

NORWAY - PLANET OF BIG MONEY DOWNLOADS

Revenue per download in selected countries (USD)



EAST ASIA - LAND OF THE RISING DOWNLOADS.

Tremendous growth in China and Japan

China: Downloads +298% Revenue +187% Japan:

BIGGEST PRIZE MONEY IN THE US



local revenue from the #1 grossing iPhone app in selected countries. (Indexed values)

Downloads +98% Revenue +88%



France 2.3

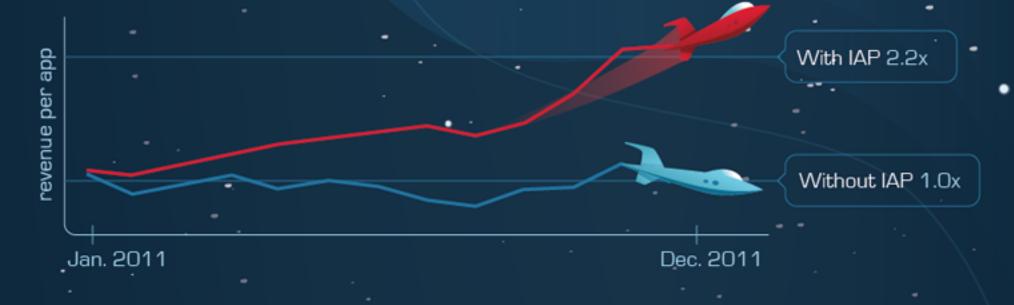




USA 9.8

IN-APP PURCHASE REVENUES ROCKET

Apps with in-app purchases now monetizing at more than double the rate of those without. (Indexed values)



iPad +70%

TAKING FLIGHT - GROWTH RATE OF IPAD DOWNLOADS

Downloads on iPad grew 200% in 2011, while iPhone only grew 70%.

iPad +200%

IPAD - A SIGNIFICANT SLICE OF THE IOS PIE

Revenue from iPad apps contributes to 30% of overall iOS revenue.

iPhone 70% iPad 30%



IPAD - DOUBLE THE DOLLAR SUNSHINE

iPad generates 2.4X revenue per download compared to iPhone (USD)



All data taken from App Annie Intelligence, iOS worldwide for Jan. 2011 to Jan. 2012

To find out more about App Annie Intelligence, visit appannie.com/intelligence

App Annie THE MATH BEHIND THE APP STORES