

**СВЯЗНОЙ**

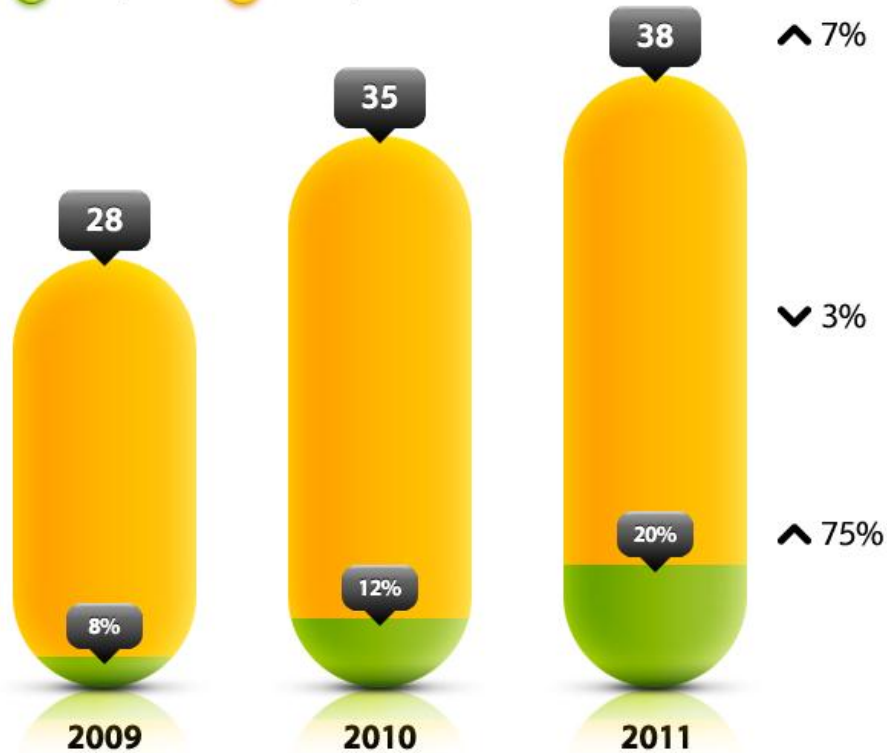
# Smartphone market in Russia



# Russia smartphone market is growing, competition is increasing

## Volume (MM)

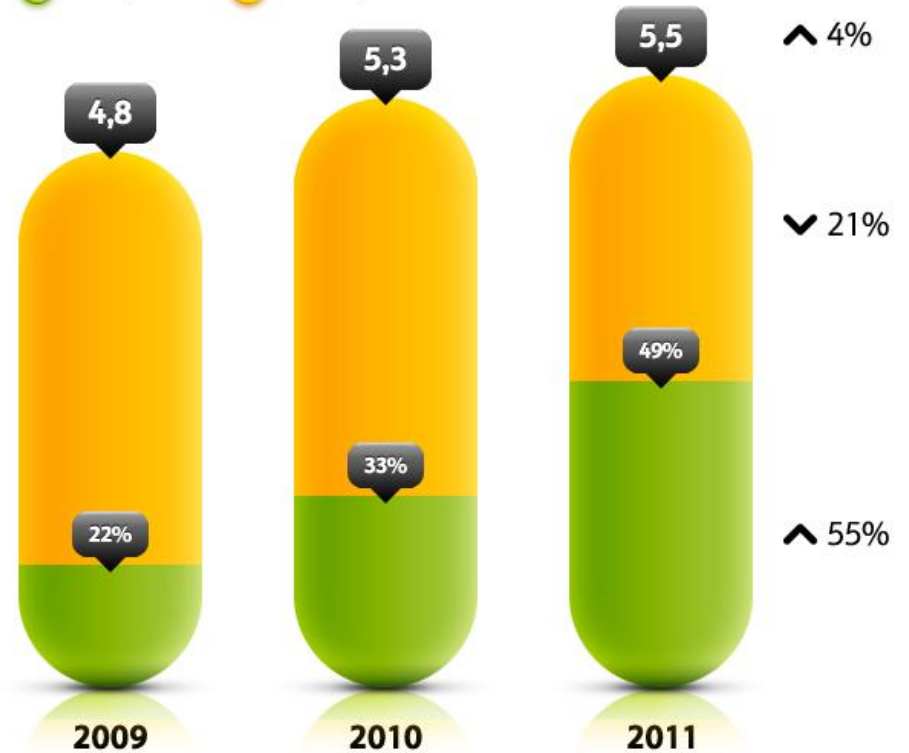
● smartphones ● mobile phones



## Value (\$Bn)

● smartphones ● mobile phones

\*At FX 30 RUR = \$1 USD

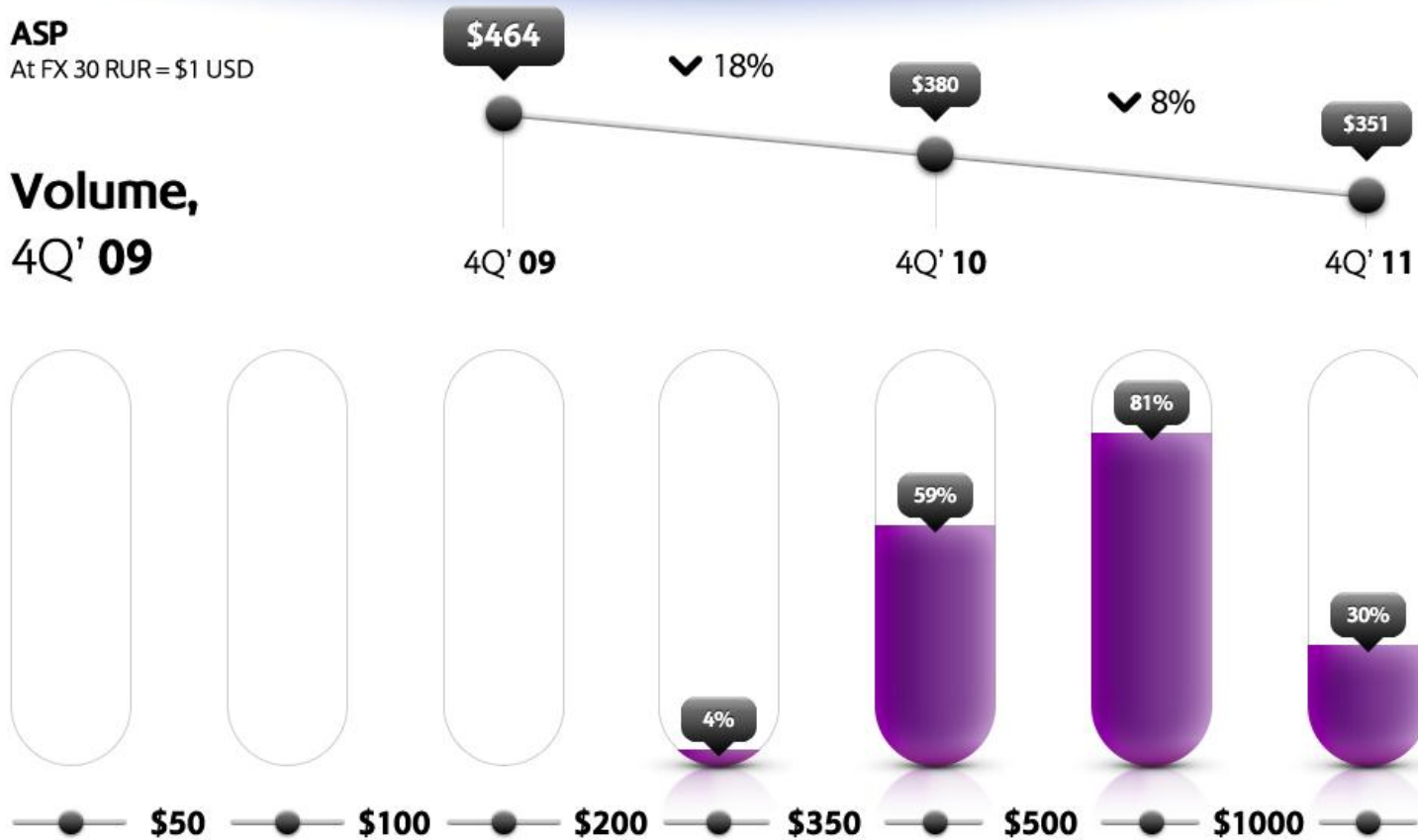


# Smartphones replacing feature phones in the middle and lower price categories

**ASP**

At FX 30 RUR = \$1 USD

**Volume,  
4Q' 09**

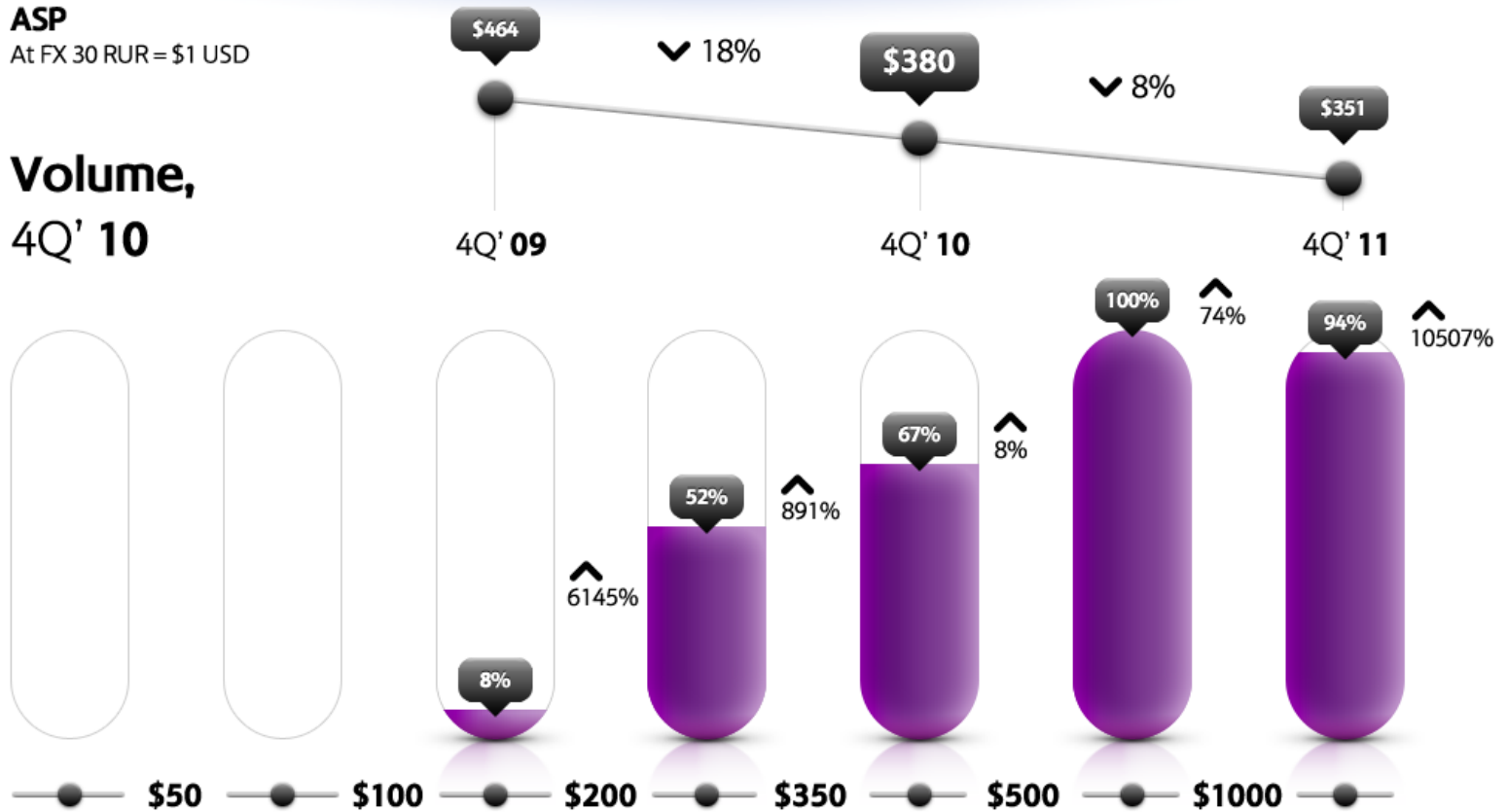


# Smartphones replacing feature phones in the middle and lower price categories

**ASP**

At FX 30 RUR = \$1 USD

**Volume,  
4Q' 10**

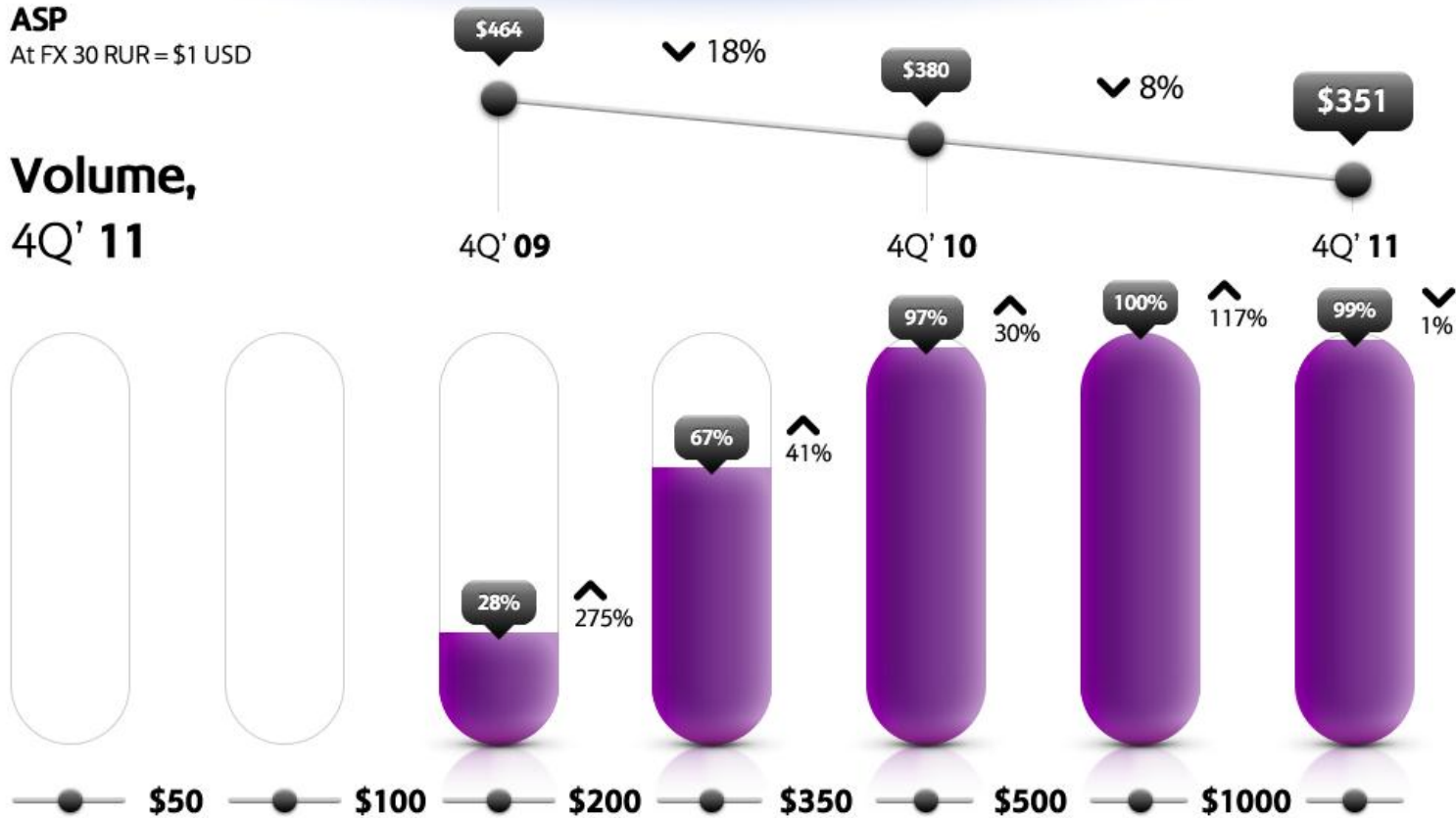


# Smartphones replacing feature phones in the middle and lower price categories

**ASP**

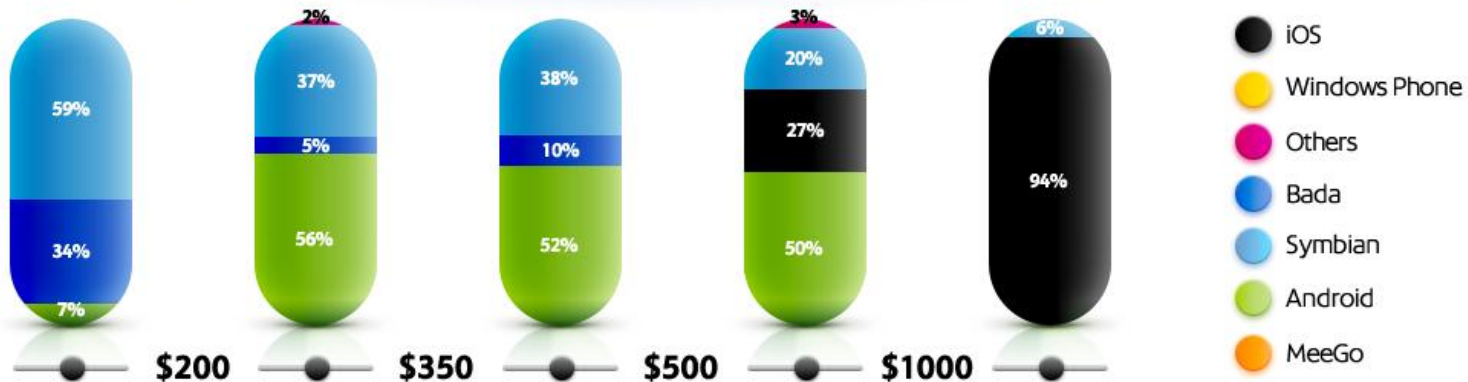
At FX 30 RUR = \$1 USD

**Volume,  
4Q' 11**



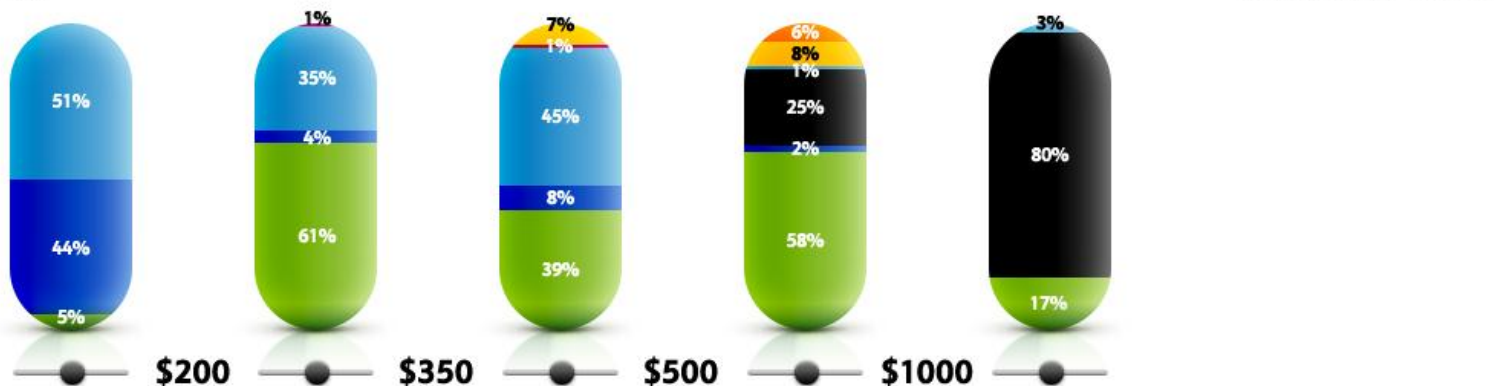
# Operating Systems in price categories of smartphones

## August' 11, Value



## December' 11, Value

Windows Phone market share  
**3%**



\*At FX 30 RUR = \$1 USD



# Start-up Android & Windows Phone in Svyaznoy



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