



## Flurry and Pinch Media Merger Fact Sheet

December 23, 2009

### Merged Company Industry Leadership:

Pinch Media and Flurry, Inc. are merging to create the world's largest smart phone application analytics, audience insight and monetization platform.

- Analytics solution downloaded to over 50 million, or more than 80%, of all unique iPhone, iPod Touch and Android devices (out of approximately 61 million\* total in the market)
- Tracking over one billion mobile application user sessions per month
- Integrated into more than eight thousand live applications in the App Store
- Apps integrated with Flurry or Pinch have been downloaded to over:
- Four out of five iPhone and iPod Touch handsets
- Two out of every three Android handsets

*\*Morgan Stanley The Mobile Internet Report, Key Themes, December 15, 2009 estimates 33 iPhone, 24 million iPod Touch and approximately 4 million Android devices*

### Strategic Focus:

Leverage insight of now over one billion monthly iPhone and Android use sessions tracked to:

- Increase smart phone application developer revenue
- Accelerate smart phone application download sales
- Reduce new users cost per acquisition for application developers
- Improve targeting capabilities for companies looking to reach smart phone audiences

### Benefits to iPhone and Android Ecosystem:

- **Consumers:** Finds applications they care about most, more quickly. Saves time and increases satisfaction.
- **App Stores:** Increases sales by matching more consumers with more desirable applications
- **Developers:** Accelerates adoption of more valuable users, faster and for less money.
- **Brands:** Expands reach to mobile smart phone audience with advanced segmentation and targeting
- **Agencies:** Better segmentation and targeting of iPhone and Android audiences to increase media buy efficiencies

### Merged Company Facts:

- The merged company will retain the Flurry name.
- Have approximately 20 employees with offices in San Francisco and New York.
- Actively hire in both locations.
- Remain backed by Flurry and Pinch Media investors Draper Fisher Jurvetson, Union Square Ventures, First Round Capital and Draper Richards

### Merged Company Management Team:

- Simon Khalaf, Flurry President & CEO, will become President & CEO
- Greg Yardley, Pinch Media Founder & CEO, will become Vice President of Products
- Sean Byrnes, Flurry founder & CTO, will become CTO and Vice President of Products
- Peter Farago, Flurry Vice President of Marketing, will become Vice President of Marketing
- Sean Galligan, Flurry Vice President of Business Development, will become Vice President of Business Development
- Jesse Rohland, Pinch Media Co-Founder and Lead Developer, will become Director of Engineering