



## **Coolpad** 酷派

### **China's 4G Market Share Reversed Coolpad Captures Largest Share in 4G Mobile Phone Market**

(Hong Kong, 18 June 2014) – According to a SINO market research report, **Coolpad Group Limited** (“Coolpad” or the “Group”) (stock code: 2369) ranks first with a market share of 23.10% within China's TD-LTE 4G mobile phone industry in May this year. Coolpad's outstanding performance has surpassed that of many internationally renowned mobile phone brands.

According to the SINO report, after Coolpad's 23.10%, Samsung ranked second at 18.80%, followed by Apple accounting for 15.70% of the market. Lenovo, OPPO and K-Touch occupied the fourth to sixth positions respectively, while Huawei, ZTE, Hisense and Bubugao were in seventh to tenth position respectively. As the Ministry of Industry and Information Technology has only granted three TD-LTE licences, the statistics of mobile phones in TD-LTE mode has in fact covered the entire 4G mobile phone market in China.

According to SINO research conducted in March 2014, Coolpad's share in the 4G market jumped from 17.20% to 26.60%, exceeding the market share of Samsung and moving up to second place. Apple's market share plunged by 18% but still had a top market share of 40.70%. The market share of Samsung decreased by 3.80% to 22.60% ranking third. The sales volume of the Coolpad 8720L was the second best 4G mobile phone model in the market, just behind Apple's iPhone 5S.

Since the China Mobile Global Partners Conference convened in December 2013, Coolpad has capitalised on its advanced R&D capability, leading the industry in launching a series of quality 4G mobile phones at an affordable price of around RMB1,000. This approach perfectly complemented the 4G strategy of China Mobile and helped Coolpad to capture the opportunities presented by China's fast-developing 4G market. The products were also well-received by consumers due to their affordable price, which has propelled a sharp increase in orders and the strong sales performance.

<b>Market Share of Top 10 Brands in China's TD-LTE Market – May 2014</b>		
<b>Brand</b>	<b>Share</b>	<b>Change in share vs. April 2014</b>
<b>Coolpad</b>	<b>23.10%</b>	<b>↑ 1.30%</b>
Samsung	18.80%	↓ 6.20%
Apple	15.70%	↓ 12.40%
Lenovo	10.70%	↑ 1.80%
OPPO	6.30%	↑ 2.90%
K-Touch	5.70%	↑ 0.30%
Huawei	4.30%	↑ 3.40%
ZTE	3.40%	↑ 2.70%
Hisense	2.00%	↑ 0.70%
Bubugao	1.90%	↑ 0.50%

Note: Data from SINO covered the 4G market in Mainland China

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### **About Coolpad Group Limited**

Coolpad Group Limited (Formerly known as China Wireless Technologies Limited) was founded in 1993, and was listed on the Main Board of the Stock Exchange of Hong Kong in December 2004. The Group is a leading developer and provider of integrated solutions for smartphones, mobile data platform systems and value-added business operations in China. The Group provides its products and services to enterprises, government organisations and mobile operators as well as individual consumers in China. The Group has developed advanced research and development capabilities in mobile communications. Its “Coolpad” brand has become a renowned leader in China’s smartphone market.

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