

5 March 2018

## **appScatter Group plc**

('appScatter' or the 'Company')

### **Airpush Partnership and Business Update**

**appScatter Group plc (AIM: APPS)**, the scalable business-to-business ('B2B') Software as a Service ('SaaS') platform that allows users to distribute and manage their apps on multiple app stores around the world, is pleased to report that, following its successful IPO in September 2017, sales and losses before tax for the year ended 31 December 2017 are expected to be in line with market expectations. The Board is also pleased to report good initial momentum at this early stage in the first half of 2018 and is today announcing its first major partnership. appScatter has entered into a partnership agreement with Airpush, Inc., a leading mobile advertising network (the "Agreement"). The Agreement will significantly broaden the reach of the appScatter platform.

Airpush helps advertisers improve campaign performance with powerful platforms integrated into over 250,000 mobile app, mobile web, and virtual reality properties, as well as one of the world's largest consumer data marketplaces. Airpush provides amongst the most diverse and high performing monetisation and advertising solutions in its industry, providing a reliable route to a vital revenue stream for app developers.

Under the Agreement, Airpush will introduce the appScatter platform to its users, allowing them to enhance revenue opportunities by increasing the range of stores through which they can publish their apps. The appScatter platform currently allows its users to distribute, track and manage their apps on more than 75 stores worldwide. Above all, the success of appScatter's business model hinges on its ability to help users enhance revenue from their apps. This capability is particularly significant with respect to emerging markets, where the vast majority of app downloads come from stores other than Apple's App Store and the Google Play store.

Airpush is expected to support the Agreement with a significant marketing campaign designed to promote the appScatter platform, and appScatter will offer Airpush users use of its platform at a 20% discount for the first 12 months of use. appScatter will also pay Airpush a commission of 10% of net revenues received by appScatter from users introduced by Airpush during the term of the Agreement. The Agreement is terminable on six months' written notice.

#### **Philip Marcella, CEO of appScatter, commented:**

*"We're extremely excited about partnering with Airpush and starting a mutually beneficial relationship that will open doors for both companies. This agreement represents a significant show of trust and belief in the appScatter platform's ability to do so, as well as demonstrating the platform's increasing traction in the marketplace.*

*We continue to execute on our strategic plan to grow our user base and this partnership represents a significant opportunity for us to do that. The agreement is our most significant to-date and shows real progress against our growth plans. I'm delighted by the teams' performance in 2017 in conducting an IPO, debuting our platform and in continuing to scale our business. We are happy with the initial client feedback and the board is confident of further progress in 2018. We're delighted that such a prominent brand has aligned itself with appScatter and we look forward to starting work together immediately."*

**Inman Breaux, COO of Airpush, commented:**

*“This partnership with appScatter is a brilliant opportunity for our developers, who will see more downloads and higher revenue per app as a result.*

*appScatter is the first company to really attack the alternative App Store space and we’re excited to be working with them to explore this fantastic opportunity.”*

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This announcement is inside information for the purposes of Article 7 of EU Regulation 596/2014.

**About appScatter Group plc**

appScatter is a scalable B2B SaaS platform that allows paying users to distribute their apps to, and manage their apps on, multiple app stores. Additionally, the centralised platform enables app developers and publishers to manage and track performance of their own and competing apps across all of the app stores on the platform.

**About Airpush**

Winner of the DataWeek “Top Innovator in Advertising Data” award and recognized by Forbes as one of America’s “Most Promising Companies”, Airpush is a worldwide leader in digital advertising solutions. With powerful platforms integrated into over 300,000 mobile app, mobile web, and virtual reality properties, as well as one of the world’s largest consumer data marketplaces, Airpush provides some of the most diverse and highest performing monetization and advertising solutions in the industry. Founded in 2010, the company has approximately 250 employees and offices in Los Angeles and Bangalore, along with sales regions in all major markets. For more information, visit [www.airpush.com](http://www.airpush.com) or follow us on Twitter @AirpushAds.