

Mobile App Report

| | Statistics |
|----------------------------------|---|
| Total number of app users | 232 |
| Female app users | 24% |
| Male app users | 76% |
| App users' age range | 12 -68 years old |
| App user by region | Amhara- 68% Oromia- 15% SNNP- 13% Tigray- 3% |
| App Rate | 5 stars |
| Current Version | 3 |

- Promoting the mobile application by social media marketing: Only one time
- Mobile application update after launch: Five times updated
- App installed audience country- Ethiopia, United States, Germany, Saudi Arabia, and Rwanda
- The number of times the app crashed- 0

YouTube Report

| | Statistics |
|----------------------------------|------------|
| Total channel subscribers | 212 |
| Total Uploaded video | 156 |
| Total Video Views | 32,200+ |

- All liked
- No paid marketing has been done.

Facebook Report

| | Statistics |
|---------------------------|------------|
| People follow page | 28,401 |
| People like page | 28,306 |

- Paid marketing for only three months
- Note that all the digital marketing has been done for only three months and met our goal by 212%.