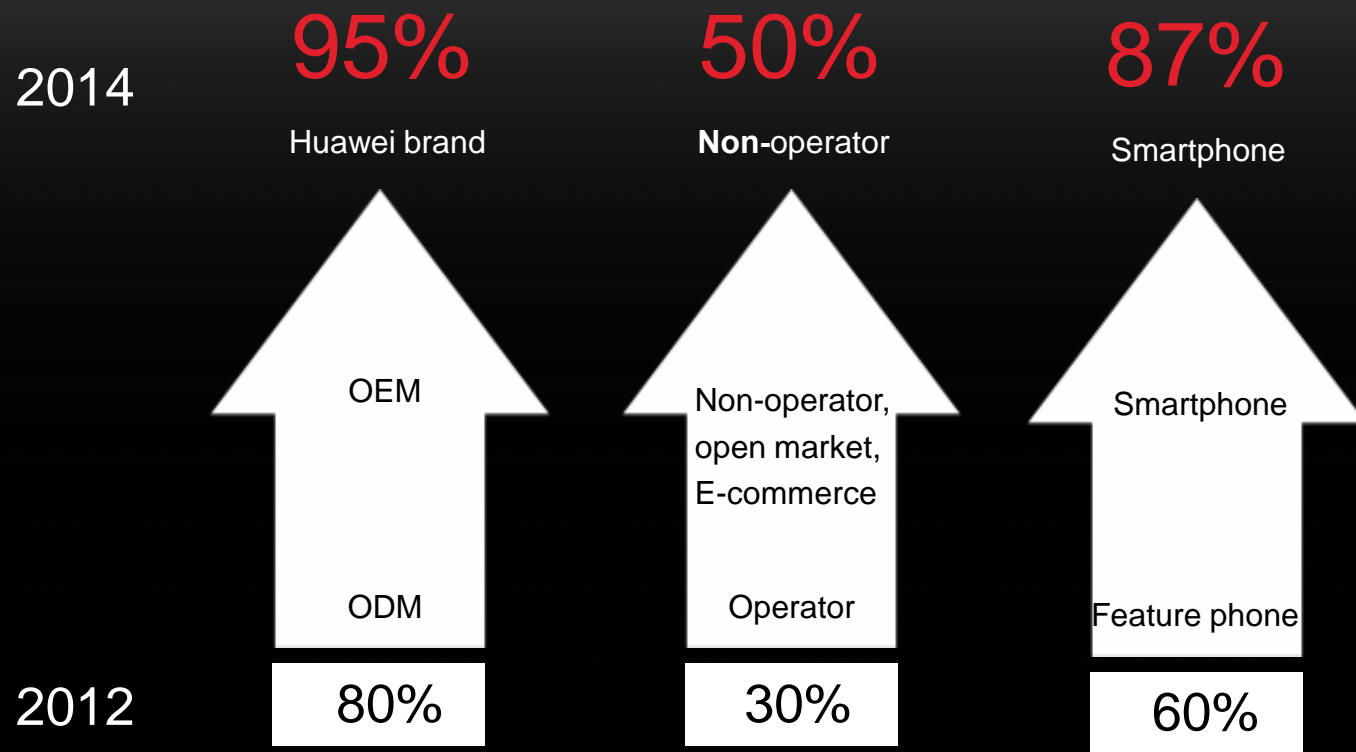


Colin Giles

Executive Vice President,
Huawei Consumer Business Group



Our strategic Transformation

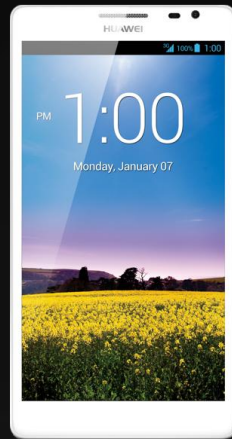


In 2013, we
launched a
range of flagship
devices around
the world



Ascend D2

Ultra
powerful



Ascend Mate

Ultra
big screen



Ascend P2

Ultra
fast



Ascend P6

Ultra
slim



Ascend Mate2

The power
of more



We are building a Global Brand

2013

68%

60%

53%

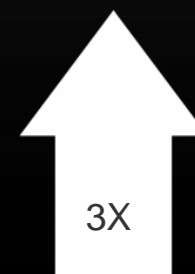
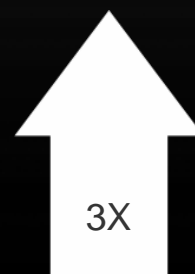
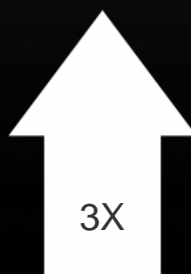
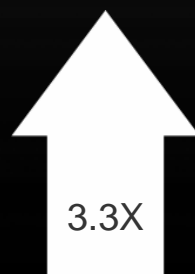
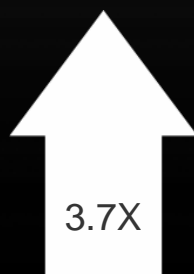
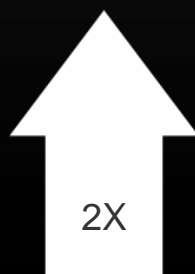
47%

36%

27%

22%

15%



2012

32%

25%

16%

15%

12%

10%

9%

5%



China

Spain

Germany

Italy

UK

France

USA

Japan

We are expanding
into international
markets

Middle East and Africa

↑ 650%

Latin America

↑ 201%

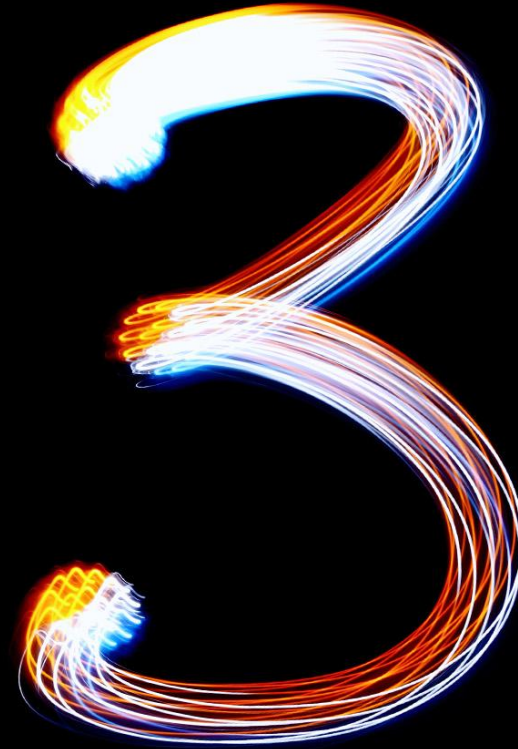
Asia Pacific

↑ 396%

Europe

↑ 147%

Q3-Q4, 2013
We are making
consistent progress





The future will be
more connected.

A group of diverse people are gathered around a wooden table, smiling and interacting. In the foreground, a woman with long blonde hair is smiling, holding a white mug. Next to her, a man with dark hair is also smiling. In the center, a woman with short dark hair and a green patterned scarf is laughing heartily. To her right, another woman with dark curly hair and a red patterned top is smiling. The background shows a large window with white frames, letting in bright natural light. The overall atmosphere is positive and collaborative.

**More connectivity,
more productivity.**

A photograph of two men sitting on a rooftop or balcony, looking at a smartphone together. The man on the left is wearing a blue t-shirt and black pants, while the man on the right is wearing a grey t-shirt, blue jeans, and a grey flat cap. A black bicycle with yellow accents is parked in the foreground on the right. The background shows a cityscape with a large domed building. The text "Huawei ranks first in the industry as an LTE provider." is overlaid on the right side of the image.

**Huawei ranks first in the
industry as an **LTE** provider.**

More
accessibility





LIVE WITHOUT
BOUNDARIES.