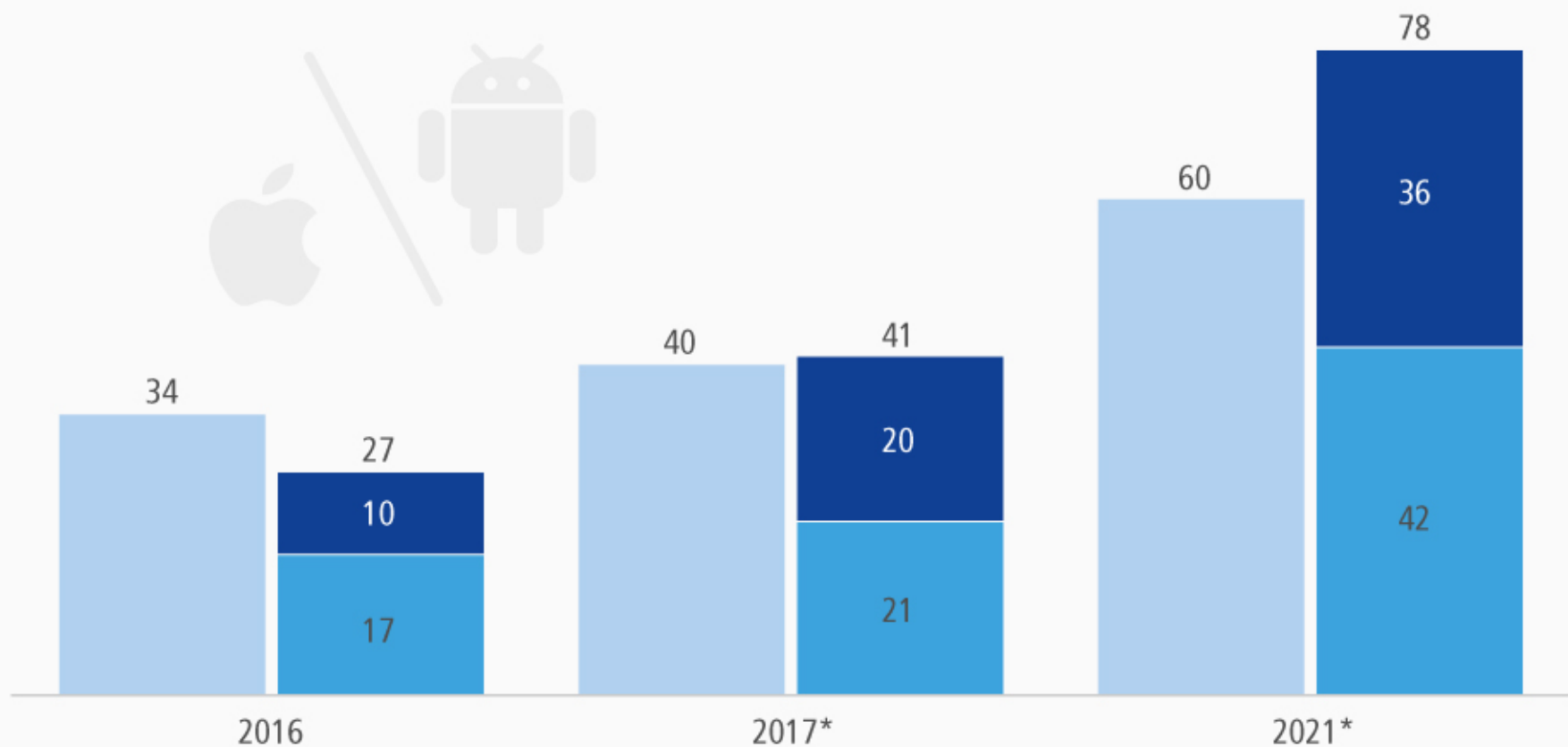


The billion dollar app industry

Worldwide consumer expenditure (gross) on apps (in billion \$)

1&1

■ iOS ■ Google Play ■ Third party Android stores



* Forecast

Source: App Annie