

15 April 2013

To whom it may concern

I recently alleged to TechCrunch that Simon Dawlat, the CEO of Imediapp SA (AppGratis) the developer and publisher of the app known as "AppGratis", had admitted to me that his company had used automated download mechanisms / bots to inflate the download numbers for apps which had used the "AppGratis" service. I have also made allegations of Imediapp SA (AppGratis) manipulating rankings and conducting a scam via Twitter.

In fact, Mr Dawlat did not make any such admission and I understand now that bots and/or other automated download mechanisms have never been used in relation to AppGratis. Imedia SA (AppGratis) has therefore not been involved in a scam.

I therefore formally retract the allegations I have made to TechCrunch and via Twitter. These allegations were not true and I hereby apologise to Mr Dawlat and Imediapp SA (AppGratis) for any harm I might have done to their reputations.

Yours faithfully

Mr Conor O'Connor

