



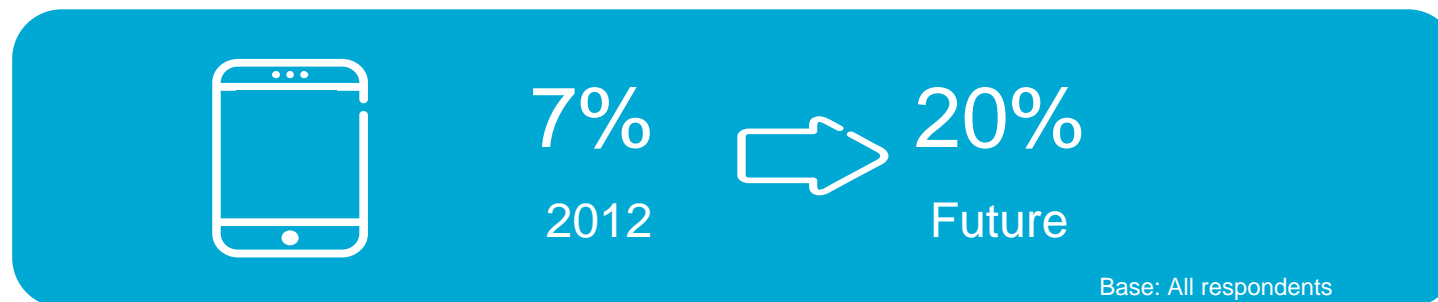
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THE RISE OF SMARTPHONES AND TABLETS

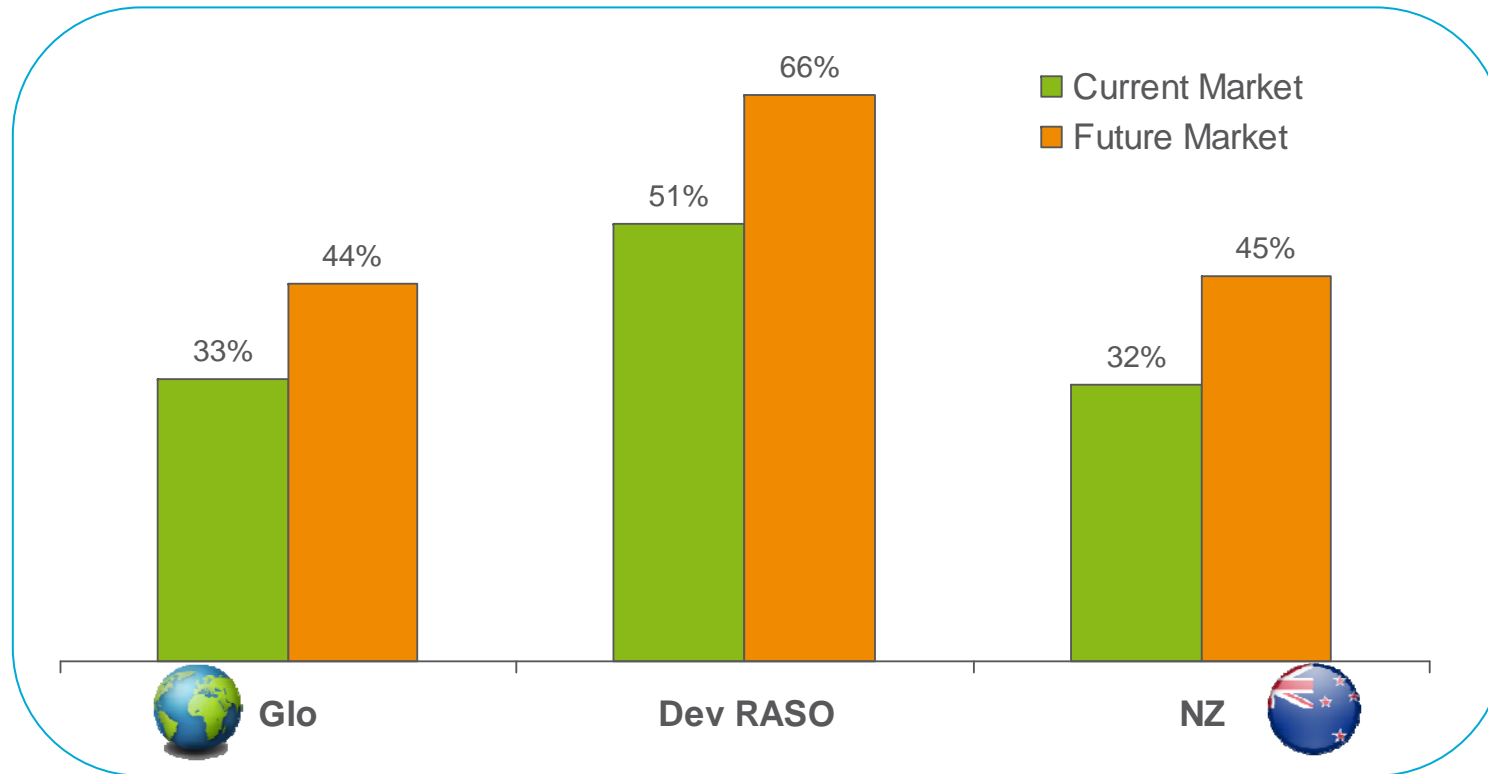
NEW ZEALAND CONSUMER
INSIGHTS



NEW ZEALAND TODAY



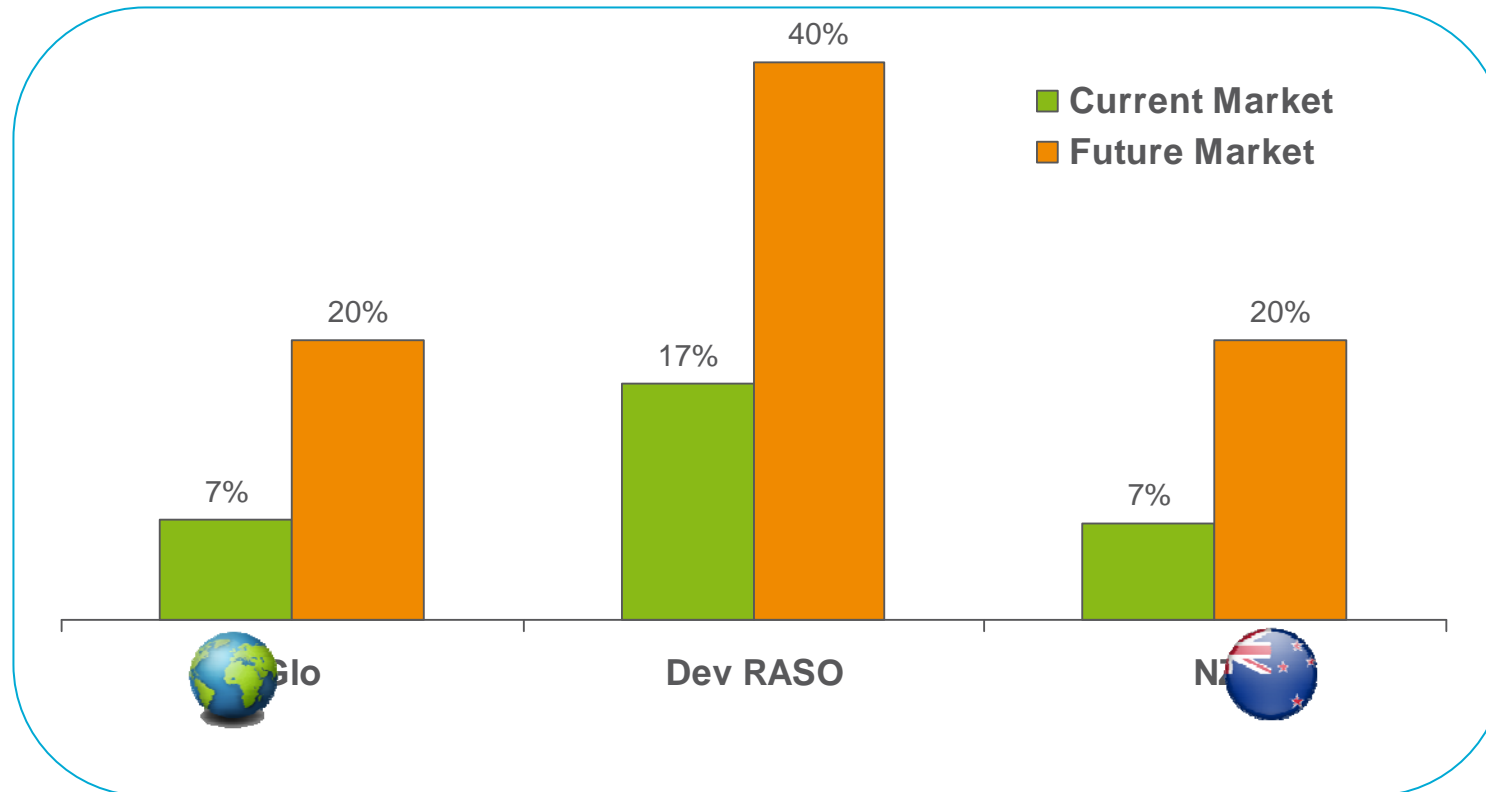
CURRENT & POTENTIAL SMART PHONE PENETRATION



3 out of 10 people currently have a smartphone in New Zealand. Smartphone ownership is expected to reach 50% in the near future, based on the respondents' expressed interest.

Note: Developed RASO = Australia, Malaysia, New Zealand and Singapore

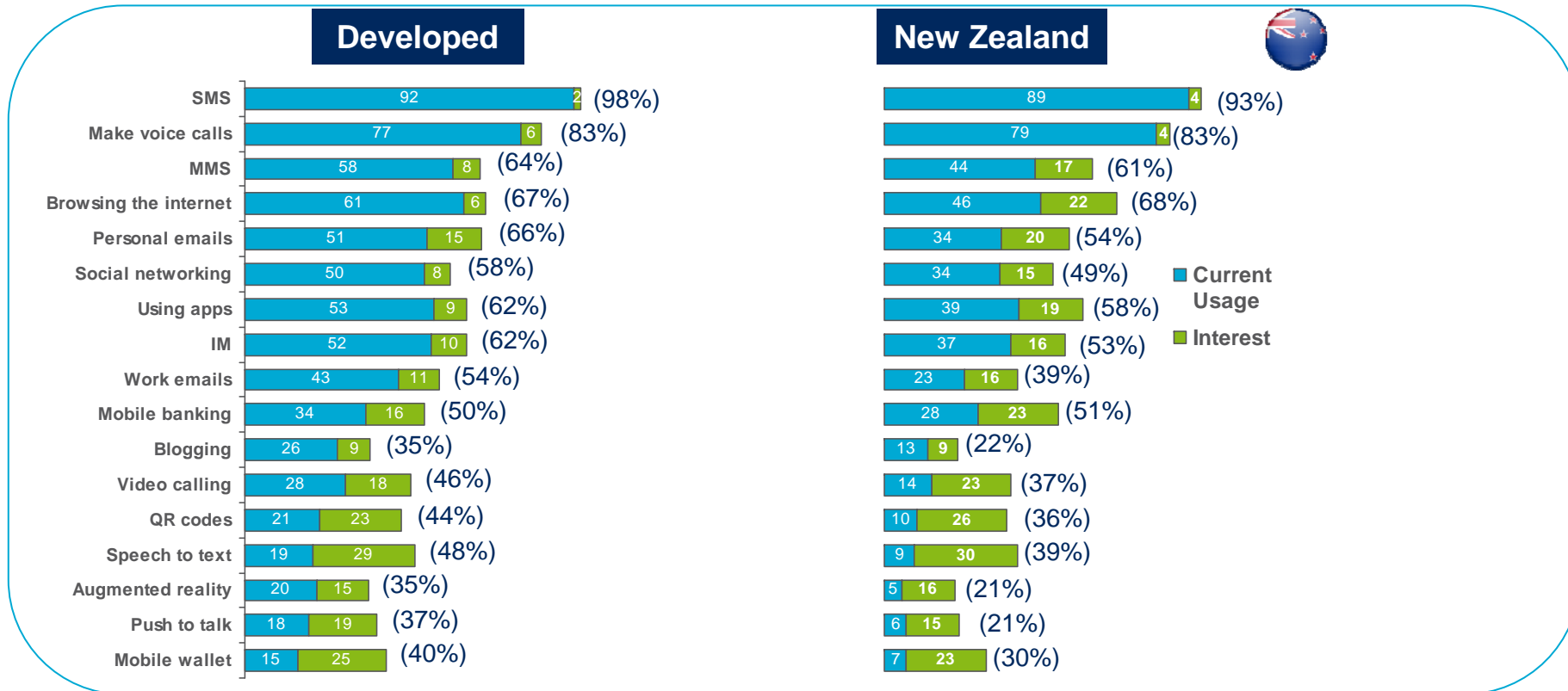
CURRENT & POTENTIAL TABLET PENETRATION



Ownership of tablet in New Zealand is currently at 7% but the penetration is expected to triple in 6 months time.

Note: Developed RASO = Australia, Malaysia, New Zealand and Singapore

CURRENT AND FUTURE USAGE OF MOBILE ACTIVITIES



Usage of mobile data services are expected to grow significantly. Features such as speech-to-text, QR code reader, mobile wallet and mobile banking functionality have significant potential for growth in New Zealand.

APP POPULARITY - DOWNLOADED



App Category	Rank	%
Communication *	1	56%
Gaming	2	52%
Video	3	37%
General search	4	37%
Weather	5	34%
Entertainment	6	28%
News	7	26%
Pictures / photos	8	26%
Travel	9	23%
Banking / e-payment	10	21%
Books	11	16%
Shopping	12	11%
Local search	13	10%
Fitness	14	10%
Consumer portals	15	10%

App Category	Rank	%
Sport	16	9%
Kids	17	9%
Education	18	7%
Business or work	19	6%
Financial services	20	6%
Cooking/Recipes	21	6%
Religion/Spiritual	22	6%
Lifestyle	23	5%
Healthcare	24	4%
Adult entertainment	25	4%
TV shows	26	4%
Betting / Gambling	27	2%
Organisation	28	2%
Farming / agriculture	29	1%

[In New Zealand 48% of the smartphone users are using apps on a daily basis]

APPS OF INTEREST



App Category	Rank	%
Communication	1	35%
Gaming	2	25%
Weather	3	23%
Banking / e-payment	4	23%
General search	5	21%
Entertainment	6	20%
Video	7	19%
News	8	19%
Travel	9	18%
Pictures / photos	10	18%
TV shows	11	16%
Books	12	16%
Shopping	13	14%
Fitness	14	13%
Cooking/Recipes	15	13%

App Category	Rank	%
Local search	16	11%
Education	17	10%
Sport	18	10%
Healthcare	19	8%
Kids	20	7%
Business or work	21	7%
Lifestyle	22	5%
Consumer portals	23	5%
Organisation	24	5%
Religion/Spiritual	25	5%
Financial services	26	4%
Betting / Gambling	27	3%
Adult entertainment	28	3%
Farming / agriculture	29	1%

* Communication includes apps related to Internet calls/VOIP, email, social networking or instant messaging

Base: New Zealand Smartphone apps users

Source: Ericsson ConsumerLab 2012

KEY INSIGHTS



- › Within next 6 months, NZ tablet ownership expected to triple and smartphone ownership to double.
- › Motivators for purchasing smartphone include need to upgrade, enable email/messaging and for apps.
- › Games, weather and e-payment/banking are identified as likely to be most popular apps in coming months
- › Confirms that operators must ensure networks are smartphone-ready with superior network coverage, speed and reliability, all of which are exceptionally important for smartphone users.

MORE INFORMATION?



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