

# Aplicativo iOS para leitura de código QR





## Aplicativo iOS para leitura de código QR

Disponível para aquisição está um aplicativo iOS líder de mercado que permite a leitura e decodificação rápida e confiável de códigos QR, com 2,9 milhões de usuários ativos mensais e mais de 70 milhões de downloads no total. É um aplicativo versátil de leitura de código QR e código de barras que suporta mais de 15 tipos de códigos. Ele oferece recursos como informações detalhadas sobre produtos e alimentos, histórico de digitalização, pastas organizadas, digitalização em lote e exportação de CSV. O aplicativo é compatível com várias plataformas (disponível no iPhone, iPad e Mac com o Apple Silicon).

O aplicativo opera em um modelo freemium, oferecendo uma assinatura profissional para digitalizações ilimitadas, acesso a informações sobre produtos e uma experiência sem anúncios. 70% da receita é proveniente de assinaturas e IAP e 30% de publicidade. MRR de US\$ 833 mil e ARR de US\$ 9 milhões.

### Pontos principais

- 4,7 estrelas com 663 mil avaliações.
- 7 anos de história.
- Mais de 280 mil downloads/mês e 2,9 milhões de MAU.
- Conjunto robusto de recursos: Oferece suporte a vários tipos de código e oferece informações detalhadas.
- Receita de assinatura: Oferece assinaturas profissionais com várias durações.
- Retenção: Recursos como histórico de digitalização e digitalização em lote incentivam o uso repetido.
- Downloads orgânicos: Alta classificação na App Store (4,7/5) gerando forte crescimento orgânico.
- Compromisso mínimo de tempo: O aplicativo funciona de forma autônoma com o mínimo de intervenção do usuário.
- Nicho em expansão: Demanda crescente por utilitários de código QR em vários setores.
- Suporte multilíngue: Disponível em mais de 20 idiomas, atendendo a um público global.
- O aplicativo foi desenvolvido em Swift (principalmente UIKit, algumas partes de SwiftUI).
- Não há back-end pesado, apenas um pequeno recurso criado em PHP.

### TARGET PRICE

\$ 32,000,000

### GROSS REVENUE

\$ 9,818,603

### EBITDA

\$ 6,461,480

### BUSINESS TYPE

Software e SAAS

### COUNTRY

Estados Unidos

### BUSINESS ID

L#20250925

*The information contained herein does not constitute an offer to sell or a solicitation of an offer or a recommendation to purchase securities under the securities laws of any jurisdiction, including the United States Securities Act of 1933, as amended, or any US state securities laws, or a solicitation to enter into any other transaction*

*The projected financial information contained in the Memorandum is based on judgmental estimates and assumptions made by the management of the target Company, about circumstances and events that have not yet taken place. Accordingly, there can be no assurance that the projected results will be attained. In particular, but without prejudice to the generality of the foregoing, no representation or warranty whatsoever is given in relation to the reasonableness or achievability of the projections contained in the Memorandum or in relation to the bases and assumptions underlying such projections and you must satisfy yourself in relation to the reasonableness, achievability and accuracy thereof.*

*By delivering this Memorandum, neither MergersUS Inc., nor its authorized agents are making any recommendations regarding the acquisition or strategies outlined herein. Interested parties shall exercise independent judgment in, and have sole responsibility for, determining whether an acquisition of the Company is suitable for them, and neither MergersUS Inc, nor its authorized agents have responsibility to, and will not, monitor the condition of interested parties to determine that an acquisition is or remains suitable for them. Among other things, suitability of an acquisition will depend upon an interested party's investment and business plans and financial situation.*

*This document is prepared for information purposes only. It is made available on the express understanding that it will be used for the sole purpose of assisting the recipients to decide whether they wish to proceed with a further investigation of the Proposed Transaction.*

*The recipients realize and agree that this document is not intended to form the basis of any investment decision or any other appraisal or decision regarding the Proposed Transaction, and does not constitute the basis for the contract which may be concluded in relation to the Proposed Transaction.*

*All information contained in this document may subsequently be updated and adjusted. MergersUS Inc. has not independently verified any of the information contained herein or on which this document is based. Neither the Company, nor its management or shareholders, nor MergersUS Inc. , nor any of their respective directors, partners, officers, employees or affiliates make any representation or warranty (express or implied) or accept or will accept any responsibility or liability regarding or in relation to the accuracy or completeness of the information contained in this document or any other written or oral information made available to any interested party or its advisers. Any liability in respect of any such information or any inaccuracy in or omission from the document is expressly disclaimed.*

www.mergerscorp.com



© 2024 MergersCorp M&A International. All rights reserved.

*© 2024 MergersCorp M&A International. MergersCorp™ M&A International is the collective brand name of independent affiliates of MergersCorp M&A International. For more details on the nature of our affiliation, please visit us on our website <https://www.mergerscorp.com/disclaimer>. MergersCorp M&A International is not a registered broker-dealer under the U.S. securities laws. MergersCorp M&A International does not offer or sell securities or provide investment advice or underwriting services. The articles or publications contained in this presentation are not intended to provide specific business or investment advice. The author or MergersCorp M&A International shall not be liable for any errors or omissions, or for any loss suffered by any person or organization acting or refraining from acting as a result of the content of this website. It is recommended that specific independent advice be sought before making any business or investment decision.*



[WWW.MERGERSCORP.COM](http://WWW.MERGERSCORP.COM)