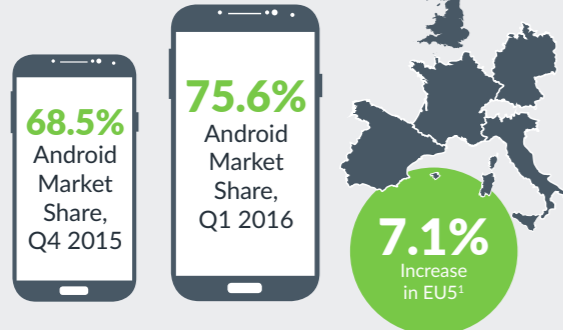


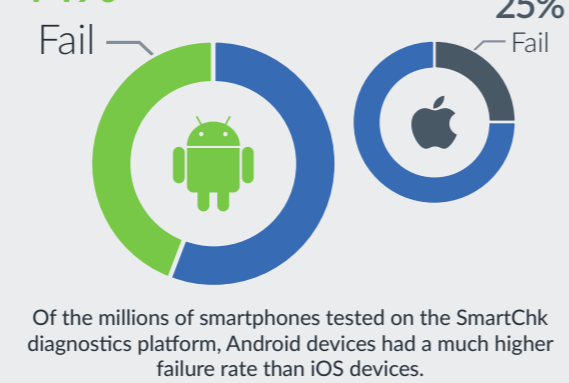
# EUROPEAN MOBILITY: THE CHALLENGES & POTENTIAL



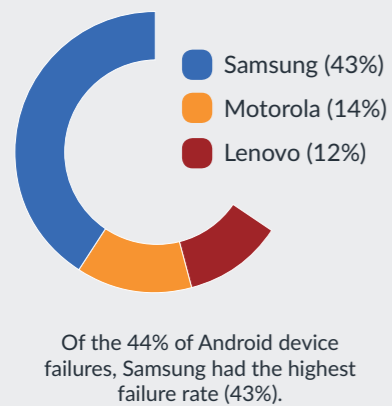
## Android Market Share In Europe **Increases**



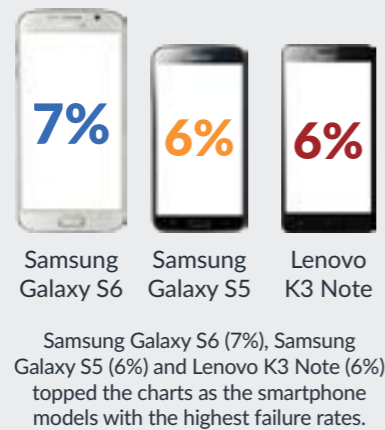
## Android Devices **Fail** More Than iOS



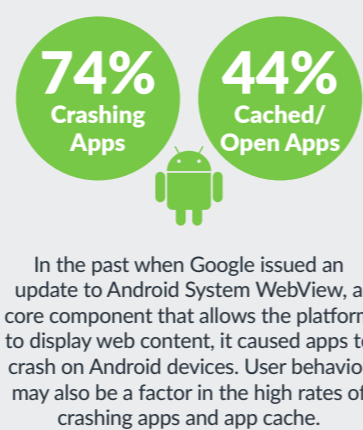
## Android Device Failures by **Manufacturer**



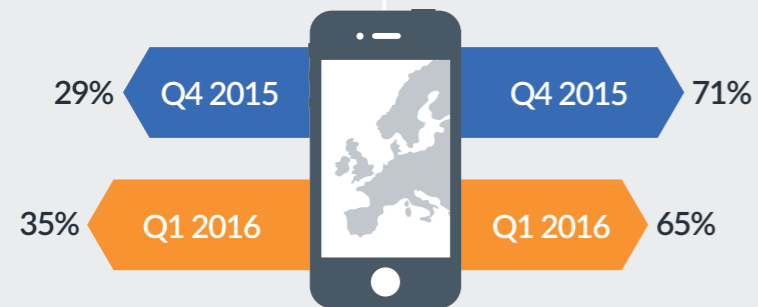
## Android Device Failures by **Model**



## Android Performance Issues Driven By **Apps**



## Device Failure Rates in Europe **Increase**



The increase in device failures from Q4 2015 to Q1 2016 may be attributed to the growth in dual SIM smartphone sales, which will grow 19% to 514 million units in 2016.<sup>2</sup>

## 'NTF' Return Rates in Europe **Decrease**

The decrease in NTF returns from Q4 2015 to Q1 2016 could be the result of increased spending on technical training and tools.

## Carrier Signal, SD Card & Dual SIM Performance Issues **Dominate**

- Carrier Signal (35%)
- SD Card (29%)
- Dual SIM (15%)
- Carrier Signal - Dual SIM (15%)
- Auto Focus (6%)

# DEVICE OPTIMIZATION TIPS

- Stop overcharging your battery. Only charge your device if the battery is less than 25 percent.
- Resolve SD card issues by determining if the SD card slot is damaged or if the SD card format can be read by your device.
- CLEAR CACHE: Optimize app functionality by clearing the app cache on your device.
- Reserve two days a week to shut down your device completely. This will refresh the operating system and keep it running optimally.
- Improve camera functionality by freeing up storage and moving photos and videos to the cloud.
- If your touch screen is unresponsive, clear out temporary Internet files, cookies and browsing history to resolve it.
- Troubleshoot carrier signal issues by checking if the subscriber's account is active and that the SIM card slot is working properly.
- Resolve auto-focus failures by removing third party photography apps like Instagram.
- Don't install multiple anti-virus apps. It won't make your device more secure, but will deplete your device's storage & battery.
- Turn off the "cellular" feature for apps to improve the overall shelf life of your battery and reduce data usage.
- Tidy up open/cached apps by closing down apps open in the background as often as possible.

**Boost Device Performance, Not NTF Returns.**

<sup>1</sup> Kantar Worldpanel Comtech, Q1 2016 Smartphone OS Market Share  
<sup>2</sup> Strategy Analytics, Global Dual-SIM Smartphone Sales Forecast by Region & Countries in 2007 to 2020