

大型移动公用事业投资组



MERGERSCORP

1600

现有一套全球知名的二维码和条形码扫描应用套件可供收购，该套件在iOS和Android平台上均具备超大规模的运营能力。自2014年推出以来，该业务已深深融入全球消费者的日常习惯，并产生了大量独立的第一方产品扫描数据和购物意图数据。

- 累计下载量超过8.63亿次
- ~3920万月活跃用户（MAU）
- ~270万日活跃用户（DAU）
- 约89%的月活跃用户来自安卓系统
- iOS 贡献了约 11%的月活跃用户 (MAU)
- 截至2025年底，该iOS应用的自然安装率为76%
- 通过付费获客来复制现有用户群，预计重置成本约为1.2亿美元

庞大的用户基数构成了强大的竞争护城河，而二维码和条形码扫描以实用性为导向的特性，则为强劲的有机增长奠定了基础，并培养了用户的习惯性行为。

财务概况与利润优化

该业务过去十二个月（TTM）的营收为1608万美元，主要来自Google AdMob，报告净利润约为170万美元。

由于创始人采取了激进的再投资策略，报告中的盈利能力受到有意限制。目前，约89%的收入通过一套专有的自动化竞价系统重新投入到用户获取（UA）中，该系统旨在最大限度地提高市场份额和用户增长。

这为新所有者创造了重大的即时利润优化机会。将用户获取（UA）支出调整至收入的约50%，有望释放约800万美元的标准化年利润，但需通过财务和运营尽职调查进行验证。

专有技术与自动化用户获取基础设施

该技术栈采用现代技术架构，完全由公司内部自主开发，该企业在Google Ads 和 Apple Search Ads 平台上运营着自己的专有自动化竞价和预算管理基础设施。

该系统经过数年的不断优化，旨在管理大规模用户获取，同时保持正的广告投资回报率（ROAS）。预计所有专有技术、源代码和用户获取（UA）系统都将随业务一并转让。

已验证的用户留存率与自然需求

TARGET PRICE

\$ 28,000,000

GROSS REVENUE

\$ 16,180,000

EBITDA

\$ 8,006,753

BUSINESS TYPE

互联网企业

COUNTRY

美国

BUSINESS ID

L#20261156

已安装用户群的持久性得到了历史用户行为的印证。一款于2020年从App Store下架——此后既无新下载也无更新的——老旧iOS应用，在随后的几年里仍持续产生了可观的广告残余收入。

这证明了扫描行为具有惯性和持久性，而较高的自然安装率则进一步降低了对付费获客的依赖。

精益、创始人主导的商业模式

该企业的成本结构极为精简：

- 零名员工
- 不使用外包开发人员
- 无实物盘点
- 创始人每周总计投入约5至10小时
- 完全自主研发的技术和源代码
- 专有的自动化用户获取和预算管理系统

因此，该平台为潜在收购方提供了一种高度可扩展、轻资产的运营模式，在专业化发展、变现渠道拓展和盈利能力优化方面具有巨大潜力。

亮点与核心优势

1.

Android和iOS平台的累计下载量超过8.63亿次，月活跃用户（MAU）约3920万，日活跃用户（DAU）约270万。据估算，通过付费获客重建现有用户群大约需要1.2亿美元。

2.

当前约89%的用户获取（UA）再投资率严重压低了报告中的盈利能力。若将用户获取支出降至收入的约50%，有望产生约800万美元的经调整后年度利润，从而立即形成优化现金流的杠杆。

3.

每次产品条形码扫描都代表着一个高保真的购买意向信号。该平台拥有约270万日活跃用户（DAU），持续产生商业意图数据流，这些数据在零售分析、消费者洞察和广告技术（AdTech）等领域均具有潜在应用价值。

4.

该平台目前尚未推出高级订阅服务。如果将约3920万月活跃用户中的5%转化为每月1.99美元及以上的订阅用户，便能创造一笔可观的经常性收入。

5.

联盟电商、产品发现和直销整合为平台带来了额外的变现机会。即使现有270万日活跃用户（DAU）的转化率仅为有限水平，也能创造出一条可观的增量收入来源。

6.

目前，超过96%的广告收入来自谷歌AdMob。引入一个具有竞争性的媒介平台（如AppLovin MAX或ironSource），可以通过在需求方之间营造更激烈的竞争，从而提高变现效率，并有可能提升eCPM。

7.

该业务每周仅需创始人投入5至10小时的时间，且无需雇佣员工、持有库存或外包开发。预计交易将包括源代码、专有的用户获取（UA）基础设施以及自动化竞价系统，为战略买家或财务投资者提供一个交钥匙平台。

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