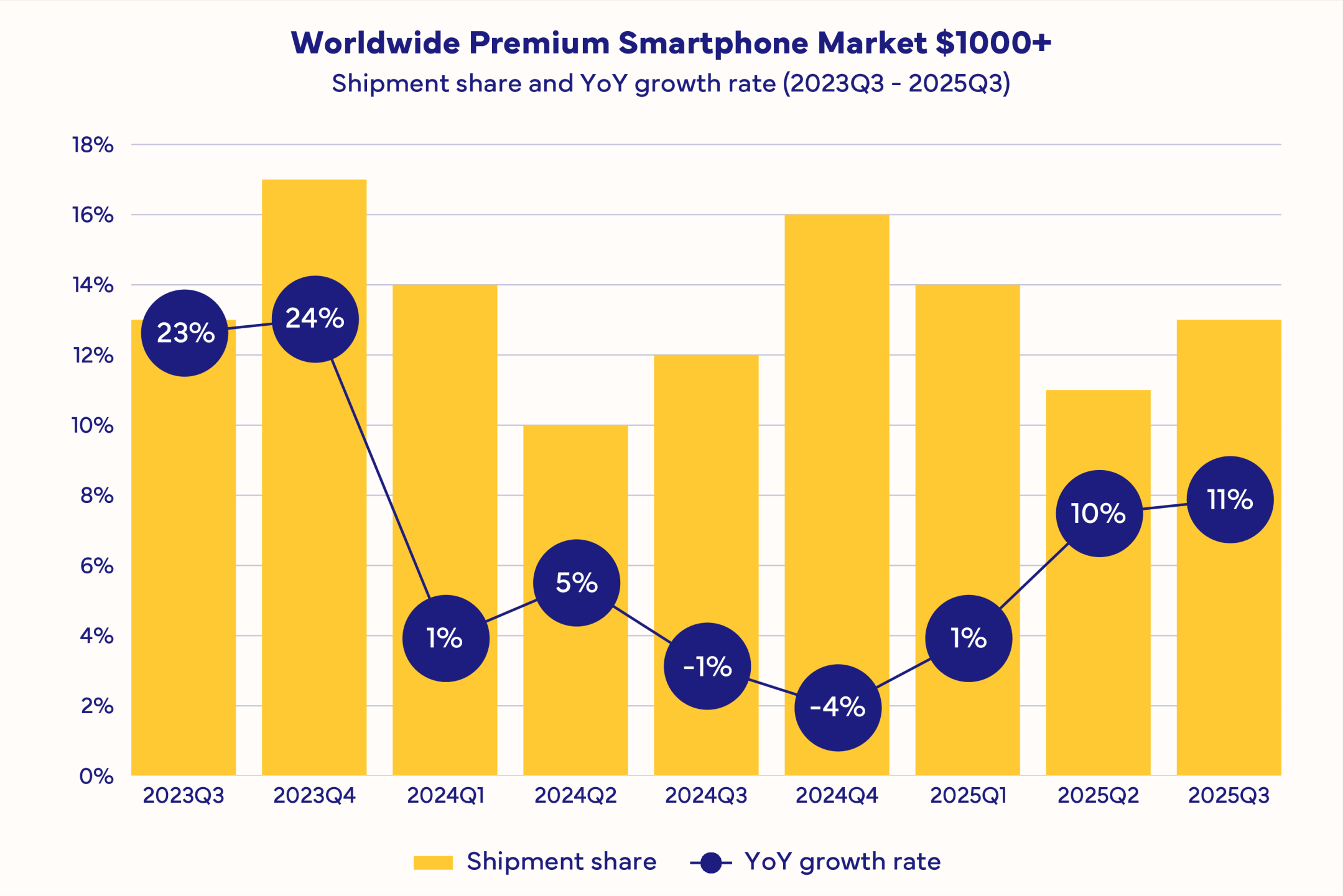


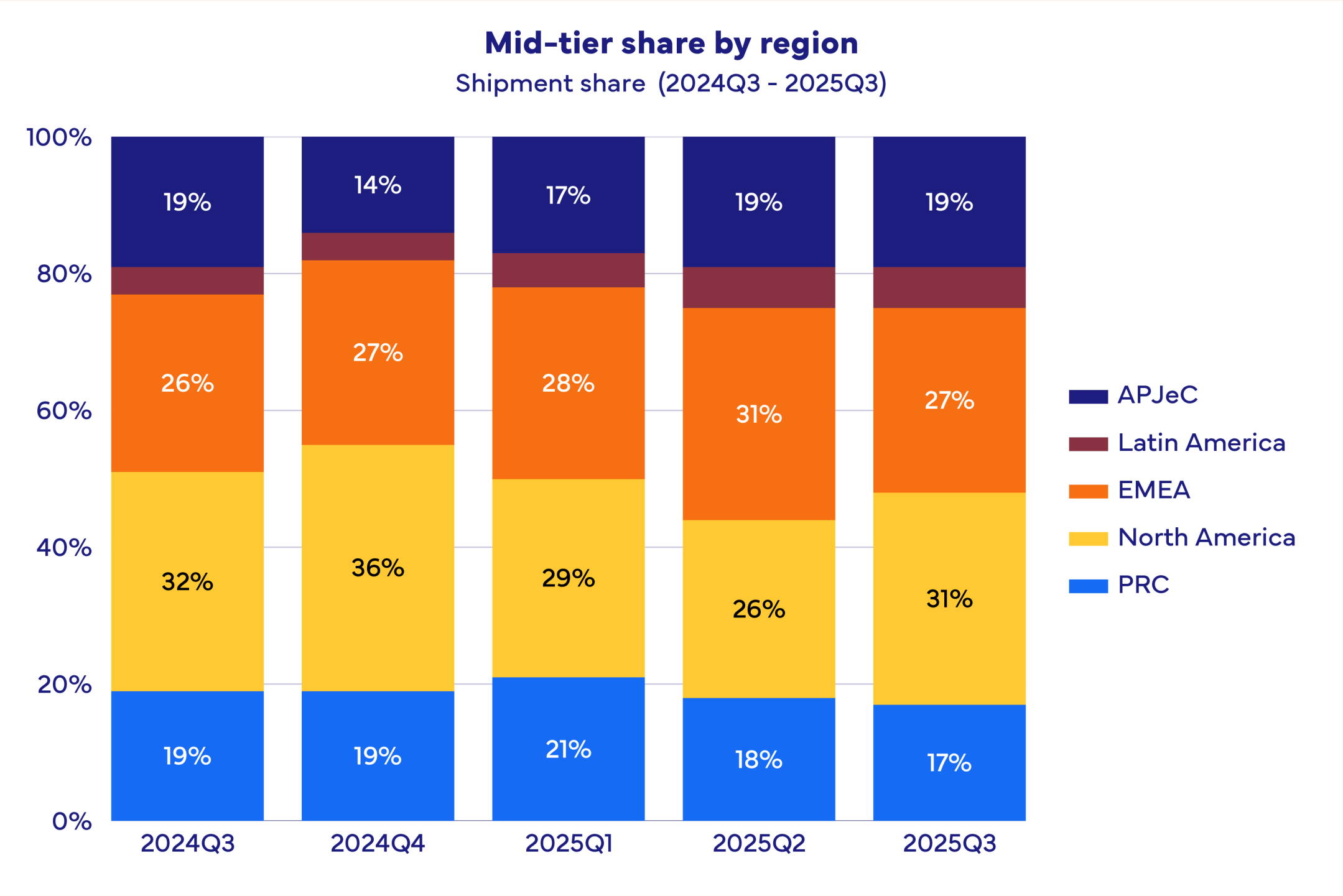
Worldwide Smartphone Premium

The **premium market continues to grow strongly**, with two consecutive quarters of **double-digit** growth (and positive growth in 7 of last 9 quarters).



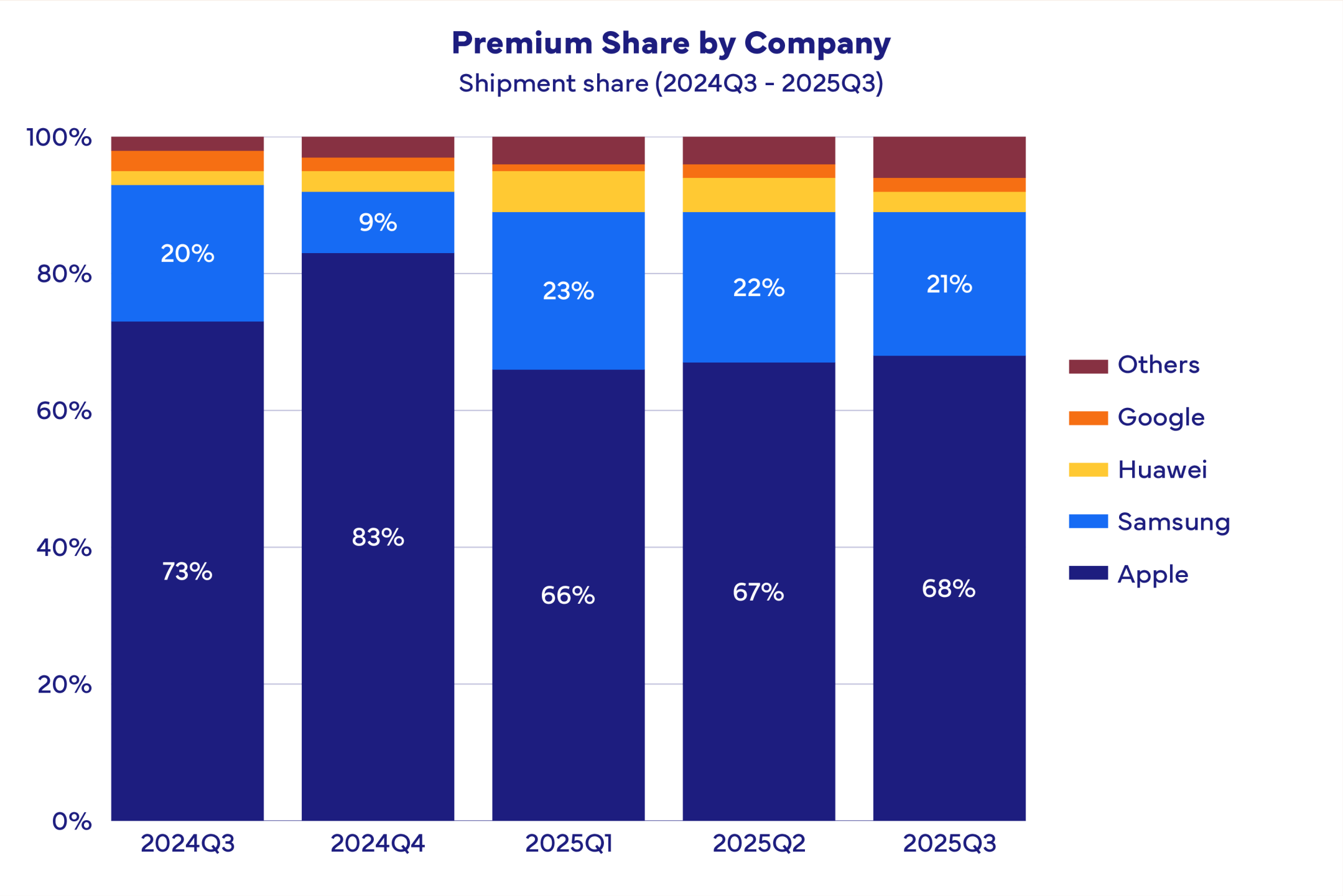
Worldwide Smartphone Premium

North America still leads the premium segment. However, the growth of premium Android models and strong iOS performance has contributed to the expansion of this segment in Asia Pacific.



Worldwide Smartphone Premium

The **Apple** and **Samsung** duopoly dominate the **premium market**, while **Huawei** and **Google** are **growing** their share with their **Mate** and **Pixel** devices.



Worldwide Smartphone Premium

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Despite **Western European** smartphone shipments growing by a modest 2.5% YoY in Q3 2025, the **premium market surged by 17.1% YoY**. This category, though only 13% of volume, accounted for **nearly 40% of total revenue**. **Apple remains dominant with over 80% share**, followed by **Samsung (13%)**, supported by **strong foldable sales**. Google placed third, achieving double-digit growth from a small base.



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