



**MOBILE
MARKETING
ASSOCIATION**



Hidden River



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
APRIL 2013

messaging . advertising . apps . mcommerce

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The MMA Unveils the “MMA Mobile Marketing Economic Impact Study”

Recently, at the MMA New York Forum, we unveiled the “[MMA Mobile Marketing Economic Impact Study](#),” the first objective and comprehensive overview of U.S. economic performance across the mobile marketing industry. Research was conducted by Peter A. Johnson, Ph.D., and Joseph Plummer, Ph.D., of mLightenment with Google, mBlox, The Coca-Cola Company, Target and ExactTarget sponsoring the study.

The “MMA Mobile Marketing Economic Impact Study” revealed that mobile is an economic engine and will continue to stimulate U.S. growth as a vibrant and lucrative platform. Topline stats and insights include:

- In 2012, the **mobile marketing ecosystem generated \$139 billion of incremental output to the U.S. economy**. With a projected annual growth rate of 52%, that number will rise to **\$400 billion nationwide by 2015**.
- **Mobile marketing created 524,000 jobs in 2012**. Focusing on the next five years, **mobile is predicted to generate 1.4 million jobs across the U.S.**
- The study measured mobile marketing spend by industry category. In 2012, **marketers and retailers spent \$6.7 billion on mobile marketing** with a projected increase to **\$19.8 billion by 2015**.
- Marketing Impact Ratio (MIR) was also calculated by measuring mobile sales impact against marketing expenditure. **MIR peaked at \$20.77 in 2012**. While we were reviewing the MIR data, an unexpected insight was raised. **It seems as though mobile marketing has yet to experience the law of diminishing returns**.
- The “MMA Mobile Marketing Impact Study” introduced a critical concept, the “**mobile-enhanced economy**,” in which **mobile converts every object into a medium and every place into an opportunity for a message**.

The MMA mission is to evolve mobile as an indispensable component of the marketing mix. The “MMA Mobile Marketing Impact Study” moves this mission forward by demonstrating mobile’s power to stimulate growth across the U.S. economy.

To access the “MMA Mobile Marketing Economic Impact Study,” visit: <http://www.mmaglobal.com/whitepaper/mobile-economic-impact-study>

Onwards,

Greg Stuart

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Chris Ovitz	Vice President of Business Development, Scopely	Co-Founder, Viddy	Scopely is a next generation consumer mobile entertainment network.	4/30/13
Rob von Behren	Lead Software Engineer, Braintree	Square	Braintree is a payment platform for online and mobile businesses, offering all the tools merchants need to accept payments and provide consumers a frictionless experience at checkout.	4/30/13
Phil Neiswender	Chief Legal Officer, UIEvolution	Chief Operation Officer/General Counsel, Garagiste	UIEvolution produces mobile convergence technology, providing software products and services to global brands and service providers offering rich application experiences for mobile and embedded digital devices.	4/23/13
Shawn Burke	Vice President of Engineering, Buddy	Developer/Architect, Microsoft	The Buddy Platform is the first BaaS that Powers, Optimizes and Measures your Apps.	4/16/13
John Doerr	Board of Directors, Zynga	Partner, Kleiner Perkins Caufield & Byers (current)	Zynga's mission is connecting the world through games.	4/5/13
Charlie Kindel	Director, Amazon	General Manager of Phone Developer Experience, Microsoft	Amazon.com, Inc. (AMZN), is a leading global Internet company and one of the most trafficked Internet retail destinations worldwide.	4/2/13
David Bluhm	Chief Marketing Officer, Medio	Entrepreneur in Residence, University of Washington	Medio is a leader in increasing the lifetime value of mobile customers. Their predictive solutions enables businesses to acquire higher value customers and improve both their retention and lifetime value by providing an optimized and personalized mobile experience.	3/21/13
Mike Schroepfer	Chief Technology Officer, Facebook	Vice President of Engineering, Facebook	Facebook is the world's largest social network, with over 1 billion monthly active users.	3/15/13
Christian Dankl	Director of Sales EMEA, Adknowledge	Director of Global Business Development (DigitalWorks), Sony DADC	Adknowledge is a leading online network that offers unique ad formats, data analysis, targeting algorithms, and creative approaches, providing advertisers with quality leads from hard to-reach places on the Web via multiple channels, including social networks, display, mobile, apps, and email.	3/12/13
Eric-Alexis Fortier	Country Manager (France & Benelux), Adknowledge	Managing Director (France), myThings	Adknowledge is a leading online network that offers unique ad formats, data analysis, targeting algorithms, and creative approaches, providing advertisers with quality leads from hard to-reach places on the Web via multiple channels, including social networks, display, mobile, apps, and email.	3/12/13
Markus von der Luehe	Country Manager (Germany), Adknowledge	Business Development Director Mobile Partnerships, tyntec	Adknowledge is a leading online network that offers unique ad formats, data analysis, targeting algorithms, and creative approaches, providing advertisers with quality leads from hard to-reach places on the Web via multiple channels, including social networks, display, mobile, apps, and email.	3/12/13
Regina Sebring	Vice President of Mobile, Beanstock Media	Vice President of Publisher Partnerships, Jumptap	Beanstock offers a premium supply side platform (SSP) and manages private ad exchanges for an exclusive set of high quality publishers. The Beanstock private exchange supports all forms of display advertising – standard, mobile, video and other high impact rich media.	3/12/13
Michael Vos	Vice President of West Coast Sales, MediaBrix	Head of Sales, Kiip	MediaBrix powers the industry's leading advertising platform for social and mobile games.	3/6/13

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout April 1-30, 2013.

Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Ric Neil	Executive Director of Mobile, MediaBrix	Executive Producer / Chief Monetization Officer, Glu Mobile	MediaBrix powers the industry's leading advertising platform for social and mobile games.	3/6/13
Ville Heijari	General Manager (Europe), Playhaven	Senior Vice President of Brand Marketing, Rovio	PlayHaven is a Lifetime Value (LTV) Maximization Platform that enables mobile game creators to completely control and balance their in-game marketing and monetization needs.	2/21/13
John McAdam	Board of Directors, Apptio	Chief Executive Officer, F5 Networks (Current Position)	Apptio is the leading independent provider of on-demand Technology Business Management (TBM) solutions for managing the business of IT.	2/20/13
John Gillespie	Senior Vice President of Worldwide Sales & Business Development, Zettics	IBM	Zettics provides a robust big data analytics solution to carriers that delivers immediate, actionable insights on data activities (web, application, audio, video, p2p, VoIP, etc).	2/20/13
Mike Crane	Vice President of Business Development, Zettics	Guavus	Zettics provides a robust big data analytics solution to carriers that delivers immediate, actionable insights on data activities (web, application, audio, video, p2p, VoIP, etc).	2/20/13
John Tremblay	Vice President of Product, Zettics	NxStage	Zettics provides a robust big data analytics solution to carriers that delivers immediate, actionable insights on data activities (web, application, audio, video, p2p, VoIP, etc).	2/20/13
Max Pellegrini	Division President (Mobile Entertainment), RealNetworks	Chief Executive Officer & Chairman, Dada.net	RealNetworks, Inc. (RealNetworks) is a provider of network-delivered digital media products and services.	2/20/13
Betsy Flounders Novak	Director of Brand Partnerships, Rovio	Vice President of Sales (West), Rhythm New Media	Rovio is an industry-changing entertainment media company based in Finland, and the creator of the globally successful Angry Birds franchise.	2/14/13
Matt Pfeffer	Brand Partnerships and Advertising Director (East Coast), Rovio	Regional Vice President (New York), Millennial Media	Rovio is an industry-changing entertainment media company based in Finland, and the creator of the globally successful Angry Birds franchise.	2/14/13
Todd Tran	Head of EMEA & APAC Brand Advertising Partnership, Rovio	EMEA General Manager, Apple (mobile advertising business)	Rovio is an industry-changing entertainment media company based in Finland, and the creator of the globally successful Angry Birds franchise.	2/14/13
Raphaelle Tripet	Director Ad Sales (Europe), Rovio	Head of Strategic Sales (Europe), InMobi	Rovio is an industry-changing entertainment media company based in Finland, and the creator of the globally successful Angry Birds franchise.	2/14/13
Panayoti Haritatos	Vice President of Mobile Division, Kongregate	General Manager, Zynga	Kongregate is a casual gaming social network where gamers can gain ranking and earn awards.	2/4/13

* Note: Alicia Keys is an American singer-songwriter, actress, and now the Global Creative Director for BlackBerry.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 5/1/13	Stock Price 4/1/13	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value	Revenue (LTM)	Revenue Multiple (EV/Rev.)
(in Millions)											
Indexes		S&P 500	1,582.70	1,562.17	1.3%	1,635.01	1,266.74				
		NASDAQ Composite	3,299.13	3,239.17	1.9%	3,428.54	2,726.68				
		Russel 3000	939.45	930.30	1.0%	971.81	747.18				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 44.71	\$ 43.38	3.1%	\$ 45.73	\$ 29.52	\$22,442	\$20,312	\$4,366	4.7X
Airtel	BHARTIARTL.BO	BSE	5.92	5.40	9.5%	6.90	4.16	22,468	35,588	14,680	2.4X
America Movil	AMX	NYSE	1.08	1.05	2.4%	1.42	0.93	53,503	84,458	60,004	1.4X
Apple Inc.	AAPL	NASDAQ	439.29	428.91	2.4%	705.07	385.10	412,339	373,202	169,104	2.2X
AT&T	T	NYSE	37.56	37.25	0.8%	39.00	32.47	202,073	273,010	126,968	2.2X
Buongiorno (Acquired by Nippon Telegraph & Telephone Corp)	NTT	NYSE	49.82	42.46	17.3%	49.60	41.35	65,925	157,622	127,096	1.2X
CenturyLink	CTL	NYSE	37.19	34.86	6.7%	43.43	32.05	22,857	43,251	17,320	2.5X
China Mobile	CHL	NYSE	54.75	53.02	3.3%	59.73	49.37	220,092	156,032	84,978	1.8X
Fiserv, Inc.	FISV	NASDAQ	86.93	87.01	-0.1%	91.16	64.48	11,576	15,269	4,526	3.4X
Google	GOOG	NASDAQ	820.43	801.19	2.4%	844.00	556.52	222,438	177,479	54,703	3.2X
LG	LPL	NYSE	27.20	28.53	-4.7%	34.04	16.58	9,731	11,765	26,489	0.4X
Microsoft	MSFT	NASDAQ	32.72	28.61	14.4%	33.11	26.26	273,248	212,960	76,012	2.8X
Motorola Solutions	MSI	NYSE	56.37	63.70	-11.5%	64.72	44.49	15,313	14,099	8,715	1.6X
Neustar, Inc.	NSR	NYSE	69.64	67.17	3.7%	72.83	43.73	14,625	14,471	8,562	1.7X
Nokia	NOK	NYSE	3.34	3.26	2.5%	4.90	1.63	12,508	9,483	37,000	0.3X
Omnicom	OMC	NYSE	59.30	58.88	0.7%	60.79	45.11	15,334	19,055	14,311	1.3X
Publicis Groupe	PUB.PA	Paris	69.64	67.17	3.7%	72.83	43.73	14,625	14,471	8,562	1.7X
Samsung	005930.KS	005930.KS	1,380.19	1,356.30	1.8%	1,492.09	948.45	203,301	203,301	180,821	1.1X
Sprint	S	NYSE	7.06	6.25	13.0%	7.35	2.32	21,307	38,038	35,404	1.1X
Telefonica S.A.	TEF	NYSE	14.69	13.47	9.0%	15.49	9.72	66,841	158,514	84,220	1.9X
Telenor	TELNF	OTC	22.51	21.81	3.2%	22.42	14.26	35,117	42,486	17,585	2.4X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	15.37	16.57	-7.2%	17.80	10.75	13,526	11,353	6,037	1.9X
Vodafone Group	VOD	NASDAQ	30.54	28.34	7.8%	30.80	24.42	149,278	197,693	71,754	2.8X
WPP Group	WPPGY	NASDAQ	82.32	79.71	3.3%	83.32	57.02	20,845	26,242	16,578	1.6X
Yahoo!	YHOO	NASDAQ	24.30	23.50	3.4%	25.37	14.59	26,308	23,387	4,906	4.8X
					Average			85,905	93,342	50,428	2.1X
					Median			22,857	38,038	26,489	1.9X
Mid-Cap (\$2B - \$10B)											
Alcatel-Lucent	ALU	NYSE	\$ 1.36	\$ 1.32	3.0%	\$ 1.79	\$ 0.91	\$3,168	\$4,977	\$18,798	0.3X
BlackBerry	BBRY	NASDAQ	15.80	15.11	4.6%	18.32	6.22	8,282	5,628	11,092	0.5X
Dentsu	4324:JP	TSE	34.93	29.33	19.1%	35.32	22.00	9,716	9,892	23,885	0.4X
Gemalto	GTOFF	OTC	81.79	87.38	-6.4%	98.17	61.22	7,199	6,768	2,910	2.3X
GFK Retail and Technology UK	GFK:DE	Xetra	57.13	50.52	13.1%	60.11	43.51	2,085	2,723	1,971	1.4X
Interpublic Group of Companies	IPG	NYSE	13.58	12.91	5.2%	14.35	9.04	5,818	7,158	6,992	1.0X
Oi	OIBR	NYSE	2.48	3.07	-19.3%	4.80	2.45	2,966	16,390	13,995	1.2X
Pandora Media Inc.	P	NYSE	14.25	13.67	4.2%	14.70	7.08	2,485	2,396	427	5.6X
TIM	TSU	NYSE	20.41	21.79	-6.3%	30.42	16.39	9,869	9,869	9,371	1.1X
ValueClick	VCLK	NASDAQ	30.60	28.81	6.2%	31.36	13.80	2,328	2,334	687	3.4X
VIVO S.A. (formerly Telefonica Brazil)	VIV	NYSE	23.36	23.36	0.0%	25.47	18.48	8,912	9,313	N/A	N/A
ZTE	000063.SZ	Shenzhen	1.84	1.83	0.6%	2.78	1.22	5,170	5,170	13,518	0.4X
ZYNGA	ZNGA	NASDAQ	3.18	3.16	0.6%	9.24	2.09	2,525	1,356	1,224	1.1X
					Average			5,425	6,459	8,739	1.6X
					Median			5,170	5,628	8,182	1.1X

NOTES:

- (1) Market Capitalization is calculated using month end stock price and fully diluted shares.
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- (3) Revenue is calculated on a "Net Sales" basis and covers the last twelve month reported to SEC except for VIV; OIBR; BGO & BNG, which are calendar 2011.

Source: Thomson Reuters and Hidden River, LLC analysis

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								(in Millions)			
Indexes		S&P 500	1,582.70	1,562.17	1.3%	1,635.01	1,266.74				
		NASDAQ Composite	3,299.13	3,239.17	1.9%	3,428.54	2,726.68				
		Russel 3000	939.45	930.30	1.0%	971.81	747.18				
Small-Cap (< \$2B)											
2Ergo Group PLC	RGO	LSE	\$ 0.13	\$ 0.14	-8.4%	\$ 0.92	\$ 0.11	\$9	\$8	\$13	0.6X
Acxiom Corporation	ACXM	NASDAQ	19.27	20.11	-4.2%	20.46	12.66	1,423	1,497	1,109	1.3X
Atrinsic, Inc	ATRN	OTC	0.00	0.00	0.0%	0.11	0.00	0	2	33	0.1X
Augme Mobile	AUGT	OTC BB	0.33	0.41	-19.0%	2.38	0.27	43	42	24	1.7X
Bango	BGO	LSE	3.15	3.30	-4.6%	4.40	2.18	143	140	25	5.7X
Blue Calypso Holdings, Inc.	BCYP	OTC	0.19	0.13	46.2%	0.98	0.09	26	26	0	N/A
Boingo wireless	WIFI	NASDAQ	5.98	5.48	9.1%	11.78	5.35	213	115	101	1.1X
Cincinnati Bell	CBB	NYSE	3.41	3.19	6.9%	5.89	2.84	709	3,504	1,763	2.0X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	0.25	0.23	8.7%	0.88	0.18	6	6	4	1.5X
Digimarc Corporation	DMRC	NASDAQ	20.60	21.38	-3.6%	28.05	17.68	150	118	38	3.1X
Glu Mobile	GLUU	NASDAQ	3.01	2.74	9.9%	5.90	1.99	206	185	85	2.2X
Internetq Plc	INTQ	LSE	5.02	4.46	12.5%	5.03	2.69	176	167	95	1.8X
Lenco Mobile	LNCM	OTC	0.05	0.10	-47.5%	0.22	0.01	4	17	9	1.8X
Marchex	MCHX	NASDAQ	3.98	4.20	-5.2%	4.49	2.99	112	96	139	0.7X
MDC Partners	MDCA	NASDAQ	16.91	15.88	6.5%	17.29	9.24	530	1,253	1,104	1.1X
MEDL Mobile	MEDL	OTC BB	0.40	0.38	5.3%	0.73	0.07	18	18	3	5.2X
Millennial Media	MM	NYSE	6.69	6.05	10.6%	19.00	5.87	532	395	194	2.0X
Motricity	MOTR	NASDAQ	5.60	3.45	62.3%	10.04	3.26	26	26	113	0.2X
Openwave (Now Unwired Planet)	UPIP	NASDAQ	1.89	2.12	-10.8%	3.19	1.17	171	114	0	N/A
Opera Software ASA	OPERA.OL	Oslo	6.81	6.35	7.2%	7.75	4.87	829	772	216	3.6X
Poynt Corporation	PYN.V	TSXV	0.02	0.02	0.0%	0.11	0.01	8	10	2	4.9X
Single Touch	SITO	OTC BB	0.67	0.67	0.6%	0.95	0.15	89	92	7	13.7X
Smith Micro Software Inc	SMSI	NASDAQ	1.36	1.32	3.0%	2.16	1.10	51	51	45	1.1X
SoundBite Communications	SDBT	NASDAQ	3.02	3.00	0.7%	3.15	2.05	50	35	48	0.7X
Tanla Solutions Limited	TANLA	NSE	0.08	0.07	17.9%	0.16	0.06	8	8	24	0.3X
Telecom Argentina S.A.	TEO	NYSE	16.73	14.54	15.1%	16.85	9.12	1,611	964	4,775	0.2X
Telecommunication Systems, Inc. (TCS)	TSYS	NASDAQ	1.97	2.21	-10.9%	2.70	1.10	105	222	482	0.5X
Velti	VELT	NASDAQ	2.09	1.92	8.9%	12.65	1.53	138	138	270	0.5X
					Average			264	358	383	2.2X
					Median			109	105	47	1.4X

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
04/30/2013	Mimvi Inc	FanAppic	Provider of mobile application information and review services.	
04/30/2013	Jawbone	BodyMedia	Provider of wearable health tracking devices.	
04/28/2013	Aepona	Intel	Provides application-led products and services.	\$120.0
04/25/2013	Facebook	Parse	Provider of paid tools & services for developing apps.	\$85.0
04/24/2013	OneUp Games LLC	Lucid Appeal LLC	Developer of mobile software.	
04/23/2013	Facebook	Spaceport.io	Developer of an HTML5, mobile game creation platform.	
04/22/2013	IBM Corporation	UrbanCode	Software provider that helps automate the production & delivery of new applications.	
04/13/2013	LinkedIn	Pulse	Developer of a news reading application.	\$90.0
04/12/2013	Mandalay Digital Group	Mia	Provider of mobile solution services.	
04/11/2013	Masonic Aging Services Corp	EDO Mobile Health Inc	Developer of mobile application software.	
04/11/2013	Twitter	We Are Hunted	Developer of mobile music applications.	
04/10/2013	Facebook	Osmeta	Mobile software start-up	
04/08/2013	Adknowledge	Montipay	Developer of mobile application software.	
03/28/2013	Mobiquity Inc	Vertical Performance Partners	Developer of mobile solutions software.	
03/25/2013	Oracle Corporation	Tekelec	Telecommunications company.	\$780.0
03/25/2013	Yahoo!	Summly	Gathering and delivery startup.	\$30.0
03/25/2013	Apple	WiFiSlam	Developer of mapping applications for mobile devices.	
03/25/2013	Babble	PlaySay	Developer of mobile apps that allow users to learn languages via games.	
03/21/2013	Coupons.com	KitchMe	Web and mobile application.	
03/20/2013	ShareThis Inc	Socialize Inc	Developer of social applications.	
03/13/2013	Paypal Inc	Duff Research LLC	Developer of mobile application software.	
03/12/2013	Telenor	Liquid Barcodes	Provider of mobile marketing services.	
03/12/2013	Reliance Big Entertainment	Bluesom*	Provider of mobile gaming services.	
03/11/2013	Reliance Big Entertainment	Funnel Japan-Gaming Division	Developer of mobile games.	
03/11/2013	Concur Technologies Inc	conTgo Ltd	Provider of information technology services for mobile communication.	
03/11/2013	Stripe	Kickoff	Provider of a chat and task-management app for teams.	

* Note: Reliance Big Entertainment acquired a 51% interest in Bluesom.

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
03/08/2013	JDS Uniphase Corp	Arieso	Provider of location aware solutions.	\$85.0
03/07/2013	Ace Marketing & Promotions	Futurlink SA	Developer of Mobile Proximity Marketing software.	
03/07/2013	Spindle	MeNetwork	Developer of mobile marketing software.	\$5.0
02/28/2013	Facebook	Atlas Advertiser Suite*	Media measurement platform	
02/27/2013	Practice Fusion	100Plus	Developer of mobile application.	
02/26/2013	Quadrant 4 Systems Corp	BlazerFish LLC	Developer of mobile utility software.	
02/20/2013	Millennial Media	Metaresolver	Mobile media buying and targeting platform.	
02/19/2013	SEVEN Networks	SNRLabs	Develops software for smart phones and mini laptops.	
02/16/2013	Opera Software	Skyfire Labs	Developer of mobile browser Skyfire.	\$155.0
02/14/2013	XinLab Inc (DBA VuClip)	Jigsee Inc	Developer of mobile video streaming software.	
02/14/2013	Side.Cr LLC	Heyride Inc	Developer of mobile application software.	
02/14/2013	Vimeo	Echograph	GIF-making application.	
02/13/2013	NetApp Inc	IonGrid Inc	Developer of mobile file management software.	
02/13/2013	ProcessOne	Boxcar	Provides real time push notifications.	
02/12/2013	Yahoo!	Alike	Local discovery mobile application.	
02/11/2013	GoDaddy	M.dot	Developer of a mobile website building application.	
02/11/2013	MediaShift	Travora Media	Provides desktop and mobile solutions for travelers.	
02/04/2013	Jawbone	Massive Health	Developer of mobile application.	
02/04/2013	Jawbone	Visere	Developer of mobile application.	
02/04/2013	Mercury Active	Riptide Games	Developer of games for mobile devices.	

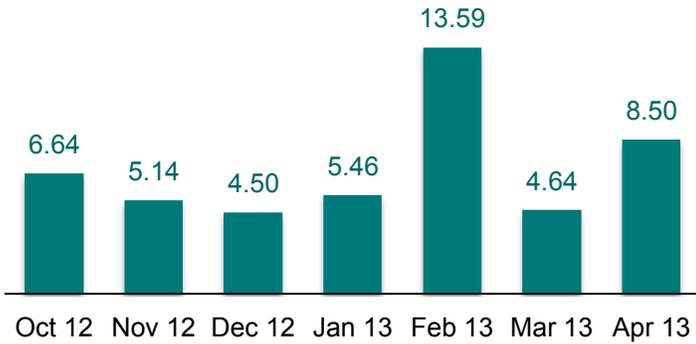
* Note: Atlas Advertiser Suite was acquired from Microsoft. While terms of the transaction were undisclosed, Ad Age estimates the value of the deal to be between \$30-\$50 million.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

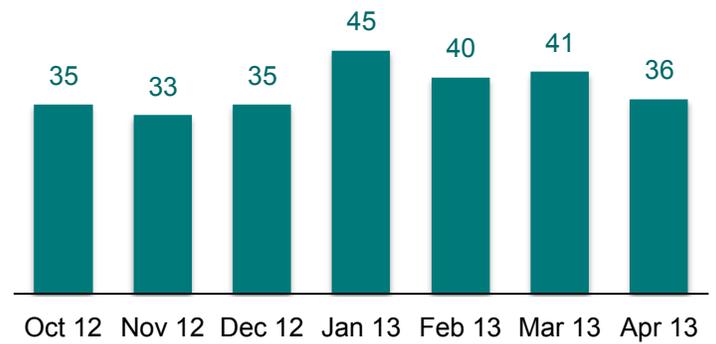
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Financing Transactions Overview

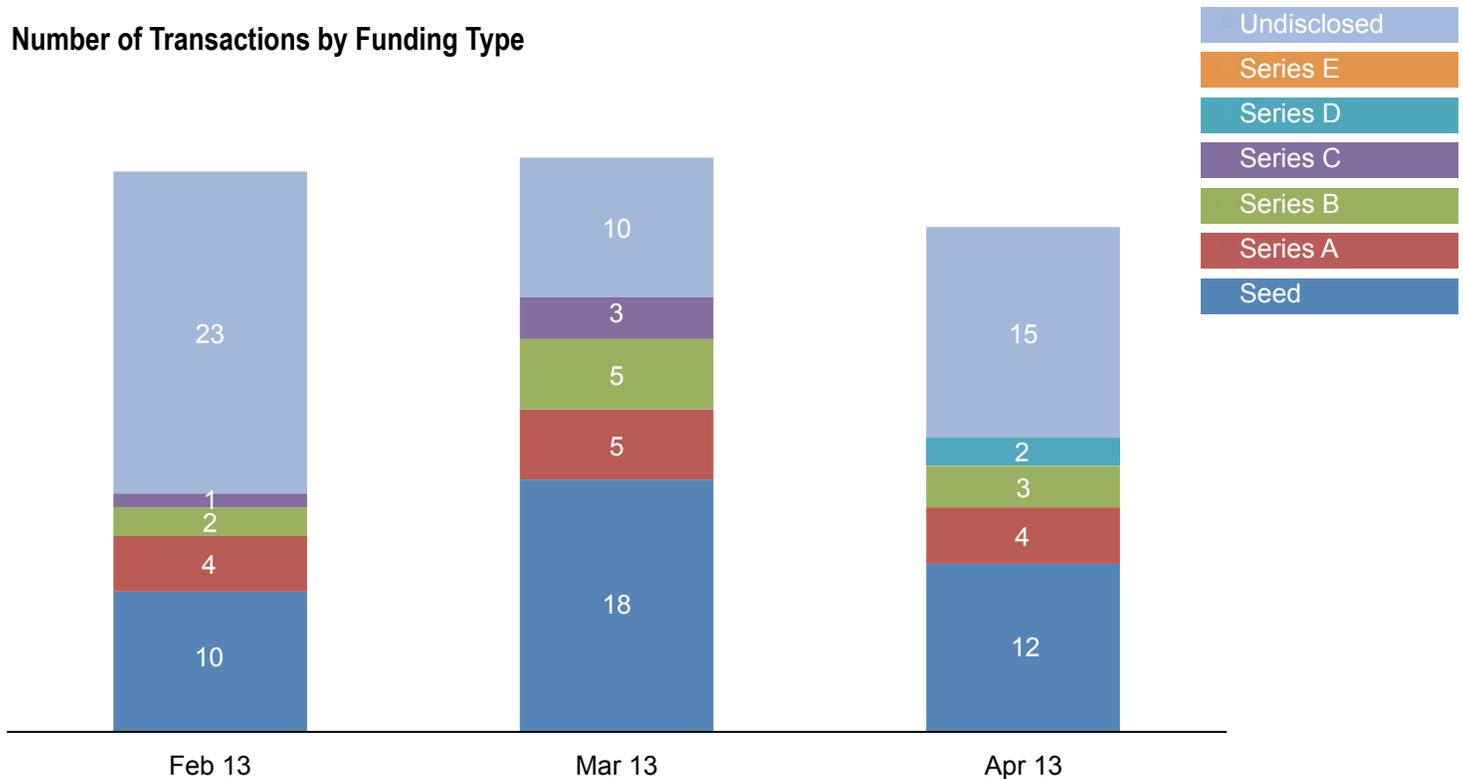
Average Value of Transactions (\$MM)



Number of Transactions



Number of Transactions by Funding Type



Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Alpha Payments Cloud	Private	Alpha Payments Cloud (APC) is a payments-focused IT firm and tech startup that provides merchants, banks and payments product providers with access to the global payments ecosystem via one simple integration platform. Alpha Payments Cloud developed the industry's first enterprise app store for payments.	4/30/13	\$12.0	Seed	Undisclosed
Viddy	Private	Viddy is a simple way for anyone to capture, beautify, and share amazing videos with the world.	4/30/13	\$2.8	Undisclosed	New Enterprise Associates
Leap2	Private	Leap2 is a software developer that is revolutionizing mobile search by combining instant web with social media content.	4/30/13	\$1.6	Undisclosed	Dundee Venture Capital, OPENAIR Equity Partners, Linseed Capital
EyeVerify	Private	EyeVerify has created the patented Eyeprint Verification System, a simple, safe replacement for entering passwords on smartphones.	4/29/13	\$0.5*	Undisclosed	Undisclosed
Strikingly	Private	Strikingly is an easy way to build a mobile-optimized website. No code or design needed.	4/29/13	\$1.5	Seed	Y Combinator, Index Ventures, Infinity Venture Partners, SV Angel, Innovation Works, TEEC Angel Fund, ZenShin Capital, Kevin Hale
Mobile Labs	Private	Mobile Labs, a certified HP Gold Business Partner, provides end-to-end mobile application testing solutions for the enterprise.	4/29/13	\$3.0	Series A	Undisclosed
Mascot Secret	Private	Mascot Secret is a mobile app-based company that connects with sports stadiums to allow fans to automatically upgrade their seats during a game.	4/28/13	\$0.0*	Seed	Bizdom
Apigee	Private	Apigee is for a new internet of APIs - where billions of mobile, tablets, and set-top apps connect in a web that has moved beyond the browser.	4/25/13	Undisclosed	Undisclosed	In-Q-Tel
Fiz	Private	Fiz is an entirely free service that helps users discover, locate, rate, share and plan to visit places that match their leisure needs, so they can focus on their precious time.	4/25/13	\$0.3	Seed	David Hughes, Sarah Hughes
Bluetrain Mobile	Private	Bluetrain Mobile offers a cloud-based web marketing platform that enables professional marketers and their agencies to build brilliant and engaging mobile websites across a variety of consumer verticals.	4/24/13	\$1.5	Seed	Polaris Partners, Atlas Venture, Boston Seed Capital, LaunchCapital
Tower Cloud	Private	Tower Cloud provides telecom backhaul services to wireless carriers. The company builds and operates fiber optic and wireless networks to connect cellular towers to the wireless carriers mobile switching centers.	4/24/13	\$18.0	Undisclosed	Undisclosed
ZooZ	Private	ZooZ is a unique checkout platform that offers a complete and secure payment solution for e-commerce websites and apps.	4/23/13	\$2.0	Series A	XSeed Capital, lool ventures, Rhodium
Gizmoz	Private	Gizmoz, a Tel Aviv, Israel-based developer of a visual web, cloud and mobile delivery platform.	4/23/13	\$7.5	Series B	Citrix Systems, IVC Venture Capital, Consolidated Investment Group
Drifty	Private	Drifty's products make it easy for anyone to build mobile apps, mobile websites, and responsive websites.	4/20/13	\$0.1	Seed	TechStars Cloud
LSN Mobile	Private	LSN Mobile is a mobile media and advertising company that connects local mobile media with consumers and advertisers in uniquely valuable ways.	4/20/13	\$5.0	Undisclosed	Fulcrum Equity Partners

*Note: EyeVerify still seeking \$1,870,000 in funding.

* Note: Transaction amount rounded, actual amount received totaled \$25,000

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Financing Transactions

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			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Bitbar	Private	Bitbar is a technology and services company with ambition to help its customers to get most of their R&D by offering high-performance automated software Build and Test solutions.	4/18/13	\$3.0	Seed	Creathor Venture, DFJ Esprit Secondaries, Finnvera Venture Capital, Qualcomm, TEKES financing
Brandcast	Private	Brandcast can help you achieve Total Web Coverage™ with publishing, messaging and analytics across websites, mobile, social and other channels.	4/18/13	Undisclosed	Seed	Marc Benioff
Celebrity Webchefs	Private	Founded by successful entertainment, mobile technology and media veterans Foodie Media Network develops digital and mobile media brands connecting consumers to numerous foodie media channels that detail the Art of Cooking with the help by noted celebrities and established gourmet chefs.	4/18/13	\$0.4	Seed	Fundable
Supercell	Private	Supercell reimagines games with a Tablet First strategy.	4/18/13	\$130.0	Undisclosed	Index Ventures, Atomico, Institutional Venture Partners
Instart Logic	Private	Instart Logic have built disruptive technology that radically changes the way the internet gets delivered.	4/17/13	\$17.0	Series B	Andreesen Horowitz, Peter Levine, Greylock Partners, Sutter Hill Ventures, Tenaya Capital
PrePlay	Private	PrePlay is a leading predictive game studio. They create mobile and tablet games designed and engineered to enhance the experience of watching sports, reality, talent, and award shows on TV.	4/15/13	\$4.7	Series B	Trilogy Equity Partners, RSE Ventures
Songza	Private	Songza is a free streaming music service that has expert-made playlists for every occasion and makes it easy to find the right one, at the right time.	4/14/13	\$3.8	Undisclosed	Undisclosed
DudaMobile	Private	DudaMobile makes websites mobile. The platform makes it easy to convert existing websites into mobile friendly sites with just a few clicks.	4/12/13	\$10.3	Undisclosed	Pitango Venture Capital, Orens Capital, Primera Capital, Figtree Partners, Danial Rose, Donald Katz, Zohar Gilon
Quantance	Private	Quantance is a fabless semiconductor company enabling a major breakthrough in data speed and battery life in mobile devices.	4/11/13	\$12.0	Series D	TDF Telecommunications Development Fund, Granite Ventures, InterWest Partners, DoCoMo Capital
Wandera	Private	Wandera is the pioneer and leading provider of MDO (Mobile Data Optimization), providing businesses with savings, control and visibility of their mobile data usage.	4/11/13	\$7.0	Series A	Bessemer Venture Partners
Bypass	Private	Bypass simplifies commerce for sports and entertainment properties.	4/10/13	\$3.5	Undisclosed	eBay, AEG
AirCare	Private	AirCare is a mobile and web video app that helps hospitals prevent readmissions and improve patient outcomes through tele-nursing and patient specific analytics.	4/9/13	\$0.1	Seed	DreamIt Health
MobileRealtyApps.com	Private	MobileRealtyApps.com produces custom branded MLS home search apps for real estate agencies. On smartphone platforms including iPhone, Android, and BlackBerry, the apps provide a way for real estate agencies to connect with new buyers.	4/9/13	Undisclosed	Undisclosed	Brightstone Venture Capital
appsFreedom	Private	appsFreedom™ is a leading provider of Enterprise Mobile Cloud Software for SAP that enables companies and their employees to achieve Workplace Freedom.	4/9/13	Undisclosed	Series A	Grayhawk Venture Partners

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Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
SavingStar	Private	SavingStar is the first national, fully digital, grocery eCoupon service, available for free on their website and on iPhone and Android mobile apps.	4/5/13	\$9.1	Series D	Edenred, American Express, DCM, Flybridge Capital Partners, First Round Capital
Breaktime Studios	Private	Breaktime Studios develops engaging social games for mobile platforms.	4/4/13	\$4.3	Undisclosed	Undisclosed
MokiMobility	Private	MokiMobility provides security, pci compliance, management, and monitoring on mobile devices used with purposed applications.	4/4/13	\$2.0	Seed	EPIC Ventures, Spencer Tall, Tyler Smith
BusyLife Software	Private	BusyLife Software is a provider of mobile commerce solutions. BusyLife Software powers the success of merchants by providing "best in class" mobile commerce solutions which drive sales and enhance the lives of their customers.	4/3/13	\$1.2	Seed	Point B Capital, David Cohen
Iddiction	Private	Iddiction is named after a slang term to describe dependency on mobile devices — particularly iPhones and iPads. The company is looking to improve "the experience of discovering apps for the user" in a way that "benefits the user, the app developer, and the App Store."	4/3/13	\$5.5	Undisclosed	Undisclosed
Urban Airship	Private	Urban Airship enables brands to build relationships with their always-connected customers through services that streamline delivering highly targeted, cross-platform mobile push messages and Apple Passbook passes.	4/3/13	\$0.2	Undisclosed	Undisclosed
Malauzai Software	Private	Malauzai Software Inc. was formed in 2009 to participate in the mobile banking revolution. They build mobile banking SmartApps for community banks and credit unions for use by their customers and members.	4/2/13	\$3.0	Undisclosed	Undisclosed
Moovweb	Private	Moovweb offers products and services that help our customers quickly take advantage of the mobile revolution. Their cloud-based platform uses a patent-pending site virtualization and transformation approach that offers the flexibility and power to deliver incredible mobile customer experiences while at the same time leveraging 100% of existing Web investments.	3/28/13	\$16.0	Undisclosed	JAFCO Ventures, Trinity Ventures, Andrew Bechtolsheim
Q2ebanking	Private	Q2ebanking is a technology company that provides a comprehensive electronic banking platform consisting of high quality technology solutions that enable financial institutions and their customers to securely communicate and transact – anytime anywhere.	3/28/13	\$20.0	Series C	Battery Ventures, Adams Street Partners, C&B Capital
GroundCntrl	Private	GroundCntrl is a task management platform for the mobile workforce. They make it simple for you to launch programs that distribute tasks and gather real-time data for real-time management by engaging and connecting with your field staff.	3/27/13	\$1.0*	Undisclosed	Undisclosed
Showpad	Private	Showpad is a Mobile Sales Enablement application aimed at drastically improving Sales Effectiveness of any company with a sales team.	3/26/13	\$2.0	Series A	Hummingbird Ventures
Babbel	Private	The online learning system for adults, with over 15 million users, is one of the leading online and mobile language learning tool of its kind.	3/26/13	\$10.0	Series B	Reed Elsevier Ventures, Nokia Growth Partners, IBB Beteiligungsgesellschaft mbH, KIZOO
Captio	Private	Captio lets you capture your receipts wherever you are, using your Smartphone. Automatically extract the important data and store for analysis and to generate expense claims.	3/25/13	\$0.4	Seed	Venturcap
Sherpa App	Private	Sherpa is a predictive intelligence iOS app and platform that gets you the information you need so you can stay one step ahead every day.	3/25/13	\$1.1	Seed	Google Ventures, Andreessen Horowitz, InterWest Partners, AngelPad
Joyride App	Private	Joyride is a hands-free mobile entertainment app platform for the car.	3/25/13	\$1.0	Seed	Seth Goldstein, Freestyle Capital, Cowboy Ventures

*Note: Breaktime Studios still seeking \$3,347,397 in funding.

* Note: Transaction amount rounded, actual amount received totaled \$1,010,950. GroundCntrl is still seeking \$325,002 in funding.

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Financing Transactions

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Red e App	Private	Red e Key provides its enterprise customers with a unique code to access a private mobile network for their customers and users.	3/22/13	\$0.8	Series A	Yearling Fund
Human Demand	Private	Human Demand has managed more than 200 mobile acquisition campaigns so far and believes that mobile advertising should be a great experience - even "Magical".	3/21/13	Undisclosed	Series A	Digital Entertainment Ventures, ARC Angel Fund, Empire Angel Group, Blackgate Ventures, TJNS Capital, Howie Schwartz
Masabi	Private	Masabi is the leading developer of mobile ticketing technology for the transport sector.	3/21/13	\$2.8	Undisclosed	Fontinalis Partners, MMC Ventures, m8 Capital
TapAd	Private	Tapad Inc., is an ad technology firm renowned for its breakthrough, unified, cross-device advertising solutions.	3/21/13	\$6.5	Series B	Firsthand Capital Management, FirstMark Capital, Avalon Ventures, Metamorphic Ventures, Lerer Ventures
Incoming Media	Private	Incoming Media is fixing mobile video. Incoming is building machine-learning technology, based on patent-pending intellectual property from NICTA (a research lab in Australia, birthplace of software that is deployed in 1.5bn mobile devices), to learn and predict the video content you will watch later.	3/20/13	\$1.1	Seed	OneVentures, Citrix Systems, Nicta
ShareThis	Private	Nextumi's ShareThis products are reshaping the way people interact with each other online and across their mobile devices by providing a quick new way to share digital stuff - including photos, videos, text, Web pages and music - in one simple step.	3/20/13	\$23.0	Series C	T-Venture Funds, Blue Chip Venture Company, Draper Fisher Jurvetson, Illinois VENTURES, Mercury Fund, RPM Ventures, Harbourton
AdzCentral	Private	AdzCentral is a Scientific Media Buying Platform. AdzCentral uses advertising technology tools and expertise to improve their clients' digital media spending. Whether you're a direct marketer, brand marketer, advertising agency or media company.	3/20/13	\$3.2	Series A	Electric Sheep Capital, Digital Media Partners
Masabi	Private	Masabi is the leading developer of mobile ticketing technology for the transport sector.	3/20/13	\$2.8	Undisclosed	Fontinalis Partners, MMC Ventures, m8 Capital
AgreeYa Mobility	Private	AgreeYa Mobility is a leading provider of Mobile Software Technology and Solutions with its offshore development centers based out of Canada, Poland, India, China, and South Korea. The company caters to the requirements of Telecom Operators, Handset Manufacturers, Chipset Manufacturers and Business Enterprises.	3/19/13	Undisclosed	Undisclosed	Saama Capital
Namo Media	Private	Namo Media is working on more elegant and less interruptive ad formats that integrate with your stream of content.	3/19/13	\$1.9	Seed	Google Ventures, Andreesen Horowitz, Betaworks, Trinity Ventures
Vasona Networks	Private	Vasona Networks works with global mobile network operators to deliver better subscriber experiences.	3/19/13	\$12.0	Series B	Bessemer Venture Partners, New Venture Partners
YaSabe	Private	YaSabe is committed to connecting businesses, Latino culture, and community allowing users to be "in the know" and confidently make choices about how and where to spend their time and money. They aim to have the best information about local businesses, jobs, and coupons with the right details to help people searching online or on mobile.	3/19/13	\$2.7	Seed	Milietto Capital, 500 Startups, CIT GAP Fund, Frank Bonsal, Sol Trujillo
Nonstop Games	Private	Nonstop Games makes games for gamers across tablet and mobile platforms.	3/19/13	\$2.9	Seed	Creandum, Lifeline Ventures
AppNeta	Private	AppNeta is the first company to unify full-stack application insight, comprehensive end-user monitoring and 360-degree network performance insight to assure exceptional end-user experience and the successful delivery of business-critical applications.	3/18/13	\$16.0	Series C	Bain Capital Ventures, Egan-Managed Capital, JMI Equity, BDC Venture Capital
ChupaMobile	Private	ChupaMobile is a community marketplace for Mobile App Components. A place where Mobile Developers can sell, discover and purchase cutting edge source code packages and components for Mobile development.	3/18/13	\$0.3	Seed	SiamoSoci

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Financing Transactions

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Arkadium	Private	Arkadium creates games for social networks, mobile devices, destination websites, consumer brands, ad agencies, and online gamers.	3/16/13	\$5.0	Undisclosed	Edison Ventures
Artist Growth	Private	Artist Growth, LLC is a groundbreaking mobile software platform that gives both amateurs and professional management companies the tools to manage and track daily tasks, coordinate multi-dimensional projects, and grow a business steadily.	3/16/13	\$2.0	Seed	Harry Jacobson, Joe Glaser, Joe Galante, John Curtis
Celly	Private	With Celly, anyone can create public or private social networks instantly. Send polls, reminders, alerts, and group texts to any number of people. Celly is used by schools, businesses, families, communities, and social movements.	3/15/13	\$0.3	Seed	Portland Seed Fund
Indie Vinos	Private	The company is developing a mobile app for wine tastings.	3/15/13	\$0.3	Seed	Portland Seed Fund
iRule	Private	iRule is an app that transforms your iPhone, iPad, or iPod touch into a universal remote control. It uses your home's existing WiFi network to send commands from your mobile device to a network gateway.	3/15/13	Undisclosed	Undisclosed	Detroit Venture Partners
RallyCause	Private	Mobile local commerce company with low user acquisition cost and low cost of sale.	3/15/13	\$0.3	Seed	Portland Seed Fund
Shizzlr	Private	Shizzlr is a mobile application development company focused on private group sharing between friends.	3/15/13	\$0.2	Seed	Connecticut Innovations
Pressly	Private	Pressly is an HTML5 publishing platform that automatically transforms online content, such as RSS feeds and social content, into interactive, cleanly-designed web apps for tablet web browsers. Pressly is currently optimized for the iPad.	3/13/13	\$1.5	Undisclosed	iNovia Capital, OMERS Ventures
Crittercism	Private	Crittercism is a mobile app performance management (APM) solution. It offers a real-time global view of crash reporting and error analysis across iOS, Android, Windows Phone 8 and HTML5 on over 450 million unique devices and 50 billion app loads.	3/12/13	\$12.0	Seris B	Google Ventures, Shasta Ventures, Opus Capital
Dobleas	Private	Dobleas, a spin-off of FreakOut, Inc, the Tokyo-based digital marketing technology company, offers a global mobile DSP that enables marketers and advertisers to buy real-time impressions across the leading mobile Ad Exchanges (AdXs) and Supply Side Platforms (SSPs).	3/12/13	\$5.4	Series B	FreakOut
Noddix	Private	Noddix provides performance and privacy driven modern web and mobile apps.	3/12/13	Undisclosed	Seed	Triangle Startup Factory
TabSprint	Private	TabSprint is a mobile application, which streamlines the payment process at bars, clubs, and restaurants.	3/12/13	Undisclosed	Seed	Triangle Startup Factory
Tow Choice	Private	Tow Choice uses is an instant bidding platform that is designed to eliminate the costs and inefficiencies of tow truck dispatch centers using mobile and instant bidding technologies.	3/12/13	\$0.2	Seed	Blue Startups
Adcade	Private	Adcade is creating a suite of rich media ad puzzles and games to drive consumer engagement with brands and increase revenue for publishers.	3/7/13	\$1.5	Seed	ff Venture Capital
TastemakerX	Private	TastemakerX is social gaming platform that allows users to build portfolios of personal tastes and share it to their social graph.	3/7/13	\$1.3	Undisclosed	Baseline Ventures, True Ventures, Guggenheim Partners, AOL
Marxent Labs	Private	Marxent Labs is a mobile development company that specializes in creative engineering for Android and iOS.	3/2/13	\$0.8	Undisclosed	Stage 1 Ventures
Sonar	Private	Sonar is a mobile app that tells you when your friends and friends' friends are nearby, revealing the hidden connections and small world moments you might have otherwise missed.	3/2/13	Undisclosed	Undisclosed	Bing Fund
uVest	Private	uVest sync's with your existing brokerage accounts and allows you to enter, exit, and monitor trades on a user friendly mobile platform.	3/1/13	Undisclosed	Seed	Hatch
CS Networks	Private	CS Networks Premium SMS Gateway provides secure, reliable and high throughput capacity for sending and receiving SMS to wireless service providers, mobile operators, MVNOs, enterprises and bulk sms aggregators.	2/28/13	\$6.6	Series A	Galeb Group

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			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Sonar	Private	Sonar is a social discovery application.	2/28/13	Undisclosed	Undisclosed	Bing Fund
Armor5	Private	Armor5, Inc. is a cloud service provider that's solving the problem of secure mobile access to enterprise data and applications in a new way.	2/27/13	\$2.0	Undisclosed	Trinity Ventures, Citrix Systems, Nexus Venture Partners
LocalResponse	Private	LocalResponse is a social advertising platform that aggregates public posts and 'check-ins' across multiple platforms to help brands and businesses identify intent and respond to it.	2/27/13	\$1.5	Seed	Cava Capital, Extreme Venture Partners, Verizon, Advancit Capital
Robotoki	Private	Robotoki is an independent game studio in Los Angeles.	2/26/13	Undisclosed	Undisclosed	NEXON
AirWatch	Private	AirWatch is the leader in enterprise-grade Mobile Device Management, Mobile Application Management and Mobile Content Management solutions designed to simplify mobility.	2/25/13	\$200.0	Series A	Insight Venture Partners
Polar	Private	Polar is a super-fast and easy way to create and vote on great-looking photo polls. Get their free iPhone app.	2/25/13	\$1.2	Seed	Battery Ventures, AME Cloud Ventures, Greylock Partners Israel, Morado Ventures
Adizio	Private	Adizio is a self serve Ad buying platform, that enables the smaller brand, digital agency and marketer to run Online and Mobile display campaigns.	2/25/13	\$0.4	Undisclosed	Midven, Playfair Capital, Doug Scott
TopBlip	Private	iOS app that allows its users to share their music like never before.	2/25/13	\$1.5	Seed	Undisclosed
Altobridge	Private	Altobridge develops and deploys technology for mobile networks to help them cut the cost of delivering mobile voice and data.	2/25/13	\$7.8	Undisclosed	Intel Capital, International Finance Corporation
uBank	Private	uBank is a mobile payment service that currently targets Russia and the wider CIS region.	2/25/13	\$8.0	Series A	Runa Capital
Warply	Private	Warply, an Athens, Greece-based provider of a mobile marketing toolbox.	2/23/13	\$0.5	Seed	Undisclosed
Fortumo	Private	Fortumo is a developer-friendly mobile payments provider. They enable app and game developers to monetize their users through mobile operator billing in more than 60+ countries.	2/22/13	Undisclosed	Undisclosed	Intel Capital, Greycroft Partners
PushToTest	Private	PushToTest is a leader in proof of performance for mobile and social media apps.	2/22/13	\$0.2	Undisclosed	FundersClub
Drawbridge	Private	Drawbridge has developed the first self-learning ad technology that leverages insights from cross-device behavior to enable advertisers and marketers to reach targeted mobile audiences.	2/21/13	\$14.0	Series B	Northgate Capital, Kleiner Perkins Caufield & Byers, Sequoia Capital
Playnomics	Private	Playnomics, a San Francisco-based startup that helps mobile game developers earn more from their existing players.	2/20/13	\$5.0	Series B	Vanedge Capital, FirstMark Capital, XSeed Capital
Gashie	Private	Gashie is a platform that allows users to make free, mobile-to-mobile calls, low-cost international calls, text and photo sharing using any device.	2/16/13	\$0.01*	Seed	Fundable
Seeds	Private	Seeds is a revolutionary social game that facilitates direct mobile-to-mobile microlending from the developed to the developing world, or even in your own backyard.	2/16/13	\$0.02*	Seed	Fundable
Leanplum	Private	Leanplum is a platform for optimizing mission-critical metrics of your mobile app.	2/14/13	Undisclosed	Undisclosed	TechStars Boulder, Kima Ventures, VoiVoda Ventures, Undisclosed
Verve Mobile	Private	Verve Mobile is a pioneering leader in location-based mobile advertising.	2/13/13	\$14.0	Series C	Nokia Growth Partners, BlueRun Ventures, Qualcomm
Social Point	Private	Social Point is one of the top 5 global developers of social games. Their games are played by over 30 million monthly active users on Facebook and mobile platforms.	2/13/13	\$3.9	Undisclosed	Greylock Partners

* Note: Figure rounded, actual transaction amount \$7,000.00.

* Note: Figure rounded, actual transaction amount \$24,727.00.

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KnexxLocal	Private	KnexxLocal was founded to help local businesses connect with more customers. With Instamomial™, KnexxLocal's free mobile app, local businesses can get more word-of-mouth referrals, take control of their online reputation, and increase online visibility.	2/12/13	\$1.1	Seed	Round 13 Capital, Imperial Capital Group, Undisclosed
Mobilewalla	Private	Mobilewalla is the neutral data destination for consumers and the mobile industry insiders seeking insights into the app market.	2/12/13	\$4.0	Undisclosed	Madrone Venture Group, Indian Angel Network, Infocomm Investments, Venkat Raju, Rajan Anadan, Sharad Sharma
Relay	Private	Relay helps users discover the newest and best visual entertainment from around the web with a beautiful and simple mobile app.	2/12/13	\$0.7	Undisclosed	Valar Ventures, The Social+Capital Partnership, Graph Ventures, Real Ventures
Ping4	Private	Ping4 is an innovative software communications company focusing on advanced geo-mobile communications for the smartphone market.	2/11/13	\$4.0	Undisclosed	Undisclosed
Snapchat	Private	Snapchat is a photo messaging application.	2/11/13	\$13.5	Series A	Benchmark Capital, Mitchell Lasky
TradeSync	Private	TradeSync's mobile apps and SaaS solutions synchronize B2B processes such as purchasing, sales, service, and invoicing, within and across companies.	2/11/13	\$1.4	Undisclosed	Undisclosed
iMomentous	Private	iMomentous is a mobile talent solutions company. Their products help enterprises to attract, recruit, engage and retain the right people.	2/8/13	\$0.3	Undisclosed	Ben Franklin Technology Partners
Numenta	Private	Numenta has developed core technology in machine intelligence based on a theory of the neocortex. Numenta's first product based on this technology is a cloud-based prediction engine for streaming data.	2/8/13	\$6.0	Undisclosed	Undisclosed
Parkmobile	Private	Parkmobile is a leading global provider of seamlessly integrated end-to-end solutions for mobile payments, parking guidance using business analytics and parking.	2/8/13	\$6.3	Undisclosed	BCD Holdings, Parkmobile Group, Fontinalis Partners, Bluefield Investments
Rumble News	Private	Rumble is a complete technology platform that combines great design, smart analytics, and flexible monetization for newspapers to activate their mobile strategy.	2/8/13	\$0.2	Undisclosed	Ben Franklin Technology Partners
tapCLIQ	Private	tapCLIQ is a mobile engagement and advertising platform that offers contextual interaction at moments when user is most receptive.	2/8/13	\$0.1	Undisclosed	Ben Franklin Technology Partners
Bee Cave Games	Private	Bee Cave Games is a social and mobile games developer.	2/8/13	\$1.4	Undisclosed	Undisclosed
Workshirt	Private	Workshirt helps people capture and share the big events in their lives. Their first product, HitchedPic, is a mobile app that captures the wedding from a unique perspective.	2/7/13	\$0.03*	Seed	AlphaLab
Timbre	Private	Timbre is a location-based live music discovery app that connects fans and bands.	2/7/13	\$0.4	Seed	Atlas Venture, Boston Seed Capital, Bantam Group
Urban Airship	Private	Urban Airship enables brands to build relationships with their always-connected customers through services that streamline delivering highly targeted, cross-platform mobile push messages and Apple Passbook passes.	2/6/13	\$25.0	Undisclosed	August Capital, John Johnston, Foundry Group, Jason Mendelson, Intel Capital, True Ventures
Sprinklr	Private	Sprinklr was founded on the core idea that it is not only possible for large enterprises to successfully adapt to the realities of a world dominated by mobile, social, and network-empowered customers, but to also dramatically thrive in it.	2/5/13	\$15.0	Undisclosed	Intel Capital, Battery Ventures
Game Insight	Private	Game Insight is a mobile/social gaming company that exclusively produces free-to-play games for such platforms as Facebook, iPad, iPhone, Android, Amazon, and Windows 8.	2/5/13	\$25.0	Undisclosed	IMI.VC
YEVVO	Private	YEVVO is a free platform for live social video broadcasting, from one mobile device to an unlimited number of mobile devices and vice versa.	2/3/13	\$0.2	Seed	Undisclosed
Truphone	Private	Truphone is a UK-based mobile network that lets its users make free or low-cost calls to other mobile devices.	2/1/13	\$118.0	Undisclosed	Roman Abramovich

* Note: Figure rounded, actual transaction amount \$25,000.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout April 1-30, 2013.

Financing Transactions

DEBT FINANCINGS

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
UniKey Technologies	Private	The UniKey powered Kwikset solution is the only true touch-to-open keyless entry system, requiring no interaction with your phone, providing hassle-free entry.	4/30/13	\$0.6*	Debt	Undisclosed
PlayFirst	Private	PlayFirst is a global leader in mobile games for family and friends.	4/26/13	\$2.0	Debt	Undisclosed
mBlox	Private	Specializing in the commercial and technical complexities of mobile payment and message transmission, mBlox is in the business of connecting companies with customers.	4/18/13	\$14.0	Debt	NXT Capital
Appia	Private	Appia is the world's largest open app marketplace and white label storefront platform, supporting all operating systems and handsets.	4/17/13	\$5.0	Debt	North Atlantic Capital, Silicon Valley Bank
CloudMine	Private	CloudMine automates back-end development for mobile developers so they have more time to focus on making their apps shine.	3/20/13	0.5*	Debt	Undisclosed
LIA	Private	LIA is a mobile platform for distribution of rich, real-time content between marketing and sales teams at Global 2000 companies.	3/7/13	\$0.4	Debt	Analytics Ventures, La Costa Investment Group
DeviceFidelity	Private	DeviceFidelity, Inc. develops plug-and-play technologies that empower a variety of institutions to deploy their services and applications on millions of mobile phones worldwide.	3/5/13	\$0.5*	Debt	Undisclosed
DeviceFidelity	Private	DeviceFidelity, Inc. develops plug-and-play technologies that empower a variety of institutions to deploy their services and applications on millions of mobile phones worldwide.	2/19/13	\$1.0	Debt	Undisclosed

* Note: UniKey Technologies is still seeking \$1,650,000 in funding.

* Note: Transaction amount rounded, actual amount received totaled \$505,000. CloudMine still seeking \$245,000 in funding.

* Note: DeviceFidelity still seeking \$1,529,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout April 1-30, 2013.

Mobile Marketing Association

About Mobile Marketing Association

The Mobile Marketing Association (MMA) is the premier global non-profit trade association representing all players in the mobile marketing value chain. With more than 700 member companies, the MMA is an action-oriented organization with global focus, regional actions and local relevance. The MMA's primary focus is to establish mobile as an indispensable part of the marketing mix. The MMA works to promote, educate, measure, guide and protect the mobile marketing industry worldwide. The MMA's global headquarters are located in the United States and it has regional chapters including North America (NA), Europe, Middle East and Africa (EMEA), Latin America (LATAM), and Asia Pacific (APAC) branches. For more information, please visit www.mmaglobal.com.

MMA members include agencies, advertisers, hand held device manufacturers, carriers and operators, retailers, software providers and service providers, as well as any company focused on the potential of marketing via mobile devices.

Executive Contacts

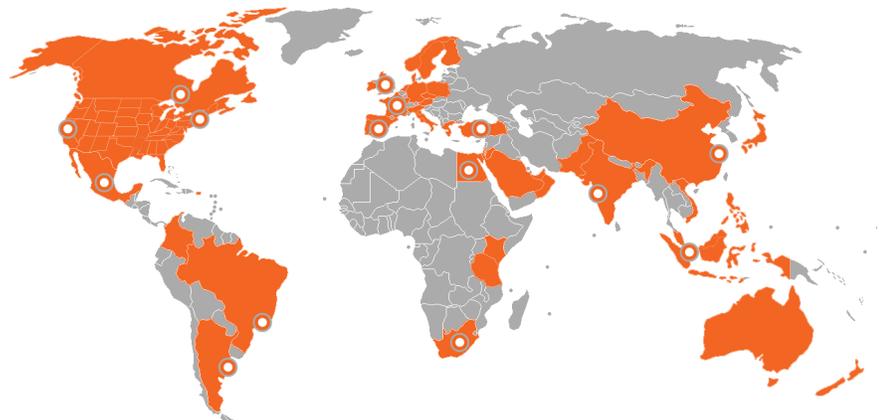
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Mobile Marketing Association

Calendar of Events

JUNE 16–22, 2013

**Cannes International Festival of Creativity:
Mobile Circus Comes to Town
Cannes, France**

Cannes Lions is celebrating its 60th Anniversary and this year, at Cannes, the MMA is going BIGGER and BOLDER with “The Mobile Circus Coming to Town.”

Meet Under the Big Top: Network and recharge both your mind and mobile device at a centralized MMA hub for Cannes attendees and MMA members.

Hop the Circus Train: Travel the entire span of the Festival to explore Cannes Lions’ happenings and events.

Mobile Day: The MMA is moderating a Forum dedicated to “Creativity in Mobile Advertising”. On Tuesday, June 18th, mobile visionaries will discuss the most innovative and inspiring mobile advertising and marketing efforts.

CMO Accelerator: June 21-22 join the MMA and Jim Stengel to educate senior marketing leaders on how to deliver sustainable and enduring brand value.

Young Marketers Academy: Six-day course sponsored by the MMA and led by Jim Stengel to inspire young professionals in the marketing space to embrace creativity and risk.

www.mmaglobal.com/events/cannes/2013/overview

JULY 21–23, 2013

**Mobile CEO and CMO Summit
Park City, Utah**

Join the top 200 mobile leaders at the critical 2013 MMA CEO and CMO Summit at the exclusive Chateaux Resort. This invitation-only 2 1/2 day summit for business leaders is the only global conference focused on the growth of the mobile marketing industry.

By diving into the most pressing and evolving areas of mobile marketing, attendees will gain valuable insights on how to harness the power and potential of mobile. So get ready to be inspired, network with top mobile visionaries and walk away with a strategy to get “brand ready” for mobile.

www.mmaglobal.com/events/ceosummit/2013/overview

SEPTEMBER 24–25, 2013

**SM2: Smarter Mobile Marketing
New York City**

MMA’s annual Advertising Week conference. Details forthcoming.

www.mmaglobal.com/events/sm2/2012/overview

Hidden River

About Hidden River

Hidden River, LLC provides corporate development and consulting services to companies in the mobile ecosystem. For the last five years, Hidden River has focused in the marketing, advertising and mCommerce space. Segment focus and mobile expertise gives Hidden River unique market insights and access to decision-makers and opportunities.

Hidden River's team comes from the corporate development groups of some of the biggest mobile companies in the world, working at the nexus of strategy, finance and operations.

The management team have been business operators, as CEOs, CFOs and start-up founders. So Hidden River understands the difficult balance necessary to grow operations while exploring transaction opportunities.

Hidden River provides you with quick-ramping corporate development bandwidth that leverages over 100 years of collective experience in mobile. Hidden River becomes a part of your senior management team, available as and when needed, to analyze, structure and execute strategies and transaction opportunities while you continue to grow your business.

Executive Contacts

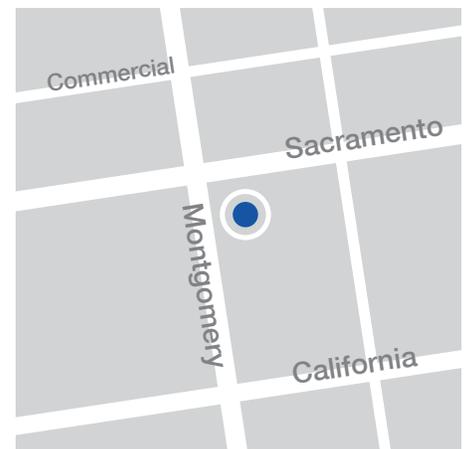
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DEDICATED
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 MOBILE ECOSYSTEM

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STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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