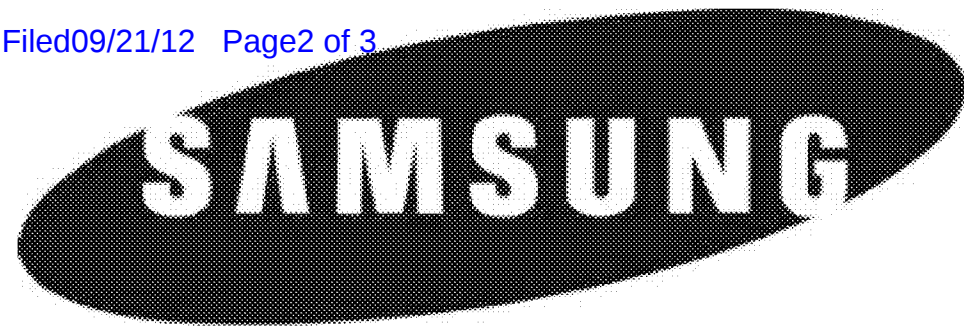


Exhibit 5



STA COMPETITIVE SITUATION

PARADIGM SHIFT

HQ CFO

PLAINTIFF'S EXHIBIT NO. 60

United States District Court
Northern District of California
No. 11-CV-01846-LHK (PSG)

Apple Inc. v. Samsung Elecs.

Date Admitted: _____ By: _____

Owner	Justin Denison
Document Revision	V 0.2
Effective Date	
Retention	16 FEB 2012
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Top Secret

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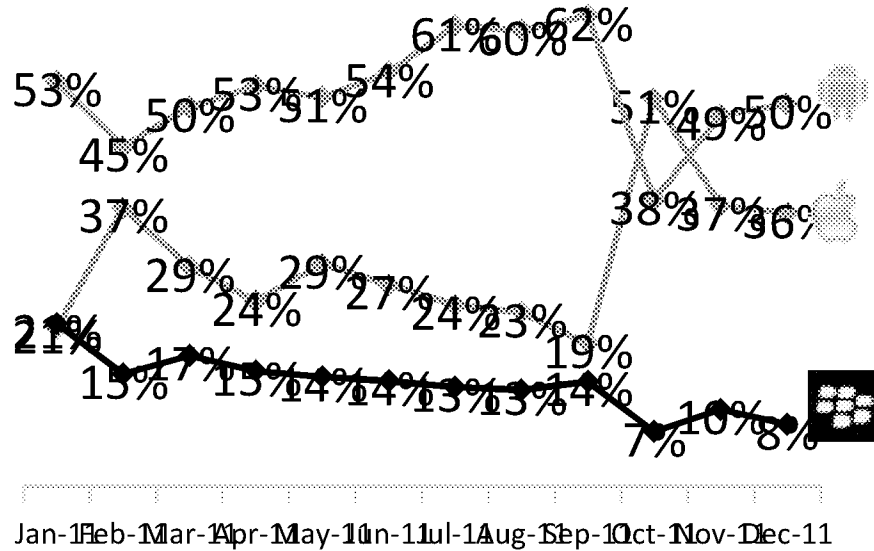
CONSOLIDATION AROUND TWO OS PLATFORMS. US MARKET BECOMING A TWO HORSE RACE BETWEEN APPLE AND SAMSUNG.

Highly Confidential - Attorneys' Eyes Only

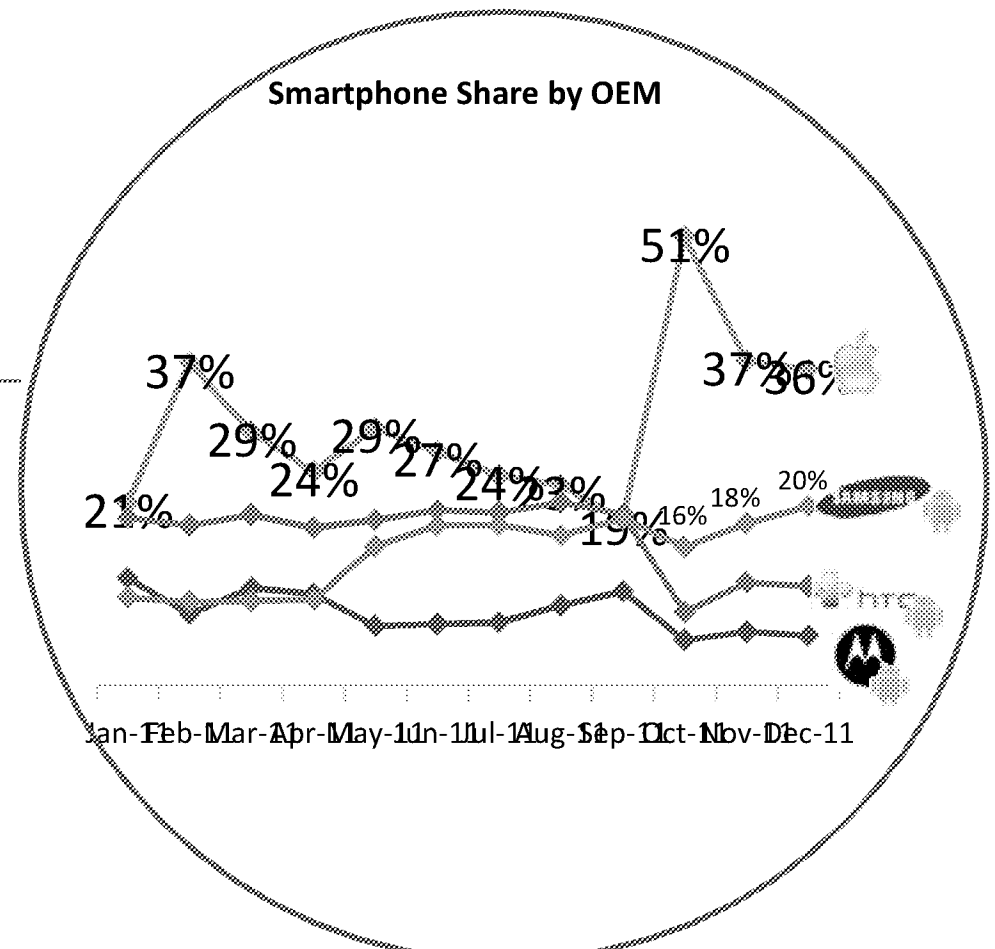
Android & iOS Becoming The Only Relevant OS platforms

Three Horse Race becoming at Two Horse Race Between Apple & Samsung

Smartphone Sell—thru Share by OS



Smartphone Share by OEM



Source: STA SMART system (BP, Acct teams)

SAMNDCA11547408

