

# BenQ-Siemens Was launched in three steps leading to an increasing recognition in the market space

January

BenQ-Siemens  
brand launch  
Berlin & Beijing

February



March



EF81



S68



S88



S81



EF51



EF91



C81



P51



CL71



EL71



CF61



E61



- EF81: Listed at major global accounts (VF, TMO, Telefonica, Orange, KPN) and 16 national accounts

- EF91: HSDPA is this year's trend – and BenQ Mobile presents one of the first HSDPA phones in the market

- EL71: Listed at major global accounts (VF, TMO, Telefonica, TIM, Orange, KPN) and 11 national accounts

**BenQ**

# Analysts made positives statements on BenQ Mobile



"... The company can deliver competitive products in terms of features, technology and design. In addition, with the announcement of the EF91 HSDPA phone, it shows that the company can compete with other handset vendors in new cutting edge technologies."

CREDIT SUISSE

(Credit Suisse, 20.02.2006, "3GSM Barcelona – Outlook for 2006 remains strong")

"We believe that the new Benq-Siemens handset line-up should put the company back on the operator procurement map"

Morgan Stanley

(Morgan Stanley, 20.02.2006, "3GSM Highlights")

BenQ