

## ASSUMPTIONS

### Pricing

	Monthly	Annual Pricing
Mobile VPN	2.99	29.99
Total VPN	4.99	49.99
Ultra VPN	9.99	99.99

### Conversion Rates by Channel

(% of customers who add a paying account from a trial account)

iOS AppStore	Monthly	Annual
Mix		
Mobile VPN	35%	25%
Total VPN	15%	10%
Ultra VPN	10%	5%

Google Play Store	Monthly	Annual
Mix		
Mobile VPN	45%	25%
Total VPN	5%	5%
Ultra VPN	15%	5%

Web download conversion to paid	Monthly	Annual
Website Visit to Download		
Mix		
Mobile VPN	15%	15%
Total VPN	25%	15%
Ultra VPN	20%	10%

### Avg Lifespan by Rate Plan

	Monthly	Annual
Mobile VPN	3 months	1.5 years
Total VPN	5 months	2 years
Ultra VPN	5 months	2.5 years

### Direct Marketing Advertising

#### Facebook

Average cost per iOS App Install	\$4
Average cost per Android Install	\$2.00
Average Cost per Web Visit	\$0.75