



**MOBILE  
MARKETING  
ASSOCIATION**



**Hidden River**



# MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION  
DECEMBER 2013

messaging . advertising . apps . mcommerce

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# A Year of Transformation

The new-year invariably kicks off with a slew of predictions, many of which are being usefully defined and shared by our global and regional board members, and many of which are likely to come to fruition or certainly build in momentum. The one area that we feel is certain to gain momentum and have a huge impact on how the mobile industry develops in 2014 is the number of brands that we will see moving from the sidelines and fully into the game.

The impact of this will be seen both in the gains in mobile spend as brands move away from the 1% average that we've been seeing and start moving towards 10-15% mobile spend with increased ROIs as a result. We will also start to see how mobile is driving both innovation in marketing and transformation of business.

As always, the MMA will be providing support and guidance for the entire industry, shining a light on inspiration, capability development, measurement and advocacy allowing all constituents to continue building their businesses, with mobile at its core.

We look forward to supporting you and the industry. **I wish you much success in 2014.**

Onwards,

Greg Stuart

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# Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
<b>Gary King</b>	Chief Information Officer, T-Mobile	Chief Information Officer, Chico's FAS	T-Mobile is a mobile telephone operator headquartered in Bonn, Germany. It is a subsidiary of Deutsche Telekom.	12/20/13
<b>Rose Cameron</b>	Senior Vice President, RAPP	Head of Strategy, Hornall Anderson	RAPP is a leading marketing agency on the web and mobile.	12/17/13
<b>Bridgett Judd</b>	Vice President & Executive Director, Digital, Innocean USA	Group Director, Digital Innovation, Saatchi & Saatchi	Innocean USA is a full service advertising agency.	12/17/13
<b>Danielle Reardon</b>	Vice President, Group Account, 360i	Vice President, Group Account Director, Digitas	360i is a marketing agency that drives results for Fortune 500 marketers through insights, ideas and technologies.	12/17/13
<b>Lee Marshall</b>	Chief Operating Officer, Lively	Chief Operating Officer, NRS Media	Lively is a mobile app that allows music fans to download live recordings from artists.	12/16/13
<b>Zach Varnell</b>	Vice President, Audio Engineering and Production, Lively	Instructor, Tacoma School of the Arts	Lively is a mobile app that allows music fans to download live recordings from artists.	12/16/13
<b>Dan Horton</b>	Senior Vice President, Product and Technical Operations, Lively	Chief Technology Officer, Who's Calling	Lively is a mobile app that allows music fans to download live recordings from artists.	12/16/13
<b>Joshua Batchelder</b>	Vice President, Video Production, Lively	Editor and Media Producer, Peak Creative Media	Lively is a mobile app that allows music fans to download live recordings from artists.	12/16/13
<b>Barak Ben-Gal</b>	Chief Financial Officer, Findly	Chief Financial Officer, Sunrun	Findly is a global talent acquisition platform on the web and mobile.	12/13/13
<b>Ali Byrd</b>	Chief Financial Officer, Movable Ink	Senior Vice President, SecondMarket	Movable Ink is a leading provider of Agile Email Marketing technology on the web, social media and mobile.	12/13/13
<b>Simon Hayhurst</b>	Senior Vice President, Product, Rocket Fuel	Senior Vice President, Product Management, YuMe	Rocket Fuel is the developer of a leading programmatic media-buying platform that improves marketing ROI in digital media across web, mobile, video and social channels.	12/10/13
<b>Emily White</b>	Chief Operating Officer, Snapchat	Director, Business Operations, Instagram	Snapchat is a photo messaging application.	12/4/13
<b>Jean-Louis Constanza</b>	Chief Innovation Officer, Criteo	Director, Orange Vallée	Criteo is a global leader in Performance Display. The company measures purely on post-click performance and offers a turnkey pay-per-click model.	12/3/13
<b>Jim McNamara</b>	Senior Vice President, Global Sales, Umbel	Head of Sales, Precision Market Insights, Verizon	Umbel provides analytic support for publishers in digital, social and mobile.	12/3/13
<b>Chris Reed</b>	Executive Vice President, Account Management, DigitasLBI	Client Services Director, BBDO	DigitasLBI, a global digital agency network, partners with many marketers and brands in travel, financial services, telecoms and retail.	11/26/13
<b>Randy Stewart</b>	Product Manager, EveryMove	Product Manager, Cheezburger, Inc.	EveryMove is a fitness mobile app company.	11/20/13
<b>Davin Power</b>	Executive Vice President, Account Management, Chicago Office, DigitasLBI	Global Leader, BBDO	DigitasLBI, a global digital agency network, partners with many marketers and brands in travel, financial services, telecoms and retail.	11/19/13
<b>Rob Deichert</b>	Chief Operating Officer, North America, Criteo	Senior Vice President, Business Operations, Exponential	Criteo is a global leader in Performance Display. The company measures purely on post-click performance and offers a turnkey pay-per-click model.	11/19/13
<b>Andrew Light</b>	Vice President of Strategy, SapientNitro	Vice President, Consulting, Price Waterhouse Coopers	SapientNitro, part of Sapient, is an advertising agency known for its storyscaping.	11/12/13
<b>Howard Goldkrand</b>	Director of Innovation, SapientNitro	Director of Innovation, Modernista!	SapientNitro, part of Sapient, is an advertising agency known for its storyscaping.	11/12/13
<b>George Panopoulos</b>	Vice President, Client Services, SapientNitro	Senior Vice President, General Manager, Critical Mass	SapientNitro, part of Sapient, is an advertising agency known for its storyscaping.	11/12/13
<b>Lars Bastholm</b>	Chief Creative Officer, Rosetta	Chief Executive Officer, Cheil USA	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.	11/12/13

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
<b>Neil Shapiro</b>	Vice President of Sales, UberMedia	Vice President, East, Verve Mobile	UberMedia is a leading developer of mobile apps and web-based services that make it easier for users to follow, and communicate on social media.	11/12/13
<b>Greg Sugar</b>	Vice President, Business Development, Tout	Senior Director, Ad Revenue, Zynga	Tout is a social media platform that combines social networking with the power of video to deliver conversational experiences to users via smartphones and webcams.	11/12/13
<b>Walt Cheruk</b>	Vice President, Agency and Media Development, Eastern Region, [x+1]	Executive Vice President, Digital Media, Carat	[x+1] is a marketing technology company based in New York.	11/12/13
<b>Jennifer Hyman</b>	Chief Marketing Officer, ShareThis	Vice President, Marketing, DoubleVerify	ShareThis is an advertising firm that helps contents become more engaging both on the web and on mobile.	11/5/13
<b>Michael McQuhae</b>	Executive Producer/Managing Director, B-Reel	Executive Producer, H.S.I. Productions	B-Reel is a production company and has produced integrated digital campaigns, TV commercials, documentaries, web experiences, online show, mobile experiences, games and print.	11/5/13
<b>John Chen</b>	Chief Executive Officer, BlackBerry	President, Sybase	BlackBerry is a telecommunication and wireless equipment company best known as the developer of the BlackBerry brand of smartphones and tablets.	11/4/13
<b>Teddy Goldstein</b>	Director of Sales, Plethora Mobile	Director of Mobile Entertainment, Tatango	Plethora Mobile is a mobile media demand side platform that allows brands, agencies, and app developers access to billions of mobile media impressions from around the globe.	10/29/13
<b>Jeremy Sigel</b>	Client Director, Mobile, Essence	Senior Manager, Mobile Marketing, Nokia	Essence is a digital agency based in London, New York, San Francisco, Seattle & Singapore that delivers strategy, media, creative and social solutions globally. They are the digital agency for clients such as Google, eBay and Expedia.	10/29/13
<b>Meredith Yoder</b>	Director, Marketing Analytics, King Fish Media	Vice President/Director, Strategy & Analysis, Digitas	King Fish is a leading provider of content based marketing solutions. It delivers programs designed to help marketers meet their campaign objectives for retaining customers.	10/29/13
<b>Joe McDonagh</b>	Chief Strategy Officer, WINTR	Deputy Director, Creative and Content, Bill & Melinda Gates Foundation	WINTR is a digital creative company. It uses its technology and design to create digital experiences to engage users. It has focused its technology on the web as well as mobile.	10/29/13
<b>Michael Takeshita</b>	Vice President, Digital Design Director, RPA	Creative Director, TBWA	RPA is an American advertising and marketing agency headquartered in Santa Monica, California. It was founded in 1986 by Gerry Rubin and Larry Postauer and currently employs approximately 500 associates.	10/22/13
<b>Olivier Gers</b>	Global President, Liquid Thread, Starcom MediaVest Group	General Manager, Fremantle Media Licensing	Starcom MediaVest Group (SMG) is a leading global media communications agency with offices in 67 countries and is part of the Publicis Groupe.	10/22/13
<b>Todd Fischer</b>	Vice President, Client Management, GMR Marketing	Head of Sponsorship Marketing, State Farm	GMR Marketing is one of the world's largest engagement marketing agencies. Headquartered in New Berlin, Wisconsin, it has 25 offices in 12 countries on four continents.	10/22/13
<b>Tim Spengler</b>	President, Content Marketing and Revenue Strategy, Clear Channel Media and Entertainment	Senior Executive, Interpublic Group	Clear Channel Media and Entertainment, part of Clear Channel Communications, focuses on providing a multi-platform advertising and marketing opportunities for partners and world-class entertainment for listeners and users.	10/22/13
<b>James Smith</b>	Vice President, North American Marketing, Sitecore	Head of Demand Generation, SolarCity	Sitecore is a global software company which combines web content management with marketing automation, email marketing, social media, e-commerce, optimization and analytics into a single, unified platform.	10/22/13
<b>Joe Lindsay</b>	Vice President of Technology, Local Corporation	Vice President of Engineering, Brand Affinity Technologies	Local Corporation is a leading national online media company that connects merchants and consumers both on the Internet and mobile.	10/22/13
<b>Jeff Maerov</b>	Senior Vice President/Group Creative Director, DigitasLBi	Group Creative Director, DraftFCB Orange County	DigitasLBi a global digital agency network, partners with many marketers and brands in the world.	10/15/13

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# Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
<b>Carlos Brito</b>	Principal Developer - Founding Team, Addappt	Principal Development Lead, Microsoft	Addappt is a mobile address book startup that allows users to change contact info once and see it update on all connections.	10/15/13
<b>Tom Flint</b>	Senior Director of Strategy, Digitaria	Director of Digital, Gabriel DeGrood Bendt	Digitaria is a pioneer in digital marketing and technology, providing unique, innovative solutions to an array of clients around the world.	10/8/13
<b>Brian Clevenger</b>	Executive Creative Director, Clock Four	Creative Director, Marketing, Rosetta	Clock Four is a San Francisco-based, full-service web and mobile marketing consulting agency that delivers integrated strategy, experience design and technology solutions that take critical e initiatives from strategic planning through deployment, and manage them to meet evolving user and market demands.	10/8/13
<b>Josh Teixeira</b>	Vice President, Director of Strategy, BEAM	Vice President, Product Strategy, Big Spaceship	Beam Interactive is a 75+ team of strategists, managers, designers, writers, architects, developers, and data analysts in advertising.	10/8/13
<b>Rachel Theran</b>	Director, Strategy, BEAM	Vice President, CRM Strategy, Mullen	Beam Interactive is a 75+ team of strategists, managers, designers, writers, architects, developers, and data analysts in advertising.	10/8/13
<b>Jeff Geheb</b>	Chief Technology Officer, VML	Chief Technology Officer, Saepio Technologies	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.	10/8/13
<b>Tiffany Kirk</b>	Vice President/Managing Director, Local Broadcast Team LA, Horizon Media	Vice President, Director Activation at 4D (Publicis Groupe)	Horizon Media is an independent media services agency.	10/8/13
<b>Tony Clement</b>	Strategy Director/ Head of Data, Big Spaceship	Head of Strategic Planning, TBG Digitals	Big Spaceship helps people interact with brands and businesses by connecting experiences, products and platforms.	10/1/13

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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# Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 1/1/14	Stock Price 12/1/13	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
<b>Indexes</b>											
		S&P 500	1,848.36	1,805.81	2.4%	1,849.44	1,451.64				
		NASDAQ Composite	4,176.59	4,059.89	2.9%	4,177.73	3,076.60				
		Russel 3000	1,108.29	1,081.59	2.5%	1,109.05	862.88				
<b>Large-Cap (&gt; \$10B)</b>											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 59.88	\$ 56.78	5.5%	\$ 61.09	\$ 37.36	\$29,933	\$28,273	\$4,055	7.0X
Alcatel-Lucent	ALU	NYSE	4.40	4.31	2.1%	4.68	1.27	12,278	15,524	19,203	0.8X
America Movil	AMX	NYSE	23.37	23.24	0.6%	25.71	18.26	54,180	87,619	60,595	1.4X
Apple Inc.	AAPL	NASDAQ	561.02	556.07	0.9%	575.14	385.10	504,771	481,185	170,910	2.8X
AT&T	T	NYSE	35.16	35.21	-0.1%	39.00	32.76	185,223	260,905	128,167	2.0X
Barti Airtel	BHARTIARTL.BO	BSE	5.46	5.23	4.3%	6.04	4.86	21,806	33,485	14,273	2.3X
CenturyLink	CTL	NYSE	31.85	30.70	3.7%	42.01	29.93	18,826	39,142	18,136	2.2X
China Mobile	CHL	NYSE	52.29	54.24	-3.6%	59.73	47.74	210,227	137,274	89,210	1.5X
Dentsu	4324:JP	TSE	40.94	41.62	-1.6%	42.71	26.03	11,807	14,066	22,274	0.6X
Fiserv, Inc.	FISV	NASDAQ	59.05	54.95	7.5%	59.28	39.51	15,231	18,841	4,707	4.0X
Google	GOOG	NASDAQ	1,120.71	1,059.59	5.8%	1,121.00	695.52	310,079	258,803	57,386	4.5X
Microsoft	MSFT	NASDAQ	37.41	38.13	-1.9%	38.98	26.28	312,297	247,826	80,370	3.1X
Motorola Solutions	MSI	NYSE	67.50	65.88	2.5%	67.67	53.28	17,463	17,093	8,633	2.0X
Neustar, Inc.	NSR	NYSE	91.65	88.58	3.5%	91.65	60.07	19,541	20,501	9,004	2.3X
Nippon Telegraph & Telephone Corp.	NTT	NYSE	27.04	25.23	7.2%	27.35	20.64	61,473	140,776	113,946	1.2X
Nokia	NOK	NYSE	8.11	8.06	0.6%	8.18	3.02	30,372	27,236	33,183	0.8X
Omnicom	OMC	NYSE	74.37	71.45	4.1%	74.50	50.40	19,140	22,984	14,471	1.6X
Publicis Groupe	PUB.PA	Paris	91.65	88.58	3.5%	91.65	60.07	19,541	20,501	9,004	2.3X
Samsung	005930.KS	KRX	1,300.04	1,411.70	-7.9%	1,492.09	1,049.23	191,495	163,274	205,176	0.8X
Sprint	S	NYSE	10.75	8.39	28.1%	11.47	5.15	42,271	68,328	35,360	1.9X
Telefonica S.A.	TEF	NYSE	16.34	16.43	-0.5%	18.05	12.31	74,364	158,999	76,821	2.1X
Telenor	TELNF	OTC	23.79	24.08	-1.2%	25.18	19.45	36,082	44,432	17,440	2.5X
TIM	TSU	NYSE	26.24	24.78	5.9%	27.41	16.85	12,688	12,688	9,414	1.3X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	13.35	15.32	-12.9%	17.80	12.76	11,748	9,340	6,130	1.5X
Vodafone Group	VOD	NASDAQ	39.31	37.09	6.0%	39.44	24.42	190,501	231,927	65,283	3.6X
WPP Group	WPPGY	NASDAQ	114.86	110.76	3.7%	115.40	72.50	30,952	35,880	16,859	2.1X
Yahoo!	YHOO	NASDAQ	40.44	36.98	9.4%	41.05	18.89	41,024	39,419	4,760	8.3X
					<b>Average</b>			92,049	97,642	47,954	2.5X
					<b>Median</b>			30,952	39,142	19,203	2.1X
<b>Mid-Cap (\$2B - \$10B)</b>											
Axiom Corporation	ACXM	NASDAQ	\$ 36.98	\$ 33.28	11.1%	\$ 38.71	\$ 16.43	\$2,778	\$2,805	\$1,093	2.6X
BlackBerry	BBRY	NASDAQ	7.44	6.33	17.5%	18.32	5.44	3,903	1,835	8,515	0.2X
Gemalto	GTOFF	OTC	110.25	113.17	-2.6%	117.91	74.11	9,704	9,359	3,089	3.0X
GFK Retail and Technology UK	GFK:DE	Xetra	55.68	57.09	-2.5%	61.99	46.81	2,033	2,672	1,982	1.3X
Interpublic Group of Companies	IPG	NYSE	17.70	17.40	1.7%	17.80	11.26	7,777	9,185	7,063	1.3X
LG	034220.KS	KRX	24.02	23.06	4.2%	29.89	20.33	8,595	10,009	26,157	0.4X
Pandora Media Inc.	P	NYSE	26.60	28.40	-6.3%	31.94	9.11	5,167	4,719	588	8.0X
VIVO S.A. (formerly Telefonica Brazil)	VIV	NYSE	16.95	17.18	-1.3%	23.48	16.14	6,466	6,607	N/A	N/A
ZTE	000063.SZ	Shenzhen	2.16	2.68	-19.3%	2.98	1.46	6,062	10,732	13,518	0.8X
Zynga	ZNGA	NASDAQ	3.80	4.35	-12.6%	4.55	2.34	2,360	1,261	1,008	1.3X
					<b>Average</b>			5,485	5,919	7,001	2.1X
					<b>Median</b>			5,615	5,663	3,089	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

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# Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 1/1/14	Stock Price 12/1/13	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value ( in Millions )	Revenue (LTM)	Revenue Multiple (EV/Rev.)
<b>Indexes</b>		S&P 500	1,848.36	1,805.81	2.4%	1,849.44	1,451.64				
		NASDAQ Composite	4,176.59	4,059.89	2.9%	4,177.73	3,076.60				
		Russel 3000	1,108.29	1,081.59	2.5%	1,109.05	862.88				
<b>Small-Cap (&lt; \$2B)</b>											
<b>2Ergo Group PLC</b>	RGO	LSE	\$ 0.04	\$ 0.04	-4.2%	\$ 0.24	\$ 0.02	\$15	\$14	\$9	1.5X
<b>Bango</b>	BGO	LSE	2.29	2.33	-2.1%	4.40	1.93	104	94	18	5.2X
<b>Blue Calypso Inc.</b>	BCYP	OTC	0.14	0.16	-13.4%	0.45	0.09	24	24	0	N/A
<b>Boingo wireless</b>	WIFI	NASDAQ	6.41	6.53	-1.8%	8.11	5.35	228	148	106	1.4X
<b>Cincinnati Bell</b>	CBB	NYSE	3.56	3.20	11.2%	5.64	2.62	741	3,073	1,323	2.3X
<b>Digimarc Corporation</b>	DMRC	NASDAQ	19.26	18.73	2.8%	26.79	17.85	140	107	37	2.9X
<b>Glu Mobile</b>	GLUU	NASDAQ	3.88	3.69	5.2%	4.14	2.00	303	275	97	2.8X
<b>Hipcricket</b>	HIPP	NASDAQ	0.45	0.53	-14.9%	0.90	0.26	70	71	28	2.5X
<b>Internetq Plc</b>	INTQ	LSE	4.90	4.88	0.4%	5.57	2.69	191	184	109	1.7X
<b>Lenco Mobile</b>	LNCM	OTC	0.04	0.02	60.0%	0.20	0.02	3	4	15	0.3X
<b>Marchex</b>	MCHX	NASDAQ	8.65	9.38	-7.8%	10.00	3.47	260	235	150	1.6X
<b>MDC Partners</b>	MDCA	NASDAQ	25.51	22.76	12.1%	26.01	7.54	1,204	2,020	1,118	1.8X
<b>MEDL Mobile</b>	MEDL	OTC BB	0.26	0.27	-4.5%	0.51	0.10	12	10	2	4.6X
<b>Millennial Media</b>	MM	NYSE	7.27	6.36	14.3%	14.66	5.78	772	651	220	3.0X
<b>Mobivity (Formerly CommerceTel)</b>	MFON	OTC BB	1.89	2.35	-19.6%	4.44	0.84	31	31	4	7.7X
<b>Oi (Formerly Telemar)</b>	OIBR	NYSE	1.52	1.53	-0.6%	4.42	1.47	1,822	15,552	13,492	1.2X
<b>Opera Software ASA</b>	OPERA.OL	Oslo	13.65	12.22	11.7%	13.66	5.61	1,805	1,735	271	6.4X
<b>Single Touch Systems Inc.</b>	SITO	OTC BB	0.54	0.56	-4.0%	0.95	0.45	76	79	8	10.1X
<b>Smith Micro Software Inc</b>	SMSI	NASDAQ	1.48	1.41	5.0%	1.78	0.79	55	37	43	0.9X
<b>Tanla Solutions Limited</b>	TANLA	NSE	0.08	0.06	36.2%	0.12	0.04	8	8	22	0.4X
<b>Telecom Argentina S.A.</b>	TEO	NYSE	17.24	20.00	-13.8%	21.56	11.72	1,662	778	4,904	0.2X
<b>TeleCommunication Systems, Inc. (TCS)</b>	TSYS	NASDAQ	2.32	2.31	0.4%	3.21	1.82	136	228	416	0.5X
<b>Unwired Planet</b>	UPIP	NASDAQ	1.38	1.50	-8.0%	2.47	1.23	151	124	0	N/A
<b>ValueClick</b>	VCLK	NASDAQ	23.37	21.40	9.2%	32.25	18.62	1,560	1,701	659	2.6X
<b>Voltari Corporation (Formerly Motricity)</b>	VLTC	NASDAQ	3.43	4.16	-17.5%	7.50	3.20	16	16	90	0.2X
<b>Velti</b>	VELT	NASDAQ	0.06	0.09	-38.8%	5.79	0.04	5	6	232	0.0X
					<b>Average</b>			438	1,046	899	2.6X
					<b>Median</b>			138	116	94	1.7X

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# M&A Transactions

## TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
12/26/2013	<b>Tektronix Communications</b>	Newfield Wireless	Newfield Wireless is a developer of next-generation mobile network optimization solutions with geoanalytic intelligence.	
12/26/2013	<b>Naver</b>	Gogolook	Gogolook is the developer of Whoscall, a caller ID app on the iOS and Android.	\$17.6
12/19/2013	<b>Grupo Diusframi</b>	I-Parquing	I-Parquing is a developer of mobile apps.	
12/18/2013	<b>BroadSoft</b>	Finocom AG	Finocom AG is a Cologne-based provider of cloud-based unified communication services.	\$9.0
12/18/2013	<b>Cisco</b>	Collaborate.com	Collaborate.com is a company that develops mobile tools for document sharing, task management and team communication.	
12/18/2013	<b>CalAmp Corp.</b>	Radio Satellite Integrators, Inc.	Radio Satellite Integrators is a provider of mobile resource management solutions to city and county government agencies.	
12/17/2013	<b>Amazon</b>	GoPago	GoPago is a cloud-based mobile payment platform with an integrated point of sales system.	
12/17/2013	<b>PayPal</b>	StackMob	StackMob is a mobile backend-as-a-service startup that helps mobile apps functions connect to cloud services.	
12/17/2013	<b>Facebook</b>	SportStream	SportStream provides second screen experience for sports. The experience is powered by its flagship product, SportsBase and is delivered to fans through apps on iPhone, iPad and the web.	
12/13/2013	<b>6 Wunderkinder</b>	Moped	Moped is a free messaging app that lets users send messages from desktop and mobile.	
12/13/2013	<b>OneCom</b>	The Communications Centre	The Communications Centre is a leading provider in mobile, fixed voice and data solutions for businesses.	
12/12/2013	<b>LifeLock</b>	Lemon	Lemon is the developer of Lemon Wallet which helps store users' cards on their phones.	\$42.6
12/12/2013	<b>Square Inc.</b>	Evenly	Evenly is a mobile payment company that makes it easy for friends to send and receive payments for splitting bills and other expenses.	
12/12/2013	<b>AutoNavi Holdings</b>	Alohar Mobile Inc.	Alohar Mobile Inc. is a developer of mobile applications software.	\$30.0
12/12/2013	<b>Marketo Inc.</b>	Insightera Ltd.	Insightera Ltd. is a real-time personalization platform for websites and mobile applications services.	
12/12/2013	<b>Spindle</b>	Yowza!!	Yowza!! is a mobile coupons app developer.	
12/09/2013	<b>Guard Systems</b>	ePocket Solutions	ePocket Solutions is an Oslo-based developer of wireless communication software.	
12/09/2013	<b>Koch Media</b>	Fishlabs Entertainment	Fishlabs Entertainment is a Hamburg-based developer of mobile games.	
12/09/2013	<b>Brightstar</b>	20:20 Mobile	20:20 Mobile is a leading provider of hardware to the European mobile industry.	
12/06/2013	<b>NovelPay*</b>	ClickPay	ClickPay is a developer of electronic payment software on the web and mobile.	

\* Note: NovelPay and ClickPay was actually a merger.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

\* Data collected in this issue of Mobile Smart Fundamentals was collected throughout December 1-31, 2013.

# M&A Transactions

## TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
12/04/2013	<b>Yahoo!</b>	DWA Investments Inc.	DWA Investments Inc. is a developer of movie sharing mobile application.	
12/04/2013	<b>Booking.com</b>	eBuddy	eBuddy is a Dutch software company specializing in mobile and web-based messaging services.	
12/04/2013	<b>Slyce</b>	Hovr.it	Hovr.it is a Toronto-based company that enables users to search for products using images or photos.	
12/03/2013	<b>Publicis Groupe SA</b>	Synergize Digital Pty Ltd.	Synergize Digital is a digital marketing solutions company based in Johannesburg leveraging pull strategies, web and mobile development, SEO and social media.	
12/03/2013	<b>Square Inc.</b>	Viewfinder	Viewfinder is the developer of an image sharing app.	
12/03/2013	<b>Blinkx</b>	Rhythm NewMedia	Rhythm NewMedia is a mobile video ad platform developer.	\$65.0
11/27/2013	<b>Byliner</b>	Seesaw	Seesaw is a mobile app that helps people connect stories and make life decisions.	
11/27/2013	<b>Live Nations Lab</b>	Meexo	Meexo is an iOS social network app developer.	
11/26/2013	<b>Altice VII S.a.r.l.</b>	Orange Dominicana S.A.	Orange Dominicana is the mobile operator in the Dominican Republic.	\$1,400.0
11/25/2013	<b>Gamevil</b>	Everple	Everple is a mobile gaming company.	
11/22/2013	<b>Mobiquity</b>	Mobility Effect	Mobility Effect offers end-to-end mobility professional services across all mobile application technology for enterprises.	
11/21/2013	<b>Boku</b>	Qubecell	Qubecell is an India-based direct carrier billing company.	
11/21/2013	<b>Gamestop</b>	Spring Mobile	Spring Mobile is an AT&T wireless retailer.	
11/21/2013	<b>BARTEC Group</b>	Pixavi	Pixavi is a world supplier of mobile communication devices and wireless infrastructure for hazardous areas.	
11/21/2013	<b>Alibaba Group</b>	Umeng	Umeng is a prominent mobile app analytics and developer services platform in China.	
11/18/2013	<b>Oracle</b>	Bitzer Mobile	Bitzer Mobile provides a platform that allows IT personnel to mobilize existing enterprise applications very rapidly.	
11/14/2013	<b>Under Armour</b>	MapMyFitness	MapMyFitness operated a suite of fitness-oriented websites and apps including mapmyrun.com, maymyhike, mapmywalk and mapmytri.com.	\$150.0
11/14/2013	<b>Textura</b>	LATISTA	LATISTA is a provider of mobile-enabled solutions for construction project collaboration.	\$35.0
11/13/2013	<b>IBM Corporation</b>	Fiberlink Communications	Fiberlink Communications provides mobility as a service (MaaS) that helps enterprises to connect, control, and secure laptops and mobile devices.	
11/13/2013	<b>Lonely Planet</b>	TourstEye	TouristEye is a mobile travel app.	
11/08/2013	<b>WPP PLC</b>	Bottle Rocket Apps	Bottle Rocket Apps is a Dallas-based developer of mobile applications solution software.	

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

\* Data collected in this issue of Mobile Smart Fundamentals was collected throughout December 1-31, 2013.

# M&A Transactions

## TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
11/08/2013	<b>Provide Commerce Inc.</b>	Sincerely Inc.	Sincerely Inc. is a San Francisco-based provider of mobile applications.	
11/07/2013	<b>AccuWeather</b>	Sky Motion Research Inc.	Sky Motion Research is a Montreal-based developer of a weather forecasting app.	
11/05/2013	<b>Synacor Inc.</b>	Teknision Inc.	Teknision is a mobile product development company based in Ottawa that is focused on merging design and technology to create transformative user experiences on a variety of connected devices.	
11/05/2013	<b>PointClear Solutions</b>	Worry Free Labs Inc.	Worry Free Labs Inc. is a New York-based developer of mobile software.	
11/05/2013	<b>Bluefin Software</b>	Peakware	Peakware is the developer of health fitness apps like Run Tracker Pro, Cycle Tracker Pro and Walk Tracker Pro.	
11/05/2013	<b>Mobile Web America, Inc.</b>	Kishkee	Kishkee provides free & premium mobile websites to SMBs.	
11/05/2013	<b>Bharti Airtel Ltd.</b>	Warid Group	Warid Group has operations in the Republic of Congo and is the third largest mobile operator in the country.	
10/28/2013	<b>OBJ Enterprises Inc.*</b>	Novalon Games	Novalon Games is a developer of mobile application software.	
10/25/2013	<b>Dekatel Telecom BV</b>	RVS Networks BV	RVS Networks BV is a Harderwijk-based provider of telecommunications services.	
10/25/2013	<b>Evolving Systems Inc.*</b>	Telespree Communications	Telespree Communications is a provider of cloud-based wireless data services.	\$2.3
10/24/2013	<b>Groupe Outremer Telecom SA</b>	Mobius SAS	Mobius SAS is a La Possession-based provider of mobile telecommunication services, and a majority-owned unit of Ykso SAS.	
10/24/2013	<b>FiddleFly Inc.</b>	Tappgala.com	Tappgala.com is a provider of mobile web designs.	
10/23/2013	<b>InfoVista SA</b>	Aexio Software Sdn Bhd	Aexio is a Petaling Jaya-based provider of mobile software solutions.	
10/23/2013	<b>Phoenix Technologies Ltd.</b>	iolo Technologies, LLC	iolo Technologies is a developer in performance optimization software for personal computers and mobile devices.	
10/22/2013	<b>Google Inc.</b>	FlexyCore	FlexyCore is the creator of software solutions for smartphones and sells two products: Ispectrum for the iPhone and droidBooster, an Android Accelerator that makes Android systems ten times faster.	
10/21/2013	<b>Talus Labs</b>	Gumiyo	Gumiyo is a Los Angeles-based mobile software developer.	
10/18/2013	<b>Bharti Airtel Ltd.*</b>	Wireless Business Svcs Pvt Ltd.	Wireless Business Services Pvt Ltd (WBSPL) is a provider of wireless telecommunications services, from Qualcomm India Pvt Ltd.	\$914.5
10/16/2013	<b>Softbank Corp.</b>	Supercell	Supercell is a Finnish mobile game maker.	\$1,530.0

\* Note: OBJ Enterprises acquired the undisclosed remaining interest.

\* Note: Evolving Systems acquired the entire capital of Telespree Communications. This consisted of \$1,500,000 in cash plus \$791,000 in common shares.

\* Note: Bharti Airtel acquired the remaining 49% stake which it did not already own in Wireless Business Services Pvt Ltd.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

\* Data collected in this issue of Mobile Smart Fundamentals was collected throughout December 1-31, 2013.

# M&A Transactions

## TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
10/15/2013	<b>FiddleFly Inc.</b>	MobileAwesomeness.com	MobileAwesomeness.com is a provider of mobile web designs.	
10/14/2013	<b>Facebook</b>	Onavo Inc.	Onavo is a Palo Alto-based developer of mobile applications.	\$120.0
10/11/2013	<b>Pegasystems Inc.</b>	Antenna Software Inc.	Antenna Software Inc is a Jersey City-based developer of mobile application software.	\$27.7
10/10/2013	<b>Airpush</b>	Hubbl	Hubbl is the maker of app discovery and personalization technologies.	\$15.0
10/04/2013	<b>First Data Corp.</b>	Perka Inc.	Perka Inc. is a cardless loyalty mobile application developer.	

\* Note: PT Axis Telekom sold 95% stake to XL Axiata while 5% remained with local Indonesian shareholders.

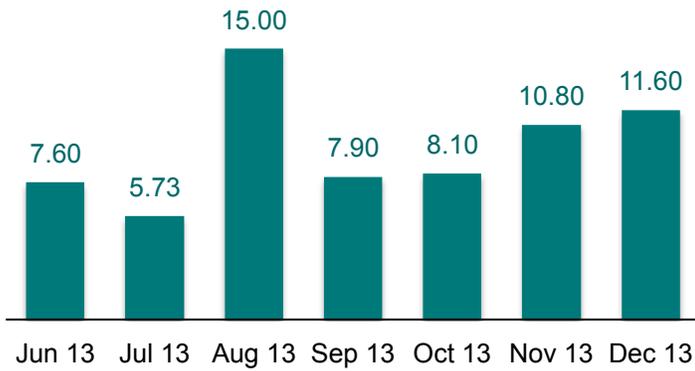
\* Note: Telefonica SA raised its interest in Telco to 66% from 46.18% by acquiring a 19.82% stake.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

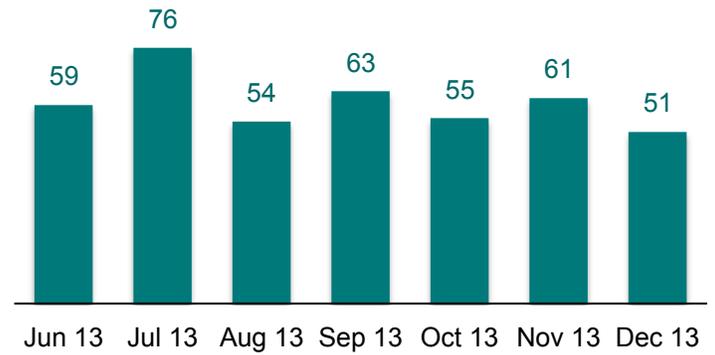
\* Data collected in this issue of Mobile Smart Fundamentals was collected throughout December 1-31, 2013.

# Financing Transactions Overview

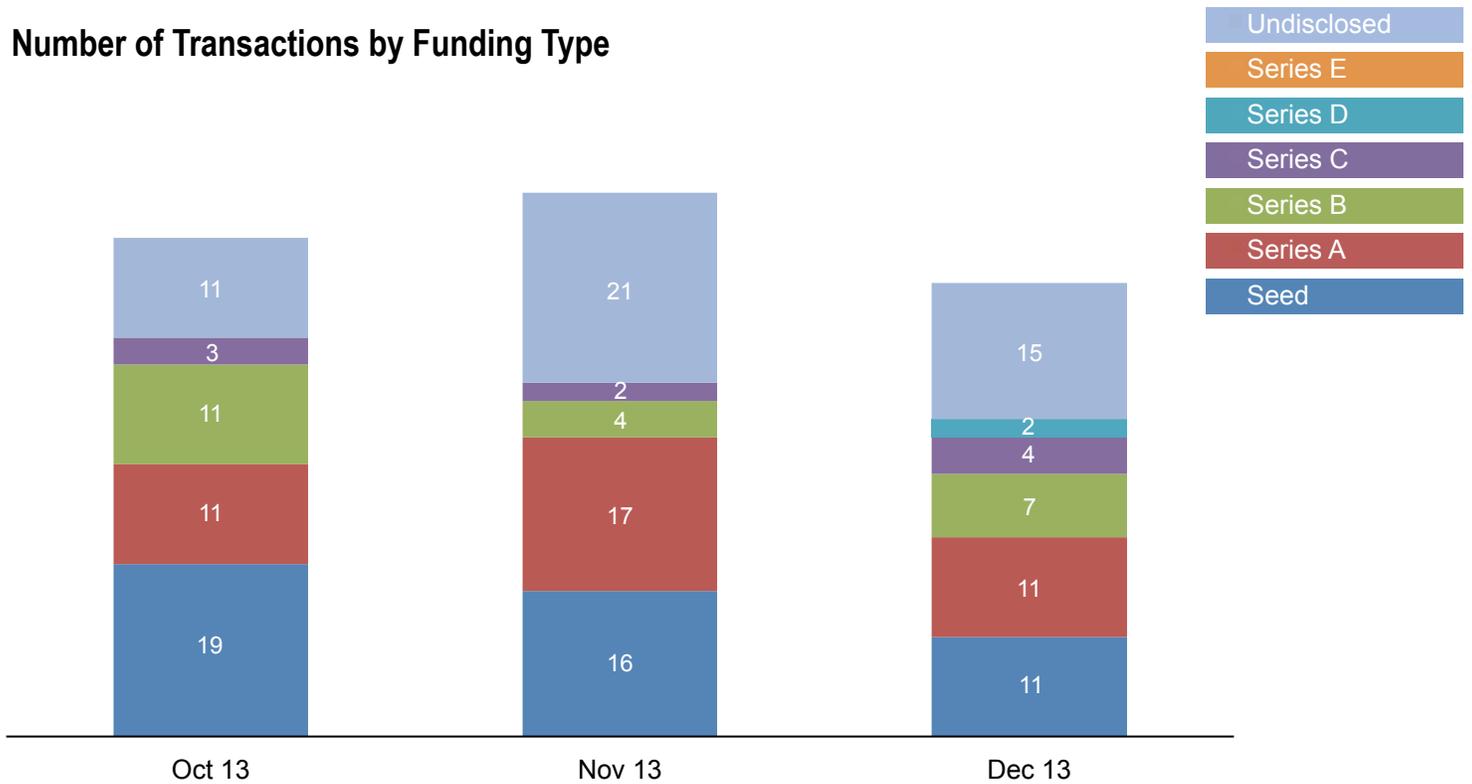
**Average Value of Transactions (\$MM)**



**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 December 1-31, 2013.

# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>ScrollMotion</b>	Private	ScrollMotion builds is a SaaS company that offers a platform for sales, marketing, and training communications on mobile tablets.	12/30/13	\$7.0*	Series D	Undisclosed
<b>Elephanti</b>	Private	Elephanti is a smartphone app and website that helps users search online for products, services and menus.	12/30/13	\$4.5	Seed	LMJ Holdings
<b>Plain Vanilla</b>	Private	Plain Vanilla is the developer of a real-time multiplayer quiz platform for mobile devices.	12/26/13	\$22.0	Series B	Sequoia Capital, Tencent, Greycroft Partners, BOLDstart Ventures, e.ventures
<b>Pushd</b>	Private	Pushd is a secretive mobile startup.	12/26/13	\$1.0	Undisclosed	Undisclosed
<b>Zimperium</b>	Private	Zimperium is a privately owned mobile security startup based in Israel.	12/23/13	\$8.0	Undisclosed	Sierra Ventures
<b>Celebcalls</b>	Private	Celebcalls help users send customized phone calls from celebrities.	12/23/13	\$2.8	Series A	Kevin McKim
<b>Hightower</b>	Private	Hightower uses leasing activity data to instantly create analytical insights into commercial real estate portfolios and reports can be accessed on their app and web.	12/21/13	\$2.1	Seed	Bessemer Venture Partners, Thrive Capital, RRE Ventures, Red Swan Ventures
<b>Cyanogen</b>	Private	Cyanogen is the developer of CyanogenMod: a customized, aftermarket firmware distribution for several Android devices.	12/19/13	\$22.0	Series B	Andreessen Horowitz
<b>FlyCleaners</b>	Private	FlyCleaners is an app that allows users to have their laundry picked up and dry cleaned.	12/19/13	\$2.0	Seed	Zelkova Ventures, Jay Levy
<b>Foursquare</b>	Private	Foursquare is a check-in app that allows users to unlock badges for discovering new places, doing new things and meeting new people.	12/19/13	\$35.0	Series D	DFJ Growth, Barry Schuler, Capital Group
<b>ResolutionTube</b>	Private	ResolutionTube is a patented mobile augmented reality collaboration platform for the customer service industry, initially targeting the Field Service Industry.	12/19/13	\$0.9	Seed	Madrona Venture Group, Acceleprise
<b>Telly</b>	Private	Telly is a social video community that helps users discover videos as well as create and share personal videos on its mobile app.	12/19/13	\$8.0	Series B	Cinemagic, Lumia Capital, Azure Capital Partners, Draper Fisher Jurvetson (DFJ), Felicis Ventures, Georges Harik
<b>Babberly</b>	Private	Babberly connects merchants to specific customers nearby businesses and can offer real-time exclusive deals.	12/18/13	\$0.5*	Undisclosed	John Strong
<b>Moovit</b>	Private	Moovit is a real time app to help users ride public transportation smarter.	12/18/13	\$28.0	Series B	Sequoia Capital, BRM Capital, Gemini Israel Ventures
<b>Soundhawk</b>	Private	Soundhawk is the developer of a device that greatly enhances the wearer's ability to hear the world around them. It combines its device with its smartphone app to improve hearing in even the loudest environments.	12/18/13	\$5.7	Undisclosed	True Ventures
<b>Robinhood.io</b>	Private	Robinhood.io is the developer of a mobile stock brokerage app that offers stock, options and corporate bonds trading to its members.	12/18/13	\$3.0	Seed	Index Ventures, Andreessen Horowitz, Rothenberg Ventures, Howard Lindzon, Tim Draper, IT Ventures
<b>Minube</b>	Private	Minube is a Madrid-based social travel start-up that helps travelers plan trips with a single search on the web and mobile.	12/18/13	\$1.3	Seed	Kibo Ventures, Bonsai Venture Capital, Sputnik Ventures
<b>Sailthru</b>	Private	Sailthru is a leading provider of personalized marketing communications technology on multiple devices.	12/17/13	\$20.0	Series C	Scale Venture Partners, Benchmark, RRE Ventures, DFJ Gotham Ventures, AOL Ventures, Occam Partners
<b>Trinity Pharma Solutions</b>	Private	Trinity provides cloud-based data, analytic and mobile solutions in the global life sciences industry.	12/17/13	\$15.0	Series A	Health Enterprise Partners
<b>Crowdtitl</b>	Private	Crowdtitl allows groups to pool funds of objectives in a simple, social and frictionless way online and on the go with its mobile app.	12/16/13	\$23.0	Series B	SV Angel, Sean Parker, Silicon Valley Bank, Matt Mullenweg, Naval Ravikant, Oliver Jung, DCM, Felicis Ventures, Alexis Ohanian, Elad Gil, Andreessen Horowitz

\* Note: ScrollMotion still seeking \$1,963,564 in funding.

\* Note: Babberly had a crowdfunding round. Still seeking \$400,000.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

\* Data collected in this issue of Mobile Smart Fundamentals was collected throughout December 1-31, 2013.

# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>PassportParking</b>	Private	PassportParking is a provider of an integrated cloud-based parking solution. Its flagship product is a mobile payment solution for municipalities, universities and private parking operators.	12/16/13	\$6.0	Series A	Grotech Ventures, Relevance Capital
<b>Entitle</b>	Private	Entitle is a subscription e-book service that works on the iPhone, iPad and Android devices.	12/16/13	\$5.3	Series A	Undisclosed
<b>Taxibeat</b>	Private	Taxibeat is a smartphone application that transforms the taxi-hailing process into a direct marketplace between taxi drivers and passengers.	12/16/13	\$4.0	Undisclosed	Hummingbird Ventures
<b>Nexercise</b>	Private	Nexercise is an exercise app made for lazy people so that exercise can be more fun.	12/13/13	\$1.0*	Undisclosed	Undisclosed
<b>QuickPay</b>	Private	QuickPay is a provider of mobile parking payment solutions. It allows users on any mobile device to find and pay for parking using a number of pricing options.	12/13/13	\$5.5	Undisclosed	Fontinalis Partners, Christopher Thomas, IncWell, Ecomobiliite Ventures
<b>SixDoors</b>	Private	SixDoors is a local shopping app.	12/13/13	\$0.6	Seed	Kima Ventures, Pascal Levy-Garboua, Jacques-Antoine Granjon
<b>Useful Systems</b>	Private	Useful Systems develops apps that help companies manage their mobile workforces.	12/13/13	Undisclosed	Seed	David Cohen, Kima Ventures
<b>Flint Mobile</b>	Private	Flint Mobile, Inc. is a startup that provides a secure way to use mobile devices to accept credit cards and to acquire customers through social and online marketing.	12/12/13	\$2.0	Series B	Verizon Ventures
<b>Highlight</b>	Private	Highlight is a mobile ambient awareness app that allows nearby users who are Facebook friends or who have the same interests to message each other.	12/12/13	\$4.0	Series A	Draper Fisher Jurvetson (DFJ), Bubba Murarka, Benchmark Capital, CrunchFund, Greycroft Partners, Slow Ventures, Semil Shah
<b>LoopPay</b>	Private	LoopPay is an mCommerce platform provider with a wallet solution.	12/12/13	\$10.0	Series A	Undisclosed
<b>Starmount</b>	Private	Starmount develops interactive kiosks and mobile selling solutions to create a more engaging store experience.	12/12/13	\$13.0	Series A	Kayne Partners
<b>Shopify</b>	Private	Shopify is the developer of a commerce platform and also a provider of a POS application to power retail sales.	12/12/13	\$100.0	Series C	OMERS Ventures, Insight Ventures Partners, FirstMark Capital, Georgian Partners, Felicia Ventures, Bessemer Venture Partners
<b>Mocana</b>	Private	Mocana is a mobile security company.	12/12/13	\$15.0	Undisclosed	GE Ventures, Shasta Ventures, Southern Cross Venture Partners, Trident Capital
<b>Zubie</b>	Private	Zubie is a connected-car app and service that helps users location track family members, create location-based alerts and share private locations with friends.	12/12/13	\$10.0	Series A	OPENAIR Equity Partners, Castrol innoVentures, Comporium
<b>Apptive</b>	Private	Apptive enables eCommerce merchants to create and manage native mobile apps without any coding or technical knowledge.	12/11/13	\$0.7	Undisclosed	Undisclosed
<b>Snapchat</b>	Private	Snapchat is a photo messaging application.	12/11/13	\$50.0	Series C	Coatue Management
<b>Pixalate</b>	Private	Pixalate is real-time analytic SaaS based platform for online advertising designed to solve challenges in the display and mobile real-time bidding markets.	12/11/13	\$4.6	Series A	Javelin Venture Partners
<b>UIEvolution</b>	Private	UIEvolution produces mobile convergence technology, providing software products and services to global brands and service providers.	12/11/13	\$8.0	Undisclosed	Intel Capital, Shaw Venture Partners
<b>MomentFeed</b>	Private	MomentFeed is a location-based mobile marketing platform.	12/11/13	\$5.5	Series A	Signia Venture Partners, Draper Nexus Ventures, DFJ Frontier, Double M Partners, Daher Capital
<b>eGifter</b>	Private	eGifter is a web and mobile social gifting app that enables users to give eGift Cards to friends and family.	12/11/13	\$1.7	Seed	Russ Artzt, Bob Brill, BDS Venture Fund, Wheatley Partners

\* Note: Netexercise still seeking \$61,442 in funding.

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	
<b>Estimote</b>	Private	Estimote is a tech start-up building a sensor-based analytics and engagement platform mostly in the retail industry. Its main product is Estimote Beacons which broadcasts tiny radio signals from locations like product shelves to smartphones showing coupons.	12/10/13	\$3.1	Seed	Innovation Endeavors, Betaworks, Bessemer Venture Partners, Birchmere Ventures, Valiant Capital Partners
<b>PaeDae</b>	Private	PaeDae is a mobile rewards network.	12/10/13	\$11.6	Undisclosed	Ed Ojdana, 3G Capital Partners, Silicon Valley Bank
<b>Prairie Cloudware</b>	Private	Prairie Cloudware is an early stage startup that provides financial institutions with tools and services in an increasingly mobile world.	12/9/13	\$1.7	Undisclosed	Treetop Ventures, Nelnet, Croghan Investments, Nebraska Angels, Tetrad
<b>Flipboard</b>	Private	Flipboard is a digital social magazine that aggregates web links from users' social circles and displays the content in magazine form on an iPad.	12/9/13	\$50.0	Series C	Rizvi Traverse Management, Goldman Sachs, Kleiner Perkins Caufield & Byers, Index Ventures, Insight Venture Partners
<b>Flurry</b>	Private	Flurry is a developer of mobile applications analytics/measurement and an advertising platform.	12/6/13	\$12.5	Series E	Undisclosed
<b>Heyday</b>	Private	Heyday is journal app that allows users to write life moments on the phone.	12/6/13	\$2.0	Seed	Google Ventures, Spark Capital, TriplePoint Capital, CrunchFund, SV Angel, Shervin Pishavar, Keith Rabois, Garry Tan, Mathew Ocko, Robin Chan, Kevin Chou, David Spector, Amitt Mahajan, Joel Poloney
<b>KidoZen</b>	Private	KidoZen is an enterprise mobile platform as a service focused on providing the foundation for mobile-first enterprises by enabling cloud and on-premise backend to enterprise mobile apps.	12/6/13	\$5.0	Undisclosed	Third Point
<b>YieldMo</b>	Private	YieldMo is a mobile advertising company.	12/6/13	\$8.0	Undisclosed	Google Ventures, Richard Miner, Union Square Ventures, Genacast Ventures, Rhodium, Dace Ventures, ff Venture Capital
<b>SnapSheet</b>	Private	SnapSheet is a mobile insurance claims solution platform.	12/5/13	\$10.0	Series B	Undisclosed
<b>Misfit Wearables</b>	Private	Misfit Wearables develops wearable products in the consumer health and fitness space.	12/4/13	\$15.2	Undisclosed	Horizon Ventures, Khosla Ventures, Norwest Venture Partners, O'Reilly AlphaTech Ventures, Max Levchin, incTANK Ventures, Founders Fund, TenOneTen Ventures
<b>SWARM Mobile</b>	Private	SWARM Mobile enables brick and mortar retailers to increase revenue through real-time shopper interaction and analytics.	12/3/13	\$3.4	Series A	Icon Venture Partners
<b>SimplyTapp</b>	Private	SimplyTapp is a mobile payments app company that uses its in-house token and transaction modules to personalize payment forms.	11/28/13	Undisclosed	Series A	Blue Sky Ventures, Lightspeed Venture Partners, Timothy Danford
<b>Branding Brand</b>	Private	Branding Brand powers mobile commerce sites and apps for the world's leading retailers.	11/27/13	\$1.0	Undisclosed	Undisclosed
<b>Addwish</b>	Private	Addwish is a provider of wish list services for both consumers and online shops on mobile and on the web.	11/27/13	\$1.8	Seed	Sunstone Capital
<b>Prompt.ly</b>	Private	Prompt.ly is a mobile first scheduling, promotion and payment tracking platform for independent service providers.	11/26/13	\$1.5	Seed	Subtraction Capital, Ethan Beard
<b>Snaps</b>	Private	Snaps is a mobile app that helps consumers engage with brands and social causes.	11/26/13	\$2.8*	Undisclosed	Adam Quinton, Peter Schweinfurth, David Dolgen, Mike Katz
<b>Tap.in2</b>	Private	Tap.in2 provides mobile solutions supporting concessions, merchandisers, suites, club seats, portables, desert carts and hawkers.	11/26/13	\$0.5*	Undisclosed	Undisclosed
<b>Scout Networks</b>	Private	Scout Networks allows users to rent scooters through smartphones in large cities.	11/26/13	\$1.8	Undisclosed	Undisclosed

\* Note: Snaps is still seeking \$300,000. Snaps had a crowdfunding round.

\* Note: Tap.in2 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
<b>Kingsoft Office</b>	Private	Kingsoft Office Software produces free Microsoft Office-compatible document-editing software for PCs and mobile operating systems.	11/25/13	\$50.0	Undisclosed	Morningside Group, GGV Capital, Shunwei China Internet Fund
<b>MobileDay</b>	Private	MobileDay Inc. provides one-touch access to any conference call from the iPhone or Android smartphone by using native phone apps such as phone, calendar, SMS and email.	11/22/13	\$1.5	Undisclosed	Undisclosed
<b>Active Mind Technology</b>	Private	Active Mind Technology is the developer of Game Golf, a mobile golf app.	11/22/13	\$7.8	Undisclosed	Undisclosed
<b>TextPride</b>	Private	TextPride is a turn-key solution for brands looking to distribute their content through mobile/social messaging.	11/21/13	\$1.0	Seed	Undisclosed
<b>Spotify</b>	Private	Spotify offers streaming music from major and independent record labels on the web and on mobile.	11/21/13	\$250.0	Series F	Technology Crossover Ventures
<b>CoachUp</b>	Private	CoachUp connect athletes with private coaches via web and mobile apps.	11/21/13	\$6.7	Series A	Point Judith Capital, General Catalyst Partners, Suffolk Equity Partners, Paul English, Albert Dobron Jr., Breakaway Ventures, Data Point Capital
<b>The Hunt</b>	Private	The Hunt is a community that helps track down items users on the community covet through its mobile app and site.	11/21/13	\$5.5	Series A	Guy Oseary, Tyra Banks, Ashton Utcher, Javelin Venture Partners
<b>Shake</b>	Private	Shake is a mobile-first application that allows users to create, sign and send legally binding agreements from their smartphones.	11/20/13	\$3.0	Series A	SoftBank Capital, RRE Ventures, Eniac Ventures, MESA+, WGI Group, Patrick Keane, BoxGroup
<b>Signpost</b>	Private	Signpost is a cloud-based platform that makes digital and mobile marketing simple for SMBs.	11/19/13	\$10.0	Series B	OpenView Venture Partners, Spark Capital, Scout Ventures, Jack Herrick
<b>August</b>	Private	August is the developer of home automations like the smart lock, which lets owners send virtual keys to anyone with a smartphone.	11/19/13	\$8.0	Series A	Maveron, Cowboy Ventures, Industry Ventures LLC, Rho Ventures, SoftTech VC
<b>Index</b>	Private	Index is a retail software company that ties in retailers' POS systems; connecting in-store, online, and mobile to create a single unified experience.	11/19/13	\$7.0	Series A	Khosla Ventures, AIMCo, 819 Capital, Innovation Endeavors
<b>Plain Vanilla</b>	Private	Plain Vanilla is a mobile gaming start-up based in Ireland.	11/19/13	\$2.0	Series A	Sequoia Capital, eVentures, BOLDstart Ventures
<b>Play It Gaming</b>	Private	Play It Gaming is a mobile gaming start-up catered to emerging markets.	11/19/13	\$0.7	Seed	Undisclosed
<b>Locket</b>	Private	Locket is a mobile advertising startup that develops a mobile app that delivers relevant ads and coupons to smartphone lock screens and pays users for simply unlocking the phone.	11/19/13	Undisclosed	Undisclosed	Tyra Banks Company
<b>Yub</b>	Private	Yub is a mobile loyalty/coupons app that enables retailers and restaurants to track consumers from online clicks through to actual purchases.	11/18/13	\$12.0	Undisclosed	Atomico, Battery Ventures, DAG Ventures, DFJ Growth, Greylock Partners, Index Ventures, T. Rowe Price, QuestMark Partners, Visa
<b>Mojave Networks</b>	Private	Mojave Networks is a mobile security company for enterprises that detects advanced threats and protects company data.	11/18/13	\$5.0	Undisclosed	Bessemer Venture Partners, Sequoia Capital
<b>Zula</b>	Private	Zula is a mobile communications platform for teams.	11/18/13	Undisclosed	Seed	Microsoft Ventures
<b>Paay</b>	Private	Paay is a mobile payments company using a two-factor authentication process.	11/15/13	\$0.8	Seed	Undisclosed
<b>TouchBistro</b>	Private	TouchBistro provides a mobile order management platform for restaurants.	11/15/13	\$4.5	Seed	Relay Ventures, John Albright
<b>DocBeat</b>	Private	DocBeat is a secure messaging app for healthcare.	11/14/13	\$1.1	Series A	Undisclosed
<b>TinyCo</b>	Private	TinyCo is a mobile gaming company headquartered in San Francisco.	11/14/13	\$20.0	Series B	Pinnacle Ventures, Andreessen Horowitz

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

\* Data collected in this issue of Mobile Smart Fundamentals was collected throughout December 1-31, 2013.

# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>Kidaptive</b>	Private	Kidaptive a media and technology company dedicated to smart storytelling on iPads.	11/14/13	\$10.1	Series B	Formation 8, Menlo Ventures, Stanford University, NewSchools Venture Fund, Prana Studios, Scrum Ventures, John Merrells
<b>Ezoic</b>	Private	Ezoic is a venture-backed multivariate testing platform that improves a site's layout based on users' actions on mobile, tablet and desktop.	11/13/13	\$5.6	Series A	Balderton Capital, New Amsterdam Capital, Silicon Valley Bank
<b>HDmessaging</b>	Private	HDmessaging is a mobile messaging company.	11/13/13	\$3.0	Series A	GrandBanks Capital, IDG Ventures, Next Ventures, Lighthouse Capital Partners
<b>Selligy</b>	Private	Selligy is a customer relationship management app for the iPhone.	11/13/13	\$2.8	Series A	Draper Fisher Jurvetson, Alchemist Accelerator, salesforce.com
<b>Jongla</b>	Private	Jongla is building to become a media company, following in the footsteps of Blyk. However, it will not serve as an operator but will make available free messages between users through an application that is free for users.	11/13/13	\$1.8	Series A	Oy Ingman Finance, Matti Kallio, Bengt Westerholm, Juha Halttunen, Henry Sjomani
<b>Carousell</b>	Private	Carousell is a Singapore-based consumer-to-consumer marketplace app for iOS and Android.	11/13/13	\$0.8	Seed	Rakuten, Golden Gate Ventures, 500 Startups, Darius Cheung, Danny Oei Wirianto
<b>Ooomf</b>	Private	Ooomf is an online marketplace where users can connect with talented mobile and web creators to develop mobile apps, website or brand.	11/12/13	\$1.9*	Undisclosed	BDC Venture Capital, Atlas Venture, Real Ventures, Michael Weider, John Stokes, David Nault, Fred Destin, Ed Sim
<b>Validic</b>	Private	Validic helps businesses collect data from mobile health apps and devices.	11/12/13	\$0.8	Seed	Mark Cuban
<b>SmartThings</b>	Private	SmartThings is about the internet of things, sensor networks or home and life automation. SmartThings provides a platform that enables developers and makers to build smart and connected devices, through an interactive and mobile user experience for consumers.	11/12/13	\$12.5	Series A	Greylock Partners, Highland Capital Partners
<b>Arrayent</b>	Private	Arrayent Connect Platform is a cloud and embedded platform for connected products that enables manufacturers, retailers and service providers to connect consumer products to web and smartphone applications.	11/11/13	\$11.9	Series B	Doll Capital Management, Opus Capital, Intel Capital
<b>Ninja Metrics</b>	Private	Ninja Metrics develops technologies for social analytics used in social game or mobile apps.	11/11/13	\$2.8	Undisclosed	Harvard Business School Angels, Tech Coast Angels
<b>Shuttersong</b>	Private	Shuttersong is a mobile photo app that allows one to take photos, add sounds or music and share them.	11/11/13	\$0.9	Seed	Bingham McCutchen LLP, Vincent D'Agostino, Jere Doyle
<b>Funambol</b>	Private	Funambol is a leading provider of white-label personal cloud solutions for mobile operators, device manufacturers and other service providers.	11/8/13	Undisclosed	Undisclosed	Harbert European Growth Capital Fund
<b>Together Mobile</b>	Private	Together Mobile is the developer of the first Mobile Activity Platform (MAP). It is a cloud software solution that enables marketing and commerce professionals to build, launch and measure real-world activities for consumers.	11/8/13	\$3.4*	Undisclosed	Undisclosed
<b>Mobile Accord</b>	Private	Mobile Accord is a mobile platform company powering communication for social good.	11/7/13	\$6.6	Series A	Undisclosed
<b>Komoot</b>	Private	Komoot is a nature guide app that provides users with navigation and recommendation for cycling and hiking tours.	11/7/13	Undisclosed	Undisclosed	Undisclosed
<b>Appboy</b>	Private	Appboy is a SDK and web offering that enhances mobile apps to help developers expand, engage and understand their user base.	11/6/13	\$7.6	Series A	Icon Venture Partners, Thomas Peterson, IDG Ventures SF, Michael Lazerow, Blumberg Capital, T5 Capital, Bullpen Capital, Accelerator Ventures
<b>Bonfyre</b>	Private	Bonfyre is a free mobile app that allows users to message, share photos and moments with close friends in private.	11/6/13	\$2.0	Seed	MKTG

\* Note: Ooomf still seeking \$185,000 in funding. Crowdfunder transaction type.

\* Note: Together Mobile still seeking \$880,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

\* Data collected in this issue of Mobile Smart Fundamentals was collected throughout December 1-31, 2013.

# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>LiveQoS</b>	Private	LiveQoS targets OEMs of devices that run real-time applications as well as OEMs of applications that require a high level of QoE.	11/6/13	\$4.0	Series C	Miralta Capital, Thomas Kaneb
<b>Mobli</b>	Private	Mobli provides real-time visual media platform for iOS, Android and Windows Phone where users can share photos and videos from smartphones.	11/6/13	\$60.0	Undisclosed	America Movil, Tobey Maguire, Serena Williams, Lance Armstrong, Carlos Slim
<b>GAIN Fitness</b>	Private	GAIN Fitness's web and mobile apps generate personalized training plans based on exercise science, matched to an individual's body, goals and lifestyle factors to help regular exercisers optimize fitness and adapt to schedule changes.	11/6/13	\$2.1	Undisclosed	InterWest Partners, Michael Tanne, Keval Desai, Seraph Group, Ben Ling, Robert Chang
<b>AetherPal</b>	Private	AetherPal's Smart Care products help OEMs and mobile operators engage customers directly and authentically to quickly resolve issues, augment device performance and improve productivity.	11/5/13	\$6.0	Series A	New Venture Partners, Daniel Deeney, Point Judith Capital Partners
<b>Phizzle</b>	Private	Phizzle is a leading mobile marketing company that provides brands, agencies and media properties real-time technology solutions to engage customers, drive loyalty and increase sales.	11/5/13	\$4.9	Undisclosed	Undisclosed
<b>RockLive</b>	Private	RockLive is a mobile gaming network that specializes in social media integration.	11/5/13	\$1.1	Seed	Justin Bieber, Shervin Pishevar, Floyd Mayweather, Thomas McInerney
<b>Betable</b>	Private	Betable makes a platform to convert mobile social casino games into real-money gambling titles.	11/5/13	\$18.5	Series A	Ventures51, Founders Fund, Greylock Partners, Joshua Schachter, True Ventures, Start Fund, Bullpen Capital, Morado Venture Partners, CrunchFund, Sands Capital Ventures
<b>Sprinklr</b>	Private	Sprinklr is a social media management system for global enterprise brands that is designed for both the web and mobile.	11/5/13	\$17.5	Series C	Intel Capital, Battery Ventures
<b>Seriously</b>	Private	Seriously is a mobile gaming company aiming to use mobile gaming as a platform for entertainment franchises.	11/5/13	\$2.4	Seed	Upfront Ventures, Sunstone Capital
<b>Fantoo</b>	Private	Fantoo is a mobile email app company.	11/5/13	\$0.8*	Undisclosed	Undisclosed
<b>Listn</b>	Private	Listn is an app that aggregates all musical silos into one place to enjoy music and chat about it.	11/5/13	\$0.5	Seed	BDC Venture Capital, FounderFuel, Launchpad LA, Real Ventures
<b>Tylr Mobile</b>	Private	Tylr builds role-specific mobile work apps that bring together business data from different sources, and filters it with the user's personal context.	11/4/13	\$1.0	Seed	Salesforce.com, Alchemist Accelerator, NewsOrViews, Christian Dahlen
<b>Pecabu</b>	Private	Pecabu is the developer of a smart advertising products that involves big data, cloud-computing, mobile, advertising and media.	11/4/13	\$1.3	Undisclosed	Undisclosed
<b>Greengage Mobile</b>	Private	Greengage Mobile assists large organizations in using the newest and latest technology to accelerate positive change, foster action and measure impact.	11/1/13	\$1.0	Seed	Investment Accelerator Fund, RBC Bank, Golden Gate Angels
<b>Zoomingo</b>	Private	Zoomingo is a shopping discovery application that helps find the best sales in local retail stores in town.	11/1/13	\$1.4*	Undisclosed	Undisclosed
<b>Kumu Networks</b>	Private	Kumu Networks is the developer of the full-duplex wireless design which allows a radio to transmit and receive signals at the same time using a single frequency channel.	10/31/13	\$15.0	Series B	Third Point Ventures, New Enterprise Associates, Khosla Ventures
<b>TabTale</b>	Private	TabTale is a creator of interactive books, games, and educational apps for kids and parents.	10/30/13	\$12.0	Series B	Magma Venture Partners, Qualcomm Ventures, Vintage Investment Partners
<b>Blend</b>	Private	Blend's mobile app gives college students free products in exchange for doing college-y things and sharing photos with Blend.	10/30/13	\$1.3	Seed	Undisclosed
<b>Rumble Entertainment</b>	Private	Rumble Entertainment is a mobile gaming company.	10/29/13	\$17.5	Series B	Nexon, TriplePoint Capital, Google Ventures, Khosla Ventures
<b>Magisto</b>	Private	Magisto allows users to share videos on Magisto's web, iPhone and Android apps.	10/29/13	\$13.0	Series C	Qualcomm Ventures, SanDisk, Magma Venture Partners, Horizons Ventures

\* Note: Fantoo had a crowdfunding round.

\* Note: Zoomingo still seeking \$880,368 in funding.

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
<b>Snapverse</b>	Private	Snapverse is a start-up that brings big-label licensed music to mobile video.	10/29/13	\$3.5	Seed	John Hannan
<b>Frontback</b>	Private	Frontback is a popular photo app du jour allowing users to take photos with the front and rear facing cameras on an iPhone, so the image is a composite of the user and what the user sees.	10/29/13	\$3.0	Seed	Lerer Ventures, Index Ventures, SV Angel
<b>Flint Mobile</b>	Private	Flint Mobile, Inc. is a startup that provides a secure way to use mobile devices to accept credit cards and to acquire customers through social and online marketing.	10/26/13	\$6.0	Series B	Digicel Group, Damian Blackburn, SVG Ventures, True Ventures, Storm Ventures
<b>Siamese Systems</b>	Private	Siamese Systems is in the field of investigative services through the use of mobile technology. It is the developer of MobileCSI.	10/26/13	\$0.6	Seed	Brice Scheschuk
<b>Iris Mobile</b>	Private	Iris Mobile helps retailers deliver their campaigns to customers using mobile marketing. It utilizes rich media for mobile messaging to conduct its campaigns.	10/25/13	\$3.0	Series A	Origin Ventures, Brent Hill, Illinois Ventures, Hyde Park Venture Partners, Hyde Park Angels, OCA Ventures
<b>Applauze</b>	Private	Applauze, formerly 955Dreams Inc., is an events publishing company. They publish thousands of events happening daily in the US and Canada.	10/24/13	\$7.2	Undisclosed	True Ventures, Jonathan Callaghan, m8 Capital, Jeffrey Fluhr
<b>The Football App</b>	Private	The Football App is a mobile news and social network for football (soccer) fans.	10/24/13	\$7.0	Series B	Union Square Ventures
<b>Keen.io</b>	Private	Keen.io is a cloud data warehouse and analysis platform for event data on mobile.	10/23/13	\$2.4*	Seed	Rincon Venture Partners, James Adelman, Amplify Partners, Pelion Venture Partners, 500 Startups, XG-Ventures, Jason Seats, Loren Siebert
<b>People Power</b>	Private	People Power Presence App is a free smartphone app that turns old smartphones into wireless web cameras.	10/23/13	\$1.7	Undisclosed	Undisclosed
<b>Tiggly</b>	Private	Tiggly is the creator of toddler-friendly toys designed to interact with tablet learning apps.	10/23/13	\$0.5	Seed	Kae Capital, Private Angels
<b>Appsee</b>	Private	Appsee is a visual in-app analytics platform that enables customers to measure, understand and improve user experience on mobile apps.	10/22/13	\$1.0	Seed	Giza Venture Capital, Moshe Lichtman
<b>Boxer</b>	Private	Boxer is the developer of a next generation mobile inbox for emails.	10/21/13	\$3.0	Seed	Sutter Hill Ventures, Sam Pullara
<b>Spark Mobile</b>	Private	Spark Mobile is a San Francisco-based mobile messaging start-up company.	10/21/13	\$2.0	Undisclosed	General Catalyst Partners, Thayer Ventures
<b>AppLift</b>	Private	AppLift is a mobile games marketing platform.	10/18/13	\$7.0	Series B	Prime Ventures, Roel Hoop
<b>Alminder</b>	Private	Alminder is an intelligent mobile calendar app for the iPhone that acts like a virtual assistant.	10/17/13	\$1.5	Seed	Tugboat Ventures
<b>URX</b>	Private	URX is building the buy button between apps. It will enable advertisers to showcase the products they sell, not just their apps.	10/17/13	\$3.1	Seed	First Round Capital, Maverick Capital, Google Ventures, SV Angel, Betaworks, Greyllock Capital, CyberAgent Ventures, Fuel, Plug and Play Ventures
<b>Fields</b>	Private	Fields is an online grocer where people can buy grocery on the web and mobile.	10/17/13	\$5.0	Undisclosed	ClearVu Partners
<b>Breathometer</b>	Private	Breathometer is a company that produces a tiny smartphone-based breathalyzer.	10/17/13	\$2.0	Seed	Structure Capital, Lori Greiner, Daymond John, Kevin O'Leary, Robert Herjavec, Dillon Capital, Mark Cuban
<b>Depop</b>	Private	Depop is a mobile shopping app for buying and selling in-demand items.	10/17/13	\$1.0	Seed	Red Circle Investment, Luca Marzotto

\* Note: Keen.io still seeking \$71,169.

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
<b>Mobiquity</b>	Private	Mobiquity is a strategy-led, implementation-driven Mobile Computing professional services firm focused on architecting, developing and deploying custom mobile solutions for the Global 2000.	10/16/13	\$1.6	Undisclosed	Undisclosed
<b>mParticle</b>	Private	mParticle is a mobile data technology company based in New York.	10/16/13	\$3.0	Seed	Bowery Capital, Google Ventures, Greylock Partners
<b>SkyGiraffe</b>	Private	SkyGiraffe is an enterprise mobile app company to increase workforce productivity.	10/16/13	Undisclosed	Seed	Microsoft Ventures, Rahul Sood
<b>StarMobile</b>	Private	StarMobile is an enterprise mobile app company based in Atlanta.	10/16/13	\$2.5	Series A	US Venture Partners, GRA Venture Fund, Atlanta Technology Angels
<b>MapBox</b>	Private	MapBox is a full-service cloud-based map platform for sharing interactive maps on the web and mobile.	10/16/13	\$10.0	Series A	Foundry Group
<b>Kii</b>	Private	Kii Corporation provides a mobile platform to help mobile app developers monetize and grow their business.	10/16/13	\$7.3	Undisclosed	Fenix Venture Capital
<b>FlockTAG</b>	Private	FlockTAG provides a mobile loyalty system for quick service restaurants which creates a cross promotional platform with customized deals.	10/14/13	\$1.3	Series A	Undisclosed
<b>Cinarra Systems</b>	Private	Cinarra is a technology startup that created analytics technologies and mediation platforms in mobile.	10/11/13	\$4.5	Series A	Almaz Capital Partners, Geoffrey Baehr, Cisco
<b>Greenwave</b>	Private	Greenwave is the builder of "Home2Cloud" platform that connects all the different connected devices at home and manages them in one dashboard.	10/10/13	\$19.0	Series B	Westly Group, Craton Equity Partners
<b>LiquidM</b>	Private	LiquidM is a stealth ad tech company that provides a mobile ad management platform for ad firms.	10/10/13	\$5.0	Series A	Blumberg Capital, Earlybird Venture Capital, Asset Management Ventures
<b>Level</b>	Private	Level provides real-time money meter on the web and mobile to calculate total income, recurring bills, and recommended savings for each month.	10/10/13	\$5.0	Undisclosed	Kleiner Perkins Caufield & Byers, Sandy Weill, Reed Hundt, Blake Grossman
<b>Zumigo</b>	Private	Zumigo is the developer of a location-based apps and services that spans into messaging, location and marketing technologies.	10/10/13	\$3.4	Undisclosed	Undisclosed
<b>TranscribeMe</b>	Private	TranscribeMe offers an Android and iOS app that turns audio recordings into text.	10/10/13	\$1.4	Undisclosed	Undisclosed
<b>Inmobly</b>	Private	Inmobly is the creator of PAUL (Predictive, Automated User-Centric Loading) technology which identifies relevant multimedia content and preloads it to smartphones or tablets using available WiFi.	10/9/13	\$0.9	Undisclosed	Undisclosed
<b>Refresh</b>	Private	Refresh is a mobile app that provides an instant dossier for the next meeting.	10/9/13	\$10.0	Series A	Charles River Ventures, Foundation Capital, Redpoint Ventures
<b>Scan</b>	Private	Scan is an app developer that connects the real world with the digital universe in fun and innovative ways.	10/9/13	Undisclosed	Series A	Entrée Capital, AngelList
<b>Divide</b>	Private	Divide is the creator of Divide Platform which combines cloud-based management with device level technology that ensures enterprise security and control without compromising personal freedom and privacy.	10/8/13	\$12.0	Series B	Google Ventures, Comcast Ventures, Globespan Capital Partners, Harmony Partners, Qualcomm
<b>Shelfbucks</b>	Private	Shelfbucks is a mobile retail app.	10/8/13	\$0.5	Seed	Brett Hurt, Carl Shepard, Joshua Baer
<b>Shyp</b>	Private	Shyp is a shipping service in which the only thing users have to do is take a photo of the items and enter a destination. Once that is done, a Shyp driver will come pick up the package.	10/8/13	\$2.1	Seed	Sherpa Ventures, XG Ventures, Homebrew
<b>Basis</b>	Private	Basis is the developer of a smartwatch sensor which collects data on heart rate, steps taken and caloric intake.	10/8/13	\$11.8	Series B	Intel Capital, iNovia Capital, Dolby Family Trust, Stanford University, Peninsula-KCG, Norwest Venture Partners, Mayfield Fund, DCM
<b>Swirl</b>	Private	Swirl is an in-store mobile marketing platform provider that helps retailers leverage the power of mobile to attract and influence consumers.	10/8/13	\$8.0	Series B	Hearst Ventures, SoftBank Capital, Longworth Venture Partners

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
<b>Elevate Digital</b>	Private	Elevate Digital is an interactive digital and software company.	10/7/13	\$1.5	Series A	Partners Path Investments
<b>TabbedOut</b>	Private	TabbedOut provides mobile application that allows users to purchase food and drinks at restaurants and bars.	10/4/13	\$7.8	Series B	New Enterprise Associates, Heartland Payment Systems, Morgan Creek Capital Management
<b>Quixey</b>	Private	Quixey is a functional search engine for apps.	10/3/13	\$50.0	Series C	Alibaba, GGV Capital, Innovation Endeavors, Translink Capital, Atlantic Bridge, WI Harper Group, US Venture Partners
<b>Telogis</b>	Private	Telogis provides a comprehensive cloud-based location intelligence platform for companies that require dynamic routing, real-time work order management, navigation, telematics and mobile integration services for their mobile workforces.	10/2/13	\$93.0	Series A	Kleiner Perkins Caufield & Byers
<b>CardFlight</b>	Private	CardFlight helps developers take credit card transactions within their own apps.	10/2/13	\$1.6	Seed	ff Venture Capital, Great Oaks Venture Capital, Plug & Play Ventures, Entrepreneurs Roundtable Accelerator, Apostolos Apostolakis Payment Ventures
<b>Leaf</b>	Private	Leaf is the developer of a mobile point-of-sales (POS) solutions. It manufactures customized tablet POS systems for brick and mortar businesses.	10/1/13	\$20.0	Undisclosed	Heartland Payment Systems
<b>Wrike</b>	Private	Wrike is a San Francisco-based provider of social project management and collaboration software accessible online and on mobile that helps co-located and distributed teams get things done in real-time.	10/1/13	\$10.0	Series A	Bain Capital Ventures
<b>Cover</b>	Private	Cover is the developer of a mobile payment app that lets users enjoy meals without having to wait for the check.	10/1/13	\$1.5	Seed	OATV, Lerer Ventures, Red Swan Ventures, Naval Ravikant, John McDonald, James Altucher, Venmo Andrew Cortina
<b>Algolia</b>	Private	Algolia Search as a Service helps developers make their apps or websites smarter with an outstanding search experience.	10/1/13	\$1.5	Seed	Index Ventures, Alven Capital, Point Nine Capital

\* Note: Together Mobile is still seeking \$3,425,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

\* Data collected in this issue of Mobile Smart Fundamentals was collected throughout December 1-31, 2013.

# Financing Transactions

## DEBT FINANCINGS

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
<b>Verivo Software</b>	Private	Verivo Software is a leading provider of enterprise mobility software that helps businesses centrally build, deploy, manage and update their mobile apps across multiple devices.	12/31/13	\$3.5*	Debt	Undisclosed
<b>CamFind</b>	Private	CamFind is an app that identifies pictures of interest users take and link it to internet search results, address finders and price comparisons.	12/18/13	\$1.5*	Debt	Nana Wilberforce, Josh Seegopaul, Kamran Pourzanjani, Dominik Mazur, Vikas Singhal
<b>TasteSpace</b>	Private	TasteSpace creates mobile websites for businesses so all information is accessible to consumers whether they're online or on the go.	11/26/13	\$0.8*	Debt	500 Mexico City
<b>Wire Labs</b>	Private	Wire Labs is developing an unspecified technology in the mobile market space.	11/25/13	\$1.4*	Debt	Undisclosed
<b>Clip</b>	Private	Clip helps businesses and consumers to make transactions by turning their mobile device into a card terminal.	11/18/13	\$1.7	Debt	Alta Ventures Mexico
<b>Appia</b>	Private	Appia is an open app marketplace and white label storefront platform, supporting all operating systems and handsets.	11/14/13	\$5.0	Debt	North Atlantic Capital
<b>Lumate</b>	Private	Lumate is a technology company serving the needs of the mobile advertising supply chain by supplying data rich audience targeting capabilities to advertisers and networks.	11/2/13	\$0.5	Debt	Missouri Technology Corporation
<b>Wire Labs</b>	Private	Wire Labs is developing an unspecified technology in the mobile market space.	10/22/13	\$0.7*	Debt	Undisclosed
<b>LISNR</b>	Private	LISNR helps users connect with musicians on mobile devices by unlocking exclusive contents created by musicians.	10/21/13	\$1.0*	Debt	Undisclosed
<b>Clinkle</b>	Private	Clinkle helps modernize the way people transact, by creating a next generation payment platform that will change the way people pay for things.	10/16/13	\$0.5	Debt	Undisclosed
<b>Centri Technology</b>	Private	Centri Technology develops a broad suite of solutions that make it possible for mobile phones to download files, access the Internet and send emails at speeds three times as fast as the current standard. The company's approach is based on advanced data acceleration technologies.	10/14/13	\$1.6*	Debt	Undisclosed
<b>Ping4</b>	Private	Ping4 is a new mobile messaging platform that pushes real-time alerts and rich content to your smartphone based on your location preferences or proximity to your favorite stores.	10/3/13	\$2.5*	Debt	Undisclosed
<b>Skura</b>	Private	Skura Corporation provides multi-platform solutions in CRM.	10/2/13	\$3.0	Debt	BEST Funds

\* Note: Verivo Software still seeking \$1,750,000 in funding.

\* Note: CamFind still seeking \$300,000 in funding.

\* Note: TasteSpace still seeking to \$217,400 in funding.

\* Note: Wire Labs still seeking \$155,000 in funding.

\* Note: Wire Labs still seeking \$400,000 in funding.

\* Note: LISNR still seeking \$150,000 in funding.

\* Note: Centri Technology still seeking \$1,050,060 in funding.

\* Note: Ping4 still seeking \$650,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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# S-1 Filings

## S-1 FILINGS: FILED

Company	Date Filed	Description
<b>Pocket Games</b>	12/18/13	Pocket Games is a developer of mobile sports games.
<b>Globoforce Ltd.</b>	11/8/13	Globoforce is a cloud-based, social recognition software solution that organizations use to engage their employees worldwide to create alignment with values and advance company goals and cultures. It uses a web and mobile-friendly interface to engage users.
<b>Sungy Mobile Ltd.</b>	10/22/13	Sungy Mobile Ltd. Is an international company based in China which operates one global business, GO series apps and two domestic businesses: 3G Portal and 3G Book.
<b>Mavenir Systems Inc.*</b>	10/4/13	Mavenir Systems provides telecommunications software and solutions to wireless carriers.
<b>Twitter</b>	10/3/13	Twitter is an online social networking and microblogging service that enables users to send and read "tweets" on multiple devices, which are text messages limited to 140 characters.

\* Note: Mavenir Systems initially filed confidentially on 12/20/2012. On 10/24/2013, Mavenir announced terms for its IPO.

\* Data collected in this issue of Mobile Smart Fundamentals was collected throughout December 1-31, 2013.

# Mobile Marketing Association

## About Mobile Marketing Association

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

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

## Executive Contacts

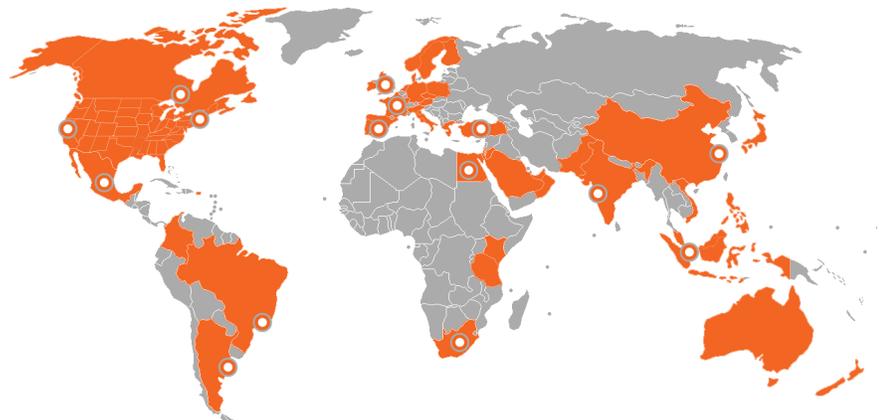
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# PREMIER GLOBAL NON-PROFIT TRADE ASSOCIATION

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# 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

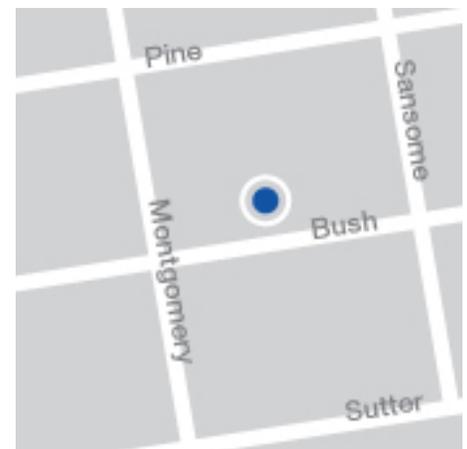
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 MOBILE ECOSYSTEM

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# STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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Hidden River