

appbackr Distribution Economics

1. Distribution Economics for appbackr Purchases

Applications in the Retail App Store			
App Retail Price	Wholesale Price	Developer Share	appbackr Commission
\$0.99	\$0.45	\$0.35	\$0.10
\$1.99	\$0.90	\$0.70	\$0.20
\$2.99 and above	\$1.35 <i>plus \$0.45 for each additional \$1</i>	\$1.05 <i>plus \$0.35 for each additional \$1</i>	\$0.30 <i>plus \$0.10 for each additional \$1</i>

Concept Applications			
App Retail Price	Wholesale Price	Developer Share	appbackr Commission
\$0.99	\$0.35	\$0.25	\$0.10
\$1.99	\$0.70	\$0.50	\$0.20
\$2.99 and above	\$1.05 <i>plus \$0.35 for each additional \$1</i>	\$0.75 <i>plus \$0.25 for each additional \$1</i>	\$0.30 <i>plus \$0.10 for each additional \$1</i>

2. Distribution Economics for Retail App Store Sales (If Downloaded by End User)

Applications in the Retail App Store			
App Retail Price	Backr Share	Developer Share*	appbackr Commission
\$0.99	\$0.57	\$0.10	\$0.03
\$1.99	\$1.14	\$0.20	\$0.06
\$2.99 and above	\$1.71 <i>plus \$0.57 for each additional \$1</i>	\$0.30 <i>plus \$0.10 for each additional \$1</i>	\$0.09 <i>plus \$0.03 for each additional \$1</i>

Concept Applications			
App Retail Price	Backr Share	Developer Share*	appbackr Commission
\$0.99	\$0.54	\$0.10	\$0.06
\$1.99	\$1.08	\$0.20	\$0.12
\$2.99 and above	\$1.62 <i>plus \$0.54 for each additional \$1</i>	\$0.30 <i>plus \$0.10 for each additional \$1</i>	\$0.18 <i>plus \$0.06 for each additional \$1</i>

** The amount of developer share may be different. Differences are generally due to changes in the foreign exchange rate by the time of payment from the retail app store.*