



## **App Annie Acquires Distimo and Raises New Investment Round**

*Acquisition and funding helps App Annie further advance  
the #1 mobile app analytics and market data platform*

**SAN FRANCISCO & AMSTERDAM -- May 28, 2014** -- App Annie, the leading provider of app analytics and market data, today announced it has both acquired Distimo, a mobile analytics company, and raised a new \$17 million round of funding. The addition of Distimo to the App Annie team brings together the best brains in the mobile app data space, helping App Annie to accelerate its product roadmap and keep developing the most advanced platform for analyzing the mobile app ecosystem. This is App Annie's first acquisition and was made with a combination of cash and equity at undisclosed terms.

App Annie's products and services are mission-critical for the world's largest companies, including 90 percent of the top 100 app publishers by revenue. Pre-acquisition, over the last year App Annie tripled its headcount, and together with Distimo now has nearly 600,000 apps relying on their analytics platform with a total of nearly 270,000 registered business users.

"We started this company during the app ecosystem's infancy and our mission has always been to provide our users and customers with the best metrics and insights to run their app business," said Bertrand Schmitt, CEO of App Annie. "Having been a part of the mobile app ecosystem since its inception, this acquisition represents a major milestone in App Annie's growth, and it allows us to accelerate our product roadmap. We look forward to integrating the talented Distimo team and are excited about what they can achieve within the App Annie fold."

Vincent Hoogsteder, CEO of Distimo, said, "It made complete sense for us to join the team at App Annie. We share the same vision to inform everyone in the app industry with the best data and analytics platform, and we're excited about what we can achieve together and the road ahead."

As part of the acquisition, the company's founders will take key roles within the team. Distimo's Netherlands headquarters will become App Annie's European R&D center. The Distimo team will be integrated into App Annie's global offices, bringing the total team size to 240 employees worldwide, making it the leading innovator in the app analytics and market data space.

In addition to the acquisition, App Annie has raised a \$17 million round of funding from its existing investors, IDG Capital Partners, Greycroft Partners and Sequoia Capital. This brings App Annie's total money raised to \$39 million, which is being used in part to fund this acquisition and a multitude of different things including product development, marketing and market development.

To learn more about App Annie's products, please visit [www.appannie.com](http://www.appannie.com)

### **About App Annie**

App Annie is the industry standard for analytics and market data in the apps and digital content economy. The App Annie platform helps app business owners, marketers and investors understand both their own app business and app market trends so that they can make better business decisions in product, international, marketing and investment strategy. App Annie is used by over 90 percent of the Top 100 publishers with nearly 600,000 apps relying on App Annie Analytics to track their downloads, revenues, rankings and reviews, making it the leading innovator in the app analytics and market data space. The company has tracked over 60 billion downloads and more than US \$17 billion in revenues to date. App Annie is a privately held global company of more than 240 employees headquartered in San Francisco and with offices in Amsterdam, Beijing, Hong Kong, London, Moscow, New York, Seoul, Shanghai, and Tokyo. For more information, please visit: [www.appannie.com](http://www.appannie.com).

### **About Distimo**

Founded in 2009, Distimo is a privately held company founded with the goal of providing the best and most actionable app intelligence for anyone that wants to compete in the app market. Based in the Netherlands, Distimo has additional offices in San Francisco, New York City, London, Seoul, and Tokyo. The company is venture-backed by Wellington Partners and was advised on the transaction by the Jordan, Edmiston Group, Inc.

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