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Smartphone vs computer purchases 2000-2016

Operating System Share
All Subscribers And Recent Acquirers

- Other
- Blackberry
- iOS
- Android
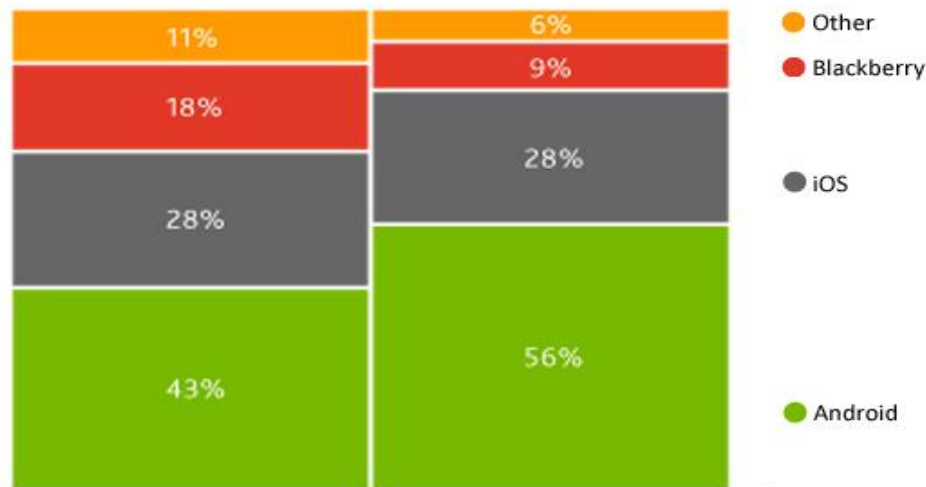
All Smartphone Subscribers — 11%, 18%, 28%, 43%
3 Mo Recent Acquirers — 6%, 9%, 28%, 56%

Source: Nielsen Mobile Insights; Aug 2011; National

World-wide Smartphone Mobile OS Marketshare %

- Android
- iOS
- Symbian
- RIM
- Microsoft
- Bada
- Other OS

market share

Q1 '09 — 2%
Q3 '09 — 3%
Q1 '10 — 10%
Q3 '10 — 26%
Q1 '11 — 36%
Q3 '11 — 57%
Q1 '12 — 59%
Q3 '12 — 75%

ANDROID

shipments

Q1 '09 — 597,125
Q3 '09 — 1.4M
Q1 '10 — 5.6M
Q3 '10 — 21.2M
Q1 '11 — 36.7M
Q3 '11 — 70.9M
Q1 '12 — 89.9M
Q3 '12 — 136M

Graphic by IDG News Service; source: IDC
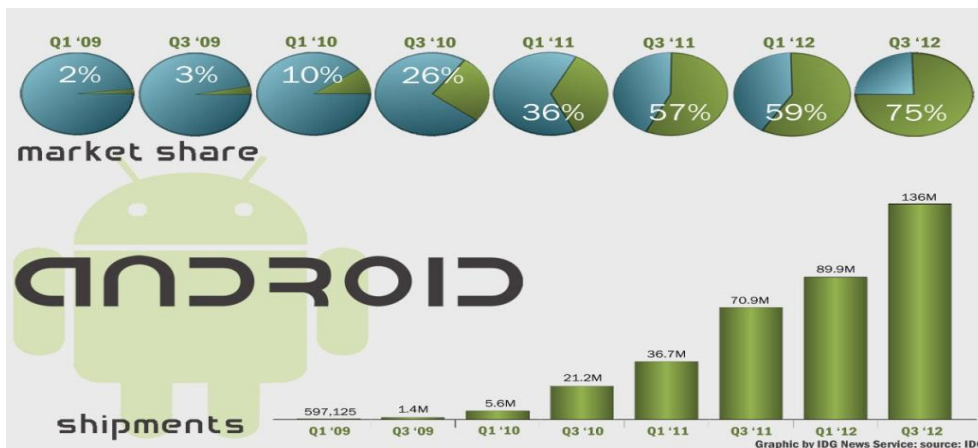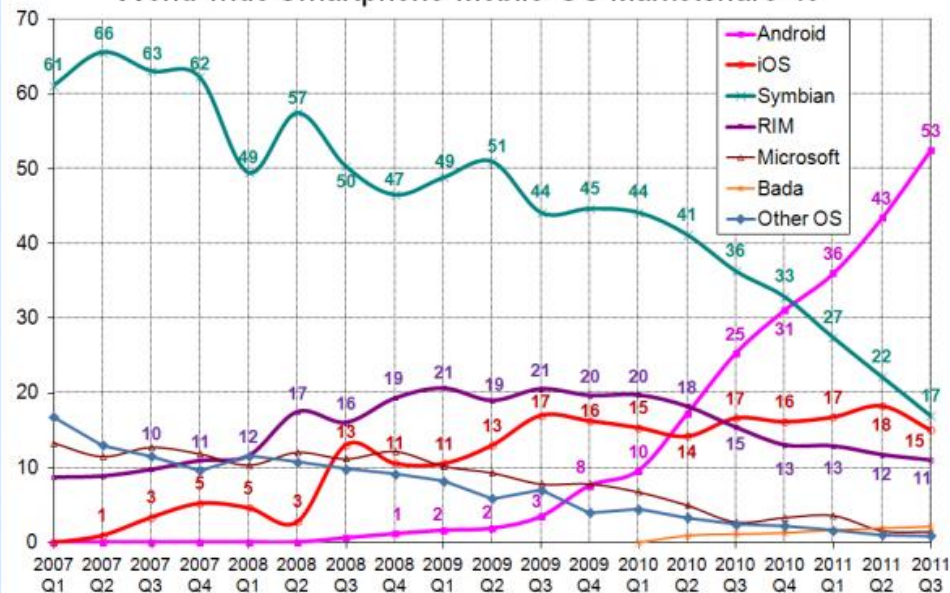
Smartphone market share 2012

- Android 56%
- Apple 23%
- Blackberry 7%
- Windows Phone 7 2%
- Other 12%
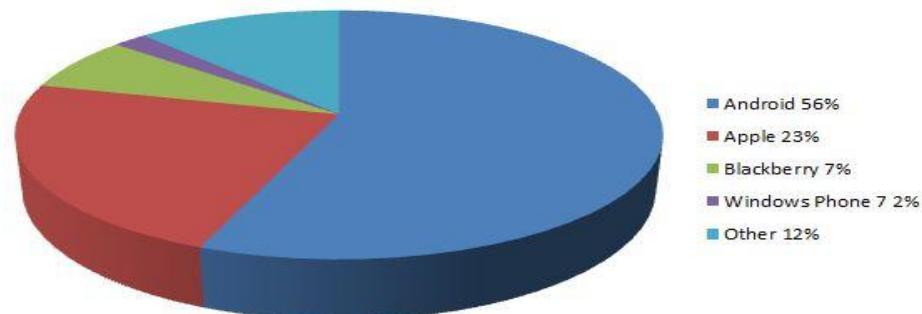
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Why Apps4Business…

- We make your business mobile. Its easy & painless!
- Apps4Business has over 500 apps live (in more than 110 languages)
- We help you bring in new business ideas and increase quantity of repeat customers
- Full management and servicing from beginning to end
- Apps4Business are mobile marketing experts with great prices! We promote your app in I-store & Google. **Our Apps will work on over 3200 devices. Android, I-phone 1-6 & I-pad.**

We're the best…

- *Prices include design, consultation, creation, compression & uploading from $1000-$9000*
- Monthly service/hosting/messaging charges start at $50 per month
- Unlimited push/geo-push messages. SAVE $1000'S ON SMS COSTS!
- Unlimited uploads
- Apps take 10 days – 1 month to finish
- Professional design & fluid programming
- Other developers charge 5x our price for the same thing

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Geo-Push Messaging

Apps4Business is delighted to introduce our exclusive new FREE GPM service!
Only available through Apps4Business

- Send messages to Apple devices only and/or Android devices
- Schedule messages (by time) up to 6 months before
- Choose the radius of the push-messaging i.e. 10km, 175km, National/International/ALL from any chosen point on our world map
- Create Apple user direct promotions e.g. "Apple App users, 20% discount on merchandise TODAY ONLY"
- Link the message to an app tab, webpage, template or social media gallery for easy click-through. Our counters will help you measure your direct response message R.O.I.
- Over 97% of Push Messages are viewed compared with less than 1% of emails
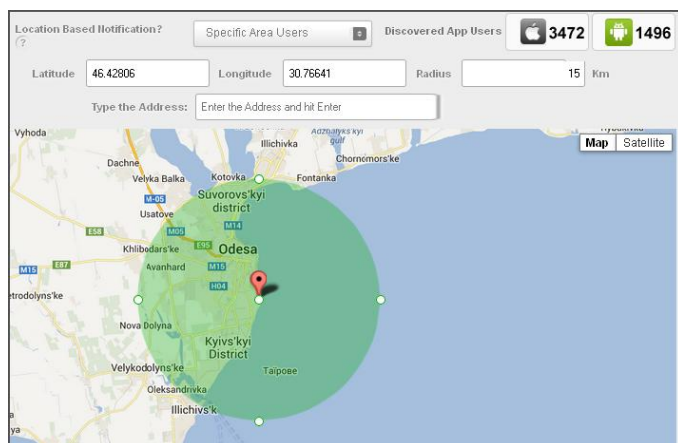
Push Message Notifications

Push messaging was introduced to replace SMS to Smartphones
They're shown as a notification with an icon in the phones inbox
Push messages are FREE!
Reach your clients instantly with new products, special offers & news
Stop spending money when you send messages to your clients
Create specific PM offers

Our clients (clubs, bars & restaurants) have already saved $1000's & INCREASED customer spend & loyalty
We can send push messages for you as part of your monthly fee

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GPS instructions

- Let new & existing clients know where you are, how to get to you by foot/driving/train etc
- Clients see your location from anywhere in the world
- Show points of interest near your business, e.g. ATM's, Petrol stations, hotels etc.
- Show clients the location of your other shops/bars/cafes. *" I never knew you had 3 cafes! I saw one near my work so I'll go there now at lunchtime!@ Mick VanDer Hausen, App User (UK)*
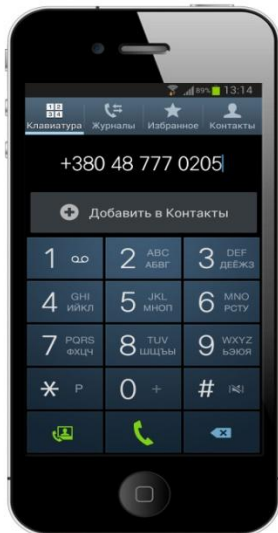
One-touch calling / email / website / booking form

- From inside your app clients will be able to contact you live
- Let clients contact you via the phone to ask questions or book a table (*you can't do that from a computer*!)
- Let your clients choose their method of communication with you
- Clients can email you, check your website (or specific page) and even be connected to an on line contact/booking/further information form

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DJ, Musician, radio station & Band Apps

Playlists
- Show and sell your latest music in I-tunes globally

Podcasts
- Link to sound cloud or other podcast pages. Upload your own podcasts so your App users have exclusive access

Live Radio / live mixes
- Our live radio feature can play live internet radio

News/Events
- Push-messages and events tabs increase your customers awareness & keep them interested

Concerts
- Send news & offers about concerts and tickets

Tickets
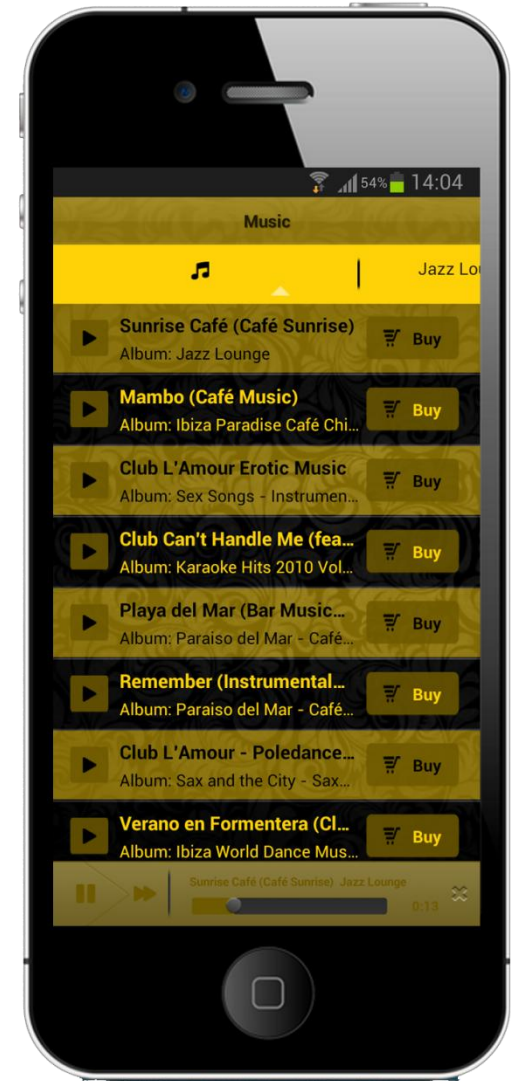- Sell tickets through your App

Merchandising
- Sell merchandise through your App (even whilst you're asleep!)

Social Media / Video
- Connect with your social media channels, audio, video, You-tube & much, much more!

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Build your App community

Social Media is taking over the world!
- With our comments tab clients can join your App community
- They can communicate with each other and help to build confidence in your brand. A happy customer is the best form of advertising
- Customers login with FB/Twitter and leave good comments, feedback etc about their time in your cafe/bar/club/shop...

ALL COMMENTS/PHOTOS ARE MODERATED

Send us a Photo!

Enable customers to send in photos. This keeps customers interested!
- Best photo of the month wins X
- Send us a photo of your party
- Show us how you use our product
- Photos are moderated and shown in a single/multiple gallery tab or we can send you the photos & link the gallery to your social media gallery webpage
- Form is received as email and generates a "thank you" reply email
- Collect all your clients email addresses

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Bespoke forms

Create a sexy, easy to use form in your app. Information IS POWER!

- Join our mailing list / book a room / make a reservation / order merchandise
- Link to your online shopping platform / PayPal
- Prize draws and competitions have proven to be very successful (combined with the Geo Push Messaging)
- Form is received as email and generates a thank you reply email

Loyalty systems : GPS coupon / QR coupon / coded

Loyalty systems are now being used around the world to increase customer spend & repeat business.

- GPS check in enables your client to check-in and build points when AT your location. GPS must be enabled. (Time before next check in is set by you)
- QR loyalty means your customer needs to scan a code presented to them with their bill (following payment) or perhaps as a sign on the wall
- Code loyalty enables multiple discount & loyalty systems. When the bill has been paid the Manager will type in a code to show the client has spent x or purchased x. When the number reaches 5, they can have a free coffee/discount/prize…

Tell your friends about this App!

- Encourage your App users to tell their friends, family and social community about your app
- Our clients have seen 12%-15% of their App users telling other people who then download the App just to get the offer (Statistics are available on request)
- Let other people advertise your app & spread it globally using FB or Twitter
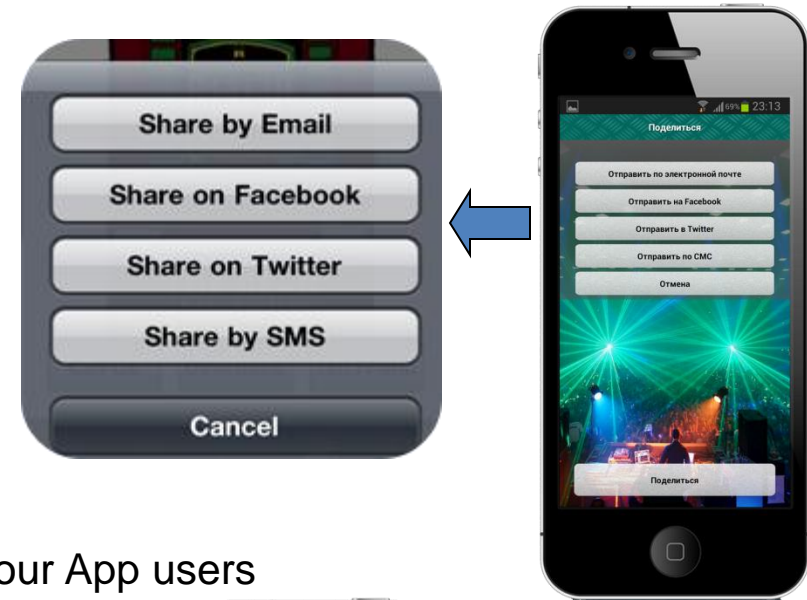
Social Media Channels. Users love this!

- Put all your social media channels within easy reach of your App users
- One tab can give fast access to the channel of their choice
- Includes Instagram, You-Tube, and all the usual suspects!
- Up to 15 social media channels in 1 tab

Update in real-time

Websites now show your business in a different way, sometimes images can be small and text unreadable
- Show your products/menu/events/photos in full screen hi-res
- Full screen size for all devices (inc iOS7)
- Flexible design and options

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Many other great functions available through Apps4Business

1. Location & GPS navigation
2. One-touch calling / email/website
3. Menu / product showcase
4. Gallery / Multi-gallery options
5. Comments & in-app community
6. Send photo
7. Share App
8. Message history
9. Loyalty programs
10. Points of interest & GPS
11. Events lists & calendar sync
12. You-tube channel
13. QR loyalty program
14. Bespoke forms
15. Competitions
16. Blog / RSS feed
17. Playlist

18. On-line payment systems
19. Notepad
20. Voice to email
21. Mailing list – auto responders
22. PDF display & downloads
23. Tip calculator
24. Multiple social networks
25. Webcam (ask for details)
26. Games
27. Podcasts
28. Live radio
29. Multi-website
30. Multiple locations tab
31. Hunt the QR code

All apps will have the option to add additional features as they become available!

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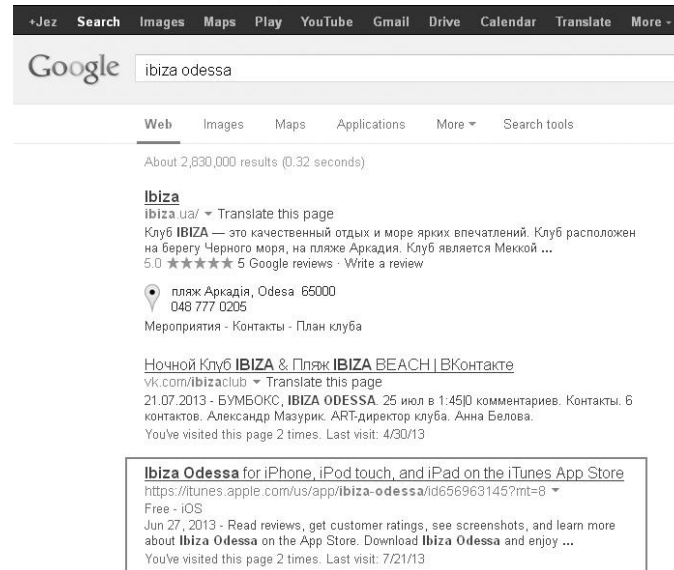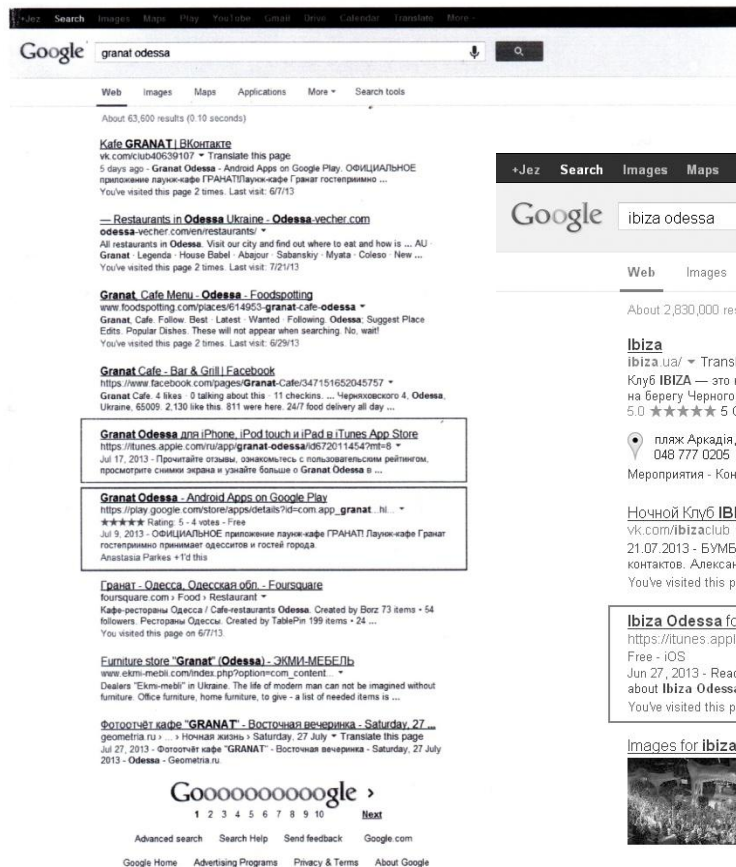
Page 1 of Google

- Our applications get your business & brand ranked higher and quicker on Google & other global/local search engines

- Some of our clients do not even have a website so it gives them a FAST web-presence

- The more listings you have on the 1st page of Google the better!

- We use special iOS7 keyword coding to build *your* target keywords into your app, its design and in its shop

- We are experts in Apple I-store SEO, Google SEO & html5

- These two examples show that after *only* 2 weeks the app advert is 4th & 5th on Goggles 1st page search. This is very good for new businesses!

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Promoting your App

We will advise you on how to promote your app, but we will also use our power to get your Apps downloaded by promoting it in several ways

• We supply printable & digital QR codes to enable easy downloads, e.g. menu/facebook etc

• We promote your app and use Apple keyword programming in all our apps

• Monthly analysis and statistics are provided to all clients. Measure how many times clients press specific buttons, test & edit. Country, time, date, device type, browser & push messaging

Contact us for a chat or a quote!
(UK) +44 1273 782722 / (UKR) +38 063 535 2222
www.Apps.od.ua   E: Apps@Apps.od.ua.   Skype: Jez-888

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Tacolicious CASE STUDY

Local San Franciscan taqueria Tacolicious, a progressive eatery infusing fresh ingredients with a fresh approach has gained a reputation for quality food and fantastic atmosphere. Tacolicious has teamed up with Bizness Apps, the easiest way for businesses to create a mobile application, extending its marketing effort to reach the exploding mobile market.

Since the release of the Tacolicious app, Tacolicious experienced a rapid growth in its customer base, reporting a tremendous response to its new Tacolicious App. 62% increase in mobile phone orders through the app, new customers through mobile friend recommend and an overflowing full bar response from its Mobile Margarita Monday happy hour push notifications.

Android | iPhone | HTML5

Instant coupons bring in customers
= Coupon a day

Instant push notifications
= Instant customers

Instant location
= Tacos at your fingertips
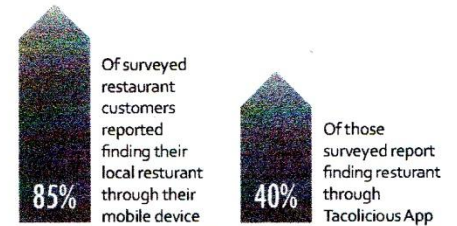
APP FEATURES

| One Touch Calling | GPS Coupons | GPS Directions |
| Event Listings | Open Table | Business Info |

IMPACT ON BUSINESS

28% Increase in new customers through mobile network friend recommend

30% Of all reservations are made through Tacolicious App

INSTANT RESPONSE

85% Of surveyed restaurant customers reported finding their local resturant through their mobile device

40% Of those surveyed report finding resturant through Tacolicious App

REPEAT RESPONSE

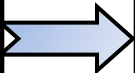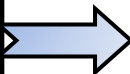**60%** Customer survey reports 60% repeat orders through Tacolicious App
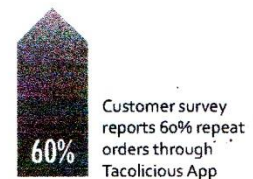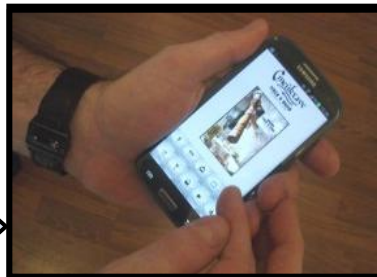
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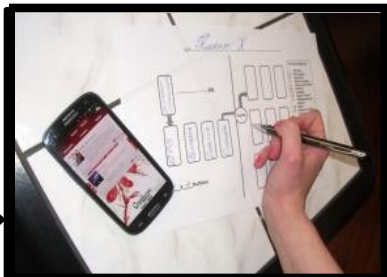
Planning → **Design** → 5days → **Demonstration Version** → 5 days → **App finished. Upload**

7-14 days

Available on the App Store

Updates & Changes within your App

ANDROID APP ON Google play

1m downloads

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