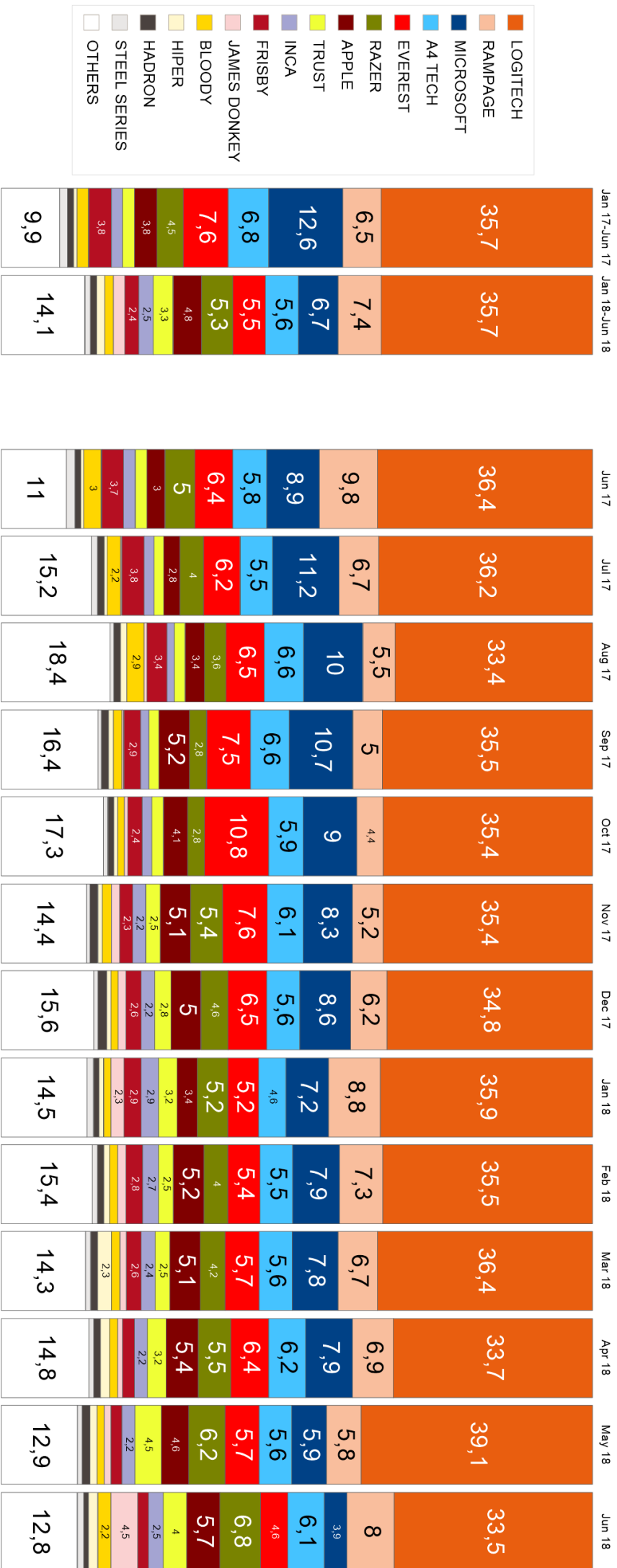




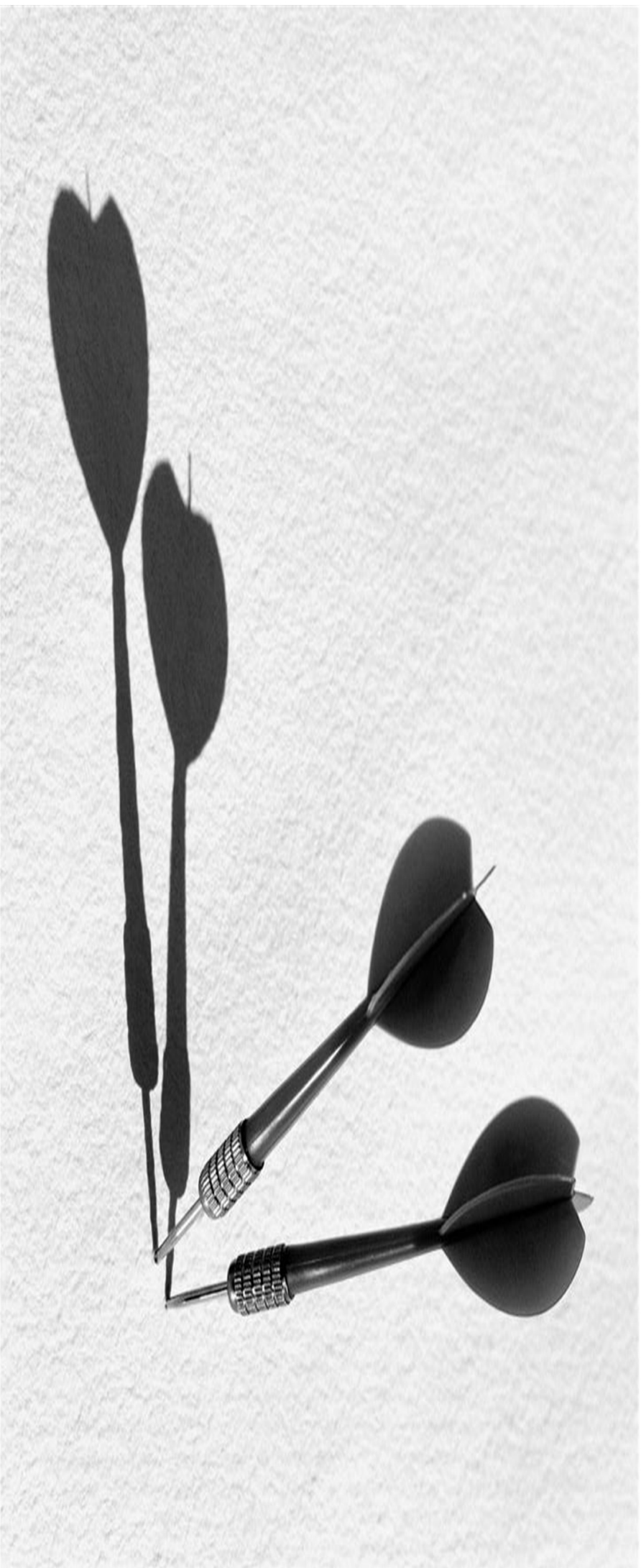
KEYING DEV

Turkey Panelmarket

Jan 17-Jun 17 - Jun 18
Sales Value %



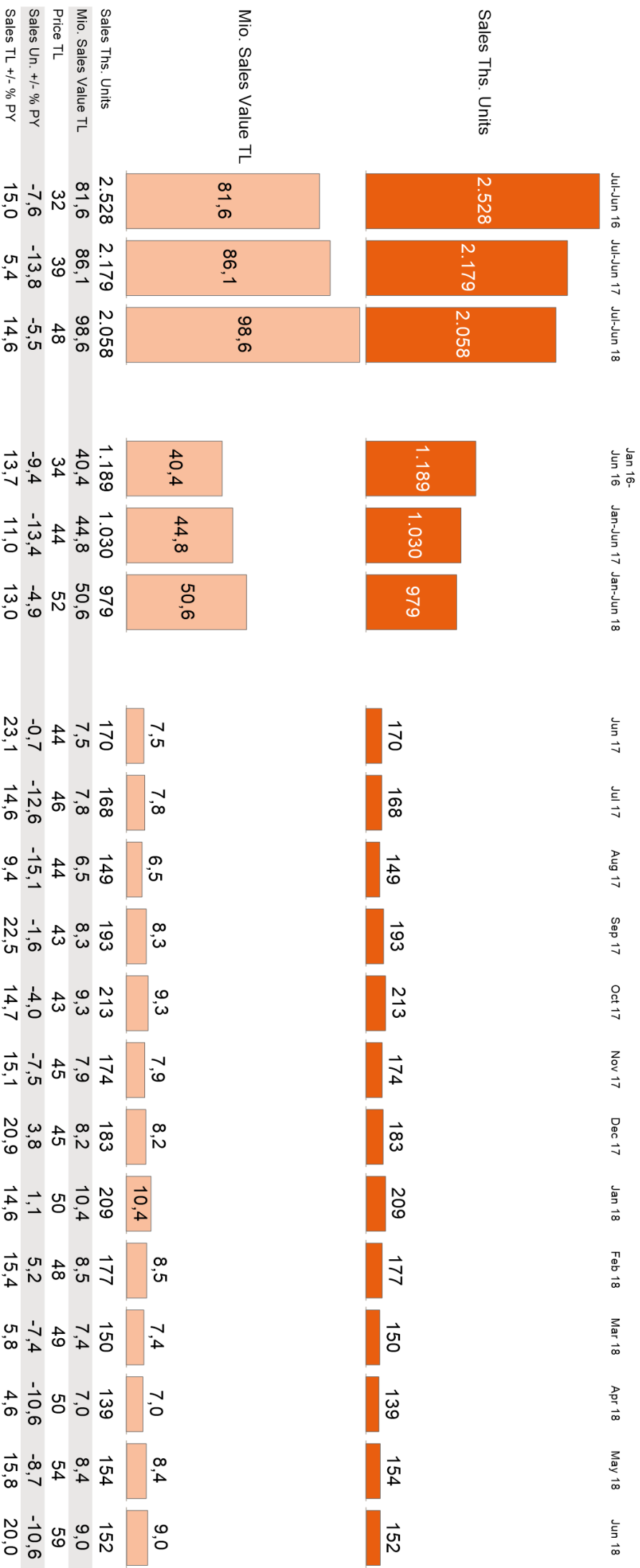
Th. Sales Value TL 30.082 35.219





POINTING DEV
Turkey Panelmarket
Market Development

JUNE 2018
Sales Ths. Units, Mio. Sales Value TL

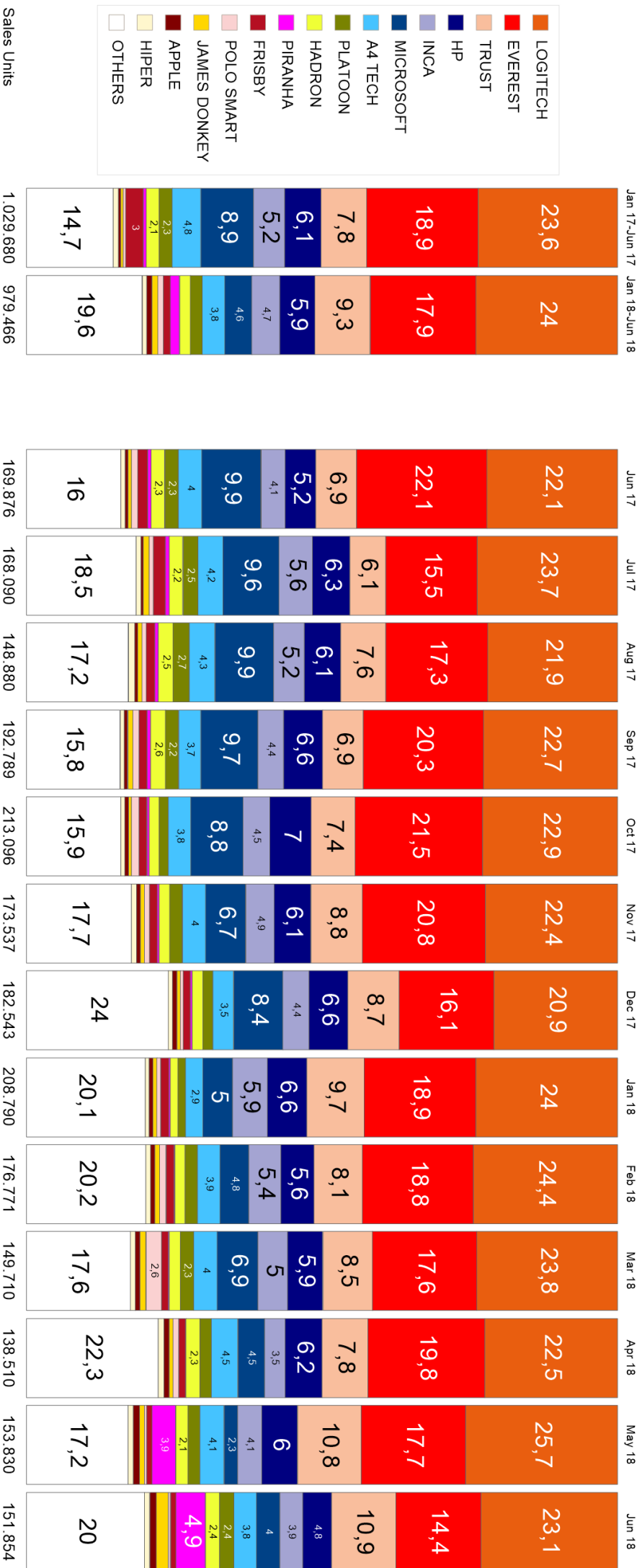




POINTING DEV

Turkey Panelmarket

Jan 17-Jun 17 - Jun 18
Sales Units %

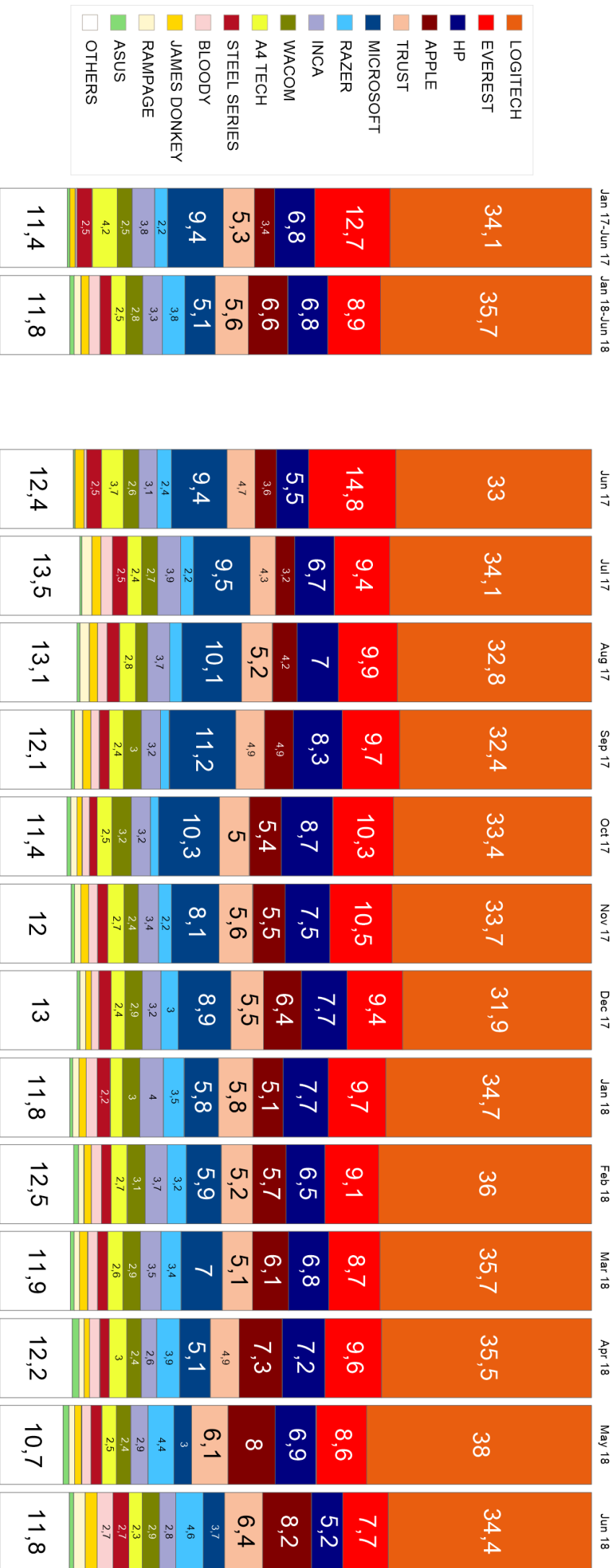




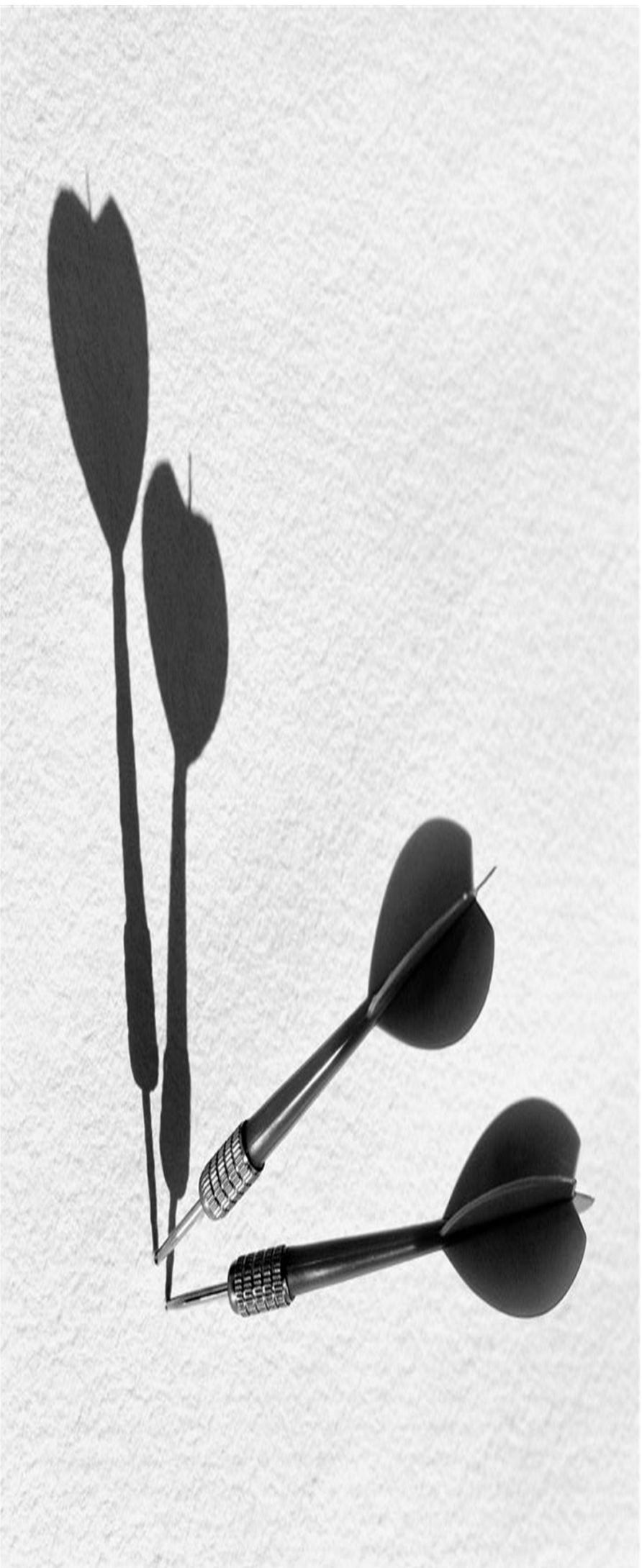
POINTING DEV

Turkey Panelmarket

Jan 17-Jun 17 - Jun 18
Sales Value %



Th. Sales Value TL 44.815 50.628

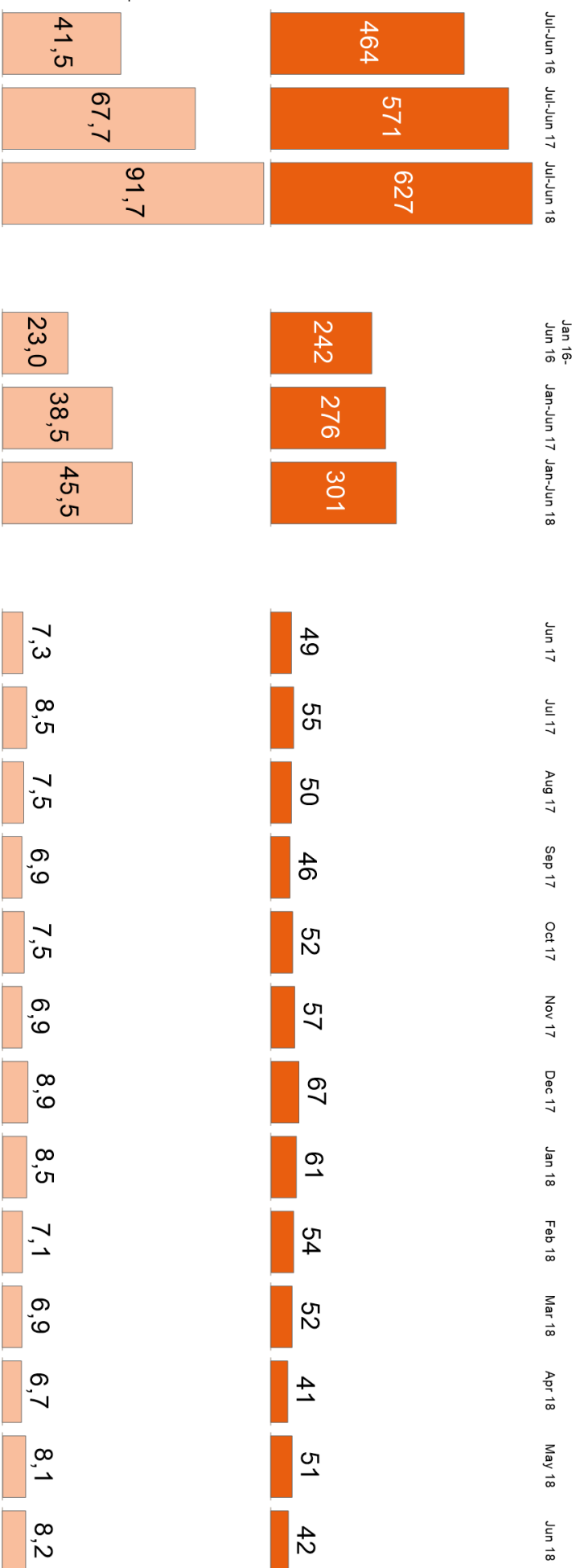




DOCKING/MINI SPEAKER

Turkey Panelmarket Market Development

JUNE 2018 Sales Ths. Units, Mio. Sales Value TL



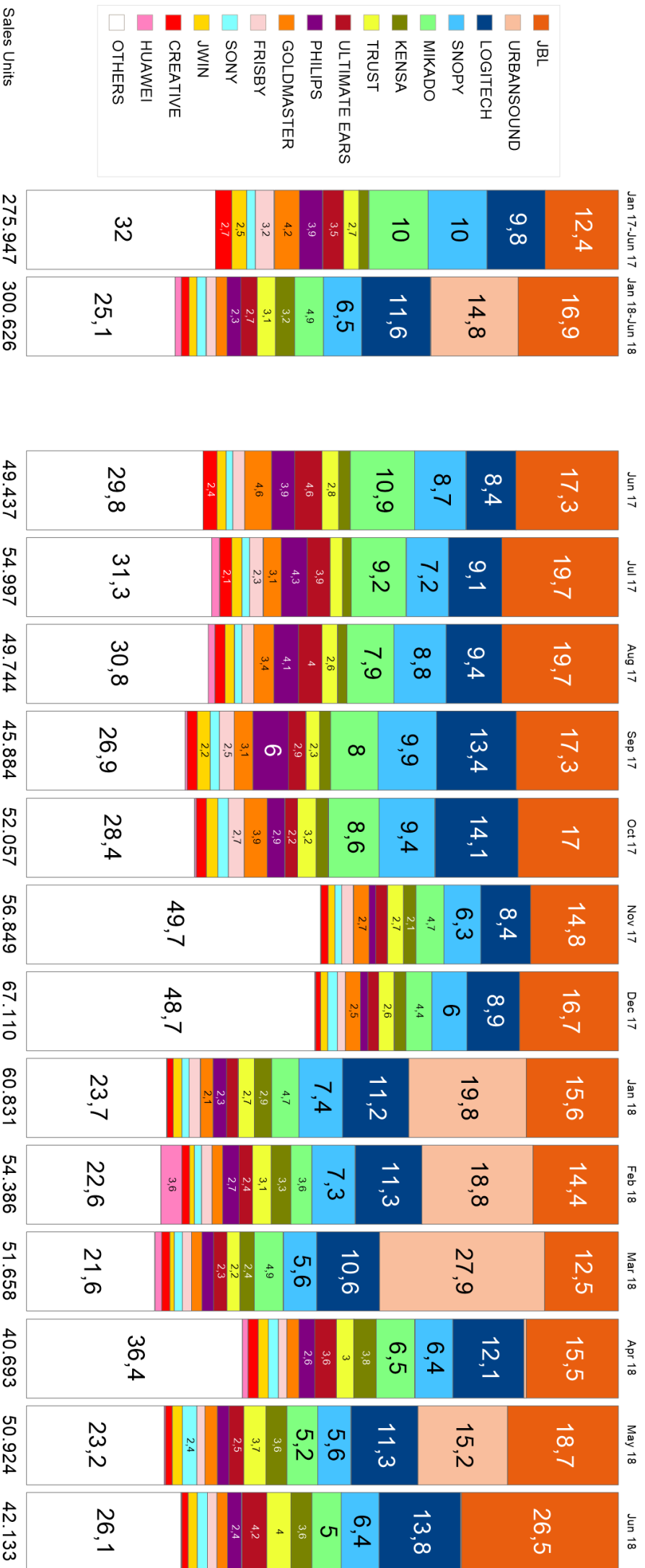
Category	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec 16	Jan 17	Feb 17	Mar 17	Apr 17	May 17	Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18										
Sales Ths. Units	242	276	301	49	55	50	46	52	57	67	61	54	52	41	51	42	464	571	627	242	276	301	49	55	50	46	52	57	67	61	54	52	41	51	42
Mio. Sales Value TL	23,0	38,5	45,5	7,3	8,5	7,5	6,9	7,5	6,9	8,9	8,5	7,1	6,9	6,7	8,1	8,2	23,0	38,5	45,5	23,0	38,5	45,5	7,3	8,5	7,5	6,9	7,5	6,9	8,9	8,5	7,1	6,9	6,7	8,1	8,2
Price TL	95	139	151	147	154	151	149	145	121	133	139	131	134	164	160	194	89	119	146	89	119	146	147	154	151	149	145	121	133	139	131	134	164	160	194
Sales Un. +/- % PY	13,0	14,0	8,9	24,1	-2,2	14,4	0,0	-6,4	28,9	34,9	17,5	24,6	22,8	-0,9	6,2	-14,8	3,7	23,0	9,9	3,7	23,0	9,9	24,1	-2,2	14,4	0,0	-6,4	28,9	34,9	17,5	24,6	22,8	-0,9	6,2	-14,8
Sales TL +/- % PY	43,3	67,3	18,3	80,8	65,7	82,3	57,2	41,0	58,1	51,1	30,6	21,0	23,5	14,2	10,7	12,3	29,9	63,1	35,5	29,9	63,1	35,5	80,8	65,7	82,3	57,2	41,0	58,1	51,1	30,6	21,0	23,5	14,2	10,7	12,3



DOCKING/MINI SPEAKER

Turkey Panelmarket

Jan 17-Jun 17 - Jun 18 Sales Units %

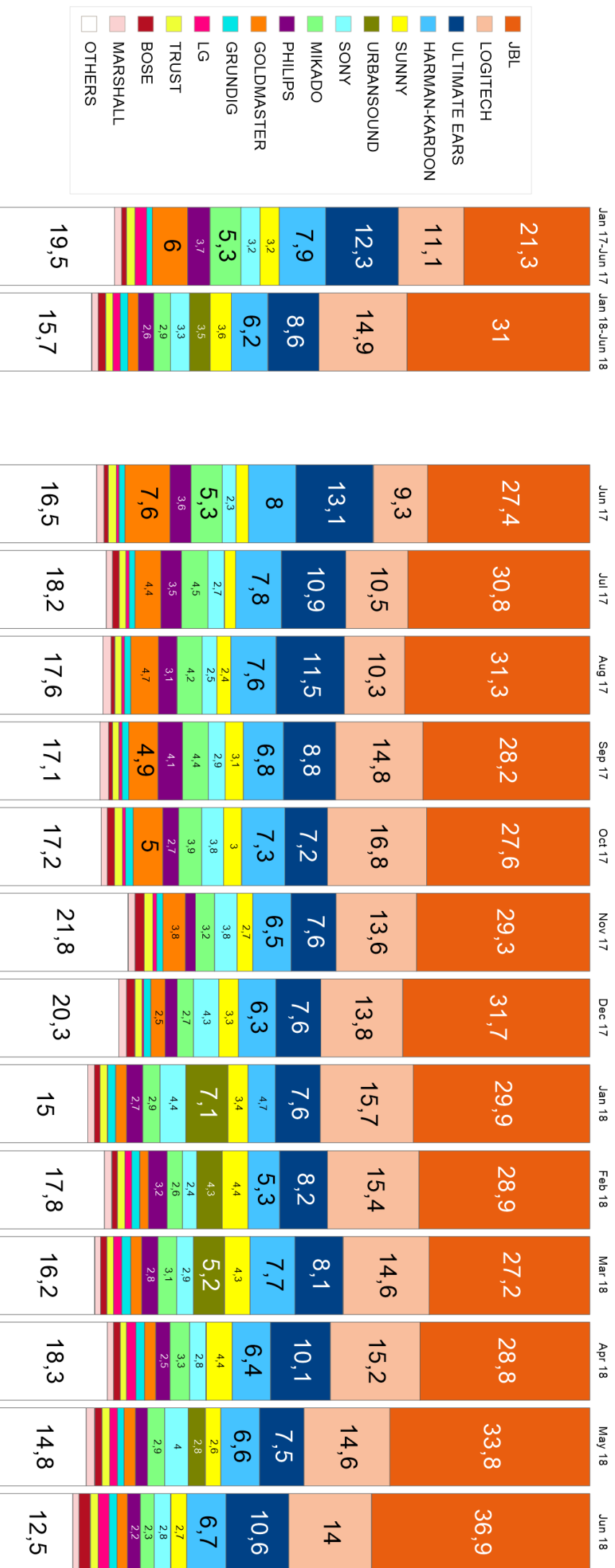




DOCKING/MINI SPEAKER

Turkey Panelmarket

Jan 17-Jun 17 - Jun 18 Sales Value %



Th. Sales Value TL

38.484

45.541

7.266

8.477

7.495

6.852

7.543

6.887

8.945

8.475

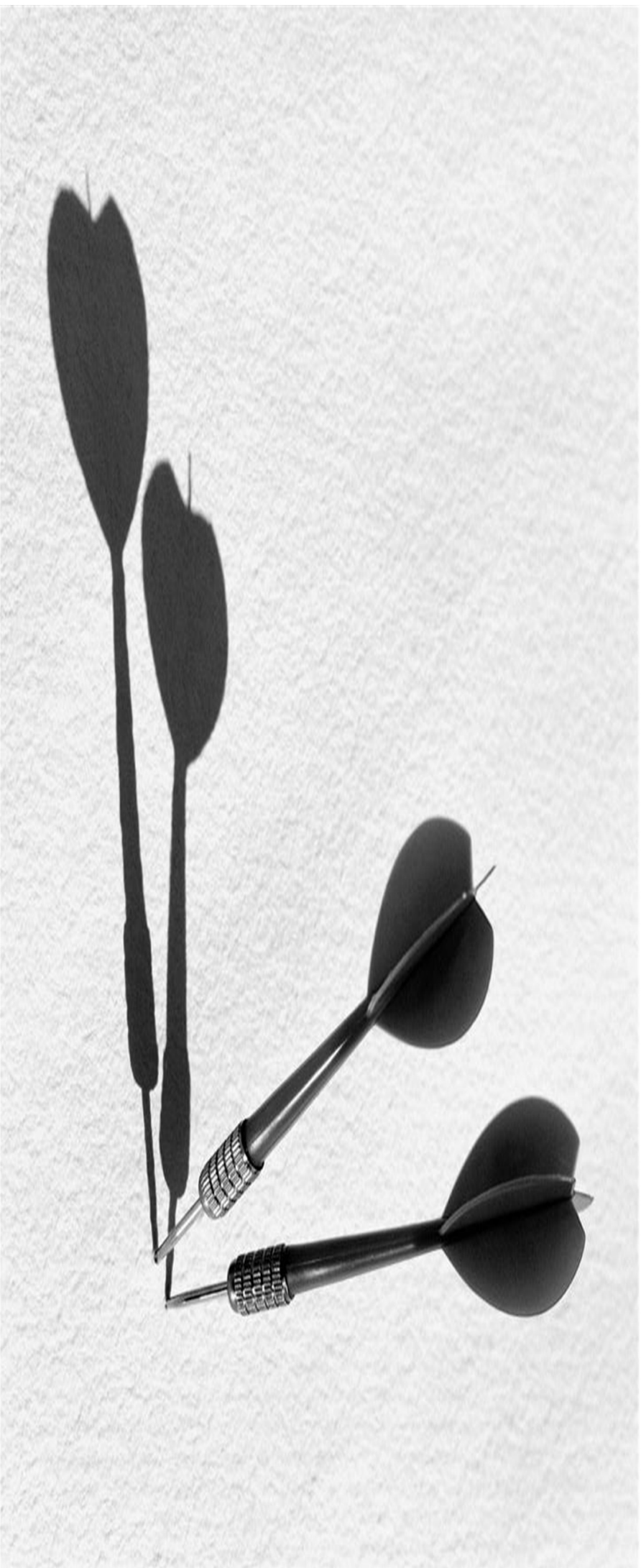
7.149

6.941

6.676

8.140

8.161

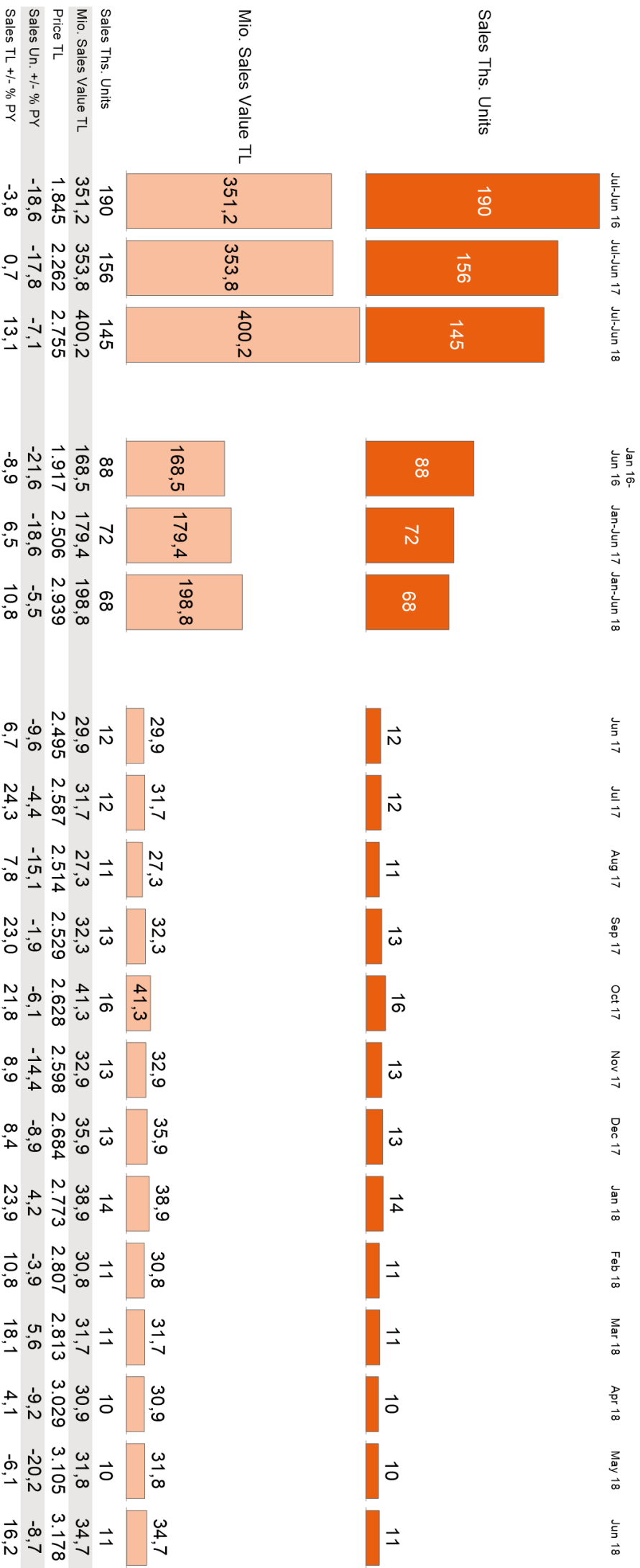




DESK COMPUTING

Turkey Panelmarket Market Development

JUNE 2018 Sales Ths. Units, Mio. Sales Value TL





DESK COMPUTING

Turkey Panelmarket

Jan 17-Jun 17 - Jun 18

Sales Units %





DESK COMPUTING

Turkey Panelmarket

Jan 17-Jun 17 - Jun 18
Sales Value %

