



# MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION  
APRIL 2015

messaging . advertising . apps . mcommerce

[www.mmaglobal.com](http://www.mmaglobal.com)

NEW YORK • LONDON • SINGAPORE • SÃO PAULO

# Recognizing Great Work

The MMA's Smarties™ Awards have always been an important vehicle for us to publicly recognize the growth and increasing sophistication of campaigns that have mobile at their heart. Whilst that is no less true today, what I think has changed dramatically is the extent to which they have grown in importance and become core to the value we provide members and the wider mobile industry.

From simple markers such as the number of requests to join the pre-screening council close to tripling from 2014 to 2015 alone, the seniority of this years Jury (recent [press release](#) announcing Jury members), the 100+ finalists from 30 countries in 2014, plus our ongoing curating of submissions into a case study hub with literally hundreds of reference points to help inspire marketers looking to move the needle even further—the Smarties have become a priority not just for the MMA, but for our industry as well.

The Smarties are helping us not only recognize great, innovative work, but to also provide clear examples of how innovation leads to RESULTS and the clearer that picture becomes the faster we can support brands in their success and allocation to mobile—and that's where we really make an impact on the entire industry.

If you, or a client, are interested in entering campaigns into this year's Smarties Awards, which I strongly encourage all our members and friends to do, you can access all information and resources required [here](#).

As always, please let the MMA team know if there is anything we can do to help your mobile efforts. We're looking forward to another great year recognizing the talent behind innovative campaigns from across the globe, but perhaps more importantly, the results achieved.

Best,

Greg Stuart

# Table of Contents

EXECUTIVE MOVES .....	4
PUBLIC COMPANY ANALYSIS .....	6
M&A TRANSACTIONS .....	8
FINANCING TRANSACTIONS .....	11
MMA OVERVIEW .....	21
HIDDEN RIVER OVERVIEW .....	23

Greg Stuart  
CEO, Mobile Marketing Association  
greg@mmaglobal.com

Todd Parker  
Managing Director, Hidden River  
tparker@hiddenriverllc.com

# Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
<b>Bridget Frey</b>	Chief Technology Officer, Redfin	Senior Vice President, Engineering, Redfin	Redfin provides real estate search and brokerage services through a combination of real estate web platforms and access to live agents.	4/30/15
<b>Scott Parrish</b>	Chief Financial Officer, 2nd Watch	Chief Financial Officer, Allen Institute for Artificial Intelligence (AI2)	2nd Watch is a cloud IT operations company enabling users to leverage Amazon Web Service (AWS) IaaS to reduce IT costs and grow revenue.	4/30/15
<b>Alex Berg</b>	Director of Strategy & Analytics, Fell Swoop	Vice President - Product, Ritani	Fell Swoop creates digital products & communications that are useful, usable, and creatively inspired.	4/29/15
<b>Perry Evoniuk</b>	Chief Technology Officer, eVite	Director of Information Systems, Amgen	Evite, an online personal party planning service, offers tools for planning recipes and a wine-pairing chart, the process and themes.	4/29/15
<b>Erik Huggers</b>	Chief Executive Officer, Vevo	President, Intel Media, Intel Corporation	Vevo is an all-premium music video and entertainment platform.	4/29/15
<b>Chris Griggs</b>	Vice President of EMEA, Skytap	Director Global Accounts, EMEA, HP Software	Skytap provides cloud-based testing and development environments for enterprises supporting both native VMware and AWS workloads.	4/28/15
<b>Rick Cronin</b>	Technical Director, Skytap	Senior Enterprise Architect, VMware	Skytap provides cloud-based testing and development environments for enterprises supporting both native VMware and AWS workloads.	4/28/15
<b>Nathan Kundtz</b>	Chief Executive Officer, Kymeta	President and Chief Technology Officer, Kymeta	Kymeta commercializes a new form of metamaterials-based satellite antenna.	4/17/15
<b>Marc Stolzman</b>	Chief Financial Officer, Kymeta	Chief Financial Officer, Zullily	Kymeta commercializes a new form of metamaterials-based satellite antenna.	4/17/15
<b>Brian Goldfarb</b>	Senior Vice President, Platform Marketing, Salesforce	Head of Marketing, Cloud Platform, Google	Salesforce.com is an enterprise cloud computing company that provides business software on a subscription basis.	4/14/15
<b>Rex Tibbens</b>	Chief Operating Officer, Lyft	Vice President, Amazon	Lyft Inc. helps commuters share rides with their friends, classmates, and coworkers travelling in the same way.	4/9/15
<b>Anthony Watson</b>	President and Chief Operating Officer, Bitreserve	Chief Information Officer, Nike	Bitreserve is a new financial system that makes using digital money secure.	4/6/15
<b>James Casey</b>	Vice President of Engineering, Chef Software	General Manager - Chef Analytics, Chef Software	Chef is an automation platform that transforms infrastructure into code.	3/27/15
<b>Nicole Forsgren</b>	Director, Organizational Performance & Analytics, Chef Software	Assistant Professor, Utah State University (current)	Chef is an automation platform that transforms infrastructure into code.	3/27/15
<b>Lauren Antonoff</b>	Senior Vice President, Digital Identity Group, GoDaddy	Director of Program Management, SharePoint, Microsoft	GoDaddy is an internet domain registrar and web hosting company facilitating online businesses.	3/27/15
<b>Sander van 't Noordende</b>	Board Member, Avanade	Group Chief Executive Products Operating Group, Accenture (current)	Avanade provides business technology solutions and managed services that connect insight, innovation and expertise in Microsoft.	3/27/15
<b>Sean Boyle</b>	Undisclosed Financial Executive Position	Chief Financial Officer, Apptio	N/A	3/17/15
<b>Lorrie Norrington</b>	Board Member, LivingSocial	Operating Partner and Advisor, Lead Edge Capital (current)	LivingSocial is an online marketplace that allows people to buy and share deals on the best things to do in their cities and beyond.	3/10/15
<b>Beau Holt</b>	Vice President of Service & Delivery, Lighthouse eDiscovery	Staff Attorney, K&L Gates	Lighthouse eDiscovery, Inc. provides technology-enabled eDiscovery services for Fortune 100 companies & Am Law 100 law firms.	3/10/15
<b>Chris Dahl</b>	Vice President of Product Development and Consulting, Lighthouse eDiscovery	Lead eDiscovery Analyst, K&L Gates	Lighthouse eDiscovery, Inc. provides technology-enabled eDiscovery services for Fortune 100 companies & Am Law 100 law firms.	3/10/15
<b>Debora Motyka</b>	Regional Director, Lighthouse eDiscovery	Director of Product Strategy and Counsel, Lighthouse eDiscovery	Lighthouse eDiscovery, Inc. provides technology-enabled eDiscovery services for Fortune 100 companies & Am Law 100 law firms.	3/10/15
<b>John Kueber</b>	Chief Executive Officer, Purehome	Chief Operating Officer, Tiger Oak Media	Pure Home is a marketing and transaction platform for the home decor industry.	3/6/15

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

\*Data collected in this issue of Mobile Smart Fundamentals was collected throughout April 1-30, 2015.

# Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
<b>Steve Banfield</b>	Chief Marketing Officer, INRIX	Senior Vice President & General Manager, Rightside	INRIX offers real-time traffic information solutions that help develop traffic data and traffic speed for freeways, highways and arterials.	3/6/15
<b>Mike Fridgen</b>	General Manager, eBay (Seattle office)	Head of Seller Insights, eBay	eBay, an online auction and e-commerce marketplace, enables people and businesses to buy and sell a wide variety of goods and services.	2/24/15
<b>Andy Taylor</b>	Entrepreneur in Residence, Social + Capital Partnership	Director of Product Management, Redfin	The Social+Capital Partnership ("Social Capital") is a partnership of philanthropists, technologists and capitalists utilizing venture capital as a force to create value and change on a global scale.	2/24/15
<b>Matt Lerner</b>	Vice President of Products, Redfin	Co-Founder and CTO, Walk Score	Redfin provides real estate search and brokerage services through a combination of real estate web platforms and access to live agents.	2/24/15
<b>Michael Brown</b>	Vice President of Engineering, IID	Chief Technology Officer, Prepared Response	IID's ActiveTrust provides the platform to easily exchange threat intelligence across organizations through a dynamic, aligned and private community of security peers.	2/24/15
<b>Eric Burns</b>	Chief Executive Officer, Panopto	Chief Product Officer, Panopto	Panopto is an online video platform providing video capture and management software for educators, businesses and government agencies.	2/24/15
<b>William L. Guttman</b>	Executive Chairman, Panopto	Chief Executive Officer, Panopto	Panopto is an online video platform providing video capture and management software for educators, businesses and government agencies.	2/24/15
<b>Sunil Potti</b>	Vice President of Engineering & Product Management, Nutanix	Vice President & General Manager, Citrix	Nutanix is a virtualized datacenter platform that provides disruptive datacenter infrastructure solutions for implementing enterprise-class.	2/24/15
<b>Jennifer Wong</b>	Vice President of Marketing, Tune	Director of Marketing, Tune	TUNE is an Enterprise Platform for Mobile Marketing.	2/24/15
<b>Michael Zsigmond</b>	Chief Executive Officer, Tapstream	Vice President of Business Development, Tapstream	Tapstream is a marketing dashboard for app makers to track acquisition, retention and ROI across channels.	2/23/15
<b>Tim Leyden</b>	Board Member, Itron	Chief Financial Officer, Western Digital	Itron provides intelligent metering, data collection and utility software solutions to the water and energy industries. They specifically specialize in electricity, gas, water and heat meters, and data collection and communication systems.	2/23/15
<b>Natalie McCullough</b>	Chief Revenue Officer, VoloMetrix	Senior Executive, ServiceSource	VoloMetrix is an enterprise analytics company focused on improving organizational effectiveness and knowledge worker productivity.	2/20/15
<b>Peter Cullen</b>	Chief Privacy Advisory, VoloMetrix	Chief Executive Officer, Global Information Governance Solutions (Current)	VoloMetrix is an enterprise analytics company focused on improving organizational effectiveness and knowledge worker productivity.	2/20/15
<b>Deanna Oppenheimer</b>	Strategic Advisor, Finsphere	Founder, CameoWorks (Current)	Finsphere uses mobile phone data and analytics to develop identity authentication instruments.	2/18/15
<b>Steve McQuade</b>	Vice President of Engineering, Tune	Vice President of Engineering, Yapta	TUNE is an Enterprise Platform for Mobile Marketing.	2/17/15
<b>Dave Rigotti</b>	Director of Marketing, Bizible	Senior Marketing Manager, Bizible	Bizible offers an integrated marketing analytics platform for marketers to optimize their campaigns.	2/17/15
<b>Andy Turman</b>	Director of Customer Success, Bizible	Bizible	Bizible offers an integrated marketing analytics platform for marketers to optimize their campaigns.	2/17/15
<b>Joyce Juntunen</b>	Head of Sales, Bizible	Senior Sales Manager, Trulia	Bizible offers an integrated marketing analytics platform for marketers to optimize their campaigns.	2/17/15
<b>Elisa Steele</b>	Chief Executive Officer, Jive Software	Executive Vice President of Marketing & Products, Jibe Software	Jive is a social communication and collaboration platform providing business software solutions to mobile companies.	2/13/15

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

\*Data collected in this issue of Mobile Smart Fundamentals was collected throughout April 1-30, 2015.

# Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 5/1/15	Stock Price 4/1/15	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
<b>Indexes</b>		Russel 3000	1,257.39	1,235.63	1.8%	1,275.11	1,079.87				
		S&P 500	2,108.29	2,059.69	2.4%	2,134.72	1,820.66				
		NASDAQ Composite	5,005.39	4,880.23	2.6%	5,119.83	4,116.60				
<b>Large-Cap (&gt; \$10B)</b>											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 76.43	\$ 75.07	1.8%	\$ 80.30	\$ 57.15	\$38,236	\$36,960	\$4,256	8.7X
America Movil	AMX	NYSE	20.79	21.33	-2.5%	26.95	19.21	45,000	45,000	64,486	0.7X
Apple Inc.	AAPL	NASDAQ	128.95	124.25	3.8%	134.54	82.90	742,885	753,660	212,164	3.6X
AT&T	T	NYSE	34.42	32.89	4.7%	37.48	32.07	178,743	271,962	132,547	2.1X
Barti Airtel	BHARTIARTL.BO	BSE	6.00	6.43	-6.7%	6.83	5.08	23,985	34,470	14,888	2.3X
CenturyLink	CTL	NYSE	36.14	35.50	1.8%	45.67	34.04	20,374	40,917	17,944	2.3X
China Mobile	CHL	NYSE	72.03	65.32	10.3%	75.52	46.86	294,956	228,600	100,500	2.3X
Dentsu	4324.JP	TSE	47.29	43.13	9.6%	49.30	32.95	13,638	15,035	21,906	0.7X
Fiserv, Inc.	FISV	NASDAQ	78.66	79.58	-1.2%	80.97	58.76	18,626	22,135	5,107	4.3X
Google	GOOG	NASDAQ	537.90	607.22	-11.4%	598.01	486.23	184,281	124,080	67,839	1.8X
Microsoft	MSFT	NASDAQ	48.65	40.72	19.5%	50.04	38.51	393,598	330,310	94,782	3.5X
Motorola Solutions	MSI	NYSE	60.28	66.67	-9.6%	70.26	57.79	12,716	12,224	5,875	2.1X
Neustar, Inc.	NSR	NYSE	83.88	76.90	9.1%	85.15	63.42	18,591	16,964	9,313	1.8X
Nippon Telegraph & Telephone Corp.	NTT	NYSE	34.17	30.83	10.8%	35.27	25.07	77,682	151,702	N/A	N/A
Nokia	NOK	NYSE	6.50	7.55	-13.9%	8.73	6.46	23,908	23,908	16,782	1.4X
Omnicom	OMC	NYSE	76.75	77.68	-1.2%	80.98	64.03	18,751	23,063	15,285	1.5X
Publicis Groupe	PUB.PA	Paris	83.88	76.90	9.1%	85.15	63.42	18,591	16,964	9,313	1.8X
Samsung	005930.KS	KRX	1,315.30	1,290.76	1.9%	1,351.65	1,009.65	193,743	162,993	187,149	0.9X
Sprint	S	NYSE	5.22	4.73	10.4%	9.76	3.79	20,660	49,413	34,532	1.4X
Telefonica S.A.	TEF	NYSE	15.32	14.45	6.0%	17.03	13.27	75,657	154,840	60,959	2.5X
Telenor	TELFN	OTC	22.60	20.24	11.6%	22.58	19.58	33,933	42,562	16,308	2.6X
Vodafone Group	VOD	NASDAQ	34.93	32.71	6.8%	38.54	28.63	92,606	130,605	65,522	2.0X
WPP Group	WPPGY	NASDAQ	117.35	112.81	4.0%	120.71	88.15	30,697	35,264	18,800	1.9X
Yahoo!	YHOO	NASDAQ	42.51	44.13	-3.7%	52.62	32.93	39,893	36,015	4,711	7.6X
ZTE	000063.SZ	Shenzhen	5.02	3.66	37.3%	5.20	1.96	14,101	14,329	13,132	1.1X
					<b>Average</b>			105,034	110,959	49,754	2.5X
					<b>Median</b>			33,933	40,917	18,372	2.0X
<b>Mid-Cap (\$2B - \$10B)</b>											
Alcatel-Lucent	ALU	NYSE	\$ 3.41	\$ 3.73	-8.6%	\$ 4.96	\$ 2.28	\$9,631	\$11,316	\$16,530	0.7X
BlackBerry	BBRY	NASDAQ	10.27	8.90	15.4%	12.63	7.16	5,433	4,249	3,335	1.3X
Gemalto	GTOFF	OTC	93.12	81.49	14.3%	115.49	67.89	8,288	7,704	3,163	2.4X
Interpublic Group of Companies	IPG	NYSE	21.01	21.96	-4.3%	22.69	16.37	8,676	10,243	7,576	1.4X
LG	034220.KS	KRX	27.85	28.75	-3.2%	34.02	26.00	9,963	11,950	26,032	0.5X
Pandora Media Inc.	P	NYSE	17.56	15.96	10.0%	30.48	14.50	3,713	3,331	957	3.5X
Telecom Argentina S.A.	TEO	NYSE	21.01	22.48	-6.5%	26.39	18.34	2,025	2,056	4,033	0.5X
Telefonica Brasil S.A.	VIV	NYSE	14.00	12.84	9.1%	15.95	13.37	7,045	8,214	N/A	N/A
TIM	TSU	NYSE	15.27	16.35	-6.6%	30.52	15.20	7,394	8,090	7,892	1.0X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	11.09	11.39	-2.6%	16.68	10.43	9,759	9,759	5,513	1.8X
					<b>Average</b>			7,193	7,691	8,337	1.4X
					<b>Median</b>			7,841	8,152	5,513	1.3X

## 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, 2015.

# Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 5/1/15	Stock Price 4/1/15	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value ( in Millions )	Revenue (LTM)	Revenue Multiple (EV/Rev.)
<b>Indexes</b>		Russel 3000	1,257.39	1,235.63	1.8%	1,275.11	1,079.87				
		S&P 500	2,108.29	2,059.69	2.4%	2,134.72	1,820.66				
		NASDAQ Composite	5,005.39	4,880.23	2.6%	5,119.83	4,116.60				
<b>Small-Cap (&lt; \$2B)</b>											
<b>Axiom Corporation</b>	ACXM	NASDAQ	\$ 17.37	\$ 18.28	-5.0%	\$ 29.05	\$ 16.04	\$1,342	\$1,511	\$1,020	1.5X
<b>Bango</b>	BGO	LSE	1.51	1.58	-4.3%	2.27	1.14	79	70	8	8.3X
<b>Blue Calypso Inc</b>	BCYP	OTC	0.14	0.14	-1.5%	0.20	0.07	34	33	1	N/A
<b>Boingo wireless</b>	WIFI	NASDAQ	8.20	7.55	8.6%	8.75	5.48	300	296	122	2.4X
<b>Cincinnati Bell</b>	CBB	NYSE	3.41	3.62	-5.8%	4.13	2.85	715	2,571	1,249	2.1X
<b>Digimarc Corporation</b>	DMRC	NASDAQ	23.00	21.30	8.0%	35.87	19.80	197	159	24	6.5X
<b>GFK Retail and Technology UK</b>	GFK:DE	Xetra	38.32	37.65	1.8%	57.00	37.86	1,399	1,927	1,891	1.0X
<b>Glu Mobile</b>	GLUU	NASDAQ	6.90	5.02	37.5%	7.60	3.27	830	765	248	3.1X
<b>Hipcricket</b>	HIPP	NASDAQ	0.09	0.14	-35.7%	N/A	N/A	N/A	N/A	N/A	N/A
<b>Internetq Plc</b>	INTQ	LSE	4.76	5.01	-4.9%	5.57	3.66	190	190	171	1.1X
<b>Oi (Formerly Telemar)</b>	OIBR	NYSE	1.88	1.89	-0.1%	11.27	1.80	1,078	14,714	12,355	1.2X
<b>Marchex</b>	MCHX	NASDAQ	4.27	4.36	-2.1%	12.42	3.15	157	77	175	0.4X
<b>MDC Partners</b>	MDCA	NASDAQ	20.32	28.21	-28.0%	28.65	17.99	1,028	2,345	1,233	1.9X
<b>MEDL Mobile</b>	MEDL	OTC BB	0.12	0.14	-14.3%	0.26	0.10	6	4	3	1.6X
<b>Millennial Media</b>	MM	NYSE	1.52	1.45	4.8%	6.23	1.28	213	163	287	0.6X
<b>Mobivity (Formerly CommerceTel)</b>	MFON	OTC BB	1.00	1.10	-9.1%	1.68	0.77	28	28	4	7.0X
<b>Opera Software ASA</b>	OPERA.OL	Oslo	9.74	8.24	18.2%	13.56	6.53	1,419	1,283	521	2.5X
<b>Single Touch Systems Inc.</b>	SITO	OTC BB	0.31	0.29	5.2%	0.49	0.15	47	50	13	3.9X
<b>Smith Micro Software Inc</b>	SMSI	NASDAQ	1.23	1.26	-2.4%	1.85	0.66	57	43	39	1.1X
<b>Tanla Solutions Limited</b>	TANLA	NSE	0.26	0.27	-6.4%	0.41	0.08	26	26	31	0.8X
<b>TeleCommunication Systems, Inc. (TCS)</b>	TSYS	NASDAQ	3.23	3.73	-13.4%	3.94	2.42	181	263	357	0.7X
<b>Unwired Planet</b>	UPIP	NASDAQ	0.65	0.57	14.1%	2.38	0.55	73	6	40	N/A
<b>ValueClick</b>	VCLK	NASDAQ	34.44	34.44	0.0%	35.56	22.21	2,219	2,208	598	3.7X
<b>Voltari Corporation (Formerly Motricity)</b>	VLTC	NASDAQ	10.45	2.50	318.0%	21.75	0.63	95	125	12	10.4X
<b>Zynga</b>	ZNGA	NASDAQ	2.47	2.79	-11.5%	4.00	2.20	1,939	1,023	706	1.4X
<b>Velti</b>	VELT	NASDAQ	0.01	0.01	4.2%	0.10	0.01	1	2	232	0.0X
				<b>Average</b>	10.6%			546	1,195	854	2.8X
				<b>Median</b>	-1.8%			190	163	175	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, 2015.

# M&A Transactions

## TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
04/30/2015	Microsoft Corp	N-Trig	N-Trig is the provider of DuoSense digitizer technology combining pen and zero-pressure touch for mobile computers into a single device.	\$30.0
04/30/2015	Flipkart	Appiterate	Appiterate is a mobile engagement and marketing automation.	
04/30/2015	MasterCard	Applied Predictive Technologies (APT)	APT is a data analytics firm.	\$600.0
04/28/2015	BigCommerce	Zing	ZING's platform of software and services enables the next generation of mobile entertainment to be always connected and ready to play.	
04/28/2015	Twitter	TellApart	TellApart is a leading marketing technology company.	
04/27/2015	Infosys	Skava	Skava is an e-commerce tech provider focused on mobile and in-store platforms for big-box retailers.	\$120.0
04/23/2015	Canon	Lifecake	Lifecake enables parents to organise and back up digital memories and share them privately on phones, tablets, computers, and books.	
04/22/2015	CenturyLink	Orchestrate.io	Orchestra is a cloud platform for deploying, managing and scaling PHP applications.	
04/21/2015	BlackBerry	WatchDox	WatchDox is an Israeli data security company.	\$150.0
04/17/2015	Microsoft Corp	Datazen	Datazen is a mobile business intelligence (BI) and data visualization service.	
04/15/2015	WPP	Medialets	Medialets is a Mobile Ad Measurement Company.	
04/14/2015	Localytics	Splitforce	Splitforce provides A/B Testing for Mobile Apps.	
04/14/2015	Apple	LinX Imaging	LinX Imaging is an Israeli camera technology company.	\$20.0
04/13/2015	Drifft	Fetchnotes	Fetchnotes is a productivity application that provides quick note-taking and creates 'to-do' lists.	
04/07/2015	HIS	RootMetrics	RootMetrics is an industry leader in wireless network analytics.	
04/07/2015	Singtel	Trustwave	Trustwave is a cybersecurity company.	\$810.0
04/02/2015	Check Point	Lacoon Mobile Security	Lacoon Mobile Security offers a solution that assesses mobile risks and enables enterprises to detect and eliminate mobile attacks.	\$80.0
04/02/2015	Nexon	Boolean Games	Boolean Games is a mobile game developer.	
04/01/2015	Salesforce	Toopher	Toopher is a mobile authentication firm.	

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

\*Data collected in this issue of Mobile Smart Fundamentals was collected throughout April 1-30, 2015.

# M&A Transactions

## TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
03/31/2015	<b>Ticketmaster</b>	Two Toasters	Two Toasters is a mobile application development firm that designs, develops and strategizes iOS and Android apps.	
03/30/2015	<b>Xaxis</b>	ActionX	ActionX is a mobile ad-tech firm that tracks users' anonymised behaviour on apps then serves them ads based on their preferences and behaviour.	
03/25/2015	<b>Waterfall, Inc.</b>	Tetherball	Tetherball is an SMS marketing provider.	
03/19/2015	<b>Giphy</b>	Nutmeg	Nutmeg gives you easy access to gifs worth texting. It's ridiculously simple: pick one and double tap it into iMessage.	
03/19/2015	<b>Opera Software</b>	SurfEasy	SurfEasy is the maker of a virtual private network (VPN) app that lets users browse the web more securely.	
03/19/2015	<b>Rakuten Marketing</b>	Deep Forest Media	Deep Forest is a programmatic mobile marketing company and demand-side platform.	
03/17/2015	<b>St Ives Group</b>	Solstice Mobile	Solstice Mobile is a digital product design and engineering firm.	\$36.0
03/17/2015	<b>Fastback Networks</b>	Sub10 Systems	Sub10 Systems designs, develops and sells millimeter wave (MMW) wireless Ethernet bridges.	
03/16/2015	<b>Cheetah Mobile</b>	MobPartner	MobPartner is a global mobile advertising company.	\$58.0
03/16/2015	<b>Perion</b>	MakeMeReach	MakeMeReach makes it easy for developers to push existing ads to social networks, emphasising how advertising companies are embracing the idea of cross-platform campaigns.	
03/16/2015	<b>Harte Hanks</b>	3Q Digital	3Q Digital is a digital marketing agency.	
03/13/2015	<b>Twitter</b>	Periscope	Periscope is a live-streaming app.	
03/12/2015	<b>N. Harris Computer</b>	Interact911	InterAct Public Safety Systems, a leading provider of safety and security software used by government agencies as well as private sector businesses, today announced the completion of its acquisition of BIO-key International's Law Enforcement Division, including MobileCop, PocketCop and InfoExchange.	
03/11/2015	<b>Square</b>	Kili Technology	Kili is a startup specializing in silicon, electronic and software design for improvement payment processing.	
03/10/2015	<b>NewsHunt</b>	Vauntz	Vauntz is an analytics and mobile platform company.	
03/09/2015	<b>SugarCRM*</b>	Stitch	Stitch, the developer of an iPhone app that acts as a personal assistant for sales staff, in order to boost its customer relationship management offering.	
03/07/2015	<b>Flipkart</b>	AdQuity	AdQuity is a mobile ad network which enables app developers and mobile publishers to monetize their inventory.	
03/05/2015	<b>Quickplay</b>	Roundbox	Roundbox Inc., a maker of software used by carriers and device makers to broadcast TV and data to mobile phones.	
03/04/2015	<b>Yello Mobile</b>	Adplus	Adplus is a performance-based Ad Network.	

\*Note: SugarCRM acquired software and programmers from Stitch.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

\*Data collected in this issue of Mobile Smart Fundamentals was collected throughout April 1-30, 2015.

# M&A Transactions

## TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
03/02/2015	PayPal	Paydiant	Paydiant operates an online service that facilitates online payments via mobile phones.	\$300.0
03/02/2015	Hewlett Packard	Aruba Networks	Aruba Networks provides access management, network infrastructure and mobility application solutions for mobile enterprise networks.	\$2,700.0
02/27/2015	Kochava	InferSystems	InferSystems is a provider of automated predictive intelligence solutions, focused on the digital advertising market.	
02/26/2015	Sharecare	Feingold Technologies	Feingold Technologies is a developer of innovative technologies that analyze and understand human mindsets and behaviors.	
02/25/2015	Google	Toro	Toro is a Facebook mobile marketing startup.	
02/24/2015	Havas	Plastic Mobile	Plastic Mobile is a mobile marketing agency that designs and delivers mobile apps and websites for smartphone and tablet platforms.	
02/23/2015	Google	Softcard	The founders of Softcard – AT&T Mobility, T-Mobile USA and Verizon Wireless – had a vision: use the power of the mobile phone to offer consumers a safer, simpler way to shop, pay and save.	
02/20/2015	Nepro Japan	tri-Ace	tri-Ace is a console role-playing game house.	
02/19/2015	BuzzFeed	GoPop	GoPop is a mobile app and social network that enables its users to engage in visual communication.	
02/19/2015	SEGA	Demiurge	Demiurge is a development studio.	
02/18/2015	Samsung Electronics	LoopPay	Loop, Inc. is the world's first and only mCommerce platform provider with a mobile wallet solution that works at 90% of existing retail locations, today.	
02/11/2015	Perion	MakeMeReach	MakeMeReach is an advertising company based on France, specialized in managing and monetizing applications on social networks.	\$12.0*
02/11/2015	Microsoft Corp	Sunrise Atelier	Sunrise Atelier, Inc. designs and develops email services and iOS calendar applications.	
02/10/2015	Mobile Network Group	Appsfire	Appsfire is a discovery and promotion platform that finds and recommends mobile apps.	
02/03/2015	Vmware	Immidio	Immidio is a software development company dedicated to making a real difference in your day-to-day computing environment.	

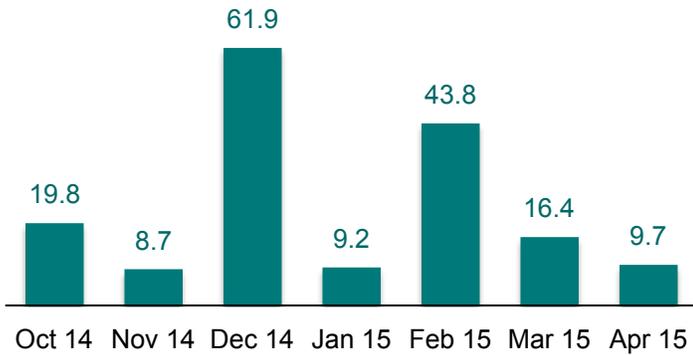
\*Note: Terms of Perion's acquisition of MakeMeReach were undisclosed but were reported to be between \$12-\$13 Million.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

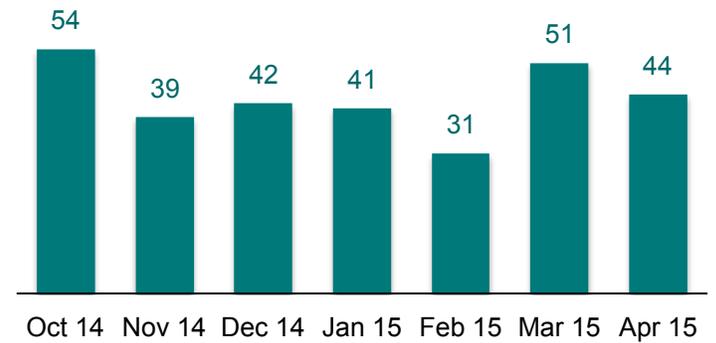
\*Data collected in this issue of Mobile Smart Fundamentals was collected throughout April 1-30, 2015.

# Financing Transactions Overview

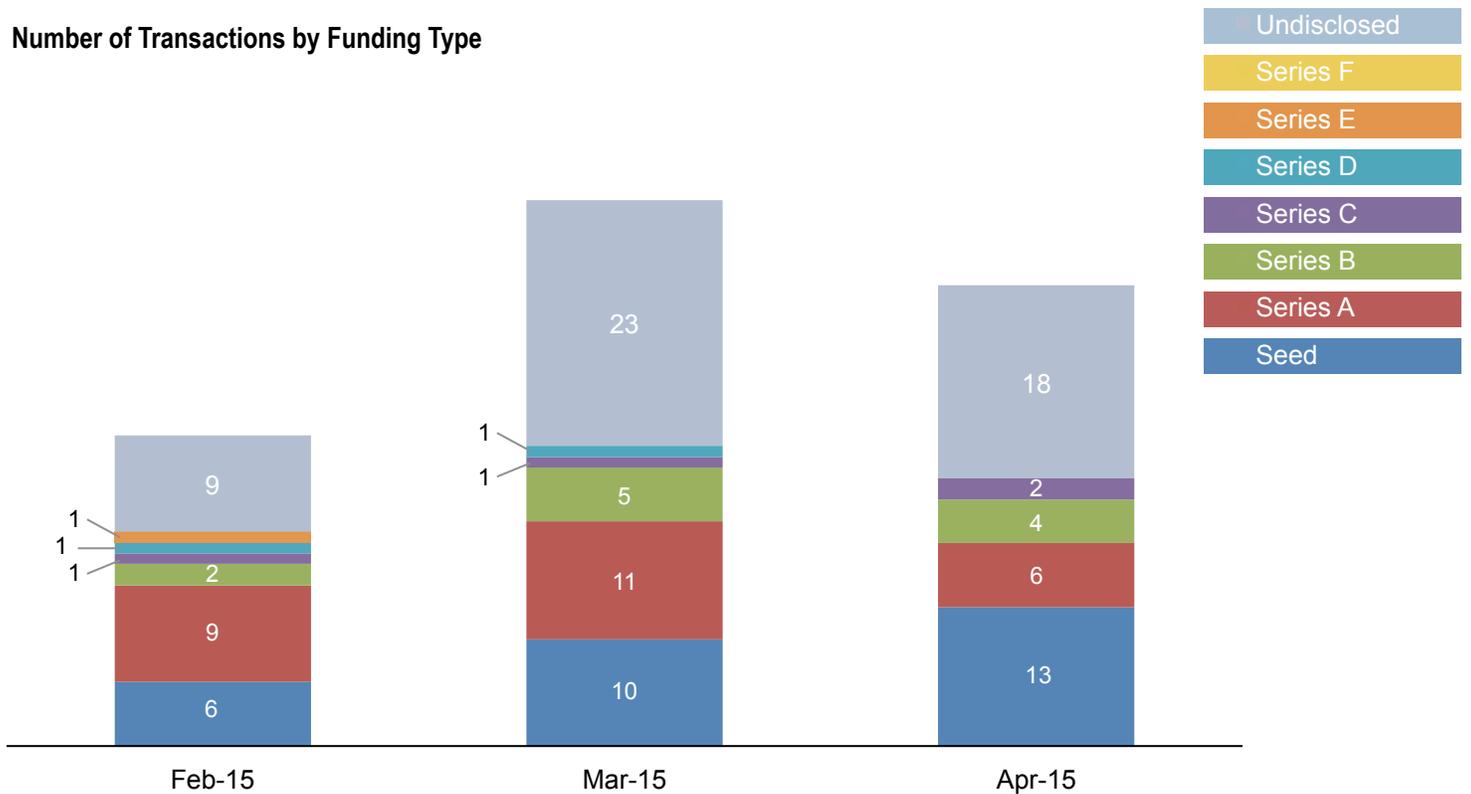
Average Value of Transactions (\$MM)



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, 2015.

# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>Flybits</b>	Private	Flybits enables the creation of personalized mobile experiences that go beyond what is practical with traditional app development platforms.	4/30/15	\$4.7	Series A	Vodafone Ventures
<b>SlamAd</b>	Private	SlamAd is developing a mobile texting application that integrates advertising. It uses patent-pending technology to include special offers or ads inside the messaging bubble, and rewards the user with points for each offer or ad seen.	4/30/15	\$1.3	Seed	Undisclosed
<b>Mobile Action</b>	Private	Mobile Action is a marketing platform that provides user acquisition solutions for apps.	4/30/15	\$2.0	Seed	CrunchFund, 500 Mobile Collective, 500 Startups, Streamlined Ventures, Felicis Ventures
<b>DriveWealth</b>	Private	DriveWealth, member FINRA and SIPC, is a mobile and global full carrying broker dealer for retail investors and provides a low cost, easy-to-use investing platform to individuals worldwide.	4/29/15	Undisclosed	Undisclosed	Route 66 Ventures
<b>Immediately</b>	Private	Immediately is a mobile-first email experience that helps you know about opportunities and react to them, no matter whether you are in front of your computer or walking your dog.	4/29/15	\$2.0	Undisclosed	Galvanize VC, Maiden Lane, Streamlined Ventures, Queensbridge Venture Partners, Undisclosed
<b>Tracxn</b>	Private	Tracxn is the research partner for Venture Capitalists and Corporate Development offices powered by the largest Startup Data platform tracking over 10m companies globally.	4/29/15	\$3.5	Undisclosed	SAIF Partners
<b>Benefit Mobile</b>	Private	Benefit is a mobile fundraising solution that lets schools and non-profits raise money without ever asking for a dime. Individuals are invited to download the mobile app and simply shop at any of Benefit's participating national and local retailers.	4/28/15	\$0.9	Undisclosed	Start Garden
<b>Validic</b>	Private	Validic is a motley crew of developers and healthcare professionals drawn together by our ardent belief that technology can solve the world's health problems. The Validic Enterprise mHealth API is setting the standard for mobile health interoperability and ease of implementation.	4/28/15	\$12.5	Series B	Kaiser Permanente Ventures
<b>Headout</b>	Private	Headout is an on-demand mobile concierge helping travelers book the best local experiences for the next 24 hours at discounted prices.	4/27/15	\$1.8	Seed	Version One Ventures, Nexus Venture Partners, 500 Startups, Maiden Lane, Ludlow Ventures, DreamIt Ventures New York
<b>Waygum</b>	Private	Waygum is a Mobile App Platform that delivers the last mile mobile layer for Industrial Internet of Things (IIoT).	4/27/15	Undisclosed	Undisclosed	Hartford Steam Boiler
<b>Ferris</b>	Private	Ferris was started to help consumers organize their video moments into beautiful sharable stories.	4/24/15	\$2.0	Undisclosed	Upfront Ventures
<b>Campus Steps</b>	Private	Campus Steps website and mobile solutions bring students on-demand college counseling, big data insights, and the country's largest online college admissions network so they're well-equipped for successful college and career outcomes.	4/23/15	\$3.0	Series A	Campus Explorer, OCA Ventures, Rincon Venture Partners, Vicente Capital Partners
<b>Flipps</b>	Private	Flipps (formerly iMediaShare) transforms the smartphone into a virtual VOD media box and ensures online content and subscriptions are available at any time on any TV screen.	4/23/15	\$1.4*	Undisclosed	Undisclosed
<b>Lua Technologies</b>	Private	Lua is helping organizations work smarter and be more productive with a mobile-first enterprise communication solution that powers secure messaging, group calling, and file sharing.	4/23/15	\$5.1*	Undisclosed	Undisclosed
<b>Shots</b>	Private	Shots is a mobile application that allows its users to stay connected with their friends. This application is recommended for iPhones or Android devices, and it builds a safe and positive global community for its users.	4/23/15	\$8.5	Undisclosed	WI Harper, LAUNCH Fund, Upfront Ventures, 500 Startups
<b>SnowShoe</b>	Private	SnowShoe develops innovative technology solutions for mobile platforms.	4/23/15	\$1.0	Seed	Lowercase Capital, Collaborative Fund, MESA+
<b>Mixmax</b>	Private	Mixmax makes email as powerful as web pages by enabling actions like completing purchases, confirming expense reports, scheduling events, and answering surveys—all within an email, no plugins required.	4/21/15	\$1.5	Seed	Eric Wahlfors, Jonathan Abrams, Alex Ljung, Eric Ries, Ann Miura-Ko, Mike Maples Jr.
<b>Poshmark</b>	Private	Poshmark is a fashion marketplace.	4/21/15	\$25.0	Series C	Aslanoba Capital, Rick Marini, Shea Ventures, Union Grove Venture Partners, SoftTech VC, Inventus Capital Partners
<b>breadwallet</b>	Private	breadwallet is beautiful, simple and the safest mobile wallet today.	4/20/15	\$0.4*	Seed	Liberty Venture Partners

\*Note: Flipps is still seeking \$217,000 in funding.

\*Note: Lua Technologies is still seeking \$159,733 in funding.

\*Note: breadwallet is still seeking \$337,500 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, 2015.

# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>Pure Chat</b>	Private	Pure Chat helps SMBs increase sales conversions and customer retention. Pure Chat brings live chat technology to the masses of small businesses by making it exceptionally easy to use, mobile-friendly (native apps for iOS and Android) and inexpensive.	4/20/15	\$1.5*	Seed	Peter Secor, Mario Martinez, Hamid Shojaee, Jeffrey Pruitt, Daniel Schulz
<b>Snaps</b>	Private	Snaps is a mobile app that helps consumers engage with the brands and social causes they love.	4/20/15	\$6.5	Series A	Michael Kassin, Jeffrey Ragovin, Jonathan Carson, Michael Katz, Ben Barokas
<b>Hazel Lane</b>	Private	Hazel Lane is an American made gift box with a travel angle (subscription box service).	4/17/15	Undisclosed	Seed	Elizabeth Yin
<b>Jello Labs</b>	Private	Jello Labs is on a mission to create the world's best Mobile Shopping experience.	4/17/15	\$25.0*	Undisclosed	Undisclosed
<b>EyeEm</b>	Private	EyeEm is a platform for a new generation of photographers.	4/16/15	\$18.0	Series B	Open Ocean, Atlantic Labs, Wellington Partners, Passion Capital, Earlybird Venture Capital, Valar Ventures
<b>Exposure</b>	Private	Exposure was created for photographers who want a more meaningful and effortless way to publish their work.	4/15/15	\$0.2*	Seed	Vayner RSE, Gary Levitt, Timothy Damme, Alex Baldwin, Amit Gupta
<b>TreSensa</b>	Private	TreSensa is a NYC-based game development/ distribution company that optimizes games for the mobile web.	4/15/15	\$2.0	Undisclosed	Undisclosed
<b>Unikey Technologies</b>	Private	UniKey Technologies Inc. (UniKey) is a mobile applications and security services company founded on the concept of bringing today's wireless, mobile and internet technologies to the access control mass market.	4/15/15	\$10.0	Series A	Asset Management Ventures, Broadway Angels, ff Venture Capital, Samsung Ventures, CBRE, Oriza Ventures
<b>Duo Security</b>	Private	Duo Security provides strong two-factor authentication as a service built to prevent account takeover and data theft.	4/14/15	\$30.0	Series C	Redpoint Ventures, Benchmark Capital, Google Ventures, Radar Partners, True Ventures
<b>Frenzoo</b>	Private	Frenzoo is a startup creating a new class of 3D lifestyle and fashion games for women.	4/14/15	\$1.0	Undisclosed	Fresco Capital, K5 Ventures
<b>Movidius</b>	Private	Movidius' computational imaging chip sets enable always-on smart capture and continuous vision processing applications for mobile devices.	4/14/15	\$40.0	Undisclosed	Summit Bridge Capital, ARCH Venture Partners, Atlantic Bridge Ventures, AIB Seed Capital Fund, Capital E, DFJ Esprit, Robert Bosch Venture Capital
<b>Ayogo Health</b>	Private	Ayogo is a global leader in the application of behavioral psychology and social gaming to improve health outcomes for patients.	4/13/15	\$2.5	Series A	Merck Global Health Innovation Fund, Excel Venture Management, 7wire Ventures
<b>CradlePoint</b>	Private	Cradlepoint is the leading provider of secure cloud-managed 3G/4G LTE networking solutions for the Distributed Enterprise with hundreds or thousands of locations. Cradlepoint solutions provide the strongest mobile broadband performance while delivering proven network system interoperability.	4/13/15	\$48.0	Series B	Sorenson Capital Partners, Delta-V Capital, The CAPROCK Group
<b>CloudMosa</b>	Private	CloudMosa's mission is to accelerate web experience on mobile devices through cloud computing.	4/8/15	\$6.4	Undisclosed	Undisclosed
<b>CartoDB</b>	Private	CartoDB is a cloud based mapping, analysis and visualization engine that lets users build spatial applications for both mobile and the web. CartoDB was launched in April 2012 and version 2.0 rolled out in November 2012.	4/7/15	\$6.7*	Undisclosed	Undisclosed
<b>Pantomime</b>	Private	Pantomime's platform for virtual reality is natively shared and truly mobile. Pantomime's unique patented relative motion tracking requires no camera, clothing or other setup. And if you have a virtual reality headset, only Pantomime lets you reach into the virtual worlds in accurate 3D with your mobile devices.	4/7/15	\$0.1*	Seed	Undisclosed
<b>textPlus</b>	Private	textPlus is a leading mobile communications service that lets anyone text, talk and share for free or cheaply.	4/7/15	\$6.9	Undisclosed	Undisclosed
<b>Vidme</b>	Private	Vidme is a video sharing application which is a lot an Imgur for video.	4/7/15	\$3.2	Seed	Mark Suster, Alexis Ohanian, First Round, Lowercase Capital, SV Angel, Mucker Capital, Launchpad

\*Note: Pure Chat is still seeking \$500,000 in funding.

\*Note: Jello Labs is still seeking \$5,766,535 in funding.

\*Note: Exposure is still seeking \$350,000 in funding.

\*Note: CartoDB is still seeking \$844,232 in funding.

\*Note: Pantomime is still seeking \$900,000 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, 2015.

# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>Slidejoy</b>	Private	Slidejoy is an Android application that pays users daily for having relevant articles, deals and ads displayed on their lockscreen.	4/6/15	\$1.2	Seed	Harvard Business School Angels, Wharton Angel Network
<b>Moxxly</b>	Private	Moxxly takes the guesswork out of modern motherhood through beautiful, connected devices.	4/3/15	\$0.2*	Seed	Randi Zuckerberg, Sean Byrnes, Alda Dennis, Jennifer Roberts, Kishore Kumar
<b>Fyusion</b>	Private	Fyusion is a team of passionate, hardcore engineers and PhDs with expertise spanning Computer Vision, 3D, Robotics, Machine Learning, Social, Cloud Compute, and Mobile.	4/2/15	\$13.0	Series B	New Enterprise Associates, UTEC, Undisclosed
<b>InstaBrand</b>	Private	InstaBrand is the leading mobile influencer marketing platform with the largest international network of influencers across multiple social media channels.	4/2/15	\$2.5	Series A	TI Capital, Undisclosed
<b>Tapingo</b>	Private	Tapingo is the complete mobile ordering solution for campuses and campus dining.	4/2/15	\$22.0	Undisclosed	Qualcomm Ventures, Khosla Ventures, Carmel Ventures, DCM Ventures, Kinzon Capital
<b>Hudl</b>	Private	Hudl is a platform and software that provides video analysis and coaching tools for sports teams.	4/2/15	\$72.5	Series B	Jeff Raikes, Nelnet, Accel Partners
<b>Drifty</b>	Private	Drifty is the creator of the popular and growing cross-platform mobile development framework Ionic is making it easy for developers to build rich, interactive mobile apps that run across multiple mobile platforms and are powered by Google's AngularJS.	4/1/15	\$2.6	Undisclosed	Lightbank, Undisclosed
<b>ReadyPulse</b>	Private	ReadyPulse is a leader in testimonial marketing, and is bringing the power of sponsored stories to e-commerce and social/display ads. ReadyPulse grows, curates, and showcases a brand's most effective testimonials across channels; social, mobile, email, and web.	3/31/15	\$5.0	Series A	Walden Venture Capital, Rally Ventures, Undisclosed
<b>Sprinklr</b>	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.	3/31/15	\$46.0	Undisclosed	Battery Ventures, Intel Capital, ICONIQ Capital, Undisclosed
<b>Dream Payments</b>	Private	Dream Payments enables merchants to sell everywhere using mobile devices.	3/30/15	\$6.0	Undisclosed	Blue Sky Ventures, Real Ventures, Undisclosed
<b>Jswipe</b>	Private	JSwipe, a mobile application that gives young Jewish singles a Tinder-like service to spark up new romances and friendships, aims to disrupt a landscape that has been more or less dominated by JDate.com.	3/30/15	Undisclosed	Undisclosed	Undisclosed
<b>Sensibill</b>	Private	Sensibill is a digital receipts ecosystem that makes it dead simple for shoppers and business to access their receipts. Branded mobile apps, financial institutions and mobile payments applications use the Sensibill API service to power their offerings with digital receipt functionality.	3/30/15	\$2.0	Seed	Impression Ventures, Ontario Centres of Excellence (OCE), Ryerson Futures, Undisclosed
<b>Waygum</b>	Private	Waygum is a Mobile App Platform that delivers the last mile mobile layer for Industrial Internet of Things (IIoT).	3/30/15	\$1.5	Undisclosed	Tyco Electronics, Navitas Capital
<b>Drifty</b>	Private	Drifty's products make it easy for anyone to build mobile apps, mobile websites, and responsive websites.	3/30/15	\$2.6	Undisclosed	Lightbank, Founder Collective, Arthur Ventures,
<b>Quickplay</b>	Private	Quickplay is the premier provider of solutions that manage the business of mobile video. We provide the fastest and most flexible way to manage, distribute and monetize mobile TV/video services for mobile service providers and media companies worldwide.	3/27/15	\$45.6	Undisclosed	Madison Dearborn Partners, ORIX Ventures, Difference Capital Funding
<b>Char Software</b>	Private	Char Software, Inc. is a Boston based software company focused exclusively on building interactive web and mobile software for its clients and our team possesses deep technical and business experience in the mobile and software sectors.	3/27/15	\$35.0	Undisclosed	Undisclosed
<b>ChowNow</b>	Private	ChowNow is a next-generation meal ordering platform that utilizes the latest web, mobile and social networking technologies to expand restaurant's online ordering capabilities and customer reach.	3/27/15	\$10.0	Undisclosed	Upfront Ventures, Steadfast Venture Capital, Daher Capital, Karlin Ventures
<b>Honk</b>	Private	Honk is the on-demand mobile app for tow, tire change, jump start, fuel and lock out services nationwide, 24 hours a day, 7 days a week. Honk's faster ETAs and Guaranteed Never to Exceed prices, which start at just \$49 without membership fees or limitations, offer motorists an alternative to outdated membership-based motor clubs.	3/26/15	\$12.0	Series A	Altpoint Capital, Structure Capital, Karlin Ventures, Expansion Venture Capital, Venture51
<b>MyCrowd QA</b>	Private	MyCrowd has testers around the world with every device imaginable. Our on-demand platform lets you run mobile tests faster and cheaper than ever before. Test the long-tail of devices cheaper than you thought possible.	3/25/15	\$0.4*	Seed	John Houston, Jeremie Berrebi, William Bunker, Kima Ventures, Jeffrey Kruger, Robert Hielscher

\*Note: Moxxly is still seeking \$600,000 in funding.

\*Note: MyCrowd QA still seeking \$192,500 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, 2015.

# Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>Cadence Biomedical</b>	Private	Cadence Biomedical, headquartered in Seattle, WA, is an early stage medical device company that is committed to helping the 2.3 million Americans who suffer severe mobility impairments to gain a more mobile and independent life.	3/25/15	\$1.0	Undisclosed	Undisclosed
<b>Skycure</b>	Private	Skycure seamlessly identifies and notifies users and IT personnel about mobile device attacks, and then applies protection based on IT policy. This is achieved by our patent-pending technology, without meddling with either business or personal activity on the device.	3/25/15	\$8.0	Series A	Shasta Ventures, New York Life Capital Partners
<b>Tales2Go</b>	Private	Tales2Go, based in Bethesda, MD, is a Netflix-like service that streams thousands of audiobook titles from leading publishers to desktops, laptops and mobile devices in the classroom and beyond. The company has innovated on both the delivery and business model of providing schools with audio books.	3/25/15	\$2.4	Series A	NewSchools Venture Fund, Maryland Venture Fund
<b>Kitchenbowl</b>	Private	Kitchenbowl is a community for cooking enthusiasts to share and discover new recipes.	3/25/15	\$1.0	Seed	Indicator Fund, Andy Liu, Chasing Unicorns, Rob Greyber, Jon Staenberg
<b>Localytics</b>	Private	Localytics is an analytics and marketing platform for mobile and web apps.	3/24/15	\$35.0	Series D	Sapphire Ventures, Foundation Capital, Polaris Partners
<b>Slidejoy</b>	Private	Slidejoy is an Android application that pays users daily for having relevant articles, deals and ads displayed on their lockscreen.	3/24/15	\$1.2*	Seed	Harvard Angel Group, Undisclosed
<b>The Loadown</b>	Private	The Loadown makes it easy to manage your mobile app pricing & boost your sales in real-time. See our white paper below on the impact of price changes (and version updates) on app discovery.	3/24/15	Undisclosed	Seed	Undisclosed
<b>A Plus</b>	Private	A Plus is a digital media company that features stories that make a difference and create positive change. We reflect the era of our founding, with an emphasis on mobile-first design, media-rich content, and an emphasis on short, direct text.	3/23/15	\$3.5	Undisclosed	Sound Ventures, SV Angel, Venture51, Social Starts
<b>Cyanogen</b>	Private	CyanogenMod is a customized, aftermarket firmware distribution for several Android devices. Based on the Android Open Source Project, CyanogenMod is designed to increase performance and reliability over Android-based ROMs released by vendors and carriers such as Google, T-Mobile, HTC, etc.	3/23/15	\$80.0	Series C	Premji Invest, Twitter Ventures, Qualcomm Ventures, Telefonica Ventures, Index Ventures, Access Industries, Vivi Nevo, Benchmark Capital, Andreessen Horowitz, Redpoint Ventures, Tencent Holdings
<b>Strajillion</b>	Private	Creator of RAKKON, a cloud-based solution and mobile app that allows parents to monitor, control, educate and help their kids make smarter choices when they use mobile devices.	3/23/15	\$0.1	Undisclosed	Maryland TEDCO
<b>Uber</b>	Private	Uber created a mobile application that allows users to request car service to pick them up wherever they are located.	3/23/15	Undisclosed	Undisclosed	Times Internet
<b>Draft</b>	Private	Draft is a head-to-head fantasy game built for the ground up for iOS. 40 million people play fantasy but no one has built a truly mobile first fantasy game. Not a game where you have to commit for a full season. Not a game game for only the hardcore.	3/20/15	\$3.5	Series A	Upfront Ventures, Advancit Capital, The Chernin Group
<b>Parkifi</b>	Private	Parkifi is making parking less of a hassle with our real time parking occupancy platform. Utilizing our sensor technology we provide real time data to parking lot operators, cities, and mobile applications to let them know where open and available parking spots are.	3/20/15	\$1.4*	Undisclosed	Undisclosed
<b>Pear Therapeutics</b>	Private	Pear Therapeutics' patented eFormulation approach combines mobile health apps with supplements, medical foods, and pharmaceuticals, to create more efficacious treatment solutions. eFormulations are simple to use. A software access code on the product packaging provides access to Pear's health apps.	3/20/15	Undisclosed	Undisclosed	5AM Ventures
<b>PlayBuzz</b>	Private	PlayBuzz is a free content platform that enables publishers, bloggers and brands to create, distribute and embed quizzes, polls, lists and other playful formats of engaging content on any website or mobile app.	3/19/15	\$16.0	Series B	83North, Undisclosed
<b>Unikey Technologies</b>	Private	UniKey Technologies Inc. (UniKey) is a mobile applications and security services company founded on the concept of bringing today's wireless, mobile and internet technologies to the access control mass market.	3/19/15	\$5.0*	Series A	Undisclosed
<b>Altocloud</b>	Private	Altocloud is a cloud platform that combines predictive analytics with voice, video, and chat interactions to identify the right website and mobile visitors and best moments for communications.	3/18/15	\$2.0	Seed	Delta Partners, Digicel Group, ACT Venture Capital

\*Note: Slidejoy still seeking \$45,000 in funding.

\*Note: Parkifi is still seeking \$622,915 in funding.

\*Note: UniKey is still seeking \$2,000,000 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, 2015.

# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>Betterit</b>	Private	Betterit Communications is the Denver-based company behind the mobile SAAS platform Betterit. The company specializes in the creation of technology products that drive collaborative problem solving and value creation.	3/18/15	\$3.0	Seed	Redwood Venture Partners
<b>CaféX Communications</b>	Private	CaféX creates software that makes it amazingly simple for companies to transform online customer engagement and mobile workforce collaboration.	3/18/15	\$21.0	Series B	Intel Capital, USAA, Illuminate Ventures
<b>Twin Prime</b>	Private	Twin Prime is a venture backed startup based in Silicon Valley founded by a team of network engineers dedicated to delivering superior mobile experiences for its customers.	3/18/15	\$9.5	Series A	DFJ, True Ventures, Millways Ventures, Moment Ventures
<b>Audvisor</b>	Private	Audvisor offers advice in the form of three-minute audio clip from more than 100 contributors.	3/13/15	\$1.4	Seed	Formation 8's Shirish Sathaye
<b>Bento Labs</b>	Private	Bento Labs is working on the next generation of anticipatory search for mobile phones. We believe that mobile apps and anticipatory search are where the web was in 1996 prior to the innovation in browsers and search engines.	3/12/15	\$2.0	Seed	First Round Capital, Google Ventures, The Social+Capital Partnership
<b>Branding Brand</b>	Private	Branding Brand powers mobile commerce sites and apps for the world's leading retailers, including American Eagle Outfitters, Crate & Barrel, Ralph Lauren, and Sephora. Our transformative technology is proven, reliable, and limitless. Our work is regularly noted by independent research firms, including Forrester and L2.	3/12/15	\$4.0	Undisclosed	Undisclosed
<b>Bugcrowd</b>	Private	Bugcrowd is crowdsourced cybersecurity. It is the premier marketplace for security testing on web, mobile, source code and client-side applications.	3/12/15	\$9.0	Series A	Costanoa Venture Capital, Rally Ventures, Paladin Capital Group, Blackbird Ventures
<b>Cinq Music</b>	Private	Cinq Music is the ultimate music distribution company, focusing on creative new ways to monetize each client's brand while continuing to harness traditional revenue streams.	3/12/15	Undisclosed	Undisclosed	Undisclosed
<b>Glimpzit</b>	Private	Glimpzit is a visual dialogue platform for marketers.	3/12/15	\$1.1	Undisclosed	David Humphrey
<b>Platypi</b>	Private	Instagift, an online gift card service, is the easiest way to sell gift cards online and build complementary rewards programs for retail clients. Prior to working with Platypi, Instagift had a website that was optimized for mobile.	3/12/15	\$2.0	Seed	Undisclosed
<b>Snapchat</b>	Private	Snapchat is a new way to share photos with friends and family. We're making social media fun again. And we're totally mobile.	3/12/15	\$200.0	Undisclosed	Alibaba Group
<b>Elastica</b>	Private	Elastic Enterprise is now about flexibility in how employees are enabled to use most efficient cloud services and mobile, to stay agile and competitive. Security is often the deterrent to such flexibility. Elastica solves the cloud security problem to enable your Elastic Enterprise.	3/11/15	\$30.0	Series B	Third Point, Mayfield Fund, Telstra, Pelion Venture Partners
<b>Rapitow</b>	Private	Rapitow was created by two software industry professionals and a tow company owner. Our goal is to improve the efficiency of roadside assistance by using mobile technology to connect people who need roadside assistance to the closest roadside assistance provider.	3/11/15	Undisclosed	Undisclosed	Undisclosed
<b>ChipCare</b>	Private	ChipCare is developing a handheld cell analyzer based on mobile technology. Its vision is to become a global leader in developing and providing point-of-care (POC) testing solutions for global health.	3/5/15	\$5.5	Series A	Puffin Partners, Mars, Maple Leaf Partners, EPIC Ventures, Undisclosed
<b>Pressly</b>	Private	Pressly is a mobile publishing platform that gives publishers and marketers an easy way to engage a growing mobile audience.	3/5/15	\$2.1	Undisclosed	Gibraltar Ventures Fund One, iNovia Capital, OMERS Ventures
<b>Quixey</b>	Private	Quixey specializes in functional search for apps. It allows you to describe your needs in plain English and find the best functional matches. Whether it is a mobile device, a tablet, a desktop or a web application or service, Quixey will find the apps you need.	3/5/15	\$60.0	Undisclosed	Alibaba Group, SoftBank Capital, Goldman Sachs, GGV Capital
<b>Shocase</b>	Private	Shocase is marketing's professional network, functioning as a social network, marketing archive + online portfolio.	3/5/15	Undisclosed	Undisclosed	Social Venture Fund
<b>Swifttype</b>	Private	Swifttype is a hosted search solution that lets site owners deliver powerful, customizable search for their website or mobile app with just a few lines of code.	3/5/15	\$13.0	Series B	New Enterprise Associates, Undisclosed
<b>CloudMine</b>	Private	CloudMine is a platform that eliminates the need for mobile app developers to build custom backend solutions for their mobile apps. Development of server-side components is expensive, repetitive, and distracts from perfecting your app. Let us handle it so you can focus on making your app awesome.	3/3/15	\$5.0	Series A	Safeguard Scientifics, MentorTech Ventures, DreamIt Ventures Philadelphia, Ben Franklin Technology Partners, Mid-Atlantic Angel Group, Robin Hood Ventures

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

\*Data collected in this issue of Mobile Smart Fundamentals was collected throughout April 1-30, 2015.

# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>YouMail</b>	Private	YouMail is a patented, easy, fun and social mobile messaging experience that allows subscribers to create unique outgoing voice greetings for individual inbound callers, based on caller ID.	3/3/15	\$5.5	Series B	Undisclosed
<b>Linkable Networks</b>	Private	Linkable Networks is the bridge between advertisers, consumers, and financial Institutions, delivering to advertisers unprecedented accountability from online, mobile, email, print, TV, and radio advertising through online and in-store purchasing. Consumers receive one-click access to meaningful savings, while Financial Institutions receive top of wallet loyalty.	3/2/15	\$11.7	Undisclosed	Undisclosed
<b>Twenty20</b>	Private	Twenty20 connects brands and creative agencies with authentic, real-world imagery from a global community of over 250,000 mobile photographers. We are helping the world create more authentic and beautiful websites, apps, and digital ads by providing a better source for imagery.	3/2/15	\$8.0	Series A	Canaan Partners, First Round Capital, Bullpen Capital, Version One Ventures
<b>JRNL</b>	Private	JRNL is a private journaling application designed for both web and mobile use.	2/27/15	Undisclosed	Seed	Varkain
<b>MediaCore</b>	Private	MediaCore provides a solution that enables educational institutes to capture media, build a media library and store content.	2/27/15	\$4.5	Series A	Vanedge Capital
<b>YesGraph</b>	Private	YesGraph helps companies hire individuals who are recommended by people they trust.	2/27/15	\$1.0	Seed	Bloomberg Beta
<b>AppMachine</b>	Private	AppMachine is the next step in App building. AppMachine apps are easy to use and magical to see. Building an app is free. You can create a fully functional app in just a few clicks. You only pay when you publish.	2/26/15	\$15.2	Undisclosed	Undisclosed
<b>Chobolabs</b>	Private	Chobolabs is bringing competitive gaming to mobile.	2/26/15	\$7.3*	Undisclosed	Undisclosed
<b>TopOPPS</b>	Private	TopOPPS uses big data analytics and mobile updates to bring clarity, efficiency and predictability to the sales pipeline and process, resulting in more accurate forecasts.	2/26/15	\$2.0	Undisclosed	Cultivation Capital, Brian Matthews
<b>Zimperium</b>	Private	Zimperium develops Mobile Unified Threat Management console (zConsole) bundled with an Intrusion Prevention System (zIPS) for Smartphones and Tablets.	2/26/15	\$12.0	Series B	Telstra, Sierra Ventures, Samsung Ventures, TOYO, Lazarus Israel Opportunities Fund
<b>Branch Metrics</b>	Private	Branch Metrics helps you personalize the install experience for every new user through our referral and sharing platform.	2/26/15	\$15.0	Series A	TriplePoint Capital, Zach Coelius, Ben Narasin, Cowboy Ventures, Pejman Mar Ventures, New Enterprise Associates
<b>Citymaps</b>	Private	Citymaps is a proprietary social mapping platform that gives people a personalized map of places that reflects their life & preferences	2/26/15	\$6.0	Series A	Acadia Woods Partners, Coatue Management, Nokia Growth Partners
<b>CENX</b>	Private	CENX, Inc., is a pioneer and leader in Carrier Ethernet interconnect systems and services for mobile backhaul and enterprise off-net access.	2/25/15	Undisclosed	Undisclosed	Highland Capital Partners, Mesriow Financial, DCM Ventures, Ericsson Venture Partners, Verizon Ventures, Cross Creek Capital
<b>Urban Airship</b>	Private	Urban Airship provides an easy, affordable way to deliver real-time push notifications and in-app purchase content for mobile developers.	2/20/15	\$21.0	Series D	August Capital, Foundry Group, True Ventures
<b>ArmorText</b>	Private	ArmorText provides secure text messaging for mobile enterprises to boost collaboration, ensure security, and help meet compliance standards.	2/20/15	\$2.0	Undisclosed	Cervin Ventures
<b>Cuseum</b>	Private	Cuseum's vision is to transform the way people engage with art and culture at museums and beyond. Cuseum powers interactive, socially engaging, and context-aware mobile apps for museums to enhance the way we experience art.	2/19/15	\$1.2	Seed	Foundry Group, Atlas Venture, Seavest Capital Partners, Drummond Road Capital
<b>Firefly Games</b>	Private	Firefly Games was founded in January of 2015 on the idea that the mobile gaming future is global and highly community driven.	2/19/15	\$8.0	Series A	Ceyuan Ventures
<b>Radius Networks</b>	Private	Radius Networks RadBeacon proximity beacons are the industry's first multi-beacons, providing concurrent support for both iBeacon™ and AltBeacon™ proximity technologies, and seamless proximity services across iOS, Android, and other emerging mobile environments.	2/19/15	\$6.5	Series C	Core Capital Partners, Contour Venture Partners, Trilogy Partnership
<b>Sindeo</b>	Private	Sindeo is transforming the mortgage experience to help consumers make smart, informed decisions and get a stress-free mortgage.	2/19/15	\$1.5	Series A	Renren, James Liu, Arkadi Kuhmann

\*Note: Chobolabs is still seeking \$707,690 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, 2015.

# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>Uber</b>	Private	Uber created a mobile application that allows users to request car service to pick them up wherever they are located.	2/19/15	\$1,000.0	Series E	Undisclosed
<b>Apptimize</b>	Private	Apptimize is a technology enabling users to A/B test their native applications on Android and iOS platforms.	2/17/15	\$4.0	Series A	Costanoa Venture Capital
<b>DigiSight Technologies</b>	Private	DigiSight Technologies, Inc. is a Silicon Valley software company focused on bridging the information gap between healthcare providers and mobile diagnostics. Remote patient monitoring using consumer devices like smartphones and tablets is a rapidly growing industry.	2/12/15	\$7.8	Series B	Biosys Capital, Waycross Ventures, GE Ventures, Lagunita Capital
<b>Fruit Street Health</b>	Private	Fruit Street makes improving your health convenient and easy by enabling users video and email communication to their health coach both on their desktop or mobile phone.	2/11/15	\$0.8	Seed	Undisclosed
<b>Iris Mobile</b>	Private	Iris Mobile helps retailers deliver their campaigns to targeted customers through mobile marketing.	2/11/15	\$2.5*	Undisclosed	Undisclosed
<b>Moxtra</b>	Private	Moxtra App is a mobile-centric social collection and collaboration application, now available in the App Store. Moxtra enables users to collect any type of digital content, access remote files on desktops, personalize content with voice, and share content publicly on social media or collaborate selectively – all in one app.	2/11/15	\$10.0	Series A	Undisclosed
<b>Reserve</b>	Private	The Reserve app is a digital concierge focused on making every part of the dining experience better, for both restaurants and diners.	2/11/15	\$15.0	Series A	WME, Jon Favreau, Jared Leto, Visionnaire Ventures, Venture51, SV Angel, Lowercase Capital, SherpaVentures, Human Ventures Capital, Advancit Capital, First Round
<b>ALICE</b>	Private	ALICE (AliceApp.com) has created the first mobile service-on-demand platform for the hospitality industry that empowers hotels and their staff to drive deeper, sustainable connections with guests using mobile technology, while increasing operational efficiency through a robust back-end task management and analytics platform.	2/10/15	\$3.0	Seed	Tishman Realty, NeueHouse, 645 Ventures
<b>Wandera</b>	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. Powered by its proprietary cloud data compression and policy engine, Wandera works transparently for mobile devices wherever they are in the world, without changing the user experience.	2/10/15	\$15.0	Undisclosed	83North, Bessemer Venture Partners
<b>PicsArt</b>	Private	PicsArt is the leading photo editing app on iOS and Android that empowers users to transform ordinary pictures into works of art and discover inspirational photos.	2/5/15	\$10.0	Undisclosed	Sequoia Capital
<b>Vox Mobile</b>	Private	Vox Mobile offers complete enterprise mobility including mobile technology consulting, management and support to companies.	2/4/15	\$4.2*	Undisclosed	Undisclosed
<b>Andy OS</b>	Private	Andy is a free downloadable Android OS that seamlessly connects all of your Android mobile devices with your PC. It ensures that you are always running the latest Android OS, gives you the ability to make single device app updates for all your devices, and provides unlimited storage via the cloud.	2/3/15	\$3.0	Seed	500 Startups, Undisclosed
<b>Liftoff</b>	Private	Liftoff is a mobile app marketing and retargeting platform which uses post-install data to run true CPA-optimized campaigns.	2/3/15	\$5.0	Series A	Baseline Ventures, Harrison Metal Capital

\*Note: Iris Mobile still seeking \$116,321 in funding.

\*Note: Vox Mobile still seeking \$800,000 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, 2015.

# Financing Transactions

## DEBT FUNDING

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
<b>Gigsky</b>	Private	GigSky is the first global mobile network designed for travelers.	4/23/15	\$3.1	Debt	Undisclosed
<b>Opanga Networks</b>	Private	Opanga Networks is a provider of pragmatic video optimization solutions that convert network capacity in real time to pre-position content.	4/23/15	\$0.4	Debt	Undisclosed
<b>CARDFREE</b>	Private	The CARDFREE mobile merchant platform offers a one-stop commerce solution that enables merchants to deepen engagement and enhance every aspect of the customer experience.	4/21/15	\$4.0	Debt	Undisclosed
<b>CookBrite</b>	Private	Cookbrite is a startup that is being built to last, founded and led by a team of successful entrepreneurs, brilliant technologists and world-class designers from the tech, mobile, and food industries. With experience at Cisco, DocuSign, HP, IBM, Kraft, LiveU, McDonalds, Netscape, Nielsen and PepsiCo, we love to solve big problems.	3/26/15	\$0.4	Debt	Undisclosed
<b>ChoreMonster</b>	Private	ChoreMonster combines digital gaming with a Web-services facet through a suite of mobile and Web applications that allows parents and children ages 6-12 to collaborate interactively to complete household tasks. Parents assign real-life rewards for completing chores and gaining points.	3/19/15	\$0.3*	Debt	Undisclosed
<b>Zagster</b>	Private	Zagster is a transportation provider offering bike rental services in the U.S.	3/13/15	\$0.4	Debt	Undisclosed
<b>Q4 Web Systems</b>	Private	Q4 Web Systems (Q4) is the leading provider of IR websites, social media and mobile solutions for public companies in North America. Hundreds of Fortune 1000 clients and global brands use our web platform to manage their online communications efforts.	2/26/15	\$5.0	Debt	Plaza Ventures, Atlas Venture, Silicon Valley Bank
<b>STAND</b>	Private	STAND is the first mobile-first crowdfunding platform—an easy, empowering and exciting way to raise money and awareness for the causes you care about.	2/23/15	\$2.5	Debt	Undisclosed

\*Note: Gigsky is still seeking \$950,000 in funding.

\*Note: Opanga is still seeking \$593,700 in funding.

\*Note: CookBrite is still seeking \$1,116,000 in funding.

\*Note: ChoreMonster is still seeking \$445,001 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, 2015.

# S-1 Filings

## S-1 FILINGS: FILED

Company	Date Filed	Description
Shopify Inc.	4/14/15	Shopify provides a leading cloud-based commerce platform designed for small and medium-sized businesses.
Apigee Corp	3/20/15	Apigee is an API management and predictive analytics platform.
Etsy	3/4/15	Etsy operates a marketplace where people around the world connect, both online and offline, to make, sell and buy unique goods.

\*Data collected in this issue of Mobile Smart Fundamentals was collected throughout April 1-30, 2015.

# 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.

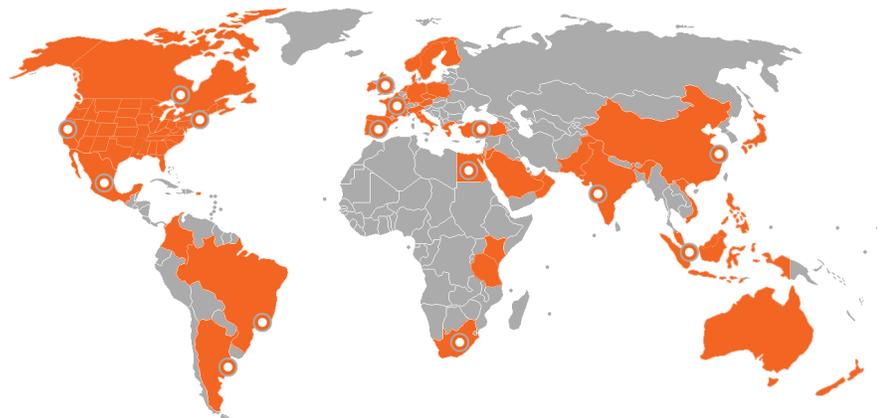
The MMA's global headquarters are located in New York with regional operations in Europe/ Middle East/Africa (EMEA), Latin American (LATAM) and Asia Pacific (APAC). For information about the MMA please visit [www.mmaglobal.com](http://www.mmaglobal.com).

## Executive Contacts

Greg Stuart  
*Global Chief Executive Officer*  
[greg@mmaglobal.com](mailto:greg@mmaglobal.com)  
 +1 631 702 0682

## Global Headquarters

Mobile Marketing Association  
 41 E. 11th Street  
 11th Floor  
 New York, NY 10003  
  
 NY+1 646 257 4515  
[mma@mmaglobal.com](mailto:mma@mmaglobal.com)



# Mobile Marketing Association

## Calendar of Events

**JUNE 8, 2015**

### **MMA Forum London**

London, UK

<http://www.mmaglobal.com/forumlondon2015>

**JULY 26–28, 2015**

### **CEO & CMO Summit**

Sonoma, CA, USA

<http://www.mmaglobal.com/ceosummit>

**MAY 28, 2015**

### **SMoX Roadshow**

Dallas, TX, USA

<http://www.mmaglobal.com/smoxroadshow>

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

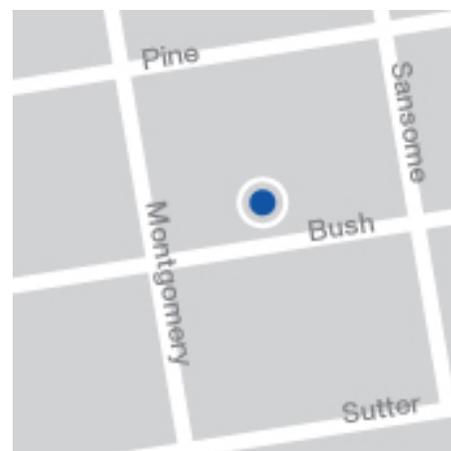
Todd Parker  
*Managing Director, Hidden River*  
 tparker@hiddenriverllc.com  
 + 1 415 317 2121

DEDICATED  
 EXCLUSIVELY TO THE  
 MOBILE ECOSYSTEM

### San Francisco Office

Hidden River, LLC  
 268 Bush Street  
 San Francisco, CA 94104

info@hiddenriverllc.com





# STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

If you would like to be removed from the distribution list for the Mobile Marketing Newsletter of the Mobile Marketing Association, Inc. ("MMA") and Hidden River, LLC ("Hidden River"), please contact the MMA at [mma@mmaglobal.com](mailto:mma@mmaglobal.com). The information contained herein is obtained from sources we believe to be reliable but its accuracy and completeness, and that of the opinions based thereon, are not guaranteed. As a condition to receiving such Mobile Marketing Newsletter, you agree that Hidden River and MMA are not liable for anything contained within such Mobile Marketing Newsletter. Hidden River, MMA, and/or any of their affiliates, may have an interest in the securities or companies discussed herein. All rights reserved by Hidden River, LLC and the Mobile Marketing Association, Inc. 2012  
Copyright Hidden River, LLC and Mobile Marketing Association, Inc.

[www.mmaglobal.com](http://www.mmaglobal.com)

[www.hiddenriverllc.com](http://www.hiddenriverllc.com)



Hidden River