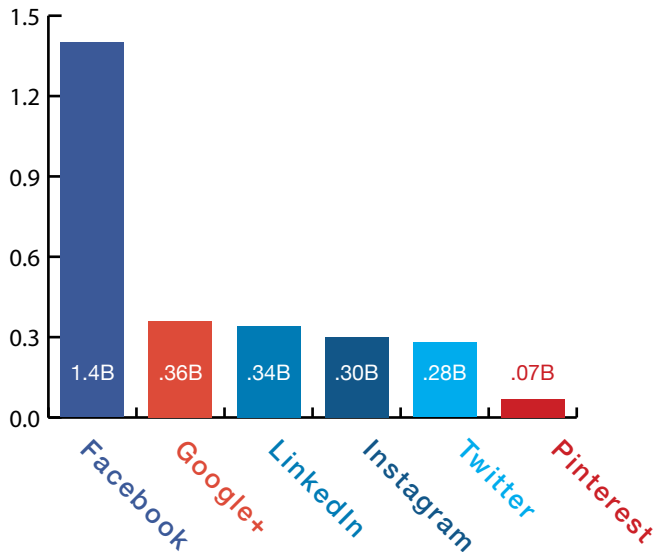


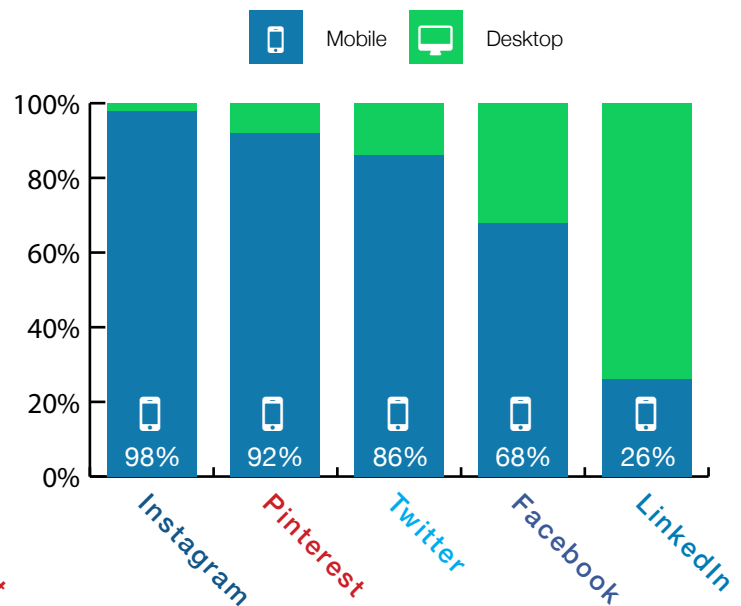
Capturing the Impact of Mobile Business

Connecting with users through mobile apps is very important. The proof is in the numbers-

Social Network User Count (in billions)



Percentage of Mobile Users Per Network



Miscellaneous Facts

25% of Americans use only mobile devices to access the Internet

9/10 of mobile searches lead to action, more than half lead to sales

5x There are 5x as many cellphones in the world as PCs



The average mobile campaign significantly outpaces desktops in ad awareness

\$100B Mobile ad spend will top \$100 billion worldwide by 2016