

## DELL INC.

Historical PC Share\*

IDC Worldwide Quarterly PC Tracker

	Current Rank	Current Year Share					Annual Share									
		Q3 2010	Q4 2010	Q1 2011	Q2 2011	Q3 2011	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
<b>WW Client PCs</b>	<b>3</b>	<b>13%</b>	<b>12%</b>	<b>13%</b>	<b>13%</b>	<b>12%</b>	<b>13%</b>	<b>15%</b>	<b>16%</b>	<b>17%</b>	<b>18%</b>	<b>16%</b>	<b>14%</b>	<b>14%</b>	<b>13%</b>	<b>13%</b>
USA	2	24%	22%	23%	22%	22%	24%	29%	32%	35%	36%	33%	29%	29%	24%	23%
EMEA	4	9%	10%	10%	11%	9%	9%	9%	10%	11%	12%	12%	11%	11%	9%	10%
Asia Pacific	3	10%	9%	10%	11%	10%	4%	5%	6%	6%	7%	7%	7%	9%	8%	10%
Japan	5	10%	9%	10%	10%	9%	6%	7%	9%	11%	12%	14%	14%	14%	12%	10%
Desktop PC	3	14%	13%	13%	13%	13%	12%	15%	17%	18%	17%	16%	15%	15%	13%	14%
Portable PC	4	12%	11%	12%	13%	11%	14%	15%	16%	17%	18%	17%	14%	14%	12%	12%
x86**	2	27%	26%	28%	26%	26%	19%	22%	25%	25%	26%	26%	25%	27%	27%	28%
Consumer	6	8%	9%	9%	9%	8%	6%	10%	12%	13%	12%	11%	8%	9%	9%	9%
SMB <sup>1</sup>	4	13%	12%	13%	13%	12%	12%	12%	13%	14%	15%	14%	14%	14%	12%	13%
Public	2	19%	15%	17%	18%	17%	20%	19%	15%	17%	21%	17%	19%	20%	21%	18%
Large Enterprise <sup>2</sup>	2	29%	27%	27%	26%	25%	30%	30%	30%	31%	32%	25%	29%	31%	32%	29%

\*PC's include Desktops, Notebooks, data as of November 2011

\*\*x86 is preliminary Q3 IDC data

<sup>1</sup>SMB includes companies with less than 500 employees

<sup>2</sup>Large Enterprise includes companies more than 500 employees