

# Exhibit 7

## Calculation of Samsung's Hypothetical Loss Assuming Samsung's Market Share Is Held Constant After the Second Quarter of 2010

	2010 Q1	2010 Q2	2010 Q3	2010 Q4	2011 Q1	2011 Q2	2011 Q3	2011 Q4	2012 Q1	2012 Q2	Total
<b>Smartphone Market Share 1/</b>											
Samsung Units Sold	719,811	713,724	2,950,000	2,750,000	2,327,500	3,750,000	4,596,800	6,250,501	6,118,233	7,866,100	38,042,669
Samsung Market Share %	5.7%	5.0%	14.2%	12.5%	10.1%	14.8%	19.2%	19.2%	21.7%	33.3%	16.8%
Total Market Units Sold	12,652,647	14,359,080	20,806,372	21,935,460	23,158,409	25,346,720	23,999,459	32,569,133	28,146,372	23,586,935	226,560,587

<b>Samsung Smartphone Sales at Constant 5.0% Market Share 2/</b>											
Units Retained			1,034,189	1,090,311	1,151,098	1,259,869	1,192,903	1,618,862	1,399,027	1,172,398	9,918,658
Percent Reduction	3/		-64.9%	-60.4%	-50.5%	-66.4%	-74.0%	-74.1%	-77.1%	-85.1%	

<b>Sales of Infringing Samsung Smartphones 4/</b>											
Units		6,230	2,073,006	1,920,062	1,776,970	4,125,528	2,670,292	2,904,950	2,486,271	1,996,354	19,959,663
Revenue		\$ 2,640,517	\$ 948,857,925	\$ 845,945,491	\$ 706,783,834	\$ 1,381,768,302	\$ 787,694,304	\$ 1,063,002,119	\$ 831,200,488	\$ 677,539,245	\$ 7,245,432,224
ASP	5/	\$ 423.84	\$ 457.72	\$ 440.58	\$ 397.75	\$ 334.93	\$ 294.98	\$ 365.93	\$ 334.32	\$ 339.39	\$ 363.00

<b>Samsung Loss on Select Phones at Lower Market Share (Using % Reduction)</b>											
Infringing Units		6,230	2,073,006	1,920,062	1,776,970	4,125,528	2,670,292	2,904,950	2,486,271	1,996,354	19,959,663
Reduction Due to Constant Market Share		0.0%	-64.9%	-60.4%	-50.5%	-66.4%	-74.0%	-74.1%	-77.1%	-85.1%	
Lost Units			(1,346,267)	(1,158,802)	(898,144)	(2,739,495)	(1,977,332)	(2,152,576)	(1,917,747)	(1,698,809)	(13,889,171)
Lost Revenue	6/		\$ (616,214,290)	\$ (510,547,762)	\$ (357,233,821)	\$ (917,542,355)	\$ (583,281,905)	\$ (787,687,556)	\$ (641,133,853)	\$ (576,555,799)	\$ (4,990,197,340)
Lost Gross Profit @ 35.5%	7/		\$ (218,756,073)	\$ (181,244,455)	\$ (126,818,006)	\$ (325,727,536)	\$ (207,065,076)	\$ (279,629,082)	\$ (227,602,518)	\$ (204,677,308)	\$ (1,771,520,056)
Lost Operating Profit @ 12.0%	8/		\$ (73,945,715)	\$ (61,265,731)	\$ (42,868,058)	\$ (110,105,083)	\$ (69,993,829)	\$ (94,522,507)	\$ (76,936,062)	\$ (69,186,696)	\$ (598,823,681)

**Sources/Notes:**

- 1/ IDC WW Mobile Phone Tracker\_FinalHistoricalDatabase\_2012Q2\_Apple.xlsx. Filtered by selecting data where: "Region" equals "USA", and "Device Type" equals "Smartphone".
- 2/ Calculated as 5.0% of the entire smartphone market.
- 3/ Sales of Accused Products, JX1500.
- 4/ Calculated as the percent change between the Units Sold and the Units Retained  $[(\text{Units Retained} - \text{Units Sold}) \div \text{Units Sold}]$ .
- 5/ Calculated as Revenue divided by Units.
- 6/ Calculated as Lost Units multiplied by ASP.
- 7/ Trial Testimony of Terry Musika, Aug. 13, 2012, at 2060:20.
- 8/ Trial Testimony of Michael Wagner, Aug. 16, 2012, at 3065:8.