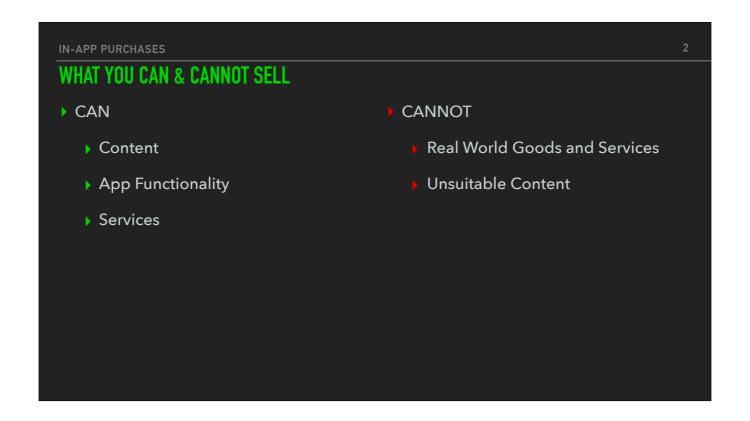
IN-APP PURCHASES



CAN

Content.

Deliver digital content or assets, such as magazines, photos, and artwork. Content can also be used by the app itself—for example, additional characters and levels in a game, filters in a camera app, and stationery in a word processor.

· App functionality.

Unlock behavior and expand features you've already delivered. Examples include a free game that offers multiplayer mode as an in-app purchase and a free weather app that lets users make a one-time purchase to remove ads.

· Services.

Have users pay for one-time services such as voice transcription and for ongoing services such as access to a collection of data.

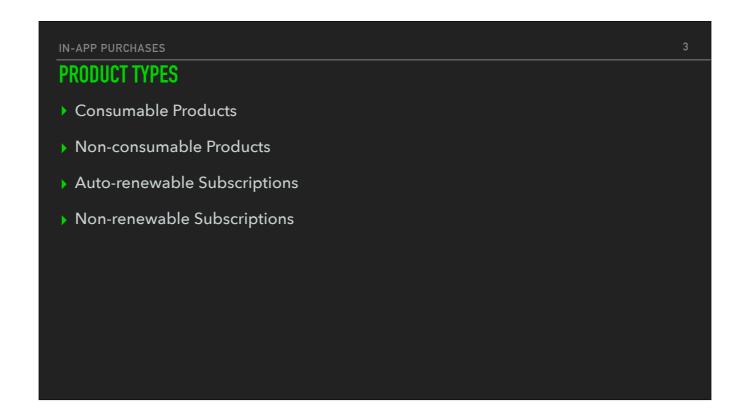
CANNOT

· Real-world goods and services.

You must deliver a digital good or service within your app when using In-App Purchase. Use a different payment mechanism to let your users buy real-world goods and services in your app, such as a credit card or payment service.

Unsuitable content.

Don't use In-App Purchase to sell content that the isn't allowed by the App Review Guidelines—for example, pornography, hate speech, or defamation.



· Consumable products.

Items that get used up over the course of running your app. Examples include minutes for a Voice over IP app and one-time services such as voice transcription.

Non-consumable products.

Items that remain available to the user indefinitely on all of the user's devices. They're made available to all of the user's devices. Examples include content, such as books and game levels, and additional app functionality.

Auto-renewable subscriptions.

Episodic content. Like non-consumable products, auto-renewable subscriptions remain available to the user indefinitely on all of the user's devices. Unlike non-consumable products, auto-renewable subscriptions have an expiration date. You deliver new content regularly, and users get access to content published during the time period their subscription is active. When an auto-renewable subscription is about to expire, the system automatically renews it on the user's behalf.

Non-renewable subscriptions.

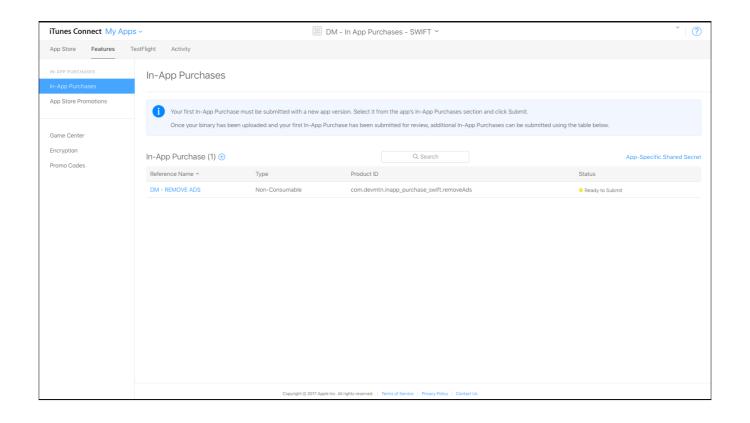
Subscriptions that don't involve delivering episodic content. Examples include access to a database of historic photos or a collection of flight maps. It's your app's responsibility to make the subscription available on all of the user's devices and to let users restore the purchase. This product type is often used when your users already have an account on your server that you can use to identify them when restoring content. Expiration and the duration of the subscription are also left to your app (or your server) to implement and enforce.

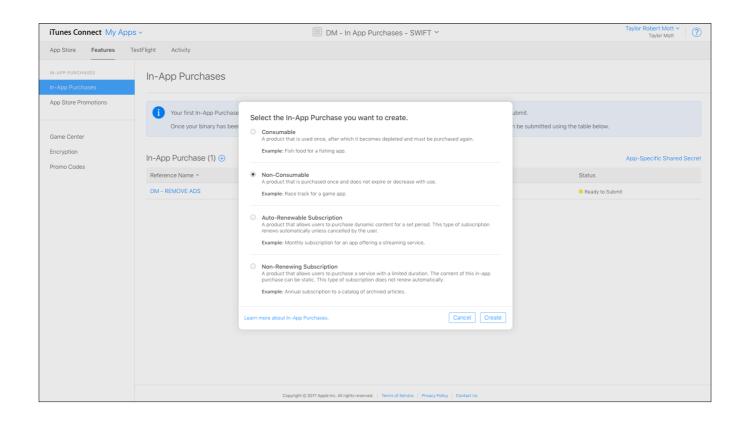
IN-APP PURCHASES 4 PRODUCT TYPE DIFFERENCES						
PRODUCT TYPE	NON-CONSUMABLE	CONSUMABLE				
Users can buy	Once	Multiple times				
Appears in the receipt	Always	Once				
Synced across devices	By the system	Not synced				
Restored	By the system	Not restored				

IN-APP PURCHASES SUBSCRIPTION TYPE DIFFERENCES						
AUTO-RENEWABLE	NON-RENEWING					
Multiple times	Multiple times					
Always	Always					
By the system	By your app					
By the system	By your app					
	AUTO-RENEWABLE Multiple times Always By the system					

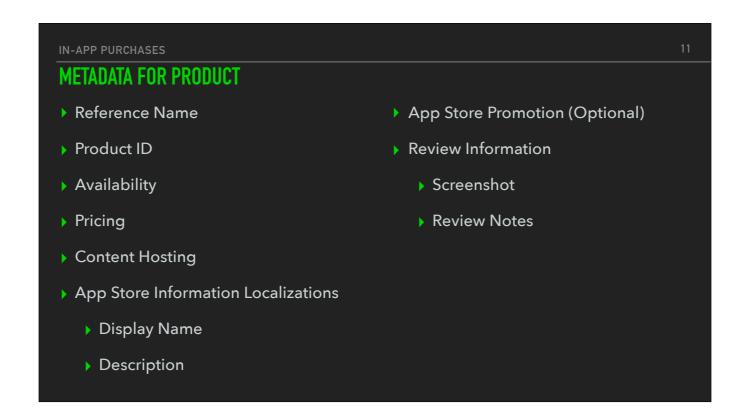








IN-APP PURCHASES In-App Purchases	In-App Purchases	New In-App Purchase		[6			
App Store Promotions Game Center Encryption	Reference Name (2)			Poded G ()			
Proma Codes				All Prices and Currence			
	Price ②	Start Date: 3		End Date III			
	Content Hosting						
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	Ago Store Promotion (Optional) To make the To app curbase available to promote an like to promote on the Ago Store, and a 1004-1004 paid promotional image below. To care promote up to 20 in-app purchases, and they'll appear on your apps product page. They may also be shown in search results or be featured by our editorial form. Clears can top an in-app purchase to open your apps, where they can buy it. Nake sure your app supports the SP syment's instruction Clears are method to process the transcript. Clear form.						
	Choose File						
	Review information Severation 1 Review Rose 1						
	Choose File						



Reference Name.

The reference name will be used on iTunes Connect and in Sales and Trends reports. It won't be displayed on the App Store. The name can't be longer than 64 characters.

Product ID.

A unique alphanumeric ID that will be used for reporting.

Availability.

Check the box to mark as available for purchase from the app store after review.

Pricing.

The price tier determines the App Store price and your proceeds. To sell your in-app purchase, you must have a Paid Applications agreement.

· Content Hosting.

Apple can host your non-consumable products for you. Apple provides a reliable and familiar experience for users and handles distributing products to their devices and restoring products if needed.

App Store Information Localizations

· Display Name.

The name of the in-app purchase that will be displayed on the App Store.

· Description.

Depending on your in-app purchase configurations, this description may also be visible to your customers.

App Store Promotion (Optional).

To make this in-app purchase available to promote on the App Store, add a 1024x1024 pixel promotional image below. You can promote up to 20 in-app purchases, and they'll appear on your app's product page. They may also be shown in search results or be featured by our editorial team. Users can tap an in-app purchase to

