

THE GAME IS ON: GROWTH OPPORTUNITIES OFFERED BY THE GAMING MARKET



GAMING ACCESSORIES ARE DRIVING MARKET GROWTH GLOBALLY...

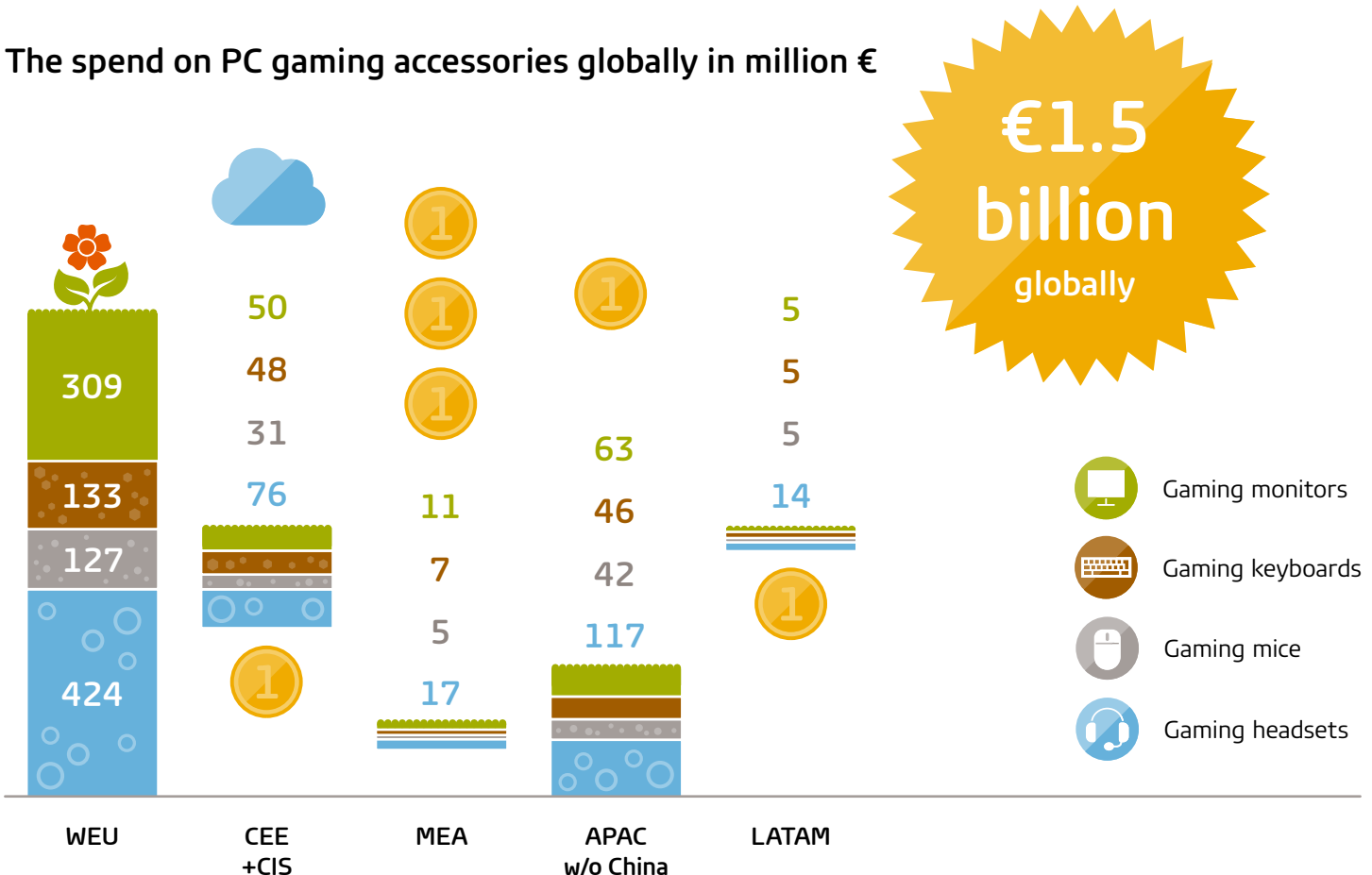
Sales value growth for gaming accessories

Gaming monitors/keyboards/mice/headsets



GAMING CREATES CONSIDERABLE REVENUE – ESPECIALLY IN WESTERN EUROPE

The spend on PC gaming accessories globally in million €



PC GAMING PRODUCTS OFFER A GREAT OPPORTUNITY TO BRING VALUE TO THE ACCESSORIES MARKET

Average sales prices globally*



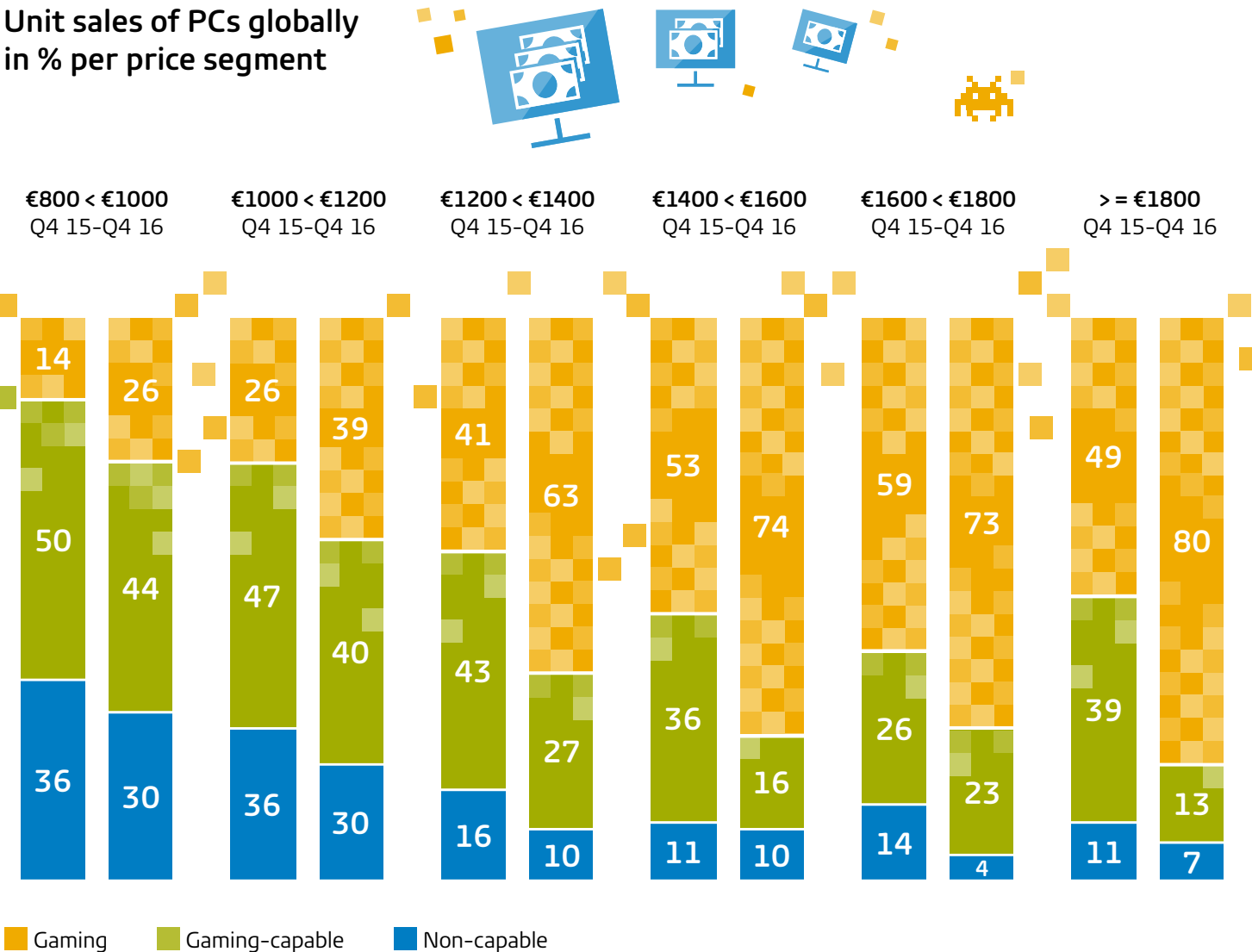
A GROWTH IN UNIT SALES OF GAMING PCs COMPENSATES FOR AN OVERALL NEGATIVE PC MARKET

Annual unit sales of PCs globally in %



GAMING PCs' SHARE OF OVERALL PC UNIT SALES IS GREATEST IN THE HIGHEST PRICE SEGMENT

Unit sales of PCs globally in % per price segment



Source: GfK Point of Sales Tracking, more than 500,000 stores in over 80 countries; January to December 2016
* October to December 2016

If you want to find out more about the global gaming market, or any other IT market around the world, please contact Gernot Teufel at gernot.teufel@gfk.com.