

19,398

60,554,726

-15.7

2011 Market Share (%)

13.4

100.0

350,900,332

4Q10-4Q11 Growth (%)

-46.1

4Q10 Market Share (%)

31.4

20.7

Lenovo

1,850

100.0

0.5

Asymco
 Horace Dediu - Jeremy
 Reimer 1975 * PC
 Android iPhone iPad
 PC 50% 1991 iOS Android *
 PC ** PC

4,210,000

140,198,078

2010 Shipments

/>

IT PC

Total

2011 Shipments

1.8

17.9

9.9

1,718,400

-5.9

4,287

1.5

Company

100.0

-3.5

13.0

45,703,863

1,243

Total

PC PC PC+

4Q10 Market Share (%)

2.4

Western Europe: PC Vendor Unit Shipment Estimates for 4Q11 (Thousands of Units)

IT PC PC iPad CEO
iPad PC PC PC

352,806,984

1,899

1,925,100

42,864,759

Others

1,982,477

5.9

-9.5

HP

PC PC PC IDC Gartner PC
PC PC 25.3%—26.1% Acer PC 46.1%
—24.4%
2011 12 31 2011/2012 ** 3.1
35.3% 84 44% 1.53 54%

C****ys
PC PC 2012
PC PC
IDC PC
PC+ PC
PC PC+

4Q11 Shipments

PC PC PC PC
PC PC
PC PC
PC PC
PC PC
PC PC
PC PC+
PC PC+

1,718

PC
PC

Others

9.8

100.0

PC Acer Acer 13.88%—19.2%
1.95%—1.8% Acer
PC PC
PC 19—28 PC
PC

18,902,723

3,583,418

Total

2,074,800

4Q11 Market Share (%)

9.8

12.1

19,061,005

4,041

-9.7

12.0

16,288

4,020,549

PC WebOS
Android**
Acer

39,415,381

4,014,644

10.7

13.9

4,137,833

Dell

Lenovo

Apple

18.8

5,487

Company