

TAPPING THE MOBILE APP PIPELINE

1

Mobile is one of the greatest wealth creators in human history.

\$4.3
TRILLION
by 2023

By 2023, the mobile industry is forecast to contribute \$ 4.3 trillion to global GDP

In 2020, mobile-first companies saw 825% higher average IPO valuation

825%
HIGHER
AVERAGE IPO
in 2020

2

Mobile apps, in particular, drive growth and wealth.



GLOBAL APPLE APP STORE USER SPENDING FORECAST TO HIT \$185B BY 2025



25% MORE PUBLISHERS EARNED OVER \$2M / YEAR (2020)



APP REVENUE INCREASED 4.7X BETWEEN 2016 AND 2020



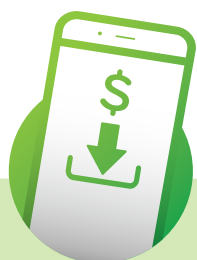
MOBILE AD PLACEMENTS GREW 95% YOY (US, 2020)

3

Varied revenue models abound, powering flexible pathways to profitable growth.



Subscription-based apps earn 2-3x more per user



In-App Subscriptions contribute to 96% of spend in top non-gaming apps



Global in-app purchase market size projected to reach ~\$350B by 2027, CAGR 19.8% (2020 to 2027)



Mobile ad spend forecast to hit ~300M in 2021

4

Mobile mints money.

At Loyal Foundry, we acquire great apps/app portfolios – let's talk!

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Sources: AppAnnie, Liftoff, Sensor Tower, Allied Market Research.

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