



**MOBILE
MARKETING
ASSOCIATION**



Hidden River



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
JANUARY 2014

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CMO as Chief Innovator

As the MMA continues to help CMO's build their team's mobile marketing capabilities, we've been thinking about how this in turn contributes to a shift that has been happening in many quiet corners for some time. In 2013 however, CMO's such as Walmart's [Stephen Quinn](#) started to talk directly about the need for CMO's to be the ones to make innovation happen within their own organizations.

Given mobile's power to transform marketing, the MMA will continue to make innovation a key focus of all our programs in 2014, not least of which, will be our [Mobile CEO & CMO Summit](#), running July 13-15, 2014 at Hilton Head in South Carolina.

Gathering the industries leaders each year at this event has become an essential part of our calendar. It not only serves as a unique opportunity for this busy group to be in the same place at the same time, but given the insights and experience of those in attendance, also allows us to truly focus the conversation on transformation. This, once again, will be front and center at this year's meeting.

It's a unique opportunity to be in business today and be confronted with something that will and is already having, such a dramatic effect on the status quo. I look forward to supporting you, your business and all our members as we navigate these changes ahead.

Onwards,

Greg Stuart

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Peter Kang	Executive Creative Director, Rosetta	Executive Creative Director, Digital Kitchen	Rosetta is a marketing company that helps translate customer connections into measurable business growth for clients. It works with clients in a variety of industries including the telecommunications industry.	1/28/14
Steve Diamond	Executive Creative Director, R2C Group	Creative Director, Havas Worldwide	R2C group specializes in direct response marketing and media planning and has a presence on the web and mobile.	1/28/14
Sheila Jordan	Chief Investment Officer, Symantec	Senior Vice President, IT Communications and Collaborations, Cisco	Symantec is a global provider of security, storage and systems management solutions on the web and mobile.	1/27/14
John Smith	Vice President, New Market Development, Clearleap	Senior Vice President, North American Sales, Vubiquity	Clearleap is the provider of multiscreen video logistics for the television industry.	1/23/14
Ginny Golden	Creative Director, AKQA	Creative Director, Wieden+Kennedy	AKQA is a company that specializes in creating digital services and products.	1/21/14
Chris Mittman	Vice President, Director of Digital, Spark	Senior Account Executive, Online Retail, Google	Spark is a full-service, advertising company that specializes in social media, mobile marketing and brand management.	1/21/14
Kyla Jacobs	Director of Business Development, TBWA\ChiatDay New York	Director of Business Development, Europe, Crispin Porter+Bogusky	TBWA\ChiatDay is an international advertising agency that is part of Omnicom Group, the world's largest advertising agency holding company.	1/21/14
Menno Kluin	Executive Creative Director, Head of Art and Design, Deutsch New York	Executive Creative Director/Head of Art, DDB New York	Deutsch is an advertising company that offers creative development and brand marketing services.	1/21/14
Dan Gerrity	Vice President of Engineering, Haiku Deck	Founder/CEO, Naverus	Haiku Deck is a developer of presentation software accessible on the iPad and web.	1/16/14
Tony Malcolm	Executive Creative Director, DDB Chicago	Creative Director, Leo Burnett UK	DDB Worldwide, a global creative agency, is headquartered in New York City with 60 offices spanning 42 countries around the globe.	1/14/14
Gustavo Zapata	Head of Art Direction Team, Dieste	Director, Sancho BBDO	Dieste is a leading provider of advertising services targeting the Hispanic community.	1/14/14
Erik Prusch	CEO, NetMotion Wireless	CEO, Clearwire	NetMotion Wireless is a mobile security software maker.	1/13/14
Eric Johnson	Chief Financial Officer, Nintex	Vice President of Finance, Jive Software	Nintex provides cross-device software and cloud services enabling organizations to automate business processes in the US.	1/10/14
Kai Musielak	Group Account Manager, Seattle Wunderman	Account Managing Director, Mccgarrybowen	Seattle Wunderman, part of Wunderman, is a network of advertising, marketing and consulting companies with offices in 55 countries. It is part of Young & Rubicam Brands and a member of WPP Group.	1/7/14
Michelle Edelman	Vice President, Strategy and Planning, Peter Mayer	President and Director of Communications Planning, NYCA	Peter Mayer is an independent advertising, marketing and public relations agency.	1/7/14
Michael Foschetti	Managing Director, Havas Discovery	Senior Vice President, Moxie	Havas Discovery is a full service advertising agency that uses intelligent customer engagement to help brands create meaningful experiences.	1/7/14
Gary King	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
Rose Cameron	Senior Vice President, RAPP	Head of Strategy, Hornall Anderson	RAPP is a leading marketing agency on the web and mobile.	12/17/13
Bridgett Judd	Vice President & Executive Director, Digital, Innocean USA	Group Director, Digital Innovation, Saatchi & Saatchi	Innocean USA is a full service advertising agency.	12/17/13
Danielle Reardon	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
Lee Marshall	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
Zach Varnell	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
Dan Horton	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

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
Joshua Batchelder	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
Barak Ben-Gal	Chief Financial Officer, Findly	Chief Financial Officer, Sunrun	Findly is a global talent acquisition platform on the web and mobile.	12/13/13
Ali Byrd	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
Simon Hayhurst	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
Emily White	Chief Operating Officer, Snapchat	Director, Business Operations, Instagram	Snapchat is a photo messaging application.	12/4/13
Jean-Louis Constanza	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
Jim McNamara	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
Chris Reed	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
Randy Stewart	Product Manager, EveryMove	Product Manager, Cheezburger, Inc.	EveryMove is a fitness mobile app company.	11/20/13
Davin Power	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
Rob Deichert	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
Andrew Light	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
Howard Goldkrand	Director of Innovation, SapientNitro	Director of Innovation, Modernista!	SapientNitro, part of Sapient, is an advertising agency known for its storyscaping.	11/12/13
George Panopoulos	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
Lars Bastholm	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
Neil Shapiro	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
Greg Sugar	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
Walt Cheruk	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
Jennifer Hyman	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
Michael McQuhae	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
John Chen	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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 2/1/14	Stock Price 1/1/14	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
Indexes											
		S&P 500	1,782.59	1,848.36	-3.6%	1,850.84	1,485.01				
		NASDAQ Composite	4,103.88	4,176.59	-1.7%	4,246.55	3,105.36				
		Russel 3000	1,072.28	1,108.29	-3.2%	1,111.53	883.68				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 59.19	\$ 59.88	-1.2%	\$ 61.98	\$ 37.66	\$29,394	\$27,734	\$4,055	6.8X
Alcatel-Lucent	ALU	NYSE	3.95	4.40	-10.2%	4.68	1.27	11,022	14,268	19,203	0.7X
America Movil	AMX	NYSE	21.26	23.37	-9.0%	25.59	18.26	48,952	82,391	60,595	1.4X
Apple Inc.	AAPL	NASDAQ	500.60	561.02	-10.8%	575.14	385.10	446,530	422,780	173,992	2.4X
AT&T	T	NYSE	33.32	35.16	-5.2%	39.00	32.01	174,130	246,567	128,752	1.9X
Barti Airtel	BHARTIARTL.BO	BSE	5.03	5.46	-7.9%	6.04	4.86	20,077	31,293	14,140	2.2X
CenturyLink	CTL	NYSE	28.86	31.85	-9.4%	42.01	28.31	17,058	37,374	18,136	2.1X
China Mobile	CHL	NYSE	47.85	52.29	-8.5%	57.42	47.39	192,476	119,522	89,210	1.3X
Dentsu	4324:JP	TSE	40.05	40.94	-2.2%	42.71	26.65	11,552	13,811	22,274	0.6X
Fiserv, Inc.	FISV	NASDAQ	56.05	59.05	-5.1%	59.28	39.64	14,457	18,067	4,814	3.8X
Google	GOOG	NASDAQ	1,180.97	1,120.71	5.4%	1,186.54	758.27	326,752	273,280	59,825	4.6X
Microsoft	MSFT	NASDAQ	37.84	37.41	1.1%	38.98	27.10	314,072	253,351	83,433	3.0X
Motorola Solutions	MSI	NYSE	63.80	67.50	-5.5%	67.69	53.28	16,506	15,800	8,696	1.8X
Neustar, Inc.	NSR	NYSE	88.71	91.65	-3.2%	92.55	64.71	18,915	19,874	9,004	2.2X
Nippon Telegraph & Telephone Corp.	NTT	NYSE	26.96	27.04	-0.3%	27.99	20.90	61,291	140,594	113,946	1.2X
Nokia	NOK	NYSE	6.92	8.11	-14.7%	8.20	3.02	25,915	25,915	31,031	0.8X
Omnicom	OMC	NYSE	72.58	74.37	-2.4%	75.36	53.51	18,679	22,524	14,471	1.6X
Publicis Groupe	PUB.PA	Paris	88.71	91.65	-3.2%	92.55	64.71	18,915	19,874	9,004	2.2X
Samsung	005930.KS	KRX	1,195.87	1,300.04	-8.0%	1,454.76	1,049.23	176,151	147,930	205,176	0.7X
Sprint	S	NYSE	8.27	10.75	-23.1%	11.47	5.15	32,519	58,576	35,360	1.7X
Telefonica S.A.	TEF	NYSE	15.36	16.34	-6.0%	18.05	12.31	69,904	154,539	76,821	2.0X
Telenor	TELNF	OTC	20.70	23.79	-13.0%	25.18	19.45	31,395	39,745	17,440	2.3X
TIM	TSU	NYSE	26.03	26.24	-0.8%	29.12	16.85	12,586	12,586	9,414	1.3X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	12.45	13.35	-6.7%	17.02	11.72	10,956	8,548	6,130	1.4X
Vodafone Group	VOD	NASDAQ	37.06	39.31	-5.7%	39.44	24.42	179,618	221,043	65,283	3.4X
WPP Group	WPPGY	NASDAQ	104.87	114.86	-8.7%	115.40	77.30	28,260	33,188	16,859	2.0X
Yahoo!	YHOO	NASDAQ	36.01	40.44	-11.0%	41.72	19.31	36,528	34,459	4,680	7.4X
					Average			86,837	92,431	48,213	2.3X
					Median			29,394	34,459	19,203	2.0X
Mid-Cap (\$2B - \$10B)											
Axiom Corporation	ACXM	NASDAQ	\$ 35.96	\$ 36.98	-2.8%	\$ 38.71	\$ 17.21	\$2,701	\$2,644	\$1,097	2.4X
BlackBerry	BBRY	NASDAQ	9.45	7.44	27.0%	17.21	5.44	4,973	2,905	8,515	0.3X
Gemalto	GTOFF	OTC	112.90	110.25	2.4%	124.74	74.11	9,937	9,592	3,089	3.1X
GFK Retail and Technology UK	GFK:DE	Xetra	54.95	55.68	-1.3%	61.99	46.81	2,006	2,646	1,982	1.3X
Interpublic Group of Companies	IPG	NYSE	16.32	17.70	-7.8%	17.85	11.91	7,171	8,579	7,063	1.2X
LG	034220.KS	KRX	23.68	24.02	-1.4%	29.89	20.33	8,474	9,888	26,157	0.4X
Oi (Formerly Telemar)	OIBR	NYSE	1.72	1.52	13.2%	4.07	1.47	2,063	15,793	13,492	1.2X
Pandora Media Inc.	P	NYSE	36.07	26.60	35.6%	37.95	10.92	7,007	6,559	588	11.1X
VIVO S.A. (formerly Telefonica Brazil)	VIV	NYSE	16.29	16.95	-3.9%	23.48	16.14	6,217	6,358	N/A	N/A
ZTE	000063.SZ	Shenzhen	2.19	2.16	1.4%	2.98	1.50	6,149	10,819	13,518	0.8X
Zynga	ZNGA	NASDAQ	4.40	3.80	15.8%	4.55	2.50	2,732	1,607	873	1.8X
					Average			5,403	7,035	7,637	2.4X
					Median			6,149	6,559	5,076	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.

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Indexes		S&P 500	1,782.59	1,848.36	-3.6%	1,850.84	1,485.01				
		NASDAQ Composite	4,103.88	4,176.59	-1.7%	4,246.55	3,105.36				
		Russel 3000	1,072.28	1,108.29	-3.2%	1,111.53	883.68				
Small-Cap (< \$2B)											
2Ergo Group PLC	RGO	LSE	\$ 0.04	\$ 0.04	-0.8%	\$ 0.21	\$ 0.02	\$15	\$12	\$5	2.3X
Bango	BGO	LSE	2.75	2.29	20.4%	4.40	1.93	126	115	18	6.4X
Blue Calypso Inc.	BCYP	OTC	0.14	0.14	2.1%	0.37	0.09	27	27	0	N/A
Boingo wireless	WIFI	NASDAQ	6.05	6.41	-5.6%	8.11	5.35	215	135	106	1.3X
Cincinnati Bell	CBB	NYSE	3.46	3.56	-2.8%	4.93	2.62	720	3,053	1,323	2.3X
Digimarc Corporation	DMRC	NASDAQ	36.58	19.26	89.9%	36.93	17.85	267	234	37	6.2X
Glu Mobile	GLUU	NASDAQ	3.95	3.88	1.8%	4.38	2.00	308	280	106	2.7X
Hipcricket	HIPP	NASDAQ	0.27	0.45	-40.1%	0.67	0.21	42	38	27	1.4X
Internetq Plc	INTQ	LSE	5.91	4.90	20.6%	6.26	3.62	230	223	109	2.0X
Lenco Mobile	LNCM	OTC	0.02	0.04	-50.0%	0.20	0.02	2	15	15	1.0X
Marchex	MCHX	NASDAQ	9.36	8.65	8.2%	10.40	3.58	281	256	150	1.7X
MDC Partners	MDCA	NASDAQ	24.03	25.51	-5.8%	26.62	8.17	1,180	1,996	1,118	1.8X
MEDL Mobile	MEDL	OTC BB	0.30	0.26	17.6%	0.51	0.19	14	12	2	5.5X
Millennial Media	MM	NYSE	7.94	7.27	9.2%	14.66	5.78	843	722	220	3.3X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	1.70	1.89	-10.1%	4.44	0.84	28	28	4	6.9X
Opera Software ASA	OPERA.OL	Oslo	13.56	13.65	-0.6%	15.36	5.34	1,797	1,727	271	6.4X
Single Touch Systems Inc.	SITO	OTC BB	0.60	0.54	11.6%	0.92	0.45	85	88	8	11.3X
Smith Micro Software Inc	SMSI	NASDAQ	1.60	1.48	8.1%	1.81	0.79	59	41	43	1.0X
Tanla Solutions Limited	TANLA	NSE	0.08	0.08	4.0%	0.10	0.04	8	8	22	0.4X
Telecom Argentina S.A.	TEO	NYSE	15.24	17.24	-11.6%	21.56	11.90	1,469	586	4,904	0.1X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	2.27	2.32	-2.2%	3.21	1.82	133	219	362	0.6X
Unwired Planet	UPIP	NASDAQ	1.67	1.38	21.0%	2.47	1.26	182	155	0	N/A
ValueClick	VCLK	NASDAQ	21.50	23.37	-8.0%	32.25	18.62	1,435	1,576	659	2.4X
Voltari Corporation (Formerly Motricity)	VLTC	NASDAQ	4.00	3.43	16.6%	7.50	3.20	19	17	47	0.4X
Velti	VELT	NASDAQ	0.04	0.06	-30.4%	4.39	0.04	4	5	232	0.0X
				Average	2.5%			379	463	392	2.9X
				Median	1.8%			133	135	47	2.0X

NOTES:

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(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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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
01/31/2014	Zynga	NaturalMotion	NaturalMotion is a mobile gaming company.	
01/30/2014	Tenth Avenue	TMARC	TMARC is a leading mobile activation and rewards company in South Africa.	
01/29/2014	Oversee.net	Crashworks Inc.	Crashworks Inc. is a developer of mobile application software.	
01/29/2014	Lenovo	Motorola Mobility*	Motorola Mobility is a developer of smartphones.	\$2,900.0
01/29/2014	Redeem	Eazyfone Ltd.	Eazyfone Ltd. Is a European recycler of mobile devices.	
01/29/2014	Keynote	Meucci Solutions NV	Meucci Solutions NV is a mobile fraud detection company.	
01/28/2014	Yahoo!	Tomfoolery	Tomfoolery is a developer of mobile first enterprise apps.	
01/27/2014	Conject Holdings GmbH	Wapp 6 SAS	Wapp 6 SAS is a Cachan-based developer of mobile apps.	
01/27/2014	Sierra Wireless	In Motion Technology	In Motion Technology is the provider of mobile data communications solutions.	
01/22/2014	VMWare	AirWatch	AirWatch is a leading provider of enterprise-wide mobile device and WLAN Management solutions.	\$1,540.0
01/21/2014	Yahoo!	SPARQCode	SPARQCode is a developer of tools and services for mobile sales lead generation.	
01/21/2014	Fifosys	Black Mobile Solutions	Black Mobile Solutions is the developer of apps for mobile and connected devices.	
01/20/2014	Aastra Technologies	Telepo AB	Telepo AB is a Stockholm based developer of communications solutions.	
01/17/2014	America Movil	Start Wireless Group	Start Wireless Group is a mobile virtual network operator in the US.	
01/16/2014	Baidu	App111	App111 offers jailbreak iOS app downloads in China.	
01/15/2014	Fullscreen	Supernova	Supernova is a Venice-based developer of mobile applications software.	
01/15/2014	Juice Mobile	Gauge Mobile	Gauge Mobile is the developer of near-field communication apps for marketing.	
01/14/2014	Secret Escapes	JustBook	JustBook is a mobile only, last minute hotel booking service.	
01/13/2014	Vocera	mVisum	mVisum is the developer of a mobile monitoring app on patients in hospitals.	\$3.5
01/09/2014	Yahoo!	Aviate	Aviate is an intelligent homescreen for the Android operating system that organizes information on the phone and surfaces it at the perfect moment.	
01/08/2014	Citrix Systems	Framehawk	Framehawk is a start-up software company focused on bringing breakthroughs in mobility to users of business applications in the enterprise.	
01/08/2014	Facebook	Little Eye Labs	Little Eye Labs provides monitoring tools for mobile app developers.	

* Note: Motorola Mobility is currently under Google and Google will retain the majority of Motorola Mobility's patent portfolio.

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
01/31/2014	Zynga	NaturalMotion	NaturalMotion is a mobile gaming company.	
01/07/2014	Flash Networks	Mobixell Networks	Mobixell Networks provides advanced multimedia technologies and business solutions for mobile operators, service and content providers.	
01/06/2014	YP Intellectual Property LLC	Sense Networks Inc.	Sense Networks Inc is a New York-based provider of mobile advertising services.	
01/06/2014	Google, Inc.	Bitspin	Bitspin is the developer of the mobile alarm clock app Timely.	
01/06/2014	Brightcove	Unicorn Media	Unicorn Media is a leading provider of mobile internet video solutions.	\$49.0
01/04/2014	Apple	SnappyLabs	SnappyLabs is a developer of mobile applications software.	
01/03/2014	Motorola Solutions	Twisted Pair Solutions	Twisted Pair develops an integrated, secure, communications system for smartphones, tablets and PCs.	
01/02/2014	Opera Mediaworks	Hunt Mobile Ads	Hunt Mobile Ads is a Buenos Aires-based developer of mobile advertising network.	
01/02/2014	Infomedia	Vringo	Vringo engages in the development and monetization of IP and mobile technologies.	
12/26/2013	Tektronix Communications	Newfield Wireless	Newfield Wireless is a developer of next-generation mobile network optimization solutions with geoanalytic intelligence.	
12/26/2013	Naver	Gogolook	Gogolook is the developer of Whoscall, a caller ID app on the iOS and Android.	\$17.6
12/19/2013	Grupo Diusframi	I-Parquing	I-Parquing is a developer of mobile apps.	
12/18/2013	BroadSoft	Finocom AG	Finocom AG is a Cologne-based provider of cloud-based unified communication services.	\$9.0
12/18/2013	Cisco	Collaborate.com	Collaborate.com is a company that develops mobile tools for document sharing, task management and team communication.	
12/18/2013	CalAmp Corp.	Radio Satellite Integrators, Inc.	Radio Satellite Integrators is a provider of mobile resource management solutions to city and county government agencies.	
12/17/2013	Amazon	GoPago	GoPago is a cloud-based mobile payment platform with an integrated point of sales system.	
12/17/2013	PayPal	StackMob	StackMob is a mobile backend-as-a-service startup that helps mobile apps functions connect to cloud services.	
12/17/2013	Facebook	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	6 Wunderkinder	Moped	Moped is a free messaging app that lets users send messages from desktop and mobile.	
12/13/2013	OneCom	The Communications Centre	The Communications Centre is a leading provider in mobile, fixed voice and data solutions for businesses.	
12/12/2013	LifeLock	Lemon	Lemon is the developer of Lemon Wallet which helps store users' cards on their phones.	\$42.6

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout January 1-31, 2014.

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
12/12/2013	Square Inc.	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	AutoNavi Holdings	Alohar Mobile Inc.	Alohar Mobile Inc. is a developer of mobile applications software.	\$30.0
12/12/2013	Marketo Inc.	Insightera Ltd.	Insightera Ltd. is a real-time personalization platform for websites and mobile applications services.	
12/12/2013	Spindle	Yowza!!	Yowza!! is a mobile coupons app developer.	
12/09/2013	Guard Systems	ePocket Solutions	ePocket Solutions is an Oslo-based developer of wireless communication software.	
12/09/2013	Koch Media	Fishlabs Entertainment	Fishlabs Entertainment is a Hamburg-based developer of mobile games.	
12/09/2013	Brightstar	20:20 Mobile	20:20 Mobile is a leading provider of hardware to the European mobile industry.	
12/06/2013	NovelPay	ClickPay*	ClickPay is a developer of electronic payment software on the web and mobile.	
12/04/2013	Yahoo!	DWA Investments Inc.	DWA Investments Inc. is a developer of movie sharing mobile application.	
12/04/2013	Booking.com	eBuddy	eBuddy is a Dutch software company specializing in mobile and web-based messaging services.	
12/04/2013	Slyce	Hovr.it	Hovr.it is a Toronto-based company that enables users to search for products using images or photos.	
12/03/2013	Publicis Groupe SA	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	Square Inc.	Viewfinder	Viewfinder is the developer of an image sharing app.	
12/03/2013	Blinkx	Rhythm NewMedia	Rhythm NewMedia is a mobile video ad platform developer.	\$65.0
11/27/2013	Byliner	Seesaw	Seesaw is a mobile app that helps people connect stories and make life decisions.	
11/27/2013	Live Nations Lab	Meexo	Meexo is an iOS social network app developer.	
11/26/2013	Altice VII S.a.r.l.	Orange Dominicana S.A.	Orange Dominicana is the mobile operator in the Dominican Republic.	\$1,400.0
11/25/2013	Gamevil	Everple	Everple is a mobile gaming company.	
11/22/2013	Mobiquity	Mobility Effect	Mobility Effect offers end-to-end mobility professional services across all mobile application technology for enterprises.	
11/21/2013	Boku	Qubecell	Qubecell is an India-based direct carrier billing company.	
11/21/2013	Gamestop	Spring Mobile	Spring Mobile is an AT&T wireless retailer.	

* Note: NovelPay and ClickPay was actually a merger.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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M&A Transactions

TRANSACTION DATA

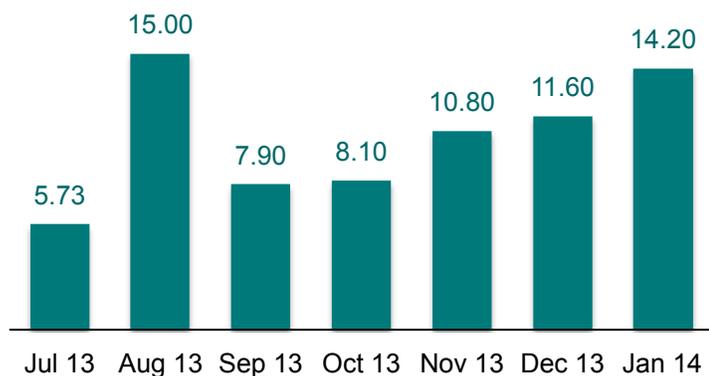
Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
11/21/2013	BARTEC Group	Pixavi	Pixavi is a world supplier of mobile communication devices and wireless infrastructure for hazardous areas.	
11/21/2013	Alibaba Group	Umeng	Umeng is a prominent mobile app analytics and developer services platform in China.	
11/18/2013	Oracle	Bitzer Mobile	Bitzer Mobile provides a platform that allows IT personnel to mobilize existing enterprise applications very rapidly.	
11/14/2013	Under Armour	MapMyFitness	MapMyFitness operated a suite of fitness-oriented websites and apps including mapmyrun.com, maymyhike, mapmywalk and mapmytri.com.	\$150.0
11/14/2013	Textura	LATISTA	LATISTA is a provider of mobile-enabled solutions for construction project collaboration.	\$35.0
11/13/2013	IBM Corporation	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	Lonely Planet	TourstEye	TouristEye is a mobile travel app.	
11/08/2013	WPP PLC	Bottle Rocket Apps	Bottle Rocket Apps is a Dallas-based developer of mobile applications solution software.	
11/08/2013	Provide Commerce Inc.	Sincerely Inc.	Sincerely Inc. is a San Francisco-based provider of mobile applications.	
11/07/2013	AccuWeather	Sky Motion Research Inc.	Sky Motion Research is a Montreal-based developer of a weather forecasting app.	
11/05/2013	Synacor Inc.	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	PointClear Solutions	Worry Free Labs Inc.	Worry Free Labs Inc. is a New York-based developer of mobile software.	
11/05/2013	Bluefin Software	Peakware	Peakware is the developer of health fitness apps like Run Tracker Pro, Cycle Tracker Pro and Walk Tracker Pro.	
11/05/2013	Mobile Web America, Inc.	Kishkee	Kishkee provides free & premium mobile websites to SMBs.	
11/05/2013	Bharti Airtel Ltd.	Warid Group	Warid Group has operations in the Republic of Congo and is the third largest mobile operator in the country.	

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Financing Transactions Overview

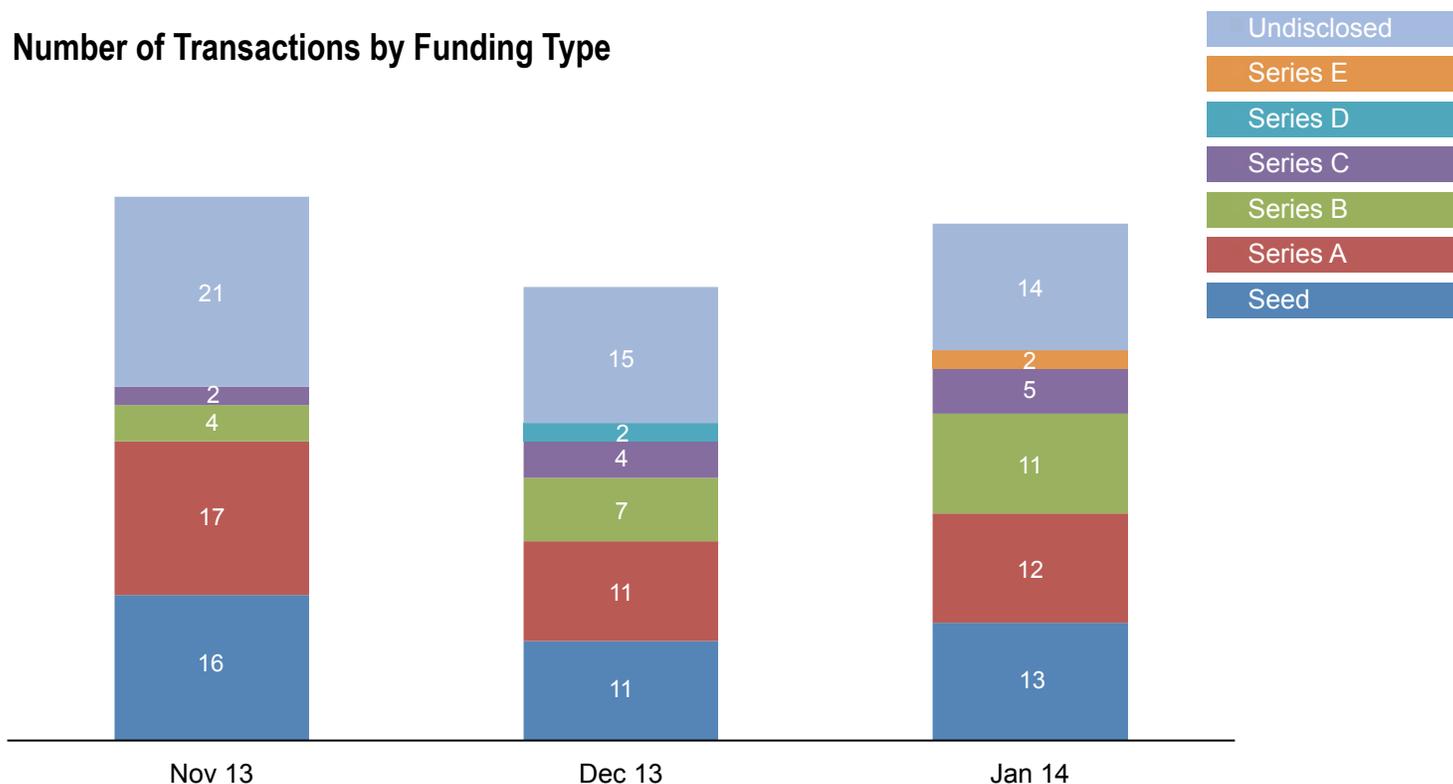
Average Value of Transactions (\$MM)



Number of Transactions



Number of Transactions by Funding Type



Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Speaktolt	Private	Speaktolt is a start-up working on natural language interfaces and talking online products. The company is currently creating conversational agents for mobile devices, web, and personal computers.	1/31/14	Undisclosed	Undisclosed	Intel Capital, Alpine Technology Fund, Koichiro Kanda
Eashmart	Private	Eashmart is a mobile POS startup.	1/31/14	Undisclosed	Seed	Undisclosed
Canvas Solutions	Private	Canvas Solutions helps users publish data collection apps on wireless smartphones and other mobile devices.	1/30/14	\$2.1	Undisclosed	Undisclosed
Guardly	Private	Guardly is a mobile security company that develops safety apps for the Android, iPhone, Windows Phone and Blackberry.	1/30/14	\$1.5	Seed	Freestyle Capital, Golden Venture Partners, Mars
Prompt.ly	Private	Prompt.ly is a mobile first scheduling, promotion and payment tracking platform for independent service providers.	1/30/14	\$1.5	Undisclosed	Foundry Group, Ryan McIntyre
Moontoast	Private	Moontoast is a social advertising and marketing startup that focuses on mobile devices like tablets and smartphones.	1/30/14	\$4.5	Series B	The Martins Companies
GetYourGuide	Private	GetYourGuide is a marketplace for tours and activities available on the web and mobile.	1/30/14	\$4.5	Series A	Kees Koolen, Fritz Demopoulos
Bench Accounting	Private	Bench Accounting is an accounting app that connects small business owners with their accountants.	1/30/14	\$1.0	Undisclosed	Contour Venture Partners, Alpine Venture, Lerer Ventures, Quotidian Ventures
Flat World Knowledge	Private	Flat World Knowledge is an etextbook company providing open education on the web and mobile.	1/30/14	\$9.5	Undisclosed	Bessemer Venture Partners, Valhalla Partners, Tribeca Venture Partners, Bertelsmann Digital Media Investments
Friend Trusted	Private	Friend Trusted is a mobile first company that creates an open marketplace for home improvement and remodeling.	1/29/14	Undisclosed*	Undisclosed	Brendon Marrelli, Darwin Widjaja, 500 Startups
Yiftee	Private	Yiftee is a mobile gift giving app that enables shoppers to send friends, family and co-workers gifts at favorite local businesses across the US.	1/29/14	\$2.1	Series A	TransPacific Ventures, Peter Fitzgerald, Scott Cook, Burt Sugarman, Mary Hart, Asset Management Ventures
Daily Secret	Private	Daily Secret is a provider of daily email offerings on city tips on the web and mobile.	1/29/14	\$1.3	Series B	Greycroft Partners, PanAfrican Investment Co., eVentures
Inneractive	Private	Inneractive is a mobile app monetization exchange developer.	1/29/14	\$6.0	Series C	Evergreen Partners, Kreos Capital
CoTap	Private	CoTap is a mobile collaboration tool for the workplace.	1/28/14	\$2.0	Series A	Emergence Capital Partners, Jason Green, Charles River Ventures, George Zachary
MobSoc	Private	MobSoc enables brands to target ads to relevant audiences in the mobile and social platforms.	1/28/14	\$5.0	Series A	Undisclosed
Transfluent	Private	Transfluent is a startup that provides language translation service for social networks, apps and on the web.	1/28/14	\$2.0	Series A	Undisclosed
Vint	Private	Vint is the developer of an app that helps qualified athletes match up with others who are in need of coaching, inspiration or guidance.	1/28/14	\$1.8	Seed	Creandrum
Voxeet	Private	Voxeet is the developer of 3D HD calls that eliminate background-noise for group conferencing and is available for Android and iOS.	1/28/14	\$1.5	Seed	Partech Ventures, Kima Ventures
Epic!	Private	Epic! Is a reading app for children 12 and younger.	1/28/14	\$1.4	Seed	Menlo Ventures, Webb Investment Network, Innovation Endeavors, Morado Venture Partners, Maven Ventures Growth Labs
TigerText	Private	TigerText is a mobile messaging service that allows users to send text messages that delete off of both the sender's and receiver's phone after a set period of time.	1/27/14	\$21.0	Series B	Shasta Ventures, OrbiMed Advisors, Reed Elsevier Ventures, Telus Ventures, Easton Capital, New Leaf Venture Partners, New Science Ventures

* Note: Friend Trusted had a crowdfunding round.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Sentons	Private	Sentons is a stealth company focusing on semiconductor and multi-touch hardware.	1/27/14	\$18.0	Undisclosed	Undisclosed
Apptimize	Private	Apptimize is the developer of an SDK that developers can install on their apps to run real-time A/B tests on changes to on-boarding flows, button placement, images, colors, fonts and whole features without engineers.	1/23/14	\$2.1	Seed	Y Combinator, Merus Capital, Google Ventures, Oliver Jung, Thomas Moss
Drizly	Private	Drizly is a mobile delivery app for liquor.	1/23/14	\$2.3	Seed	Atlas Venture, Breakaway Ventures, Continental Investors, Fairhaven Capital, Reynolds & Company Venture Partners
mPath	Private	mPath is the developer of a next generation mobile development platform targeted for business users and IT professionals.	1/23/14	\$1.5	Undisclosed	JUMP Investors
RedMart	Private	RedMart is a grocery ordering and scheduling app.	1/23/14	\$5.4	Series B	Eduardo Saverin, Steve Melhuish, Jani Rautianen, Meng Weng Wong
Mulu	Private	Mulu is an ecommerce startup that allows advertisers to monetize their content, email and social feeds on the web and mobile.	1/23/14	\$3.6	Undisclosed	Undisclosed
Jelly	Private	Jelly is a social app for asking questions to users' social network.	1/23/14	Undisclosed	Series B	Greylock Partners
Smile Mom	Private	Smile Mom is a mobile social network for mothers.	1/23/14	\$1.5	Seed	Albatross Investment, Capstone, Fast Track Asia
Mendix	Private	Mendix is an app builder platform for the enterprise on the web and mobile.	1/23/14	\$25.0	Series B	Battery Ventures, Prime Ventures
Tok Tok Tok	Private	Tok Tok Tok is a shop and delivery app.	1/22/14	\$2.0	Seed	Undisclosed
Nexmo	Private	Nexmo is a cloud-based SMS API that lets users send and receive high volume of messages at wholesale rates.	1/21/14	\$18.0	Series C	Sorenson Capital Partners, NHN Investment, Intel Capital
Bluebox	Private	Bluebox is a mobile enterprise security startup.	1/21/14	\$18.0	Series B	Tenaya Capital, Addressen Horowitz, SV Angel, Andy Bechtolsheim
Petnet	Private	Petnet is the developer of a remote pet feeder which can be controlled through its companion mobile and web apps.	1/21/14	\$1.1	Seed	Grishin Robotics, Kima Ventures, SparkLabs Global Ventures, LaunchCapital
Dropbox	Private	Dropbox is a cloud storage company that also has a companion mobile app for storage access.	1/17/14	\$250.0	Series C	BlackRock
Twice	Private	Twice helps users sell clothes consignment-style through its mobile app.	1/16/14	\$18.5	Series B	Jeff Jordan, Felicis Ventures, Lerer Ventures, IA Ventures, Mike Lazerow, Joe Greenstein, Maria Thomas, Western Technology Investment
Confer	Private	Confer is a mobile and digital security startup.	1/15/14	\$8.0	Series A	Matrix Partners, North Bridge Venture Partners
FarmLogs	Private	FarmLogs is a web and mobile app that allows users to grow crops more effectively.	1/15/14	\$4.0	Series A	Drive Capital, Huron River Ventures, Hyde Park Venture Partners, Hyde Park Angels
Applause	Private	Applause is a tool that monitors and measures mobile app quality and user satisfaction.	1/14/14	\$43.0	Series E	Goldman Sachs, David Campbell, QuestMark Partners, Scale Venture Partners, Longworth Venture Partners, MassVentures, Egan-Managed Capital
NextBit	Private	NextBit is a mobile stealth start-up.	1/14/14	\$18.0	Series A	Accel Partners, Google Ventures
Washio	Private	Washio is a mobile app that lets users schedule laundry pickup and delivery.	1/14/14	\$2.3	Seed	Sherpa Ventures, Pejman Mar Ventures, AME Cloud Ventures, Three Six Zero Group, Ashton Kutcher, Guy Oseary, Ron Burkle, Nas, Anthony Saleh

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Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
Utest	Private	Utest is an app testing company.	1/14/14	\$43.0	Series E	Goldman Sachs, QuestMark Partners, Scale Venture Partners, Longworth Venture Partners, Egan-Managed Capital, Mesco, Ltd., MassVentures
Wandoujia	Private	Wandoujia is a developer of a Chinese Android app store.	1/13/14	\$120.0	Series B	Softbank Investment Corporation, DCM, Innovation Works
Kontangent	Private	Kontangent is a mobile analytics start-up.	1/13/14	\$5.0	Series C	Hany Nada, Eric Kim
Mindie	Private	Mindie is an app that lets users create music videos.	1/13/14	\$1.2	Undisclosed	Lower Case Ventures, David Tisch, Dave Morin, Slow Ventures, betaworks, SV Angel, Crunch Fund
Path	Private	Path is a mobile social networking service that provides a simple and private way to share life with close friends and family.	1/11/14	\$25.0	Series C	Bakrie Global Group, Dustin Moskovitz, Kleiner Perkins Caufield & Byers, Index Ventures, Insight Venture Partners, Redpoint Ventures, First Round Capital
MobStac	Private	MobStac is a mobile cloud platform provider.	1/8/14	\$2.0	Series B	Accel Partners, Cisco
Drive	Private	Drive is a luxury taxi app similar to Uber.	1/8/14	\$2.7	Series A	Undisclosed
Magnetify	Private	Shmying, Magnetify's app, manages users' shopping wants, needs and desires for every-day shopping.	1/6/14	Undisclosed*	Undisclosed	Undisclosed
Atheer Labs	Private	Atheer Labs is the developer of the Atheer One glasses that connect to smartphones enabling users to see 3D apps and games.	1/6/14	\$1.5	Undisclosed	Undisclosed
CO Everywhere	Private	CO Everywhere is a mobile app that lets users follow locations around the world and see all the social activity happening there.	1/6/14	\$6.0	Series A	Morningside Group
Mobeam	Private	Mobeam is the creator of an on-screen barcode that can more easily be read by POS systems.	1/6/14	\$4.7	Undisclosed	DFJ Athena, Mitsui Global Investment, Samsung Ventures, yet2.com
Robin	Private	Robin is a customer-service software provider on the web and mobile.	1/6/14	\$1.0	Seed	Batman BV
OnTheGo	Private	OnTheGo is the developer of a software that makes smart glasses easier to use and the applications on them more powerful.	1/6/14	\$0.7	Seed	Rogue Venture Partners, Social Leverage, Portland Seed Fund, Brad Feld, Howard Lindzon, Tom Peterson, Jason Mendelson, Ryan McIntyre, Seth Levine, Paul Kedrosky
Remitty	Private	Remitty is a mobile money transfer service provider.	1/6/14	\$5.5	Series A	QED Investors, Founder's Cop, TomorrowVentures, Bezos Expeditions, Trilogy Equity Partnership
Heyday	Private	Heyday is a journal app that allows users to write life moments on the phone.	1/3/14	\$3.5	Series A	General Catalyst Partners, Jonathan Teo, Google Ventures, Spark Capital
Tactus	Private	Tactus is the developer of a new tactile user interface for touchscreen devices.	1/3/14	\$6.0	Series B	Undisclosed
Ube	Private	Ube is the creator of an app that controls and monitors electricity usage.	1/3/14	\$0.8*	Undisclosed	Undisclosed
ScrollMotion	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
Elephanti	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

* Note: Magnetify had a crowdfunding round.

* Note: Ube had a crowdfunding round.

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

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Plain Vanilla	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
Pushd	Private	Pushd is a secretive mobile startup.	12/26/13	\$1.0	Undisclosed	Undisclosed
Zimperium	Private	Zimperium is a privately owned mobile security startup based in Israel.	12/23/13	\$8.0	Undisclosed	Sierra Ventures
Celebcalls	Private	Celebcalls help users send customized phone calls from celebrities.	12/23/13	\$2.8	Series A	Kevin McKim
Hightower	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
Cyanogen	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
FlyCleaners	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
Foursquare	Private	Foursquare is a check-in app that allows users to unlock badges for discovering new places, doing new things and meeting new people.	12/19/13	\$35.0	Series D	DFJ Growth, Barry Schuler, Capital Group
ResolutionTube	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
Telly	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
Babberly	Private	Babberly connects merchants to specific customers nearby businesses and can offer real-time exclusive deals.	12/18/13	\$0.5*	Undisclosed	John Strong
Moovit	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
Soundhawk	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
Robinhood.io	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
Minube	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
Sailthru	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
Trinity Pharma Solutions	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
Crowdfit	Private	Crowdfit 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
PassportParking	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
Entitle	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

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

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Taxibeat	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
Nexercise	Private	Nexercise is an exercise app made for lazy people so that exercise can be more fun.	12/13/13	\$1.0*	Undisclosed	Undisclosed
QuickPay	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, Ecomobilite Ventures
SixDoors	Private	SixDoors is a local shopping app.	12/13/13	\$0.6	Seed	Kima Ventures, Pascal Levy-Garboua, Jacques-Antoine Granjon
Useful Systems	Private	Useful Systems develops apps that help companies manage their mobile workforces.	12/13/13	Undisclosed	Seed	David Cohen, Kima Ventures
Flint Mobile	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
Highlight	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
LoopPay	Private	LoopPay is an mCommerce platform provider with a wallet solution.	12/12/13	\$10.0	Series A	Undisclosed
Starmount	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
Shopify	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, Felicis Ventures, Bessemer Venture Partners
Mocana	Private	Mocana is a mobile security company.	12/12/13	\$15.0	Undisclosed	GE Ventures, Shasta Ventures, Southern Cross Venture Partners, Trident Capital
Zubie	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
Apptive	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
Snapchat	Private	Snapchat is a photo messaging application.	12/11/13	\$50.0	Series C	Coatue Management
Pixelate	Private	Pixelate 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
UIEvolution	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
MomentFeed	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
eGifter	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
Estimote	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

* Note: Netexercise still sticking \$61,442 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, 2014.

Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
PaeDae	Private	PaeDae is a mobile rewards network.	12/10/13	\$11.6	Undisclosed	Ed Ojdana, 3G Capital Partners, Silicon Valley Bank
Prairie Cloudware	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
Flipboard	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
Flurry	Private	Flurry is a developer of mobile applications analytics/measurement and an advertising platform.	12/6/13	\$12.5	Series E	Undisclosed
Heyday	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 Pishevar, Keith Rabois, Garry Tan, Mathew Ocko, Robin Chan, Kevin Chou, David Spector, Amitt Mahajan, Joel Poloney
KidoZen	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
YieldMo	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
SnapSheet	Private	SnapSheet is a mobile insurance claims solution platform.	12/5/13	\$10.0	Series B	Undisclosed
Misfit Wearables	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
SWARM Mobile	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
SimplyTapp	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
Branding Brand	Private	Branding Brand powers mobile commerce sites and apps for the world's leading retailers.	11/27/13	\$1.0	Undisclosed	Undisclosed
Addwish	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
Prompt.ly	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
Snaps	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
Tap.in2	Private	Tap.in2 provides mobile solutions supporting concessions, merchandisers, suites, club seats, portables, desert carts and hawkers.	11/26/13	\$0.5*	Undisclosed	Undisclosed
Scoot Networks	Private	Scoot Networks allows users to rent scooters through smartphones in large cities.	11/26/13	\$1.8	Undisclosed	Undisclosed
Kingsoft Office	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

* 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
MobileDay	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
Active Mind Technology	Private	Active Mind Technology is the developer of Game Golf, a mobile golf app.	11/22/13	\$7.8	Undisclosed	Undisclosed
TextPride	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
Spotify	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
CoachUp	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
The Hunt	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
Shake	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
Signpost	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
August	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
Index	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
Plain Vanilla	Private	Plain Vanilla is a mobile gaming start-up based in Ireland.	11/19/13	\$2.0	Series A	Sequoia Capital, eVentures, BOLDstart Ventures
Play It Gaming	Private	Play It Gaming is a mobile gaming start-up catered to emerging markets.	11/19/13	\$0.7	Seed	Undisclosed
Locket	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
Yub	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
Mojave Networks	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
Zula	Private	Zula is a mobile communications platform for teams.	11/18/13	Undisclosed	Seed	Microsoft Ventures
Paay	Private	Paay is a mobile payments company using a two-factor authentication process.	11/15/13	\$0.8	Seed	Undisclosed
TouchBistro	Private	TouchBistro provides a mobile order management platform for restaurants.	11/15/13	\$4.5	Seed	Relay Ventures, John Albright
DocBeat	Private	DocBeat is a secure messaging app for healthcare.	11/14/13	\$1.1	Series A	Undisclosed
TinyCo	Private	TinyCo is a mobile gaming company headquartered in San Francisco.	11/14/13	\$20.0	Series B	Pinnacle Ventures, Andressen Horowitz
Kidaptive	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

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	
Ezoic	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
HDmessaging	Private	HDmessaging is a mobile messaging company.	11/13/13	\$3.0	Series A	GrandBanks Capital, IDG Ventures, Nexit Ventures, Lighthouse Capital Partners
Selligy	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
Jongla	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 Sjomon
Carousell	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
Oomf	Private	Oomf 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
Validic	Private	Validic helps businesses collect data from mobile health apps and devices.	11/12/13	\$0.8	Seed	Mark Cuban
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, through an interactive and mobile user experience for consumers.	11/12/13	\$12.5	Series A	Greylock Partners, Highland Capital Partners
Arrayent	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
Ninja Metrics	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
Shuttersong	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
Funambol	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
Together Mobile	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
Mobile Accord	Private	Mobile Accord is a mobile platform company powering communication for social good.	11/7/13	\$6.6	Series A	Undisclosed
Komoot	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
Appboy	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
Bonfyre	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
LiveQoS	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

* Note: Oomf 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 January 1-31, 2014.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Mobli	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
GAIN Fitness	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
AetherPal	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
Phizzle	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
RockLive	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
Betable	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
Sprinklr	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
Seriously	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
Fantoo	Private	Fantoo is a mobile email app company.	11/5/13	\$0.8*	Undisclosed	Undisclosed
Listn	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
Tylr Mobile	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 Dahien
Pecabu	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
Greengage Mobile	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
Zoomingo	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

* Note: Fantoo had a crowdfunding round.

* Note: Zoomingo still seeking \$880,368 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, 2014.

Financing Transactions

DEBT FINANCINGS

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
CrowdOptic	Private	CrowdOptic lets enterprises and photographers collaborate in real time by simply using an image.	1/24/14	Undisclosed	Debt	Undisclosed
FitMob	Private	Fitmob is a workout app that allows users of the app to connect with each other to stay fit.	1/24/14	\$9.8	Debt	Mayfield Fund, Silicon Valley Bank
CloudMine	Private	CloudMine is a platform that eliminates the need for mobile app developers to build custom backend solutions for their mobile apps.	1/16/14	\$1.6	Debt	Undisclosed
AppTap	Private	AppTap is the leading provider of mobile app discovery and advertising solutions for web publishers, mobile operators, and app developers.	1/6/14	\$1.0	Debt	Undisclosed
Augmate	Private	Augmate is a wearable platform that accelerates the development of cloud-based digital eyewear applications.	1/6/14	\$1.3	Debt	Monty Metzger, Timothy Draper
Verivo Software	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
CamFind	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
TasteSpace	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
Wire Labs	Private	Wire Labs is developing an unspecified technology in the mobile market space.	11/25/13	\$1.4*	Debt	Undisclosed
Clip	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
Appia	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
Lumate	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

* Note: Cloudmine is still seeking \$165,722 in funding.

* Note: AppTap is still seeking \$250,000 in funding.

* Note: Augmate is still seeking \$875,000 in funding.

* 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.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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S-1 Filings

S-1 FILINGS: FILED

Company	Date Filed	Description
Coupons.com	1/31/14	Coupons.com is a digital promotion platform which includes delivering digital coupons to consumers over the web, mobile and social media.
JD.com	1/30/14	JD.com is an online, direct sales company in China. It has recently received a license by the Chinese government to resell mobile telecom services.
SmooFi	1/7/14	SmooFi is a development stage company that focuses on the provision of online market and community services for service requestors and providers. Some of its services include mobile alerts for pets for meals as well as medication alerts for the elderly.
Pocket Games	12/18/13	Pocket Games is a developer of mobile sports games.
Globoforce Ltd.	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.

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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

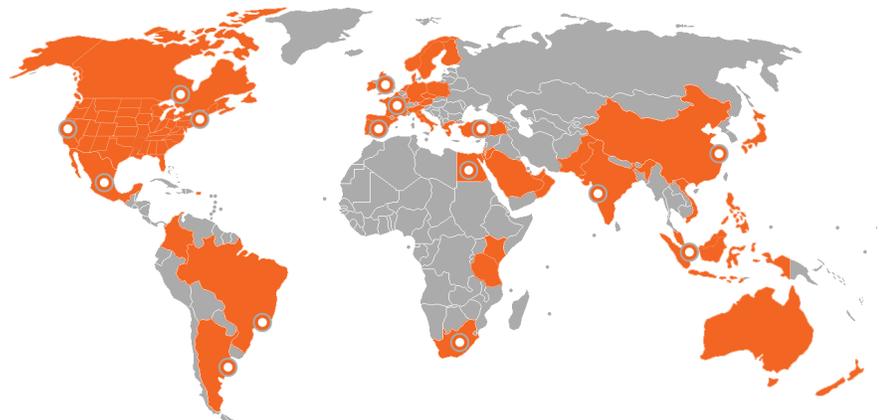
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Hidden River

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.

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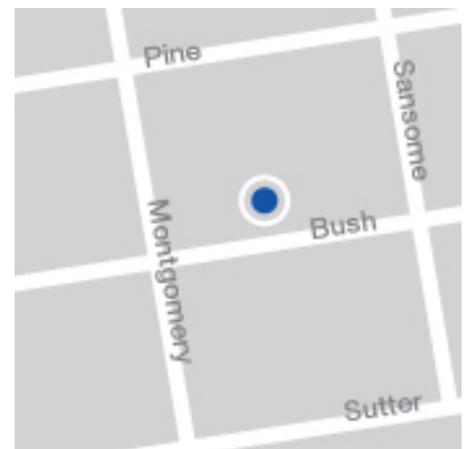
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STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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