



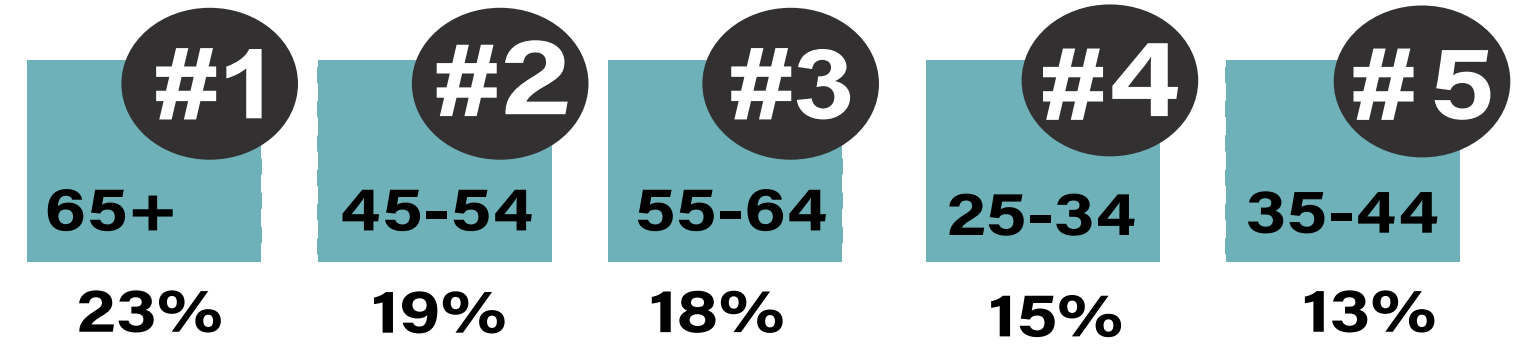
STATISTICS

Q2 2022



LIFETIME TOTAL
35,788
TOTAL INSTALLS

AGE RANGES



USAGE THIS QUARTER



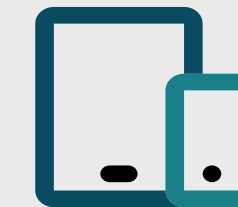
GENDER

52%
OF USERS
ARE WOMEN



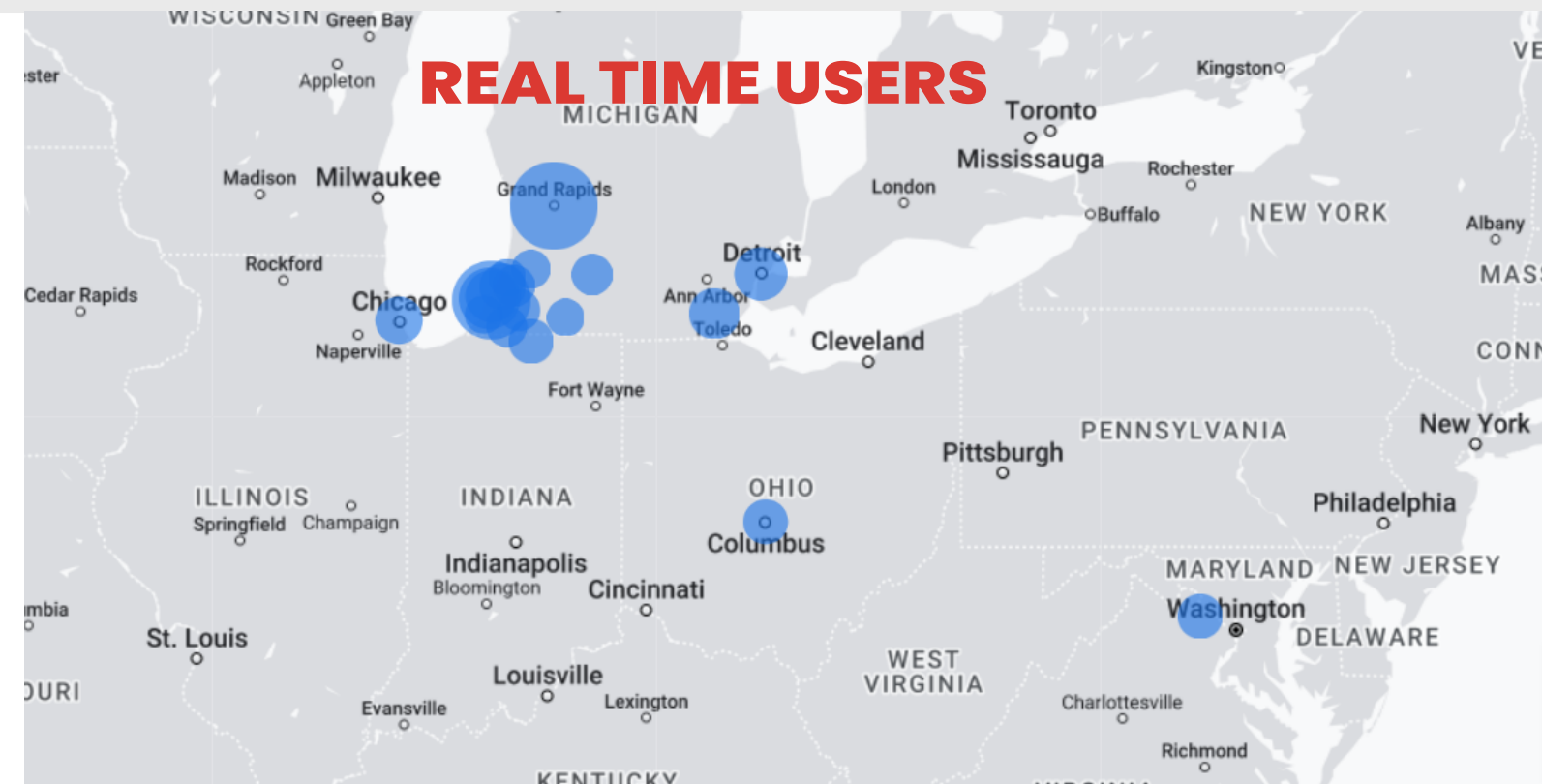
48%
OF USERS
ARE MEN

PLATFORMS



64%
APPLE
DEVICES

35%
ANDROID
DEVICES



TOP 5 AFFINITY GROUPS

- 1 Cooking Enthusiasts/
30 Minute Chefs
- 2 Pet Lovers
- 3 Media & Entertainment/
TV Lovers
- 4 News & Politics/Avid News
Readers
- 5 Banking & Finance/Avid Investors

TOP 5 IN THE MARKET TO BUY

- 1 Auto Repair and Maintenance
- 2 Oil Changes
- 3 Residential Properties for Sale
- 4 Preowned Houses (For Sale)
- 5 Used Motor Vehicles