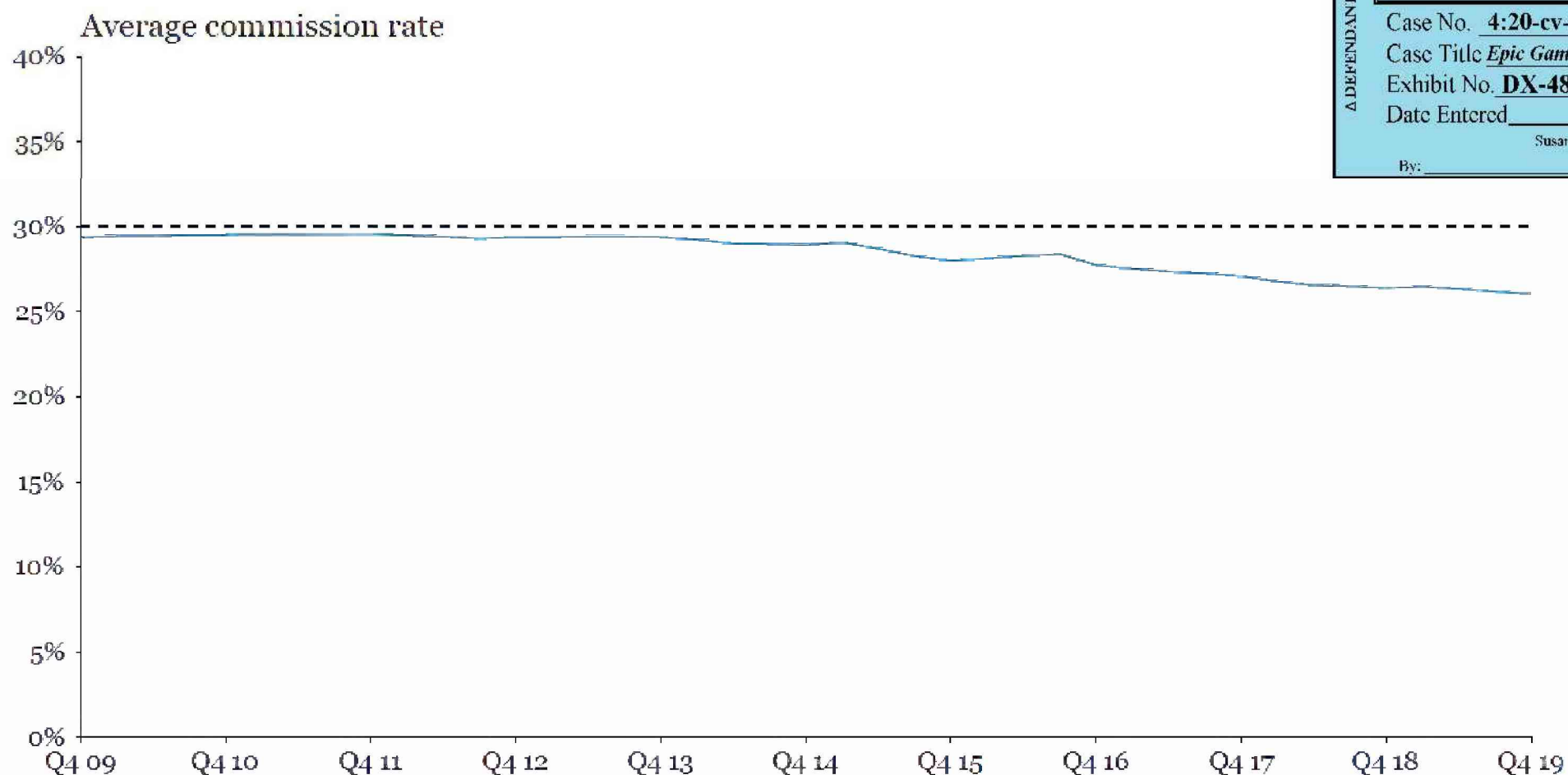


## Hitt Rebuttal Expert Report – Exhibit 63: Average commission rate for App Store in-app purchases (July 1, 2009–September 30, 2019)



DEFENDANT A	United States District Court Northern District of California
	Case No. <b>4:20-cv-05640-YGR</b>
	Case Title <u><i>Epic Games, Inc. v. Apple, Inc.</i></u>
	Exhibit No. <b>DX-4819</b>
	Date Entered _____
	Susan Y. Soong, Clerk
	By: _____, Deputy Clerk

Source: Apple transaction data

Note: Commission rate is calculated for each transaction, and a simple average is calculated across transactions per quarter.

Commission rate is set to 0% for all transactions with no overall revenue. Apple's fiscal year begins in October, meaning Q4 starts in July and ends in September. For example, Q1 FY2009 begins in October 2008. Analysis starts in July 2009, the first full quarter in which the App Store offered in-app purchases. The first instance of an in-app purchase is June 17, 2009. Only original transactions categorized as in-app purchases are included. Transactions where Apple is the developer are excluded. See Appendix E for details regarding Apple transaction data processing.