



## **Flurry and Pinch Media Merger FAQs**

**December 23, 2009**

### **Why are the two companies merging?**

Flurry and Pinch Media are both fast-moving companies in a rapidly evolving industry, and we share the same philosophy about helping application developers. We saw a rare opportunity to combine the top two companies in the early stages of the greatest technology disruption since the Internet. In its Mobile Internet Report, December 15, 2009, Morgan Stanley showed that iPhone penetration is ahead of Internet penetration, when comparing like launch periods – in other words, the iPhone phenomenon today is bigger than the Internet was in the 90's. Additionally, Gartner Research recently forecasted that Android adoption will overtake iPhone adoption within three years. By merging Flurry and Pinch Media now, the companies establish uncontested leadership in the mobile application analytics category, reaching 4 out of 5 iPhone OS and 2 out of 3 Android devices. With its reach, the merged company is better positioned to help application developers succeed in new ways.

### **Was a merger necessary for either company?**

Throughout 2009, both Flurry and Pinch Media have achieved sustained month-over-month double digit growth in key metrics, including total sessions and active users tracked. After meeting, the management teams of each company first agreed that a merger would be beneficial, and then brought the idea to their respective investors. By combining the companies, we can scale faster and more broadly address more developer needs. Everyone from both companies, from employees to investors, is excited about this event.

### **What is the name of the new company?**

The company will transition over to the Flurry brand name in Q1 of 2010.

### **Will the merger improve the analytics service for existing customers?**

Yes. The merger impacts customers in several positive ways, including the addition of new features and overall improvements to the speed and performance of the service. More details are provided below.

### **How can Flurry and Pinch Media customers take advantage of the new, unified service?**

Flurry is handling everything in the background so that customers will simply have to log into their existing accounts as they always have. As always, we suggest that developers continue to integrate with the latest SDK available whenever updating an application. This ensures that the highest performing and feature-rich SDK is always in use. However, all applications using any of the SDKs currently offered by either company will always continue to work.

### **Before the unified service is available, what service should Pinch Media and Flurry customers use?**

Developers who already use services from either Pinch Media or Flurry should continue to use their service the same way they do today. We will contact developers when the improvements from the unified platform are available, and aim to have no disruption to their service. Developers looking to add analytics to their mobile applications should sign up with Flurry at <http://www.flurry.com> or contact customer support at [support@flurry.com](mailto:support@flurry.com) with questions.



**Will the new, unified analytics service include new features?**

Yes. While each service shares many similarities in terms of what is tracked, there are meaningful differences between each service. We are currently evaluating the feature-set of each stand-alone service, and will be combining them into a “super-set” of features for all to use in the new, unified service. So whether customers come from the Pinch side or the Flurry side, they will each have access to new features. For example, Flurry uniquely provides support for other platforms like Android as well as a unique click-stream tracking feature called “User Paths.” Pinch Media offers desirable, unique features including jailbroken phone detection and the ability to evaluate data by cohorts vs. absolute date. In addition to this, the new, unified Flurry service will add more new features, delivering the largest set of relevant features requested by our customer base.

**Will the merger impact speed and performance of the service?**

Speed and performance will not be adversely affected for any customer. In fact, for many customers, the speed, reliability and the frequency at which data is updated in the system will increase. Based on Hadoop and HBase, Flurry’s back-end system was built specifically for scalability, maximum uptime and speed.

**Will all historical data be saved and remain accessible?**

Yes. All legacy data will be migrated to one standard platform. Whether a company started on Pinch Media or Flurry, all historical data ever captured will be available in the new system.

**Will the analytics service continue to remain free of charge?**

Yes, Flurry Analytics will continue to remain absolutely free. In the future, Flurry will release additional optional services that help developers better monetize their applications, including [AppCircle](#), currently in private beta. Analytics will remain free, and we will be upgrading and adding features to the analytics service frequently.

**How is the company financed?**

The combined cash from each company will fund operations for the near term, and series B fundraising for the combined entity will be an option to consider. Combined, the companies will have enough financing to last for the foreseeable future.

**Will the company maintain both offices?**

Yes, Flurry will continue operate both San Francisco and New York offices.

**What will the merged company focus on?**

Combined, Flurry and Pinch Media will leverage its reach and rich data set to:

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

**Who can I contact if I have any additional questions?**

Please email any additional questions to [support@flurry.com](mailto:support@flurry.com) or [support@pinchmedia.com](mailto:support@pinchmedia.com) and we will answer you promptly.