

# Personal computers in 2006

Research company **Gartner** has granted to Computer Business the results of personal computer sales (desktops, notebooks and x86 servers) for last year in the Czech Republic.

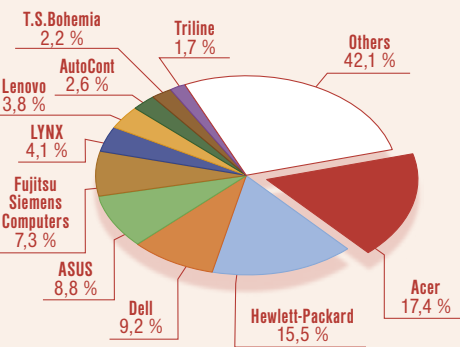
Customers purchased more than 782 thousand pieces of personal computers in the national market throughout the entire last year, which is nearly a quarter more than the previous year. Acer is at the head, with more than 17% of market share and a by and large average year-on-year growth. Its achievement is tied to a wide offer of notebooks with the lowest prices on market.

up on the third place. The trader, in this case, was ASUS, which fell behind only by 0,41 %. However its staggering increase by next to 190 %, merited by a plentiful army of notebooks with an appealing price/service rate, was far more substantial. Fujitsu Siemens Computers could very well rest satisfied with domestic customers calling for its products, it managed to increase its market share by whole two thirds in a single year.

Success of Czech PC producer LYNX is also noteworthy. LYNX managed to improve its position on market, despite the major players' competition, and de facto each 24th computer sold on our market bears its brand.

Lenovo, T.S.Bohemia and Triline also worked their way up to the top ten. A new remarkable trend shows that the call for generic PCs, or sets on demand, is now declining in our country in favour of foreign branded production.

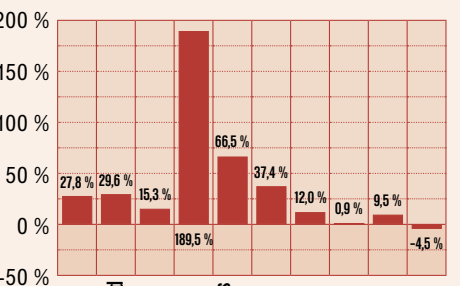
↓ PC sales – market shares in CR (2006)



Source: Gartner Dataquest (January 2007)

it hadn't achieved even a half of the sale accomplishments of Dell and had fell behind Fujitsu Siemens Computers in the last quarter of 2005, last year it managed to nearly triple its sales.

↓ PC sales growth in CR (2006)



Source: Gartner Dataquest (January 2007)

↓ Results for PC sales in CR for 2006 (in thousands)

Company	Sales in 2006	Market share in 2006	Sales in 2005	Market share in 2005	Growth
Acer	135 685	17,35 %	106 186	16,92 %	27,8 %
Hewlett-Packard	120 067	15,35 %	92 630	14,76 %	29,6 %
Dell	72 056	9,21 %	62 488	9,96 %	15,3 %
ASUS	68 870	8,80 %	23 793	3,79 %	189,5 %
Fujitsu Siemens Computers	57 073	7,30 %	34 282	5,46 %	66,5 %
LYNX	32 042	4,10 %	23 317	3,72 %	37,4 %
Lenovo	29 380	3,76 %	26 226	4,18 %	12,0 %
AutoCont	20 605	2,63 %	20 412	3,25 %	0,9 %
T.S.Bohemia	17 138	2,19 %			
Triline	13 395	1,71 %	12 232	1,95 %	9,5 %
Others	215 930	27,60 %	226 057	36,02 %	-4,5 %
Total	782 242	100,00 %	627 622	100,00 %	24,6 %

Note: Data include desktops, notebooks and x86 servers. Source: Gartner Dataquest (January 2007)

↓ Preliminary data for PC sales in CR for the 4Q 2006 (in thousands)

Company	Sales in 2006	Market share in 2006	Sales in 2005	Market share in 2005	Growth
Hewlett-Packard	51 619	16,7 %	41 317	18,0 %	24,9 %
Acer	47 291	15,3 %	32 455	14,2 %	45,7 %
ASUS	36 194	11,7 %	12 581	5,5 %	187,7 %
Dell	28 600	9,3 %	26 950	11,8 %	6,1 %
Fujitsu Siemens Computers	24 580	8,0 %	14 001	6,1 %	75,6 %
LYNX	15 598	5,1 %	9 350	4,1 %	66,8 %
T.S.Bohemia	10 558	3,4 %			
Lenovo	10 529	3,4 %	9 076	4,0 %	16,0 %
AutoCont	8 677	2,8 %	9 042	3,9 %	-4,0 %
Packard Bell	5 811	1,9 %			
Others	69 338	22,5 %	74 214	32,4 %	-6,6 %
Total	308 796	100,0 %	228 986	100,0 %	34,9 %

Note: Data include desktops, notebooks and x86 servers. Source: Gartner Dataquest (January 2007)

Growth path of HP's market share was almost identical to that of Acer, except that it was set a little bit lower (market share c. 15 %). Dell was privileged, likewise to EMEA region, with being constantly treaded on its heels, yet its share of more than 9% kept it

HP sales however didn't increase fast enough for the company to sustain at least as substantive share on market as it had enjoyed in the last quarter of the previous year. This turned out to be most beneficial for Acer, whose original fall behind HP significantly diminished, as

## Czech Republic – the last quarter of 2006

The following table shows who did well at pre-Christmas sale and who was less successful. As we can see, compared to 2006 statistics the positions in the first ranks altered. While throughout the year customers had preferred Acer, towards the end of the year this trend turned around in favour of HP.

T.S.Bohemia also scored well at pre-Christmas sale and its market share significantly surpassed its year-long average during this season. For some producers (AutoCont for instance) the situation was contrary, i.e. the pre-Christmas sale didn't attain to their results previous trimesters. In the top ten we can also find LYNX, with a very good growth, Lenovo and also the novice Packard Bell which took turns with Triline. From October to December (incl.) 2006 there were almost 309 thousand pieces of personal computers sold in the Czech Republic, which represents approximately 39,5 % of the year-long volume. Sales in this period have on a year-on-year basis risen by nearly 35 %.

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