Wearables intender data is based on 1,500 survey completes among US consumers who intend to purchase a wearables product in the next six months. The survey was conducted by IDC's Buyer Behavior Practice. Shipment and revenue data is based on IDC Worldwide Quarterly Wearable Device Tracker data published December 2015.

35% of intenders use Instagram

45% of intenders use Twitter

87% of intenders use Facebook

18% believe wearables is the next big thing in technology

71% highly optimistic about wearables

Top wearables features:

- Receiving an instant coupon while walking past my favorite store: 67% of intenders
- Tracking my health and fitness: 69%
- Communicating and staying in touch with friends and family: 62%

The wearables market is set to EXPLODE

2015 2019

5-year CAGR

Revenue Shipments

77M units 214M units

$13.9B $54.2B

5-year CAGR

49.5% 72.5%

Intenders are tech SAVVY, hyper SOCIAL, and STYLE conscious.

Intenders preferred BRANDS differ by category

<table>
<thead>
<tr>
<th>Interest in category</th>
<th>Preferred brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMARTWATCH</td>
<td>52%</td>
</tr>
<tr>
<td>FITNESS TRACKER</td>
<td>27%</td>
</tr>
<tr>
<td>EYEWEAR/HEAD-MOUNTED DISPLAY</td>
<td>37%</td>
</tr>
<tr>
<td>SMART ATHLETIC CLOTHING</td>
<td>19%</td>
</tr>
<tr>
<td>SMART GAMES/CASINO</td>
<td>12%</td>
</tr>
<tr>
<td>PUBLIC IMPRESSIONS</td>
<td>7%</td>
</tr>
<tr>
<td>SMART BEAUTY</td>
<td>3%</td>
</tr>
<tr>
<td>SMART GROCER</td>
<td>2%</td>
</tr>
<tr>
<td>SMART APPS</td>
<td>4%</td>
</tr>
<tr>
<td>SMART TALKS</td>
<td>1%</td>
</tr>
</tbody>
</table>

How I dress is important to me: 77%

The accessories that I wear (eyeglasses, watch, jewelry) say something about me: 63%

I like to think I have a strong sense of style: 61%

I notice what other people wear: 72%

My clothing is an expression of who I am: 66%

I am willing to try new brands and designers: 73%

I enjoy it when people notice what I am wearing: 63%

When I think I look good, I feel good: 83%

I am conscious of how I present myself: 81%

WHO are the next wave of wearables owners?

TECH SAVVY:
- Highly optimistic about wearables
- Comfortable with technology
- Technology plays a big role in my life
- Check smartphone first thing in the morning
- Use once to several times per hour
- Use once to several times per day

HYPER SOCIAL:
- Top social media sites: Facebook, Twitter, Instagram
- More than 100 minutes a day on social media
- More than 30 minutes a day on social media

STYLE CONSCIOUS:
- People-watching is a favorite hobby
- Clothing conveys a lot about me
- I enjoy it when people notice what I am wearing
- My clothing is an expression of who I am
- I am conscious of how I present myself
- I am willing to try new brands and designers
- I notice what other people wear

Intenders are looking forward to the wearables REVOLUTION

Highly optimistic about wearables

52% 27%

SMARTWATCH

FITNESS TRACKER

EYEWEAR/HEAD-MOUNTED DISPLAY

SMART ATHLETIC CLOTHING

SMART GAMES/CASINO

PUBLIC IMPRESSIONS

SMART BEAUTY

SMART GROCER

SMART APPS

SMART TALKS

AN IDC INFOGRAPHIC

74% 65%

89% 69% 76%

18% 24%

63% 75% 71%

81% 65% 72%

84% 66% 77%

69% 60% 44%

63% 55% 48%