

Hitt Supplement to Rebuttal Expert Report - Exhibit 1: July 2020 iOS user switching and retention, worldwide (September 2020–December 2020)

	Jul/Sep	Jul/Oct	Jul/Nov	Jul/Dec
1. Percent of pre-“hotfix” total revenue retained across all “platforms” (all iOS users)^[1]	81.1%	84.9%	87.7%	86.2%
Increase in revenue on other “platforms” as a fraction of revenue lost on iOS^[2]				
2. All iOS users ^[3]	22.4%	36.5%	51.4%	40.9%
3. iOS single-homers ^[4]	26.5%	37.5%	30.6%	22.4%
4. iOS multi-homers ^[5]	18.7%	35.3%	63.2%	49.4%

Source: Epic Monthly User Data

A DEPENDANT	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-4824
	Date Entered _____
	Susan Y. Soong, Clerk
	By: _____, Deputy Clerk

Note:

[1] All “platforms” excludes Google. See Section 3 for my detailed calculations.

[2] See Section 3 for my detailed calculations.

[3] iOS users are users who accessed Fortnite in July 2020 on iOS.

[4] iOS single-homers are users who accessed Fortnite only on iOS between March 2018 and July 2020 and accessed Fortnite in July 2020.

[5] iOS multi-homers are users who accessed Fortnite on a non-iOS and iOS “platform” between March 2018 and July 2020 and accessed Fortnite in July 2020 on iOS.