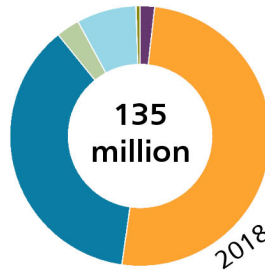
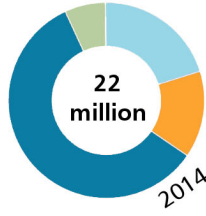


Sales

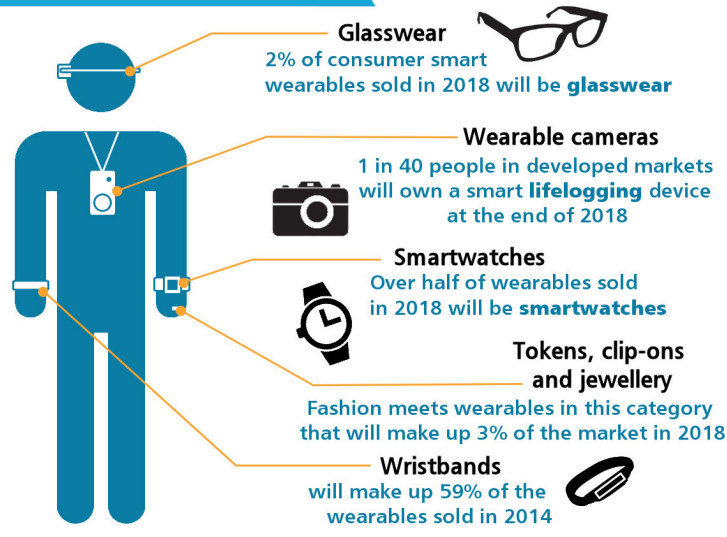
- Smartwatches
- Wristbands
- Wearable cameras
- Glasswear
- Tokens, clip-ons and jewellery
- Others



Cumulative sales of wearables from 2014 to 2018 will reach **370 million**

129% growth of sales in 2014

14X more wearables will be sold in 2018 than in 2013



Smartphone Companions



50% of wearables sales in 2018 will be devices that enhance the smartphone experience

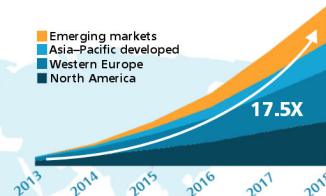
8% of smartphones in developed markets in 2018 will have a **wearable companion**

Worldwide Market

Over **250 million** wearables will be in use in 2018, and

77% of these will be in developed markets

- Emerging markets
- Asia-Pacific developed
- Western Europe
- North America



6.7% of the population in developed markets will own a **quantified self** device at the end of 2018