

ANNIE BABY APPS LLC

# ANNIE BABY MONITOR

Stay close to your baby wherever you are.



# Introducing the Annie Baby Monitor

What is Annie Baby Monitor and how it works?



Smartphone baby monitor



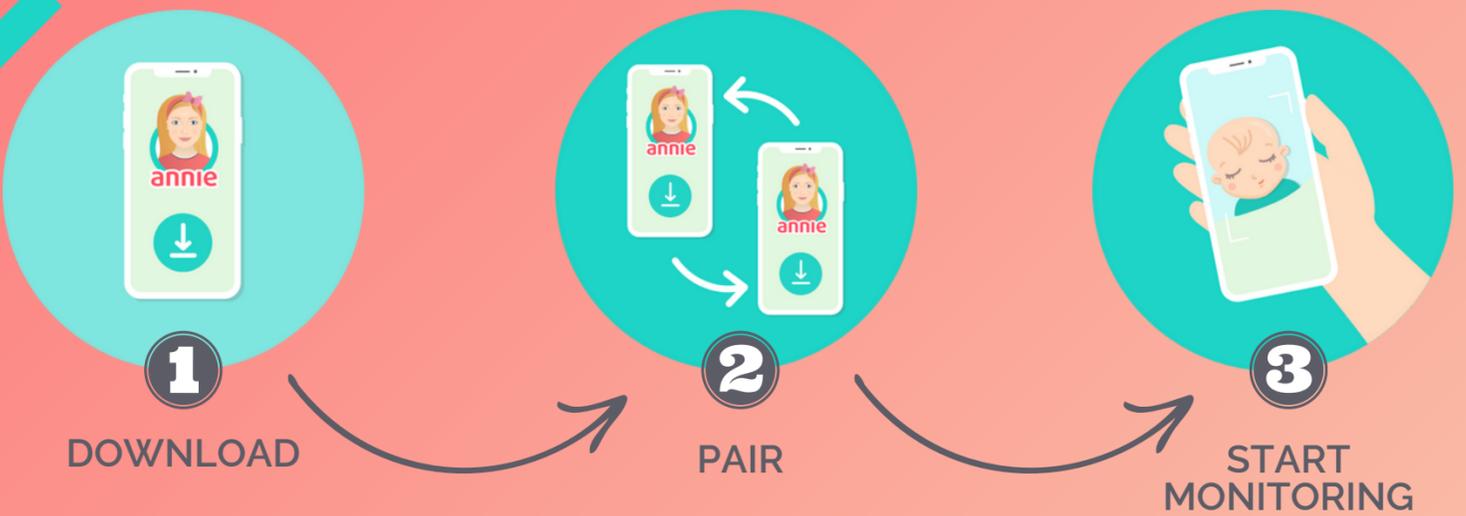
Car baby monitor



Travel baby monitor



This mobile app helps parents monitor baby. All needed are two devices and an internet connection. Parents can stay close to their baby wherever they are.





## Introducing the Best Features of Annie Baby Monitor App



UNLIMITED  
REACH



TWO-WAY  
AUDIO & VIDEO



MOTION  
DETECTION



SMART  
ALERTS



NIGHT  
VISION

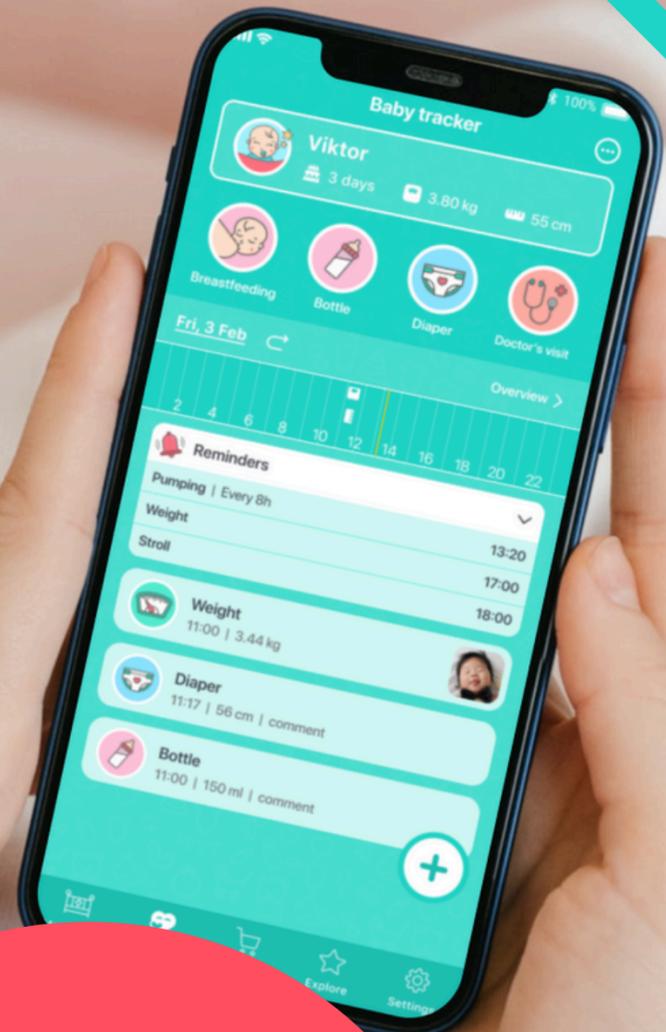


LULLABIES &  
WHITE NOISES



BABY  
TRACKER

# Introducing New Feature Baby Tracker



Feeding



Diaper



Growth



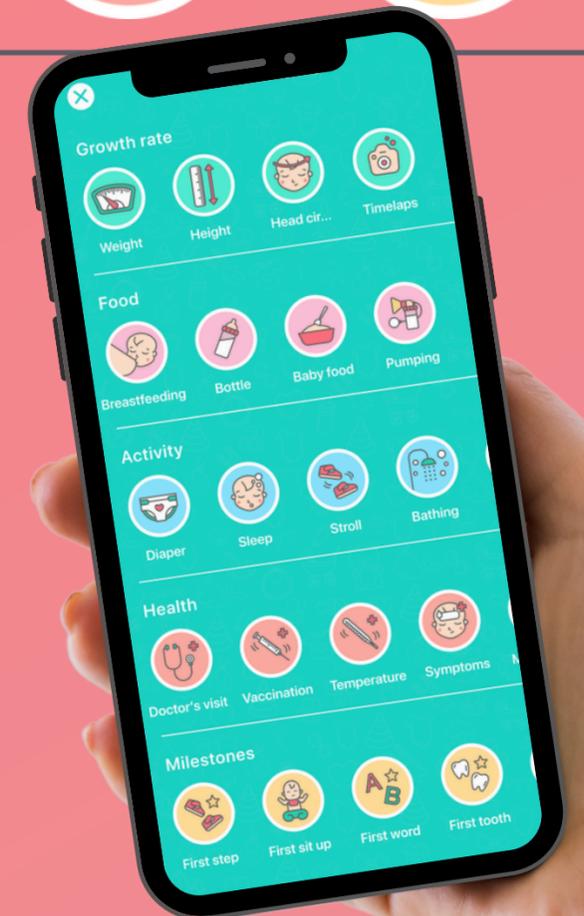
Health



Milestones



With this feature parents can keep track of baby's daily routine. Log every feeding, diaper changes, sleep patterns, growth milestones, and all memorable firsts.



**NEW**



All your devices.  
One thrilling experience.



USERS  
iOS



**5.9M**  
Impressions



**500K+**  
Downloads



**4.5+**  
Rating



USERS  
ANDROID



**4.5M**  
Impressions



**400K+**  
Downloads



**4.1+**  
Rating



Best baby  
monitoring app  
of 2023

*The data has been evaluated for the past year, i.e. July 2022 to July 2023, and includes data from all over the world.*



# Market Research - TOP Worldwide Countries

## Annie is number one in the US market



**United States**

No. 1

The Annie Baby Monitor app is the number one for the words "baby monitor" and "baby monitor app" in the iOS US market.



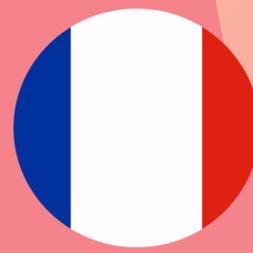
**Germany**  
"babyphone"



**United Kingdom**  
"baby monitor"



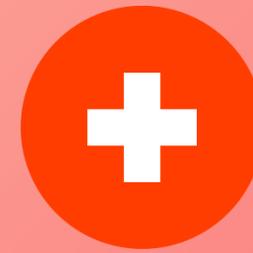
**Czech Republic**  
"dětská chůvička"



**France**  
"babyphone"



**Australia**  
"nanny cam"



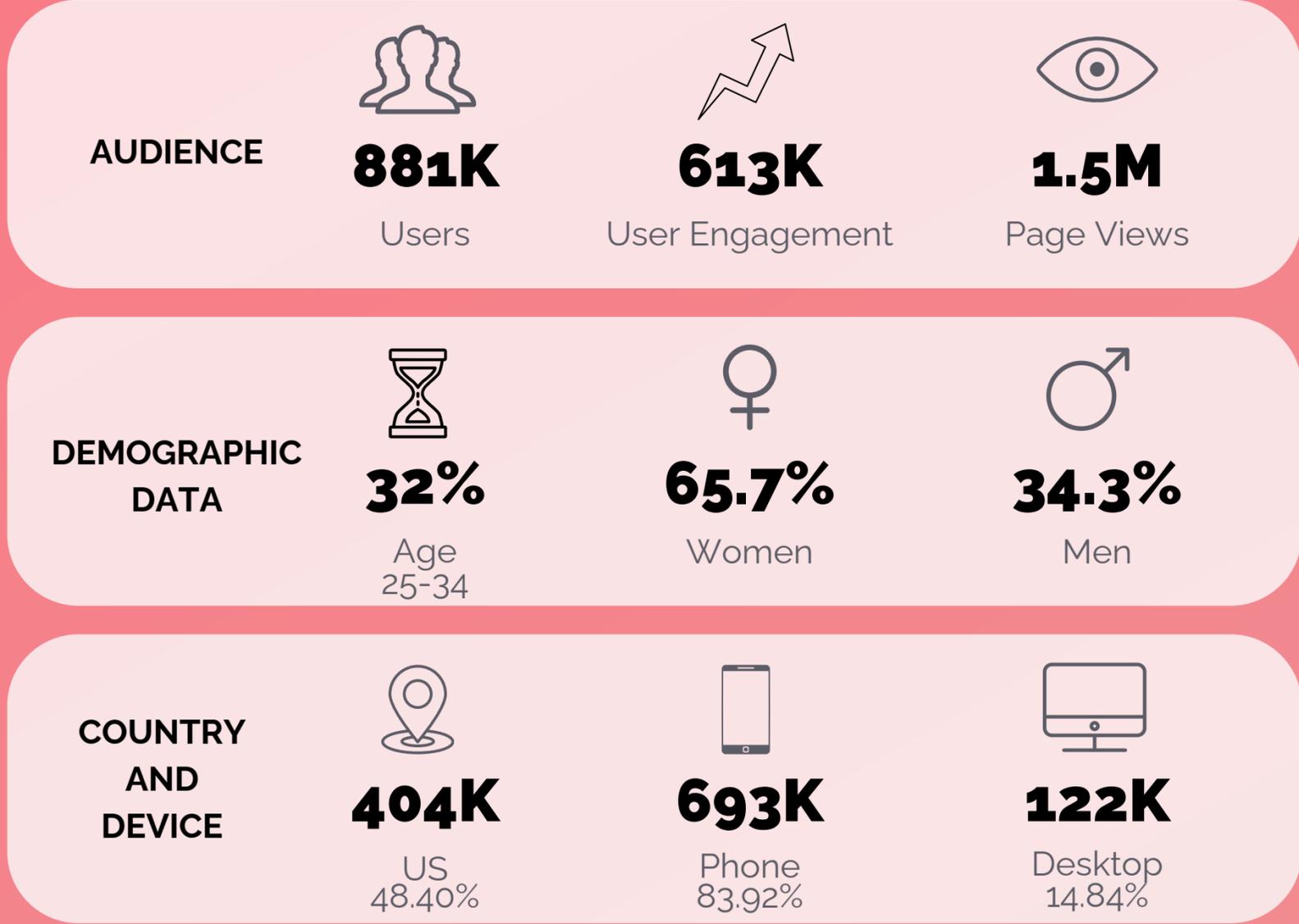
**Switzerland**  
"babyphone"



**Sweden**  
"babyvakt"



One of the **TOP 10 most-read blogs** focused on baby monitors, baby names and parenting.



The data has been evaluated for the past year, i.e. July 2022 to July 2023, and includes data from all over the world.



## Introduction of The Target Group **Annie Baby Monitor blog reader**

**Age:** 18-44  
**Gender:** 65.7% Women  
**Language:** 63.19% US English  
**Country:** 48.40% United States  
**Device:** 58.98% Apple iPhone

**Needs:**  
The majority of users (63.33%) are expectant parents. They turn to our blog because they need help choosing a baby's name. Other users (36.67%) are already at home with the baby, looking up the information they need, whether it's related to help with feeding and sleeping, or choosing the right products.



### Target Affinity Index (TAI)

Women 24-34	40K
Women 18-24	31K



Why Annie Baby Monitor?

**Annie Baby Monitor is trusted and used by millions of parents worldwide!**



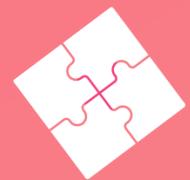
Precise targeting of the target group of mothers and pregnant women.



Authentic user content is more credible than standard advertising.



The created content will remain available to all users forever.



Native formats are interactive and therefore easy to remember.



41K engaged contacts and 11% open rate.



Over 613K user engagement across Annie website, mainly the blog section.

# ANNIE BABY MONITOR



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