

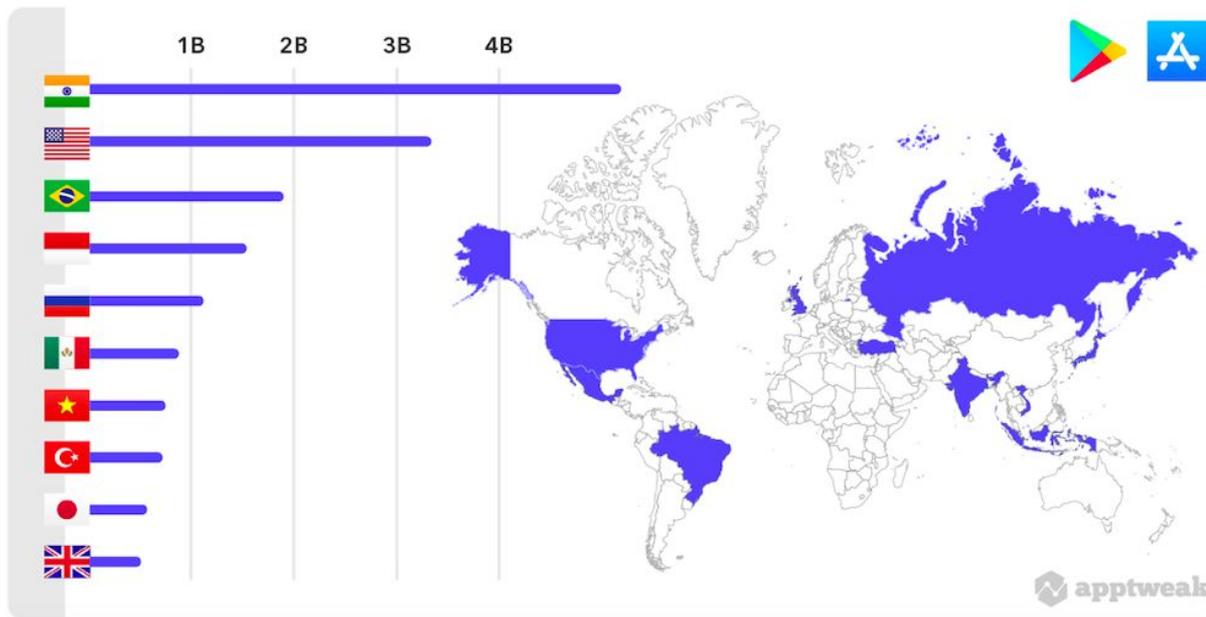


INTRODUCING THE
NEW APP IN PORTUGUESE

TOP 10 COUNTRIES



World Map with the Top 10 countries with the highest number of downloads (Estimates from Top 500 apps from the category “all”, January to June 2019, Apple App Store and Google Play Store)



Brazil is the third country in downloads of apps, after USA and China, with 1.8 billion apps downloaded in 2019.

apptweak

Country	Total downloads
1st United States	2,098,141,490
2nd Japan	346,188,460
3rd United Kingdom	251,664,260
4th Russia	247,054,143
5th Brazil	164,016,360
6th France	161,071,170
7th Vietnam	154,635,810
8th Germany	142,297,920
9th South Korea	419,464,880
10th Turkey	137,371,630

apptweak

Country	Total downloads
1st India	5,066,495,300
2nd Brazil	1,726,370,000
3rd Indonesia	1,483,543,690
4th United States	1,235,055,930
5th Russia	868,051,720
6th Mexico	790,091,205
7th Vietnam	594,005,610
8th Turkey	591,268,590
9th Egypt	419,464,880
10th South Korea	362,930,140

APP PÃO DIÁRIO



What makes an App successful

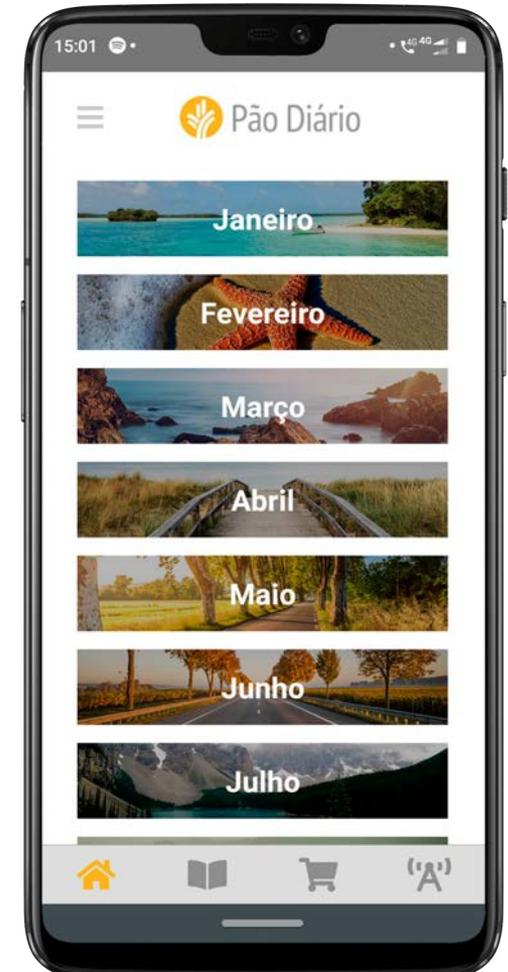
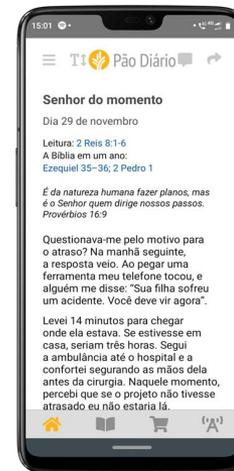
- Content (book chapters, devotionals, news)
- Interaction (make users' experience personal)
- Special discounts for App users
- Provide opportunity for engagement



PÃO DIÁRIO (OUR DAILY BREAD)



□ Daily readings



READING PLANS

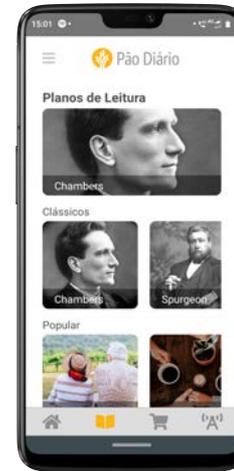


□ Classic devotionals

- Spurgeon
- Tozer
- Edwards
- ten Boom
- Church Fathers

□ Popular devotionals

- Couples
- Women
- Children
- Leadership
- Youth



WEB RADIO



- The best radio programs in the palm of your hand.



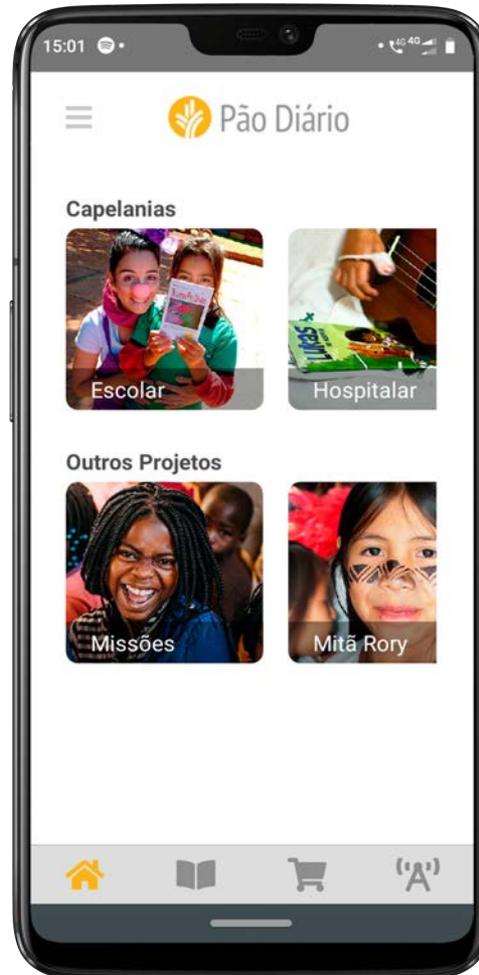
- Next update, in March 2020, will include podcasts.



PROJECTS



- Military
- Prison
- Schools
- Hospitals
- Missions
- Mitã Rory



ACCESSIBILITY



- ODB in Brazilian Sign Language
- Audio for blind people or regular listeners



APP BOOKSTORE



- Special discounts when buying from the App
- Notification of new releases



ABOUT US



- Who we are
- Our history
- What we believe



DONATIONS



- PagSeguro service

