

Hitt Rebuttal Expert Report – Figure 13: Worldwide share of user accounts that access Fortnite through iOS and make purchases (January 2020–July 2020)

User type	Share of all iOS users	Share of spending iOS users
1. iOS users without purchase	75.9%	-
2. iOS users with purchase	24.1%	100.0%
3. <i>Only iOS</i>	5.6%	23.1%
4. <i>iOS and Other</i>	2.8%	11.5%
5. <i>Only Other</i>	15.8%	65.4%

Source: Epic Monthly User Data

Note: A user is considered to be an iOS user if the user account appears on iOS between January 2020 and July 2020. User accounts that appear on iOS may also appear on one or more other “platforms.” User accounts are included whenever the Fortnite application is opened on a device through that account. “Other” is any non-iOS “platform.” See Appendix D for details regarding Epic data processing.

DEFENDANT A	United States District Court Northern District of California
	Case No. <u>4:20-cv-05640-YGR</u>
	Case Title <u>Epic Games, Inc. v. Apple, Inc.</u>
	Exhibit No. <u>DX-4769</u>
	Date Entered _____
	Susan Y. Soong, Clerk
	By: _____, Deputy Clerk