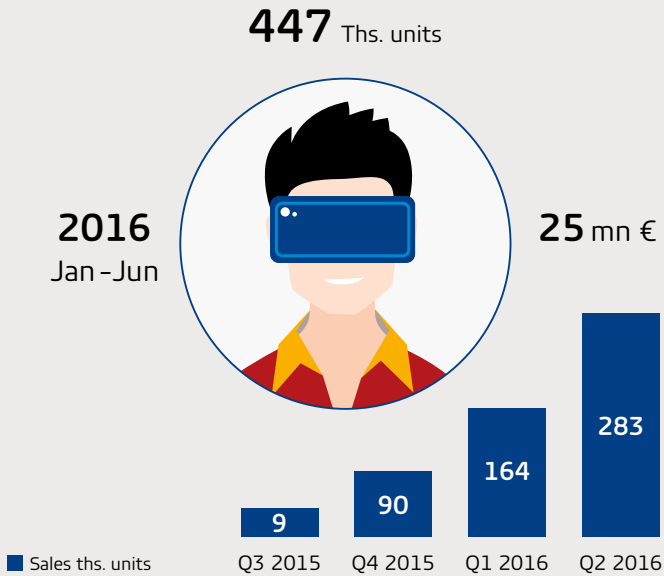


VIRTUAL REALITY – CONSUMER INTEREST ON THE RISE

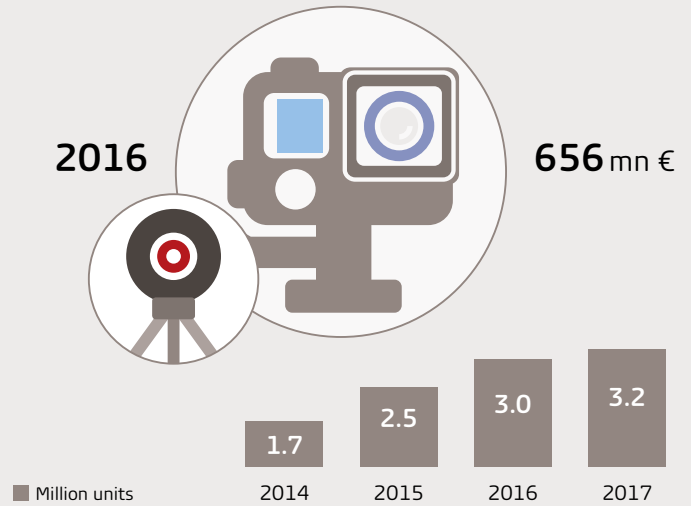
Sales of headmounts and action cams grow strongly

VR headmounts for smartphones with strong increase in sales volume in Europe over the past four quarters.



Estimated total market based on GfK POS data for 7 European countries (DE, GB, FR, IT, ES, NL, BE), Jul 15 – Jun 16

European sales of action cams (in mn units) will further increase also driven by 360° cams, which could triple its sales volume from 2H 15 to 1H 16. 360° cameras sell at a remarkable average price level of € 364.



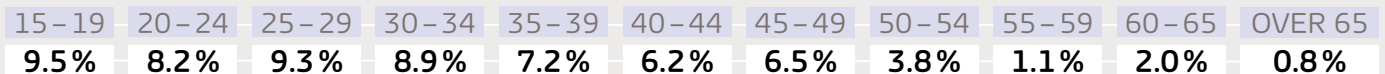
GfK Trends & Forecasting data (May 16) for 7 European countries (DE, GB, FR, IT, ES, NE, BE)

Intention to buy in the next 12 months

by country



by age



GfK Consumer Life, 2016: online study conducted summer 2016, Western Europe (DE, GB, FR, IT, ES, NE, BE), sample between 1.000 and 1.500

Virtual Reality applications

