

THE FUTURE OF RETAIL

YOU · APPI

STORES ARE

CLOSING

AT RECORD PACE

EVERYTHING
MUST
GO

AS MANY AS 2,000 STORES
combined may still need to be
closed from retailers including
JC Penney, Macy's, Gap, Ascena
Retail Group and others.

Retailers including Macy's and
Penney may need to accelerate
their store-closing targets.

Cowen & Co. Research Report, April 2017

STORE
CLOSING
EVERYTHING
UP TO
70%
OFF

Mobile is the New Shopping Assistant

45% of shopping trips include mobile

Facebook IQ study of US internet users, September 2015

45%

Transparency is causing the race to the bottom

Savvy shoppers can now
research prices and find the
best deal which is crushing
retailers margins.



“
Nearly three-fifths
of the retailers now
believe real-time
“DYNAMIC PRICING”
is more effective than
price matching
”

Retail Systems Research, March 2017

Consumers are focusing on purchasing via digital methods, which is the wave of the future



2:25



In 2017, the average US adult will
spend 2 hours, 25 minutes per day
using mobile apps.

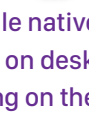
84.9%

Mobile apps will account for 84.9% of
total mobile time spent, with mobile web
browsing making up the remainder.

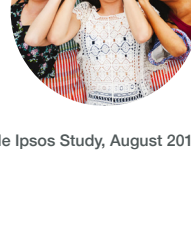
eMarketer, April 2017

19.9%

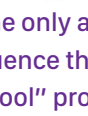
Time spent with mobile apps will
reach 19.9% of average daily total
media time this year.



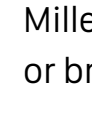
Teens are mobile natives and are moving
from shopping on desktop computers to
shopping on their phones.



Google Ipsos Study, August 2016

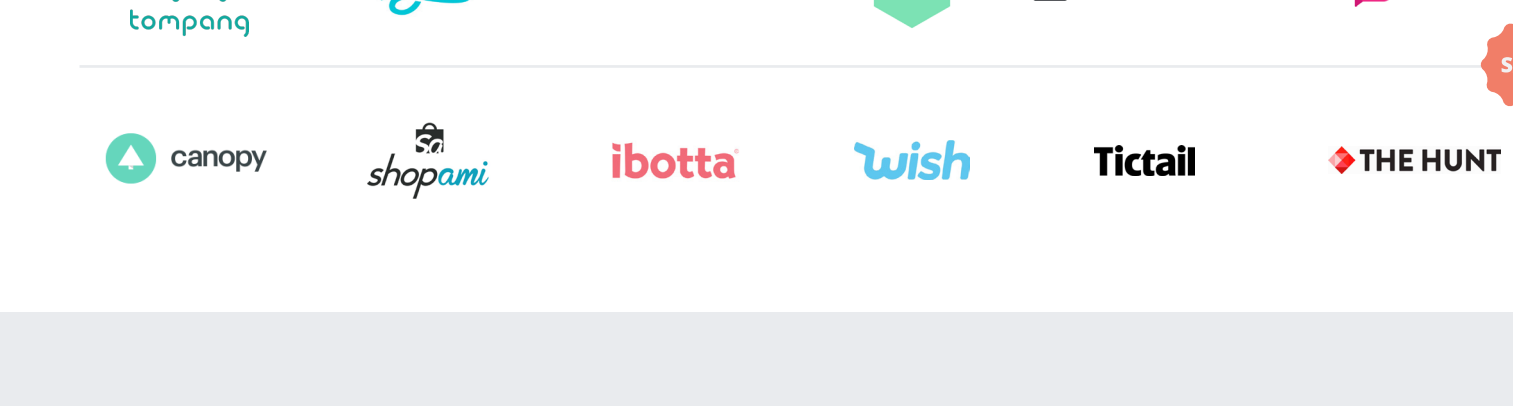


Teens are the only age group that
say ads influence their perception
of “cool” products.



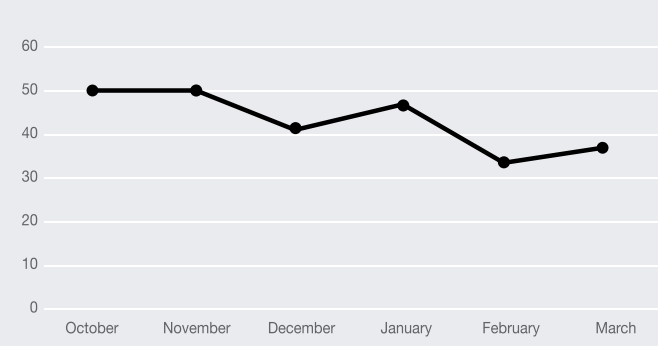
Shopping Deal Apps Exploding

Millennials and GenZ are looking to shop quick, grab an awesome deal,
or browse goods like you navigate Pinterest.

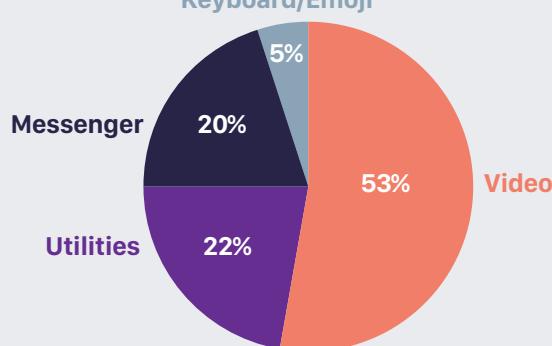


Tophatter Selects YouAppi to Acquire Profitable Users

CPA

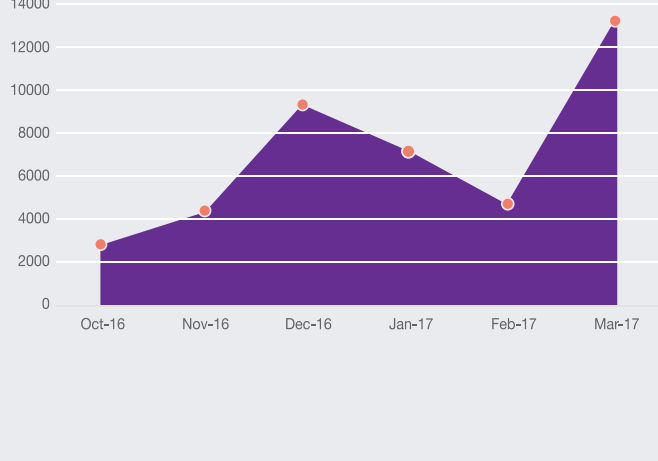


Top 4 Verticals for Paying Users

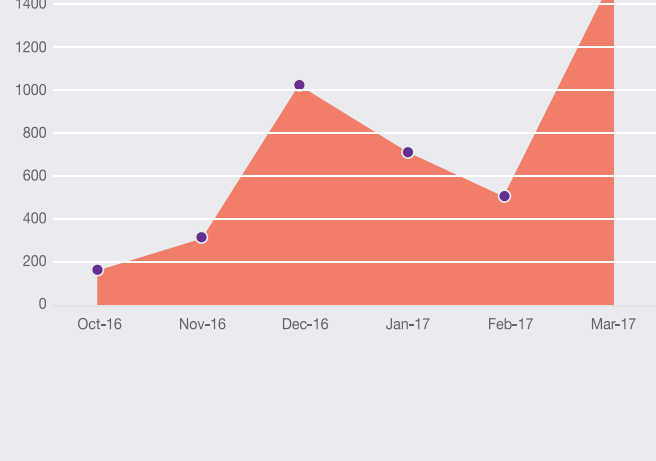


To make user acquisition both precise and cost-effective for Tophatter, YouAppi is able to deliver users according to their Cost for First Purchase KPI, ensuring that Tophatter is acquiring profitable users. YouAppi delivers new users for Tophatter predominantly through Video apps as well as Utility apps, Messenger apps, Keyboard/Emoji apps.

Installs



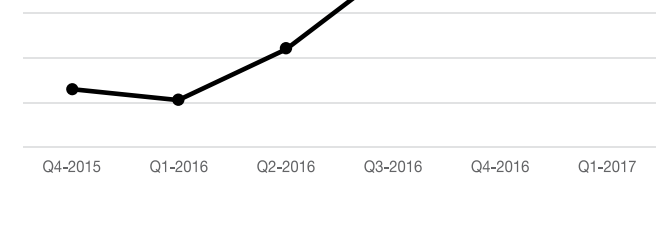
First Payment



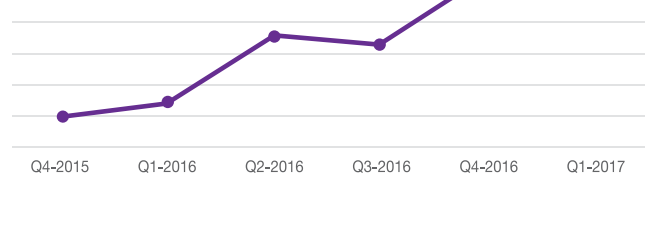
YouAppi, a leading mobile growth marketing platform for premium brands,
today announced a new research showing that retail is going mobile.

The Future of Retail - Shopping Apps

Shopping App Installs: Q4 2015 - Q1 2017
Global



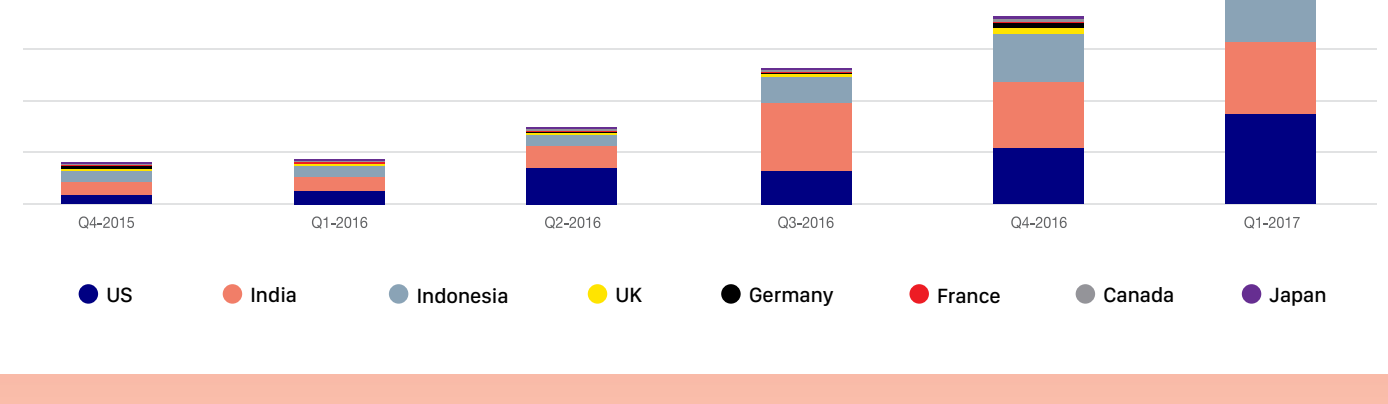
Shopping App Installs: Q4 2015 - Q1 2017
United States



YouAppi is seeing growth in Shopping Apps around the world.

Though commerce usually decreases in Q1 from Q4, Shopping App Installs accelerated in Q1 2017 (vs. Q4 2016) globally as well as in key markets including the US, UK, Germany, France, Canada and Japan.

Shopping App Install Comparison: Q4 2015 - Q1 2017



Mobile Advertising in Retail - Why it works, focus on Video!

\$215 billion

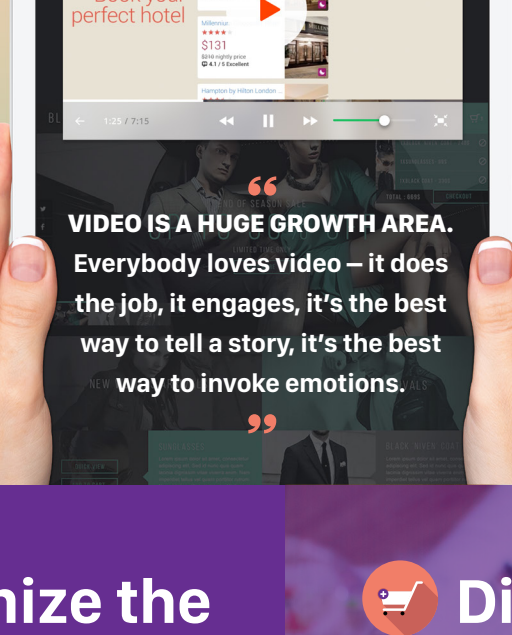
Global mobile ad spend is predicted to increase to \$215bn (£172bn), or 72 percent of the total digital budget, by 2021

Magna Advertising Forecast, December 2016

85%

More than 85% of time spent on mobile is in-app.

eMarketer's September 2016



50%

50% of all online time - mobile and desktop - is spent in-app on smartphones, compared to 32 percent on desktop, in the US.

comScore, July 2016

32%

Tips to Optimize the Retail Experience



In-Store

Integration with Inventory Management Systems



In Store Pickup



1-2 Day Shipping



Digital

Reduce friction in the path to purchase

✓ Functional in-app search

✓ Use one-time password

Make customers' lives more convenient

✓ Make shopping trips quick and easy

✓ Integrate your rewards program

Create a seamless omni-channel customer experiences

✓ Create an omni-channel shopping bag

✓ Consolidate the digital experience

YOU · APPI

is a Growth Marketing Platform for
Mobile Brands, Converting Data into
Profitable Users

youappi.com