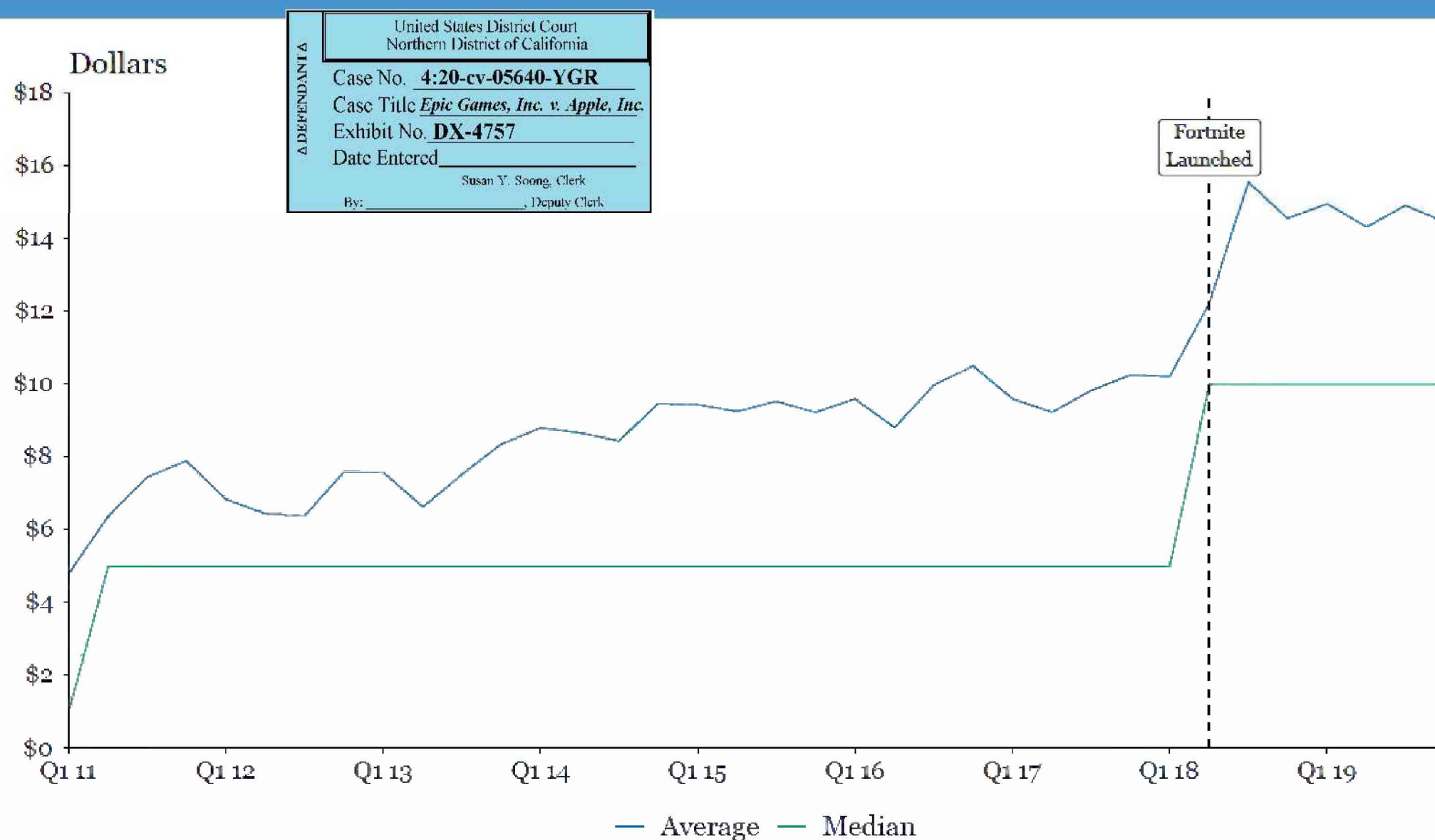


Hitt Rebuttal Expert Report - Exhibit 1: Quarterly average and median in-app purchase price for Epic apps through the App Store over time (December 21, 2010 – September 30, 2019)



Source: Apple transaction data

Note: Only paid transaction types are included. Only original transactions from in-app purchases are included. Apple's FY begins in October, meaning Q1 starts in October and ends in December. For example, Q1 FY 2011 begins in October 2010. See Appendix E for details regarding Apple transaction data processing.