

# 3-DAY FREE TRIAL

Then \$95.99/year



*Subscribe now to get:*

- UNLIMITED times to scan
- CUSTOMIZE your QR codes
- SECURED QR codes reader
- AD FREE

**Continue To Trial** →

3-day free trial. Cancel anytime. During the free trial, no money will be charged. After 3-day free trial then automatically extends to an annual subscription for \$95.99/year.

Restore



## PROFESSIONAL GIF MAKER

- ✓ Unlimited images for creating gif
- ✓ 99+ categories of gif available
- ✓ Create gif images with videos over 180m
- ✓ No ads

**PURCHASE**

**TRY FOR FREE**  
Free 3 days & Cancel anytime

Experience with the full-featured version.

# Dissecting Fleeceware Apps: The Million-dollar money making machine in Android and iOS

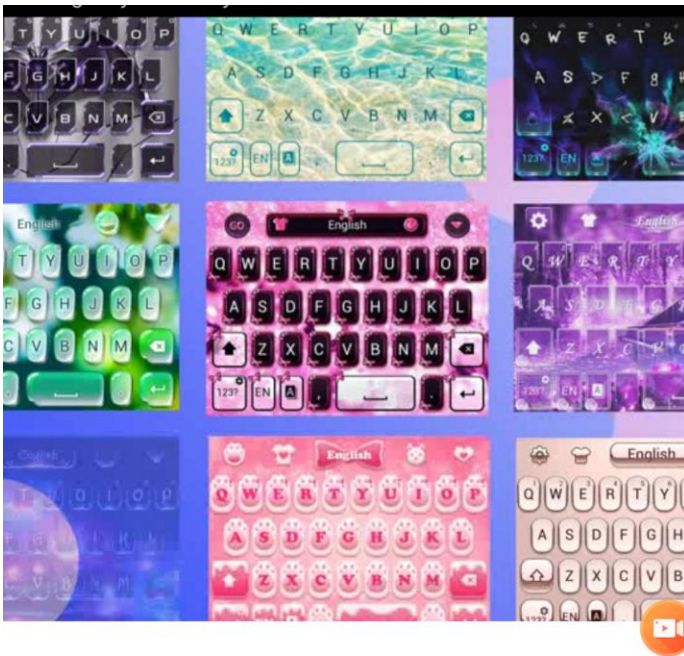


**Jagadeesh Chandraiah**  
Threat Researcher

VB 2020

**SOPHOS**

# What is Fleeceware



## Try Premium Features NOW

Cancel Anytime

### MONTHLY

3-day free trial, US\$9.99/mo

### Start FREE Trial

Yearly, cancel anytime



Cancel anytime. Automatically extends to an annual subscription after 3 days for \$59.99/year

[Privacy Policy](#)



## Your Palm Reading is Ready

Join Millions of Happy Users

- ✓ Daily, monthly and yearly horoscopes
- ✓ Detailed compatibility report
- ✓ Advanced phone number analyzer
- ✓ Based on AI and NASA data

3 Days Free Trial

No commitment. Cancel anytime.



Try Free

## FUTURE CAMERA



### Aging Prediction

Meet the future of you

TRY NOW



### Artistic Filter

Apply artistic filters to your photos

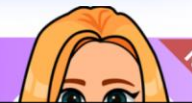
TRY NOW



### Baby Prediction

What will your future baby look like?

TRY NOW







## PROFESSIONAL GIF MAKER

Google Play



### Free Trial

Gif maker free & gif editor

### Free

3 day trial

After free trial  
starting Jul 27, 2019

€214.99/month

**\$239.99/month**

Payment method needed

- Cancel anytime in Google Play
- You won't be charged if you cancel before Jul 27, 2019

CONTINUE



## Unlimited access to All Features



### Private Cloud

Back up & Restore data to your Private Cloud



### Break-in Alerts

Google Play



### Free Trial

Hide Photos & Videos - Calculator Photo Vault

### Free

3 day trial

After free trial  
starting Jul 27, 2019

€104.99/month

**\$119.99/month**

Payment method needed

- Cancel anytime in Google Play
- You won't be charged if you cancel before Jul 27, 2019


CONTINUE



QR Code Reader-Barcode Scanner  
QR Code Master  
★★★★★



Camera Search By Image  
SOULV Dev Android  
★★★★★




Compass Pro: GPS  
SOULV Dev Android  
★★★★★



Pic Collage - Collage Maker  
SOULV Dev Android  
★★★★★




Gif maker free & gif maker  
SOULV Dev Android  
★★★★★



Hide Photos & Videos  
SOULV Dev Android  
★★★★★




HiddenMe -Face Age  
Colorfulnight  
★★★★★



Old Me  
Angle Cell  
★★★★★




S Photo Editor - Collage  
Best Free Video Editor & Photo Editor  
★★★★★




Screen Recorder, Video Recorder  
VideoShow EnjoyMobi  
★★★★★



Video Maker of Photos  
VideoShow EnjoyMobi  
★★★★★




Screen Recorder, Video Recorder  
VideoShow EnjoyMobi  
★★★★★




VCUT Pro - Slideshow  
VideoShow EnjoyMobi  
★★★★★



Easysnap: Selfie Beauty  
Banuba  
★★★★★



Fortunemirror  
FortuneMirror  
★★★★★



Fix corrupted mp4  
Recover Undeleted File  
★★★★★





# Subscription model

**SOPHOS**





<p><b>Digital</b></p> <p><b>\$49.99</b></p> <p>FOR 1 YEAR</p> <p>Select</p> <ul style="list-style-type: none"><li>✓ Unlimited access to TheAtlantic.com</li><li>✓ Subscriber-only newsletter</li><li>✓ iOS app, digital issues, &amp; more</li></ul>	<p><b>BEST VALUE</b></p> <p><b>Print &amp; Digital</b></p> <p><b>\$59.99</b></p> <p>FOR 1 YEAR</p> <p>Select</p> <p>PLUS</p> <ul style="list-style-type: none"><li>✓ Digital subscription</li><li>✓ 10 print issues of the magazine delivered to your door</li></ul>
--	--



# App Business model

- Free model



- Paid/Premium



- Freemium



- Auto recurring payments /Subscription



# Try Premium free for 1 month

FREE	PREMIUM
Ad breaks	Ad-free music

GET PREMIUM

Only £9.99/month after offer period. Cancel anytime. Terms and conditions apply.

## YouTube Premium

YouTube and YouTube Music ad-free,  
offline and in the background

TRY IT FOR FREE

1-month free trial • Then £11.99/month  
We'll remind you 7 days before your trial ends  
Recurring billing • Cancel at any time

# Short Free Trial

X **Extra Fun With** RESTORE

## Premium Face Filters



Choose


**3 Days Free Trial Then**

£9.99 / Month

£4.99 / Week

Payment will be charged to your Apple ID account at the confirmation of purchase. The subscription automatically renews unless it is canceled at least 24 hours before the end of the current period. Your account will be charged for renewal within 24 hours prior to the end of the current period. You

Daddy Mommy



/// LIFE INSIGHT PLUS ///

- ✓ Accurate Palm Scan
- ✓ Predict Aging Face
- ✓ Animal Spirit Reveal

Try 3 days for free then \$8.99/week

**Subscribe Now**

Terms of Service **Restore** Privacy Policy

This product has a 3-day free trial, followed by a subscription for \$8.99/week, \$22.99/month or \$69.99/year. Subscription automatically renews unless auto-renew is turned off at least 24-hours before the end of the current period. Account will be charged for renewal within 24-hours prior to the end of the current period, and identify the cost of the renewal. You can manage your subscription and turn off the auto-renewal by going to your Account Settings after purchase. This must be done 24 hours before the end of the subscription period to avoid being charged. Please visit <https://support.apple.com/en-us/HT202039> for more information. You cannot cancel the current subscription during the active subscription period. Any unused part or time-span of a free trial period will be forfeited, as soon as you purchase a subscription.

X



## PROFESSIONAL GIF MAKER

- ✓ Unlimited images for creating gif
- ✓ 99+ categories of gif available
- ✓ Create gif images with videos over 180m
- ✓ No ads

**PURCHASE**

**TRY FOR FREE**  
Free 3 days & Cancel anytime

Experience with the full-featured version.

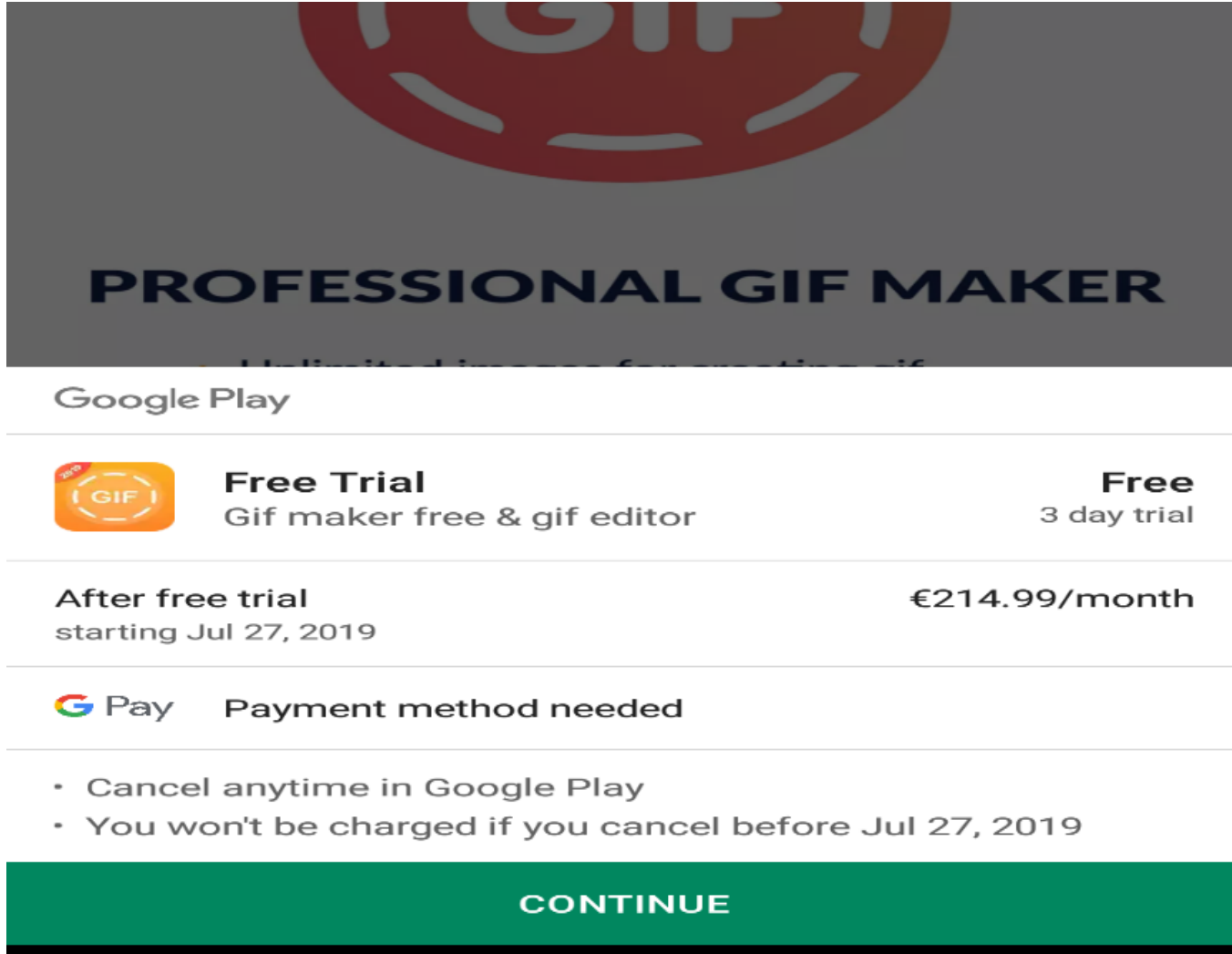


# Steep Subscription charges

Country	Price range
United States	<b>USD .99 - 400.00</b>
United Kingdom	<b>GBP .50 - 300.00</b>
Japan	JPY 99.00 - 48,000.00
Germany, France	<b>EUR .50 - 350.00</b>
Australia	AUD .99 - 550.00
India	INR 10.00 - 26,000.00
Russia	RUB 15.00 - 42,000.00
Brazil	BRL 0.99 - 1,500.00


<https://support.google.com/googleplay/android-developer/table/3541286>

# Steep Subscription charges




**PROFESSIONAL GIF MAKER**

Google Play

 **Free Trial**  
Gif maker free & gif editor

**Free**  
3 day trial

After free trial starting Jul 27, 2019 **€214.99/month**

 **Pay** Payment method needed

- Cancel anytime in Google Play
- You won't be charged if you cancel before Jul 27, 2019

**CONTINUE**

Discover secrets of  
your destiny!

**Weekly: £7.99**

**Yearly: £77.99**

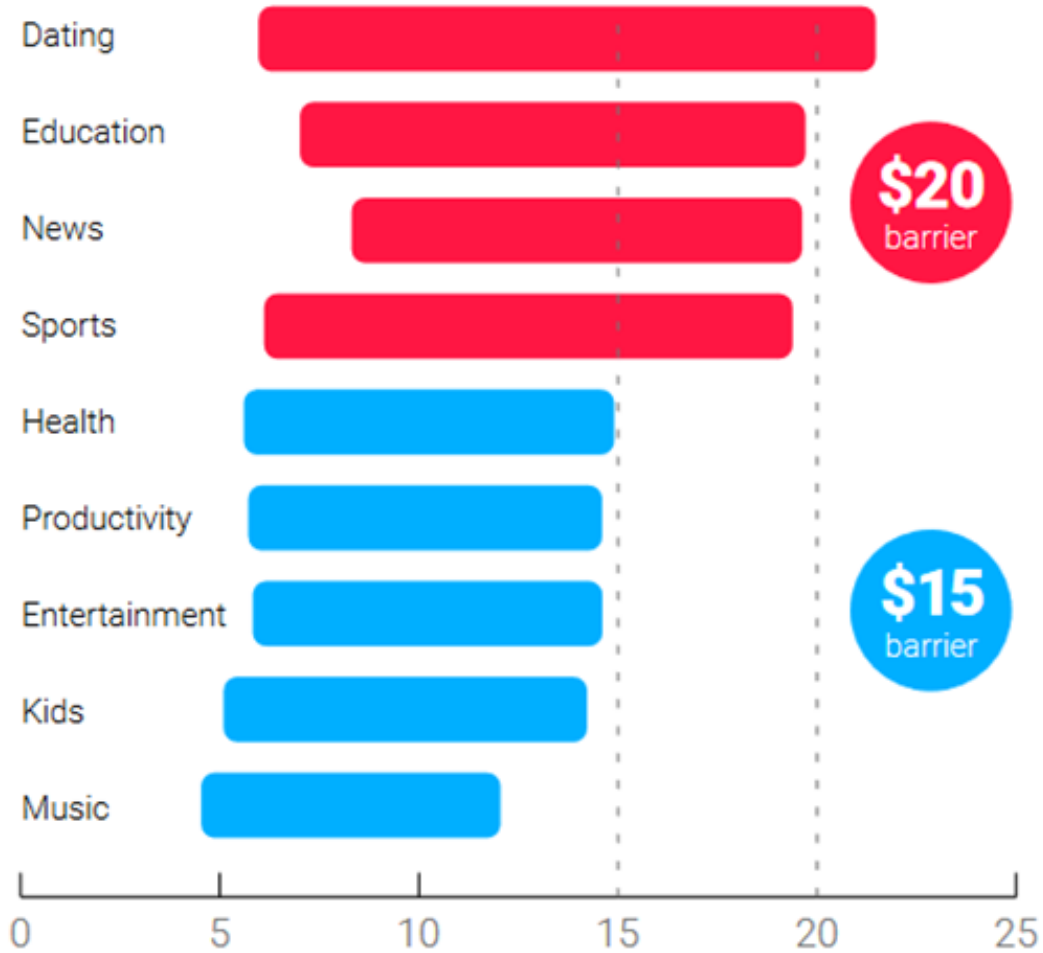
Cancel Anytime!

[Restore Purchase](#)

The subscription automatically renews for £7.99/week or £77.99/year. Payment will be charged to iTunes Account at confirmation of purchase. Subscription automatically renews unless auto-renew is turned off at least 24-hours before the end of the current

# Steep Subscription charges

What Android Users are Willing to Pay in the US (by month)



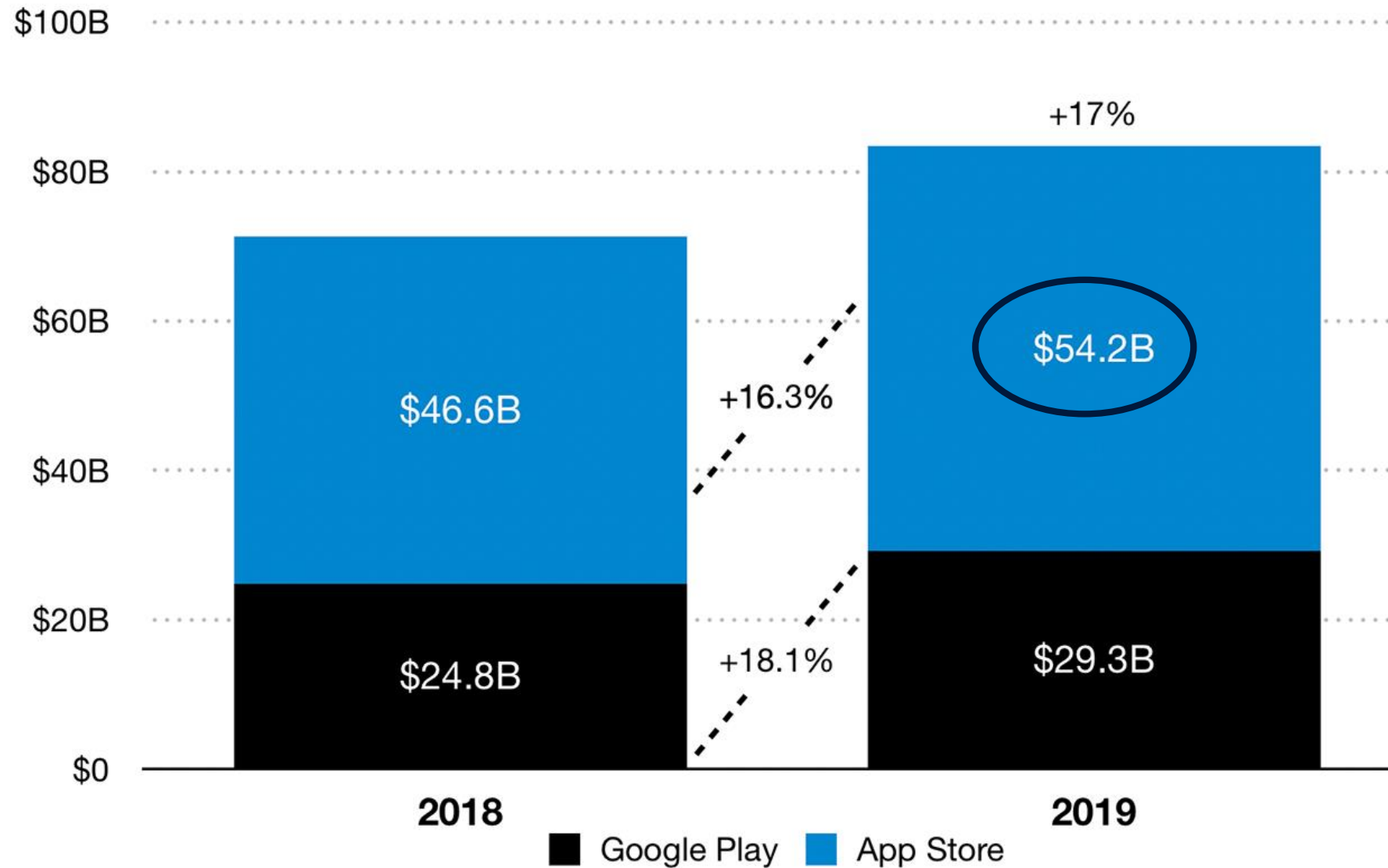
[http://services.google.com/fh/files/misc/subscription\\_apps\\_on\\_google\\_play.pdf](http://services.google.com/fh/files/misc/subscription_apps_on_google_play.pdf)

# Subscription Market and Revenue

**SOPHOS**

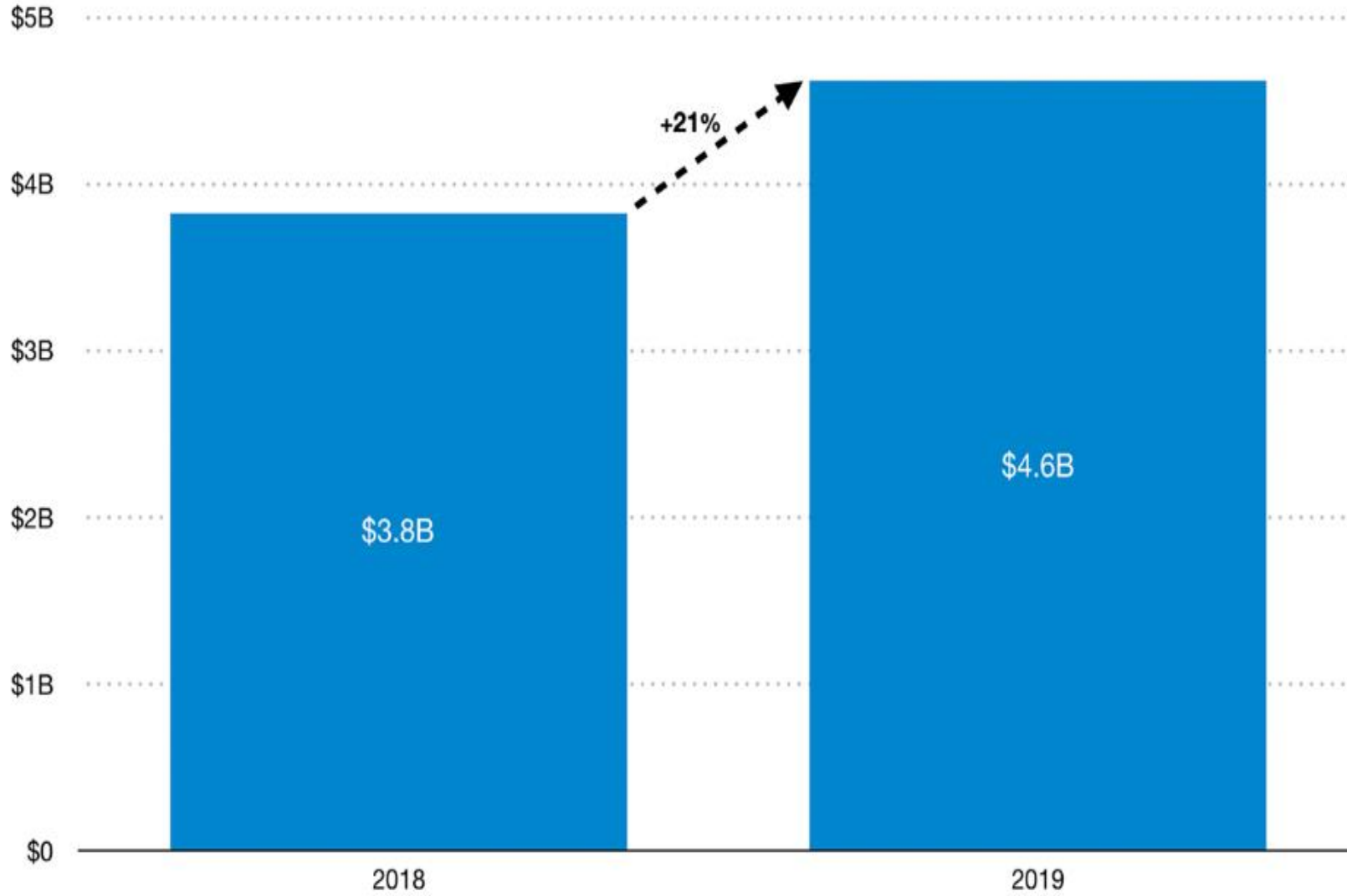


# Global Consumer Spending in Mobile Apps for 2019



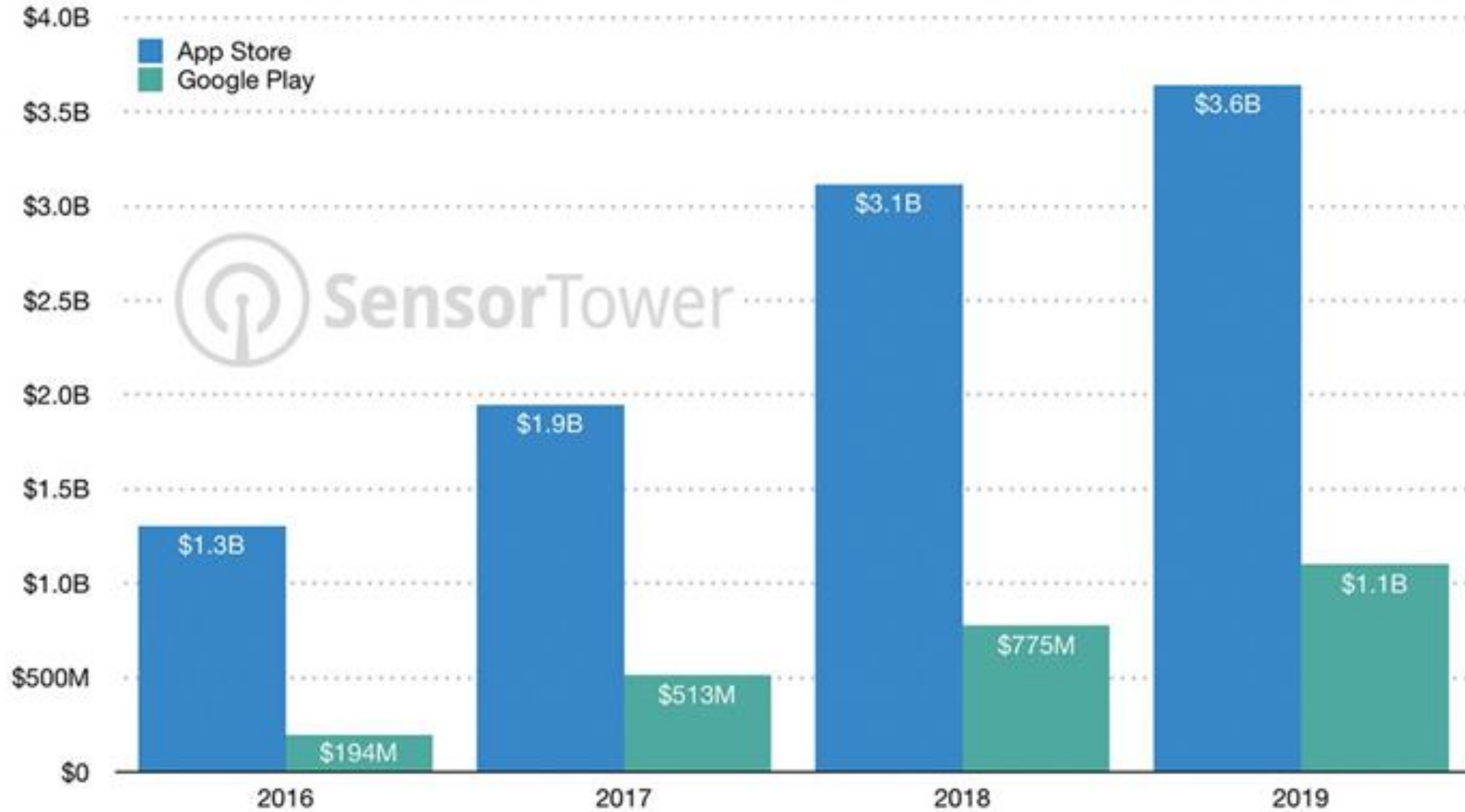
<https://sensortower.com/blog/app-revenue-and-downloads-2019>

### Annual Spending in Top 100 U.S. Subscription Apps













<https://sensortower.com/blog/subscription-apps-revenue-2019>

## Annual Spending in Top 100 U.S. Subscription Apps by Platform













<https://sensortower.com/>











### Overall Revenue

- 1  Tinder
- 2  Pandora
- 3  YouTube
- 4  HBO Now
- 5  Bumble
- 6  Hulu
- 7  Google One
- 8  LinkedIn
- 9  YouTube Music
- 10  ESPN

### App Store Revenue

- 1  YouTube
- 2  Tinder
- 3  Pandora
- 4  Hulu
- 5  Bumble
- 6  HBO Now
- 7  LinkedIn
- 8  YouTube Music
- 9  Amazon Music
- 10  ESPN

### Google Play Revenue

- 1  Pandora
- 2  Google One
- 3  Tinder
- 4  HBO Now
- 5  Disney+
- 6  Twitch
- 7  Bumble
- 8  ESPN
- 9  LiveMe
- 10  MeetMe

<https://sensortower.com/>



# Top Grossing charts

# Top Grossing iPhone Apps

Paid

Free

Top Grossing



1. Tinder  
Lifestyle

Get

In-App Purchases



2. Bumble - Meet  
New People  
Lifestyle

Get

In-App Purchases



7. OPixels -  
Cartoon Photo...  
Lifestyle

Get

In-App Purchases



11. Zodiac  
Master Plus -...  
Lifestyle

Get

In-App Purchases



13. PURE  
anonymous...  
Lifestyle

Get

In-App Purchases



14. Live  
Wallpapers 4K  
Lifestyle

Get

In-App Purchases



19. Astroline  
astrology,...  
Lifestyle

Download...

In-App Purchases



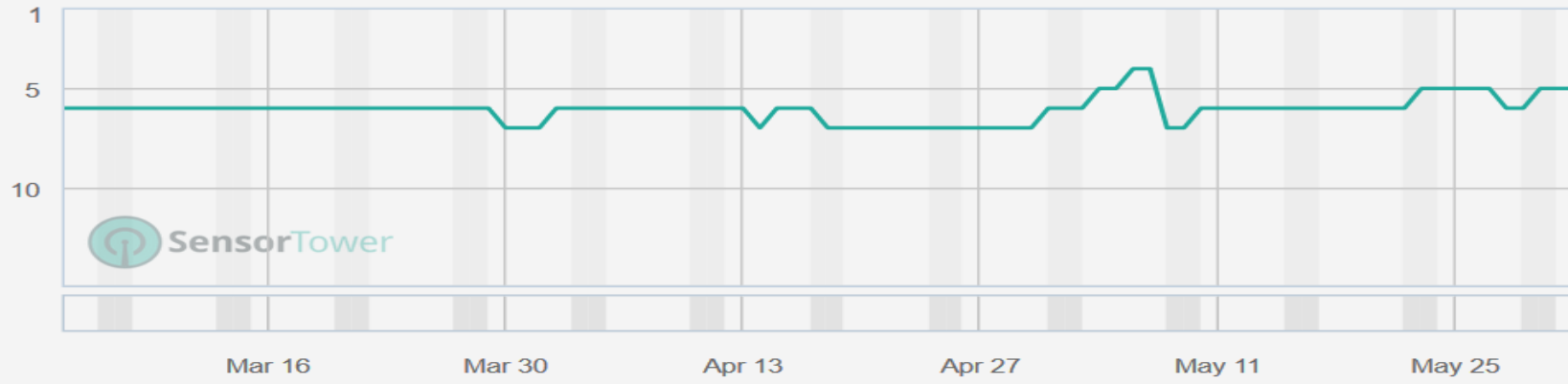
23. MoreDates -  
Find true love  
Lifestyle

+ Get

In-App Purchases

# Category Ranking History

Top Grossing-Lifestyle ▾



Fantastic Face - A...



90 ▾

Free

6 months

11/20/2018

3m

\$500k

○ 1 YEAR: USD 79.99

## 3-DAY FREE TRIAL


then extends to monthly subscription for USD 29.99/month. Cancel anytime

**CONTINUE**

3-day free trial, cancel anytime



✕



### Enjoy All Features

- ✿ Meditation & Tarot
- 🕒 Palmistry & Prediction

**1 Week** **USD \$4.99 / wk**  
3 days free trial, then \$4.99/week

**1 Year** **USD \$59.99 / yr**

## Future Baby & Palm Reader Ratings and Reviews


**1.0** out of 5 44 R

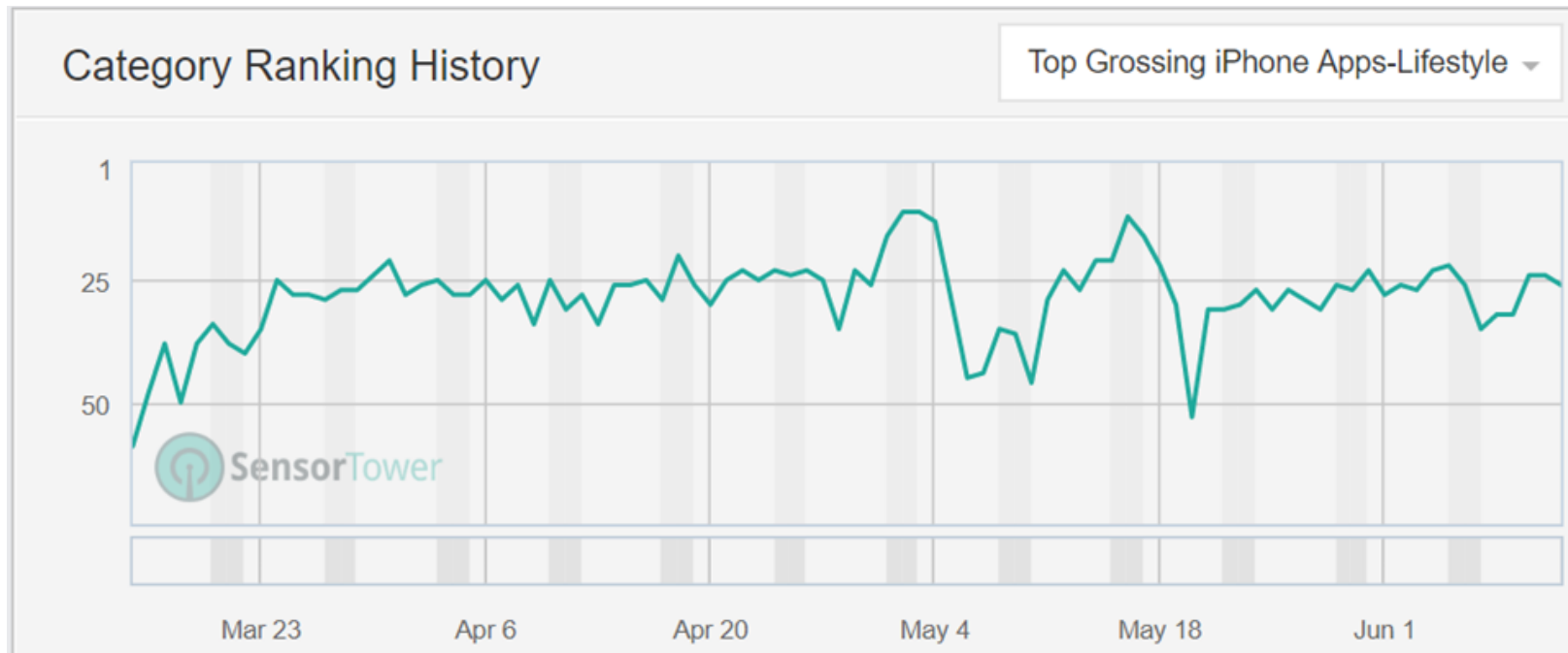


aleestaa\_, 08/04/2020



### I want my money back!

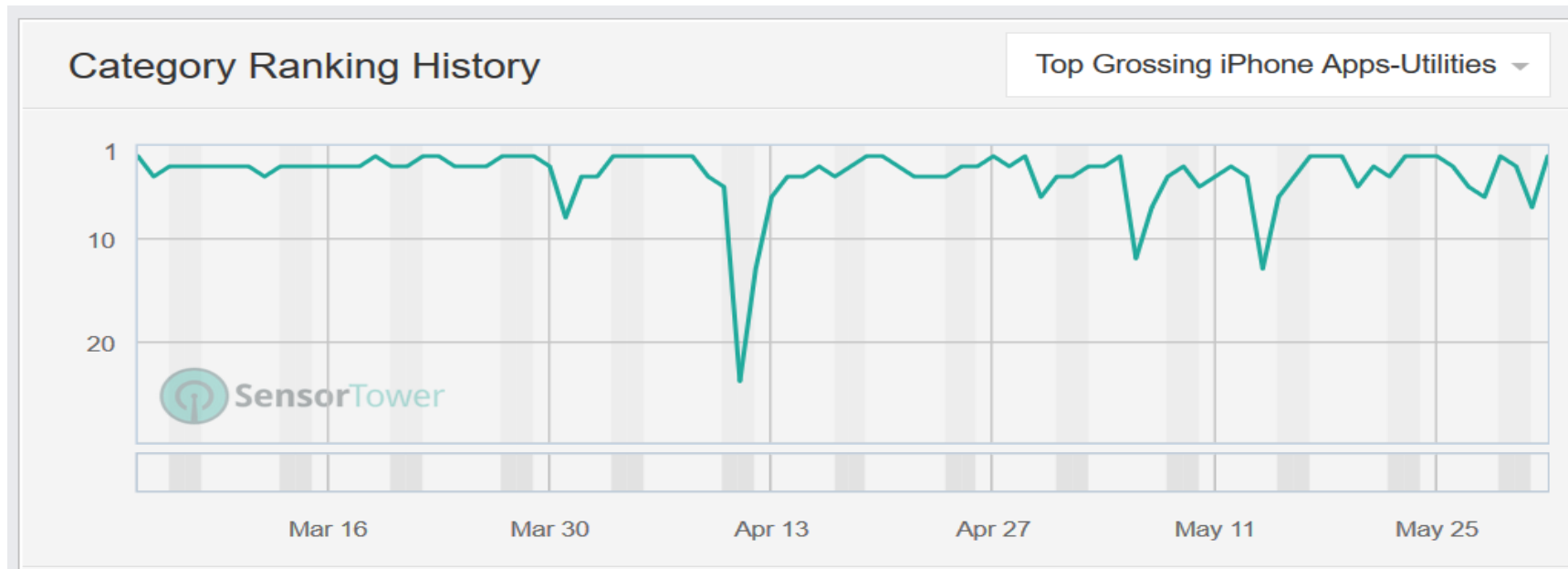
They took my money out of my account without me wanting to renew my subscription!!!!!!

App	Countries	Price	Last Update	Release Date	Downloads Last Month	Revenue Last Month
1  <b>Future Baby &amp; Pal...</b> ★★★★★	89 ▼	Free	10 days	6/20/2019	400k	\$600k

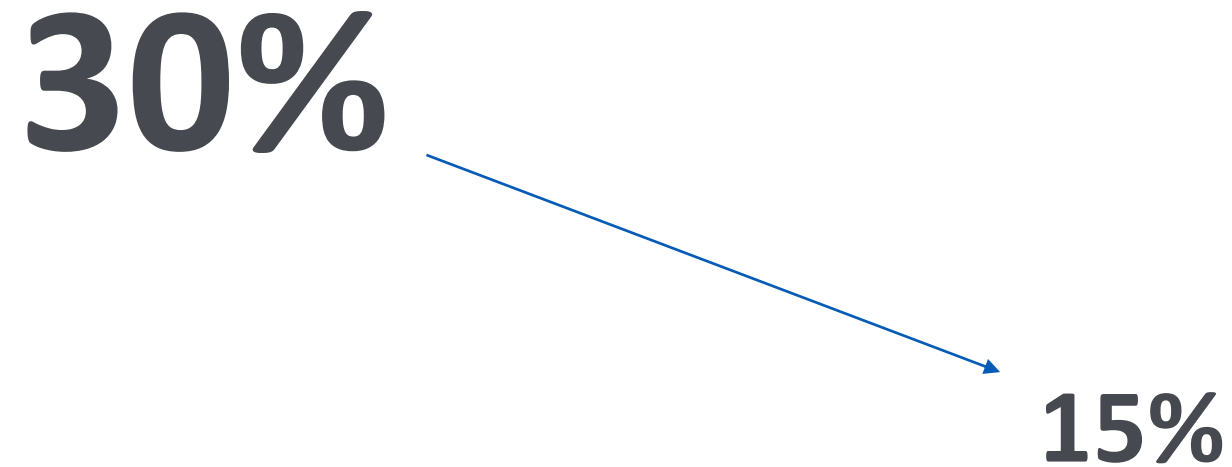




App	Countries	Price	Last Update	Release Date	Downloads Last Month	Revenue Last Month
1  QR Code Reader · 	90 ▾	Free	19 days	2/8/2017	1m	\$1m



# Google and Apple fees



# Promotions



[REDACTED] 07/06/2019

### Massive scam

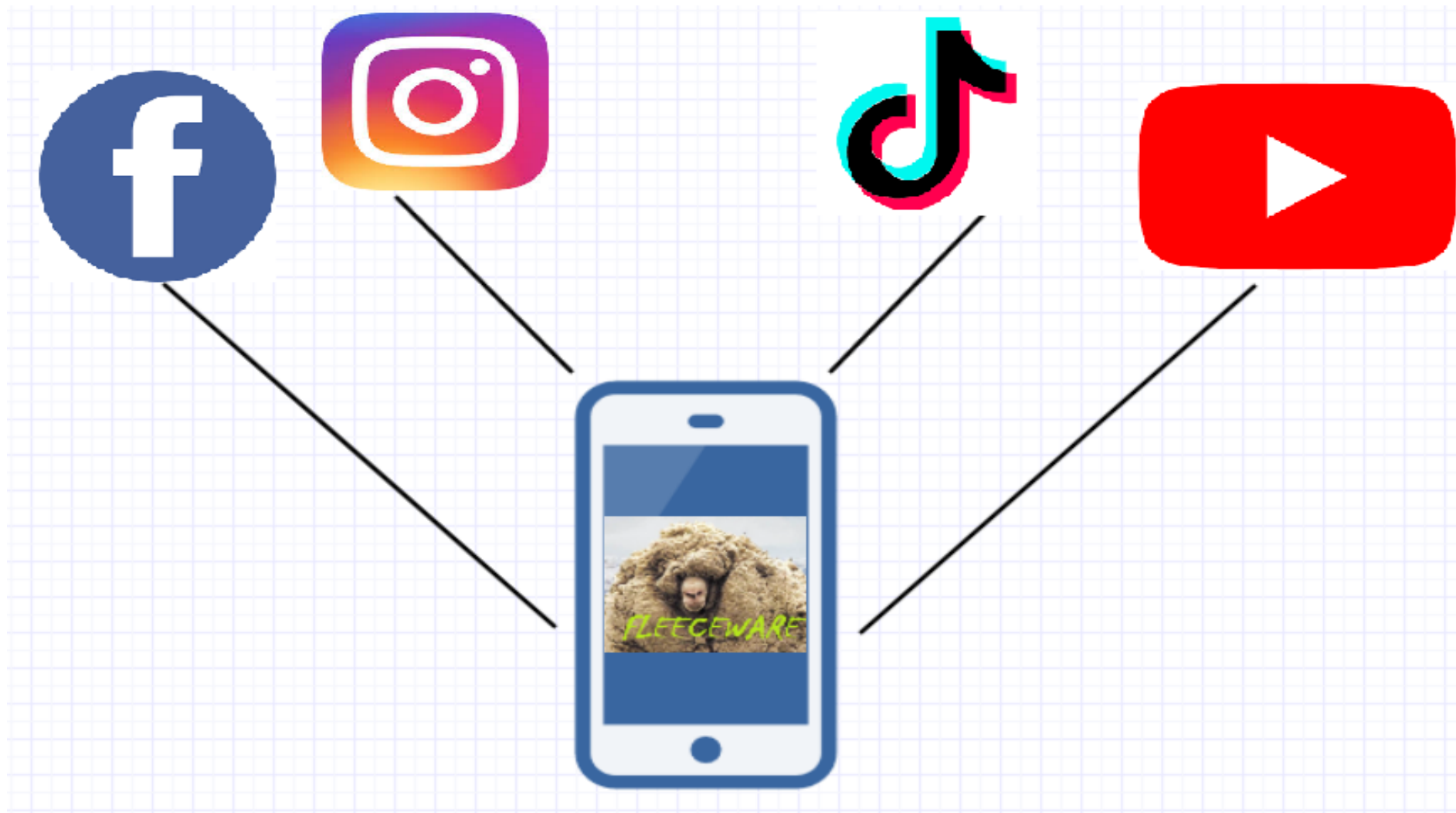
I watched an advert portraying some cool features of this app such as its time travel filter and gender switcher, labelling it as 'free'. It may be free to download but you have to subscribe and pay a lot of money to actually access these features. Absolutely disgusting.



[REDACTED] 22/04/2019

### NOT A SINGLE FEATURE IS FREE.

I saw an advert for this app and thought it was cool so I downloaded it. Don't make the same mistake as I did. EVERY SINGLE FEATURE OF THIS APP COSTS MONEY. Not a single feature is free. I didn't buy anything and you shouldn't either. The concept of this app is





15:14

**YouTube**

**Funny Time**  
Find your love  
Ad FREE

**INSTALL** ↓

---

Frank  
Recording  
REC 00:11

**Automatic call recorder.**  
Call Recorder offers everything you need to record your calls and manage recordings.  
Ad FREE

**INSTALL** ↓

Advertising on Facebook  
and 2 more networks

Your Future Baby

Daddy Mommy

# ASTRO TIME. & Daily Horoscope

Download on the  
**App Store**



# Fake reviews and Installs

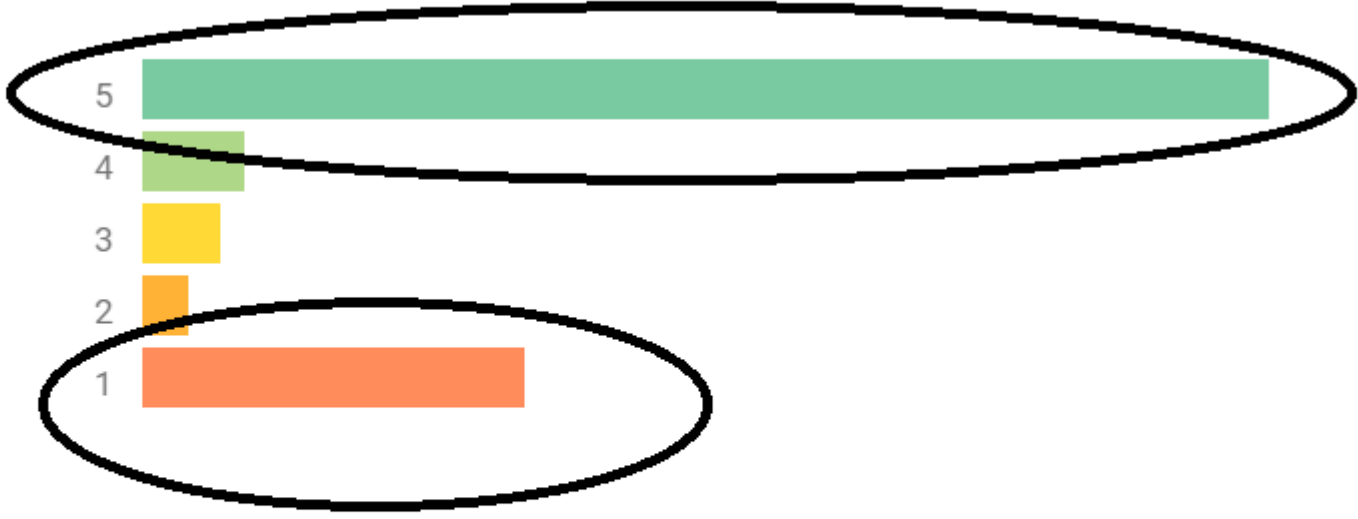
REVIEWS

 Review Policy

3.9



 11,650 total



★★★★★ 28 July 2020

   
25

Your app is useless, when I try to find my old friends online. It only searches on google. Also you charge a single \$199.99 payment for a Year? That's piracy. You guys are a bunch of



★★★★★ December 31, 2019

Love it



★★★★★ December 31, 2019

Like it



★★★★★ December 31, 2019

Iko jambo



★★★★★ December 31, 2019

I like it

## Installs

5,000,000+

## Installs

50,000,000+



★★★★★ December 30, 2019

Ever since i used this app . Its great 😊



★★★★★ December 30, 2019

Good



★★★★★ December 30, 2019

Perfect



★★★★★ December 30, 2019

Like it





<https://www.diggitmagazine.com/articles/look-behind-scenes-click-farms>



How to raise downloads by 10 ti... 26 Apr



QienmgZtgDpg

service, daily installs can reach 3000+.

Ping me at Skype and Whatsapp:

+8615 [redacted] . Every one can get a test promtoin fot 3 days now!

How to raise downloads by 10 ti... 13 Apr



RyetedugzCaornCyxef

service, daily installs can reach 3000+.

Ping me at Skype and Whatsapp:

+861 [redacted] , Facebook: AS [redacted] .

Every one can get a test promtoin fot 3 days now!



You (change name)

.20\$ for how long ?

for 1 install+rate+review

You (change name)

you mean for , 1 download and install and review ? will that all be 5 star review ?

you can choose from 1\* to 5\*

You (change name)

if i choose 5000 installs and 5 star review, will that all be 5 star ?

yes, they all be 5star

“The overall experience of [the] app based on user behavior and feedback. Apps are ranked based on a combination of ratings, reviews, downloads, and other factors.”



# Vulnerable users





★ ★ ★ ★ ★ June 29, 2019



SCAM THAT TAKES YOUR 95 DOLLARS!!! Like other people here I installed for the "FREE" trial and uninstalled the very same day when it didn't work. I was then hit with a charge on my card that put a **HUGE dent in my budget. Take this app DOWN, Google.**



★ ★ ★ ★ ★ November 6, 2019

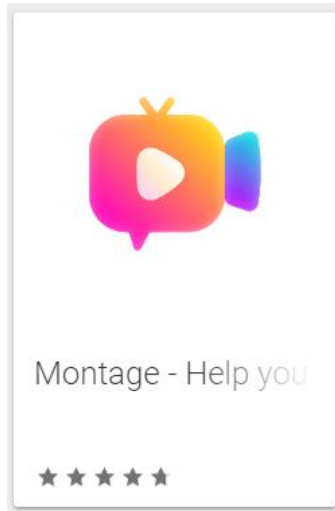
I was charged for a year subscription at 64.79 and when i went to take my card off file i was charged for the theme vip service money wa taken off my husbands card nov 1 and nov 2 at 102. I dnt want the services i would like a refund ive been trying to email and it keeps saying **recipients mailbox full can i please get a refund that was my rent money.**



We've just had the displeasure of finding out our daughter (who is 12 years old) has had this **App on her phone 'unknowingly' for 5 months at a cost of £148!!!**

The only reason we found out was we were checking for a 'subscription' on our sons phone and I thought I'd better check all our phones just to make sure none of us had unknowingly signed up for anything we were unaware off and this is when I noticed this subscription (of £7.99 a week!!) On our daughters phone.

# Fleeceware developers



# Montage - Help you make cool videos

Video Players & Editors

★★★★★ 505

PEGI 3

**In-app Products**

£93.99 per item

**Permission**

View details

**Report**

Flag as inappropriate

**Offered By**

Google Commerce Ltd

**Developer**

y@gmail.com


[Privacy Policy](#)

To get a 3-day free trial

**START**


3 days free, Then \$89.99/week, Cancel at anytime.

**\$89.99/week**





Screen Recorder V  
VideoShow EnjoyMobi V

★★★★★




Video Maker of Photos  
VideoShow EnjoyMobi V

★★★★★ 




VideoShow Video Editor  
VideoShow EnjoyMobi V

★★★★★



Video to MP3 Converter  
VideoShow EnjoyMobi V

★★★★★



Video Downloader for YouTube  
VideoShow EnjoyMobi V

★★★★★



## Fortunemirror

Raydem Mobile Lifestyle

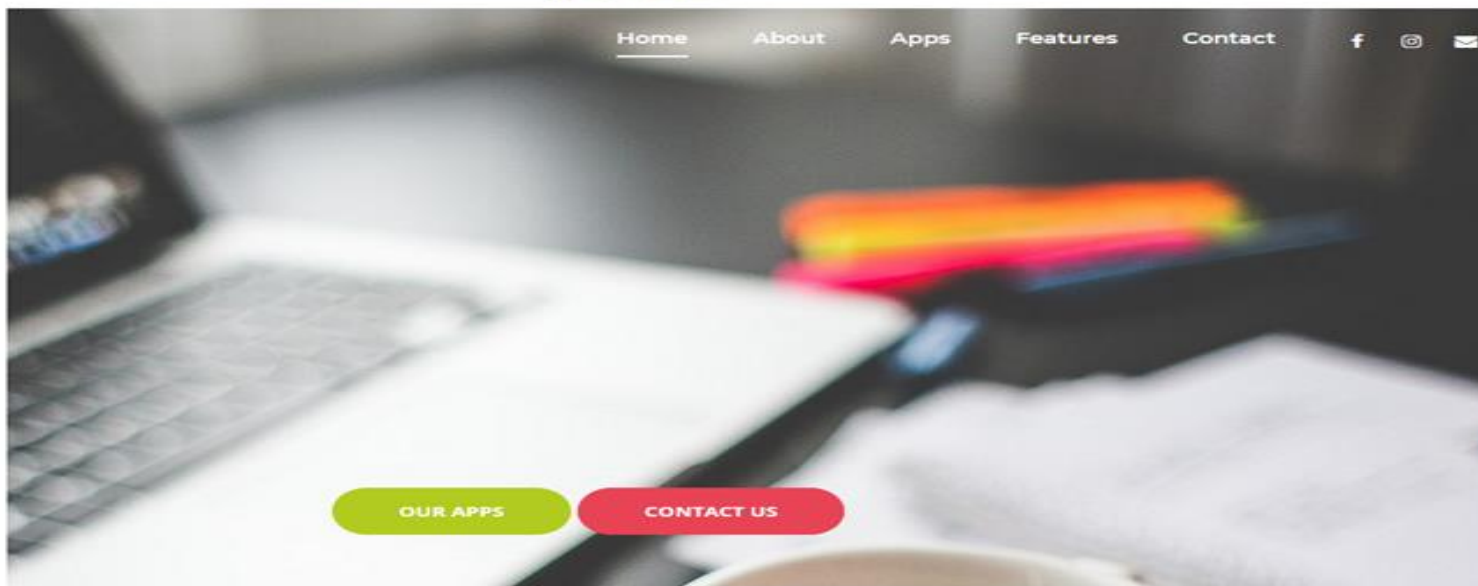
★★★★★ 61,815

PEGI 3

Contains ads - Offers in-app purchases

This app is compatible with your device.

Add to wishlist



### Unlock all features

Fortunemirror

Starting today

3-day free trial

Starting 7 Jun 2020


€79.99/week

- The next step is to add a payment method
- Cancel at any time in Subscriptions on Google Play
- You won't be charged if you cancel before 7 Jun 2020.

# Anti-Fleeceware policy



**1** Get AnalyzeAPP Premium

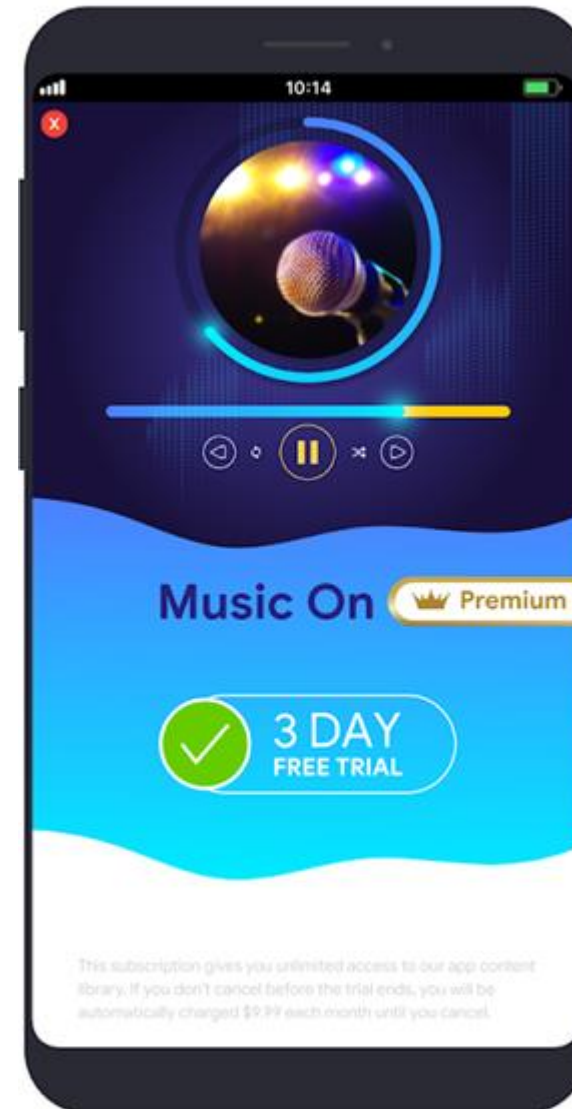


**16 issues found in your data!**  
Subscribe to see how we can help

<b>2</b> 12 months	6 months	1 month
\$9.16/mo Save 35%	<b>\$12.50/mo</b> Save 11% MOST POPULAR PLAN	\$14.00/mo

**3** Try for \$12.50!

**4** Cancele su suscripción en cualquier momento. Por favor, consulte nuestra política de privacidad para más información.



10:14

Music On **Premium**

**3 DAY FREE TRIAL**

This subscription gives you unlimited access to our app content library. If you don't cancel before the trial ends, you will be automatically charged \$9.99 each month until you cancel.

**App with hidden terms, unclear billing frequency and price**

<https://android-developers.googleblog.com/2020/04/building-user-trust-through-more.html>

# Price still a problem ?

Google Play



## Free trial

Image grid maker: Photo mixer & Split photos

Starting today

Starting Jul 5, 2020

- The next step is to add a payment method
- Cancel anytime in Subscriptions on Google Play
- You won't be charged if you cancel before Jul 5, 2020

Continue

3-day free trial

€219.99/year

3 Day-Free Trial, then \$89.99/week  
Cancel at any time

**Start Subscribe**

Continuing means accept our Privacy Policy and Term Of Use and approve 3 days free trail, then \$89.99 a week .You could cncle subscription any time.

<https://developer.apple.com/app-store/review/guidelines/>

# Conclusion

- Consumer awareness
- Subscription process
- App stores
- Price cap based on market rates

**SOPHOS**