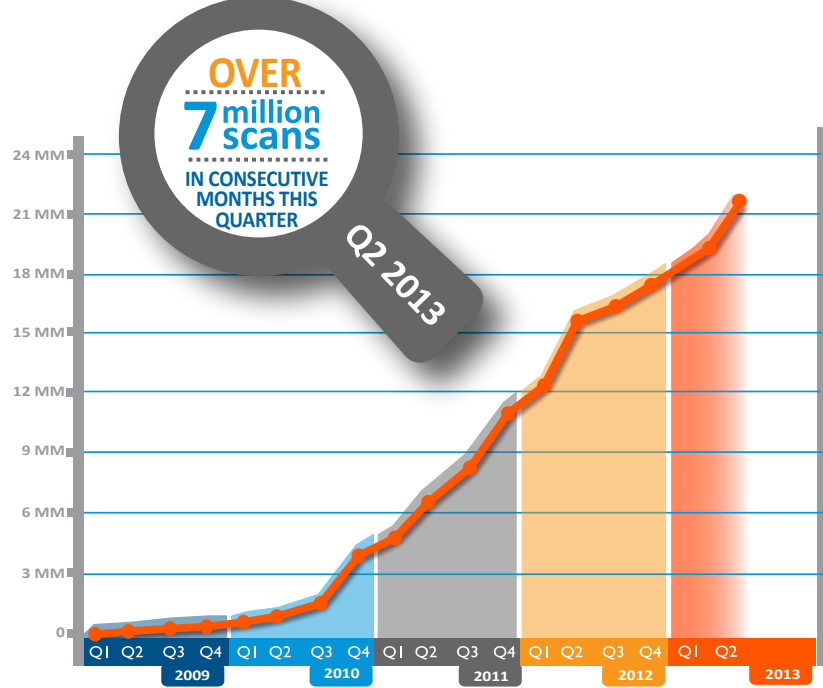


MOBILE BARCODE TREND REPORT

from **SCANLIFE** | Q2 2013
POWERED BY SCANBUY

TOTAL SCANS Q1 2009 - Q2 2013



Why would four million new users jump on the QR Code bandwagon in one quarter alone? Because mobile engagement marketing is relevant, entertaining, and instantaneous. QR Codes appear just when consumers need them—as they gaze into store windows, pick up new products, or shop in boutiques and supermarkets.

Our Q2 2013 Mobile Barcode Trend Report provides the inside scoop on who's scanning, what attracts them, and why these connections are revolutionizing the way people interact.

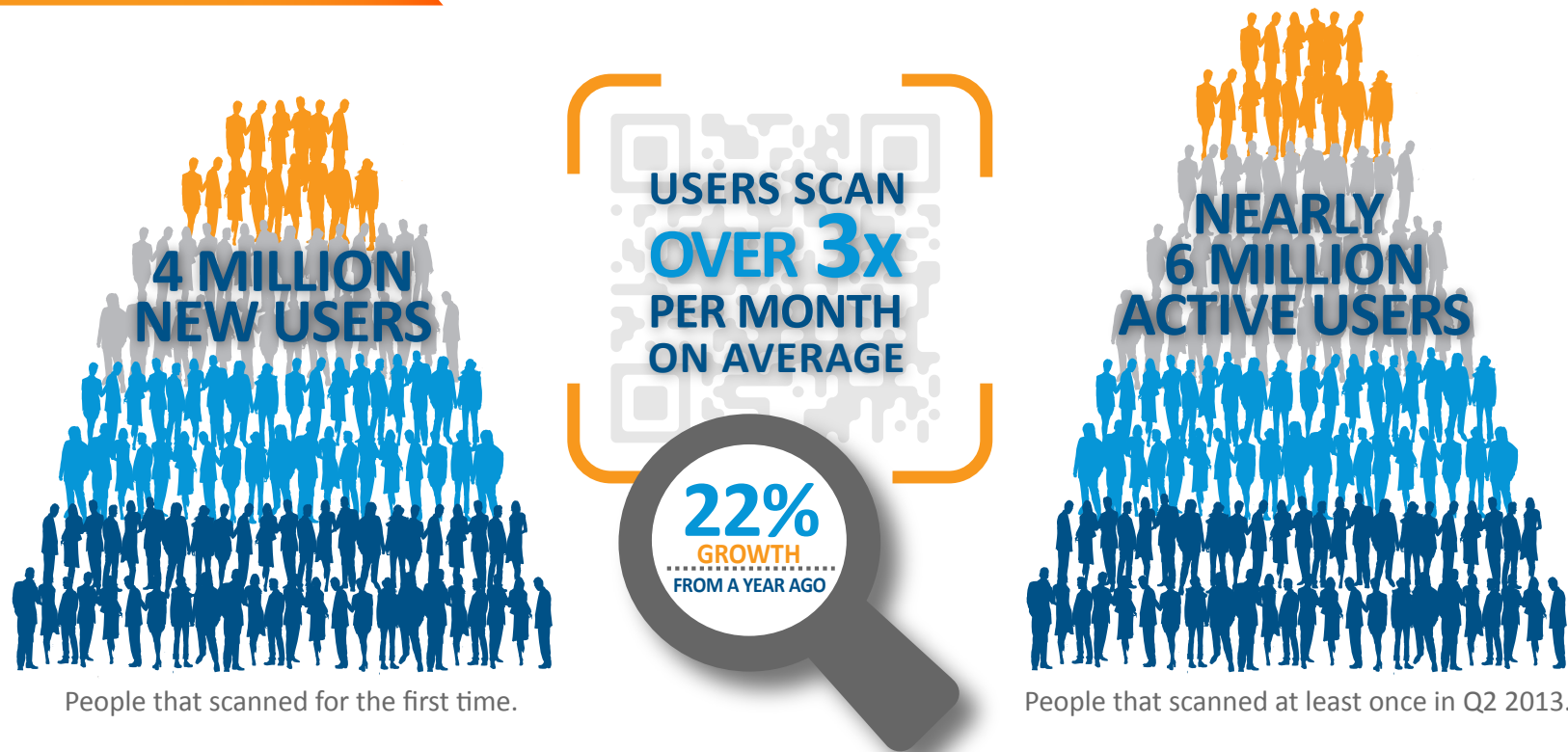
QR Codes are a common sight in the worldwide market—with scanning activity continuing to grow, especially among value shoppers. In fact, statistics show that users scan over three times per month on average—that's up 22 percent from this time last year. And tablet scanning increased a whopping 1300 percent in the same time period.

To get the latest insights on QR Codes and the people who interact with them, just check out the charts and Infographics in our quarterly trend report. As always, be sure to let us know if you'd like to discover new ways to connect with consumers using the ScanLife Mobile Engagement Platform.

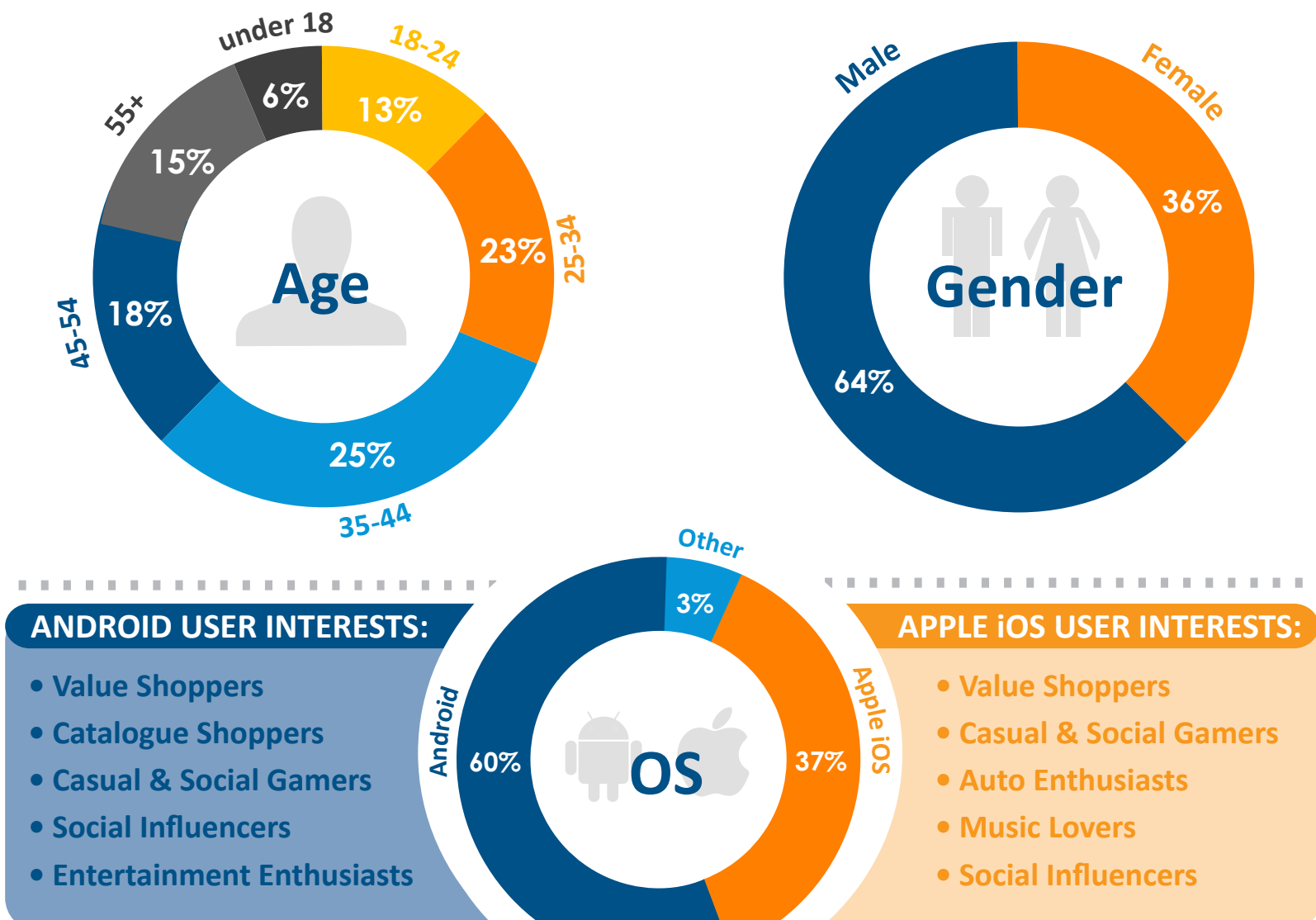
TABLET SCANNING



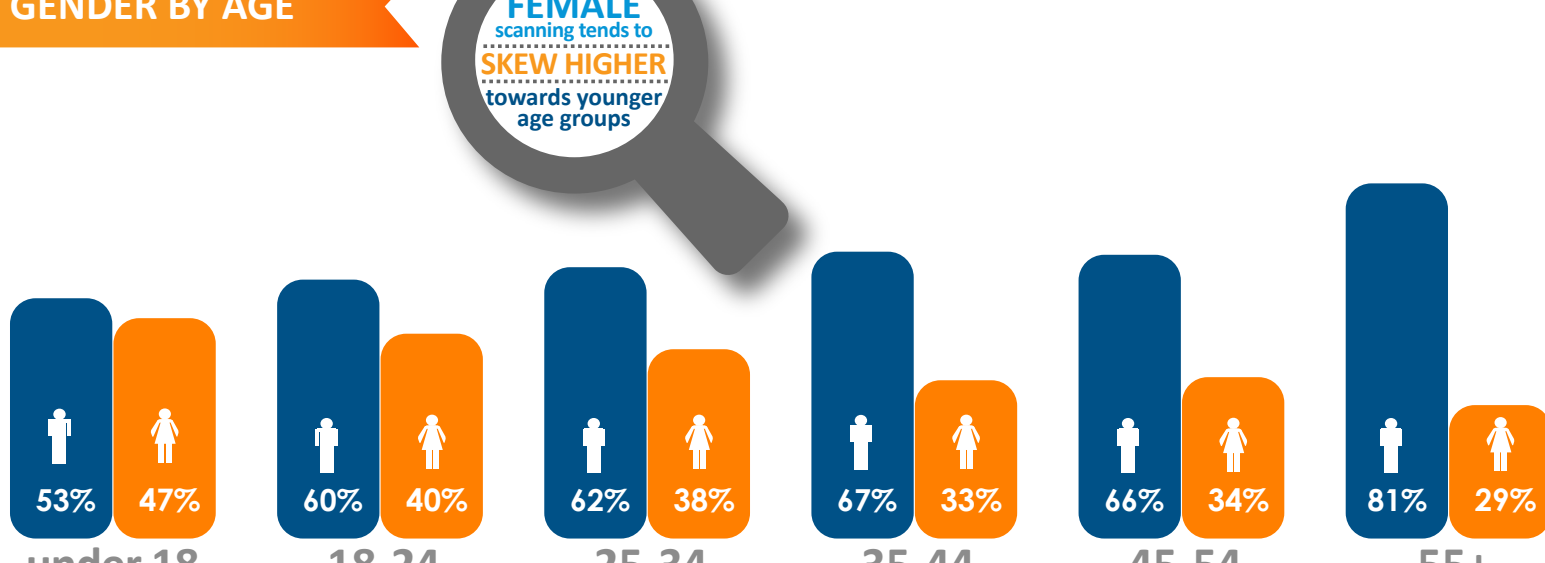
USER STATISTICS



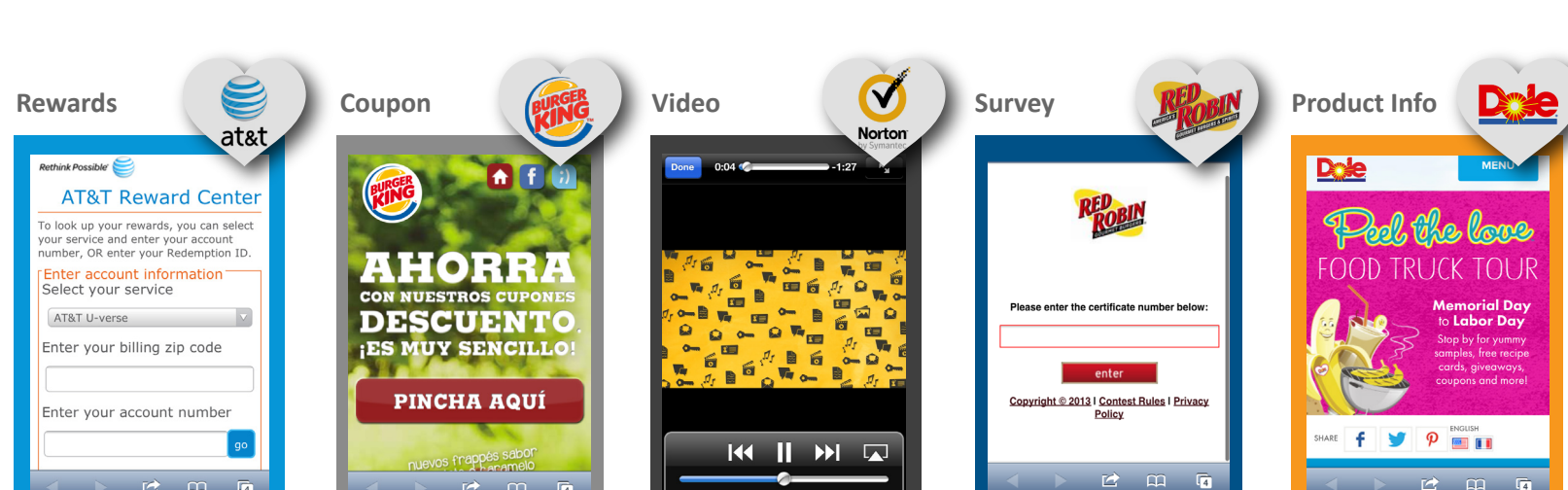
DEMOGRAPHICS



GENDER BY AGE



MOST LIKED QR CODES

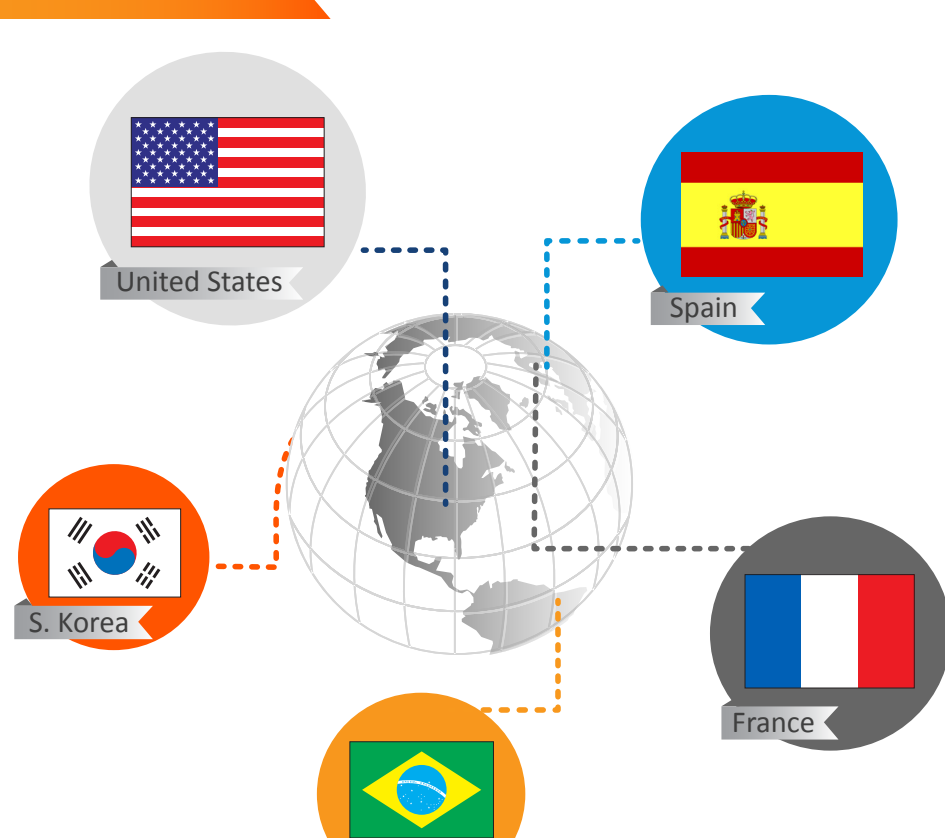


Generated from ScanLife app which allows people to "like" their favorite content.

MOST SCANNED QR CODE CAMPAIGNS



TOP 5 COUNTRIES SCANNING



SCANLIFE
POWERED BY SCANBUY

The information shared in this report comes from the advanced analytics and business intelligence engine available within the ScanLife Mobile Engagement Platform and Scanner App. If you would like access to your QR Code campaign intelligence, please contact us today at trends@scanlife.com or visit us at www.scanlife.com to learn more.