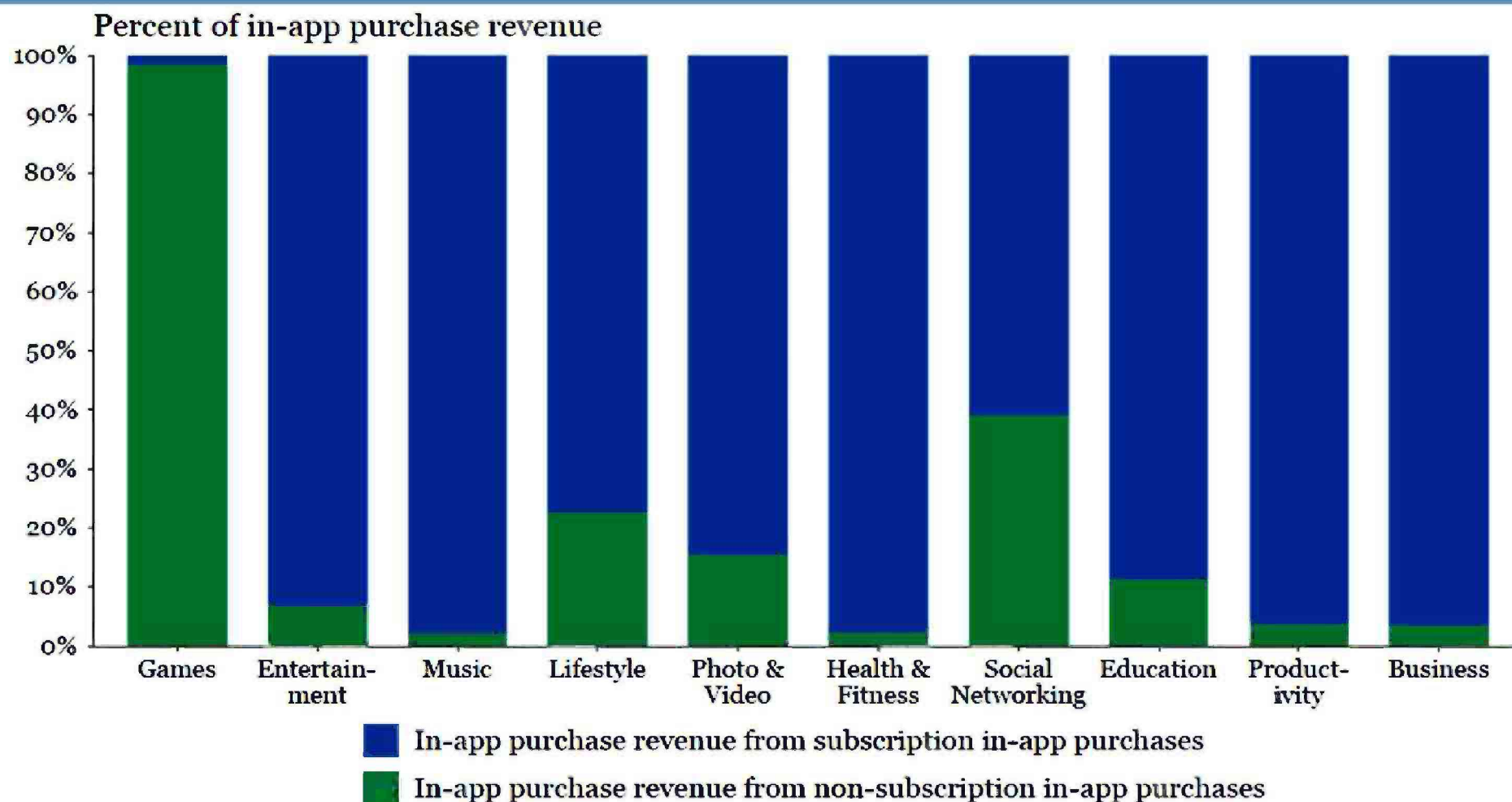


Hitt Rebuttal Expert Report – Figure 26: Percent of in-app purchase revenue by App Store monetization type and genre, October 1, 2018 – September 30, 2019



Source: Apple transaction data

Note: Only apps with at least one original in-app purchase transaction and at least one original initial download transaction are included. Transactions where Apple is the developer are excluded. The percent of each in-app purchase monetization type is calculated over the sum of in-app purchase revenue across all three in-app purchase monetization type categories. The ten genres with the most App Store spending in FY2019 are shown. These genres make up 95% of FY2019 revenue on the App Store. See Appendix E for details regarding Apple transaction data processing.

A DEFENDANT	United States District Court Northern District of California
	Case No. 4:20-cv-05640-YGR
	Case Title <i>Epic Games, Inc. v. Apple, Inc.</i>
	Exhibit No. DX-4782
	Date Entered _____
	Susan Y. Soong, Clerk
	By: _____, Deputy Clerk