

Insights & Opportunities in the Mobile Age



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A Quick Intro to Flurry, from Yahoo

Mobile analytics and ads platform that sees app activity from over 550,000 apps from 175,000 mobile developers

... An average of 7 apps per device

... Across 1.5 Billion smartphones and tablets worldwide

... That's approximately 1/3 of all app activity

Better together



- Single Flurry SDK for analytics and publishing
- Superior ad targeting to increase relevancy and engagement
- Combined Yahoo web + app data with Flurry app data

Mobile is Personal, Ads Should be Too

YOUR APP SIGNATURE IS MORE DISTINCTIVE THAN YOUR DNA

1M
APPS

In both
App Store &
Google Play

X



20
APPS
Per
person

=

410

X

10⁹³

possible combinations
of apps per platform

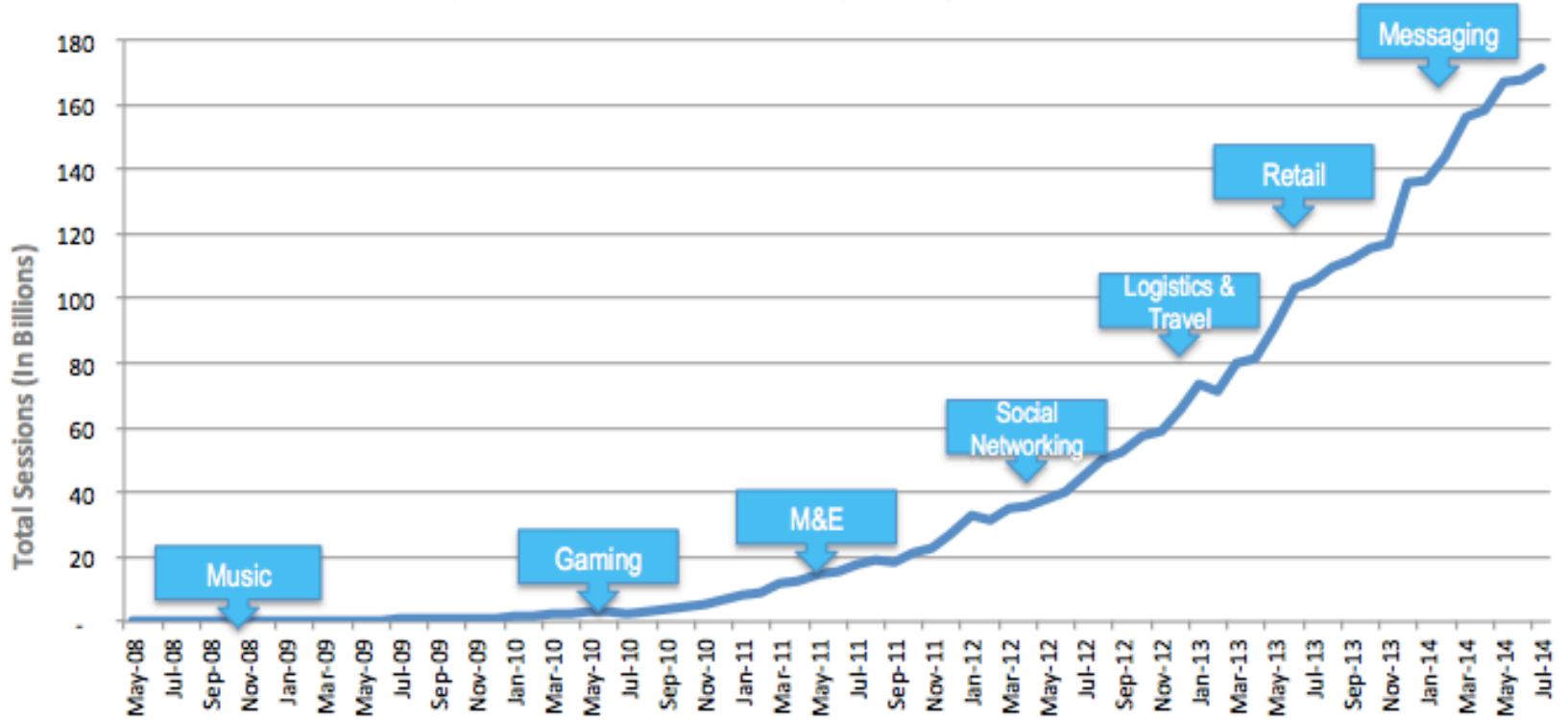
(there are about 8 million possible chromosome combinations)

Mobile Platform for Leading Publishers, Brands, Agencies



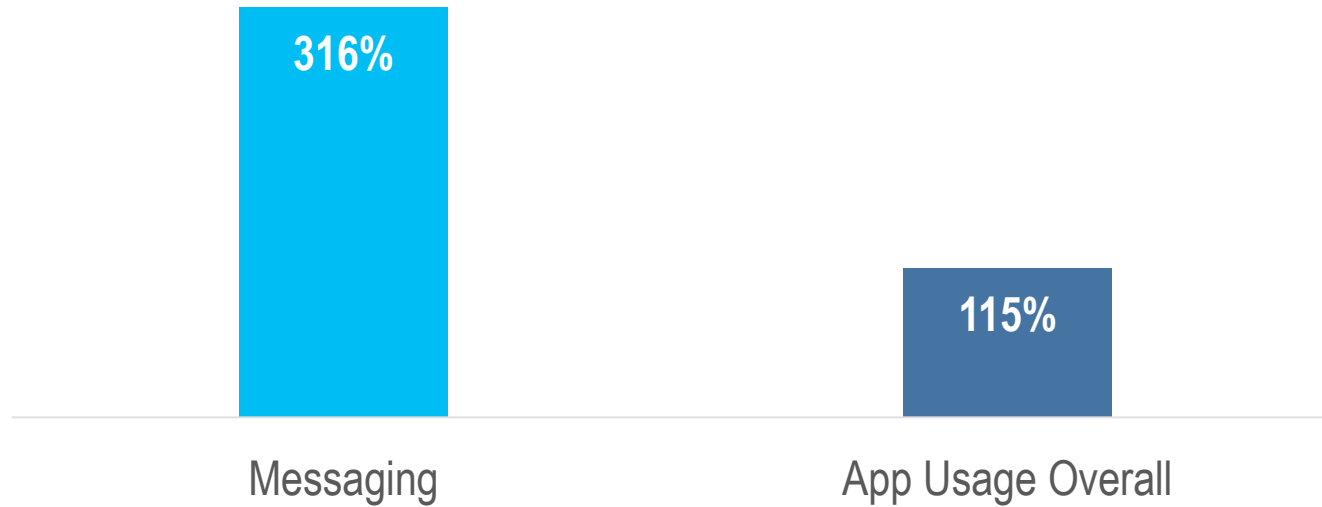
Six Years In: Nothing But Growth

Monthly Sessions Measured by Flurry from 540k+ Apps



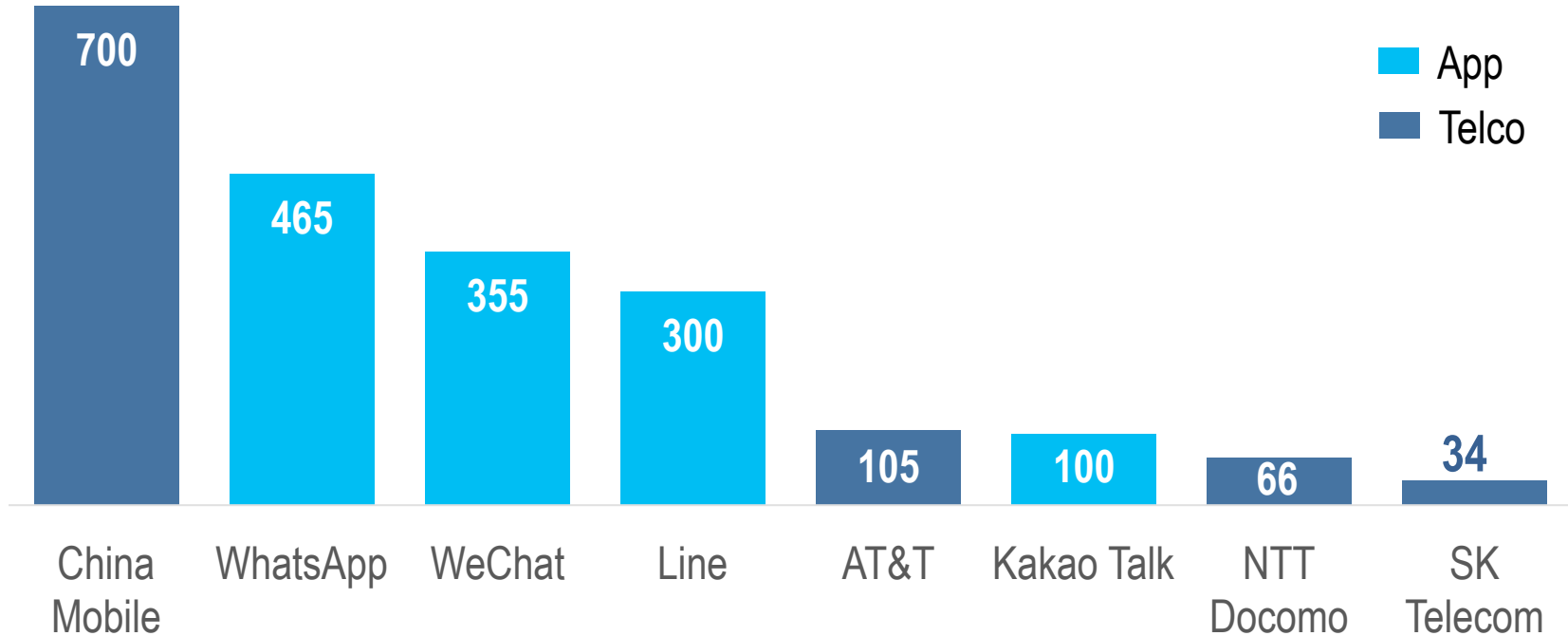
Messaging Apps' Astronomical Growth

2012-2013 Growth Rate



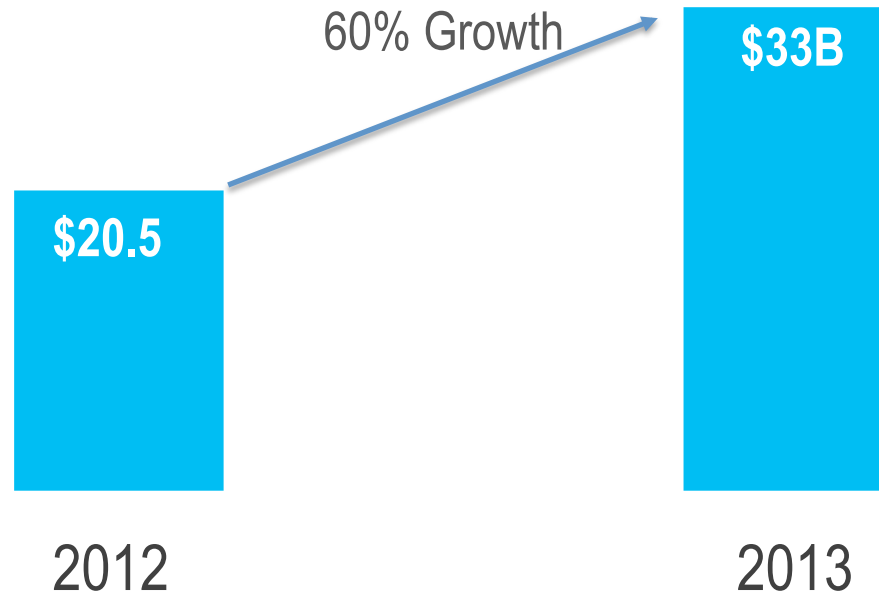
Creating Overnight Telco Companies

Publicly Disclosed Number of Subscribers (in Millions)



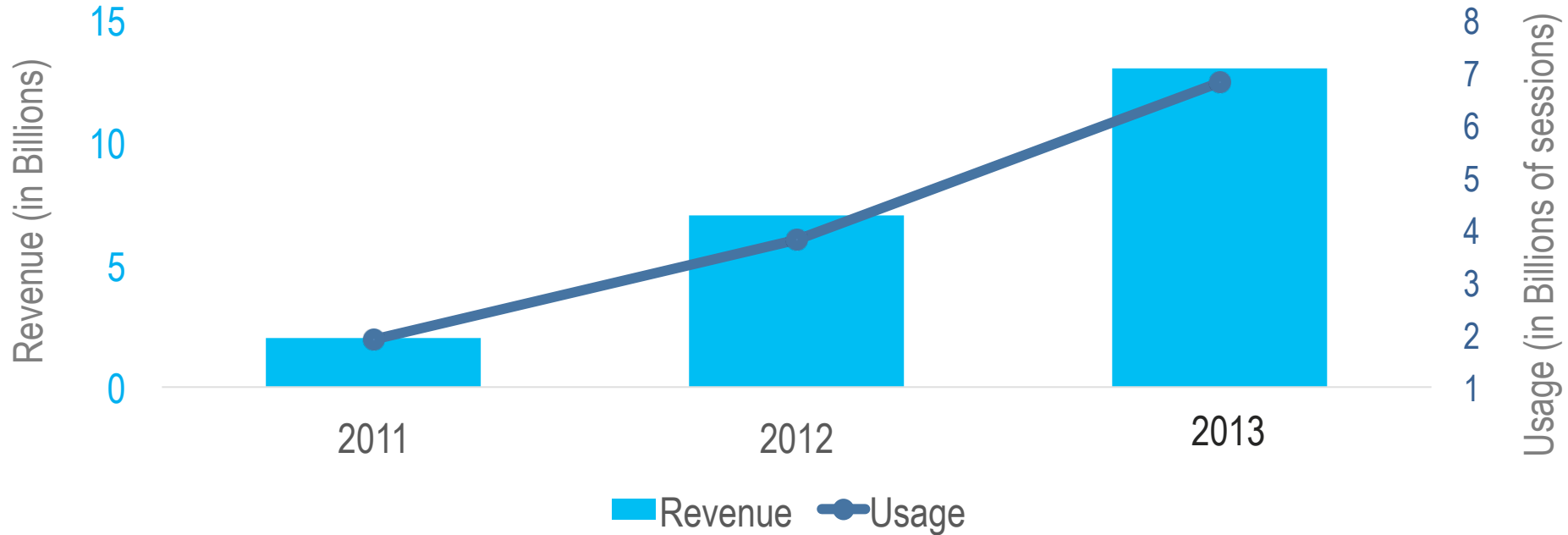
US M-Commerce Growth

US M-Commerce Revenues (in Billions)



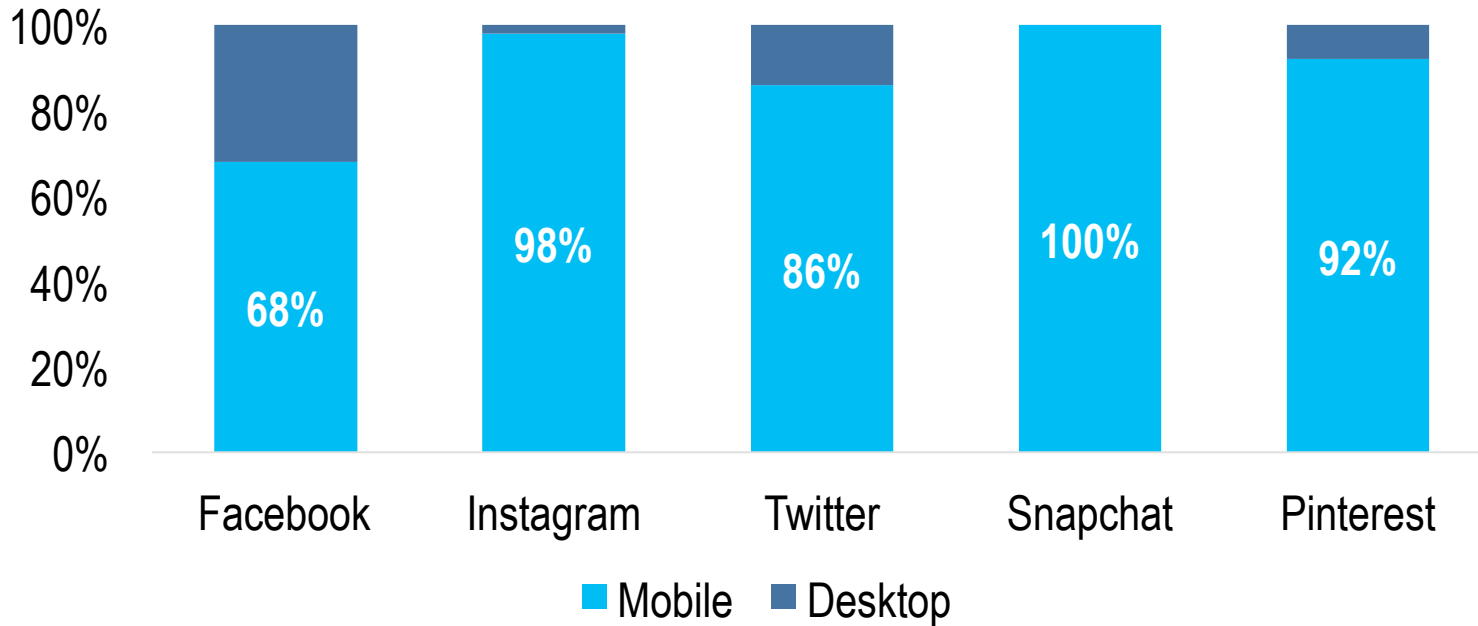
Mobile Travel & Logistics Growth

Mobile Travel Revenues Growing at 168% CAGR



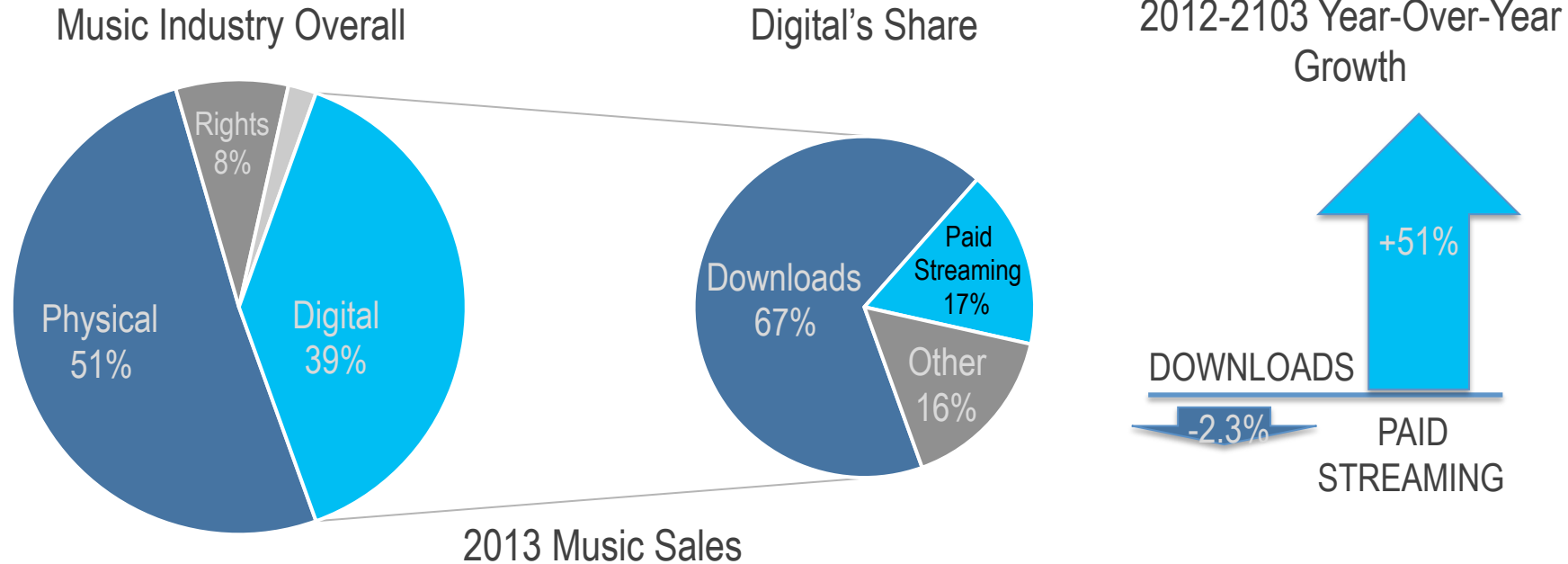
Mobile Has Completely Absorbed Social

Share of Time Spent Per Platform, US Only

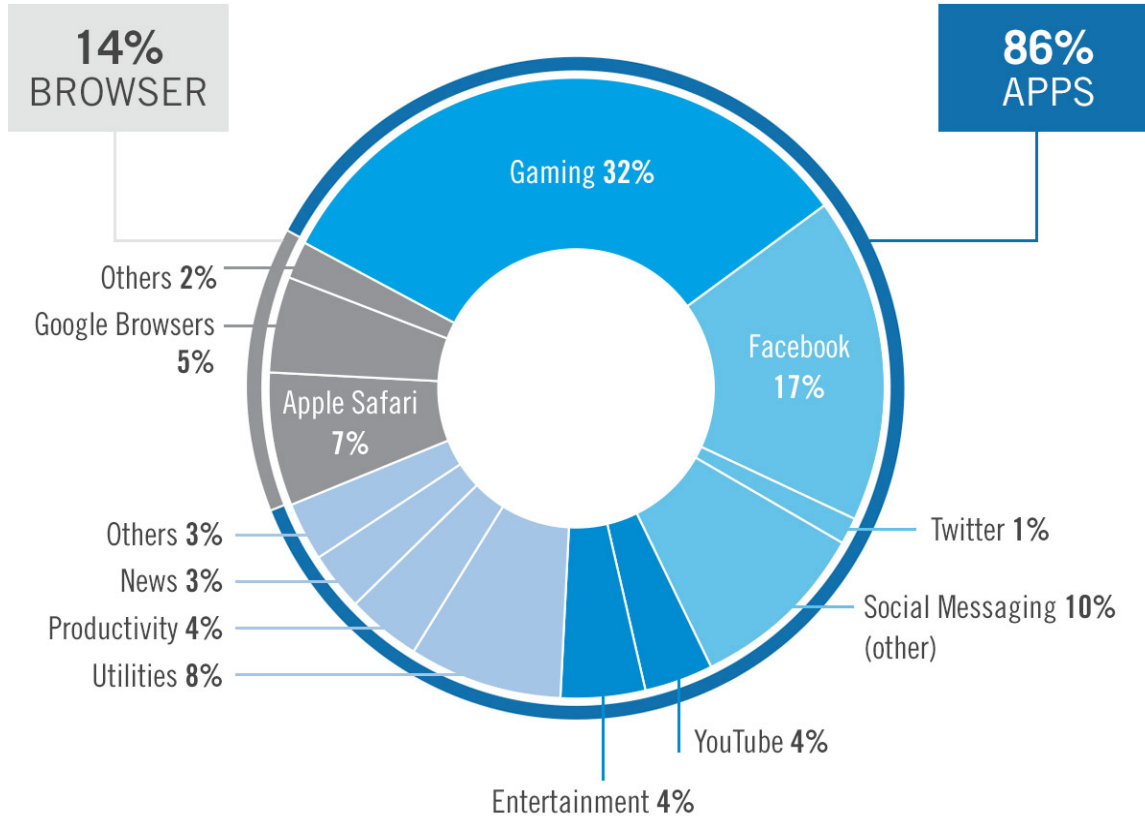


Back to Music: Mobile Disrupting Its Own

Digital's Share of the 15B Music Industry; Mobile Streaming Hits \$1B

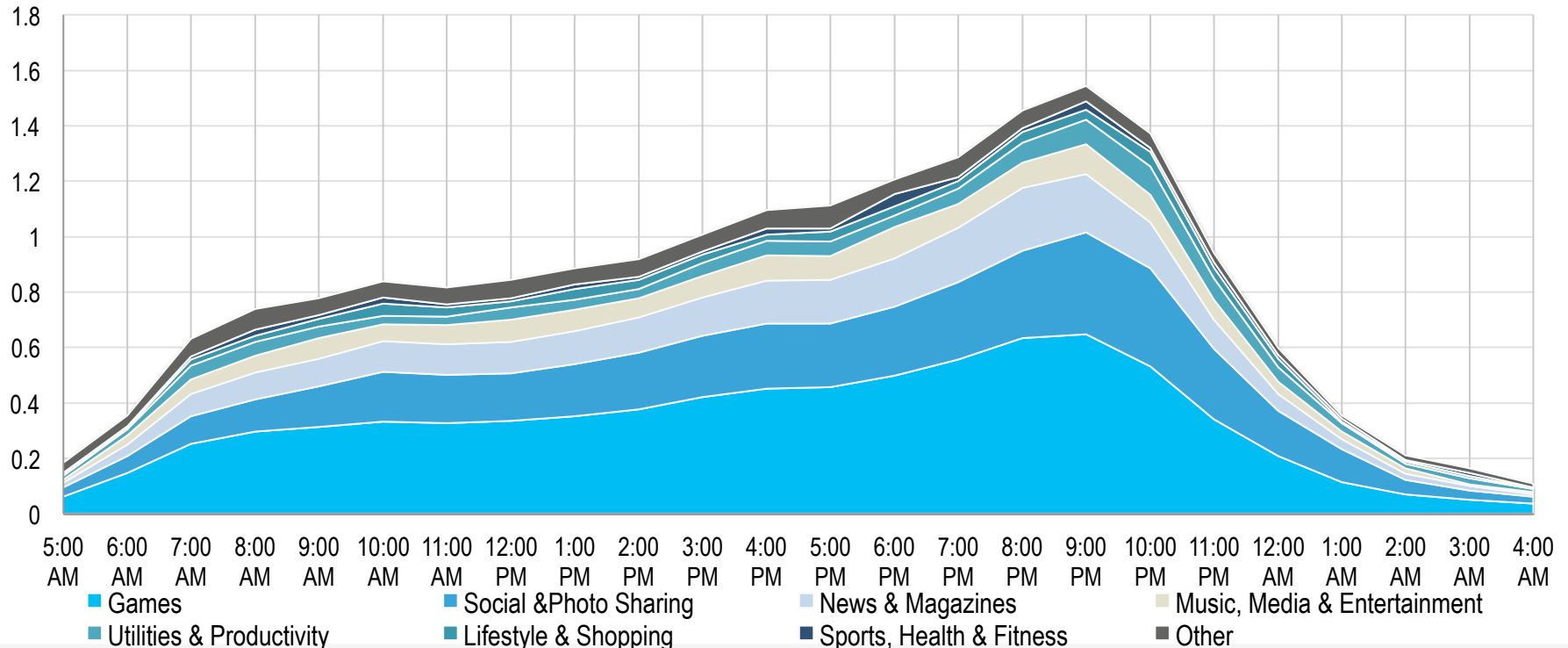


Mobile Now Means Apps



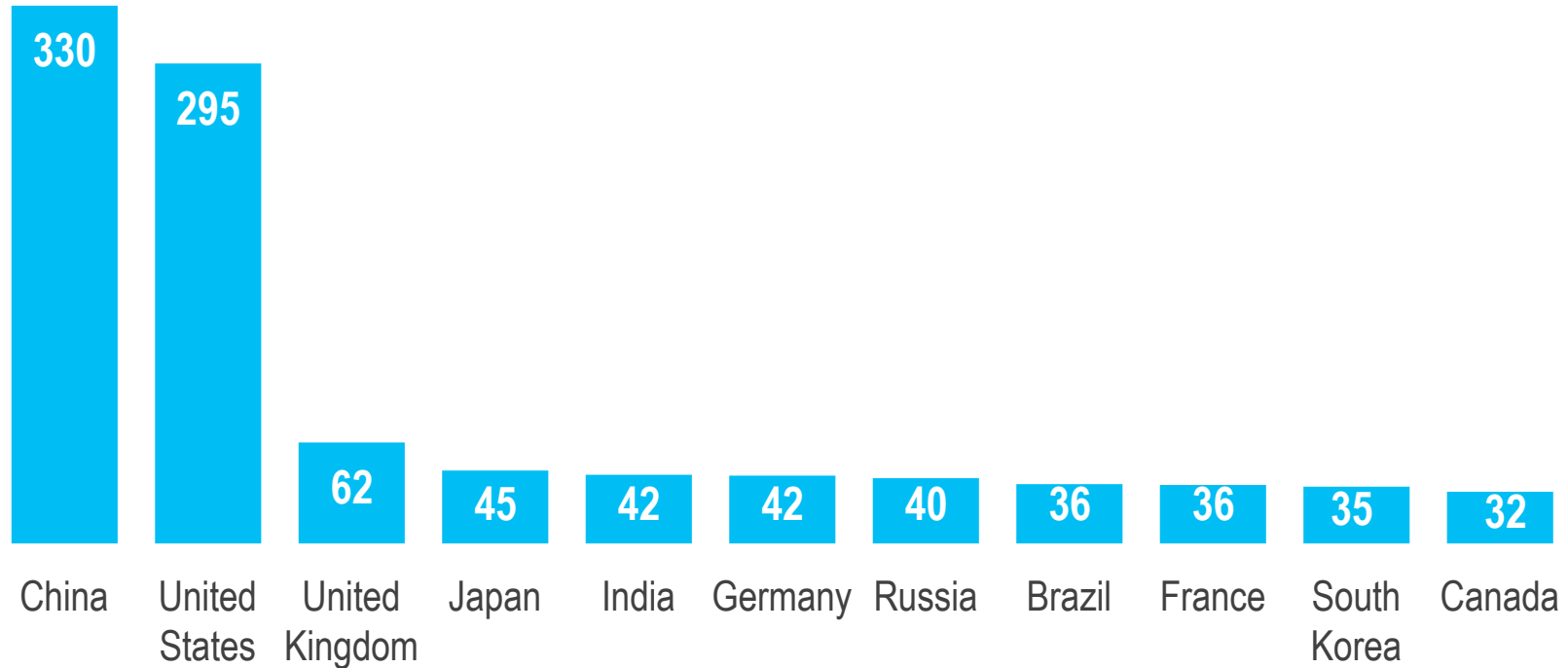
...and a 24/7/365 Activity

Average Times Spent by iOS Devices on Flurry's Network – US only



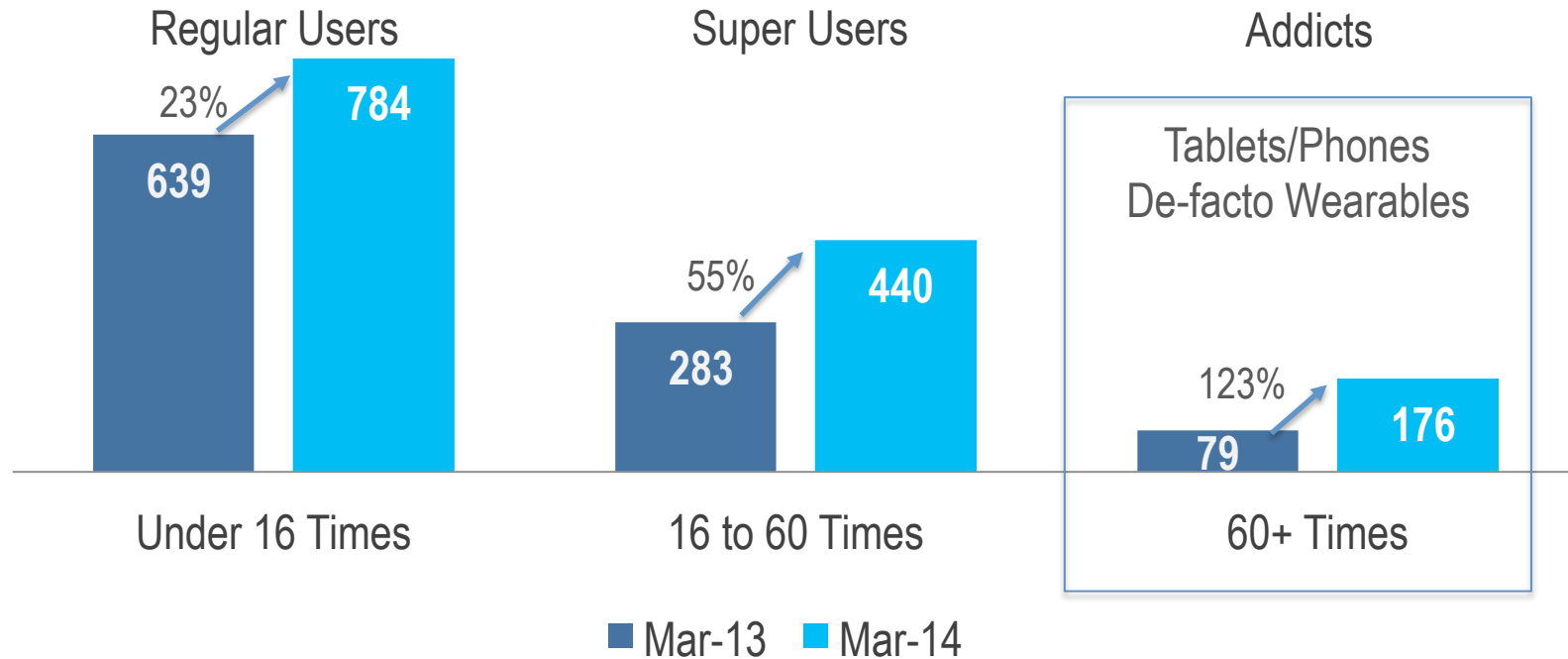
Mobile has Become a Worldwide Activity

Top Ten Countries on the Flurry Platform (Millions)



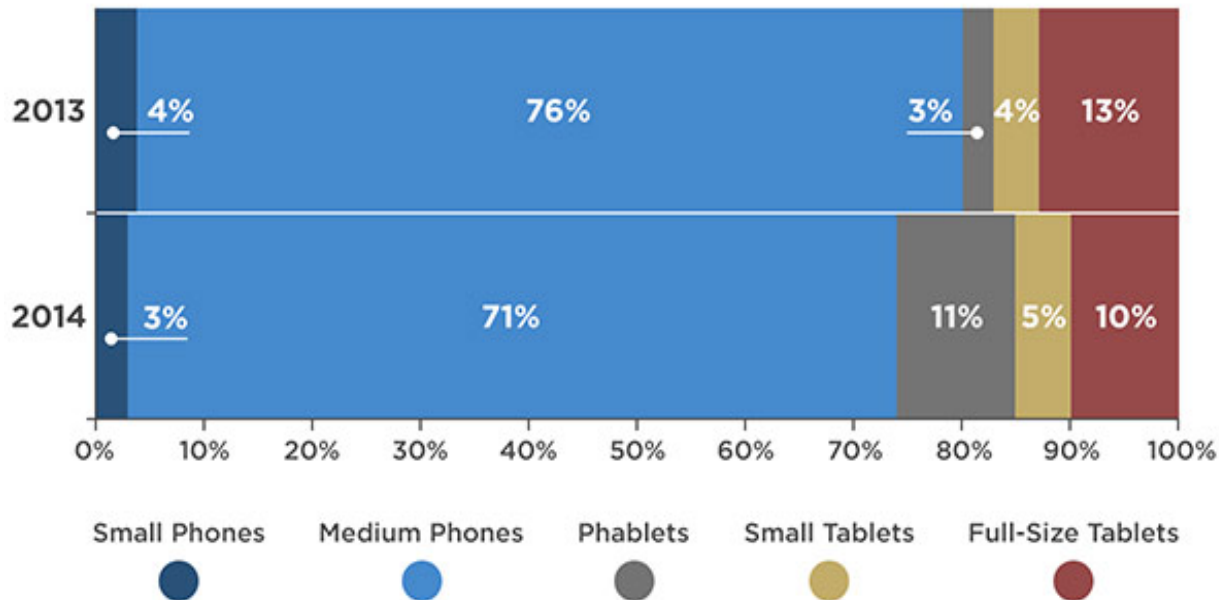
Mobile Has Become Addictive

Worldwide Daily App Usage Distribution (Millions)



Consumers are Demanding Bigger Screens

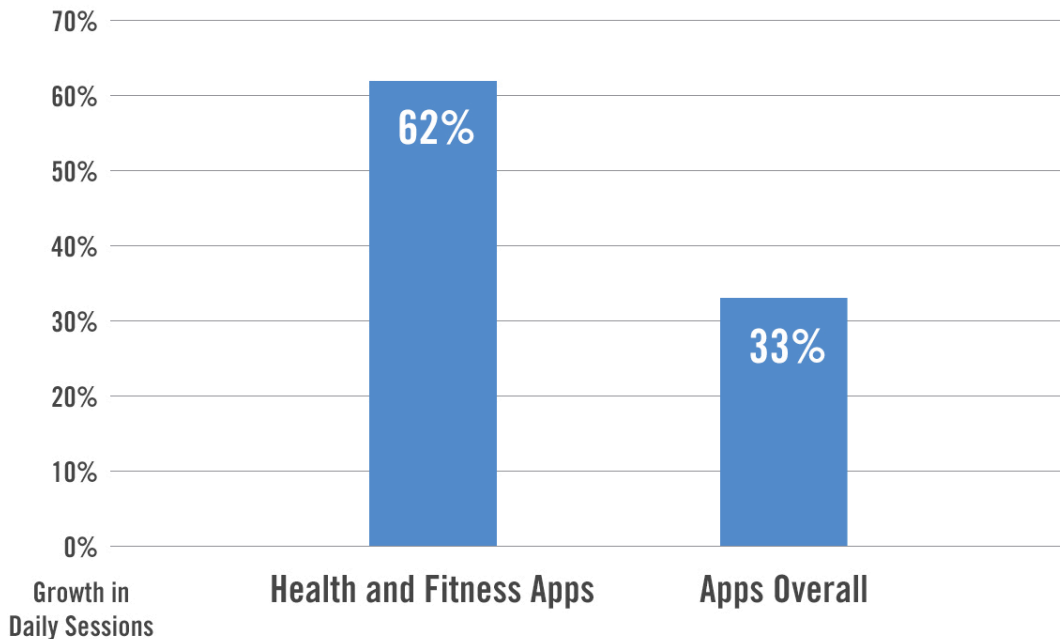
App Sessions by Device Type



Market for Watches Looks Promising...

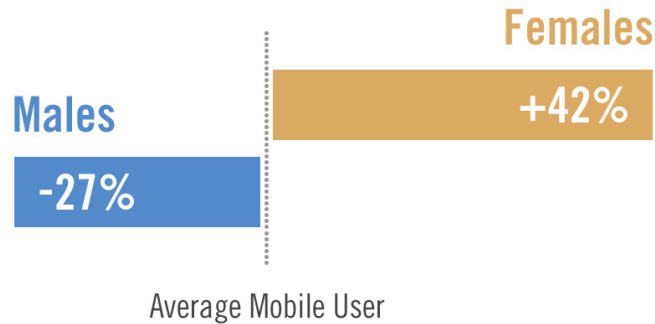
Average Daily App Usage Growth

Dec 2013 - June 2014

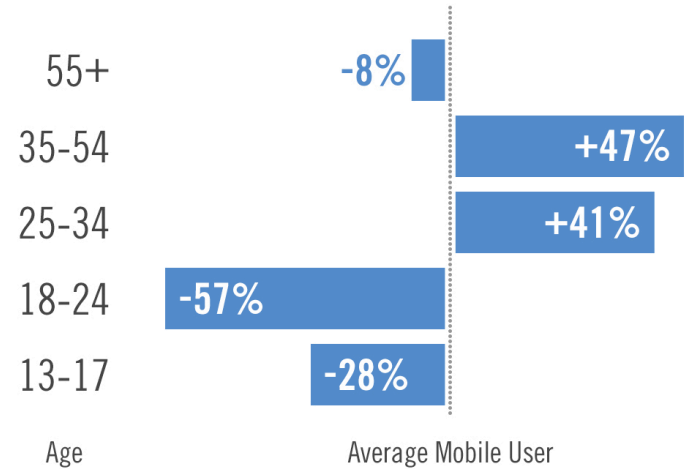


...And Could Reach a Very Desirable Audience

Fitness Fanatics Versus Average Mobile User (Gender)



Fitness Fanatics Versus Average Mobile User (Age)

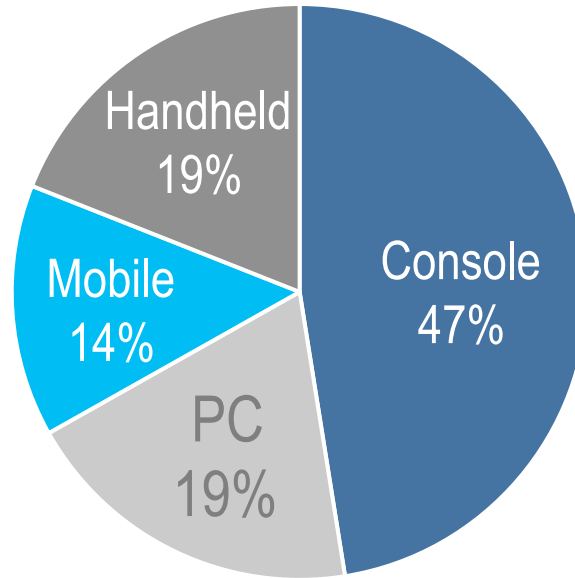


A hand holding a smartphone is shown in a blue-tinted, semi-transparent style. Overlaid on the image is a network diagram consisting of light blue lines connecting various circular nodes, representing a digital or mobile network. The background is a solid, medium blue color.

Mobile Has Achieved
Great Things in the Last
Six Years, And...

Mobile Gaming Is Still Only 14% of Total

Mobile's Share of the 93B Gaming Software Industry in 2013

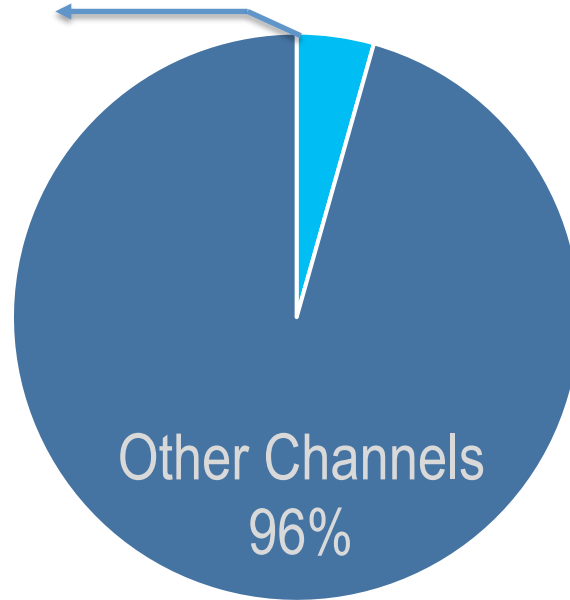


An \$80B
Worldwide
Upside Potential

Mobile Advertising Is Still in its Infancy

Mobile's Share of the \$162B US Advertising Market

Mobile Ads
4%

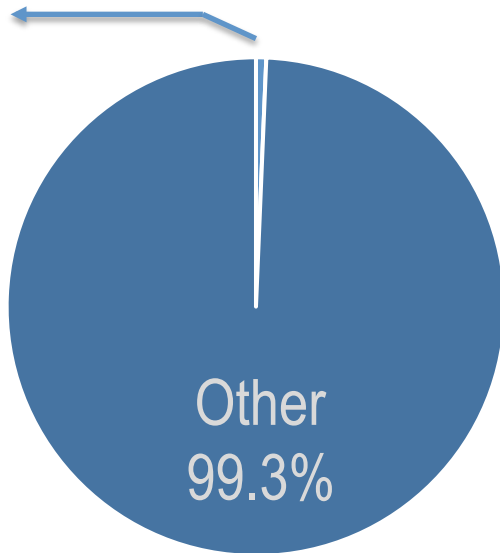


A \$155B US
Upside Potential

North American Mobile Payments Just 0.7% of Total

Mobile's Share of the \$158B North American Payment Market

Mobile Payments
0.7%

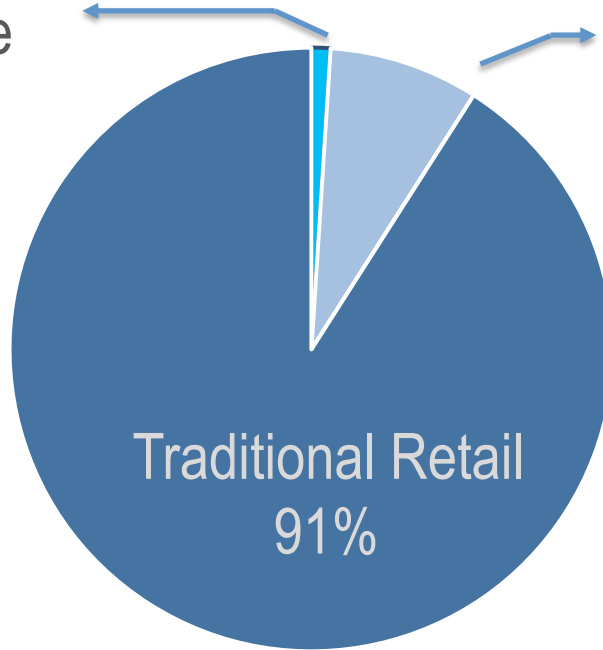


A \$157B North America Upside Potential

Mobile Is Still at 1% of Total US Retail Sales

Mobile's Share of the US \$3.25 Trillion Market

M-Commerce
1%



PC-Commerce
8%

A Trillion USD
US Opportunity

A hand in a blue sleeve points at a tablet screen. The background is a solid blue color with a faint, light blue network pattern of dots and lines overlaid on the image. The text is white and positioned on the left side of the image.

...The Biggest
Opportunities are
Ahead of Us