In 2018, Huawei Mobile Services, along with more than 500 million users and 560,000 registered developers worldwide, witnessed “The Smart Revolution of our Digital Life.”

Mobile Internet has developed rapidly in recent years. With the continuous innovation of hardware technology and AI capabilities, driven by the synergy of “Chipset-Device-Cloud”, mobile phones is becoming the major portal to every digital experience and full-scenario smart life. The full-scenario smart life experience in the future is not an App itself, but more natural interactions and instant access. Huawei Mobile Services provides Huawei device users a range of full-scenario and high-quality intelligent experience in smart home, health and fitness, mobile office, easy travel, and entertainment.

In today's smart era, it is necessary to give phones the full play of the mobile Internet hub and continuously improve users experience. Huawei Mobile Services opens up its own capabilities, and provides billions of resources to encourage innovation through the “Shining-Star Program”, focusing on AI, AR/VR, IoT, and instant access. Through initiatives such as talent training, development support, innovation support, marketing resource assistance, and preferential cloud infrastructure resources, Huawei creates a full-scenario smart mobile services ecosystem. It accelerates the digitization of the physical world and makes the digital world smarter, realizes the perception, interconnection and smartness of everything.

The future of smart life is upon us, and the innovation of mobile Internet technology and experience is becoming the key to users to access to smart life. Adhering to a consumer-centric philosophy, Huawei Mobile Services together with global outstanding partners and developers will innovate and constantly explore the future of our better digital world!
In 2018, the number of monthly active users for Huawei Mobile Services reached 262 million. Young adult users activity continuously improves.

- Global monthly active users increased by 117%.
- Young adult (18–34 years old) users activity increased by 8.3%.
The era of a fully-connected intelligent world in all scenarios is coming.

Huawei Mobile Services offers high-quality and intelligent digital life experience in all scenarios.
Partners and developers are more interested in Huawei's open capabilities in AI and AR area. Developers invoke Huawei’s open capabilities, and the number of integrated Apps has increased by 60%. The usage of AI and AR capabilities has also increased significantly.

Users are fond of both fresh and classic contents. A new round of nostalgia and fresh things were raised among the generation after 1980s and 1990s. Classic publications, films and videos, and classic songs were paid special attention to.

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"New lazy lifestyle" has become popular for users to enjoy smart and convenient services. The number of HUAWEI Life Service users increased by 41.5%, and the HUAWEI Assistant is woken up 2.9 times per user per day.

Developers focus on innovation and entrust platform partners with global service capabilities. HUAWEI Developer Alliance has released 47 open capabilities and services, and the number of registered developers has increased to 560,000. Developer revenue has increased by 100% and 120+ Apps are supported by the Shining-Star program.

Environment-friendly, safe, and convenient self-service travel has become fashionable. Huawei users can use SkyTone to enjoy mobile internet data in 80+ countries and regions, and enjoy 4G high-speed in 60+ countries and regions worldwide. Huawei Pay users can travel in 160+ cities nationwide, and consume at 17+ million POS machines.

Safe to use, easy to record and cherish the beauty of life has become users’ habits. The number of users who use HUAWEI Cloud backup to restore data increased by 509%.

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The ecological development of “Quick Apps” gained developers’ optimism, and it shows a rapid growth trend. The number of Quick Apps uploaded through HUAWEI Developer Alliance increased by 1500%. 1650+ partners in HUAWEI AppGallery have accessed Quick Apps.

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1 Huawei Mobile Services users prefer to the same brand when changing a new smartphone.

The following usage habits have a significant impact on users’ choice when changing a new smartphone.

- Usage of AppGallery?
- Purchase in AppGallery?
- Purchase in GameCenter?
- Purchase in Video?
- Usage of Wallet?
- Purchase in Reader?
- Usage of Mobile Cloud?
- Purchase in Mobile Cloud?
- Usage of SkyTone?

Users habits, accumulation of digital assets and membership have positive impacts on their stickiness.

2 Safe to use, easy to record and cherish the beauty of life has become users’ habits.

Total storage capacity of HUAWEI Cloud Gallery for video and image increased by 107% from 2017 to 2018.

<table>
<thead>
<tr>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video usage frequency</td>
<td>+ 107%</td>
</tr>
<tr>
<td>Video usage duration</td>
<td>+ 107%</td>
</tr>
<tr>
<td>Video consumption amount</td>
<td>+ 107%</td>
</tr>
<tr>
<td>Payment frequency</td>
<td>+ 107%</td>
</tr>
</tbody>
</table>

In HUAWEI Cloud Gallery, video storage accounts for 43%, and image storage accounts for 57%.

Number of users using HUAWEI Cloud Backup to restore data increased by 506%.

<table>
<thead>
<tr>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video 43%</td>
<td>+ 506%</td>
</tr>
<tr>
<td>Image 57%</td>
<td>+ 506%</td>
</tr>
</tbody>
</table>

The following usage habits have a significant impact on users’ choice when changing a new smartphone.

- Users habits
- Accumulation of digital assets
- Membership
More users realize the importance of choosing safe and reliable mobile cloud services. Users who use 5GB HUAWEI Mobile Cloud increased by 44% from 2017 to 2018.

Users who use 200GB HUAWEI Mobile Cloud increased by 357% from 2017 to 2018.

Users who use 2TB HUAWEI Mobile Cloud increased by 869% from 2017 to 2018.

HUAWEI AppGallery established "Age restrictions" in order to both safeguard minors and provide them with age–suitable Apps. HUAWEI AppGallery features a five-level "Age restrictions" that recommends specific Apps for each age group. Since the feature was launched, it has received the attention of many parents and the number of AppGallery Education Center downloads has increased by 22.2%.

The most popular boutique Apps among parents in 2018 (in China):

- Qingting FM
- Youdao dictionary
- BabyBus-early education
- XiaoBan Long
- LAIX
- XIAO
- Zhuishu
- shenqi
- Star beauty salon
- 17K free fiction
HUAWEI Video features a "Ressurance mode" for parents to help safeguard children’s device usage.

HUAWEI Video features an age-based content rating system: under 6 years of age, 6 to 18 years old, and over 18 years old. In 2018, Children’s Zone reached 1.1 billion video views.

HUAWEI Video “Age rating” settings

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3 Users are willing to spend more to cultivate their knowledges.

The average duration of daily reading sessions of HUAWEI Reader users increased by 15.3%.

The most popular radio channels in HUAWEI Music (In China).

The most popular documentaries in HUAWEI Video in 2018 (In China).
“Knowledge payment” has grown from niche to mainstream.

Numbers of users paying for HUAWEI Reader increased by 244.4%, Payment amount increased by 537%

Numbers of users paying for boutique courses in HUAWEI Reader increased by 4558.7%. Payment amount increased by 3626.7%

Payment amount of “knowledge” area in HUAWEI Video increased with monthly average growth of 178.2%

Users pay more attention to diversified music genres, and the demand of high-quality music keeps increasing.

Playing of Hip-Hop, Electronic, Reggae and other niche genres exceeds 50%

Enthusiasts of HUAWEI Music stay tuned for high-quality music, including HQ, SQ and HiFi music. The playback volume of high-quality music has steadily increased.
HUAWEI Video users show increased demands of high-quality videos, and watching short videos has become their preferred choice in the leisure time.

Dynamic, personalized themes and custom fonts are highly appreciated.
With the proliferation of picture and video-centric social media, the download volume of media processing Apps has increased significantly.

<table>
<thead>
<tr>
<th>Media processing Apps</th>
<th>Download volume of image and video processing Apps increased by 42.2%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2017</td>
</tr>
<tr>
<td></td>
<td>![Graph]</td>
</tr>
</tbody>
</table>

5 Users are fond of both fresh and classic contents.

Top 10 popular movies of HUAWEI Video in 2018 (In China)

- Hello Mr. Billionaire
- Dying To Survive
- Shadow
- The Island
- Project Gutenberg
- The Godfather
- Notting Hill
- Pearl Harbor
- Jurassic World
- The Truman Show
- The Butler
Playback volume of classic songs, popular Internet songs, and TV show songs ranked Top 3 in HUAWEI Music.

The number of monthly active users in HUAWEI Music exceeded 100 million. Users’ average daily listening time increased to 49 minutes.

HUAWEI Reader users prefer to download published books, historical novels, and the original work of the film and TV drama.

Top 3 popular music genres (In China)

1. Classic songs
2. Popular Internet songs
3. TV show songs

Top 3 charts (In China)

1. Owing Over You (Ariana Grande)
2. 4/29 (蔡健雅)
3. 將愛 (林宥嘉)

Most popular albums list (In China)

1. 大江大河 (刘欢)
2. 蓝色大海的传说 (朴海镇)
3. 我和我的祖国 (周杰伦)

Popular books

Top 10 popular books (In China)

1. 大江大河
2. 蓝色大海的传说
3. 我和我的祖国

Download preference for HUAWEI Reader users

1. Published books
2. Women’s literature
3. Magazine
4. Anime
Environment-friendly, safe, and convenient self-service travel has become fashionable.

In addition to subscribing to data services on SkyTone, users also pay more attention to hotel and flight reservations and overseas car rentals.

In 2018, HUAWEI SkyTone users traveled in 80+ countries, about 2.7 times a year on average, with each stay lasting averagely 4.1 days.

HUAWEI Wallet enables mobile financial and travel services more secure, convenient, and smart.

Verification Efficiency

- Mobile shield provides upgraded assurance for secure and convenient large amount mobile payments.
- NFC key + fingerprint recognition effectively guarantee card swipe security.
- Exclusive mobile eID check-in with 110+ Shenzhen hotels already supported.
- Mobile POS machine merchants can use their mobile phone to get paid.
- Card and QR code in one supports non-QuickPass and UnionPay QR codes.
- UnionPay ODA open transportation cards right from your phone and quickly pass through gates.

Exclusive mobile eID check-in with 110+ Shenzhen hotels already supported. Mobile shield provides upgraded assurance for secure and convenient large amount mobile payments. NFC key + fingerprint recognition effectively guarantee card swipe security. UnionPay instant payment upon touch: using your phone work with the bank card. Mobile POS machine merchants can use their mobile phone to get paid. Card and QR code in one supports non-QuickPass and UnionPay QR codes. UnionPay ODA open transportation cards right from your phone and quickly pass through gates.

inSE
Token Technology
Fingerprint Recognition
Trusted Security Environment
Huawei Pay users can travel in 160+ cities nationwide, and consume at 17+ million POS machines.

In 2018, Huawei Pay supports 19 different public transport cards, the total number of users of it has increased 4 times, the average transit card swipes per month increased 5 times.

Huawei Pay supports bank cards issued by 90 banks. In 2018, Huawei Pay card issuance increased 3.5 times, and transaction volume increased 4 times compared to 2017.

Huawei Pay users can travel in 160+ cities nationwide, and consume at 17+ million POS machines.

Public transportation card in 9 cities

10 Union Pay transportation cards

“New Lazy lifestyle” has become popular for users to enjoy smart and convenient services.

HUAWEI Life Service users increased by 41.5%
HUAWEI Assistant provides users with up-to-date information and smart services.

HUAWEI Assistant is woken up 2.9 times per user per day.

Usage of HUAWEI Assistant smart cards

- Life Service: 76.6%
- Other Service: 6.1%
- Travel Service: 19.3%

The most popular functions of HUAWEI Assistant

- News: 74.6%
- Search: 6.1%
- Smart Care: 19.3%
- Instant Access: 0.0%

Voice Assistant and Smart Vision of HUAWEI Assistant provide users with the convenient and intelligent human–computer interaction experience.

Voice Assistant

- Set alarm

Smart Vision

- Shopping
- Calories
- Weather forecast
- Translation
- Identify
Developers focus on innovation and entrust platform partners with global service capabilities.

In 2018, the number of registered developers of HUAWEI Developer increased to 560,000, a 60% increase compared to 2017.

Enterprise developers are still the majority, but individual developers are growing significantly, and the proportion of new individual developers increased by 11.5% compared to 2017.

“Chipset–Device–Cloud” synergy and openness enable global developers to create full-scenario experiences.

- During the 2018 DIGIX – Huawei Consumer Business Global Partners and Developers Conference, Huawei launched the “Chipset–Device–Cloud” synergy strategy. Through the Shining-Star Program and DigiX Innovation Studio, Huawei helps global partners and developers provide more high-quality contents and services for end users and bring a better digital life to them.
- In 2018, HUAWEI Developer Alliance launched 20 new open capabilities and services, covering 259 APIs, 5 SDKs, 1 DDK, 3 IDEs and 2 solutions.
- In 2018, newly launched Apps accounted for 28% of the total.
HUAWEI Ability Gallery distributes innovative applications to cross Huawei hardware and software.

- HUAWEI Ability Gallery can help developers achieve distribution on HUAWEI Assistant, HiSearch, Huawei AI Cube, Voice Assistant, Smart Vision, and other media channels.
- In 2018, 2 conversation abilities, 57 card abilities, 101 content abilities and 3030 App abilities were released.

Huawei helped developers to achieve 100% revenue growth in 2018.

Through Huawei Mobile Services media channel, HUAWEI Developer Alliance helps developers achieve precise marketing and rapid access to 500 million users.

The number of games uploaded through HUAWEI Developer Alliance has increased steadily, with the total revenue of game developers increasing by 42%. The number of themes uploaded increased significantly, and the total revenue of theme developers increased by 81%.

<table>
<thead>
<tr>
<th>Distribution of launched services</th>
<th>Classification of Abilities</th>
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<tbody>
<tr>
<td></td>
<td>Entertainment</td>
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<tr>
<td></td>
<td>Food</td>
</tr>
<tr>
<td></td>
<td>Travelling</td>
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<tr>
<td></td>
<td>News reading</td>
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<tr>
<td></td>
<td>Education</td>
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<td></td>
<td>Fitness and health</td>
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<tr>
<td></td>
<td>Shopping</td>
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<tr>
<td></td>
<td>Financial management</td>
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<tr>
<td></td>
<td>Utilities</td>
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<td></td>
<td>Social communication</td>
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<tr>
<td></td>
<td>Automobile Navigation</td>
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<td></td>
<td>Convenience life</td>
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<td></td>
<td>Photography</td>
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<tr>
<td></td>
<td>Commerce</td>
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<tr>
<td></td>
<td>Children</td>
</tr>
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<td></td>
<td>Smart Home</td>
</tr>
</tbody>
</table>

**Revenue growth for Game developers**

- Revenue growth for Game developers in 2017: 2017
- Revenue growth for Game developers in 2018: 2018
- Revenue growth percentage: +42%

**Revenue growth for Themes developers**

- Revenue growth for Themes developers in 2017: 2017
- Revenue growth for Themes developers in 2018: 2018
- Revenue growth percentage: +81%

**AppGallery**

- 120 million cumulative downloaded in 2018
- Available in 139 countries
- Monthly activity 270 million

**Themes**

- 730 million cumulative downloaded in 2018
- Monthly activity 53 million

**GameCenter**

- Promotion resource exposed 490 million times daily in 2018
- Average monthly download: 210 million in 2018
- Monthly activity 464 million

**PPS**

- Promotion resource exposed 490 million times daily in 2018
- Average monthly download: 210 million in 2018
- Monthly activity 464 million
Huawei provides billions of resources to encourage innovation. In 2018, 120+ Apps were supported through the Shining-Star Program.

**Incentive object**
- **Digital Service Innovation in all scenarios**
- **Openness Innovation based on Huawei Devices’ Capability**
- **Partners in Huawei Mobile Services Ecosystem Construction**

**Incentive level**
- 100,000 user traffic
- 300,000 user traffic
- 1 million user traffic
- 3 million user traffic
- 5 million user traffic

- **Shining-Star Zone**
- **Store Exposure**
- **All-media Resource**
- **Promotion in Flagship Store**
- **Global Promotion**

**Verification Efficiency**
- **2 days**
- **35%**

**Satisfaction rating increased by 11%**

**Provide online services**
- **$**
- **€**
- **¥**

**Huawei Developer Alliance** provides services for developers in 170+ countries and regions worldwide.

- Huawei Developer Alliance provides global developers with registration, authentication and other account services, and through the global business settlement service, easily carry out intermodal cooperation with developers in 119 countries.
- In 2018, more than 20,000 consultation and help requests from global developers were resolved and the counseling satisfaction rating increased by 11%.

- HUAWEI Developer Alliance provides services for developers in 170+ countries and regions worldwide.

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Partners and developers are more interested in Huawei’s open capabilities in AI and AR area.

In 2018, more and more developers chose to use Huawei open capabilities, and the number of integrated Apps increased by 60%; the usage of AI and AR capabilities ranked Top 5.

Through the DIGIX geek innovation competition platform, 4700+ developers actively participated in AI, AR and future application creative contest, after professional evaluation and public vote, Top 10 AI innovative Apps were born.

In 2018, more and more developers chose to use Huawei open capabilities, and the number of integrated Apps increased by 60%; the usage of AI and AR capabilities ranked Top 5.

In 2018, 1650+ partners of HUAWEI AppGallery were accessed to Quick Apps, and 500+ Quick Apps were launched.

The ecological development of “Quick Apps” gained developers’ optimism, and it shows a rapid growth trend.

- Quick Apps have the advantage of penetrating users’ awareness by distribution channels and traffic, and shortening the usage access path.
- In 2018, 1650+ partners of HUAWEI AppGallery were accessed to Quick Apps, and 500+ Quick Apps were launched.

The number of Quick Apps uploaded through HUAWEI Developer Alliance grew rapidly

<table>
<thead>
<tr>
<th>Utility</th>
<th>Life Service</th>
<th>News</th>
<th>Shopping</th>
<th>Entertainment</th>
<th>Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>2018</td>
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</table>

Among the newly launched 500+ Quick Apps, utility Apps account for 23%
Explore a Better Digital Life