

App Annie Acquires Mobidia, Cements Leadership Position in Global Mobile App Usage Market Data

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Company launches general availability of Usage Intelligence in 60 countries to empower publishers with a deeper understanding of the iOS and Android ecosystems

SAN FRANCISCO, May 6, 2015 /PRNewswire/ -- Today [App Annie](#), the largest mobile app intelligence platform, announced the acquisition of [Mobidia](#), a leading mobile measurement company. The acquisition will accelerate the international expansion of App Annie [Usage Intelligence](#), providing the app economy with the largest app usage dataset and the deepest insight into the two billion smartphone users worldwide. Financial terms of the deal were not disclosed. In conjunction with today's news, the company also announced the general availability of Usage Intelligence, following its initial closed [beta release](#) in January, becoming the only mobile usage provider to offer comprehensive data in 60 countries on iOS and Android.

"Today's announcement is a huge testament to our mission of empowering the people changing the world through apps with the best data and intelligence products, as well as the market demand for better usage tracking," said Bertrand Schmitt, CEO of App Annie. "Mobidia is a pioneer in the industry -- offering global mobile app usage data since 2012 -- and by joining App Annie, our clients will benefit from the most comprehensive and granular app usage dataset on the market."

Mobidia's expansive global footprint delivers usage data and insights on hundreds of thousands of apps, making the company a natural complement to App Annie's Usage Intelligence solution. By acquiring Mobidia, App Annie combines the industry's two largest datasets into Usage Intelligence, growing the company's repository of current and historical data across millions of users. As a result, App Annie provides customers with access to more granular, accurate app usage insights.

With the expanded dataset, Usage Intelligence provides customers with a deep understanding of users, which is critical to informing every stage of the app lifecycle -- from product strategy to app performance optimization to partnership decisions. Further, while app publishers have always maintained visibility into user metrics for their own apps, the competitive landscape has been a "black

box." Usage Intelligence gives publishers more expansive access to estimates on mobile app reach, engagement and retention, allowing them to analyze competitor apps, identify investment opportunities and evaluate advertising revenue potential.

As part of the acquisition, Mobidia's team of 30 joins App Annie. Mobidia's Vancouver headquarters will also become App Annie's 12th global office, App Annie Canada, further broadening global support for its clients.

"App Annie shares our vision to help companies make more informed business decisions with the most comprehensive insight into the mobile app industry," said Derek Spratt, CEO of Mobidia. "We're excited to join the team behind the world's No. 1 mobile app intelligence platform and unify our data to offer the best insights on mobile consumer behavior."

This announcement comes on the heels of significant business momentum for App Annie, whose customers generate nearly half of all app store revenue. The five-year-old company closed an oversubscribed [\\$55 million series D round](#) in January this year, and has consistently made investments in the mobile data and analytics space with strategic hires, including [Danielle Levitas](#), former IDC mobile lead, and Paul Stolorz, who heads the company's data science team and whose pedigree includes Google, Netflix and NASA. App Annie also acquired Distimo, a mobile analytics company, in May of 2014.

About App Annie

App Annie is the largest mobile app intelligence platform, providing developers and publishers with a 360-degree view of what they need to know to build, market and invest in their apps. App Annie is used by more than 700,000 apps to track their performance, and over 400,000 mobile app professionals - including 90 percent of the top 100 publishers - rely on App Annie to inform their business decisions, including Electronic Arts, Google, LinkedIn, Line, Microsoft, Nexon, Nestle, Samsung, Tencent, Bandai Namco, Universal Studios and Dow Jones. App Annie is a privately held company headquartered in San Francisco with 12 global offices in cities including Amsterdam, Beijing, London, New York, Seoul and Tokyo. The company has raised \$94 million in funding from e.Ventures, Greycroft Partners, IDG Capital Partners, Institutional Venture Partners and Sequoia Capital. For more information, please visit: www.appannie.com or follow @AppAnnie on Twitter.

About Mobidia Technology Inc.

Mobidia is a pioneer in mobile measurement with the largest global sample of smartphone and tablet users, since 2012. Mobidia provides unique insights into mobile usage trends on hundreds of thousands of mobile applications and mobile networks across the world. Real usage from real users on both cellular and Wi-Fi networks provides a comprehensive and unique understanding of what people do and value in the mobile world.