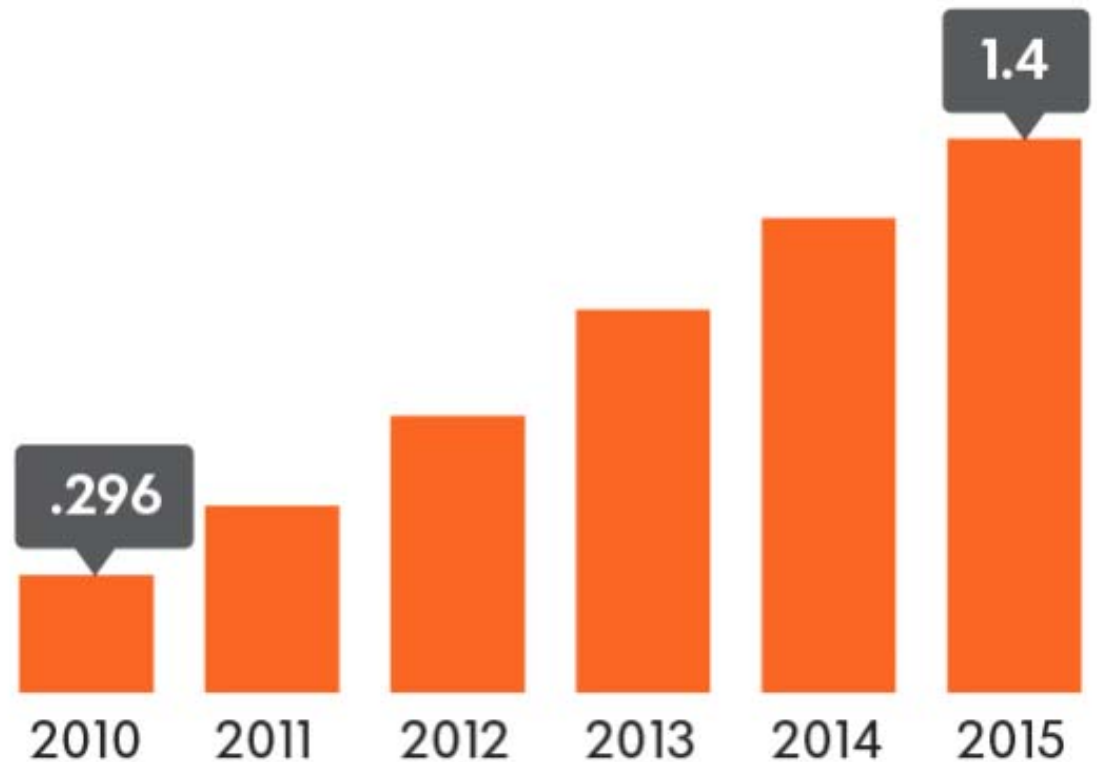


Trends at Photokina 2016

Against a context
of.....

SMARTPHONE SALES ON ROLL

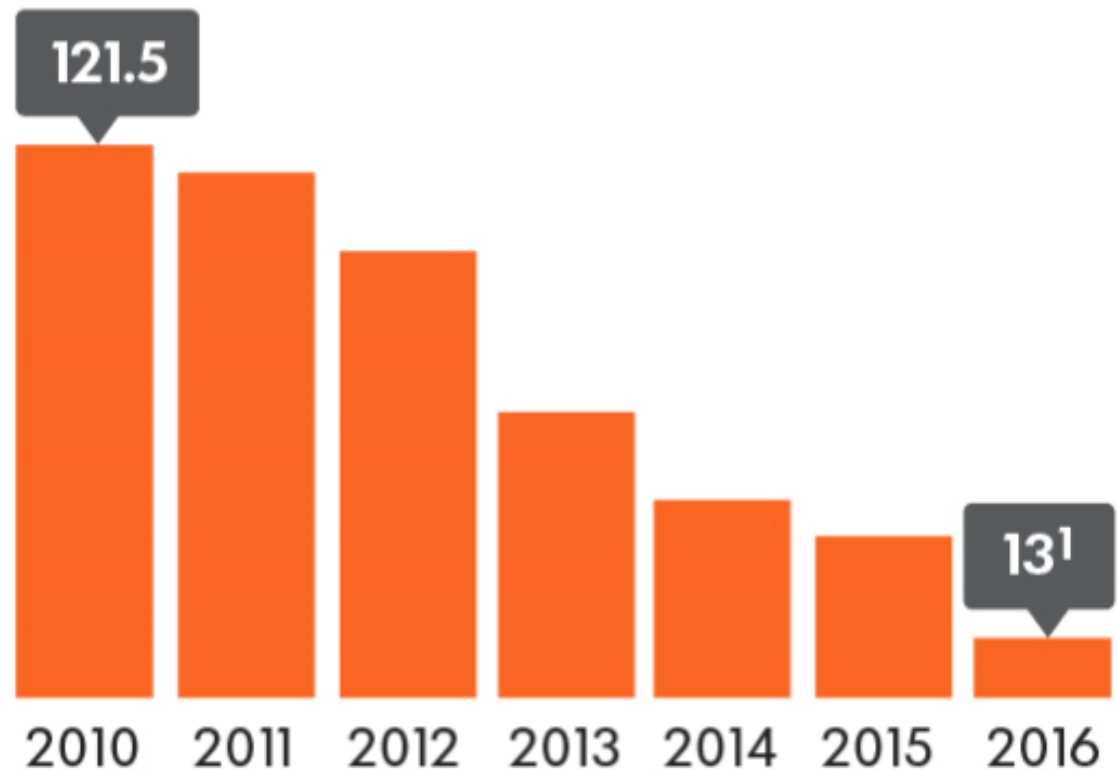
Smartphone sales have more than quadrupled since 2010 (in billions)



Camera sales have collapsed.....



How camera sales have collapsed with the popularity of the smartphone (in millions)



And it will
continue



Fighting back with
new high quality
products



Improving existing flagships



And throughout
the ranges



Exploring the fringes

