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MARKETING
ASSOCIATION**



Hidden River



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
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A “Second Screen” Super Bowl Experience

While last year was dubbed the “Social Bowl” due to the rise in Twitter and Facebook chatter during the big game, this year all eyes were on mobile and the “second screen” experience. Turns out, mobile did not disappoint.

SessionM and the Mobile Marketing Association recently launched a series of mobile marketing studies called “mPulse” (Mobile Pulse) to map out consumer behavior towards mobile devices across annual milestones and events. The first study was focused on viewer interactions via mobile during the Super Bowl. Over 3,000 respondents were polled in real time, focusing on how they used mobile during the game and throughout the commercials.

Interestingly enough, when viewers were asked to indicate when they were using mobile across the entire Super Bowl event, more reported using their mobile device during the game (59%) versus during commercials (41%).

In fact, with 91 percent of respondents using their mobile device during commercials, it was shocking to find that only 25% indicated that they completed a follow-up action on their mobile device based on an ad they saw during the Super Bowl.

Additionally, almost a quarter of those polled would like to see more commercials that invited them to participate via mobile for either a reward/incentive or additional content. However, few brands employed mobile campaigns in conjunction with TV spots, and so marketers missed an opportunity to bolster their ad efforts and connect with viewers by way of mobile marketing.

Mobile was omnipresent during the Super Bowl. Viewers were using their devices from the start of the game to the last second of the event. However, it does speak volumes that viewers expected mobile engagement during Super Bowl commercials. It is not enough to push a commercial on traditional channels. To truly connect with audiences, brands need to create a seamless experience from TV to web and, of course, mobile. Mobile enables marketers to get closer to consumers and that was demonstrated throughout the Super Bowl.

Onwards,

Greg Stuart

Global CEO, MMA

Table of Contents

EXECUTIVE MOVES	4
PUBLIC COMPANY ANALYSIS	6
M&A TRANSACTIONS	8
FINANCING TRANSACTIONS	10
MMA OVERVIEW	19
HIDDEN RIVER OVERVIEW	21

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Alicia Keys	Global Creative Director, BlackBerry	N/A*	A global leader in wireless innovation, revolutionized the mobile industry with the introduction of the BlackBerry solution in 1999.	1/30/13
Charles Yim	Chief Operating Officer, PlayHaven	AdMob	PlayHaven is a Lifetime Value (LTV) Maximization Platform that enables mobile game creators to completely control and balance their in-game marketing and monetization needs.	1/30/13
Will O'Brien	Senior Vice President of Corporate & Business Development, Big Fish Games	Vice President & General Manager of Cloud Gaming, Big Fish Games	Big Fish Games is a game development studio and a game distribution platform for third party developers.	1/22/13
Andy Kleinman	Chief Business Officer, Scopely	General Manager, Zynga	Scopely is a Los Angeles-based startup that's trying to build a mobile gaming platform and publishing network.	1/18/13
Red Russak	Sales Manager, Apptentive	Founder, StartupSeattle	Apptentive creates in-app feedback tools, enabling developers to easily engage customers for positive ratings, feedback and customer research.	1/17/13
Steven Neuman	Lead UX designer, Yabbly	Ubermind	A social network. A chat platform. A feedback application. A game. A CMS or easy website builder.	1/5/13
Zachary Cohn	Partner, Liffit	Founder, Hacker News Seattle Meetup	LIFFFT brings the speed and innovation of technology startups to major brands. We work with these brands on product strategy, software development, and design thinking to foster internal innovation and reduce time to market.	1/3/13
Chris Clark	Active Partner & Chief Designer, Black Pixel	Senior Product Designer, Square	Black Pixel create iOS and Mac apps.	1/2/13
Saul Gates	Chief Financial Officer, INRIX	Senior Vice President Finance & Chief Accounting Officer, Coinstar	INRIX, Inc. offers real-time, historical, and predictive traffic information solutions.	12/17/12
Luis Gutierrez	Director Business Development, App Annie	Founder, Dutz Technologies LLC	App Annie is the industry leader in app store analytics and market intelligence for the global app economy.	12/17/12
Tyler Best	Chief Information Officer, YP	Chief Technology Officer, Ally Financial	YP Launches as North America's Leading Local Search, Media and Advertising Company.	12/12/12
Ken Lawrence	Vice President Sales, Medio Systems Inc.	Vice President Sales, Memento Security	Medio is a Big Data Analytics company. Their cloud-based inGenius™ Suite increases customer understanding, engagement, and monetization for emerging growth, Fortune 500, and Global 2000 companies.	12/6/12
Mike Galgon	Board of Directors, RealNetworks	Chief Advertising Strategist, Microsoft (current)	RealNetworks, Inc. (RealNetworks) is a provider of network-delivered digital media products and services.	12/4/12
Michael Adler	Chief Financial Officer, SquareTrade	Chief Financial Officer, Expedia	SquareTrade is an independent warranty provider for consumer electronics and appliances.	12/4/12
Dave Stephenson	President, Big Fish Games	Chief Financial Officer*, Big Fish Games	Big Fish Games is a game development studio and a game distribution platform for third party developers.	12/4/12
Benjamin Ho	Chief Marketing Officer, HTC	Vice President Business Strategy & Marketing, Far EastOne Telecommunications	HTC is the creator of many award-winning mobile devices and industry firsts. By putting people at the center of everything it does, HTC pushes the boundaries of design and technology to create innovative and personal experiences for consumers around the globe.	12/1/12
David Kurtz	Chief Product Officer, AdColony	Vice President, Publisher Network, AT&T Interactive	AdColony is a leading HD mobile video advertising company.	11/29/12

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

* Note: Dave Stephenson will continue to serve as CFO in addition to his newly appointed role of President.

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Source: Thomson Reuters, VentureDeal and Hidden River, LLC

Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Kevin Dillon	President, Ratio Interactive	Microsoft	Ratio Interactive is an award-winning digital agency that creates meaningful experiences across every digital screen.	11/27/12
Steve Wadsworth	Chief Executive Officer, Tapjoy	Executive, Disney	Tapjoy is a mobile advertising and monetization platform whose unique Mobile Value Exchange™ model allows users to select personalized advertisements with which to engage for virtual currency or premium content.	11/27/12
Jim Ying	Vice President of Developer Relations and Publishing, GREE	Senior Vice President of Publishing, 6waves	GREE provides Japan's leading mobile social network, and is at the forefront of mobile technology.	11/20/12
Richard Stalzer	Chief Executive Officer, Motricity	President (Mobile Media Division), Motricity	Motricity is a leading provider of mobile data solutions and services that enable wireless carriers to deliver high value mobile data services to their subscribers.	11/15/12
Daniel Terry	Chief Creative Officer, Pocket Gems	Chief Executive Officer, Pocket Gems	Pocket Gems develops free-to-play mobile games.	11/14/12
Ben Liu	Chief Executive Officer, Pocket Gems	Chief Operating Officer, Pocket Gems	Pocket Gems develops free-to-play mobile games.	11/14/12
Rob Carroll	Chief Mobile Officer, 5th Planet Games	Director of Publishing, Tapjoy	5th Planet Games is dedicated to making story driven, content rich games for social and mobile platforms.	11/13/12
Jim Billmaier	Chief Executive Officer, City Guru (formerly On the Go)	Chief Executive Officer, Melodeo	City Guru offers a mobile app that provide a service to their customers: concierges, tourists and businesses.	11/8/12

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 2/1/13	Stock Price 1/1/13	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value	Revenue (LTM)	Revenue Multiple (EV/Rev.)
(in Millions)											
Indexes		S&P 500	1,513.17	1,426.19	6.1%	1,474.51	1,258.86				
		NASDAQ Composite	3,179.10	3,019.51	5.3%	3,196.93	2,627.23				
		Russel 3000	900.60	846.37	6.4%	871.25	742.58				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 38.34	\$ 37.68	1.8%	\$ 38.78	\$ 29.52	\$19,124	\$17,093	\$4,404	3.9X
Airtel	BHARTIARTLBO	BSE	6.19	5.88	5.3%	8.23	4.16	23,518	36,638	14,680	2.5X
America Movil	AMX	NYSE	1.28	1.15	11.7%	1.42	1.14	66,064	95,908	57,313	1.7X
Apple Inc.	AAPL	NASDAQ	453.62	532.17	-14.8%	705.07	435.00	425,975	386,155	164,687	2.3X
AT&T	T	NYSE	35.51	33.71	5.3%	38.58	29.69	198,181	263,823	114,652	2.3X
Buongiorno (Acquired by Nippon Telegraph & Telephone Corp)	NTT	NYSE	41.73	42.16	-1.0%	47.14	41.35	55,223	157,969	124,412	1.3X
CenturyLink	CTL	NYSE	41.15	39.12	5.2%	43.43	36.52	25,688	46,200	17,403	2.7X
China Mobile	CHL	NYSE	54.95	58.72	-6.4%	59.73	49.37	220,896	164,028	82,050	2.0X
Fiserv, Inc.	FISV	NASDAQ	81.35	79.03	2.9%	83.43	63.04	10,858	14,000	4,487	3.1X
Google	GOOG	NASDAQ	775.60	707.38	9.6%	776.60	556.52	207,473	164,922	51,379	3.2X
LG	LPL	NYSE	26.06	29.00	-10.1%	34.04	16.58	9,326	11,783	24,061	0.5X
Microsoft	MSFT	NASDAQ	27.93	26.71	4.6%	32.95	26.26	233,948	179,824	72,930	2.5X
Motorola Solutions	MSI	NYSE	58.87	55.68	5.7%	59.48	44.49	16,513	14,823	8,698	1.7X
Neustar, Inc.	NSR	NYSE	67.35	59.66	12.9%	68.03	43.73	14,144	14,845	7,960	1.9X
Nokia	NOK	NYSE	4.00	3.95	1.3%	5.87	1.63	14,980	12,274	39,279	0.3X
Omnicom	OMC	NYSE	54.53	49.96	9.1%	54.91	45.11	14,406	18,265	14,128	1.3X
Publicis Groupe	PUB.PA	Paris	67.35	59.66	12.9%	68.03	43.73	14,144	14,845	7,960	1.9X
Samsung	005930.KS	005930.KS	1,313.22	1,421.67	-7.6%	1,492.09	944.33	193,437	187,676	169,520	1.1X
Sprint	S	NYSE	5.69	5.67	0.4%	6.04	2.19	17,096	32,071	35,062	0.9X
Telefonica S.A.	TEF	NYSE	14.35	13.43	6.8%	17.44	9.72	65,292	155,402	81,262	1.9X
Telenor	TELNF	OTC	22.48	20.08	11.9%	22.33	14.26	35,069	40,035	17,342	2.3X
TIM	TSU	NYSE	22.14	19.82	11.7%	33.04	16.39	10,705	11,512	9,799	1.2X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	15.59	16.14	-3.4%	17.80	10.75	13,719	11,670	5,419	2.2X
Vodafone Group	VOD	NASDAQ	27.30	25.19	8.4%	30.07	24.95	133,722	182,136	71,754	2.5X
WPP Group	WPPGY	NASDAQ	79.32	72.90	8.8%	79.91	57.02	20,068	25,296	16,048	1.6X
Yahoo!	YHOO	NASDAQ	19.76	19.90	-0.7%	20.88	14.35	23,370	19,277	4,987	3.9X
					Average			80,113	87,633	46,988	2.0X
					Median			23,444	34,355	20,732	2.0X
Mid-Cap (\$2B - \$10B)											
Alcatel-Lucent	ALU	NYSE	\$ 1.74	\$ 1.39	25.2%	\$ 2.66	\$ 0.91	\$4,048	\$6,267	\$18,786	0.3X
Dentsu	4324:JP	TSE	27.78	26.77	3.8%	32.48	22.00	7,729	7,697	24,625	0.3X
Gemalto	GTOFF	OTC	92.91	89.65	3.6%	98.17	53.41	8,178	7,813	2,706	2.9X
GFK Retail and Technology UK	GFK:DE	Xetra	58.69	51.02	15.0%	58.19	43.51	2,142	2,774	1,907	1.5X
Interpublic Group of Companies	IPG	NYSE	12.25	11.02	11.2%	12.25	9.04	5,355	6,463	6,966	0.9X
Oi	OIBR	NYSE	4.10	4.07	0.7%	5.90	3.47	4,911	16,856	14,352	1.2X
BlackBerry	BBRY	NASDAQ	13.03	11.87	9.7%	18.32	6.22	6,827	4,096	12,604	0.3X
VIVO S.A. (formerly Telefonica Brazil)	VIV	NYSE	22.72	21.35	6.4%	28.32	18.48	8,669	9,371	17,424	0.5X
ZTE	000063.SZ	Shenzhen	1.75	1.56	11.9%	2.89	1.22	4,920	8,200	14,483	0.6X
					Average			5,864	7,726	12,650	0.9X
					Median			5,355	7,697	14,352	0.6X

NOTES:

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		Russel 3000	900.60	846.37	6.4%	871.25	742.58				
Small-Cap (< \$2B)											
2Ergo Group PLC	RGO	LSE	\$ 0.21	\$ 0.25	-16.3%	\$ 1.16	\$ 0.18	\$14	\$13	\$13	1.0X
Acxiom Corporation	ACXM	NASDAQ	18.30	17.46	4.8%	19.02	12.66	1,364	1,438	1,109	1.3X
Atrinsic, Inc	ATRN	OTC	0.01	0.00	74.4%	0.36	0.00	0	2	33	0.1X
Augme Mobile	AUGT	OTC BB	0.47	0.64	-26.5%	2.57	0.43	61	60	24	2.5X
Bango	BGO	LSE	3.27	3.06	7.2%	3.61	1.50	138	135	25	5.5X
Blue Calypso Holdings, Inc.	BCYP	OTC	0.27	0.41	-32.9%	1.05	0.21	34	35	0	N/A
Boingo wireless	WIFI	NASDAQ	7.90	7.55	4.6%	13.25	6.50	278	184	100	1.8X
Cincinnati Bell	CBB	NYSE	4.81	5.48	-12.2%	5.89	3.33	959	3,656	1,465	2.5X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	0.25	0.26	-2.5%	1.50	0.20	6	6	4	1.5X
Digimarc Corporation	DMRC	NASDAQ	21.51	20.70	3.9%	32.10	17.68	154	123	44	2.8X
Glu Mobile	GLUU	NASDAQ	2.41	2.28	5.7%	5.90	1.99	159	135	82	1.7X
Internetq Plc	INTQ	LSE	3.68	2.82	30.4%	4.86	2.28	128	123	78	1.6X
Lenco Mobile	LNCM	OTC	0.09	0.03	159.0%	0.23	0.01	7	20	9	2.1X
Marchex	MCHX	NASDAQ	3.83	4.11	-6.8%	5.18	2.99	108	72	143	0.5X
MDC Partners	MDCA	NASDAQ	12.94	11.30	14.5%	14.51	9.24	402	1,157	1,025	1.1X
MEDL Mobile	MEDL	OTC BB	0.21	0.15	40.0%	1.15	0.07	9	8	3	2.5X
Millennial Media	MM	NYSE	11.43	12.53	-8.8%	27.90	9.00	895	773	154	5.0X
Motricity	MOTR	NASDAQ	0.42	0.41	1.4%	1.85	0.36	19	22	93	0.2X
Openwave (Now Unwired Planet)	UPIP	NASDAQ	2.07	1.20	72.5%	3.19	1.17	187	130	0	4327.1X
Opera Software ASA	OPERA.OL	Oslo	6.35	5.66	12.3%	7.75	4.87	760	698	163	4.3X
Pandora Media Inc.	P	NYSE	11.45	9.18	24.7%	15.25	7.08	1,947	1,867	383	4.9X
Poynt Corporation	PYN.V	TSXV	0.02	0.02	0.0%	0.16	0.01	8	10	2	4.6X
Single Touch	SITO	OTC BB	0.92	0.65	41.5%	0.95	0.15	122	123	6	19.4X
Smith Micro Software Inc	SMSI	NASDAQ	1.58	1.50	5.3%	2.87	1.10	57	30	43	0.7X
SoundBite Communications	SDBT	NASDAQ	3.00	2.89	3.8%	3.33	2.05	49	25	46	0.5X
Tanla Solutions Limited	TANLA	NSE	0.10	0.10	-2.4%	0.21	0.09	10	-2	35	-0.1X
Telecom Argentina S.A.	TEO	NYSE	15.92	11.38	39.9%	22.26	9.12	1,533	1,035	4,729	0.2X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	2.42	2.47	-2.0%	3.09	1.10	128	244	487	0.5X
ValueClick	VCLK	NASDAQ	20.32	19.41	4.7%	21.86	13.80	1,529	1,584	657	2.4X
Velti	VELT	NASDAQ	3.98	4.50	-11.6%	14.65	3.07	258	280	260	1.1X
Zynga	ZNGA	NASDAQ	2.66	2.36	12.7%	15.91	2.09	1,553	815	1,154	0.7X
					Average			415	477	399	146.7X
					Median			128	123	78	1.6X

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Source: Thomson Reuters and Hidden River, LLC analysis

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
01/31/2013	FIS	mFoundry Inc	Developer of mobile financial and banking software.	\$120.0
01/31/2013	IPG Mediabrands	Mnet Mobile	Full-service mobile solutions provider.	
01/30/2013	AppBin Fund	Bluecloud Solutions LLC	Developer of mobile software.	
01/29/2013	Twitter Inc	Crashlytics Inc	Developer of mobile applications software.	
01/25/2013	Aarki	Mobspire	Mobile advertising start-up.	
01/24/2013	Guavus	Neuralitic	Developer of mobile data intelligence software.	
01/24/2013	Automattic Inc	Simperium Inc	Developer of mobile application software.	
01/24/2013	ServicePower Technologies PLC	Stratix Corp-Software Division	Provider of managed mobile services.	
01/23/2013	Cisco	Intucell	Mobile networking specialist	\$475.0
01/22/2013	Samsung Venture Invest Corp	Fixmo Inc	Developer of mobile assurance software.	
01/22/2013	Etsy Inc	Lascaux Co Inc	Developer of mobile application software.	
01/22/2013	AT&T	Alltel U.S. Wireless Operations	Wireless service provider.	\$780.0
01/16/2013	ePrize	Mozes	Mobile engagement services.	
01/11/2013	Groupon Inc	Glassmap	Developer of location-based deals discovery application.	
01/09/2013	Brightree LLC	CareAnyware	Home care technology company that delivers web-based and mobile applications for agency management, clinical, financial and knowledge-based services.	
01/08/2013	Essence Digital	Point Reach	Mobile advertising start-up.	
01/08/2013	InMobi	Overlay Media	Mobile data analytics startup.	
01/02/2013	Phunware	TapIt!	Mobile Advertising Network	
12/28/2012	TigerLogic	Storycode	Mobile application developer.	\$7.3
12/27/2012	Synchronoss Technologies	NewBay*	Leader in cloud services.	\$55.5
12/18/2012	Publicis Groupe SA	Monte Rosa AB	Provider of mobile marketing services.	
12/18/2012	One97 Communications	MobiVite	Mobile marketing platform.	
12/17/2012	Sprint Nextel Corp.	Clearwire	Provider of s wireless high-speed Internet service.	\$2,200.0
12/13/2012	Corona Labs	Game Minion	Gaming cloud service provider.	
12/11/2012	Grapple Mobile Ltd	Toura LLC	Developer of a web-based mobile application software.	
12/10/2012	Disney	Studio Ex	Developer of online & mobile games.	
12/10/2012	Honeywell	Intermec	Provider of mobile computing, radio frequency identification solutions (RFID) and bar code, label and receipt printers.	\$600.0

* Note: NewBay was a wholly owned subsidiary of Research in Motion Limited.

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Source: Thomson Reuters, VentureDeal and Hidden River, LLC

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
12/10/2012	Perfect Sense Digital	KickApps	Social software platform.	
12/05/2012	Citrix	Zenprise	Mobile security start-up.	
12/04/2012	Kabam Inc	Balanced Worlds Studios	Provider of game development services for mobile phones.	
12/04/2012	Ness Technologies Inc	Imano PLC	Mobile application developer.	
12/04/2012	Yahoo!	OnTheAir	Video chat start-up.*	
12/04/2012	Urban Airship	Tello	Streamlines the creation and management of passes for Apple Passbook.	
12/04/2012	MediaMath	Tap.Me	Mobile advertising provider (in-game mobile & video ads).	
11/21/2012	Nokia	Earthmine	3D mapping service.	
11/20/2012	Mubaloo	AlwaysOnMessage	Mobile agency.	
11/18/2012	Cisco	Meraki	Provides technology for management of networks from the cloud.	\$1,200.0
11/15/2012	TSYS	ProPay	Payment solutions provider.	
11/15/2012	Baidu	Tapas*	Android-based mobile OS developer.	
11/12/2012	Xhibit Interactive	MovieSocial.com	Internet domain.*	
11/09/2012	InSequent	4Mads	Advertising platform.	
11/09/2012	Zynga Inc	November Software LLC	Game developer (tablets & web).	
11/08/2012	adQuota ApS	Adiento AB	Mobile ad network.	
11/07/2012	Axway Software SA	Vordel Ltd	Enables enterprises to deliver APIs for Cloud and Mobile.	
11/07/2012	Appcelerator	Nodeable	Provides real-time data stream processing for big data applications.	
11/06/2012	Aegis Group PLC	IQ mobile GmbH	Austrian mobile agency.	
11/06/2012	MACH	Optel Informatik	Telecommunications software provider.	
11/05/2012	Widget	Now Mobile (majority stake)	Offers a pay as you go SIM.	
11/02/2012	NetworkPlay Media Pvt Ltd	SeventyNine Pvt Ltd	Mobile ad network.	
11/02/2012	Ninja Kiwi	Digital Goldfish Ltd	Mobile game developer.	
11/01/2012	LocalVox	Postling	Provides social media marketing tools.	

* Note: Yahoo released a statement confirming the five-person OnTheAir team would focus on the Internet company's mobile offerings.

* Note: Baidu acquired Taps for over \$10M according to various sources.

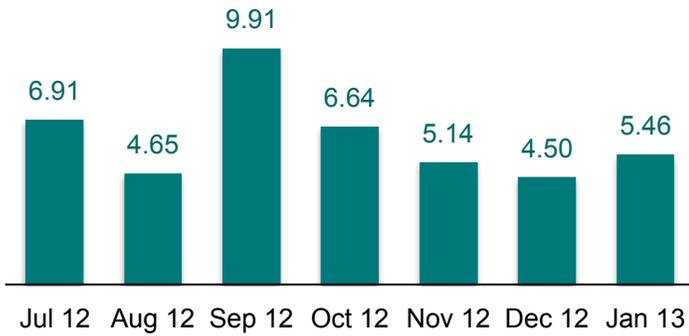
* Note: Xhibit management plans to use the domain to launch an exciting movie and entertainment service connected by popular social media platforms.

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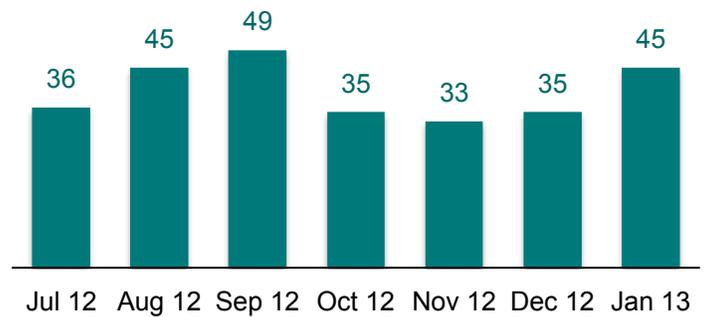
Source: Thomson Reuters, VentureDeal and Hidden River, LLC

Financing Transactions Overview

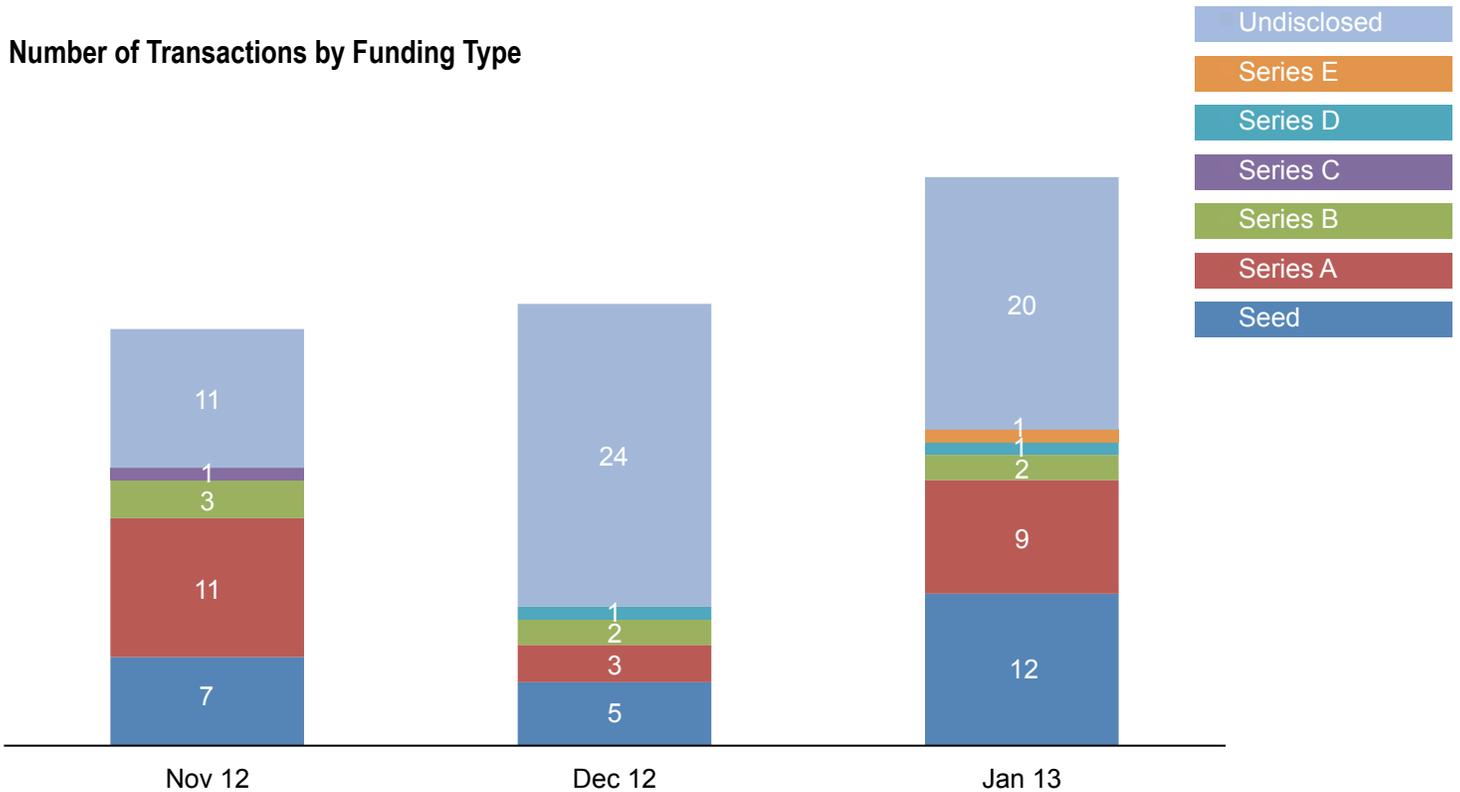
Average Value of Transactions (\$MM)



Number of Transactions



Number of Transactions by Funding Type



Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
ThruPoint	Private	Thrupoint is a leading provider of mobile collaboration solutions and Unified Communications as a Service (UCaaS).	12/28/12	\$3.0	Undisclosed	Undisclosed
Appconomy	Private	Appconomy operates a global platform that increases app revenue, designed for brands, retailers, service providers, local merchants and mobile carriers.	12/27/12	\$5.7*	Undisclosed	Undisclosed
Clover	Private	Clover is a payment network built from the ground up for mobile devices, aiming to radically improve the speed and security of online mobile transactions.	12/27/12	\$3.3	Undisclosed	Sutter Hill Ventures; Jeff Hausenbold
MobileDevHQ	Private	MobileDevHQ provides tools for App Store Optimization (ASO) and additional insights for mobile developers.	12/22/12	\$0.7	Undisclosed	Christopher DeVore; Thomas Peterson
bMobilized	Private	bMobilized is a pioneer in automatic website mobilization. The global company offers businesses the ability to instantly and inexpensively convert their desktop website into an HTML5-enabled mobile experience optimized for every device, OS or browser.	12/20/12	\$2.5	Series A	Alliance Venture; Investor; Spring Capital; Redwood Partners; Alden AS
Vantrix	Private	Vantrix Corporation provides content adaptation and optimization solutions for wireless, broadband, and cable networks.	12/20/12	\$13.5	Series D	Summerhill Venture Partners; JK&B Capital; Tudor Ventures; BDC Venture Capital; Innovacom; Entrepia
ERN	Private	ERN is an integrated card payment notification, data analytics, loyalty and "Big Data" platform. Through a set of smart phone apps and more powerful cloud-based solutions, ERN's suite of products offers new real-time communications channels and value added services that drive greater insight through data analytics for financial institutions, merchants and payment processors who connect with consumers.	12/20/12	\$2.0	Undisclosed	Undisclosed
Telerivet	Private	Telerivet makes it easy for people and organizations to create and deploy their own SMS services anywhere in the world.	12/20/12	\$1.0	Undisclosed	Javelin Venture Partners
Kamcord	Private	Kamcord allows mobile users to record and share their awesome gameplays without having to leave their games.	12/19/12	\$1.5	Seed	Andreessen Horowitz; Google Ventures; Tencent Holdings; Marissa Mayer; Alexis Ohanian
Tapit	Private	Tapit is a global Near Field Communications company who exist to simplify the way people access information on their phones.	12/19/12	\$2.3	Series A	Monash Private Capital; Ourcrowd; New Wave Ventures
Tylr Mobile	Private	Tylr builds role-specific mobile work apps that bring together all your critical business data, from different sources, and filters it with your personal context.	12/18/12	\$0.5	Seed	Citrix Startup Accelerator; Alchemist Accelerator
Jibe Mobile	Private	Jibe – the global communications cloud – is an open technology platform for the new age of telephony. Bridging the worlds of traditional standards-based telecommunications and Silicon Valley-style rapid application development, they are empowering phone companies, developers, and consumers everywhere to build the world's next global phone network.	12/15/12	\$8.3	Undisclosed	Vodafone Ventures; MTI
AppStack	Private	AppStack makes it easy for Local Businesses to get Mobile Customers.	12/14/12	\$6.2*	Undisclosed	Undisclosed
Bread Labs	Private	Bread is a monetization platform for social media, desktop and mobile publishers.	12/13/12	\$4.3	Undisclosed	Undisclosed
C-SAM	Private	C-SAM, Inc. is a pioneer in secure mobile transactions technology. The company provides turnkey services to carriers, banks, merchants, settlement networks, healthcare providers, and large infrastructure providers.	12/13/12	Undisclosed	Undisclosed	MasterCard
Linkable Networks	Private	Linkable Networks is the only card-linked offer company with the ability to provide coupons and offers at the individual product or SKU-level.	12/13/12	\$0.9*	Undisclosed	Undisclosed
Easilydo	Private	Easilydo is an app for the iPhone that finds important tasks and things you care about and offers to take care of them for you.	12/13/12	\$4.3	Undisclosed	U.S. Venture Partners; Mayfield Fund
Applifier	Private	Applifier is a cross-promotion network for social games and applications.	12/13/12	\$4.0	Series B	Lifeline Ventures; MHS Capital; PROfounders Capital
Snapchat	Private	Snapchat is a photo messaging application.	12/12/12	\$8.0	Undisclosed	Benchmark; Om Malik

* Note: Appconomy still seeking \$133,451 in funding.

* Note: AppStack still seeking \$600,002 in funding.

* Note: Linkable Networks still seeking \$914,513 in funding.

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
LiveSchool	Private	LiveSchool, Inc. sells subscriptions to a tablet-based application for tracking and managing student data.	1/31/13	\$1.7	Series A	Undisclosed
Digit Game Studios	Private	Digit is building a new breed of online games called 'Seamlessly Cross-Platform'. This new gaming technology allows players to play their game on any device, including iOS, Android, Browser and Social platforms (such as Facebook) and move between devices seamlessly.	1/30/13	\$2.5	Series A	Delta Partners
Tomfoolery	Private	Tomfoolery are building apps for work. Currently they are in stealth mode.	1/30/13	\$1.7	Seed	Morado Venture Partners, Sam Pullara, Andreessen Horowitz, Jerry Yang, Brad Garlinghouse, David Tisch
N-Trig	Private	N-Trig is the provider of DuoSense digitizer technology combining pen and zero-pressure touch for mobile computers into a single device.	1/29/13	\$11.3	Undisclosed	Undisclosed
SALT Technology	Private	SALT Technology is offering a full suite of white label mobile payment solutions: the SALT Payment Platform; a secure mobile wallet called the SALT Personal Payment Profile; and even merchant acquiring through SALT Merchant Services.	1/29/13	\$2.0	Undisclosed	Undisclosed
Pluto Media	Private	Pluto Media is committed to bringing the best educational games to children around the world. They integrate technology with world-class creative talent to develop products that foster children's creativity, curiosity, and knowledge of the world around them.	1/29/13	\$0.5	Seed	Rob Hutter, Jennifer Carolan, Peter Relan, Webvan
WatchDox	Private	WatchDox enables organizations to access, share and control their critical documents wherever they go: on any tablet, smartphone, or PC, even those beyond the IT department's control.	1/29/13	\$12.0	Undisclosed	Millennium Technology Value Partners, The Blackstone Group, Gemini Israel Funds, Shasta Ventures
Stuffle	Private	Stuffle is like a mobile flea market: Offer your stuff by posting a picture, a title, a short description and a price. Rummage around for offers nearby. Bargain for deals via private messages. Just pay when you pick up your purchases or agree with the seller on your own terms.	1/29/13	\$0.7	Series A	High Tech Gruenderfonds
Advanova	Private	Advanova GmbH, an Erlangen, Germany-based developer of software that allows medical professionals to access a patient's electronic record on a mobile device.	1/28/13	Undisclosed	Series A	Bayern Kapital, High Tech Gruenderfonds
Vendly	Private	Vendly is a marketplace in your pocket for you and your friends to sell and buy anything from each other and everyone else.	1/27/13	\$0.2	Seed	UDD Ventures
OLO	Private	OLO is a mobile and online ordering provider in the restaurant industry. Over 2 million customers order through OLO's online and mobile ordering programs.	1/26/13	\$5.0	Series B	PayPal, RRE Ventures, Core Capital Partners
Order Mapper	Private	Order Mapper Inc. is a Platform as a Service ("PaaS") startup founded in 2009. They make it easy for people to order virtually any physical good or service from almost any business from a mobile device such as a smartphone or tablet.	1/25/13	\$0.6	Undisclosed	Vegas TechFund, Undisclosed
True Office	Private	True Office creates data-rich, mobile games that help companies reduce risk and save money. They are securely delivered via the cloud to mobile devices and web browsers and generate real-time testing, assessment and risk analytics.	1/25/13	\$3.0	Series A	Rho Ventures, Contour Venture Partners, Partnership for New York City Fund
Bloodhound	Private	Bloodhound is the complete mobile solution for events. Load up any trade show or conference to view the schedule, floor map, exhibitors, and attendees.	1/24/13	\$3.9*	Undisclosed	Undisclosed
AppNexus	Private	AppNexus is a leader in real-time advertising technology, serving the largest and most innovative companies in the ecosystem on both the buy and sell side.	1/24/13	\$75.0	Series D	Tribeca Venture Partners, Technology Crossover Ventures, Venrock
Atlas Powered	Private	Atlas is a time management and collaboration platform for mobile that centralizes all your calendars, contacts, tasks, and notes making collaboration on mobile shockingly simple - no email required.	1/23/13	\$0.7	Undisclosed	Tech Coast Angels, Pasadena Angels, Maverick Angels
JobApp	Private	JobApp is a leading provider of cloud-based recruiting and talent management software platforms for hourly and decentralized workers across all service industries.	1/23/13	Undisclosed	Undisclosed	Frontier Capital
Tappr	Private	Tappr offers mobile payment services.	1/23/13	\$2.0	Seed	Undisclosed

* Note: Bloodhound still seeking \$677,586 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

FUNDING							
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's	
Apperian	Private	Apperian is a mobile application management (MAM) company. The Apperian EASE platform delivers enterprise mobility services that enable many of the world's largest corporations to securely manage the full lifecycle of mobile apps for iOS, Android and Blackberry.	1/23/13	\$4.6	Undisclosed	Intel Capital	
Shodogg	Private	Shodogg is a patent pending technology that allows any mobile device to wirelessly /stream/ direct any content to any second screen that is web enabled without wires or boxes.	1/23/13	\$2.8	Seed	Seth Green RSL Venture Partners	
Repunch	Private	Repunch is a digital loyalty platform for local retailers. Their mobile and web products allow consumers and merchants to benefit from each other in a number of ways.	1/22/13	Undisclosed	Seed	Undisclosed	
payleven	Private	Payleven is a device that attaches to your smartphone or tablet with iOS or Android which allows credit card processing.	1/21/13	Undisclosed	Undisclosed	Undisclosed	
Cellrox	Private	Cellrox introduces the next generation of technology that enables employees and corporations to share a single fully functional mobile device without compromising security, performance or user experience.	1/21/13	\$4.7	Series A	Runa Capital, Previz Venture Partners, Columbia Technology Ventures	
Top Hat Monocle	Private	Top Hat Monocle is a web- and mobile-based classroom response system that engages students and provides professors with the real-time feedback on student understanding.	1/19/13	\$1.1	Undisclosed	Felicis Ventures	
MobileSpan	Private	MobileSpan was founded in 2011 to help enterprises transition from a Desktop-centric world to an always-on, any content, any screen, BYOD world.	1/18/13	\$2.3	Series A	True Ventures, Greylock Partners, K9 Ventures, Alchemist Accelerator, Undisclosed	
Celtra	Private	Celtra provides a Web based self-service platform for creation, ad trafficking, tracking and optimization of rich media mobile display advertising ads.	1/17/13	\$4.0	Undisclosed	SoftBank Capital, GrandBanks Capital, Fairhaven Capital	
Kiip	Private	Kiip designs mobile gaming advertising technologies.	1/17/13	Undisclosed	Undisclosed	Interpublic Group	
OpenX	Private	OpenX is a global leader in digital and mobile advertising technology.	1/17/13	\$22.5	Series E	Samsung Ventures, Accel Partners, Index Ventures, SAP Ventures, Mitsui Global Investment, Presidio Ventures	
Phonitive	Private	Phonitive specializes in developing innovative softwares for mobile and tactile devices.	1/17/13	\$0.5	Seed	Capitole Angels, DP Invest	
Wanderful Media	Private	Wanderful Media is a company that is reinventing local discovery shopping. Providing reach into more than 80 percent of U.S. markets, Wanderful Media helps retailers bring consumers into local stores and gives consumers the most convenient way to discover local merchandise.	1/16/13	Undisclosed	Undisclosed	Undisclosed	
ChowNow	Private	ChowNow is an online ordering system for restaurants. Provides custom mobile apps, Facebook ordering and website ordering widgets.	1/16/13	\$3.0	Undisclosed	GRP Partners, Daher Capital, Double M Capital	
LoopMe	Private	LoopMe is global leader in mobile advertising inbox technology and uses social preference targeting to improve customer experience and results for advertisers and publishers.	1/16/13	\$0.5	Seed	Russell Buckley, John Taysom, Torben Maajaard, Peter Barry	
Pontiflex	Private	Pontiflex powers a new kind of mobile advertising platform: Signup Ads.	1/15/13	\$6.2*	Undisclosed	Undisclosed	
Kwarter	Private	Kwarter builds fun, social, and rewarding mobile experiences to engage viewers and celebrate TV's most powerful moments.	1/14/13	\$5.0	Undisclosed	Undisclosed	
Binary Event Network	Private	Binary Event Network ("BEN") combines a global financial trading platform with proprietary real-time pricing content to create a new category of consumer facing applications for the web and mobile devices.	1/11/13	Undisclosed	Undisclosed	Guggenheim Partners, Cinnober Financial Technology, Broadhaven Capital Partners	
Gimmie	Private	GimmieWorld is a Mobile Reward Layer that overlays ontop of mobile apps. It provides real rewards from physical and online stores to users of existing apps or games, which are achieved based on their engagement.	1/11/13	\$0.5	Seed	WaveMaker Labs, Singapore National Research Foundation	
DataCoup	Private	Datacoup is a free web & mobile application that empowers consumers with their own personal data.	1/11/13	\$0.3	Seed	Undisclosed	

* Note: Pontiflex still seeking \$1,500,000 in funding.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Access 360 Media	Private	Access 360 Media is a media network that connects to young adult consumers (P12-34), in the places and through the communication platforms that matter most to them - Retail, Online and Mobile.	1/10/13	\$2.3*	Undisclosed	Undisclosed
Choremonster	Private	Choremonster is a social gaming company that 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.	1/10/13	\$0.4	Seed	Vine Street Ventures, Undisclosed
UIEvolution	Private	UIEvolution produces mobile convergence technology, providing software products and services to global brands and service providers offering rich application experiences for mobile and embedded digital devices.	1/10/13	\$2.0	Undisclosed	Undisclosed
Vobi.com	Private	Vobi.com is a cloud-based collaboration startup which will sell its services through mobile operators.	1/4/13	\$1.5	Series A	Trailblazer Capital
Remitty	Private	Remitty enables convenient international money transfers from a customer's mobile phone in the USA to a mobile phone abroad.	1/3/13	\$2.6	Undisclosed	Trilogy Equity Partnership
Front Flip	Private	Front Flip is the next generation of loyalty marketing. Not just another punch card on a mobile app. Instead, they help businesses create profitable, long-term relationships with their customers through fun experiences, instant promotions, rich customer analytics and targeted mobile campaigns.	1/1/13	\$3.8	Series B	Undisclosed
AppGratis	Private	Premium app discovery network spanning 40 countries, 6 million iOS users, delivering 100 million app installs yearly.	1/1/13	\$13.5	Series A	Iris Capital
Appicasa	Private	Appicasa is a mobile game management platform aims to help game publishers and studios to increase in-app purchase revenue through user segmentation and event-based promotions.	1/1/13	\$0.5	Seed	Undisclosed
ThruPoint	Private	Thrupoint is a leading provider of mobile collaboration solutions and Unified Communications as a Service (UCaaS).	12/28/12	\$3.0	Undisclosed	Undisclosed
Appconomy	Private	Appconomy operates a global platform that increases app revenue, designed for brands, retailers, service providers, local merchants and mobile carriers.	12/27/12	\$5.7*	Undisclosed	Undisclosed
Clover	Private	Clover is a payment network built from the ground up for mobile devices, aiming to radically improve the speed and security of online mobile transactions.	12/27/12	\$3.3	Undisclosed	Sutter Hill Ventures; Jeff Hausenbold
MobileDevHQ	Private	MobileDevHQ provides tools for App Store Optimization (ASO) and additional insights for mobile developers.	12/22/12	\$0.7	Undisclosed	Christopher DeVore; Thomas Peterson
bMobilized	Private	bMobilized is a pioneer in automatic website mobilization. The global company offers businesses the ability to instantly and inexpensively convert their desktop website into an HTML5-enabled mobile experience optimized for every device, OS or browser.	12/20/12	\$2.5	Series A	Alliance Venture; Investinor; Spring Capital; Redwood Partners; Alden AS
Vantrix	Private	Vantrix Corporation provides content adaptation and optimization solutions for wireless, broadband, and cable networks.	12/20/12	\$13.5	Series D	Summerhill Venture Partners; JK&B Capital; Tudor Ventures; BDC Venture Capital; Innovacom; Entrepia
ERN	Private	ERN is an integrated card payment notification, data analytics, loyalty and "Big Data" platform. Through a set of smart phone apps and more powerful cloud-based solutions, ERN's suite of products offers new real-time communications channels and value added services that drive greater insight through data analytics for financial institutions, merchants and payment processors who connect with consumers.	12/20/12	\$2.0	Undisclosed	Undisclosed
Telerivet	Private	Telerivet makes it easy for people and organizations to create and deploy their own SMS services anywhere in the world.	12/20/12	\$1.0	Undisclosed	Javelin Venture Partners
Kamcord	Private	Kamcord allows mobile users to record and share their awesome gameplays without having to leave their games.	12/19/12	\$1.5	Seed	Andreesen Horowitz; Google Ventures; Tencent Holdings; Marissa Mayer; Alexis Ohanian
Tapit	Private	Tapit is a global Near Field Communications company who exist to simplify the way people access information on their phones.	12/19/12	\$2.3	Series A	Monash Private Capital; Ourcrowd; New Wave Ventures

* Note: Access 360 Media still seeking \$500,000 in funding.

* Note: Appconomy still seeking \$133,451 in funding.

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
Tylr Mobile	Private	Tylr builds role-specific mobile work apps that bring together all your critical business data, from different sources, and filters it with your personal context.	12/18/12	\$0.5	Seed	Citrix Startup Accelerator; Alchemist Accelerator
Jibe Mobile	Private	Jibe – the global communications cloud – is an open technology platform for the new age of telephony. Bridging the worlds of traditional standards-based telecommunications and Silicon Valley-style rapid application development, they are empowering phone companies, developers, and consumers everywhere to build the world's next global phone network.	12/15/12	\$8.3	Undisclosed	Vodafone Ventures; MTI
AppStack	Private	AppStack makes it easy for Local Businesses to get Mobile Customers.	12/14/12	\$6.2*	Undisclosed	Undisclosed
Bread Labs	Private	Bread is a monetization platform for social media, desktop and mobile publishers.	12/13/12	\$4.3	Undisclosed	Undisclosed
C-SAM	Private	C-SAM, Inc. is a pioneer in secure mobile transactions technology. The company provides turnkey services to carriers, banks, merchants, settlement networks, healthcare providers, and large infrastructure providers.	12/13/12	Undisclosed	Undisclosed	MasterCard
Linkable Networks	Private	Linkable Networks is the only card-linked offer company with the ability to provide coupons and offers at the individual product or SKU-level.	12/13/12	\$0.9*	Undisclosed	Undisclosed
Easilydo	Private	Easilydo is an app for the iPhone that finds important tasks and things you care about and offers to take care of them for you.	12/13/12	\$4.3	Undisclosed	U.S. Venture Partners; Mayfield Fund
Applifier	Private	Applifier is a cross-promotion network for social games and applications.	12/13/12	\$4.0	Series B	Lifeline Ventures; MHS Capital; PROfounders Capital
Snapchat	Private	Snapchat is a photo messaging application.	12/12/12	\$8.0	Undisclosed	Benchmark; Om Malik
Coveo	Private	Coveo is a leading provider of advanced enterprise search technology and information access solutions, including mobile search solutions, for high performance businesses.	12/12/12	\$18.0	Undisclosed	Tandem Expansion; BDC Venture Capital; Propulsion Ventures
Wasplit	Private	Wasplit™ has been created specifically for students. It is essentially 'Banking 2.0'. It gives you all the latest banking capabilities as well as mobile payments. In addition, you earn Buzz Points (Wasplit currency) when you tell friends and merchants about your experiences.	12/11/12	\$3.0	Undisclosed	Undisclosed
Stocard	Private	The Stocard app puts all your loyalty cards into one app on your phone.	12/11/12	\$0.9	Undisclosed	High-Tech Gruenderfonds; Klaas Kersting
Apptentive	Private	Apptentive creates in-app feedback tools, enabling developers to easily engage customers for positive ratings, feedback and customer research.	12/11/12	\$1.2	Seed	Founder's Co-Op; Google Ventures; Social Leverage; Golden Venture Partners
CARDFREE	Private	CARDFREE offers complete, integrated commerce solutions to mobilize merchants. CARDFREE's platform provides end-to-end capabilities to engage customers via merchant-branded interfaces such as mGifts, messaging, offers, loyalty, payments, order ahead and social media integration.	12/10/12	\$10.0	Series A	Undisclosed
Consmr	Private	Consmr is a crowd-sourced review application for Grocery and Drugstore products.	12/10/12	\$0.6	Seed	Lerer Ventures; IA Ventures
Cycell	Private	Cycell Ltd, London, UK-based early stage specialist mobile network operator.	12/10/12	\$1.6	Undisclosed	London Business Angels
MoMinis	Private	MoMinis is an Android game publisher.	12/9/12	\$6.0	Undisclosed	Gemini Israel Funds
Green Throttle Games	Private	Green Throttle Games develops high-quality, innovative games and hardware for mobile devices.	12/5/12	\$6.0	Undisclosed	Trinity Ventures; DCM
SmartThings	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, an interactive and mobile user experience for consumers to manage and install apps into their physical world.	12/5/12	\$3.0	Seed	First Round Capital; SV Angel; Lerer Ventures; CrunchFund; Start Fund; A Grade Investments; Individual Investors*

* Note: AppStack still seeking \$600,002 in funding.

* Note: Linkable Networks still seeking \$914,513 in funding.

* Note: Individual Investors Include: Max Levchin; David Tisch; Christopher Dixon; Vivi Nevo; Alexis Ohanian; Loic Meur; Martin Varsavsky; Kal Vepuri; Ryan Sarver; Jared Hecht; Steven Martocci; Emil Michael; Aaron Levie; Zorik Gordon; Nathan Hank

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
TourWrist	Private	TourWrist is an iOS application where users can rate, label, and submit 360° panoramas. People use the platform to share their photography and to check out travel destinations, homes, and businesses.	12/5/12	\$1.3	Undisclosed	Undisclosed
Adelphic Mobile	Private	Adelphic Mobile enables efficient buying and selling of targeted mobile media at scale through our powerful and intelligent Predictive Data Platform.	12/4/12	\$10.0	Undisclosed	Google Ventures; Matrix Partners
Lookout Mobile Security	Private	Lookout provides award-winning security to protect your mobile phone from viruses, malware and spyware, the ability to backup and restore your data, and tools to help locate lost or stolen phones.	12/4/12	Undisclosed	Undisclosed	Orange-Publicis Venture Fund
Poshmark	Private	Poshmark is a mobile fashion marketplace built around real-time social experiences.	12/4/12	\$12.0	Series B	Menlo Ventures
My-Apps	Private	My-Apps is a mobile applications constructor that allows every one without any special skills create his own mobile application via website or Builder for iPhone or Android.	12/3/12	\$1.5	Undisclosed	Undisclosed
Plyfe	Private	Plyfe is a social amplification platform that incentivizes users with rewards for actions that add value in a digital community.	12/1/12	\$0.8	Undisclosed	CrossCut Ventures
MobileDay	Private	MobileDay Inc. provides One-Touch access to any conference call from your iPhone or Android smartphone by using the native phone apps such as phone, calendar, SMS and email to simplify this challenging task.	11/30/12	\$1.0	Undisclosed	Undisclosed
Cinemagram	Private	Cinemagram is an app that a cinemagraph generator.	11/30/12	\$8.5	Series A	Menlo Ventures, Khosla Ventures, Real Ventures
Plyfe	Private	Plyfe is a social amplification platform that incentivizes users with rewards for actions that add value in a digital community.	11/29/12	\$0.8	Seed	Crosscut Ventures
Everything.me	Private	The Everything Project is a company that empowers users by combining the simplicity of search with the mobility of apps.	11/28/12	\$25.0	Series C	Telefonica Ventures, Mozilla, SingTel Innov8, BRM Capital, Horizons Ventures, Draper Fisher Jurvetson
Ginger.io	Private	Ginger.io provides healthcare and life sciences clients with insight into patient behavior using mobile phone sensors and other big data.	11/28/12	\$11.5	Series A	Khosla Ventures, True Ventures, Romulus Capital
AdNear	Private	AdNear is a hyper-local mobile advertising platform supporting feature phones as well as smartphones.	11/28/12	\$6.5	Series A	Sequoia Capital, Canaan Partners
Stray Boots	Private	Stray Boots is a location-based tour guide app.	11/27/12	\$2.0	Series A	Milestone Venture Partners, Correlation Ventures, Great Oaks
ezeep	Private	ezeep has created a service that lets users print directly from their phone.	11/27/12	Undisclosed	Series A	Mangrove Capital Partners
deets	Private	deets is a mobile communication platform that puts control of your relationships and contacts back in your hands.	11/25/12	\$1.5	Series A	Connecticut Innovations
MunkyFun	Private	MunkyFun is an independently owned mobile game company.	11/22/12	\$3.1*	Undisclosed	Undisclosed
biNu	Private	biNu is a cloud-based software platform that delivers popular internet services (like Facebook, Twitter, Google search, Wikipedia, news, sports scores, weather forecasts and much more) in any language to mass-market and smart mobile phones, with lightning-fast response times and very low bandwidth usage.	11/21/12	\$4.3	Series A	500 Startups, PanAfrican Investment Co.
Centri Technology	Private	Centri Technology develops a broad suite of mobile solutions.	11/20/12	\$3.8*	Undisclosed	Undisclosed
SubtleData	Private	SubtleData designs, develops, and manages Application Programming Interfaces (APIs) that connect mobile devices to the majority of existing Point of Sale systems in a platform-as-a-service environment.	11/20/12	\$0.5	Seed	Joshua Baer, Mellie Price, Bryan Menell, Jon Armstrong, Jeff Gemperle, Adam Weisberg, Nathan Smith
Mobee	Private	Mobee is a mobile app that rewards users for reviewing businesses.	11/19/12	\$1.1	Seed	Launch Capital, TIE Angels, Hub Angels Investment Group, Jit Saxena, Rob Soni, John Simon, Gaugarin Oliver, Prakash Khot

* Note: MunkyFun still seeking \$208,654 in funding.

* Note: Centri Technology still seeking \$175,458 in funding.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Foap	Private	Foap is a Swedish start-up that helps users sell their iPhone photos. Users can snap or upload a photo via Foaps iPhone App and, if approved, it will be published on Foaps website for editorial/commercial sale for companies which are looking for marketing material.	11/19/12	\$0.5	Series A	Jade Global Investments
Quik.io	Private	Quikio is a free iOS app that lets users instantly stream or send videos, music, pictures and documents from your PC/Mac to any iPad/iPhone without the hassle of syncing or converting files.	11/18/12	\$1.3	Undisclosed	Enspire Capital
Cignifi	Private	Cignifi has developed the first proven analytic platform to deliver credit and marketing scores for consumers using mobile phone behavior data.	11/17/12	Undisclosed	Series A	Omidyar Network
Chromatik	Private	Chromatik offers a free iPad app and mobile Web version that modernizes the way musicians of all abilities use sheet music to practice and perform.	11/16/12	\$1.0	Undisclosed	Jeffrey Ayeroff
Spindle	Private	Spindle is a social discovery app.	11/16/12	\$2.3	Undisclosed	Polaris Venture Partners, Greylock Partners, Lerer Ventures, SV Angel, Atlas Venture, Project 11 Ventures
Embark	Private	Embark makes it easy to get around without a car. Embark builds mobile software that makes it simple to get around on mass transit.	11/15/12	Undisclosed	Undisclosed	BMW i Ventures
MAZ Digital	Private	MAZ Digital Inc., provider of a cloud-based digital publishing service for tablet and mobile devices.	11/15/12	\$1.0	Seed	Expansion Venture Capital, T5 Capital, MI Ventures, Amer Rehman
Flurry	Private	flurry, inc. is a leader in developing next-generation mobile applications.	11/14/12	\$24.2	Undisclosed	Undisclosed
Corona Labs	Private	Corona Labs' (formerly Anasca Mobile) is the maker of Corona SDK, the leading cross-platform mobile development framework.	11/14/12	\$1.3	Series A	Western Technology Investment
Saverr Mobile	Private	Saverr is a mobile app that helps users save money on groceries. It helps users with coupons, promotions, and circulars tailored specifically to users shopping history.	11/14/12	\$0.6	Seed	Walter A. Winshall, LionBird, Pulver's Micro Angel Fund, PLUS Ventures
Miradore	Private	Miradore provides IT organizations with a single dashboard view and remote access to a wide range of end user devices, including Windows, Linux, Mac OSX, Android, Symbian and iOS smartphones and tablets and retail point-of-sale (POS) terminals.	11/14/12	\$1.5	Series B	Willem Hendrickx, Inventure Capital
invi	Private	invi is the next generation of texting. No more tiny thumbnails and dull links. Share pictures, YouTube videos and so much more within your text conversations as beautiful and interactive content.	11/14/12	\$0.8	Seed	Horizons Ventures Atlantic Bridge
MoJiva	Private	Mojiva is the parent company of the Mojiva, the mobile ad network and the Mocean Mobile, the mobile ad serving platform.	11/13/12	\$7.0	Undisclosed	Undisclosed
PlayHaven	Private	PlayHaven is a relationship management and monetization platform for mobile games developers and publishers that provides insight into customer behavior and real-time optimization.	11/13/12	\$8.0	Undisclosed	GGV Capital, e.ventures, Tandem Entrepreneurs
Skycure	Private	Skycure, a mobile security pioneer, revolutionizes the way mobile devices are protected by leveraging its patent-pending dual-protection technology to provide organizations with strong control and protection against emerging mobile security threats.	11/13/12	\$3.0	Seed	Pitango Venture Capital
DoubleDutch	Private	DoubleDutch is a social business solutions company that provides a mobile app that makes mobile, cloud-based, geosocial applications for events and enterprise workgroups.	11/12/12	\$4.0	Series B	Floodgate, Bullpen Capital, Lightbank
ToyTalk	Private	ToyTalk is a family entertainment company.	11/10/12	\$12.0	Series A	Charles River Ventures
Trademob	Private	Trademob is an app marketing platform, helping app advertisers win loyal users and high app store ranking for an iOS or Android app.	11/6/12	\$15.0	Series B	Kennet Partners, Tengemann Ventures, High-Tech Gruenderfonds
Scratch Wireless	Private	Scratch Wireless provides free mobile smartphone service in the USA. As long as users are connected via WiFi they pay nothing for voice, text messaging, picture messaging, and Internet.	11/1/12	\$0.9	Undisclosed	Undisclosed

* Note: Flurry still seeking \$757,443 in funding.

* Note: Scratch Wireless still seeking \$92,508 in funding.

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

Financing Transactions

DEBT FINANCINGS

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
Sotera Wireless	Private	Sotera Wireless, Inc. is a medical device company dedicated to the development, marketing and sale of a new generation of comprehensive vital signs monitoring.	1/25/13	\$5.8*	Debt	Undisclosed
Fotobabble	Private	Fotobabble is a social media software service that makes photos, the most shared social content, and makes it more engaging and personal by adding the energy and emotion of human voice.	1/24/13	\$0.3*	Debt	Undisclosed
Airband Communications	Private	airBand Communications Inc., is a broadband communications provider dedicated to helping businesses realize the full potential of their voice and data services.	12/20/12	\$1.6	Debt	Undisclosed
Movio Network	Private	Movio Network rents and sells premium video content to mobile users at ultra-fast speeds over existing Wi-Fi networks.	12/4/12	\$1.0*	Debt	Undisclosed
Sproxil	Private	Sproxil provides a mobile authentication system for identifying counterfeit medicine in developing countries.	11/28/12	\$0.5	Debt	undisclosed
Sproxil	Private	Sproxil provides a mobile authentication system for identifying counterfeit medicine in developing countries.	11/26/12	\$0.5	Debt	undisclosed
Corona Labs	Private	Corona Labs' (formerly Anasca Mobile) is the maker of Corona SDK, the leading cross-platform mobile development framework.	11/14/12	\$0.8	Debt	Merus Capital

* Note: Sotera Wireless still seeking \$200,000 in funding.

* Note: Fotobabble still seeking \$385,999 in funding.

* Note: Movio Network still seeking \$500,000 in funding.

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

Mobile Marketing Association

About Mobile Marketing Association

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

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

Executive Contacts

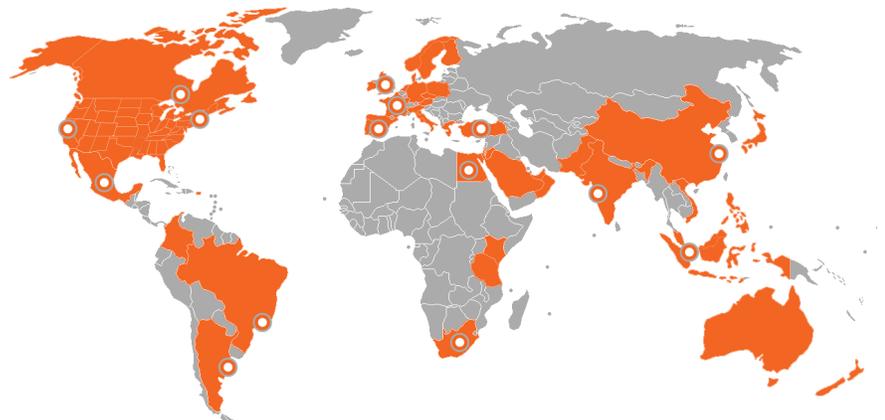
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Mobile Marketing Association

Calendar of Events

APRIL 2013

MMA APAC Forum: Singapore

More details forthcoming.

<http://www.mmaglobal.com/events/forums>

MAY 8–10, 2013

MMA North America Forum: New York

Join us for the 2013 MMA Forum New York as we bring together the industry's leading buyers, sellers and mobile solution providers to learn how to get into the minds of the mobile consumer, deconstruct the path-to-purchase, and shed light on how the practices of mobile marketing are driving consumer engagement and profitable, repeat, revenues across leading market verticals including, consumer package goods, grocery, retail, automotive, publishing, media and more.

The MMA NY Forum is the industry's premier mobile marketing event, don't miss out and register today!

www.mmaglobal.com/events/forums/newyork2013/overview

JUNE 16–23, 2013

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

More details forthcoming.

JULY 21–23, 2013

Mobile CEO and CMO Summit Park City, Utah

More details forthcoming.

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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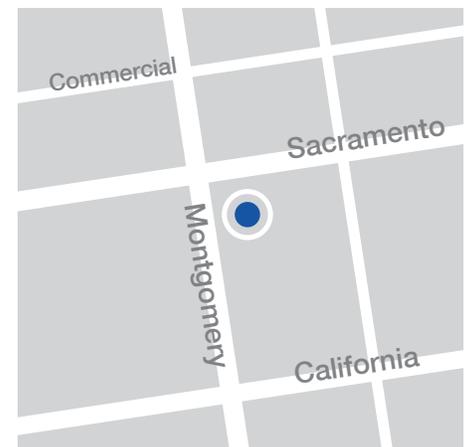
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MOBILE ECOSYSTEM

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STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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