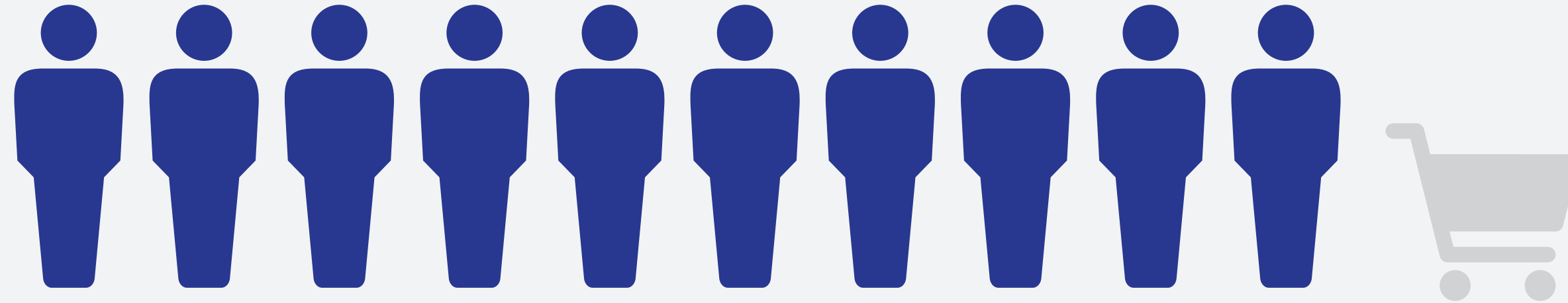


# Brand Loyalty through Ecosystems

Top 3 smartphone buyers online also tend to choose wearables from the same brand.

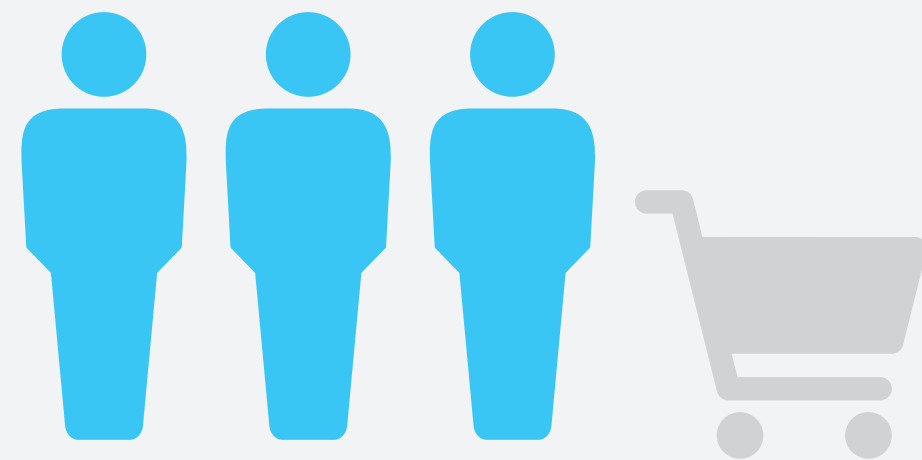
10-12%



within ecosystem wearable



3%



outside ecosystem wearable

