

EXHIBIT 149

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DRAFT

# iOS Top 100 Lifestyle Apps (1-50)

## Onavo Rankings Based On 30-Day Reach From 5/27 To 8/25

App Name	Developer	Onavo Rank	Onavo Rank Diff	Market Reach	Market Reach Diff	Engagement	Engagement Diff	Retention	Retention Diff
Amazon Mobile	AMZN Mobile LLC	15	0	17.23%	0.01%	8	0	68%	0%
ebay	ebay Inc.	21	0	14.15%	0.09%	9.7	0	71%	1%
Groupon	Groupon, Inc.	11	0	13.63%	-0.01%	0.4	0	65%	-1%
Real Estate by Zillow ? Homes & Zillow.com		63	4	5.04%	0.01%	5.2	0	55%	-3%
Walgreens	Walgreen Co.	24	3	4.52%	-0.65%	3.2	0	50%	-1%
Walgreens	Walgreen Co.	55	31	3.80%	0.34%	3.7	0.2	40%	2%
a-Clock with your life	YUME Entertainment	92	19	3.63%	0.13%	8.3	0	56%	-20%
LivingSocial	LivingSocial	53	-5	3.64%	-0.08%	4.9	0	50%	4%
RetailMeNot Coupons	RetailMeNot, Inc.	94	7	3.63%	0.19%	16.3	0	88%	1%
Target	Target	103	-3	3.29%	0.02%	4.4	0	44%	1%
Esy, Inc.	Esy, Inc.	109	11	2.95%	0.05%	7	0	55%	5%
Walmart Shopping	Walmart, Inc.	113	8	2.85%	-0.11%	16	-0.3	84%	6%
The DailyHusarope	Max Birdhof	137	12	2.44%	0.03%	16.9	-0.3	82%	3%
jeathus.com: real estate - homes Move, Inc.		154	-6	2.17%	-0.03%	6	0	53%	-6%
Real Estate by Trulia - Homes for Trulia		180	5	1.91%	-0.06%	5.5	0	51%	-4%
Walmart	Walmart	181	17	1.90%	0.02%	5.3	0	44%	-7%
shopkick	shopkick	187	4	1.84%	0.04%	19.6	0	81%	1%
Life360 Family Locator	Life360	209	18	1.65%	0.03%	29.1	0	88%	2%
Costco	Costco Wholesale Corporation	230	125	1.47%	-0.04%	3	-0.1	40%	4%
CVS Pharmacy	CVS Pharmacy	238	7	1.63%	-0.02%	3.5	0	45%	0%
Ibotta - Cash, Not Coupons	Ibotta, Inc.	263	43	1.28%	0.08%	5.7	0	57%	-5%
Kroger Co.	The Kroger Co.	273	76	1.25%	0.22%	4.3	0.1	68%	9%
Gift on the Go	Gift Groups	286	-3	1.21%	-0.04%	6.3	0	61%	-2%
JackThreads	Thread	311	-8	1.13%	0.05%	4.6	0	55%	2%
House Interior Design Ideas	House Inc.	312	82	1.11%	0.19%	4.9	0	58%	9%
Day One (Journal / Diary)	Keen-Soft, LLC	315	-106	1.09%	-0.17%	5.5	0.3	46%	-28%
Amazon Local	AMZN Mobile LLC	318	-53	1.08%	-0.19%	3.8	-0.1	37%	-18%
CardStar	CardStar Contact, Inc.	327	24	1.00%	-0.01%	3.4	0	73%	4%
Feedmark	Feedmark, Inc.	330	9	0.97%	-0.85%	9.4	0.1	55%	-6%
Grocery 3D	Coupons.com	354	4	0.94%	-0.06%	7.7	0	73%	1%
Best Buy	Best Buy Co., Inc.	356	3	0.94%	-0.05%	3.4	0	45%	7%
Safeway	Safeway Inc.	360	10	0.92%	0.03%	4.9	0	70%	-3%
SnipSnap Coupon App	SnipSnap	361	18	0.91%	0.00%	4.4	0.1	53%	3%
Price Check by Amazon	AMZN Mobile LLC	386	12	0.83%	-0.02%	2.8	0	42%	5%
Hobby Lobby	Hobby Lobby Stores, Inc.	394	30	0.81%	0.05%	2.9	0	44%	9%
Redfin Real Estate - House, Condo, Redfin		397	20	0.80%	0.00%	6.3	0.1	68%	-6%
Pimp Your Screen	Apalon	399	14	0.79%	-0.00%	4.1	0	60%	-13%
KRB.com	Kesley Blue Book	407	-4	0.77%	-0.07%	3	0	35%	-2%
Great Clips - hair salon	Great Clips	411	50	0.77%	0.11%	2.3	0	51%	14%
My Days - Period & Ovulation ?	Christian Albert Mueller	414	10	0.76%	0.02%	8.2	0	79%	2%
Julia	Julia	422	5	0.74%	-0.00%	9.2	0.1	67%	5%
Lowe's	Lowe's Companies, Inc.	430	-86	0.73%	0.16%	3.3	0	30%	-11%
The Home Depot	The Home Depot, Inc.	449	-10	0.63%	-0.07%	3.6	0.1	42%	5%
iCupid - Love & Romance Comp	Lost Ego Studios Limited	451	19	0.65%	0.01%	3.6	0	48%	3%
Sam's Club	Wal-Mart Stores Inc.	459	-51	0.67%	-0.12%	3.2	0	39%	-1%
Find new style free ? My Findings Icons Free and Icons		487	22	0.65%	0.03%	3	0.1	23%	3%
Walk with Map My Walk - GPS MapMyFitness		499	79	0.61%	0.16%	5.6	0.1	51%	0%
MapMyWalk	MapMyWalk	511	23	0.58%	0.02%	8.3	0.1	66%	2%
AutoTrader.com	AutoTrader.com, Inc.	512	3	0.58%	0.04%	4.9	0	45%	-9%
Zappos Mobile	Zappos LP, Inc.	514	51	0.57%	0.08%	2.8	0	38%	15%