

DELL INC.

Historical PC Share*

IDC Worldwide Quarterly PC Tracker

	Current Rank	Current Year Share					Annual Share									
		Q3 2011	Q4 2011	Q1 2012	Q2 2012	Q3 2012	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
WW Client PCs	3	12%	13%	11%	11%	11%	15%	16%	17%	18%	16%	14%	14%	13%	13%	13%
USA	2	22%	22%	22%	23%	21%	29%	32%	35%	36%	33%	29%	29%	24%	23%	22%
EMEA	5	9%	11%	10%	9%	8%	9%	10%	11%	12%	12%	11%	11%	9%	10%	11%
Asia Pacific	4	10%	10%	9%	9%	9%	5%	6%	6%	7%	7%	7%	9%	8%	10%	10%
Japan	5	8%	9%	8%	8%	8%	7%	9%	11%	12%	14%	14%	14%	12%	10%	9%
Desktop PC	3	12%	14%	12%	13%	12%	15%	17%	18%	17%	16%	15%	15%	13%	14%	14%
Portable PC	5	11%	12%	11%	10%	10%	15%	16%	17%	18%	17%	14%	14%	12%	12%	12%
x86**	2	26%	27%	26%	28%	27%	22%	25%	25%	26%	26%	25%	27%	27%	28%	26%
Consumer	5	8%	9%	8%	7%	7%	10%	12%	13%	12%	11%	8%	9%	9%	9%	9%
SMB ¹	3	12%	14%	12%	12%	12%	12%	13%	14%	15%	14%	14%	14%	12%	13%	13%
Public	3	17%	17%	15%	17%	14%	19%	15%	17%	21%	17%	19%	20%	21%	18%	17%
Large Enterprise ²	3	25%	28%	23%	26%	25%	30%	30%	31%	32%	25%	29%	31%	32%	29%	27%

*PC's include Desktops, Notebooks, data as of October 2012

**x86 is preliminary Q3 IDC data

¹SMB includes companies with less than 500 employees

²Large Enterprise includes companies more than 500 employees