

# Application iOS pour la numérisation de codes QR



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L'application iOS, leader sur le marché, qui permet de scanner et de décoder les codes QR de manière rapide et fiable, est disponible à l'acquisition. Elle compte 2,9 millions d'utilisateurs actifs mensuels et plus de 70 millions de téléchargements au total. Il s'agit d'une application polyvalente de scanner de codes QR et de codes-barres prenant en charge plus de 15 types de codes. Il offre des fonctionnalités telles que des informations détaillées sur les produits et les aliments, un historique de numérisation, des dossiers organisés, la numérisation par lots et l'exportation CSV. L'application est multiplateforme (disponible sur iPhone, iPad et Mac avec Apple Silicon).

L'application fonctionne sur un modèle freemium, offrant un abonnement pro pour des scans illimités, l'accès à des informations sur les produits et une expérience sans publicité. 70 % des recettes proviennent des abonnements et de l'IAP et 30 % de la publicité. 833K\$ MRR et 9M\$ ARR.

### Points clés

- 4.7 étoiles avec 663K évaluations.
- 7 ans d'histoire.
- 280K+ téléchargements/mois et 2.9M MAU.
- Ensemble de fonctionnalités robustes : Prend en charge plusieurs types de codes et offre des informations détaillées.
- Revenus d'abonnement : Propose des abonnements professionnels de différentes durées.
- Rétention : Des fonctions telles que l'historique des numérisations et la numérisation par lots encouragent une utilisation répétée.
- Téléchargements organiques : L'évaluation élevée de l'App Store (4,7/5) génère une forte croissance organique.
- Un engagement minimal en termes de temps : L'application fonctionne de manière autonome avec une intervention minimale de l'utilisateur.
- Un créneau en expansion : La demande croissante d'utilitaires de code QR dans divers secteurs d'activité.
- Support multilingue : Disponible dans plus de 20 langues, pour répondre aux besoins d'un public international.
- L'application est construite en Swift (principalement UIKit, quelques parties de SwiftUI).
- Pas de backend lourd, seulement une petite fonctionnalité construite en PHP.

### TARGET PRICE

\$ 32,000,000

### GROSS REVENUE

\$ 9,818,603

### EBITDA

\$ 6,461,480

### BUSINESS TYPE

Logiciels et SAAS

### COUNTRY

États-Unis

### BUSINESS ID

L#20250925

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