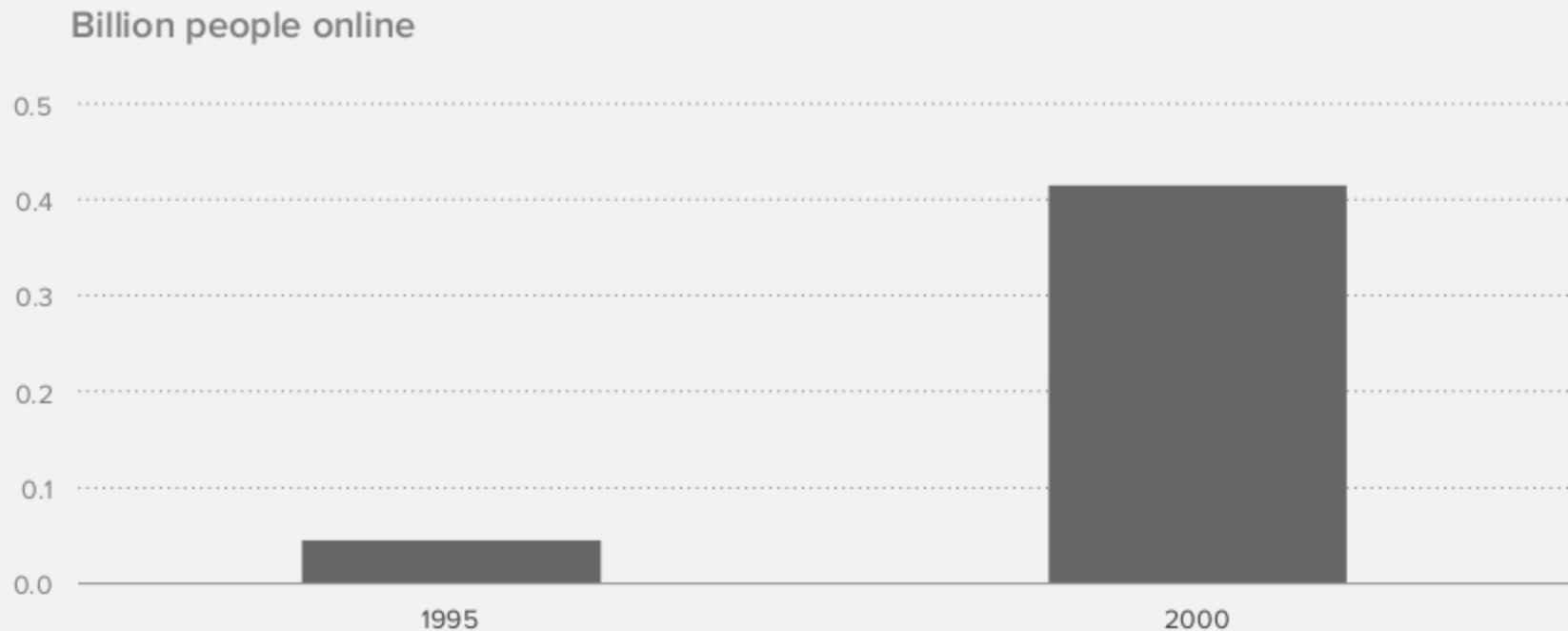


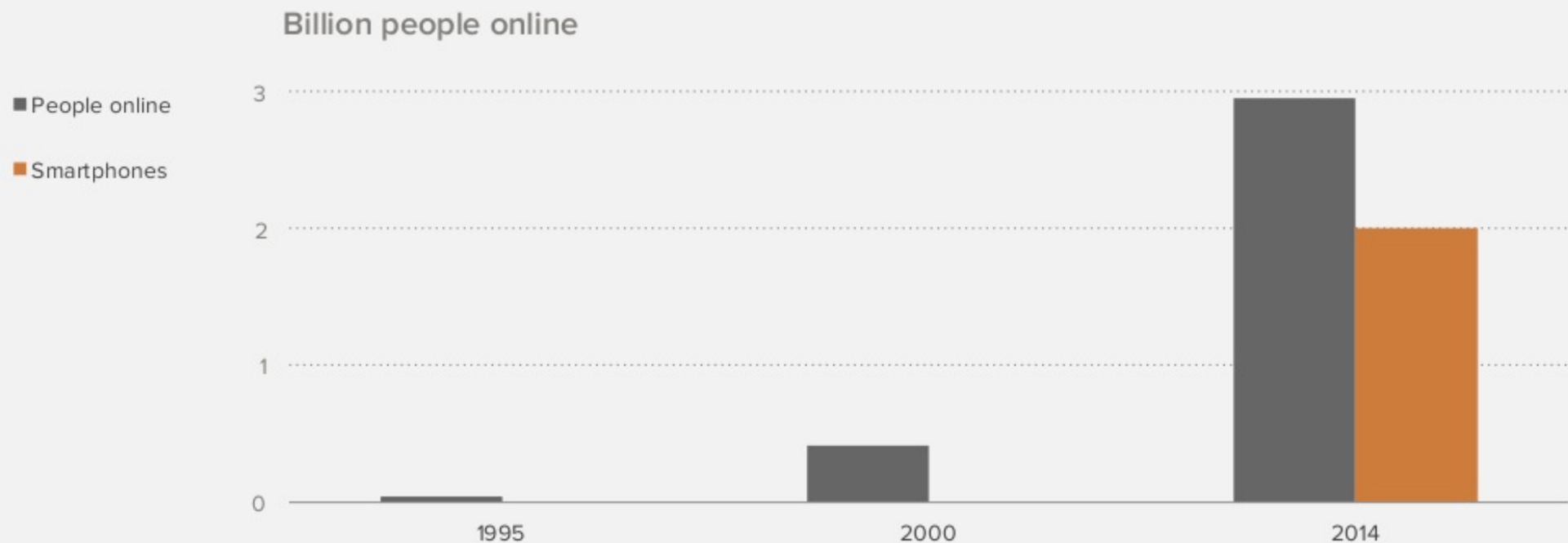
ANDREESSEN HOROWITZ

Mobile is making
technology universal

Growth into the bubble



Growth since the bubble

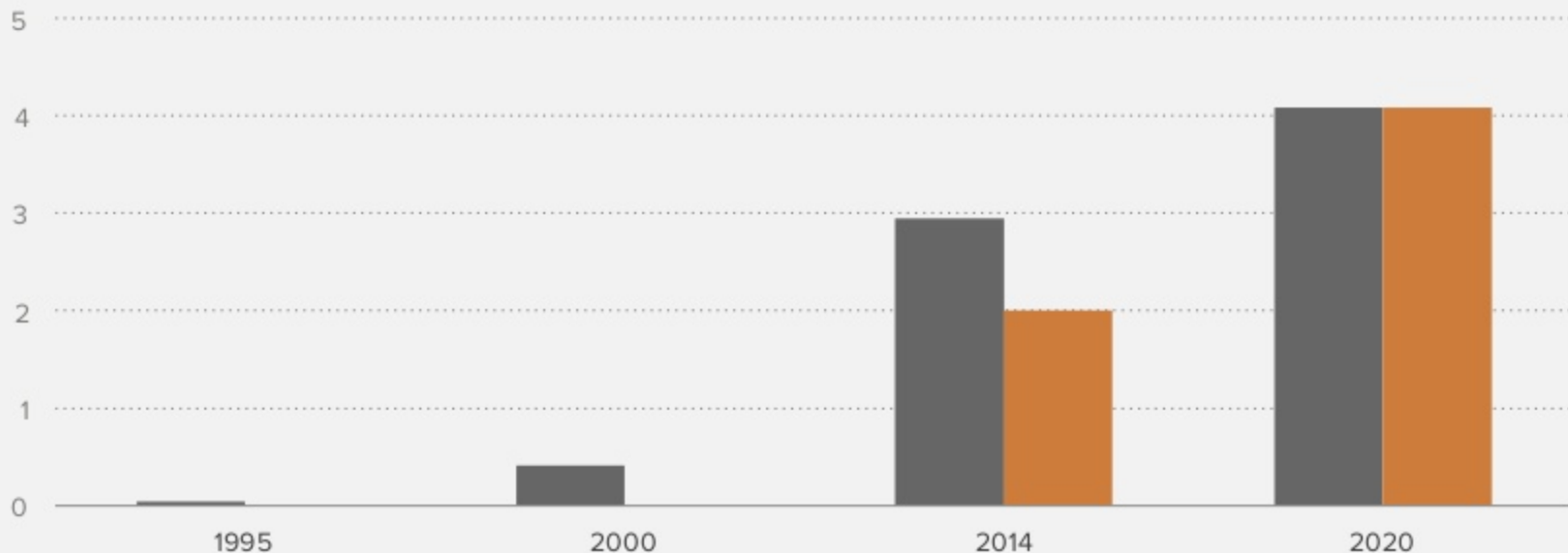


Growth into the future - everyone

Another 1bn people will come online, all due to smartphones

Billion people online

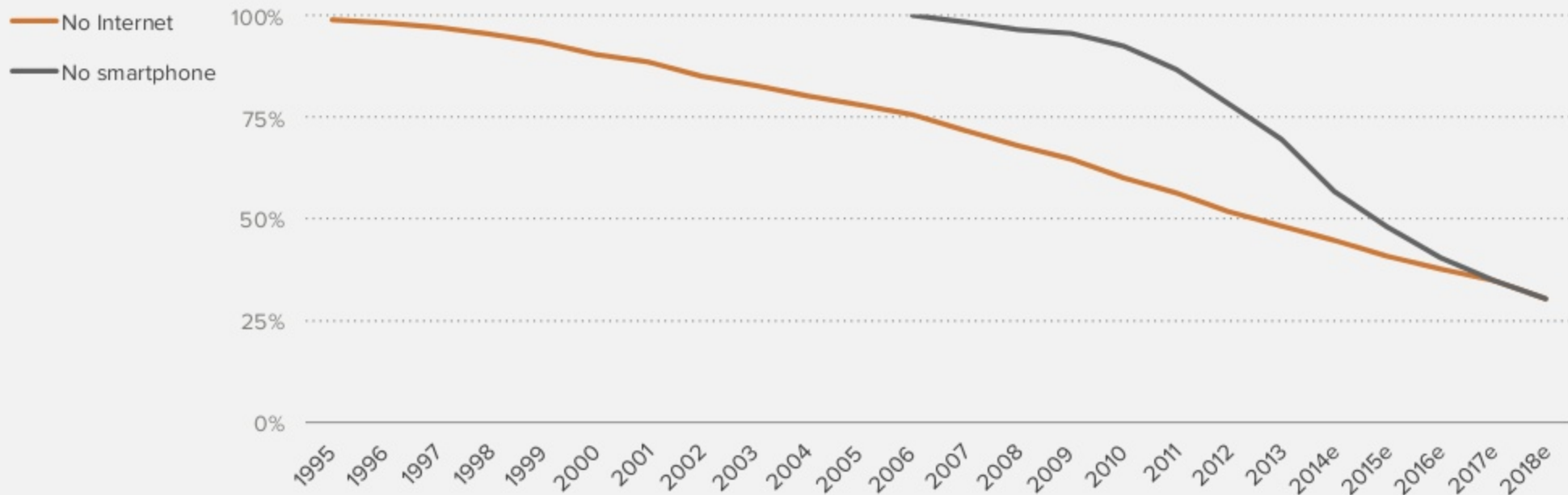
■ People online
■ Smartphones



The end of the unconnected

Smartphones drive much greater internet penetration

Global adult population

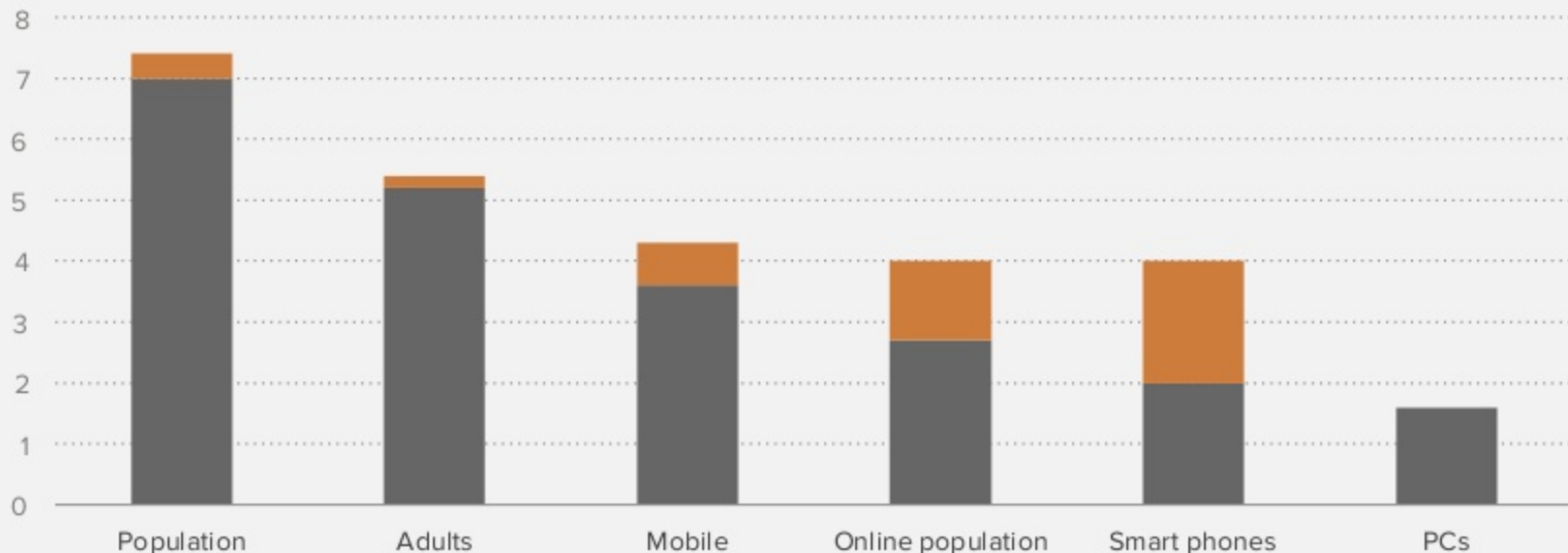


The world in 2020

By 2020 80% of adults on earth will have a smartphone

Global population (bn)

■ Growth to 2020
■ 2014



An iPhone 6 CPU has 625 times more transistors than a 1995 Pentium.

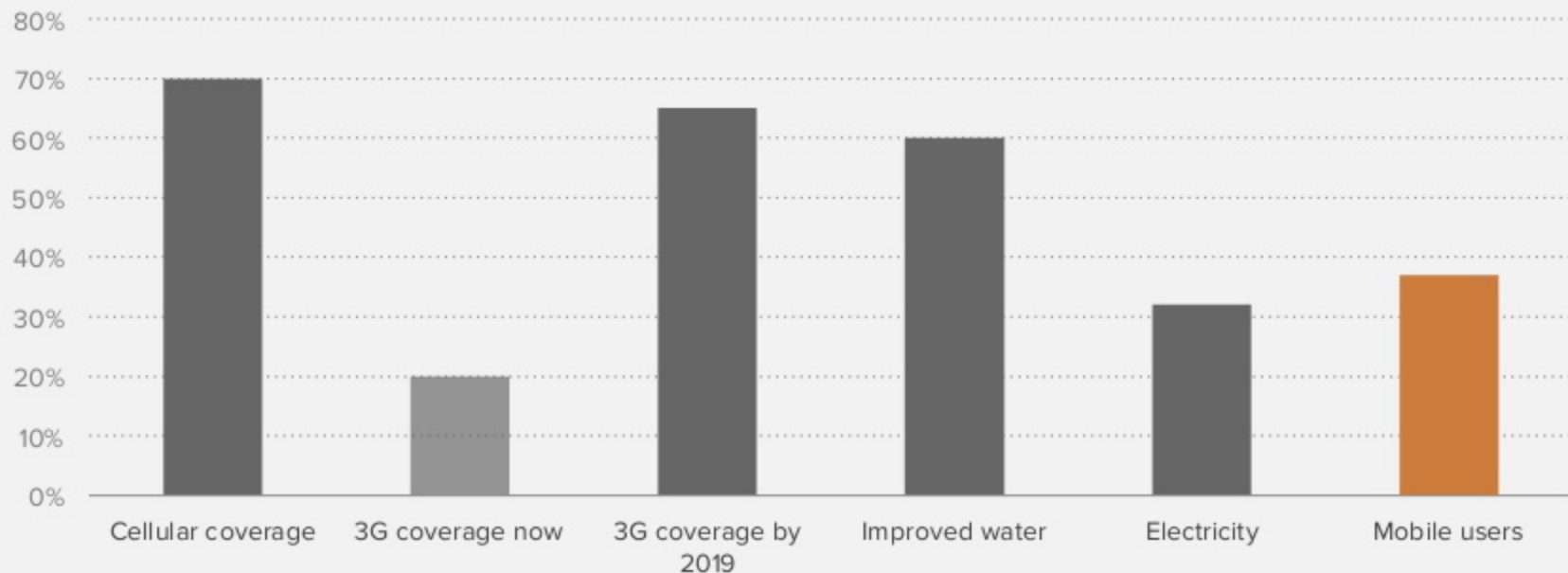
iPhone 6 launch weekend: Apple sold ~25x more CPU transistors than were in all the PCs on Earth in 1995.

Everyone gets a pocket supercomputer.

Yes, everyone

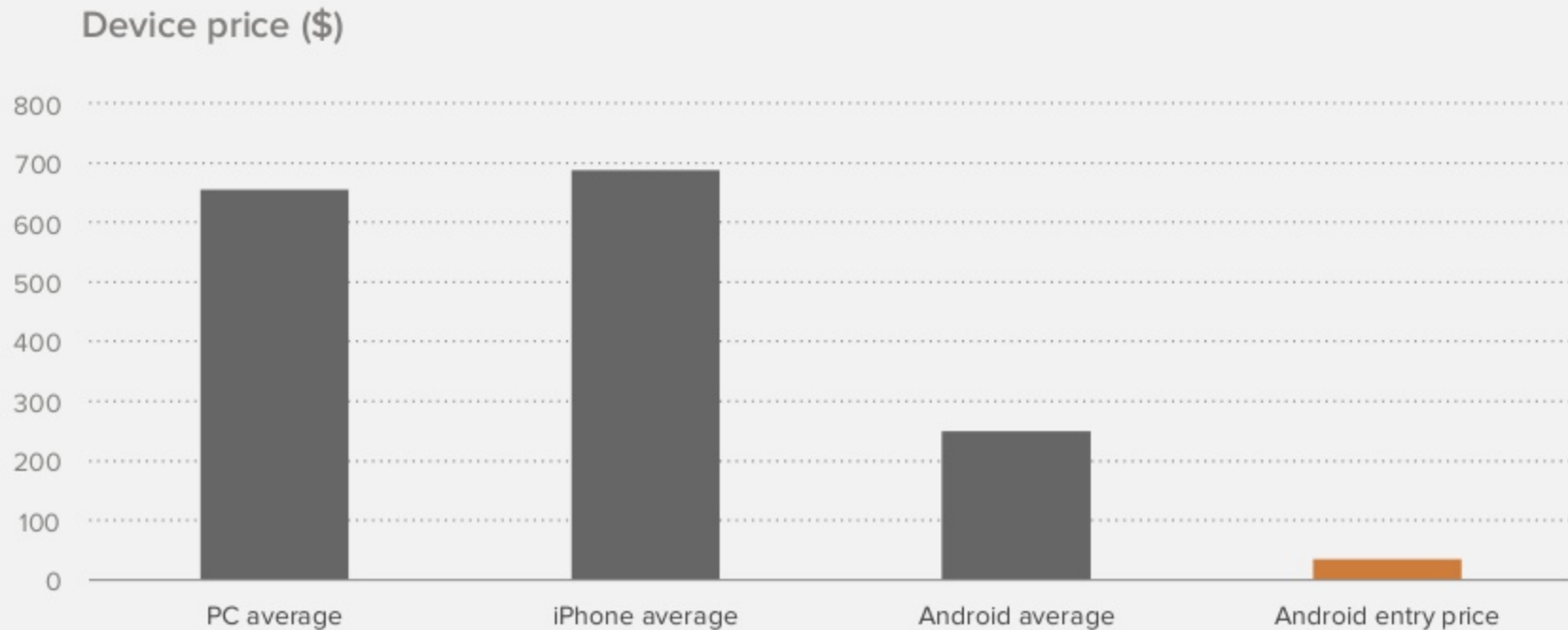
The utility of mobile increases as income falls

Sub-Saharan Africa population coverage



\$35 Android takes computing everywhere

Cost of power and connectivity becomes as material as the cost of the device



We go from this...



... To this



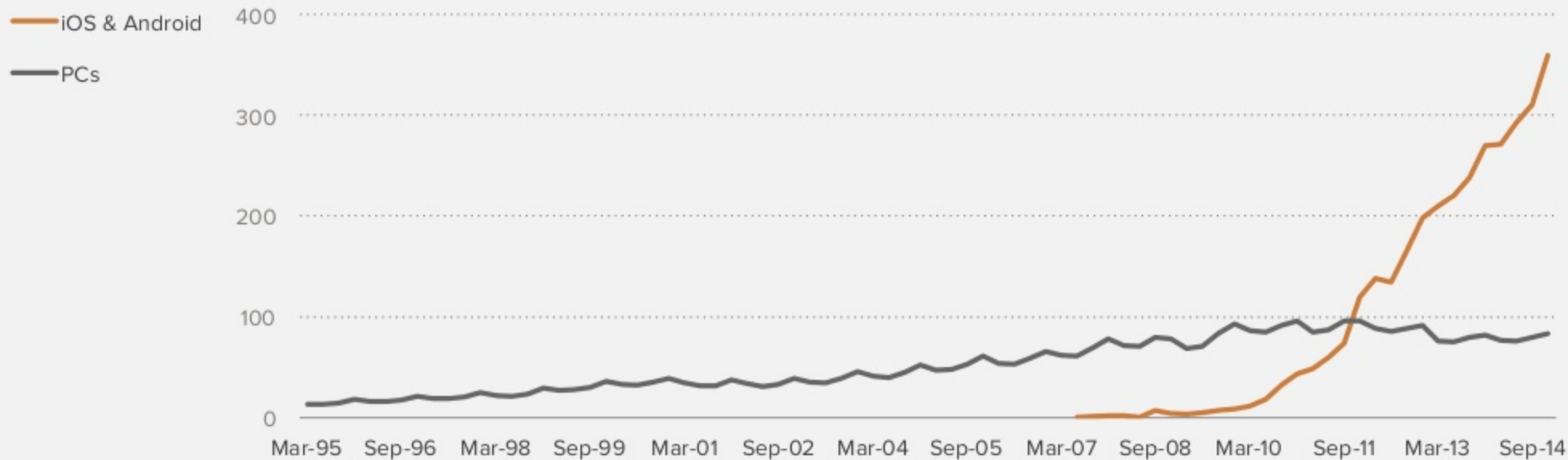
ANDREESSEN HOROWITZ

Mobile remakes the tech industry

The smartphone industry dwarfs PCs

4bn people buying phones every 2 years instead of 1.6bn buying PCs every 5 years

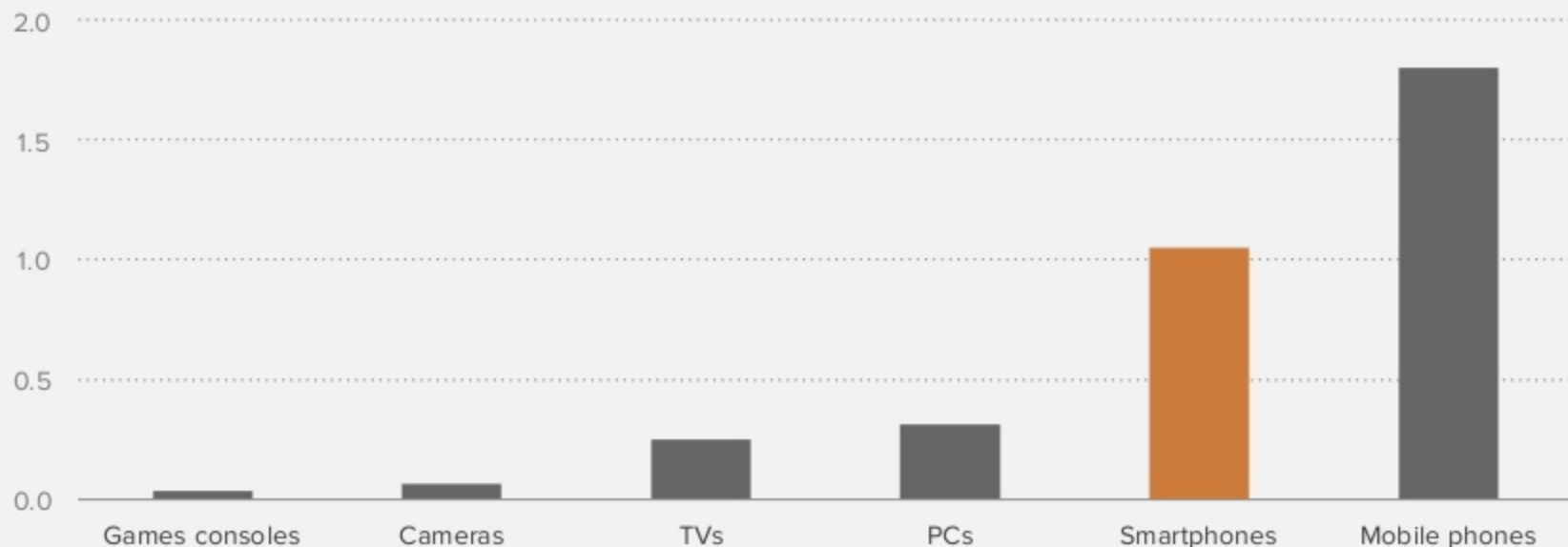
Quarterly unit shipments (m)



Phones have scale that's unique in tech

The first tech product to be bought by almost everyone on earth, every 2-3 years

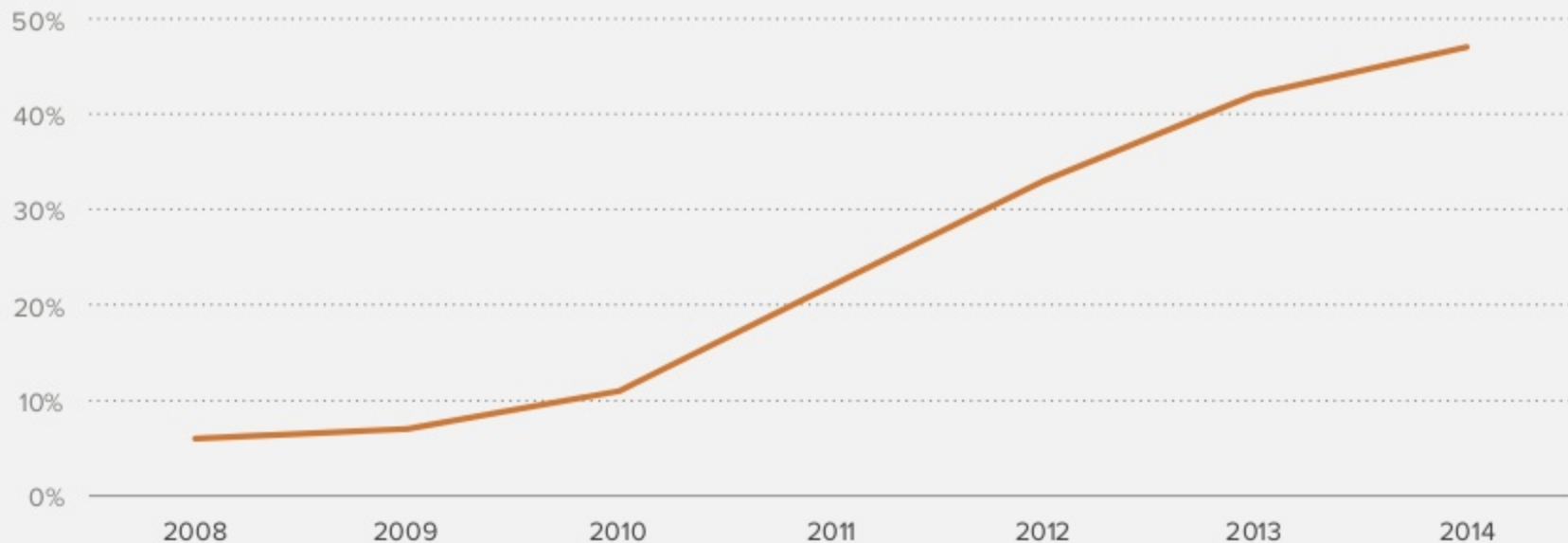
Unit sales, 2014 (bn)



Mobile scale eats consumer electronics

Smartphones & tablets are now close to half of the consumer electronics industry

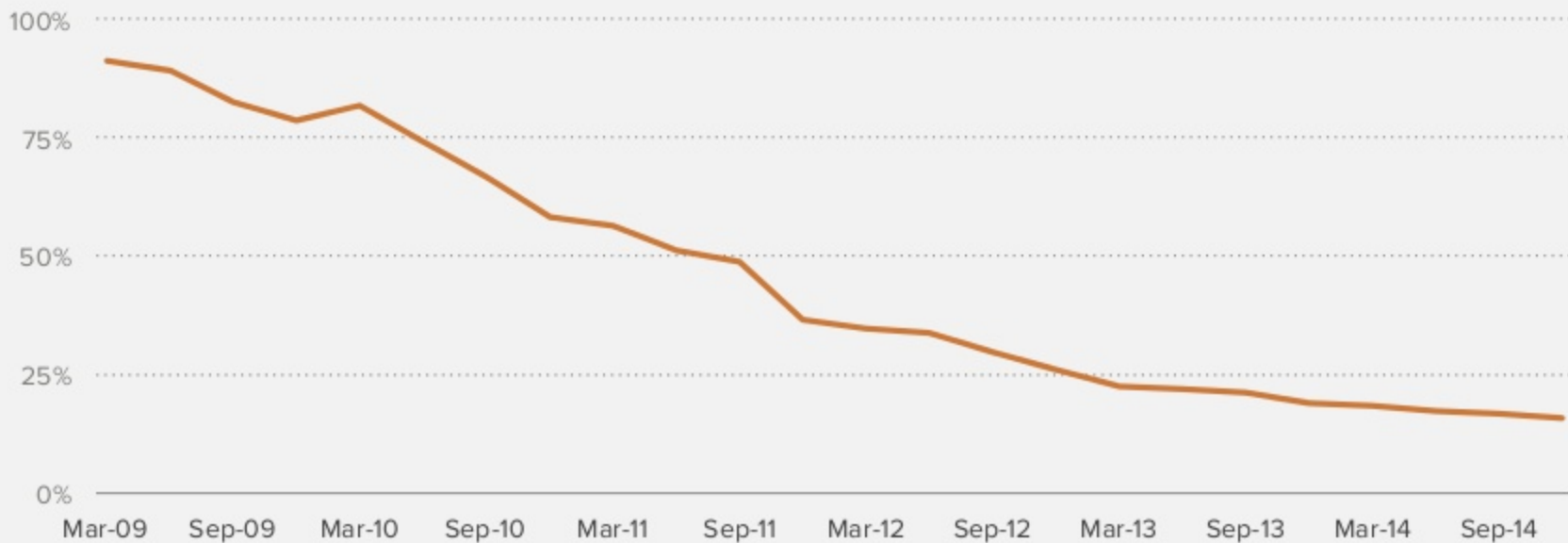
Smartphone & tablet share of global CE retail revenue



Shift away from Microsoft

Microsoft's near-absence from mobile has ended its dominance

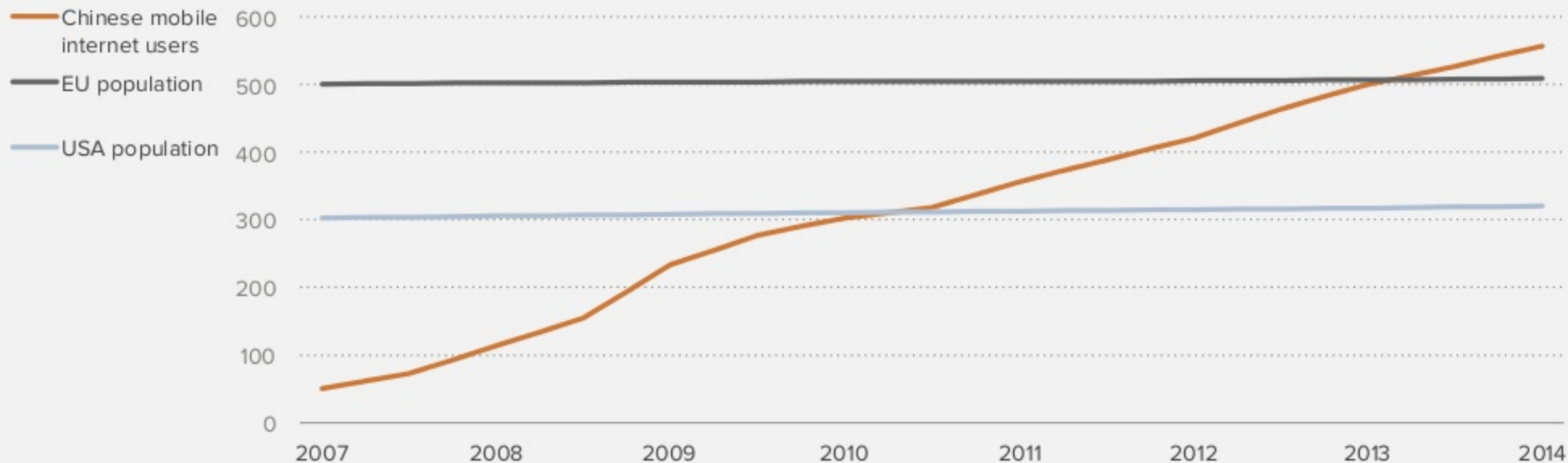
Microsoft share of personal computing device sales*



China is the biggest smartphone market

Historic dominance starting to shift

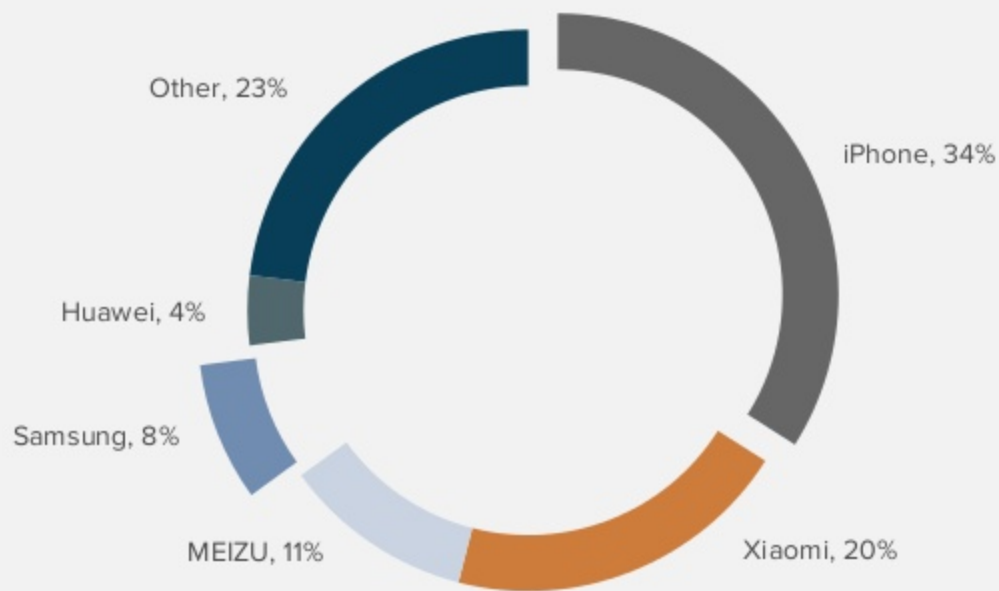
Million people



Chinese handset players growing fast

Chinese brands are stronger than any foreign company – except Apple

What phone brands do Chinese teenagers want? (Q4 2014)



Apple has 15% of the overall market (same as global) - but much stronger brand appeal

New Chinese OEMs with premium positioning are growing fast

Tech center of gravity moves from Seattle and Finland (and Japan)

	Old	New
Computing platform	Microsoft	Apple & Google
Chips	Intel	ARM, Qualcomm, Mediatek
Mobile	Nokia & DoCoMo	China, San Francisco