



# Pão Diário

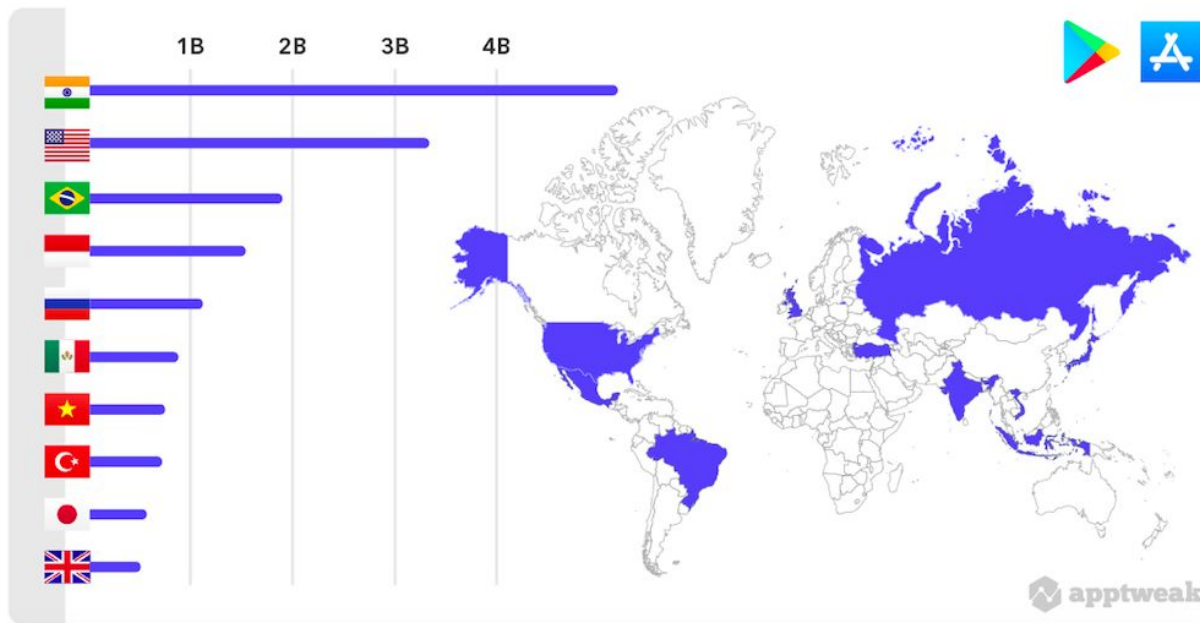
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INTRODUCING THE  
NEW APP IN PORTUGUESE

# 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



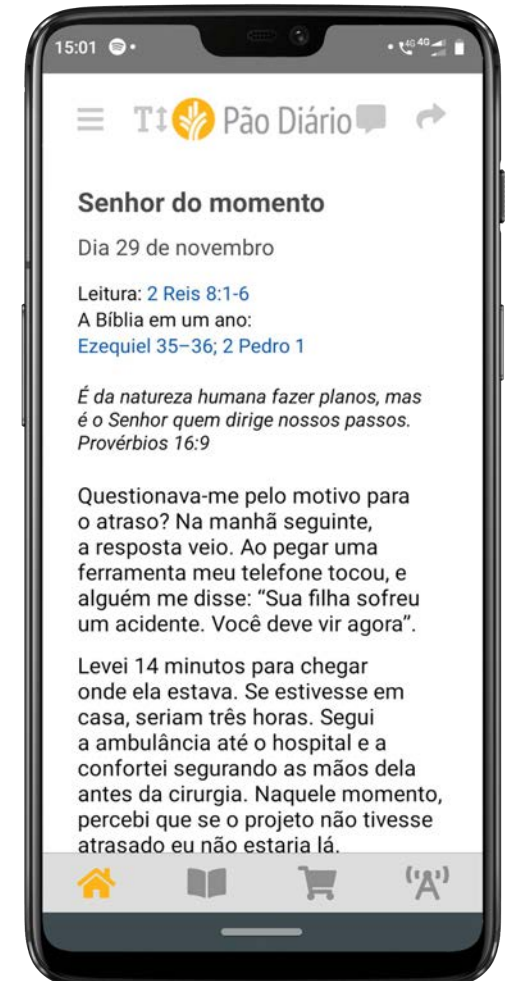
Country		Total downloads
1st	India	5,066,495,300
2nd	Brazil	1,726,370,000
3rd	Indonesia	1,483,543,690
4th	United States	1,235,055,930
5th	Russia	868,051,720
6th	Mexico	790,091,205
7th	Vietnam	594,005,610
8th	Turkey	591,268,590
9th	Egypt	419,464,880
10th	South Korea	362,930,140

# APP PÃO DIÁRIO



## What makes an App successful

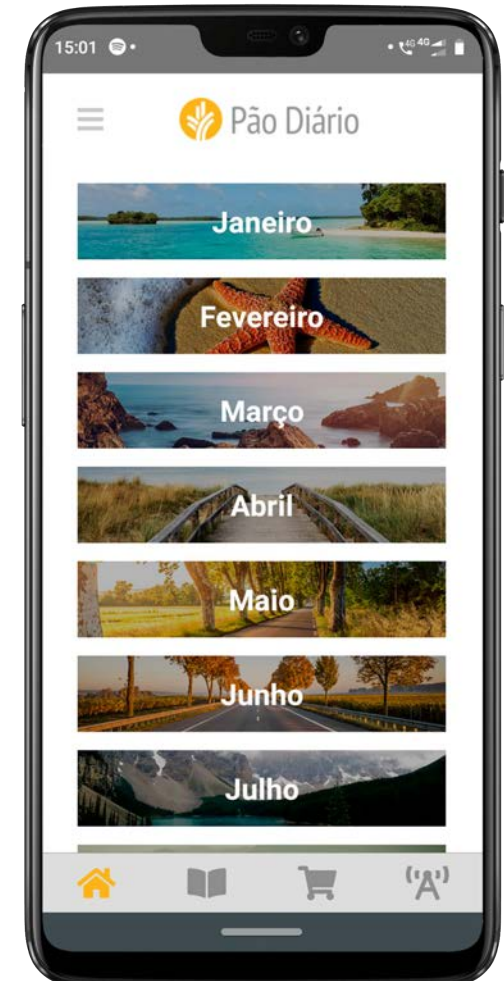
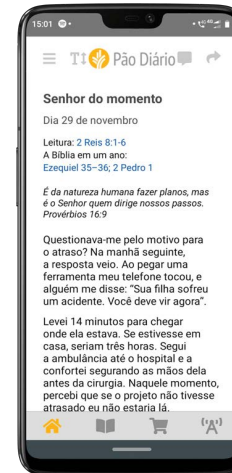
- Content (book chapters, devotionals, news)
- Interaction (make users' experience personal)
- Special discounts for App users
- Provide opportunity for engagement



# PÃO DIÁRIO (OUR DAILY BREAD)



## □ Daily readings



# READING PLANS

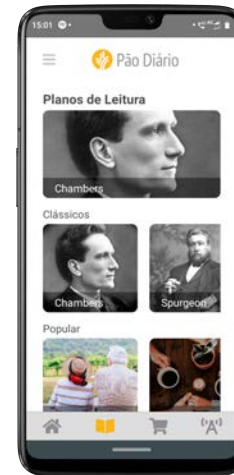


## ☐ Classic devotionals

- ☐ 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.

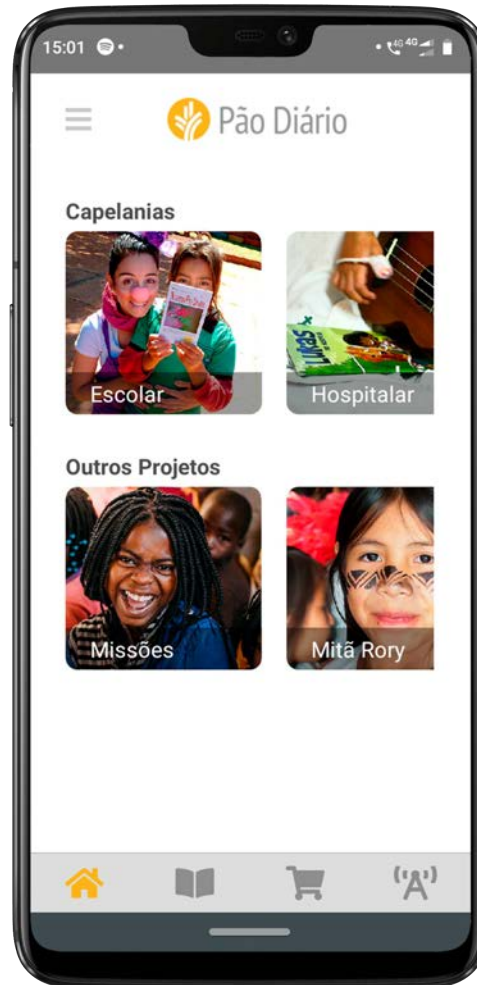




# PROJECTS



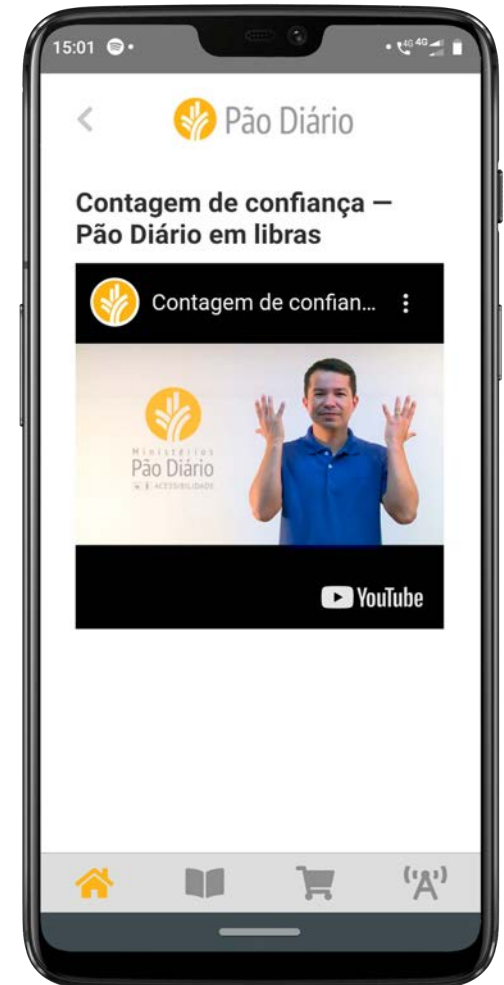
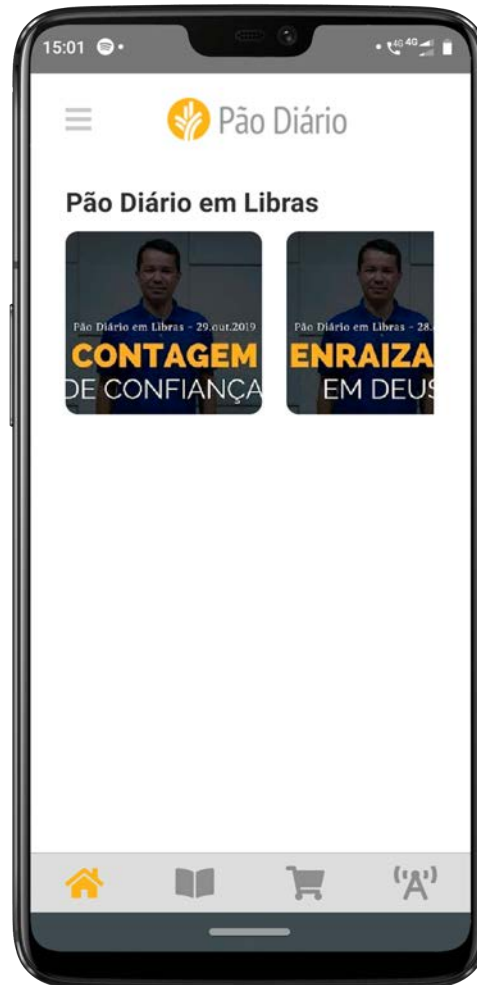
- Military
- Prison
- Schools
- Hospitals
- Missions
- Mitã Rory



# 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

