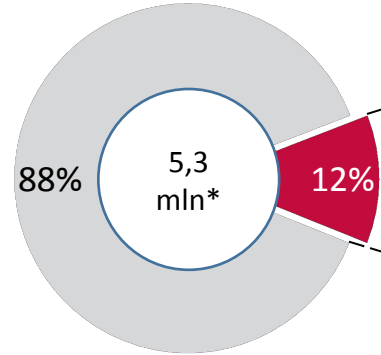
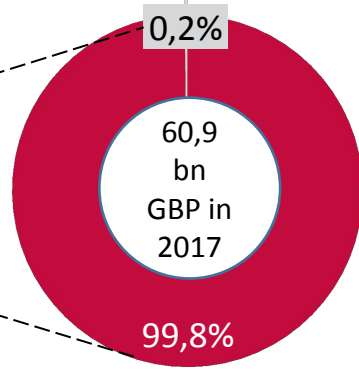


## Target developers are top-earners

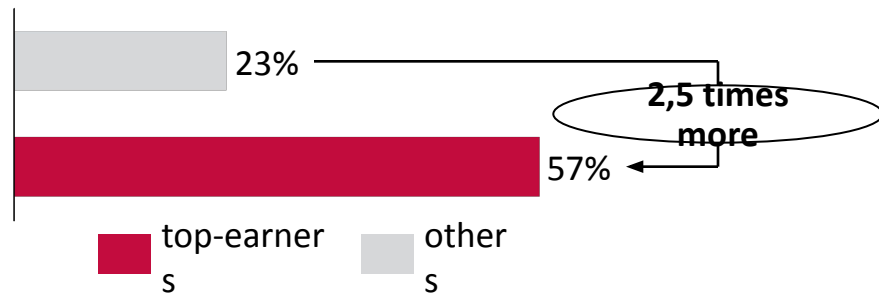
# of apps



Revenue share



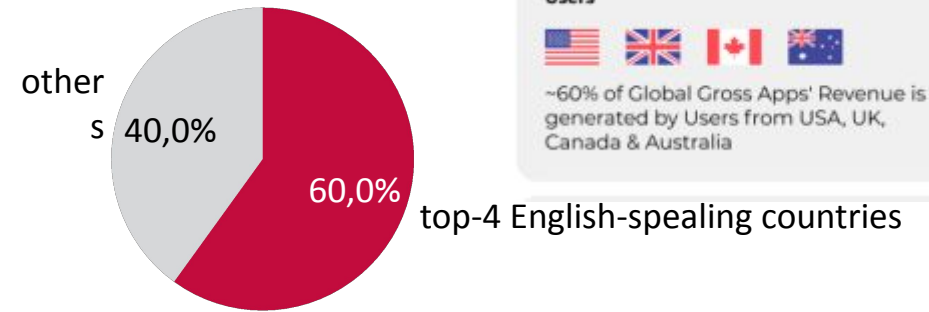
Share of marketing expenditures in revenue, %



About 600,000 apps takes 99,8% of total money  
They spend on marketing about 57% of revenue

\*) AppStore + Android

## Target users are English-speaking countries



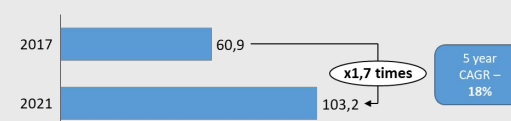
5,6%

Share of Cashback Sales in global e-commerce market

## Conservative estimation of Aprofita's Market Size:

$$60,9 \text{ bn GDP} * 99,8\% * 57\% * 60\% * 5,6\% = 1,164 \text{ bn GDP}$$

Worldwide Gross Consumer Spend for Apps, GBP



In 5 years our market will soar almost 2 times!

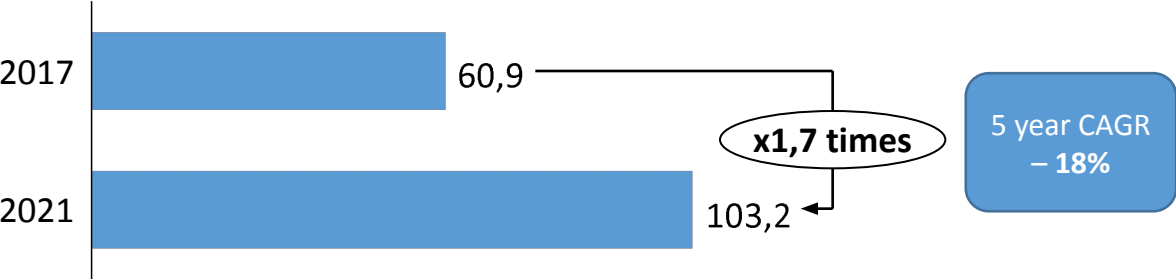
На слайде 8 Financial projections число загрузок выглядит сомнительно. См. ссылку ниже. Я бы поставил 1,8 (как расчетная по США)

<https://www.appannie.com/en/insights/market-data/global-users-install-one-app-per-month>

Непонятно, что означает зеленый и синий график (что revenue и EBITDA, скорее всего, но надо подписать)

- [http://files.appannie.com.s3.amazonaws.com/reports/1706\\_Report\\_App\\_Economy\\_Forecast\\_EN.pdf?mkt\\_tok=eyJpIjoiTlUdWmFpURXdOamszWmpKaylsInQiOiJnWG1QWDVYN1wvZitZRzNvVTlQbmNERFwvK2NwKzFkN1M5VFRlb0Mwb0IxZnUzUlpBcXkwTXhCeHRlbG5aTlhDUFFENU0ydGN2dUVzeFJGQm43YTRGdTRVS21MM3NkTDIKTzhvam8yWXZJRFk4Z0FJOWxoemdMU2kyc3AreWREbGE0In0%3D](http://files.appannie.com.s3.amazonaws.com/reports/1706_Report_App_Economy_Forecast_EN.pdf?mkt_tok=eyJpIjoiTlUdWmFpURXdOamszWmpKaylsInQiOiJnWG1QWDVYN1wvZitZRzNvVTlQbmNERFwvK2NwKzFkN1M5VFRlb0Mwb0IxZnUzUlpBcXkwTXhCeHRlbG5aTlhDUFFENU0ydGN2dUVzeFJGQm43YTRGdTRVS21MM3NkTDIKTzhvam8yWXZJRFk4Z0FJOWxoemdMU2kyc3AreWREbGE0In0%3D)
- <https://www.sellmyapp.com/4-proven-ways-to-increase-your-app-downloads-real-appreneurs-share-how-they-won-big-in-the-app-store/>
- <https://www.apppartner.com/much-spend-app-marketing/>
- <https://e27.co/betting-on-your-app-you-better-have-a-30000-marketing-budget/>
- <https://branch.io/attachment/2017-Mobile-Growth-Handbook.pdf>
- <http://www.cashbackindustryreport.com/report-excerpt.html>
- <http://cashbackindustry.news/whats-2017-state-of-cashback-programs-retail-roi/>

Worldwide Gross Consumer Spend for Apps, GBP



Worldwide Gross Consumer Spend for Apps, USD

