



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
APRIL 2014

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The MMA Re-Launch

As I'm sure you'll be aware by now, the MMA officially relaunched at our recent NY Education Forum in NYC.

We also announced the appointment of John Costello, President, Global Marketing and Innovation, Dunkin' Brands as the new MMA Chair of the MMA Global Board of Directors. John is the first major CMO to lead the MMA in its history. Coupled with John's announcement, we asserted the new MMA 'marketer first', innovation-focused mission: **To accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.**

We believe this new mission better reflects the changes in the industry and better serves our wide range of members from media companies, technology enablers, agencies, operators and brand marketers around the globe.

Additionally, we also unveiled the new branding including our great new logo and newly designed responsive mobile optimized [website](#) that neatly ties together the MMA's new mission. The integration of the three-line menu navicon (that means 'get more here') into the MMA's branding and logo is a symbolic invitation to the entire industry to join the MMA and collaborate with us as we champion mobile marketing.

In tandem with this new direction, the MMA's programs, events and initiatives around the world are all being aligned against this new mission. This is just the start of a "drumbeat" of news coming from the MMA.

We are on the front lines of the biggest transformation business has experienced in the last 50 years. The MMA could not be more excited about the future of our trade group and the industry. We appreciate your continued support and are glad to have you with us as we lead the Mobile Transformation Movement.

Please let the MMA team know if there is anything we can do to help your mobile efforts.

Onwards,

Greg Stuart

I also wanted to make you aware of the [Momentum Accelerator](#), its a mobile-first focused program that invests and accelerates startups in mobile and specifically have helped several companies in Mobile Marketing and Mobile Advertising get off the ground. They have had great success with the first two batches of startups and their third starts on July 9th, 2014. If you know of startups that would be interested in the program please have them visit them at www.momentum.vc

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Executives on the Move

| Name | New Company | Old Company | New Company Summary | Date |
|----------------------------|--|--|--|---------|
| Gary Benedetti | Vice President, Worldwide Sales, ThreatTrack Security | Vice President, Worldwide Sales, Fidelis Security Systems | ThreatTrack Security is an internet security company for companies on the web and mobile. | 4/29/14 |
| Narayanan Iyer | Senior Director, Finance, Vdopia | Senior Director, Finance, Rocket Fuel Inc. | Vdopia is a mobile advertising company. | 4/29/14 |
| Ralph Watson | Chief Creative Officer, CP+B Boulder | Lead, Bud Light, BBDO | CP+B is a full-service advertising agency in all media platforms. | 4/29/14 |
| Jason Lee | Senior Director, Marriott International Business, MEC | Group Director, Digital, OMD Los Angeles | MEC is a global media agency network. It is a founding partner of GroupM, the WPP Group media investment management operation. | 4/29/14 |
| Peter Isaacson | Chief Marketing Officer, Demandbase | Chief Marketing Officer, Castlight Health | Demandbase is a targeting and personalization marketing platform for B2B marketers on the web and mobile. | 4/29/14 |
| Frances Webb | Creative Director, Social Content, 360i | Freelance Associate, StrawberryFrog | 360i is a digital agency specializing in search engine marketing, social media, mobile marketing and web design and development. | 4/15/14 |
| Beth Steinberg | Vice President of People, BrightRoll | Vice President, Talent and Organization Development, SunRun | BrightRoll is an online video advertising platform enabling brands to reach audiences across the web, mobile and connected TV. | 4/15/14 |
| Farzad Jamal | Vice President, Europe, Vdopia | Commercial Director, EMEA, OpenX | Vdopia is a mobile advertising company. | 4/15/14 |
| Alyssa Henry | Head of Engineering, Square | Vice President of Amazon Web Services, Amazon | Square is a merchant services aggregator and mobile payment company. | 4/14/14 |
| Benoit Dupin | Director, Search Products, Apple | Vice President, Search Technology Amazon A9, Amazon | Apple Inc. is a company that designs, develops, and sells consumer electronics, computer software and personal computers as well as tablets. | 4/8/14 |
| Randy Morton | Senior Vice President, Director of Integrated Production, RAPP | Founder, Morton Productions Inc. | RAPP is a leading marketing agency on the web and mobile. | 4/8/14 |
| Dave Reed | Managing Director, EMEA, MediaMath | Founder and President, Xonos Inc. | MediaMath is a demand-side platform provider in the digital and mobile advertising space. | 4/8/14 |
| Christine Kubisztal | Lead, Midwest Enterprise Team, Tremor Video | Director, Enterprise Sales, VideoHub | Tremor Video is a video advertising company on the web and mobile. | 4/8/14 |
| Nancy Hu | Chief Financial Officer, Acer | Vice Chairwoman and President, Videoland Inc. | Acer is a hardware and electronics corporation offering a range of hardware products and e-business services. | 4/3/14 |
| Josh Berman | Head of Digital Product Development, MEC | Director, Brand Strategy Development, Kontera | MEC is a global media agency network. It is a founding partner of GroupM, the WPP Group media investment management operation. | 4/1/14 |
| Craig Erwich | Senior Vice President, Head of Content, Hulu | Executive Vice President, Warner Horizon Television | Hulu is an online video service accessible on the web and mobile that offers a selection of hit shows, clips and movies. | 4/1/14 |
| Andy Mitchell | Managing Director, European Operations, BrightRoll | Chief Operating Officer, Rightster Group plc | BrightRoll is an online video advertising platform enabling brands to reach audiences across the web, mobile and connected TV. | 4/1/14 |
| Jeff Ross | Chief Financial Officer, Cyan | Chief Financial Officer, Velti | Cyan is a company making solutions in SDN and NFV. | 3/28/14 |
| Morgan Carroll | Executive Vice President, Chicago & San Francisco, DigitasLBI | Executive Vice President/Group Creative Director, Deutsch NY | DigitasLBI is a global digital agency network, partners with many marketers and brands in the world. | 3/25/14 |
| Doug Thomas | Vice President of Sales, Midwest, Centro | Lead, Client Service Operations, Novus | Centro is a digital/mobile advertising and media management company. | 3/25/14 |
| Clare McDonald | Executive Creative Director, Europe, Rosetta | Creative Director, BskyB | Rosetta is a marketing company that helps translate customer connections into measure business growth for clients. It works with clients in a variety of industries including the telecommunications industry. | 3/18/14 |
| Eric Schaefer | Chief of Digital Strategy, Southwest Media Group | General Manager, ScreenShot Digital Inc. | Southwest Media Group is a full-service communication strategy, media buying/planning and brand activation company. | 3/18/14 |
| Erica Klein | Vice President, West Coast Sales, Collective | Consultant, Centro | Collective is a multi-screen advertising company. | 3/18/14 |
| Curt Beardsley | Vice President of Industry Development, Zillow | Vice President of Industry Development, Move | Zillow is an online and mobile real estate marketplace for homeowners and real estate agents to find and share vital information on homes, real estate and mortgage. | 3/17/14 |

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Executives on the Move

| Name | New Company | Old Company | New Company Summary | Date |
|---------------------------|---|--|--|---------|
| Anna Baird | Chief Financial Officer, RadiumOne | Chief Financial Officer, Say Media | RadiumOne is an advertising platform which covers online, video, social and mobile advertising using real-time bidding. | 3/17/14 |
| Rob Platzer | Chief Technology Officer, Bitty | Chief Technology Officer, Patch, AOL | Bitty is a branding tool for marketers on the web and mobile. | 3/11/14 |
| Melissa Wallace | Vice President of Marketing, Bitty | Vice President of Marketing, Buddy Media | Bitty is a branding tool for marketers on the web and mobile. | 3/11/14 |
| Thomas Seifert | Chief Financial Officer, Symantec | Chief Financial Officer, Brightstar | Symantec is a global provider of security, storage and systems management solutions on the web and mobile. | 3/7/14 |
| Chad Hopenwasser | Head of Integrated Production, TBWA\Chiat\Day New York | Vice President, Director of Video Production, Crispin Porter + Bogusky | TBWA is an international advertising agency headquartered in New York. | 3/4/14 |
| Juan Carlos Pagan | Design Director, Deutsch New York | Head of Design, DDB Worldwide | Deutsch is an advertising company that offers creative development and brand marketing services. | 3/4/14 |
| Tiffany Miller | Director of Business Development, Kenshoo | Director, Business Development, North America, Tacit Knowledge | Kenshoo is a digital marketing technology company that engineers solutions for search marketing, social media and online advertising as well as mobile. | 2/25/14 |
| Tian Lim | Chief Technology Officer, Hulu | Senior Vice President, Product Engineering, Sony Network Entertainment | Hulu is an online video service accessible on the web and mobile that offers a selection of hit shows, clips and movies. | 2/23/14 |
| Todd Ford | Chief Financial Officer, MobileIron | Chief Financial Officer, Rackable Systems | MobileIron is a mobile software company that enables big companies to put secure email and other applications on any mobile device or tablet. | 2/21/14 |
| Joan Colletta-Sapp | Head of North American Communications Planning, Mindshare | Senior Vice President, Co-Director of Brand Planning, Cramer Krasselt | Mindshare is a marketing and media network company with its core services in strategic media planning, negotiation & execution. | 2/18/14 |
| Suzana Apelbaum | Group Creative Director, VML | Creative Director, Anomaly | VML is a global digital marketing agency with major operations on five continents. Since 2001, it has been a member of the WPP Group of global communication agencies. | 2/18/14 |
| Chris Furse | Executive Director, New York, VML | Vice President and Chief Marketing Officer, Maaco | VML is a global digital marketing agency with major operations on five continents. Since 2001, it has been a member of the WPP Group of global communication agencies. | 2/18/14 |
| Jeff Holden | Chief Product Officer, Uber | Senior Vice President, Product Management, Groupon | Uber is a venture-funded startup that has created a mobile application that connects passengers with drivers of luxury vehicles for hire. | 2/14/14 |
| Stephen Blumberg | Managing Partner, Marriott Global Business, MEC | Senior Vice President, Group Client Director, Media Vest | MEC is a global media agency network. It is a founding partner of GroupM, the WPP Group media investment management operation. | 2/11/14 |
| Robert Hartt | Senior Vice President, Business Development, Rosetta | Client Partner, Group Account Director, AKQA New York | Rosetta is a marketing company that helps translate customer connections into measure business growth for clients. It works with clients in a variety of industries including the telecommunications industry. | 2/11/14 |
| Adrien Montpellier | Technology Director, Tribal Worldwide | Senior Technical Program Manager, Amazon | Tribal Worldwide, a global creative agency, is headquartered in New York City with 60 offices spanning 42 countries around the globe. | 2/11/14 |
| David Bussin | Senior Sales Director, PlaceIQ | Director, Global Mobile Sales, Turn | PlaceIQ is a provider of location intelligence for advertisers to help them reach and define mobile brand audiences. | 2/11/14 |
| Greg Jarvis | Vice President of Sales, Solutions, Synacor | Head of Strategy Consulting, TE2, The Experience Engine, Inc. | Synacor provides login solutions for Smart TVs and apps. | 2/11/14 |
| Jim Veevavert | Vice President of Games, DoubleDown Casino | General Manager, Zynga | DoubleDown Casino is a mobile and online gaming company. | 2/10/14 |
| John Maxham | Chief Creative Officer, DDB Chicago | Managing Partner/Creative Director, Cole & Weber | DDB Chicago, part of DDB Worldwide, is a global creative agency headquartered in New York City with 60 offices spanning 42 countries around the globe. | 2/4/14 |
| Lesley Robin | Director, Digital Communities, 360i | Director, Digital Marketing, HIP GENIUS | 360i is a marketing agency that drives results for Fortune 500 marketers through insights, ideas and technologies. | 2/4/14 |
| Andy Williams | Managing Director/Executive Producer, B-Reel | Director, Digital Strategy, Barton F. Graf 9000 | B-Reel is a production company and has produced integrated digital campaigns, TV commercials, documentaries, web experiences, online show, mobile experiences, games and print. | 2/4/14 |

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Public Company Analysis

| Public Companies | Ticker | Exchange | Stock Price 5/1/14 | Stock Price 4/1/14 | % Change | 52 Week High | 52 Week Low | Market Cap | Enterprise Value (in Millions) | Revenue (LTM) | Revenue Multiple (EV/Rev.) |
|--|---------------|------------------|--------------------|--------------------|----------------|--------------|-------------|------------|-----------------------------------|---------------|----------------------------|
| Indexes | | | | | | | | | | | |
| | | S&P 500 | 1,883.68 | 1,885.52 | -0.1% | 1,897.28 | 1,560.33 | | | | |
| | | NASDAQ Composite | 4,127.45 | 4,268.04 | -3.3% | 4,371.71 | 3,294.95 | | | | |
| | | Russel 3000 | 1,125.50 | 1,133.93 | -0.7% | 1,139.70 | 926.62 | | | | |
| Large-Cap (> \$10B) | | | | | | | | | | | |
| Adobe Systems, Inc | ADBE | NASDAQ | \$ 62.59 | \$ 65.93 | -5.1% | \$ 71.11 | \$ 41.91 | \$31,153 | \$29,531 | \$4,047 | 7.3X |
| Alcatel-Lucent | ALU | NYSE | 3.90 | 4.05 | -3.7% | 4.68 | 1.31 | 10,971 | 12,717 | 19,218 | 0.7X |
| America Movil | AMX | NYSE | 20.26 | 20.33 | -0.3% | 23.75 | 18.39 | 45,982 | 79,741 | 60,932 | 1.3X |
| Apple Inc. | AAPL | NASDAQ | 591.48 | 541.65 | 9.2% | 599.43 | 388.87 | 509,490 | 485,102 | 176,035 | 2.8X |
| AT&T | T | NYSE | 35.58 | 35.09 | 1.4% | 37.88 | 31.74 | 184,838 | 262,029 | 129,872 | 2.0X |
| Barti Airtel | BHARTIARTL.BO | BSE | 5.44 | 5.28 | 3.0% | 6.04 | 4.69 | 21,720 | 32,936 | 14,140 | 2.3X |
| CenturyLink | CTL | NYSE | 34.96 | 33.08 | 5.7% | 38.40 | 27.93 | 20,069 | 40,867 | 18,095 | 2.3X |
| China Mobile | CHL | NYSE | 47.06 | 45.63 | 3.1% | 57.42 | 41.35 | 190,252 | 190,252 | 100,500 | 1.9X |
| Dentsu | 4324:JP | TSE | 41.41 | 37.36 | 10.8% | 42.71 | 29.87 | 11,943 | 14,409 | 22,113 | 0.7X |
| Fiserv, Inc. | FISV | NASDAQ | 60.91 | 57.29 | 6.3% | 61.05 | 42.30 | 15,180 | 18,721 | 4,896 | 3.8X |
| Google | GOOG | NASDAQ | 531.35 | 607.22 | -12.5% | 604.83 | 502.80 | 178,876 | 125,740 | 61,276 | 2.1X |
| Microsoft | MSFT | NASDAQ | 40.00 | 41.42 | -3.4% | 41.66 | 30.84 | 330,416 | 264,935 | 83,347 | 3.2X |
| Motorola Solutions | MSI | NYSE | 62.65 | 64.91 | -3.5% | 67.69 | 53.62 | 15,918 | 15,195 | 8,696 | 1.7X |
| Neustar, Inc. | NSR | NYSE | 85.13 | 89.07 | -4.4% | 96.24 | 68.10 | 18,159 | 17,462 | 9,319 | 1.9X |
| Nippon Telegraph & Telephone Corp. | NTT | NYSE | 28.29 | 26.91 | 5.1% | 29.21 | 24.21 | 64,314 | 143,587 | 109,152 | 1.3X |
| Nokia | NOK | NYSE | 7.45 | 7.55 | -1.3% | 8.20 | 3.25 | 27,900 | 24,906 | 27,371 | 0.9X |
| Omnicom | OMC | NYSE | 67.03 | 72.36 | -7.4% | 76.87 | 59.36 | 17,323 | 18,012 | 14,688 | 1.2X |
| Publicis Groupe | PUB.PA | Paris | 85.13 | 89.07 | -4.4% | 96.24 | 68.10 | 18,159 | 17,462 | 9,319 | 1.9X |
| Samsung | 005930.KS | KRX | 1,299.72 | 1,264.82 | 2.8% | 1,382.03 | 1,049.23 | 191,448 | 160,471 | 208,980 | 0.8X |
| Sprint | S | NYSE | 8.73 | 9.57 | -8.8% | 11.47 | 5.15 | 34,360 | 60,948 | 34,643 | 1.8X |
| Telefonica S.A. | TEF | NYSE | 16.88 | 15.84 | 6.6% | 18.05 | 12.49 | 76,821 | 76,821 | N/A | N/A |
| Telenor | TELNF | OTC | 23.42 | 21.81 | 7.4% | 25.18 | 19.45 | 35,521 | 44,197 | 17,321 | 2.6X |
| TIM | TSU | NYSE | 27.34 | 26.03 | 5.0% | 29.12 | 16.85 | 13,220 | 13,127 | 9,248 | 1.4X |
| Turkcell Iletisim Hizmetleri A.S. | TKC | NYSE | 14.69 | 14.12 | 4.0% | 16.49 | 11.72 | 12,927 | 12,927 | 5,874 | 2.2X |
| Vodafone Group | VOD | NASDAQ | 37.29 | 36.73 | 1.5% | 42.14 | 27.49 | 98,598 | 140,024 | 65,283 | 2.1X |
| WPP Group | WPPGY | NASDAQ | 108.33 | 103.91 | 4.3% | 115.40 | 81.21 | 28,865 | 33,436 | 17,508 | 1.9X |
| Yahoo! | YHOO | NASDAQ | 36.51 | 36.49 | 0.1% | 41.72 | 23.82 | 36,853 | 35,264 | 4,673 | 7.5X |
| | | | | | | | | | | | |
| | | | | | Average | 0.8% | | 83,010 | 87,808 | 47,559 | 2.3X |
| | | | | | Median | 1.5% | | 31,153 | 35,264 | 18,657 | 1.9X |
| Mid-Cap (\$2B - \$10B) | | | | | | | | | | | |
| Axiom Corporation | ACXM | NASDAQ | \$ 28.75 | \$ 35.14 | -18.2% | \$ 39.30 | \$ 19.23 | \$2,196 | \$2,138 | \$1,097 | 1.9X |
| BlackBerry | BBRY | NASDAQ | 7.97 | 8.10 | -1.6% | 16.16 | 5.44 | 4,197 | 3,295 | 6,813 | 0.5X |
| Gemalto | GTOFF | OTC | 111.89 | 119.20 | -6.1% | 124.74 | 74.11 | 9,848 | 9,243 | 3,203 | 2.9X |
| Interpublic Group of Companies | IPG | NYSE | 17.34 | 17.30 | 0.2% | 18.00 | 13.58 | 7,346 | 8,789 | 7,217 | 1.2X |
| LG | 034220.KS | KRX | 26.57 | 25.22 | 5.3% | 28.63 | 20.33 | 9,506 | 11,355 | 24,699 | 0.5X |
| Pandora Media Inc. | P | NYSE | 24.71 | 31.74 | -22.1% | 40.44 | 13.80 | 5,077 | 4,735 | 541 | 8.8X |
| VIVO S.A. (formerly Telefonica Brazil) | VIV | NYSE | 18.00 | 18.48 | -2.6% | 23.48 | 15.87 | 6,867 | 7,844 | N/A | N/A |
| ZTE | 000063.SZ | Shenzhen | 2.11 | 2.12 | -0.5% | 2.98 | 1.76 | 5,913 | 9,193 | 12,343 | 0.7X |
| Zynga | ZNGA | NASDAQ | 3.90 | 4.38 | -11.0% | 5.89 | 2.50 | 2,850 | 2,068 | 778 | 2.7X |
| | | | | | | | | | | | |
| | | | | | Average | -6.3% | | 5,978 | 6,518 | 7,086 | 2.4X |
| | | | | | Median | -2.6% | | 5,913 | 7,844 | 5,008 | 1.6X |

NOTES:

- (1) Market Capitalization is calculated using month end stock price and fully diluted shares.
- (2) Enterprise Value is calculated using cash and debt from the last reported balance sheet to the SEC.
- (3) Revenue is calculated on a "Net Sales" basis and covers the last twelve months reported to SEC.

Source: Thomson Reuters and Hidden River, LLC analysis

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout April 1-30, 2014.

M&A Transactions

TRANSACTION DATA

| Announced | Acquirer | Target | Target Summary | Deal Amount (in \$M) |
|------------|---------------------------|------------------------|---|----------------------|
| 04/30/2014 | Yext Inc. | Citrus LLC | Citrus LLC is a Vienna-based developer of mobile consulting and development applications. | |
| 04/30/2014 | Opera Software | Apprupt | Apprupt is a mobile ad startup. | |
| 04/29/2014 | Zinio | Audience Media | Audience Media is a developer of mobile app solutions translating converting printed publications into mobile friendly apps for mobile viewing. | |
| 04/29/2014 | Zettics | Velocent Systems | Velocent Systems provides service assurance and service quality management solutions for mobile data and VoLTE. | |
| 04/25/2014 | Hearst | CareInSync | CareInSync is a health communications company that improves patient care through a real-time, mobile collaboration platform. | |
| 04/25/2014 | Facebook | Moves | Moves is an iPhone app that lets users create an "activity diary" comparable to fitness tracking apps. | |
| 04/24/2014 | Facebook | ProtoGeo Oy | ProtoGeo Oy is a Helsinki-based developer of software for smartphones. | |
| 04/24/2014 | MediaMath | Tactads | Tactads is a France-based firm which owns cookieless and cross-device targeting technology. | |
| 04/21/2014 | Total Defense Inc. | Untangle Inc. | Untangle Inc. is a Sunnyvale-based developer of network security software on the web and mobile. | |
| 04/17/2014 | Chegg Inc. | The Campus Special LLC | The Campus Special LLC is a Duluth-based developer of mobile software. | \$17.0 |
| 04/17/2014 | Nuance | Accelerand | Accelerand is a mobile-focused image sharing company. | |
| 04/17/2014 | Dropbox | Loom | Loom is a provider of cloud photo storage and sync service. | |
| 04/17/2014 | Dropbox | Hackpad | Hackpad is a lightweight, document collaboration web and mobile application. | |
| 04/15/2014 | RetailMeNot Inc. | Pickie Inc. | Pickie Inc. is a New York-based developer of mobile applications software. | |
| 04/10/2014 | ArmorText | Uppidy | Uppidy provides mobile message sharing services. | |
| 04/10/2014 | SilverTech Inc. | Poised Solutions | Poised Solutions is a Manchester-based developer of mobile application software. | |
| 04/10/2014 | IBM Corporation | Silverpop | Silverpop is a marketing software company on the web and mobile. | |
| 04/07/2014 | Twitter | Cover | Cover is a small startup focused on smart suggestions of Android apps for users. | |
| 04/07/2014 | Inside Secure | Metaforic | Metaforic is a maker of mobile security software. | \$11.6 |
| 04/04/2014 | Seatwave | Timbre | Timbre is an app that helps music fans find live shows. | |
| 04/03/2014 | HitFox GmbH | Datamonk GmbH | Datamonk GmbH is a Berlin-based developer of mobile analytics software. | |
| 04/03/2014 | HitFox GmbH | apploop GmbH | apploop GmbH is a Berlin-based developer of mobile application software. | |

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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M&A Transactions

TRANSACTION DATA

| Announced | Acquirer | Target | Target Summary | Deal Amount (in \$M) |
|------------|---------------------------------|----------------------------|--|----------------------|
| 04/02/2014 | RentPath Inc. | Lovely Inc. | Lovely Inc. is a developer of mobile application software. | \$13.0 |
| 04/02/2014 | Verint Systems | UTX | UTX is a mobile device tracking solutions developer. | \$83.0 |
| 03/28/2014 | Dropbox | Readmill Berlin | Readmill Berlin is a developer of mobile applications software. | |
| 03/28/2014 | Insert SA | Kawet SAS | Kawet SAS is a Paris-based developer of mobile applications software. | |
| 03/27/2014 | Yahoo! Japan | eAccess* | eAccess is a mobile network operator in Japan. | \$3,170.0 |
| 03/26/2014 | Digital Management Inc. | KnowledgePath | KnowledgePath is a mobile commerce provider. | |
| 03/25/2014 | Intel | Basis Science | Basis Science is a smartwatch maker. | \$100.0 |
| 03/24/2014 | Media Ventures GmbH | Hoccer Betriebs GmbH | Hoccer Betriebs GmbH is a Berlin-based developer of mobile messaging software. | |
| 03/21/2014 | Ping Identity Corp. | Accells Technologies Ltd. | Accells Technologies Ltd is a developer of mobile applications software. | |
| 03/20/2014 | Welltok | Mindbloom | Mindbloom is a Seattle-based mobile health app developer. | |
| 03/18/2014 | Trustwave Holdings Inc. | Cenzic Inc. | Cenzic Inc. is a developer of web and mobile application security software. | |
| 03/18/2014 | Vimeo LLC | Fast Society Inc. | Fast Society Inc. is a developer of mobile application software. | |
| 03/18/2014 | Lotame Solutions | AdMobius | AdMobius is a San Mateo-based provider of mobile Audience Management Platform services. | |
| 03/17/2014 | Aparca*Go SL | Parked Inside Solutions SL | Parked Inside Solutions SL is a Barcelona-based developer of mobile applications software for parking solutions. | |
| 03/14/2014 | Hello Vino Inc. | Corkbin | Corkbin is a San Francisco-based developer of mobile and social platform for wine enthusiasts. | |
| 03/13/2014 | Unity Technologies | Applifier Oy | Applifier Oy is a Helsinki-based game development tools developer. | |
| 03/13/2014 | Cupcake Digital Inc. | Zuuka Inc. | Zuuka Inc. is a Santa Barbara based developer of digital children media software for mobile devices. | |
| 03/10/2014 | Kabam Inc | Phoenix Age Inc. | Phoenix Age Inc. is a San Francisco-based developer of social and mobile game software. | |
| 03/07/2014 | Ticketea SL | Telemaco Sistemas SL | Telemaco Sistemas SL is a Vilena-based developer of online mobile apps software. | |
| 03/06/2014 | Mobile Technologies Inc. | ArmorActive | ArmorActive is a tablet security company. | |
| 03/05/2014 | HomeAway Inc. | Glad to Have You Inc. | Glad to Have You Inc. is a Santa Rosa Beach-based developer of mobile application software for property managers and homeowners. | |
| 03/05/2014 | Flipboard | Zite* | Zite is a news-recommendation and content-sharing app. | |

* Note: eAccess is a Softbank subsidiary.

* Note: Zite was owned by CNN.

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M&A Transactions

TRANSACTION DATA

| Announced | Acquirer | Target | Target Summary | Deal Amount (in \$M) |
|------------|------------------------------------|-----------------------|---|----------------------|
| 03/05/2014 | KPMG | Cynergy | Cynergy is a mobile and web development firm. | |
| 03/04/2014 | Enghouse Systems | IT Sonix AG | IT Sonix AG is a Leipzig-based developer of telecommunication software. | \$9.6 |
| 03/04/2014 | Jack Henry & Associates | Banno | Banno is the developer of mobile products for financial institutions. | |
| 03/03/2014 | Walmart | Yumprint | Yumprint is a mobile recipes start-up. | |
| 03/03/2014 | Perion | Airpush | Airpush is a mobile ad platform developer. | \$170.0 |
| 02/27/2014 | Beat the Q | eCoffeeCard | eCoffeeCard is an app that combines all the customer's coffee loyalty cards in one location. | |
| 02/27/2014 | VerticalScope | Topify | Topify is a developer of a specialized mobile applications for forum website users. | |
| 02/26/2014 | Square Inc. | BookFresh | BookFresh is a booking and payment company on the web and mobile. | |
| 02/26/2014 | Game Show Network | Bash Gaming | Bash Gaming is a mobile gaming company. | |
| 02/24/2014 | MasterCard | C-SAM | C-SAM is a provider of software and services in mobile payments. | |
| 02/24/2014 | IBM Corporation | Cloudant | Cloudant is a database as a service (DBaaS) provider that enables developers to create next generation mobile and web applications. | |
| 02/21/2014 | Apple | Burstly | Burstly is the developer of a mobile app testing platform TestFlight, an iOS service that allows programmers to release and manage beta software to a limited audience. | |
| 02/19/2014 | Facebook | WhatsApp | WhatsApp is a cross-platform messaging app. | \$19,000.0 |
| 02/19/2014 | TruePosition Inc. | Skyhook Wireless Inc. | Skyhook Wireless is a Boston-based provider of hybrid wireless positioning technology and contextual location intelligence. | |
| 02/19/2014 | MyFitnessPal | Join Sessions Inc. | Join Sessions is a behavioral health app. | |
| 02/19/2014 | SuperAwesome | MobiGirl Media | MobiGirl Media is a Los Angeles-based mobile advertising network service provider. | |
| 02/18/2014 | ClickSoftware Technologies | Xora | Xora is a mobile business applications company. | \$14.7 |
| 02/17/2014 | Bharti Airtel Ltd. | Loop Mobile | Loop Mobile, formerly known as BPL Mobile, is a mobile network operator. | |
| 02/14/2014 | Rakuten | Viber | Viber is a mobile messaging and VoIP company based in Cyprus. | \$900.0 |
| 02/13/2014 | Sungy Mobile | GetJar Networks | GetJar is a cross platform app store. | \$5.3 |
| 02/11/2014 | Yahoo! | Wander LLC | Wander is a social diary app. | \$10.0 |
| 02/10/2014 | Digital Virgo SAS | GameStella SAS | GameStella SAS is a developer of mobile gaming software. | |

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout April 1-30, 2014.

M&A Transactions

TRANSACTION DATA

| Announced | Acquirer | Target | Target Summary | Deal Amount (in \$M) |
|------------|------------------------------------|-----------------------------|---|----------------------|
| 02/06/2014 | Radiographica Costarricense | Fullmovil | Fullmovil is a mobile carrier in Costa Rica. | |
| 02/05/2014 | Boxer Inc. | Enhanced Email | Enhanced Email is a Delaware-based provider of mobile email application services. | |
| 02/05/2014 | adQuota ApS | Mobi Targets SL | Mobi Targets SL is a Madrid-based provider of mobile advertising services. | |
| 02/05/2014 | Xoom Corp. | BlueKite | BlueKite is a mobile payments startup based in Miami. | \$15.0 |
| 02/04/2014 | Microsoft Corp | Foursquare Labs Inc.* | Foursquare Labs is a New York-based developer of mobile applications software. | \$15.0 |
| 02/03/2014 | Saxon Global Inc. | Wit Innovation Technologies | Wit Innovation Technologies is a Bangalore-based provider of mobile application development services. | |
| 02/03/2014 | Monitise plc | Pozitron Yazilim | Positron Yazilim is a Turkish mobile payments technology provider. | |

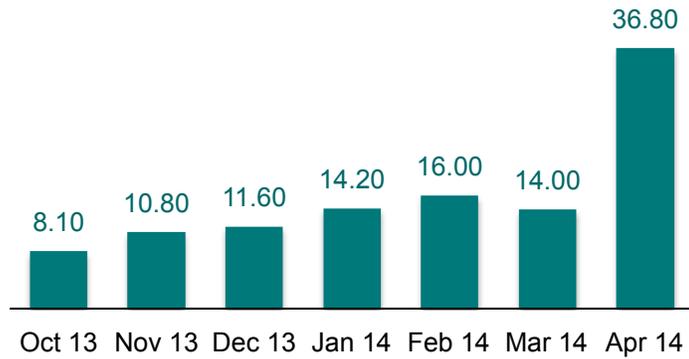
* Note: Microsoft acquired an undisclosed stake in Foursquare Labs Inc.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

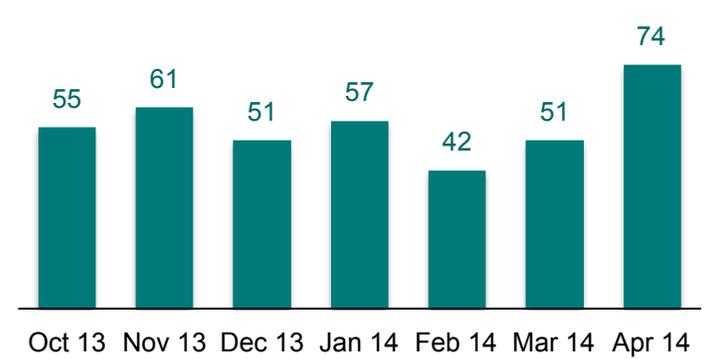
* Data collected in this issue of Mobile Smart Fundamentals was collected throughout April 1-30, 2014.

Financing Transactions Overview

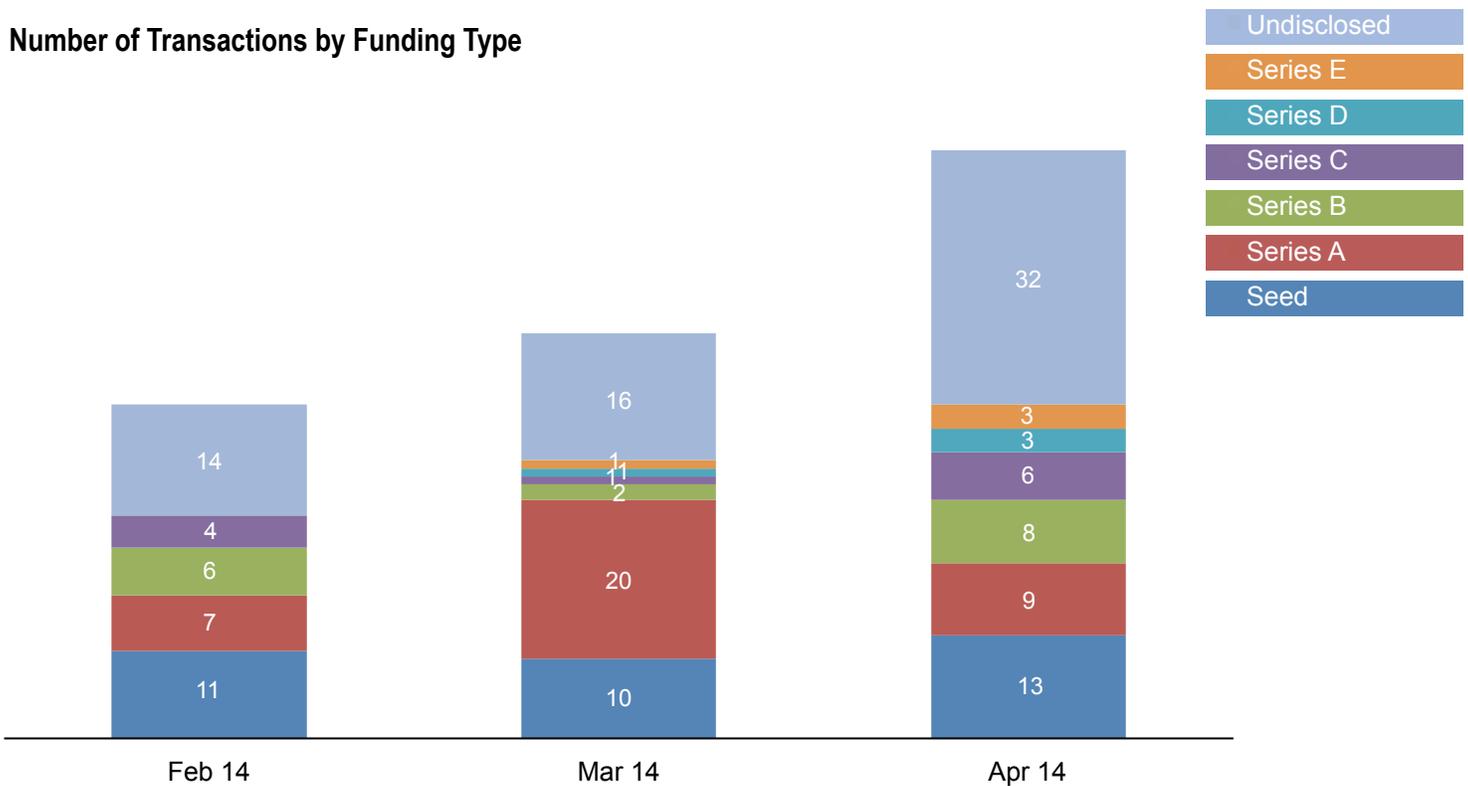
Average Value of Transactions (\$MM)



Number of Transactions



Number of Transactions by Funding Type



Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout April 1-30, 2014.

Financing Transactions

| Company Information | Status | Company Description | FUNDING | | | |
|------------------------|---------|---|-----------|-----------------------------|---------------|--|
| | | | Announced | Transaction Amount (in \$M) | Funding Round | VC's |
| Liquid | Private | Liquid is a mobile-analytics company that helps developers track app data as well as adjust and change how the app works without making changes to the code. | 4/30/14 | \$1.0 | Seed | Faber Ventures, Portugal Ventures |
| ZeroFox | Private | ZeroFox enables companies to identify, manage and mitigate social media based cyber threats on the web and mobile. | 4/30/14 | \$10.1 | Undisclosed | Undisclosed |
| Sprinklr | Private | Sprinklr develops infrastructure software for enterprises on the web and mobile to manage users' social media experiences. | 4/29/14 | \$40.0 | Series D | Iconiq Capital, Battery Ventures, Intel Capital |
| Tidemark | Private | Tidemark is the developer of a cloud-based financial-planning software accessible on mobile. | 4/29/14 | \$32.0 | Series E | Silicon Valley Bank, Greylock Partners, Andreessen Horowitz, Redpoint Ventures, Tenaya Capital |
| Doximity | Private | Doximity is a physician professional network accessible on the web and mobile. | 4/29/14 | \$54.0 | Series C | Draper Fisher Jurvetson (DFJ), T. Rowe Price, Morgan Stanley |
| Apigee | Private | Apigee is a digital business platform for enterprises helping companies build and scale apps, APIs and data on the web and mobile. | 4/29/14 | \$60.0 | Undisclosed | Norwest Venture Partners, Bay Partners, Third Point Ventures, SAP Ventures, Focus Ventures, BlackRock, Pine River Capital Management, Wellington Management |
| URX | Private | URX is building the buy button between apps. It will enable advertisers to showcase the products they sell, not just their apps. | 4/28/14 | \$12.0 | Undisclosed | Accel Partners, Google Ventures, SV Angel, First Round Capital |
| Youku Tudou | Private | Yukou Tudou is a Chinese video service provider on the web and mobile. | 4/28/14 | \$1,220.0 | Undisclosed | Alibaba Group, Yunfeng Capital |
| New Relic | Private | New Relic is a SaaS-based software analytics platform offering app performance management and mobile monitoring solutions. | 4/28/14 | \$100.0 | Undisclosed | BlackRock, Passport Capital, T.Row Price, Wellington Management |
| Wanderful Media | Private | Wanderful Media is a Silicon Valley company reinventing local discovery shopping. | 4/28/14 | \$14.5 | Undisclosed | Advance Digital, Community Newspaper Holdings, Cox Media Group, Gannett, GateHouse Media Inc., Graham, Hearst Corp., Lee Enterprises, MediaNews Group, The McClatchy Company |
| Bonfyre | Private | Bonfyre is a free mobile app that allows users to message, share photos and moments with close friends in private. | 4/25/14 | \$2.0 | Undisclosed | Undisclosed |
| Stitch | Private | Stitch is a mobile email app made for salespeople. | 4/25/14 | \$3.3 | Seed | Google Ventures, SoftTech VC, Freestyle Capital, Foundation Capital, Eniac Ventures |
| Slack | Private | Slack offers a real-time messaging, archiving and search tool for the web and mobile to facilitate communication within a team. | 4/25/14 | \$42.8 | Series C | The Social+Capital Partnership, Accel Partners, Andreessen Horowitz |
| Enswers | Private | Enswers develops audio and video identification technology on mobile with computer vision, clustering, signaling processing and audiovisual fingerprinting. | 4/25/14 | \$2.0 | Series C | Samsung Ventures |
| 2Checkout | Private | 2Checkout is a payment services company on the web and mobile. | 4/24/14 | \$60.0 | Undisclosed | Chicago Growth Partners, Trident Capital |
| ShopKeep | Private | ShopKeep is a cloud-based iPad point of sales (POS) or checkout system for retailers. | 4/24/14 | \$25.0 | Series C | Thayer Street Partners, Tribeca Venture Partners, TTV Capital, Contour Venture Partners, Canaan Partners, Tom Glocer, Matt Coffin |
| XAPPmedia | Private | XAPPmedia provides interactive audio advertising for Internet radio stations that can be accessed by users on mobile devices. | 4/24/14 | \$3.0 | Seed | Frank Raines |
| CorvisaCloud | Private | CorvisaCloud is a cloud-based communications provider. The company provides inbound and outbound contact center software, business phone systems (VoIP PB) and a hosted developer platform. | 4/23/14 | \$30.0 | Undisclosed | Undisclosed |
| Talixo | Private | Talixo is a booking platform for taxis and limousines. | 4/23/14 | Undisclosed | Undisclosed | Investment Bank of Berlin, Matthew Witt |

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 |
| Ondot Systems | Private | Ondot is a provider for financial institutions in bringing a management suite to manage operational and customer support aspects of mobile card services. | 4/23/14 | \$18.0 | Undisclosed | Undisclosed |
| Yik Yak | Private | Yik Yak is an app that shows recent posts from other users around the user's area. | 4/23/14 | \$1.5 | Seed | Vaizra Investments, DCM, Azure Capital Partners |
| Sentinel | Private | Sentinel offers malware detection and protection for workstations, mobile devices and servers across an organization. | 4/23/14 | \$12.0 | Series A | Tiger Global Management |
| Codasip | Private | Codasip is the developer of a leading-edge software and IP platforms that enable apps ranging from the Internet of Things to next generation super computers to leverage the power of Application Specific Instruction-set Processors. | 4/23/14 | \$2.8 | Series A | Credo Ventures |
| InVisage Technologies | Private | InVisage Technologies is the developer of smartphone camera solutions for higher quality photos and performance. | 4/22/14 | \$18.0 | Series E | GGV Capital, Nokia Growth Partners, RockPort Capital Partners, InterWest Partners, Intel Capital, OnPoint Technologies |
| Electric Cloud | Private | Electric Cloud provides software production management solutions to companies that deliver software as part of their products and services across a variety of industries including semiconductors, enterprise and mobile devices. | 4/22/14 | \$4.0 | Series E | Siemens Venture Capital, US Venture Partners, Mayfield Fund, RRE Ventures, Rembrandt Venture Partners |
| Avaz | Private | Avaz is an app that provides speech therapy for children with autism. | 4/21/14 | \$0.6 | Seed | Inventus Capital Partners, Rajan Anandan, Raju Reddy |
| Netology | Private | Netology is a major Russian online education platform accessible on the web and mobile. | 4/21/14 | \$5.6 | Series A | InVenture Partners |
| MenuMeet | Private | MenuMeet is a mobile restaurant menu App that addresses the needs of various dietary choices/concerns. | 4/19/14 | \$0.3* | Undisclosed | Undisclosed |
| Urgent.ly | Private | Urgent.ly is an app for roadside assistance. | 4/18/14 | Undisclosed | Undisclosed | CIT GAP Funds, Peter Jobse |
| Airbnb | Private | Airbnb is a community marketplace for people to list, discover and book unique spaces around the world through mobile phones or the internet. | 4/18/14 | \$450.0 | Series D | Dragoneer Investment Group, T.Row Price, TPG Growth |
| Huninn Mesh Networks | Private | Huninn Mesh Networks is a startup building hardware to hook sensors and connected devices in a home to the internet. | 4/18/14 | \$0.3 | Undisclosed | Undisclosed |
| LISNR | Private | LISNR helps artists connect with their fans through exclusive contents on mobile devices. | 4/17/14 | \$1.5 | Undisclosed | Undisclosed |
| Citymapper | Private | Citymapper is the developer of a transportation tracker on the iOS and Android. | 4/17/14 | \$10.0 | Undisclosed | Connect Ventures, Index Ventures, Greylock Partners |
| Work4 | Private | Work4 is a social and mobile recruiting company. | 4/17/14 | \$7.0 | Series B | Matrix Partners, Serena Capital |
| Stitcher | Private | Stitcher is a streaming radio startup. | 4/17/14 | \$3.0 | Undisclosed | Undisclosed |
| M87 | Private | M87 is the developer of a wireless network infrastructure software. | 4/16/14 | \$3.0 | Series A | Qualcomm, 21viaNet |
| Fitnet | Private | Fitnet is a virtual network studio that provides video workouts all available on mobile devices. | 4/15/14 | \$1.4 | Undisclosed | Valley Ventures, CIT GAP Fund |
| Gusto | Private | Gusto is an app for users to send emails, files and photos. | 4/15/14 | \$1.3 | Undisclosed | Elevate Ventures |
| Learnvest | Private | Learnvest is the developer of a money management on mobile and a network for financial advisors. | 4/15/14 | \$27.0 | Series D | Accel Partners, American Express Ventures, Northwestern Mutual |
| Appota | Private | Appota is a mobile content distribution platform in Vietnam. | 4/14/14 | Undisclosed | Series B | Undisclosed |
| Lifesum | Private | Lifesum is the developer of a mobile health app. | 4/14/14 | \$6.7 | Series A | Bauer Media, SparkLabs Global Ventures |
| AppDirect | Private | AppDirect is the developer of an application marketplace for businesses. | 4/10/14 | \$35.0 | Series C | Mithril Capital Management, Ajay Royan, iNovia Capital, Foundry Group |

* Note: MenuMeet had a crowdfunding round.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout April 1-30, 2014.

Financing Transactions

| Company Information | Status | Company Description | FUNDING | | | |
|-----------------------|---------|--|-----------|-----------------------------|---------------|---|
| | | | Announced | Transaction Amount (in \$M) | Funding Round | VC's |
| appsFreedom | Private | appsFreedom is a leading provider of Enterprise Mobile Cloud Software for SAP that enables companies and their employees to achieve Workplace Freedom. | 4/10/14 | \$2.5* | Undisclosed | Undisclosed |
| Canvsly | Private | Canvsly is a platform that helps users capture children's artworks. | 4/10/14 | \$0.5* | Undisclosed | Undisclosed |
| Scoutmob | Private | Scoutmob is a location-based group deal mobile & web service to consumers. | 4/10/14 | \$3.0 | Series B | AOL Ventures, Capitol Broadcasting, Cox Media Group, New Atlantic Ventures, Benjamin Lerer |
| Smule | Private | Smule is an app that lets users discover, love and enjoy music. | 4/10/14 | \$16.6 | Undisclosed | ROTH Capital |
| Runscope | Private | Runscope is the developer of tools to support modern app development lifecycle on the web and mobile. | 4/10/14 | \$6.0 | Series A | General Catalyst Partners, Lerer Ventures, True Ventures, |
| Slidely | Private | Slidely is an image-based social network that allows users to create video slideshows on their iPhones. | 4/10/14 | \$7.3 | Undisclosed | Benson Oak Capital |
| Snupps | Private | Snupps is a developer of an organization and socialization app on the iOS. | 4/10/14 | \$5.0 | Seed | Amr Zedan |
| 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. | 4/9/14 | \$30.0 | Series C | Scale Venture Partners, Andrew Vitus, InterWest Partners, VMWare |
| Drync | Private | Drync is a mobile software application that enables consumers to purchase wine at the moment it is most relevant to them. | 4/9/14 | \$2.1 | Undisclosed | Crosslink Capital, Great Oaks Venture Capital, KEC Holdings, Foundry Group |
| ItsOn, Inc | Private | ItsOn, Inc is a developer of smart mobile services. | 4/8/14 | \$12.9 | Series C | Tenaya Capital, Stewart Golmer, Andreessen Horowitz, Marc Andreessen |
| Neura | Private | Neura is a network intelligence provider of connected devices. | 4/8/14 | \$2.0 | Undisclosed | Greenhouse Capital Partners, Peter Henig, SingTel Innov8, Pitango Venture Capital, Eitan Bek, TriplePoint Capital |
| NoteVault | Private | NoteVault was founded to develop innovative service solutions for construction. | 4/8/14 | Undisclosed | Undisclosed | West Capital Partners, Dennis O'Brien |
| Wattpad | Private | Wattpad is an online community that allows users to read, write and share stories on the web and mobile. | 4/8/14 | \$46.0 | Series C | August Capital, OMERS Ventures, Northleaf Capital Partners, Raine Ventures, W Media Ventures, Union Square Ventures, Khosla Ventures, Golden Venture Partners |
| Closely | Private | Closely helps small businesses keep track of their competition through its iOS and Android social monitoring app, Perch. | 4/8/14 | \$3.0 | Series A | Steadfast Venture Capital, Grotech Ventures, CNF Investments |
| Egomotion | Private | Egomotion is a consumer app that makes smartphones smarter by helping users get through their day. | 4/7/14 | \$0.8 | Seed | Google Ventures, Initialized Capital, Atiq Raza, Hooman Borghai, Bee Partners |
| Wellframe | Private | Wellframe is the developer of a mobile "health GPS" that guides patients with chronic disease to their health potential. | 4/7/14 | \$1.5 | Seed | Jonathan Bush, Timothy Draper, Carl Byers, James Nahimy |
| Mobile Reactor | Private | Mobile Reactor is a stealthy startup creating a new interactive television experience. | 4/7/14 | \$1.2 | Undisclosed | Undisclosed |
| GrabTaxi | Private | GrabTaxi is a taxi service app. | 4/7/14 | \$10.0 | Series A | Vertex Venture Holdings |
| EatStreet | Private | EatStreet is an online and mobile food ordering service. | 4/6/14 | \$6.0 | Series B | Silicon Valley Bank, Great Oak Venture Capital, Cornerstone Angels, Independence Equity, CSA Partners LLC |
| Downtown | Private | Downtown is a mobile payments app. | 4/5/14 | Undisclosed | Seed | Archimedes Ventures, Keith Teare |

* Note: appsFreedom is still seeking \$1,833,332 in funding.

* Note: Canvsly had a crowdfunding round.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

| Company Information | Status | Company Description | FUNDING | | | VC's |
|---------------------|---------|--|-----------|-----------------------------|---------------|---|
| | | | Announced | Transaction Amount (in \$M) | Funding Round | |
| XpressRoam | Private | XpressRoam provides BYOD mobile IP services for businesses. | 4/5/14 | \$0.5* | Undisclosed | Fred Rucker, Steve Williams, Jonathan Bloom, Brad Boehmler |
| Fonemine | Private | Fonemine is a Silicon Valley-based enterprise cloud and mobility software company. | 4/4/14 | \$4.5 | Series B | Michigan eLab, Rick Bolander |
| GemShare | Private | GemShare is a personal recommendations app to help users manage their daily life. | 4/4/14 | \$1.2 | Seed | Greylock Partners, Second Avenue Partners, Rich Barton, Mika Salmi, Ellen Levy |
| Appiterate | Private | Appiterate is a WYSIWYG A/B testing platform for native mobile apps. | 4/3/14 | \$0.5 | Undisclosed | SAIF Partners, Greg Badros, Prashant Malik |
| July Systems | Private | July Systems provides cross-platform mobile solutions to businesses worldwide | 4/3/14 | \$2.9 | Undisclosed | Undisclosed |
| Triggerfox | Private | Triggerfox is a mobile address book for professionals. | 4/3/14 | \$1.8 | Seed | Dharmesh Shah, Wayne Chang |
| Predicative | Private | Predicative is a provider of mobile consumer behavior intelligence. | 4/3/14 | \$0.8* | Undisclosed | Ben Critchfield |
| Imgur | Private | Imgur is a simple image sharer accessible on the web and mobile. | 4/3/14 | \$40.0 | Series A | Reddit, Andreessen Horowitz |
| PayStand | Private | PayStand is a mobile payments developer. | 4/2/14 | \$1.0 | Seed | TIE LaunchPad, Serra Ventures, Central Coast Angels, Cervin Ventures |
| Agora Mobile | Private | Agora Mobile is the developer of a social network designed for mobile app discovery, development and deployment. | 4/1/14 | \$1.0 | Undisclosed | New Brunswick Innovation Foundation, East Valley Ventures |
| iFit | Private | iFit is a multi-screen, fitness startup. | 4/1/14 | \$0.9 | Seed | Cherubic Ventures |
| 2can | Private | 2can is a mobile payments company based in Moscow. | 4/1/14 | \$5.0 | Series B | Almaz Capital, ESN Group, InVenture Partners |
| AppGyver | Private | AppGyver is a HTML5 mobile app developer. | 3/28/14 | \$2.5 | Seed | Initial Capital, Open Ocean Capital |
| Split | Private | Split is a social media app that allows users to avoid certain people by suggesting escape routes. | 3/28/14 | \$1.0 | Seed | Christopher Burch, Jorg Mohaupt, Dodo Bar |
| TouchBistro | Private | TouchBistro provides a mobile order management platform for restaurants. | 3/26/14 | \$1.5 | Seed | Walden International, Kensington Capital Partners |
| Scandit | Private | Scandit is a mobile bar code scanning and data-capture software for smartphones. | 3/25/14 | \$5.5 | Undisclosed | Ariel Luedi |
| Nuji | Private | Nuji is a mobile shopping startup based in the United Kingdom. | 3/24/14 | \$2.0 | Seed | TAG, Samos, Seedcamp |
| Testbirds | Private | Testbirds specializes in testing apps for mobile devices by using the concept of crowdsourcing. | 3/21/14 | \$2.7 | Series A | Seventure Partners |
| Aislelabs | Private | Aislelabs is a mobile analytics company that help clients understand customer traffic patterns and behavior in physical stores. | 3/20/14 | \$1.5 | Undisclosed | Mars, Rho Ventures, Salesforce.com |
| Gigwalk | Private | Gigwalk connects businesses to an on-demand, tech-savvy mobile workforce who gets paid to use their iPhone to collect, capture and report real-world data while going about their everyday activities. | 3/20/14 | \$10.0 | Series B | Nokia Growth Partners, August Capital, Harrison Metal Capital, SoftTech VC |
| Tango | Private | Tango is a mobile messaging company based in Mountain View. | 3/20/14 | \$280.0 | Undisclosed | Alibaba Group, Joseph Tsai |
| iBuildApp | Private | iBuildApp is a mobile content management platform developer developing solutions for businesses to build and optimize their mobile presence. | 3/19/14 | \$0.5 | Undisclosed | Undisclosed |
| Ziploop | Private | Ziploop is a mobile retail space app developer. | 3/19/14 | \$2.2 | Seed | James Morris, James Peters, Ted Breck, Andrew Rudd, Grant Inman, William Elmore, John Balen |

* Note: XpressRoam had a crowdfunding round.

* Note: Predicative had a crowdfunding round.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout April 1-30, 2014.

Financing Transactions

| Company Information | Status | Company Description | FUNDING | | | |
|---------------------------|---------|---|-----------|-----------------------------|---------------|--|
| | | | Announced | Transaction Amount (in \$M) | Funding Round | VC's |
| Augmedix | Private | Augmedix is a service provider for physicians on the Google Glass. | 3/19/14 | \$3.2 | Undisclosed | Emergence Capital Partners, DCM, Great Oaks Venture Capital, Lifeorce Ventures, Ovo Fund, Sami Inkinen, Lyle Dennis, Rock Health |
| Cloud4Wi | Private | Cloud4Wi is a provider of wi-fi solutions partnering with local telecoms in Italy. | 3/19/14 | \$4.0 | Series A | United Ventures |
| Chatwala | Private | Chatwala is a video messaging app. | 3/19/14 | \$0.6 | Seed | Undisclosed |
| FunPlus | Private | FunPlus is a mobile gaming company based in China. | 3/18/14 | \$74.0 | Series B | Orchid Asia Group Management, GSR Ventures, Steamboat Ventures |
| Drync | Private | Drync is a mobile software application that enables consumers to purchase wine at the moment it is most relevant to them. | 3/17/14 | \$0.2* | Undisclosed | AngelList |
| i.Sec | Private | i.Sec is a mobile financial security startup. | 3/15/14 | \$10.0 | Undisclosed | Synergy Capital |
| Klutch | Private | Klutch is a social messaging developer that adds specific times and locations to chats. | 3/14/14 | \$1.5 | Undisclosed | Launchpad LA, FreshTracks Capital |
| Mobio Technologies | Private | Mobio Technologies helps consumers and brands interact with each other and develop beneficial relationships. | 3/14/14 | \$1.2* | Undisclosed | Undisclosed |
| EveryPost | Private | EveryPost is a mobile app that allows users to create multimedia content and post it simultaneously to preferred social networks. | 3/13/14 | \$0.5* | Undisclosed | Carlos Garcia, Pablo Orlando |
| FOLUP | Private | FOLUP is a B2B mobile platform that patients use to track their health progress between consultations. | 3/13/14 | \$2.0 | Series A | Undisclosed |
| Tipbit | Private | Tipbit combines email, social and search together in the smartphone helping workers become more productive. | 3/13/14 | \$4.0 | Series A | Ignition Partners |
| Validic | Private | Validic is the developer of a mhealth API that is setting the standard for mobile health interoperability. | 3/12/14 | \$1.3 | Undisclosed | SJF Ventures |
| Omnia | Private | Omnia provides analytics and engagement information to mobile gaming companies like Rovio and Grand Cru. | 3/12/14 | \$5.2 | Series A | Creandum, Sigma West |
| Beats Music | Private | Beats Music is an online and mobile music streaming company. | 3/12/14 | \$60.0 | Undisclosed | Undisclosed |
| Breezy | Private | Breezy is a company that provides Blackberry users the ability to print documents via their mobile devices. | 3/11/14 | \$3.3* | Undisclosed | Undisclosed |
| iRxReminder | Private | iRxReminder is a real time mobile data analytics company for clinical trials. | 3/11/14 | \$0.3 | Seed | Undisclosed |
| Whisper | Private | Whisper lets users share secrets via its mobile apps. Its users can add text to images and post it anonymously on the site. Users can upload their own photos or find one within the app. | 3/11/14 | \$30.0 | Undisclosed | Shasta Ventures, Thrive Capital, Tencent Holdings, Lightspeed Venture Partners, Jeremy Liew, Sequoia Capital, Roelof Botha |
| Adbrain | Private | Adbrain is an artificial intelligence startup that allows advertisers to better target consumers across mobile, desktop and tablet platforms. | 3/11/14 | \$7.5 | Series A | Octopus, Notion Capital |
| Next Games | Private | Next Games is a mobile gaming company based in Finland. | 3/11/14 | \$6.0 | Series A | IDG Ventures USA, Jari Ovaskainen, Lowercase Capital, IDG Capital Partners, AMC Networks, York Ventures |
| Trulioo | Private | Trulioo is a software for companies to weed out fake users on websites and mobile apps. | 3/11/14 | \$6.0 | Series A | BDC Venture Capital, Blumberg Capital, Tenfore Holdings |
| Cloud 9 | Private | Cloud 9 is a social app connecting counselors with users. | 3/10/14 | \$0.8* | Undisclosed | Christopher Camillo, Brett Stacy, JC Adams |

* Note: Drync had a crowdfunding round.

* Note: Mobio Technologies still seeking \$249,999 in funding.

* Note: EveryPost had a crowdfunding round.

* Note: Breezy still seeking \$624,797 in funding.

* Note: Cloud 9 had a crowdfunding round.

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 |
| Secret | Private | Secret is a way to share what one feels about friends anonymously on mobile. | 3/10/14 | \$8.6 | Series A | Initialized Capital, FUEL, Google Ventures, Kleiner Perkins Caufield & Byers, Vivo Nevo, SV Angel |
| TVSmiles | Private | TVSmiles offers a mobile loyalty app that rewards viewers for watching TV ads. | 3/10/14 | \$7.0 | Series A | German Startups Group, Ventech, e.Ventures, Brandenburg Ventures, Magix AG |
| Workable | Private | Workable is a recruiting software developer on the web and mobile | 3/10/14 | \$1.5 | Seed | Openfund, Greylock Partners |
| Drifty | Private | Drifty is a mobile app and website tool developer. | 3/10/14 | \$1.0 | Seed | Arthur Ventures |
| Lyft | Private | Lyft is a ride-sharing app. | 3/8/14 | Undisclosed | Series D | Coatue Management |
| Zumper | Private | Zumper is a mobile-centric real estate app. | 3/7/14 | \$6.5 | Series A | Kleiner Perkins Caufield & Byers, New Enterprise Associates, Dawn Capital, DeWilde family trust |
| Trusper | Private | Trusper is a social app that enables users to post tips and recommendations to share with friends. | 3/7/14 | \$6.2 | Series A | DCM |
| Appsflyer | Private | AppsFlyer is a mobile apps measurement platform. | 3/6/14 | \$7.1 | Series A | Pitango Venture Capital, Magma Venture Partners |
| Blend | Private | Blend helps brands target college students through its collection of products on its mobile channel. | 3/6/14 | \$2.7 | Seed | New Enterprise Associates, Trinity Ventures, Foundation Capital, Lerer Ventures, Maveron, Box Group, XG-Ventures, SparkLabs Global Ventures |
| Zoove | Private | Zoove is a tech company that gives brands the power to deliver info to consumers using a variety of mobile data technologies. | 3/6/14 | \$2.0 | Undisclosed | Undisclosed |
| Omnidrone | Private | Omnidrone is a mobile gaming startup. | 3/6/14 | \$2.0 | Series A | Nokia Growth Partners, London Venture Partners, Kibo Ventures |
| Quipper | Private | Quipper is a London-based mobile learning company. | 3/6/14 | \$5.8 | Series A | Atomico, Benesse |
| TreSensa | Private | TreSensa is a mobile gaming company. | 3/5/14 | \$2.0 | Series A | Caribou Asset Management, Jason Glickman, Andrew Reis, Michael Elkins, David Pecker, Benjamin Barokas |
| Cloudbees | Private | Cloudbees is a platform as a service (PaaS) focused on simplifying and accelerating the entire application lifecycle, on the web and mobile. | 3/5/14 | \$11.2 | Series C | Verizon Ventures, Matrix Partners, Lightspeed Venture Partners, Blue Cloud Ventures |
| TripleLift | Private | TripleLift is an ad-tech startup on the web and mobile. | 3/5/14 | \$4.0 | Series A | True Ventures, iNovia Capital, NextView Ventures, Social Starts, Laconia Ventures, The Social Internet Fund |
| Wickr | Private | Wickr is a secure mobile messaging company that helps users stay anonymous with their communications. | 3/4/14 | \$9.0 | Series A | Alsop Louie Partners |
| ServiceMax | Private | ServiceMax hosts a suite of mobile apps to help field service technicians do their jobs more efficiently and reliably. | 3/4/14 | \$71.0 | Series E | Meritech Capital Partners, Kleiner Perkins Caufield & Byers, Cross Creek Advisors, QuestMark Partners, Sozo Ventures, Emergence Capital Partners, Mayfield Fund, Trinity Ventures, Crosslink Capital, Adams Street Partners, Salesforce |
| Slyce | Private | Slyce helps users identify objects for purchase on their mobile devices through QR and barcode scanning and NFC. | 3/4/14 | \$10.8 | Series A | Beacon Securities, Salman Partners, Harrington Global, PI Financial |
| ClassDojo | Private | ClassDojo is a mobile behavior feedback platform used by teachers and students to build specific positive behaviors at school. | 3/3/14 | \$8.5 | Series A | Shasta Ventures, General Catalyst Partners, SofiTech VC, SV Angel, Felicity Ventures, Kapor Capital, Matt Ocko, Lerer Ventures |

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout April 1-30, 2014.

Financing Transactions

| Company Information | Status | Company Description | FUNDING | | | |
|------------------------------------|---------|--|-----------|-----------------------------|---------------|---|
| | | | Announced | Transaction Amount (in \$M) | Funding Round | VC's |
| Dash | Private | Dash is an iPhone app that integrates bar and restaurant payment systems. | 2/27/14 | \$1.2 | Seed | Mike Germano, New York Angels, Caerus Ventures, Jonathan Segal |
| Bitium | Private | Bitium is an app management provider helping users monitor their iOS and Android apps. | 2/27/14 | \$6.5 | Series A | Polaris Partners, Resolute.vc, Double M Partners, Social Leverage, Lazerow Ventures, Karlin Ventures, Amplify Partners, Rob Glaser |
| Kanvas | Private | Kanvas is a social photo sharing app. | 2/26/14 | \$1.0 | Undisclosed | KEC Holdings, Scout Ventures, Dace Ventures |
| Kahuna | Private | Kahuna, the developer of the Customer Engagement Engine, analyzes and unifies customer behavior across mobile and web to identify patterns that lead to active usage. | 2/26/14 | \$11.0 | Series A | Sequoia Capital |
| Voalte | Private | Voalte is a healthcare communications solutions developer providing hospital communication with smartphones. | 2/25/14 | \$36.0 | Series C | Bedford Funding |
| Tradeshift | Private | Tradeshift helps companies run more efficiently by creating new value in invoicing, payments and workflow through its services and apps. | 2/25/14 | \$75.0 | Series C | Scentan Ventures |
| Bigtincan | Private | Bigtincan provides a hub solution for mobile devices that helps the remote workforce stay productive on the road. | 2/24/14 | \$5.0 | Series A | Southern Cross Venture Partners, Bill Barteel |
| AdStage | Private | AdStage is a self-service cross-network online advertising platform available on the web and mobile. | 2/24/14 | \$1.1 | Seed | Digital Garage |
| Accompli | Private | Accompli is the developer of an email app on smartphones. | 2/21/14 | \$7.3 | Series A | Redpoint Ventures, Satish Dharmaraj, Harrison Metal Capital, Felicis Ventures |
| Inmobly | Private | Inmobly is the developer of PAUL (Predictive, Automated user-Centric Loading) which identifies relevant multimedia content (social feeds, news clips) and preload it to the user's smartphone or tablet. | 2/20/14 | \$1.4 | Seed | Ohio TechAngels Fund, TechColumbus |
| Apptimize | Private | Apptimize is an A/B testing app for the Android and iOS. | 2/20/14 | \$0.3* | Undisclosed | AngelList |
| Ionic Security | Private | Ionic Security provides data security solutions for users on a corporate network, on the cloud or mobile device. | 2/20/14 | \$25.5 | Series B | Google Ventures, Jafco Ventures, Kleiner Perkins Caufield & Byers, ff Venture Capital, Paul Judge, Ken Levine, TechOperators, Webb Investment Network |
| Nativeflow | Private | Nativeflow is a mobile security company for corporations. | 2/19/14 | \$7.5 | Undisclosed | Jerusalem Venture Partners, OurCrowd |
| Communities for Cause (CFC) | Private | Communities for Cause is a mobile and online marketplace that drives demand for products and services through a combination of charitable giving and customer loyalty for local business owners. | 2/18/14 | \$0.5* | Undisclosed | Undisclosed |
| Rise | Private | Rise is a health app that manages users' eating habits and health goals. | 2/15/14 | \$2.3 | Seed | Floodgate, Cowboy Capital, Ann Miura-Ko, Google Ventures |
| Tacit Innovations | Private | Tacit Innovations is a restaurant order and pay app. | 2/15/14 | \$0.8 | Seed | BDC Venture Capital, Canrock Ventures, Hyperdrive |
| Jawbone | Private | Jawbone designs and sells mobile audio products like wireless headsets. | 2/14/14 | \$250.0 | Undisclosed | Rizvi Traverse Management |
| Shazam | Private | Shazam is an app that allows users to explore, buy and share music as well as enhance the TV viewing experience on the mobile device. | 2/13/14 | \$20.0 | Undisclosed | Undisclosed |
| Front Desk | Private | Front Desk is a mobile-first, SaaS platform that provides cloud-based client management tools to the personal services economy. | 2/13/14 | \$4.0 | Series A | FLOODGATE, Second Avenue Partners, Version One Ventures, Rich Barton |
| Mobile Action | Private | Mobile Action helps apps increase their app discoverability in the app store. | 2/12/14 | \$0.1* | Undisclosed | Undisclosed |
| Askem | Private | Askem is a mobile platform for asking questions. | 2/11/14 | \$3.3 | Seed | Microsoft Ventures, Disruptive |

* Note: Apptimize had a crowdfunding round.

* Note: Communities for Cause had a crowdfunding round. Still seeking \$425,000 in funding.

* Note: Mobile Action had a crowdfunding round. Still seeking \$400,000 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, 2014.

Financing Transactions

| Company Information | Status | Company Description | FUNDING | | | VC's |
|---------------------|---------|---|-----------|-----------------------------|---------------|--|
| | | | Announced | Transaction Amount (in \$M) | Funding Round | |
| PlacelQ | Private | PlacelQ is a provider of location intelligence for advertisers to help them reach and define mobile brand audiences. | 2/10/14 | \$15.0 | Series C | Harmony Partners, Mark Lotke, Iris Capital, Denis Barrier, US Venture Partners, John Hadl, IA Ventures, Benjamin Siscovick, Valhalla Partners, Kiran Hebbar, kbs+ Ventures |
| UpTo | Private | UpTo is a calendar management app that lets users see what their friends are up to and discover new events. | 2/10/14 | \$0.6 | Series A | Undisclosed |
| iDevices | Private | iDevices is the developer of the smartphone-connected grill, the iGrill. | 2/10/14 | \$4.3 | Undisclosed | Connecticut Innovations, Stonehenge Capital |
| OneFold | Private | OneFold is a data analysis company in mobile. | 2/6/14 | \$0.4 | Seed | 9+ |
| Vungle | Private | Vungle is a mobile video advertising startup that helps developers promote and monetize their mobile apps through in-app video trailers. | 2/6/14 | \$17.0 | Series B | Thomvest Ventures, Crosslink Capital, Google Ventures, AOL Ventures, SoftTech VC, Webb Investment Network |
| BloomThat | Private | BloomThat is an app that lets users buy flowers. | 2/6/14 | \$2.0 | Seed | SV Angel, A-Grade Investments, Joe Montana, Alexis Ohanian, Vaizra Investments |
| iFood | Private | iFood is an online food delivery startup accessible on the web and mobile. | 2/6/14 | \$2.0 | Undisclosed | Movie |
| Apportable | Private | Apportable is a platform that allows users to iOS games to Android automatically. | 2/5/14 | \$5.0 | Seed | Initialized Capital, Y Combinator, Danhua Capital |
| Donde | Private | Donde offers mobile product and store locators for brands and chains looking to increase local retail sales. | 2/5/14 | \$1.0 | Undisclosed | Mercury Fund, Blair Garrou, Vine Street Ventures, Tim Kopp, Full Stack |
| Elementum | Private | Elementum provides apps and solutions to simplify monitoring, logistics, risk management and collaboration in end-to-end supply chain. | 2/5/14 | \$44.0 | Series B | Lightspeed Venture Partners, Flextronics |
| Tapingo | Private | Tapingo is a mobile shopping service which allows consumers on-the-go to use their phones to buy food, goods and services directly from physical merchants. | 2/5/14 | \$10.5 | Series B | Khosla Ventures, Benjamin Ling, Carmel Ventures, Shlomo Dovrat |
| ToTango | Private | Totango helps software sellers identify users at risk of leaving their subscriptions through their web and mobile services. | 2/5/14 | \$15.5 | Series B | Canvas Venture Fund, InterWest Partners, Pitango Venture Capital, Gemini Israel Ventures |
| Celery | Private | Celery is a preordering app that allows users to order instantly and charge when they are ready. | 2/5/14 | \$2.0 | Seed | Y Combinator, SV Angel, Max Levchin |
| Foursquare | Private | Foursquare is a check-in app that allows users to unlock badges for discovering new places, doing new things and meeting new people. | 2/4/14 | \$15.0 | Undisclosed | Microsoft Ventures |
| Localytics | Private | Localytics provides app analytics and app marketing for the mobile market, similar to companies such as Flurry and Adobe. | 2/4/14 | \$16.0 | Series C | Foundation Capital, Ashu Garg, Polaris Partners, Peter Flint |
| Noom | Private | Noom is the developer of healthy living apps. | 2/4/14 | \$7.0 | Series A | RRE Ventures, James Robinson, Translink Capital, Recruit, Scrum Ventures, Qualcomm, Harbor Pacific Capital |
| FoodPanda | Private | FoodPanda is a food delivery marketplace available on the web and on apps. | 2/4/14 | \$20.0 | Undisclosed | Phenomen Ventures, Investment AB Kinnevik |
| Remind101 | Private | Remind101 is a communication platform for education that gives teachers a free and safe way to text message students and stay in touch with parents. | 2/4/14 | \$15.0 | Series B | Kleiner Perkins Caufield & Byers, First Round Capital, The Social+Capital, Partnership |
| WatchUp | Private | WatchUp is the developer of a news app accessible on the iPad. | 2/4/14 | \$1.0 | Undisclosed | Microsoft Ventures, StartX, Knight Foundation, Ned Lamont, Tom Yellin, Gerry McIntyre |
| CashBet | Private | CashBet is a platform that enables developers to build real-money gambling into their social and mobile games. | 2/3/14 | \$1.7 | Seed | Fred Hsu |
| mBrace | Private | mBrace is a social discovery app that enables users to meet and date new acquaintances. | 2/3/14 | Undisclosed | Undisclosed | Paua Ventures, IBB Beteiligungsgesellschaft |

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout April 1-30, 2014.

Financing Transactions

DEBT FINANCINGS

| Company Information | Status | Company Description | Announced | Transaction Amount (in \$M) | Transaction Type | Lender |
|----------------------|---------|--|-----------|-----------------------------|------------------|--|
| GlobeSherpa | Private | GlobeSherpa provides a secure, mobile ticketing platform for transit systems. | 4/24/14 | \$1.0 | Debt | Undisclosed |
| MobileRQ | Private | MobileRQ helps travel suppliers and their partners automatically send smart, relevant content to their mobile audience. | 4/14/14 | \$0.5 | Debt | Undisclosed |
| Drchrono | Private | Drchrono is a startup that helps users view health records on mobile devices. | 4/10/14 | \$2.6 | Debt | Runa Capital, Maxfield Capital, Bruno Bowden, Silicon Valley Bank, Box |
| Q1Media | Private | Q1Media is a publisher-focused adtech company on the web and mobile. | 4/1/14 | \$8.0 | Debt | Silicon Valley Bank, Partners for Growth |
| Tapcentive | Private | Tapcentive is a stealthy startup in mobile advertising. | 3/21/14 | \$0.4 | Debt | Undisclosed |
| SnoopWall | Private | SnoopWall develops consumer and business "counter surveillance" privacy tools for the desktop and mobile devices. | 3/5/14 | \$1.5 | Debt | Undisclosed |
| Kive Company | Private | Kive Company is an app that lets users save their children's artwork. | 2/20/14 | \$0.3 | Debt | Undisclosed |
| Blend Systems | Private | Blend Systems is a social sharing app geared for college students. | 2/7/14 | \$2.4 | Debt | Undisclosed |
| iBuildApp | Private | iBuildApp is a mobile content management platform that helps businesses build and optimize their mobile presence on all smartphone devices (iPhone, Android, HTML and iPad). | 2/3/14 | \$0.4* | Debt | Undisclosed |

* Note: GlobeSherpa is still seeking \$210,000 in funding.

* Note: Kive Company is still seeking \$725,000 in funding.

* Note: iBuildApp still seeking \$350,000 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, 2014.

S-1 Filings

S-1 FILINGS: FILED

| Company | Date Filed | Description |
|-----------------------------------|------------|---|
| Zoosk | 4/16/14 | Zoosk is an online dating site accessible on desktops, mobile and tablets. |
| Toucan Interactive Corp. | 4/15/14 | Toucan is an interactive advertising agency on the web and mobile. |
| Mobile Iron | 4/7/14 | Mobile Iron is the developer of a mobile IT platform for enterprises to secure and manage mobile applications, content and devices. |
| Cheetah Mobile | 4/2/14 | Cheetah mobile is a security software maker based in China. |
| Arista Networks | 3/31/14 | Arista Networks is a leading supplier of cloud and mobile networking solutions for enterprises. |
| Weibo | 3/14/14 | Weibo is a Chinese micro-blogging platform similar to a Facebook-Twitter hybrid. |
| Tableau Software | 3/14/14 | Tableau Software is a developer of business intelligence solutions on the web and mobile. |
| GrubHub | 2/28/14 | GrubHub is an online food ordering company accessible on the web and mobile. |
| Ring Central | 2/26/14 | RingCentral provides cloud computing based phone systems, designed to help small businesses manage mobile, fax, and email communications. |
| A10 Networks | 2/18/14 | A10 Networks is a company specializing in the manufacture of application delivery controllers. |
| King Digital Entertainment | 2/18/14 | King Digital Entertainment is an interactive entertainment company in mobile providing mobile games for its users. |
| Q2 Holdings, Inc. | 2/12/14 | Q2 Holdings is a provider of secure, cloud-based virtual banking solutions giving users the banking experience on the web, mobile, voice and tablet channels. |
| Rubicon Project | 2/4/14 | Rubicon Project is a digital and mobile advertising technology firm based in Los Angeles, California. |

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Mobile Marketing Association

About the Mobile Marketing Association (MMA)

The MMA is the world's leading global non-profit trade mobile marketing association comprised of more than 800 member companies, from nearly fifty countries around the world. Our members hail from every faction of the mobile marketing ecosystem including brand marketers, agencies, mobile technology platforms, media companies, operators and others.

The MMA's mission is **to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.**

Anchoring the MMA's mission are four core pillars: to cultivate inspiration by driving the innovation for the Chief Marketing Officer; to build the mobile marketing capabilities for the marketing organizations through fostering know-how and confidence; to champion the effectiveness and impact of mobile through research providing tangible ROI measurement; and advocacy.

Additionally MMA industry-wide committees work collaboratively to develop and advocate global best practices and lead standards development. Mobile Marketing is broadly defined as including advertising, apps, messaging, mCommerce and CRM on all mobile devices including smart phones and tablets.

Members include, American Express, AdChina, Colgate-Palmolive, Dunkin' Brands, Facebook, Google, Group M, Hewlett Packard, Hilton Worldwide, Kellogg Co., L'Oreal, MasterCard, McDonalds, Microsoft, Mondelēz International, Inc., Pandora Media, Procter & Gamble, R/GA, The Coca-Cola Company, The Weather Company, Unilever, Visa, Vodafone, Walmart, xAd, Zenith Optimedia and many more.

The MMA's global headquarters are located in New York with regional operations in Europe/Middle East/Africa (EMEA), Latin American (LATAM) and Asia Pacific (APAC). For information about the MMA please visit www.mmaglobal.com.

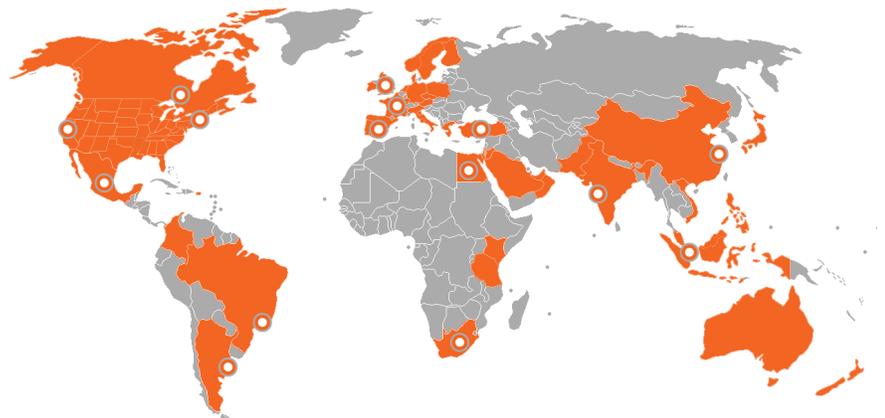
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Mobile Marketing Association

Calendar of Events

JUNE 15–21, 2014

Cannes Lions Festival of Creativity

Cannes, France

<http://www.mmaglobal.com/events/cannes/2014>

SEPTEMBER 30 – OCTOBER 1, 2014

SM2 Innovation

New York, NY, USA

<http://www.mmaglobal.com/events/event/sm2-innovation>

JULY 13–15, 2014

Mobile CEO & CMO Summit

Omni Hilton Head Oceanfront Resort, Hilton Head, S.C.

<http://www.mmaglobal.com/events/ceosummit/2014/overview>

PREMIER GLOBAL
NON-PROFIT TRADE
ASSOCIATION

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

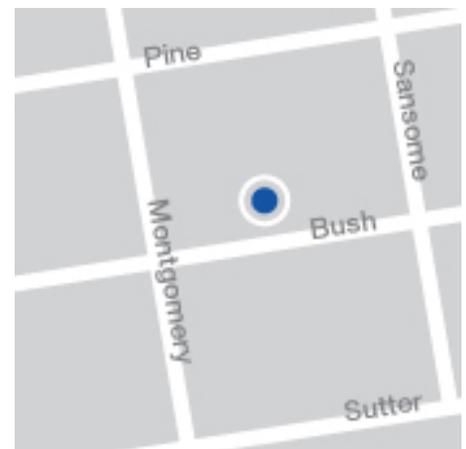
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DEDICATED
 EXCLUSIVELY TO THE
 MOBILE ECOSYSTEM

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STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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