

Pricing is based on an annual Software-as-Service Subscription, which covers all aspects of delivering the service, as outlined in the accompanying Service Definition.

The subscription price is based on the number of apps built and the number of active end users of the app per year. The minimum number of apps is one and the minimum number of active end users is 100.

The prices listed are a for a typical mid-point number of end users per tier.

Please note, all prices are exclusive of Value Added Tax.

APP BUILDER

£29,988 per year

- ✓ 5 App Builders
- ✓ 1 Unique App
- ✓ Up to 5,000 end users
- ✓ Launch native apps on Apple, Google Play and/or Web

APP BUILDER PRO

£59,988 per year

- ✓ 20 App Builders
- ✓ 5 Unique Apps
- ✓ Up to 30,000 end users
- ✓ Launch your own multi-app Super App as a native app on Apple, Google Play and/or Web

ENTERPRISE BUILDER

from £107,988 per year

- ✓ UNLIMITED App Builders
- ✓ UNLIMITED Unique Apps
- ✓ Up to 50,000 end users
- ✓ Launch your own multi-app Super App as a native app on Apple, Google Play and/or Web

ADDITIONAL FEES FOR EXCEEDING NUMBER OF END-USERS

The fees are introduced when the number of End Users exceed the fixed number provided under the subscription tier.
The fees below are the number of additional active End-Users per year and are in addition to the base subscription price.

Number of End Users (per year)		Per user price	Total price at bottom of tier	Total price at top of tier
From	To			
5,000	10,000	£0.27	-	£2,700
10,000	20,000	£0.25	£2,700	£5,200
20,000	50,000	£0.23	£5,200	£12,100
50,000	100,000	£0.21	£12,100	£22,600
100,000	-	£0.20	£22,600	POA