

From: Wen-Jen Chang [REDACTED]
Sent: Fri, 14 Sep 2018 20:26:09 +0000 (UTC)
To: Aaron Medvick [REDACTED]
Subject: Fwd: PC ecom business shrinking

ADDEENDANTIA	United States District Court Northern District of California
	Case No. 4:20-cv-05640-YGR
	Case Title Epic Games, Inc. v. Apple, Inc.
	Exhibit No. DX-3867
	Date Entered _____
By: Susan Y. Soong, Clerk Deputy Clerk	

This was the email I was referring to.

----- Forwarded message -----

From: Wen-Jen Chang [REDACTED]
Date: Wed, Sep 12, 2018 at 11:09 PM
Subject: PC ecom business shrinking
To: Aaron Medvick [REDACTED]

Hey Aaron,

I believe you're the guy who pulls financial/commerce numbers across the platforms. If not, please let me know who I should reach out to.

I've noticed that ecom transactions for our Epic/PC platform have been shrinking. I believe this is largely due to adding new platforms like mobile and Switch. Moreover, I believe users' purchase behavior may have changed with the addition of mobile, especially Apple and more recently Android apps, where users are just logging onto their mobile app to purchase. Meaning, most players are still playing on PC/Epic platform as they did before, but purchasing on other platforms like mobile because it may be easier and more convenient ie when the store updates. It seems that PC/Epic ecom may have been impacted most by the additional of these platforms.

Separately, I have a concern that disabling accounts from Fraud since May could also be impacting our PC player base. We disable accounts for any chargebacks, but also fraud transactions flagged by banks. This could be pushing away users from the PC platform.

I want to solidify my beliefs and theories by confirming it with data. I also want to understand how big of an issue this may be.

- Have you done an exercise like this before for anyone else?
- How would you recommend we look at this? DAU/MAU by platform and transactions by platform over time?
- Can we go back to when Apple was added to look at trends?
- How to best look at the fraud disabling impact?
- Other thoughts?

This is not urgent, but it is a concern for me as I manage our PC/Epic ecom business.

Happy to jump on a chat to discuss.

Thanks!
Wen-Jen