



Press Release

Date
August 27, 2008

Wolfgang Wanders
GfK Marketing Services
Tel. +49 911 395 2399
Fax +49 911 395 4030
wolfgang.wanders@gfk.com

Marion Eisenblätter
Corporate Communications
Tel. +49 911 395-2645
Fax +49 911 395-4041
marion.eisenblaetter@gfk.com

GfK Aktiengesellschaft
Nordwestring 101
D-90319 Nuremberg

Tel. +49 911 395-0
Fax +49 911 395-2209
public.relations@gfk.com
www.gfk.com

Management Board:
Professor Dr.
Klaus L. Wübbenhorst
(CEO)
Christian Weller von Ahlefeld
(CFO)
Petra Heinlein
Debra A. Pruent
Dr. Gérard Hermet
Wilhelm R. Wessels

Supervisory Board Chairman:
Hajo Riesenbeck

Commercial register
Nuremberg HRB 9398

World mobile phone market continues to grow GfK Marketing Services publishes latest sales figures

Nuremberg, August 27, 2008 – Global sales of mobile phones are still expanding, though regional differences are becoming increasingly apparent. According to figures published by GfK Marketing Services at the 2008 Internationale Funkausstellung in Berlin, the Western European market is largely saturated, but sales in other countries are continuing apace. MP3 players and cameras are now virtually standard features, whereas touchscreens are still relatively few and far between.

In the Middle East, Asia and Africa, volume sales were up by 20% in the first half of this year, compared to only 3% in Europe. Sales are growing in most of Eastern Europe, and some countries, including Russia, Lithuania and Ukraine, are enjoying double-digit growth. The British market grew by 22% following strong demand for prepaid packages, but sales are declining in Spain, Germany and Italy. GSM technology is on the wane in nearly all European countries, whereas UMTS phone sales are expanding in all parts of the world.

Most phones have cameras and MP3 players

MP3 players are fast becoming standard, and were a feature of 69% of all phones sold in the first half of the year. 77% of phones had built-in cameras, and three- and five-megapixel cameras are becoming increasingly common, together accounting for a quarter of camera phone sales.

In Japan, 62% of mobile phones sold incorporate GPS. This feature, while still not widespread in Europe, is likely to enjoy increased popularity here in the future.

While 8% of phones in Asia have touchscreens, only 2% have them in Europe, so again there is significant potential for expansion. In Europe, less than 2% have TV tuners, whereas in Japan the figure is 58%. Slim phones less than 11 millimeters thick have grown from 5% to 11% of total sales in the last 12 months, and a quarter of European phones sold are 13 millimeters or under.

Mobiles are still a lifestyle product in large parts of the world. They are also becoming increasingly widespread in countries with relatively low living standards because the absence of a proper communications infrastructure makes them particularly desirable.

For further information, please contact: the trade fair office at the Internationale Funkausstellung (IFA) in Berlin from August 29 to September 3, 2008 (VIP room 2, Großer Stern), or Wolfgang Wanders, tel. 0049-(0)911-395-2399, wolfgang.wanders@gfk.com.

The GfK Group

The GfK Group is the No. 4 market research organization worldwide. Its activities cover the three business sectors of Custom Research, Retail and Technology and Media. The Group has 115 companies covering over 100 countries. Of a total of 9,297 employees (as of March 31, 2008), 81.1% are based outside Germany. For further information, visit our website: www.gfk.com.

Responsible under press legislation:
Marion Eisenblätter
GfK AG, Corporate Communications
Nordwestring 101
D-90319 Nuremberg
Tel. +49 911 395-2645
Fax +49 911 395-4041
public.relations@gfk.com