

10<sup>th</sup> March 2009

## ASUS - UK's 5<sup>th</sup> Largest Notebook Vendor

ASUS have today announced their blast into the Top 5 charts for UK notebook sales, following the release of figures announcing their position as the fifth largest notebook vendor in the UK and Ireland (see table 1) and the 3<sup>rd</sup> for EMEA (see table 2).

**Table 1: UK&IR - Top 10 Vendors by Units - Notebook**

Vendor	CY 2007	Share	CY 2008	Share	Y/Y Growth
Hewlett-Packard	1,263,055	19.2%	1,777,357	19.2%	40.7%
Acer	1,031,989	15.7%	1,657,886	17.9%	60.6%
Dell	1,188,103	18.0%	1,630,326	17.6%	37.2%
Toshiba	938,646	14.2%	1,249,751	13.5%	33.1%
<b>Asus</b>	<b>61,916</b>	<b>0.9%</b>	<b>515,559</b>	<b>5.6%</b>	<b>732.7%</b>
Sony	356,047	5.4%	492,861	5.3%	38.4%
Fujitsu Siemens	349,860	5.3%	386,175	4.2%	10.4%
Apple	247,400	3.8%	315,548	3.4%	27.5%
Lenovo	263,836	4.0%	279,467	3.0%	5.9%
Samsung	90,132	1.4%	247,373	2.7%	174.5%
Others	797,847	12.1%	707,946	7.6%	-11.3%
<b>Total</b>	<b>6,588,831</b>	<b>100%</b>	<b>9,260,249</b>	<b>100%</b>	<b>40.5%</b>
Acer/Gateway/P.Bell(*)	1,263,522	19.2%	1,657,886	17.9%	31.2%

Source: IDC EMEA PC Tracker - Q4 2008 Prelim Results

**Table 2 - Top 10 Vendors by Units - Notebook**

Vendor	CY 2007	Share	CY 2008	Share	Y/Y Growth
Acer	8,950,156	20.9%	13,989,672	23.1%	56.3%
Hewlett-Packard	8,656,780	20.2%	12,364,529	20.5%	42.8%
<b>Asus</b>	<b>2,954,197</b>	<b>6.9%</b>	<b>6,366,820</b>	<b>10.5%</b>	<b>115.5%</b>
Toshiba	4,273,849	10.0%	6,082,767	10.1%	42.3%
Dell	4,115,082	9.6%	5,714,173	9.5%	38.9%
Fujitsu Siemens	3,053,183	7.1%	2,895,679	4.8%	-5.2%
Lenovo	1,912,510	4.5%	2,410,689	4.0%	26.0%
Sony	1,465,236	3.4%	2,022,208	3.3%	38.0%
Samsung	797,213	1.9%	1,562,600	2.6%	96.0%
Apple	1,192,403	2.8%	1,547,174	2.6%	29.8%
Others	5,397,201	12.6%	5,499,067	9.1%	1.9%
<b>Total</b>	<b>42,767,810</b>	<b>100%</b>	<b>60,455,378</b>	<b>100%</b>	<b>41.4%</b>
Acer/Gateway/P.Bell(*)	10,035,327	23.5%	13,990,000	23.1%	39.4%

Source: IDC EMEA PC Tracker - Q4 2008 Prelim Results

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## About ASUS

ASUS is a leading company in the new digital era. With a global staff of more than ten thousand and a world-class R&D design team, the company's revenue for 2008 was 8.1 billion U.S. dollars. ASUS ranks among the top 10 IT companies in *BusinessWeek's* "InfoTech 100", and has been on the listing for 11 consecutive years.

Over a remarkably short period of time ASUS has become one of the top laptop manufacturers worldwide creating compelling computer experiences that have delighted consumers across the world. ASUS are the Fastest Growing Laptop Brand in Europe and ASUS sales are outstripping manufacturers who traditionally dominated the market.

ASUS notebooks have changed the face of the consumer electronics market place with the introduction of highly original and ground breaking notebooks like the Eee PC™ family and the Lamborghini range. ASUS's design excellence is renowned and it is always informed by the life-style needs of consumers creating laptops that are technologically advanced, sophisticated and refined yet ruggedly robust.

ASUS is the world's leading enterprise of new digital era. ASUS has been ranked in Business Week InfoTech 100 for 10 straight years, and was rated No.1 in quality and service by the Wall Street Journal Asia. With an unparalleled commitment to innovation and quality ASUS won 2568 awards in 2007 – an average of 7 awards for every day of the year.

ASUS some facts and figures:

- ❑ Employs over 130,000 people worldwide
- ❑ Revenue in 2007 exceeded £11billion
- ❑ Shipped over 60 million PC motherboards that equals one in three desktop PCs shipped during 2007 was powered by an ASUS motherboard
- ❑ Ranked in the top four worldwide notebook manufacturers.
- ❑ Listed in the world's top 100 IT companies by the Business week USA for the tenth year

Ranked among the world's top 500 corporations by Fortune magazine USA

## Notes to Editors

If you would like a product review for your organisation, we have a limited number of samples available upon request (see sample request form on the press assets pages).

In addition we are able to organise interviews with the Marketing Specialists for ASUS UK. Please contact the press office to request an appointment.

Scans, specs and further information can be found on the following link:

[www.tru-pr.co.uk/press/client.php?c=asusindex](http://www.tru-pr.co.uk/press/client.php?c=asusindex)

Detailed stockist information can be found on the following link:

[http://uk.asus.com/wheretobuy\\_new.aspx?sltLanguage=en\\_GB&country=1339](http://uk.asus.com/wheretobuy_new.aspx?sltLanguage=en_GB&country=1339)

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