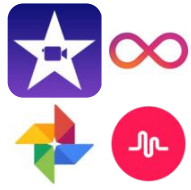




App Annie

Bertrand Schmitt
CEO and Co-Founder

Today, apps are changing all industries...



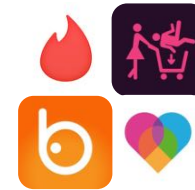
CREATE



EAT & DRINK



CONNECT



DATE



NEWS



SPORTS



LEARN



LISTEN



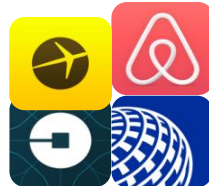
WORK



SHOP



PAY



TRAVEL



WATCH



PLAY



BANK

QUIZ:

How many apps do we use in a month?

- A. < 10
- B. 10 – 19
- C. 20 – 29
- D. 30 – 39
- E. 40+

QUIZ:

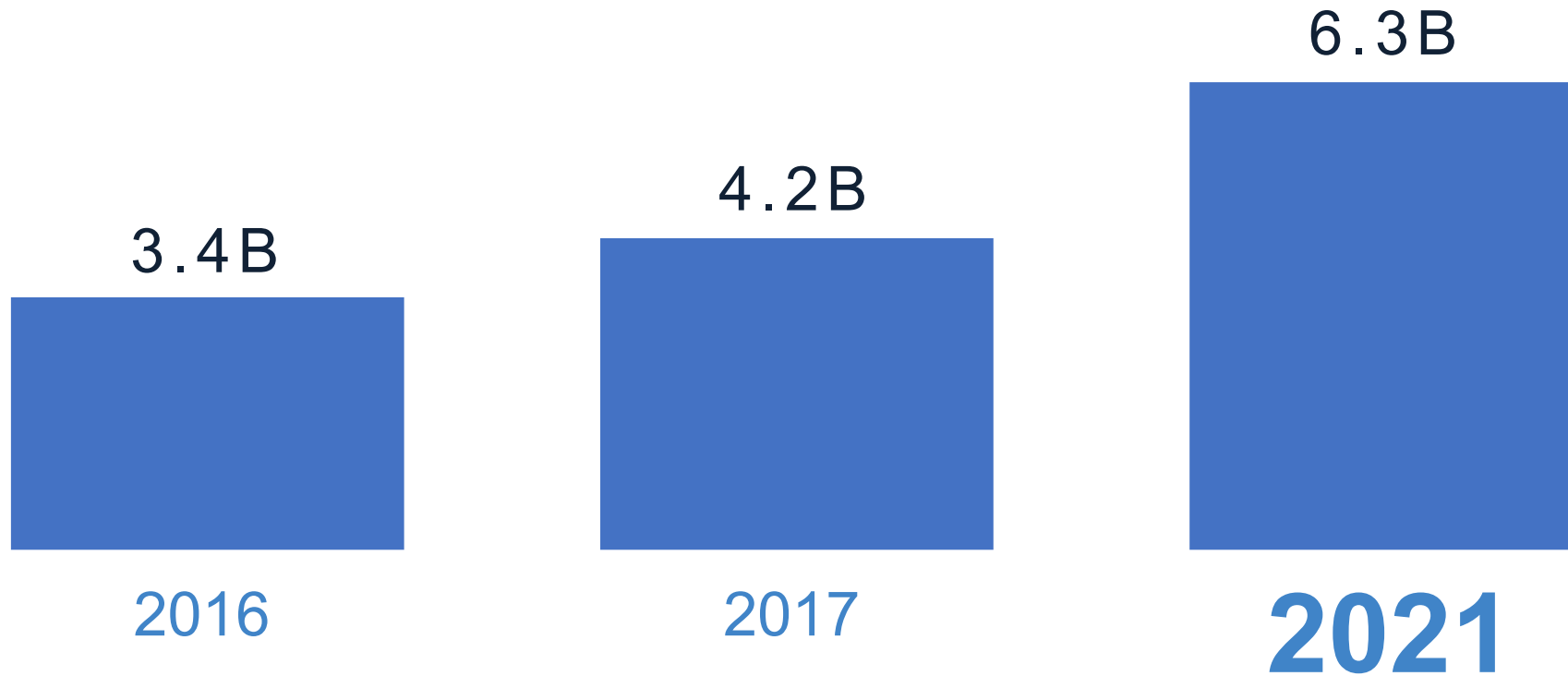
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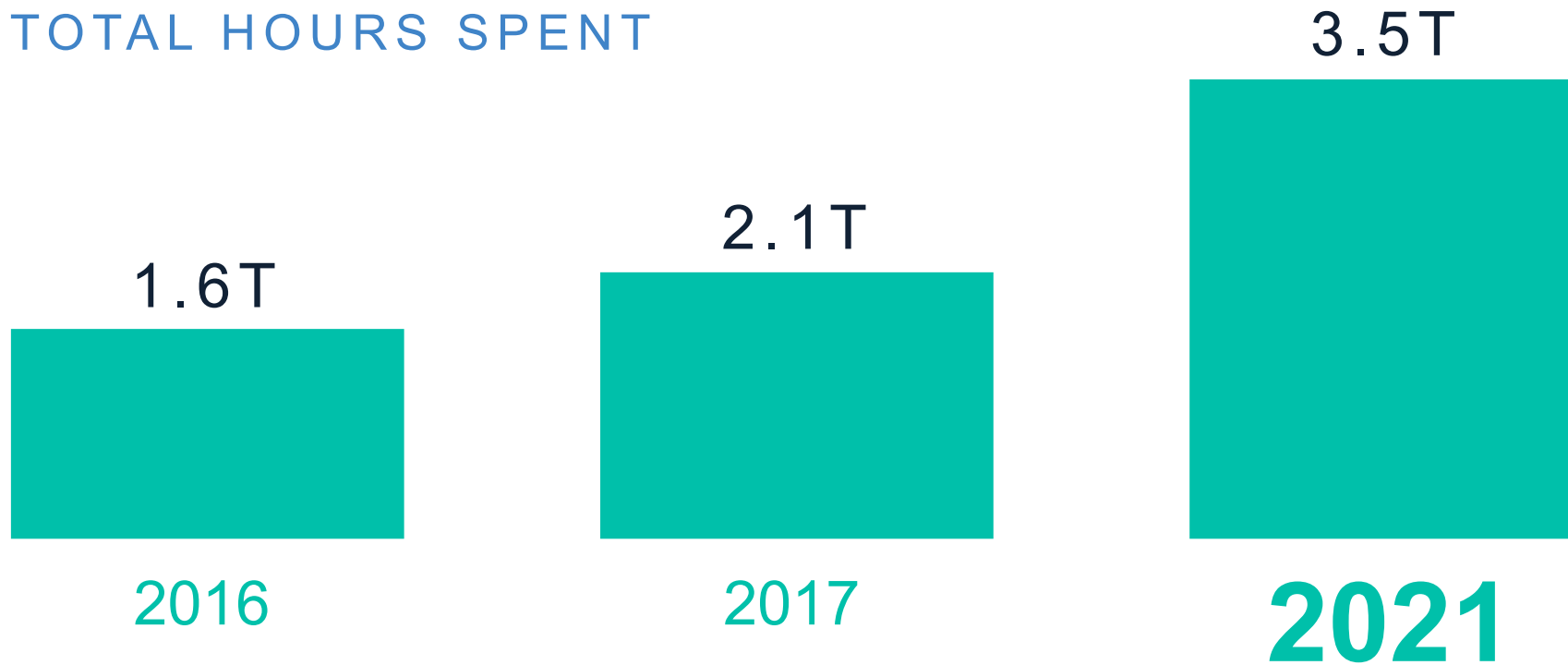
85% of time on phones spent in apps

Mobile Users Nearly Double by 2021



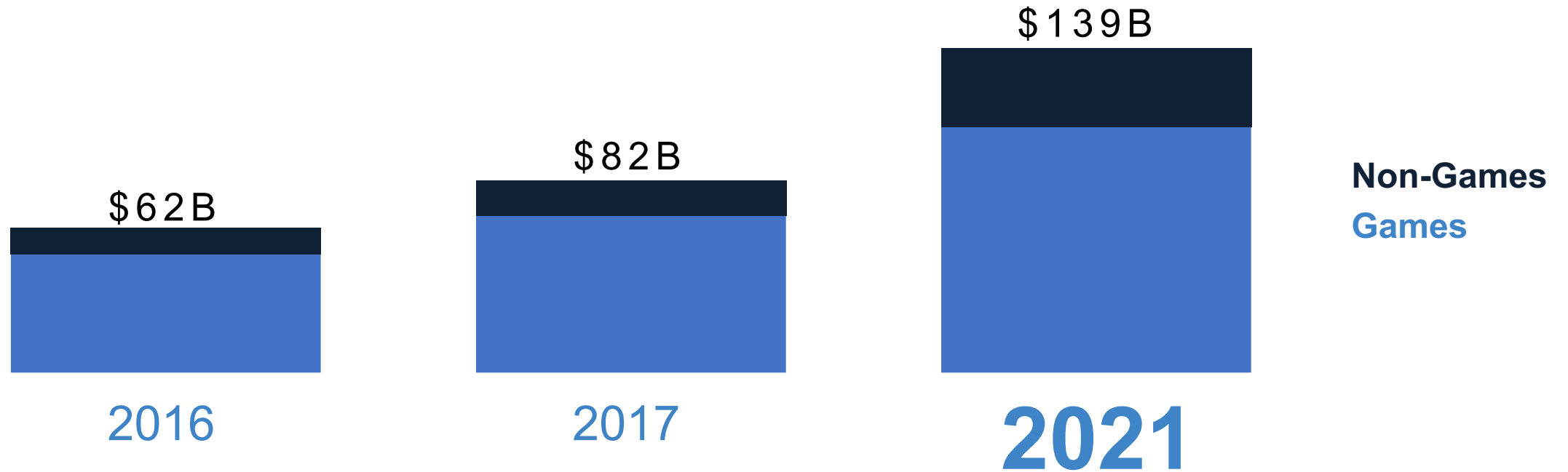
Time Spent in Apps to Grow 120%

TOTAL HOURS SPENT



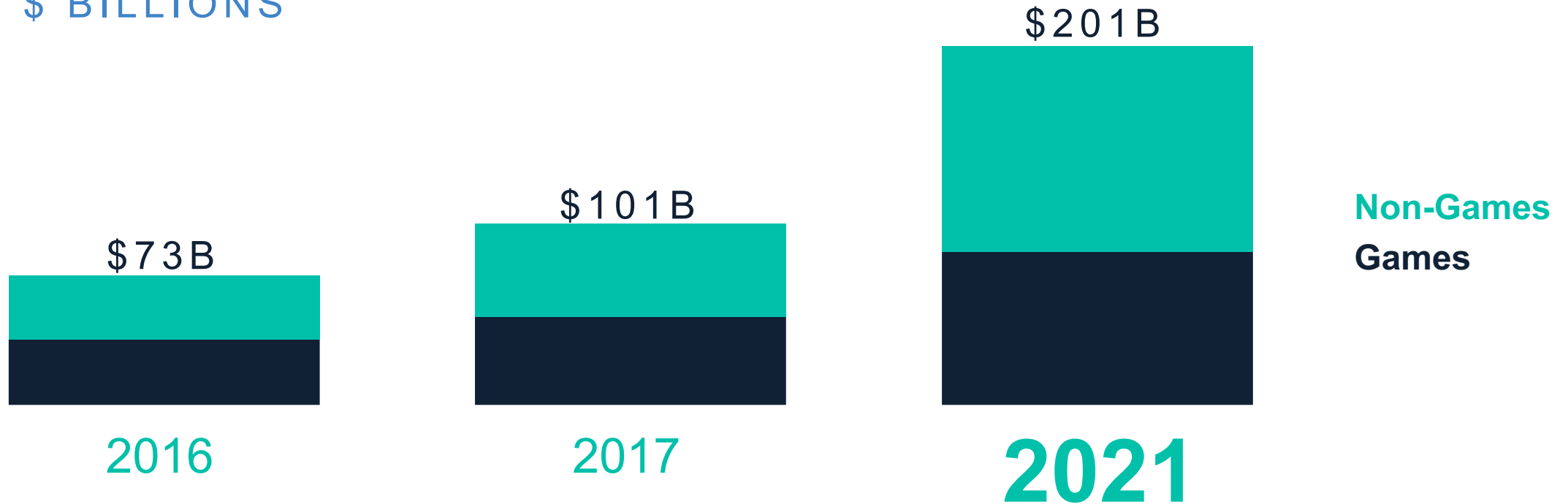
App Store Monetization Expands & Games Still Lead

\$ BILLIONS



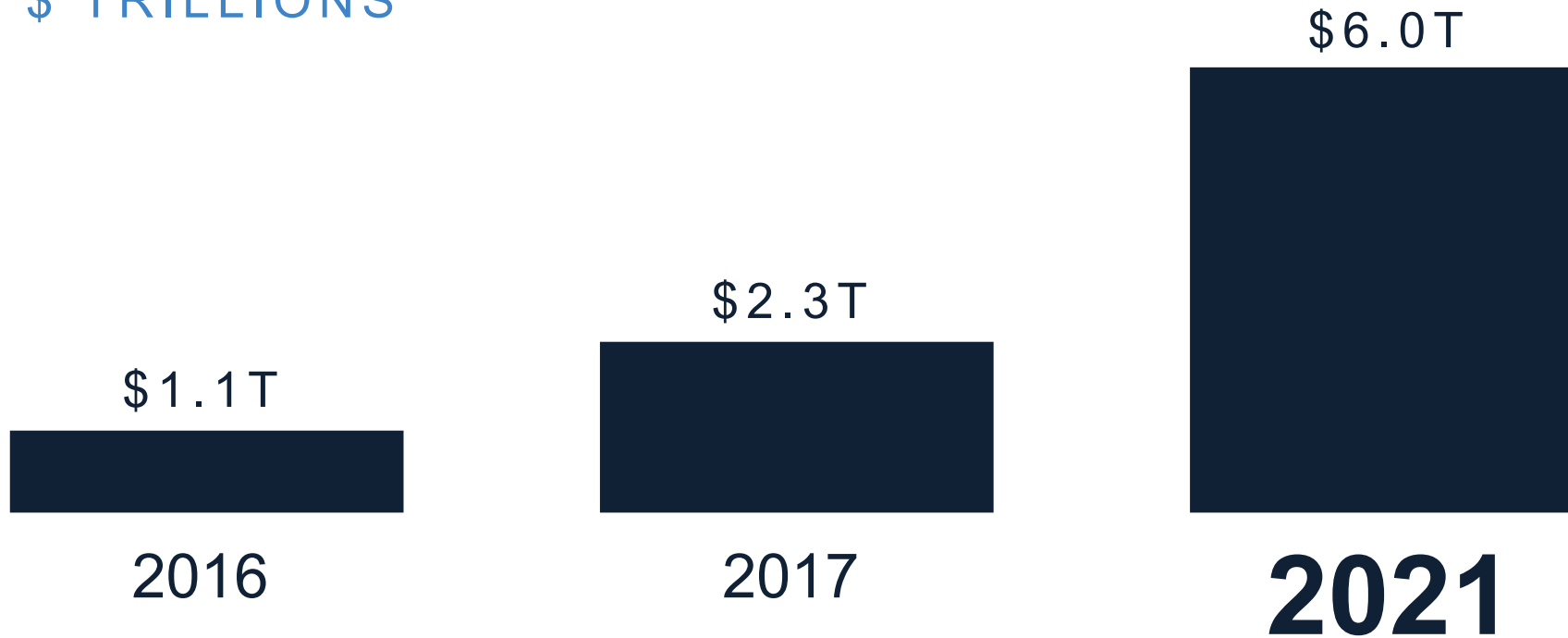
In-App Ads Already Larger & Outpacing Store \$


\$ BILLIONS



Spend on mCommerce Takes Off

\$ TRILLIONS



A dark silhouette of a person standing and looking down at a smartphone in their hand. The person is positioned on the right side of the frame, with their head tilted slightly to the left. The background is a dark blue gradient with some faint, lighter blue geometric shapes.

App Annie began with a vision
that every business could achieve
success through apps.

Helping our customers achieve success through apps



“ ACCORDING TO APP ANNIE ”

...cited by media partners and analysts,
in earnings calls and IPO filings...





... that is global with
deep local relevance.

Helping companies
confidently navigate
the app lifecycle...



And we're more than that.

Store
INTELLIGENCE



Usage
INTELLIGENCE



Marketing
INTELLIGENCE



APP ANNIE INTELLIGENCE SUITE

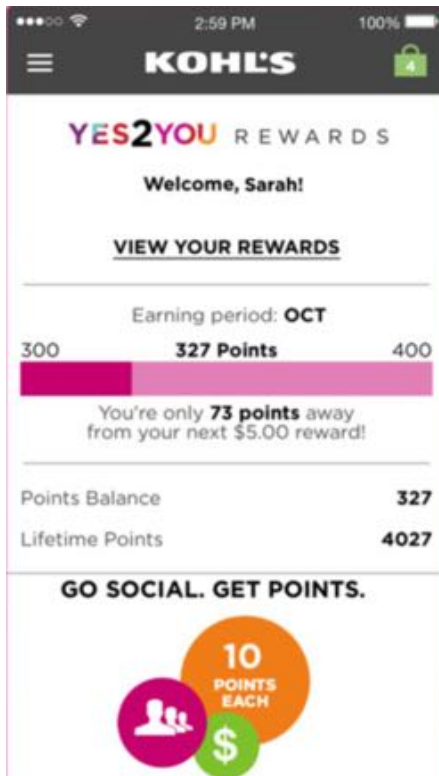
App Annie | **ACADEMY**

App Education to Move Your
Business Forward

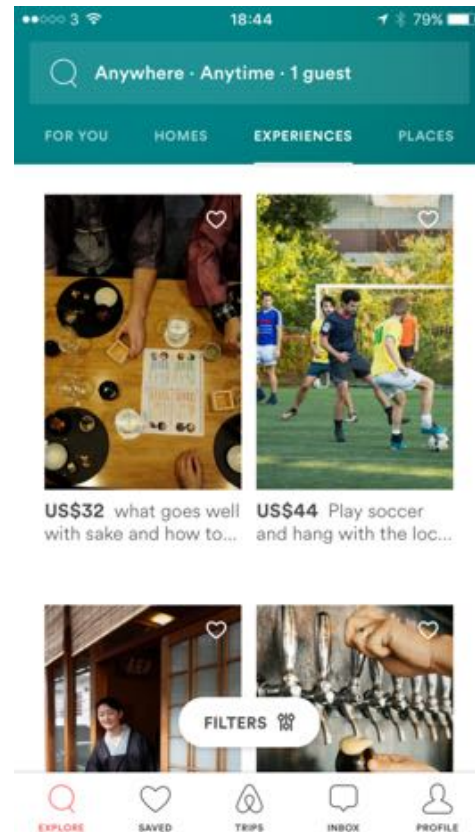


Know Your Customer Better Than Ever Before

Reward App Use



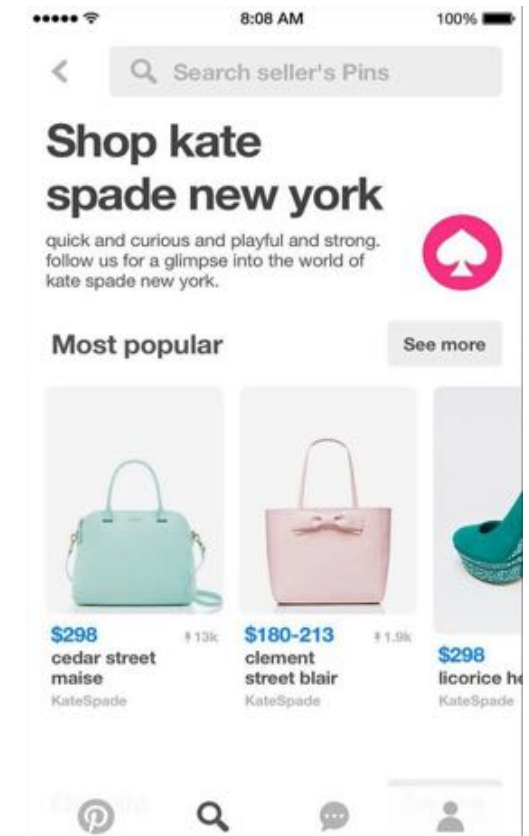
Use Apps to Support New Services



Offer Rich Content

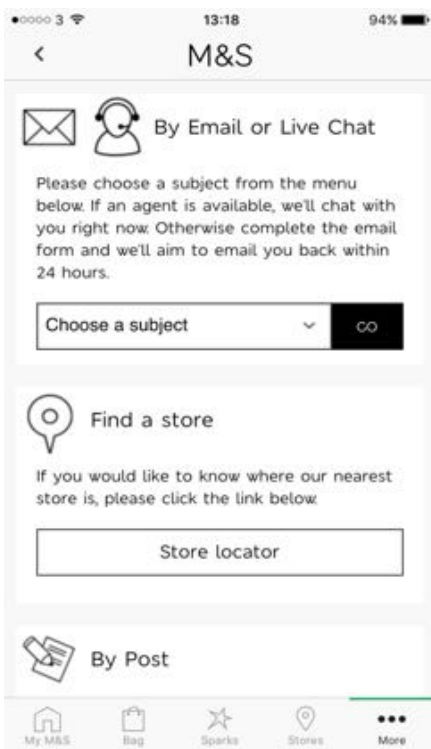


Be Aware of Social Shopping — It's Growing

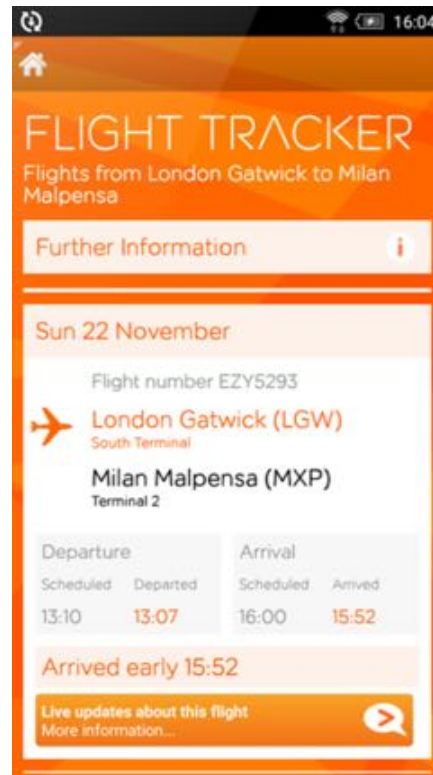


More Opportunities to Delight, Nurture Loyalty

Integrate Customer Service Into Your App



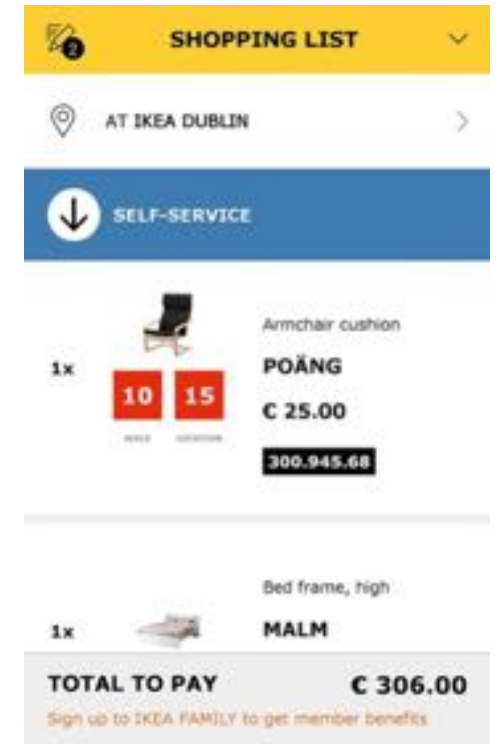
Provide Info Your Customers Need



Be relevant at the time



Complement In-Store Shopping

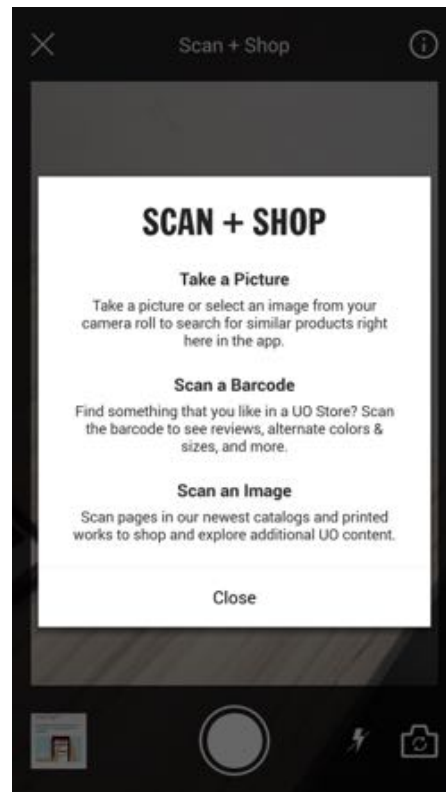


Leverage Smartphone Capabilities To Drive Value

Convenience is King



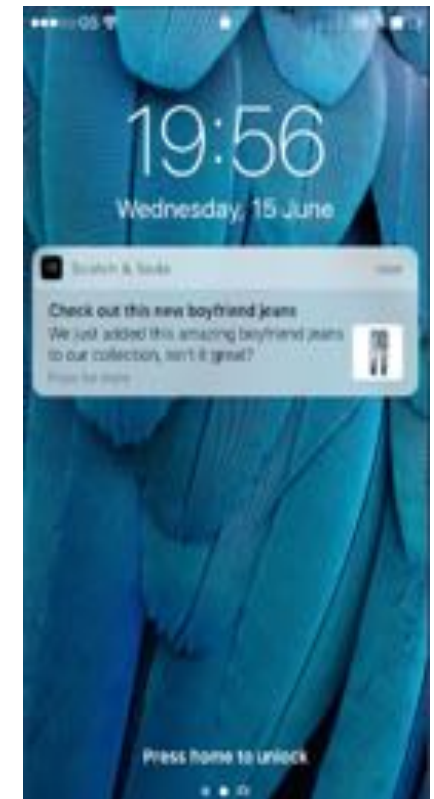
Use the Native Features of Mobile Devices



Stay Agile to Benefit From New Trends



Use Push Notifications Sensibly



Thank You