

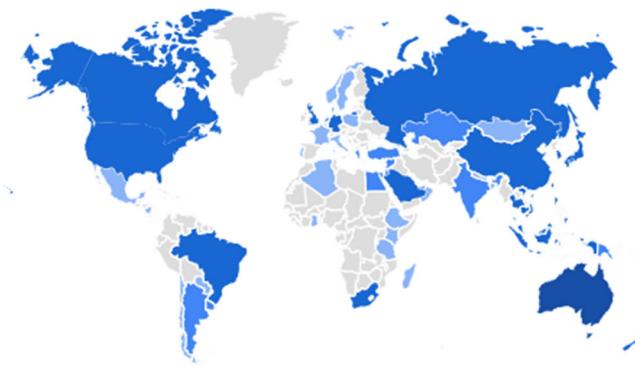
# HANDBOOK AUSTRALIAN MEAT APP



April to June Report 2025 – 2<sup>nd</sup> Quarter

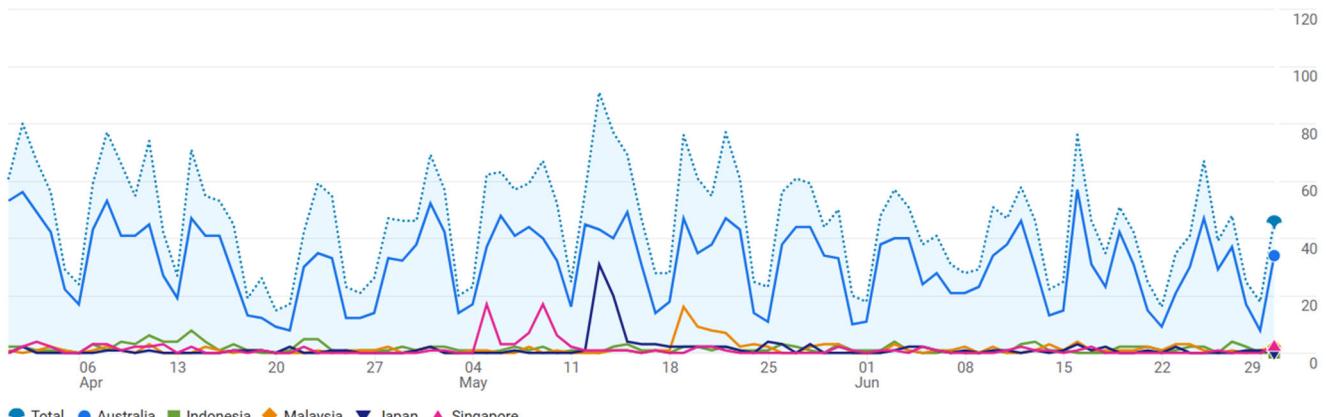
The following provides a statistical report outlining the Handbook of Australian Meat App performance for the period of April to June 2025 (First quarter).

## Demographic Overview



COUNTRY	ACTIVE USERS
Australia	1.2K
Japan	84
Singapore	77
Indonesia	62
Malaysia	52
Vietnam	51
New Zealand	41

## Users By Country Over Time



# HANDBOOK AUSTRALIAN MEAT APP



April to June Report 2025 – 2<sup>nd</sup> Quarter

	Country	+	↓ Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Avg engagement time active user
<input checked="" type="checkbox"/>	Total		1,916 100% of total	853 100% of total	4,616 100% of total	78.21% Avg 0%	2.41 Avg 0%	17m Avg
<input checked="" type="checkbox"/>	1 Australia		1,248 (65.14%)	498 (58.38%)	3,165 (68.57%)	79.13%	2.54	21m
<input checked="" type="checkbox"/>	2 Japan		84 (4.38%)	73 (8.56%)	118 (2.56%)	81.38%	1.40	6m
<input checked="" type="checkbox"/>	3 Singapore		77 (4.02%)	58 (6.8%)	130 (2.82%)	87.25%	1.69	5m
<input checked="" type="checkbox"/>	4 Indonesia		62 (3.24%)	20 (2.34%)	160 (3.47%)	78.05%	2.58	13m
<input checked="" type="checkbox"/>	5 Malaysia		52 (2.71%)	31 (3.63%)	147 (3.18%)	88.55%	2.83	8m
<input type="checkbox"/>	6 Vietnam		51 (2.66%)	16 (1.88%)	130 (2.82%)	89.04%	2.55	10m
<input type="checkbox"/>	7 New Zealand		41 (2.14%)	13 (1.52%)	70 (1.52%)	83.33%	1.71	5m
<input type="checkbox"/>	8 China		37 (1.93%)	20 (2.34%)	46 (1%)	29.68%	1.24	12m
<input type="checkbox"/>	9 United States		37 (1.93%)	11 (1.29%)	62 (1.34%)	81.58%	1.68	4m
<input type="checkbox"/>	10 Thailand		29 (1.51%)	12 (1.41%)	51 (1.1%)	75%	1.76	5m

## User Acquisition

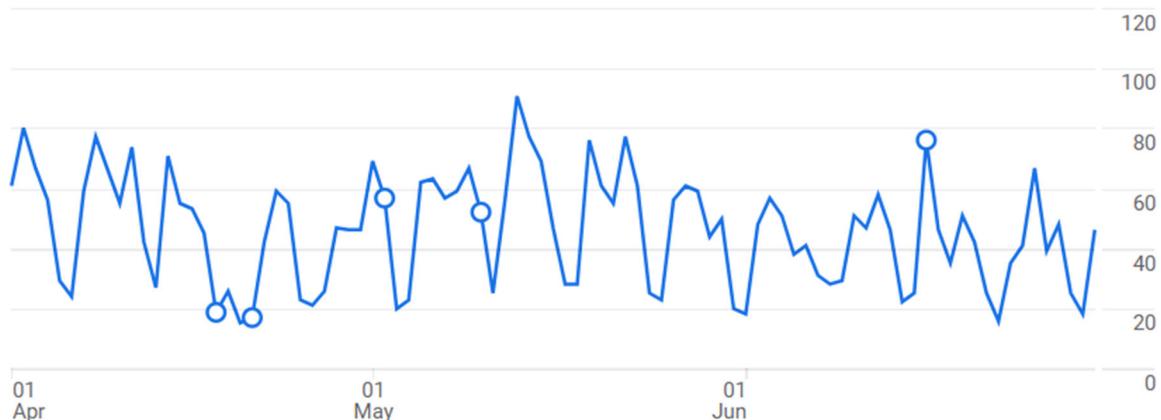
### New & Returning Users

Active users ?

1.9K

New users ?

853





## Engagement

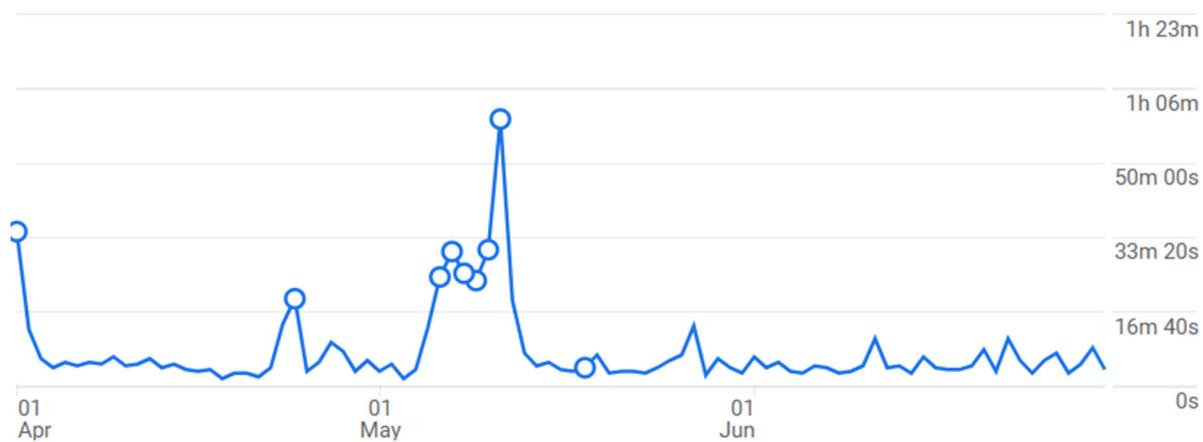
### Average Engagement time

Average engagement time per active user [?](#)

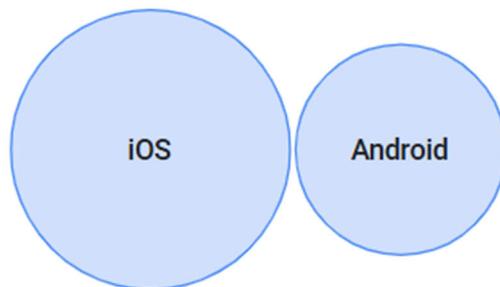
17m 21s

Engaged sessions per active user

2.4

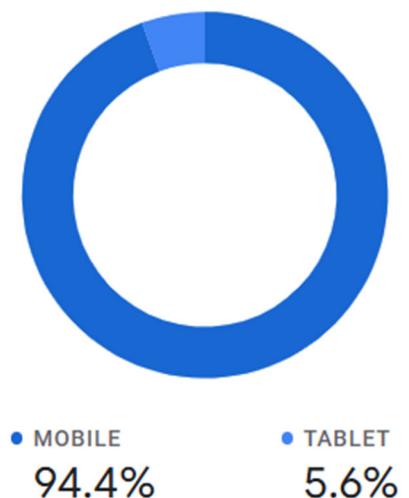


### Users by Technical Platform



IOS  
63.9%

ANDROID  
36.1%



END