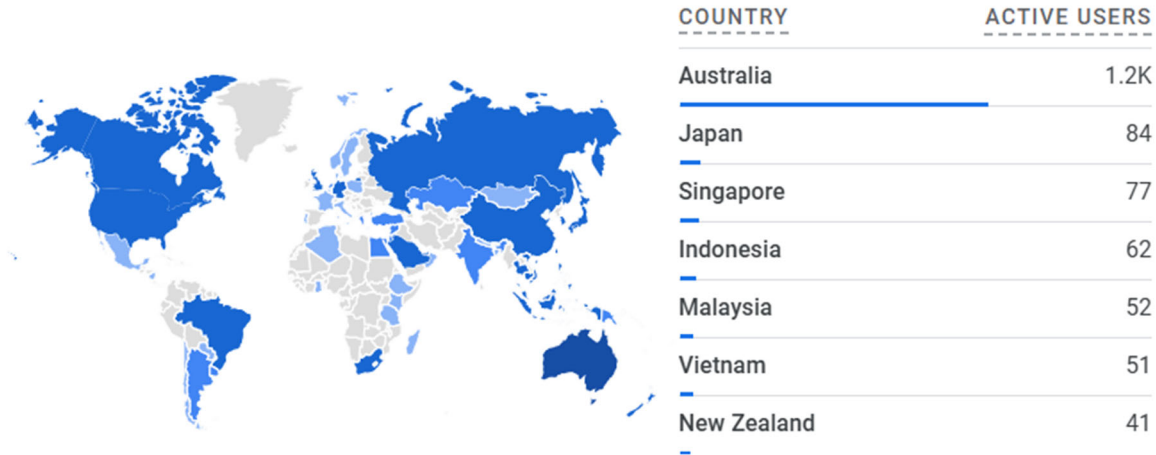


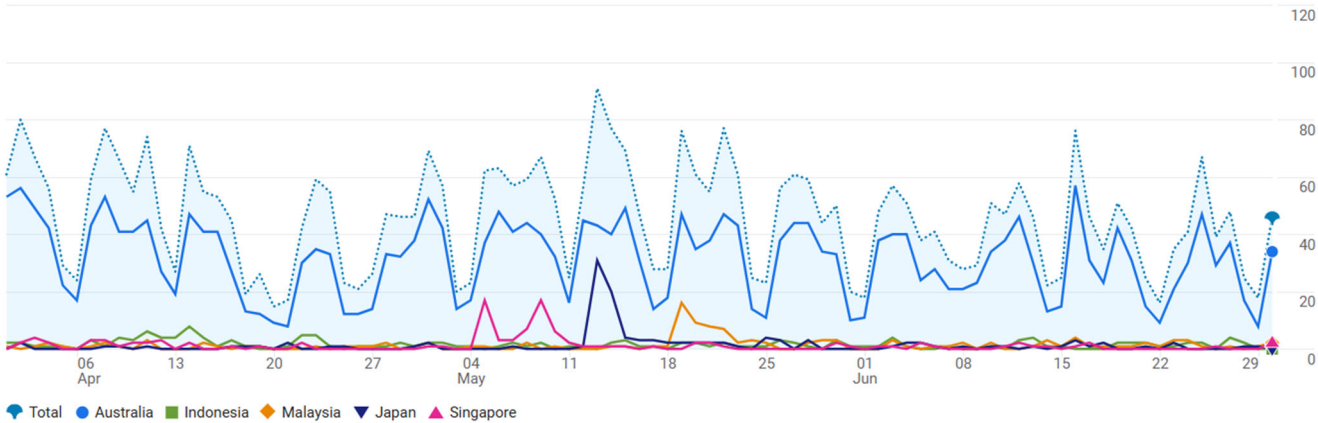


The following provides a statistical report outlining the Handbook of Australian Meat App performance for the period of April to June 2025 (First quarter).

Demographic Overview



Users By Country Over Time

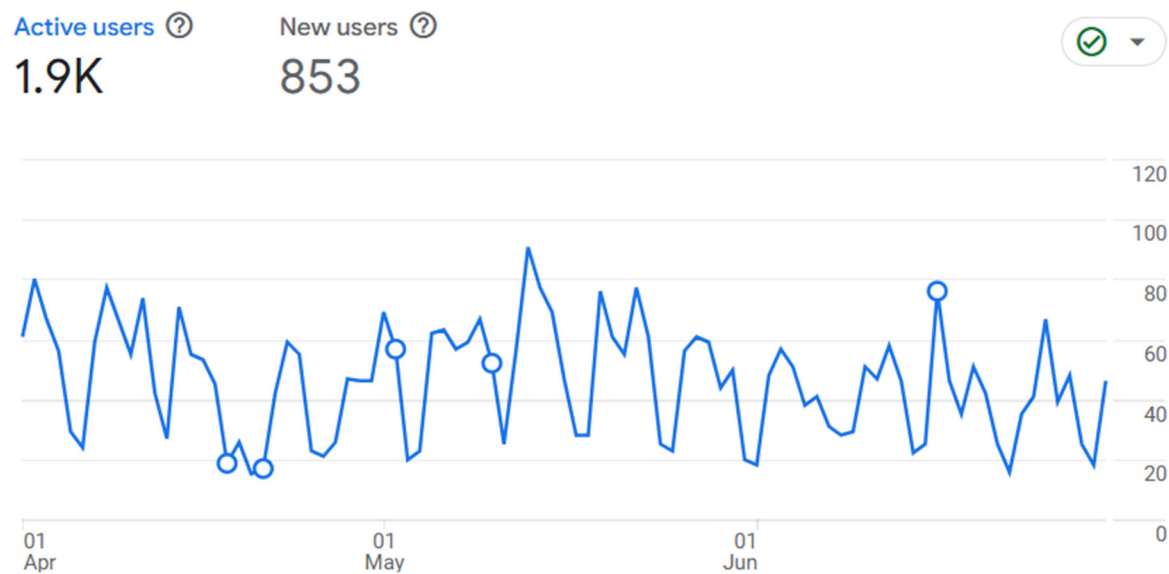




	Country	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time active user
		↓					
✓	Total	1,916 100% of total	853 100% of total	4,616 100% of total	78.21% Avg 0%	2.41 Avg 0%	17m Avg
✓	1 Australia	1,248 (65.14%)	498 (58.38%)	3,165 (68.57%)	79.13%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

User Acquisition

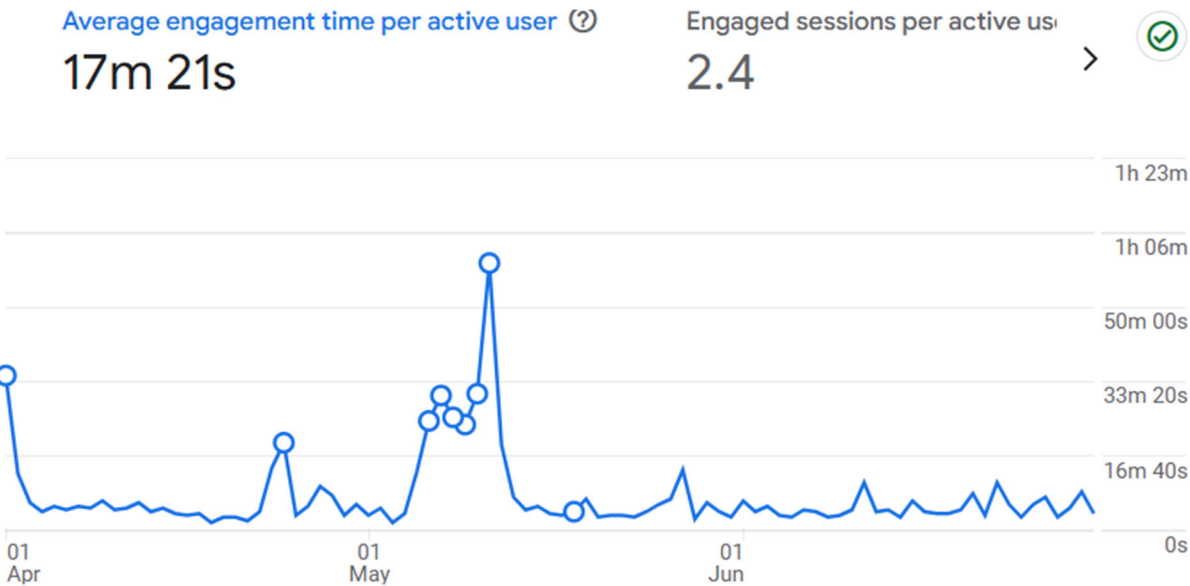
New & Returning Users



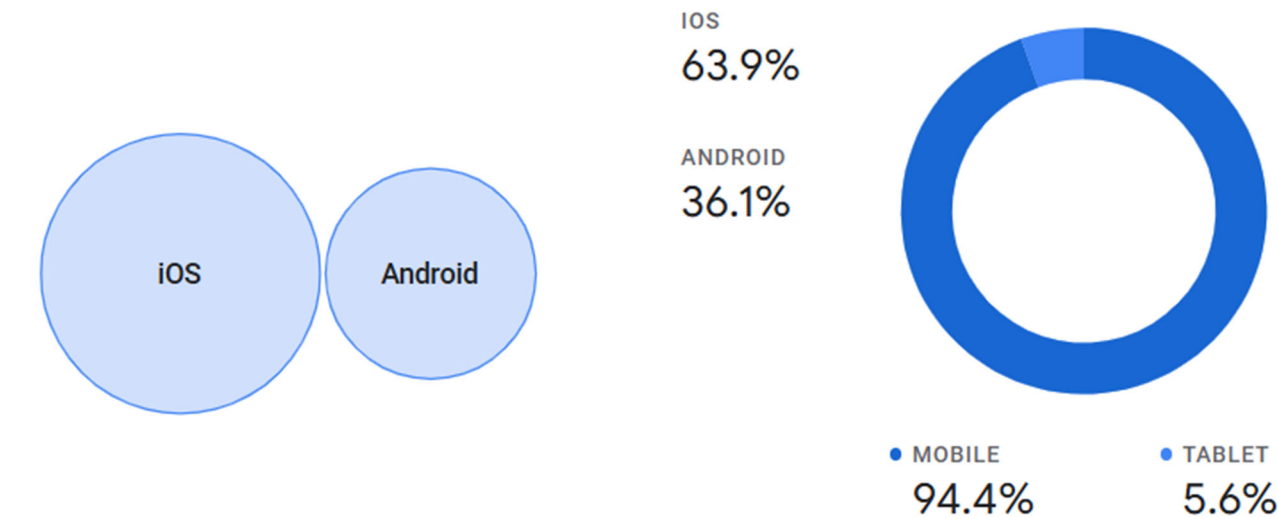


Engagement

Average Engagement time



Users by Technical Platform



END