

**EXHIBIT A**  
**DEFINITION OF DATA FOR RANKED APPS**

This document (the “Definition of Data For Ranked Apps”) provides a clear outline of what specific data points will be included in your web & API access, for “Ranked Apps”. Ranked Apps are defined as any app which has been ranked for at least one day, in any category / country / store. The number of apps outlined below represents the number of apps, which fit the above definition at the time of this agreement. As Apptopia continues to collect data on Ranked Apps, this overall segment will continue to grow in size. As the # of Ranked Apps grows, so will the data set that is available to you. Please note that whenever possible / available we will provide the greatest level of granularity. For instance, most data points below have country, store, and date specific granularity.

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**Number Of Apps Included:**

iOS App Store = 1,063,764  
Google Play Store = 542,823

**Meta Data Included:**

- App Name
- AppID
- Category
- Subcategory
- Description
- File Size
- Price
- App URL
- In-App Purchases (yes or no)
- Total Ratings
- Initial Release date (iOS = back to inception, GP = back to 4/1/2014)
- Date of Last Update
- Version # (per update)
- “What’s New” text (per update)
- App Icon (image file or URL)
- Screenshots (image file or URL)
- Publisher Name
- PublisherID
- Publisher URL
- SDK Name
- SDK ID
- SDK URL
- SDK Function
- CommonID – App Level
- CommonID – Publisher Level

- CommonID – SDK Level

**App Performance Data Included:**

- Overall Rank (as defined by store)
- Category Rank (as defined by store)
- Subcategory Rank (as defined by store)
- Downloads (*estimate*)
- Total Revenue (*estimate*)
- In App Purchase Revenue (*estimate*)
- Advertising Revenue (*estimate*)
- Paid Download Revenue (*estimate*)
- Average Revenue Per User (*estimate*)
- Daily Active Users (*estimate*)
- Monthly Active Users (*estimate*)
- Engagement % (*estimate*)
- Last 24hr Rank Change
- Breakout Likelihood % (*predictive*)
- Top New Release Report - Downloads / Day (*estimate*)
- Top New Release Report - Total Downloads Since Launch (*estimate*)

**Publisher Performance Data Included:**

- Downloads (*estimate*)
- Total Revenue (*estimate*)
- In App Purchase Revenue (*estimate*)
- Advertising Revenue (*estimate*)
- Paid Download Revenue (*estimate*)
- Average Revenue Per User (*estimate*)
- Daily Active Users (*estimate*)
- Monthly Active Users (*estimate*)
- Engagement % (*estimate*)
- Monetization Breakdown % (*estimate*)
- LinkedIn URL
- Web URL
- HQ Country

**SDK Performance Data Included:**

- App Level - SDKs Currently Installed
- App Level - Install Date
- App Level - SDKs Currently Uninstalled
- App Level - Uninstall Date
- App Level - If SDK is Being Used
- App Level - Date Last Seen Being Used
- App Level - List of API Endpoints

- SDK Vendor - Total # of SDK Installs
- SDK Vendor - Total # of SDK Uninstalls
- SDK Vendor - Total Installs Per Category
- SDK Breakout Data (i.e. dynamic install counts on growing SDKs)

**EXHIBIT B**  
**DEFINITION OF TOP COUNTRIES**

This document (the “Definition of Top Countries”) provides a clear outline of exactly which countries will be included in this subscription.

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**Top 54 Countries:**

- Brazil
- United States
- Russian Federation
- France
- Italy
- Mexico
- Spain
- Turkey
- Australia
- Canada
- Germany
- United Kingdom
- Korea
- Austria
- Netherlands
- Thailand
- China
- Switzerland
- United Arab Emirates
- Denmark
- Argentina
- Romania
- Sweden
- Kuwait
- Philippines
- South Africa
- Kenya
- Israel
- Portugal
- Croatia
- Finland
- Japan
- Singapore
- Colombia
- Belgium

- Norway
- Chile
- Ireland
- Egypt
- Greece
- Czech Republic
- Vietnam
- Saudi Arabia
- India
- Hong Kong
- Hungary
- New Zealand
- Indonesia
- Taiwan
- Venezuela
- Poland
- Malaysia
- Ukraine
- Nigeria