



17 December 2018

As we approach the end of our first full year as a Public Company, I wanted to take the opportunity to thank each of you for your ongoing support and recap on some of the years' highlights.

While this year our focus has very much been about developing our product, in the coming year the primary objective will be to increase revenues and margins. This will be achieved by enhancing our marketing and sales functions whilst continuing to build the appScatter Market Place through strategic partnerships, acquisition and further product expansion.

We enter 2019 with good operating momentum and optimism that the share price will reflect the business and its achievements.

Earlier this morning, you may have seen that we issued an announcement to the London Stock Exchange reporting on the acquisition of [Abilott Ltd](#), a provider of digital security solutions. This marks the second acquisition of the year, with [Priori Data](#) being the first.

Last month, we were also delighted to [set up our Advisory Board](#) and appointed Dr Thomas Endres as Chairman. Thomas is currently Chairman of the European CIO Association and previously Lufthansa CIO. Also joining the Advisory Board are Jörg Rieker, Global Lead Partner for Deloitte's Software Asset Management Services, and Michel Buchen, Chairman and Founder of Polar Light Ventures. On the appScatter Group PLC Board, we welcomed [Andrew Bushby](#) who currently is UK Director of Fidelis Cybersecurity and previously Technology Director at Oracle.

We have also had to change our Nominated Advisor (NOMAD), [Smith & Williamson](#), due to the fact that the NOMAD division was acquired. We have now [selected FinnCap](#) Ltd to serve as Nominated Adviser and Broker to the Company. FinnCap is the Number One Broker on AIM with proven fundraising and advisory capabilities having raised over £2.6bn in growth capital for its clients.

In our interim report published two months ago, we outlined some of our operational successes such as the launch of the appScatter Market Place, the new GDPR app security Scanning service, our ISO certification and new partnerships such as Airpush and IronSource along with winning some high profile enterprise clients. As for operational KPIs, we are collecting data on 11 million apps and each instance in every country; this means we track 1.3 Billion instances everyday including associated images, videos, descriptive text, ranking position, last updated date, targeted operating system and publisher details. Of the private data we collect, we have information on 299 Billion downloads in the last 12 months. The public data and private data support our app and market intelligence products.

Data that we collect also extends to device information, including Geo-location information, time spent on device, time spent on apps and we can also identify which apps are loaded on the device (all anonymised of course). We are collecting daily data on 3.5 Billion devices covering 900,000 apps.



Our extensive suite of products are categorised into three services:

- Mobile App management
- Data Intelligence
- Threat Analysis

To see more information, please visit one of our websites, detailed below, or you can view our [product slide deck here](#).

- Appscatter.com
- Prioridata.com
- Abilott.co.uk

As the company has grown, the volume of queries we receive has also increased. Please see below the appropriate contacts to direct your questions to.

Please contact [Iva Lila, Investor Relations](#), for all enquiries relating to share certificates, including updating personal details, replacing a certificate or obtaining a share certificate if for any reason you have not yet received it. To schedule a call or arrange a meeting with a member of the management team, Iva is also best placed to arrange this.

Should you wish to dematerialise your shares, please let Iva know and then provide your certificate to your broker. Your broker will liaise with our share registrar, [Computershare](#), to organise the process on your behalf. To make it easier for Computershare to find you, you'll need your Shareholder Reference Number (SRN).

[IFC Advisory Limited](#) takes care of our press and media relations and are best placed to handle any such queries.

Official Announcements

As always, official announcements be found on [the appScatter website](#) or on the [London Stock Exchange](#).

One of the most frequently asked questions we receive from you is 'how can we help'. Our Group offers one of the most comprehensive app management platforms available combining distribution, intelligence and threat analysis all under one roof. As a result, any company with an app stands to benefit from our services. To make a referral, please contact our VP of Sales, [Tomas Piktozis](#). Alternatively, also get in touch if you personally wish to enhance your understanding our offering and Tomas would be delighted to organise a Product Demonstration with a member of our sales team.

On behalf on the Board of Directors, I wish you all a prosperous 2019 and look forward to issuing an update on appScatter's progress in the New Year.

Sincerely,

Philip Marcella,

CEO, appScatter Group PLC