



# MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION  
JUNE 2015

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# Wait List Only

Each year, the MMA brings together the mobile marketing industry leadership for our CEO & CMO Summit. Given the opportunity to network with other industry leaders at an intimate event like this, unsurprising that it has always been well attended and received. But this year saw a marked difference in response, with tickets selling out close to two months before the event.

It's a simple point, but one worth repeating, we are seeing a shift in the way brands are approaching mobile. As budgets get re-allocated, the opportunity for technology and media partners increases, potentially quite dramatically. Unsurprising then, that we have seen a fast and decisive response from leaders in those sectors to this year's event, but just as importantly the commitment from leading brands to the event as well.

Useful to share the indicators we are seeing that the shift we have predicted and spoken about is happening. We look forward to making further announcements in 2015 about brands commitment to mobile, supported by the release of further insights and results from our ongoing SmoX Study.

Also worth mentioning, we'll be opening registration for the 2016 CEO & CMO Summit very shortly...

As always, please let the MMA team know if there is anything we can do to help your mobile efforts.

Best,

Greg Stuart

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# Executives on the Move

| Name                             | New Company  | Old Company  | New Company Summary   | Date    |
|----------------------------------|--|--|---|---------|
| <b>John Pollard</b>              | Director, Amazon   | Chief Executive Officer & Co-Founder, Elemental Foundry                            | Amazon.com, Inc. (AMZN), is a leading global Internet company and one of the most trafficked Internet retail destinations worldwide.          | 6/16/15 |
| <b>Corrie Westmoreland-Vairo</b> | Director of Accounts, Fell Swoop   | Account Director, Deloitte Digital   | Fell Swoop is a digital agency that turns business opportunities into meaningful, memorable digital products and communications.              | 6/16/15 |
| <b>Tracy Wald</b>                | Director of Operations, Fell Swoop   | Accounting Manager, Weber Marketing Group  | Fell Swoop is a digital agency that turns business opportunities into meaningful, memorable digital products and communications.              | 6/16/15 |
| <b>Matt Pangrazio</b>            | Vice President of Agency and Multi-Unit Franchise Enterprise Sales, DevHub   | Principal, MAP Consulting  | DevHub is an online platform that enables its users to create and design websites online with no hosting hassle.                              | 6/16/15 |
| <b>Suzanne Obst</b>              | Vice President of Partnerships, Limeade                                      | Senior Vice President of Strategy & Development, McKesson                          | Limeade is an employee engagement platform that inspires Fortune 100 workforces to improve their health, well-being and performance.          | 6/16/15 |
| <b>John Olson</b>                | Director of Focus Discovery, Lighthouse eDiscovery                           | Staff Attorney, K&L Gates  | Lighthouse eDiscovery, Inc. provides technology-enabled eDiscovery services for Fortune 100 companies & Am Law 100 law firms.                 | 6/16/15 |
| <b>William Colleran</b>          | Chief Executive Officer, AnswerDash  | Chief Executive Officer, Impinj  | AnswerDash is a Q&A platform that serves business customers thereby reducing support costs and revealing customer needs.                      | 6/3/15  |
| <b>Kathy Visser-May</b>          | Chief Marketing Officer, Acumatica   | Senior Director, Audience and Platform Evangelism, Microsoft                       | Acumatica is a leading provider of cloud business management software that empowers small and mid-size businesses to unlock their potential.  | 6/3/15  |
| <b>Nigel LeGresley</b>           | Chief Operating Officer, Acumatica   | Vice President of Software, Tableau Software                                       | Acumatica is a leading provider of cloud business management software that empowers small and mid-size businesses to unlock their potential.  | 6/3/15  |
| <b>Jon Sneider</b>               | Chief Marketing Officer & Executive Vice President, Client Services, Contend | Vice President of Advertising & Brand, Redfin                                      | Contend create, produce and distribute premium content that drives measurable business results.   | 6/3/15  |
| <b>Kate Hephherd</b>             | Executive Vice President of Content, Contend                                 | Shine America  | Contend create, produce and distribute premium content that drives measurable business results.   | 6/3/15  |
| <b>Carolyn Casey</b>             | Director of Product Marketing, Zapproved                                     | Leader, Product Management & Marketing, Legal, Iron Mountain                       | Zapproved Inc. is a pioneer in developing cloud-based eDiscovery software for corporate in-house legal departments.                           | 6/3/15  |
| <b>Chuck Yang</b>                | Product Manager, Zapproved   | Product Manager, Exterro   | Zapproved Inc. is a pioneer in developing cloud-based eDiscovery software for corporate in-house legal departments.                           | 6/3/15  |
| <b>Leland Wilkinson</b>          | Vice President of Statistics, Tableau  | Vice President, Skytree Inc  | Tableau Software provides easy-to-use software applications for fast analytics and visualization.   | 5/26/15 |
| <b>Matt Shea</b>                 | Chief Executive Officer, WildTangent   | Executive Vice President, WildTangent  | WildTangent is the leading worldwide, cross-device technology company focused on the distribution and monetization of mobile and online apps. | 5/26/15 |
| <b>Corey Nachreiner</b>          | Chief Technology Officer, WatchGuard Technologies                            | Director of Security Strategy, WatchGuard Technologies                             | WatchGuard Technologies is a provider of network security products and network security computer appliances.                                  | 5/26/15 |
| <b>Michelle Welch</b>            | Vice President Marketing, WatchGuard Technologies                            | Vice President Marketing, Identity and Data Protection, Gemalto (formerly SafeNet) | WatchGuard Technologies is a provider of network security products and network security computer appliances.                                  | 5/26/15 |
| <b>Zachary Cohn</b>              | Innovation Specialist, 18F   | Founder, Amazing Airfare   | 18F provides consulting services designed to improve how government works.  | 5/15/15 |
| <b>Doug Bowser</b>               | Vice President of Sales, Nintendo of America, Inc                            | Vice President - Global Demand Planning, Electronic Arts                           | Nintendo is a Japanese multinational consumer electronics company that develops game consoles.  | 5/15/15 |
| <b>Bill Glenn</b>                | Vice President of Marketing, Rightside                                       | Vice President of Marketing, Socrata   | Rightside is a publicly-traded Kirkland-based domain name services company.   | 5/15/15 |
| <b>Charles Seybold</b>           | Advisor, Academy.IO  | Co-founder and Board Member, LiquidPlanner (current)                               | Academy.io enables a deeply integrated educational experience allowing SaaS platforms to deliver the right content at just the right time.    | 5/15/15 |
| <b>Rachel Whetstone</b>          | Senior Vice President of Policy, Uber  | Director Corporate Communications EMEA, Google                                     | Uber is a venture-funded startup that has created a mobile application that connects passengers with drivers of luxury vehicles for hire.     | 5/15/15 |

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

# Executives on the Move

| Name                       | New Company   | Old Company  | New Company Summary  | Date    |
|----------------------------|---|--|--|---------|
| <b>Mike Spacone</b>        | Vice President of Partner Strategy, Changepoint       | Vice President of Channels, The Americas, OpenText                         | Changepoint provides business process automation software for global services organizations and corporate Information Technology (IT) departments.   | 5/15/15 |
| <b>Paul Yaros</b>          | Vice President, Professional Services, Changepoint    | Vice President of Professional Services, Model N                           | Changepoint provides business process automation software for global services organizations and corporate Information Technology (IT) departments.   | 5/15/15 |
| <b>Jason Grollman</b>      | Vice President of Operations, HackerAgency            | Management Operations Director, Y&R Group Seattle                          | HackerAgency delivers global digital direct marketing + CRM with ROI-focused Creative, Strategy, Data, Analytics, Production, Development and Media. | 5/15/15 |
| <b>Kristen Roby Dimlow</b> | Executive Vice President of Human Resources, F5       | Human Resources General Manager, Microsoft                                 | F5 Networks provides application delivery networking technology that optimizes the delivery of network-based applications.                           | 5/6/15  |
| <b>Bridget Frey</b>        | Chief Technology Officer, Redfin                      | Senior Vice President, Engineering, Redfin                                 | Redfin provides real estate search and brokerage services through a combination of real estate web platforms and access to live agents.              | 4/30/15 |
| <b>Scott Parrish</b>       | Chief Financial Officer, 2nd Watch                    | Chief Financial Officer, Allen Institute for Artificial Intelligence (AI2) | 2nd Watch is a cloud IT operations company enabling users to leverage Amazon Web Service (AWS) IaaS to reduce IT costs and grow revenue.             | 4/30/15 |
| <b>Alex Berg</b>           | Director of Strategy & Analytics, Fell Swoop          | Vice President - Product, Ritani   | Fell Swoop creates digital products & communications that are useful, usable, and creatively inspired.   | 4/29/15 |
| <b>Perry Evoniuk</b>       | Chief Technology Officer, eVite                       | Director of Information Systems, Amgen                                     | Evite, an online personal party planning service, offers tools for planning recipes and a wine-pairing chart, the process and themes.                | 4/29/15 |
| <b>Erik Huggers</b>        | Chief Executive Officer, Vevo                         | President, Intel Media, Intel Corporation                                  | Vevo is an all-premium music video and entertainment platform.   | 4/29/15 |
| <b>Chris Griggs</b>        | Vice President of EMEA, Skytap                        | Director Global Accounts, EMEA, HP Software                                | Skytap provides cloud-based testing and development environments for enterprises supporting both native VMware and AWS workloads.                    | 4/28/15 |
| <b>Rick Cronin</b>         | Technical Director, Skytap                            | Senior Enterprise Architect, VMware  | Skytap provides cloud-based testing and development environments for enterprises supporting both native VMware and AWS workloads.                    | 4/28/15 |
| <b>Nathan Kundtz</b>       | Chief Executive Officer, Kymeta                       | President and Chief Technology Officer, Kymeta                             | Kymeta commercializes a new form of metamaterials-based satellite antenna.   | 4/17/15 |
| <b>Marc Stolzman</b>       | Chief Financial Officer, Kymeta                       | Chief Financial Officer, Zulily  | Kymeta commercializes a new form of metamaterials-based satellite antenna.   | 4/17/15 |
| <b>Brian Goldfarb</b>      | Senior Vice President, Platform Marketing, Salesforce | Head of Marketing, Cloud Platform, Google                                  | Salesforce.com is an enterprise cloud computing company that provides business software on a subscription basis.                                     | 4/14/15 |
| <b>Rex Tibbens</b>         | Chief Operating Officer, Lyft                         | Vice President, Amazon   | Lyft Inc. helps commuters share rides with their friends, classmates, and coworkers travelling in the same way.                                      | 4/9/15  |
| <b>Anthony Watson</b>      | President and Chief Operating Officer, Bitreserve     | Chief Information Officer, Nike  | Bitreserve is a new financial system that makes using digital money secure.  | 4/6/15  |

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

# Public Company Analysis

| Public Companies                   | Ticker        | Exchange         | Stock Price 7/1/15 | Stock Price 6/1/15 | % Change       | 52 Week High | 52 Week Low | Market Cap | Enterprise Value<br>(in Millions) | Revenue (LTM) | Revenue Multiple (EV/Rev.) |
|------------------------------------|---------------|------------------|--------------------|--------------------|----------------|--------------|-------------|------------|-----------------------------------|---------------|----------------------------|
| <b>Indexes</b>                     |               | Russel 3000      | 1,243.75           | 1,261.83           | -1.4%          | 1,275.89     | 1,079.87    |            |                                   |               |                            |
|                                    |               | S&P 500          | 2,077.42           | 2,111.73           | -1.6%          | 2,134.72     | 1,820.66    |            |                                   |               |                            |
|                                    |               | NASDAQ Composite | 5,013.12           | 5,082.93           | -1.4%          | 5,164.36     | 4,116.60    |            |                                   |               |                            |
| <b>Large-Cap (&gt; \$10B)</b>      |               |                  |                    |                    |                |              |             |            |                                   |               |                            |
| Adobe Systems, Inc                 | ADBE          | NASDAQ           | \$ 80.95           | \$ 79.87           | 1.3%           | \$ 84.36     | \$ 58.51    | \$40,282   | \$38,773                          | \$4,350       | 8.9X                       |
| Alcatel-Lucent                     | ALU           | NYSE             | 3.62               | 3.93               | -7.9%          | 4.96         | 2.28        | 10,224     | 12,121                            | 16,530        | 0.7X                       |
| America Movil                      | AMX           | NYSE             | 20.65              | 21.17              | -2.5%          | 26.95        | 19.39       | 44,425     | 44,425                            | 64,486        | 0.7X                       |
| Apple Inc.                         | AAPL          | NASDAQ           | 126.60             | 130.54             | -3.0%          | 134.54       | 92.57       | 729,346    | 740,121                           | 212,164       | 3.5X                       |
| AT&T                               | T             | NYSE             | 35.57              | 34.35              | 3.6%           | 37.48        | 32.07       | 184,715    | 277,934                           | 132,547       | 2.1X                       |
| Barti Airtel                       | BHARTIARTL.BO | BSE              | 6.67               | 6.54               | 2.0%           | 6.88         | 5.43        | 26,671     | 39,863                            | 14,888        | 2.7X                       |
| CenturyLink                        | CTL           | NYSE             | 29.57              | 32.87              | -10.0%         | 45.67        | 29.28       | 16,670     | 36,971                            | 17,944        | 2.1X                       |
| China Mobile                       | CHL           | NYSE             | 63.90              | 66.10              | -3.3%          | 75.52        | 48.80       | 261,664    | 195,309                           | 100,500       | 1.9X                       |
| Dentsu                             | 4324.JP       | TSE              | 51.41              | 50.92              | 0.9%           | 53.28        | 32.95       | 14,826     | 15,517                            | 21,906        | 0.7X                       |
| Fiserv, Inc.                       | FISV          | NASDAQ           | 84.11              | 80.56              | 4.4%           | 86.39        | 59.68       | 19,916     | 23,472                            | 5,107         | 4.6X                       |
| Google                             | GOOG          | NASDAQ           | 521.84             | 607.22             | -14.1%         | 598.01       | 486.23      | 178,779    | 118,578                           | 67,839        | 1.7X                       |
| Microsoft                          | MSFT          | NASDAQ           | 44.45              | 47.23              | -5.9%          | 50.04        | 40.12       | 359,541    | 296,253                           | 94,782        | 3.1X                       |
| Motorola Solutions                 | MSI           | NYSE             | 57.60              | 59.65              | -3.4%          | 70.26        | 56.83       | 12,150     | 12,209                            | 5,875         | 2.1X                       |
| Neustar, Inc.                      | NSR           | NYSE             | 75.44              | 79.57              | -5.2%          | 85.15        | 63.42       | 16,755     | 15,128                            | 9,313         | 1.6X                       |
| Nippon Telegraph & Telephone Corp. | NTT           | NYSE             | 36.17              | 34.89              | 3.7%           | 36.85        | 25.07       | 164,457    | 234,399                           | 92,519        | 2.5X                       |
| Nokia                              | NOK           | NYSE             | 6.84               | 7.26               | -5.8%          | 8.73         | 6.30        | 25,158     | 25,158                            | 16,782        | 1.5X                       |
| Omnicom                            | OMC           | NYSE             | 69.90              | 74.69              | -6.4%          | 80.98        | 64.03       | 17,077     | 21,390                            | 15,285        | 1.4X                       |
| Publicis Groupe                    | PUB.PA        | Paris            | 75.44              | 79.57              | -5.2%          | 85.15        | 63.42       | 16,755     | 15,128                            | 9,313         | 1.6X                       |
| Samsung                            | 005930.KS     | KRX              | 1,158.78           | 1,162.85           | -0.3%          | 1,351.65     | 1,009.65    | 170,688    | 139,939                           | 187,149       | 0.7X                       |
| Sprint                             | S             | NYSE             | 4.52               | 4.64               | -2.6%          | 8.68         | 3.79        | 17,933     | 47,588                            | 34,532        | 1.4X                       |
| Telefonica S.A.                    | TEF           | NYSE             | 14.22              | 14.09              | 0.9%           | 16.85        | 13.27       | 70,224     | 145,482                           | 61,272        | 2.4X                       |
| Telenor                            | TELNF         | OTC              | 21.82              | 22.09              | -1.2%          | 24.31        | 19.58       | 32,768     | 40,495                            | 16,308        | 2.5X                       |
| Turkcell Iletisim Hizmetleri A.S.  | TKC           | NYSE             | 11.41              | 10.91              | 4.6%           | 16.68        | 10.43       | 10,041     | 9,838                             | 5,439         | 1.8X                       |
| Vodafone Group                     | VOD           | NASDAQ           | 36.53              | 38.81              | -5.9%          | 39.46        | 28.63       | 96,862     | 131,749                           | 65,522        | 2.0X                       |
| WPP Group                          | WPPGY         | NASDAQ           | 114.15             | 118.39             | -3.6%          | 123.33       | 88.15       | 29,578     | 34,145                            | 18,800        | 1.8X                       |
| Yahoo!                             | YHOO          | NASDAQ           | 39.33              | 43.35              | -9.3%          | 52.62        | 32.93       | 36,909     | 33,031                            | 4,711         | 7.0X                       |
| ZTE                                | 000063.SZ     | Shenzhen         | 3.77               | 5.15               | -26.8%         | 5.60         | 2.05        | 10,587     | 10,815                            | 13,132        | 0.8X                       |
|                                    |               |                  |                    |                    | <b>Average</b> |              |             | 96,852     | 102,068                           | 48,481        | 2.4X                       |
|                                    |               |                  |                    |                    | <b>Median</b>  |              |             | 29,578     | 38,773                            | 17,944        | 1.9X                       |
| <b>Mid-Cap (\$2B - \$10B)</b>      |               |                  |                    |                    |                |              |             |            |                                   |               |                            |
| BlackBerry                         | BBRY          | NASDAQ           | \$ 8.02            | \$ 9.51            | -15.7%         | \$ 12.63     | \$ 7.94     | \$4,246    | \$2,832                           | \$3,027       | 0.9X                       |
| Gemalto                            | GTOFF         | OTC              | 91.10              | 87.20              | 4.5%           | 95.08        | 67.89       | 8,109      | 7,525                             | 3,163         | 2.4X                       |
| Interpublic Group of Companies     | IPG           | NYSE             | 19.40              | 20.43              | -5.0%          | 22.69        | 16.37       | 8,011      | 9,578                             | 7,576         | 1.3X                       |
| LG                                 | 034220.KS     | KRX              | 22.77              | 26.12              | -12.8%         | 34.02        | 21.86       | 8,149      | 10,135                            | 26,032        | 0.4X                       |
| Pandora Media Inc.                 | P             | NYSE             | 15.34              | 18.42              | -16.7%         | 30.48        | 14.50       | 3,243      | 2,862                             | 957           | 3.0X                       |
| Telefonica Brasil S.A.             | VIVT3-BR      | NYSE             | 11.76              | 11.94              | -1.6%          | 15.95        | 11.25       | 6,721      | 7,901                             | N/A           | N/A                        |
| TIM                                | TSU           | NYSE             | 16.18              | 14.99              | 7.9%           | 30.06        | 14.32       | 7,834      | 7,834                             | 7,892         | 1.0X                       |
| ValueClick                         | VCLK          | NASDAQ           | 34.44              | 34.44              | 0.0%           | 35.56        | 23.35       | 2,219      | 2,208                             | 598           | 3.7X                       |
| Zynga                              | ZNGA          | NASDAQ           | 2.84               | 2.94               | -3.4%          | 3.27         | 2.20        | 2,230      | 1,279                             | 706           | 1.8X                       |
|                                    |               |                  |                    |                    | <b>Average</b> |              |             | 5,640      | 5,795                             | 6,244         | 1.8X                       |
|                                    |               |                  |                    |                    | <b>Median</b>  |              |             | 6,721      | 7,525                             | 3,095         | 1.5X                       |

## NOTES:

(1) Market Capitalization is calculated using month end stock price and fully diluted shares.

(2) Enterprise Value is calculated using cash and debt from the last reported balance sheet to the SEC.

(3) Revenue is calculated on a "Net Sales" basis and covers the last twelve months reported to SEC.

Source: Thomson Reuters and Hidden River, LLC analysis

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

# Public Company Analysis

| Public Companies                         | Ticker   | Exchange         | Stock Price<br>7/1/15 | Stock Price<br>6/1/15 | %<br>Change    | 52 Week<br>High | 52 Week<br>Low | Market<br>Cap | Enterprise<br>Value<br>( in Millions ) | Revenue<br>(LTM) | Revenue<br>Multiple<br>(EV/Rev.) |
|--|----------|------------------|-----------------------|-----------------------|----------------|-----------------|----------------|---------------|--|------------------|----------------------------------|
| <b>Indexes</b>                           |          | Russel 3000      | 1,243.75              | 1,261.83              | -1.4%          | 1,275.89        | 1,079.87       |               |  |                  |                                  |
|  |          | S&P 500          | 2,077.42              | 2,111.73              | -1.6%          | 2,134.72        | 1,820.66       |               |  |                  |                                  |
|  |          | NASDAQ Composite | 5,013.12              | 5,082.93              | -1.4%          | 5,164.36        | 4,116.60       |               |  |                  |                                  |
| <b>Small-Cap (&lt; \$2B)</b>             |          |                  |                       |                       |                |                 |                |               |  |                  |                                  |
| Axiom Corporation                        | ACXM     | NASDAQ           | \$ 17.56              | \$ 16.63              | 5.6%           | \$ 22.17        | \$ 15.78       | \$1,373       | \$1,519                                | \$1,020          | 1.5X                             |
| Bango                                    | BGO      | LSE              | 1.68                  | 1.64                  | 2.8%           | 2.27            | 1.14           | 88            | 79                                     | 8                | 9.4X                             |
| Boingo wireless                          | WIFI     | NASDAQ           | 8.27                  | 8.98                  | -7.9%          | 9.22            | 5.48           | 303           | 306                                    | 122              | 2.5X                             |
| Cincinnati Bell                          | CBB      | NYSE             | 3.79                  | 3.61                  | 5.0%           | 4.16            | 2.85           | 795           | 2,672                                  | 1,249            | 2.1X                             |
| Digimarc Corporation                     | DMRC     | NASDAQ           | 40.03                 | 29.80                 | 34.3%          | 45.90           | 19.80          | 342           | 305                                    | 24               | 12.5X                            |
| GFK Retail and Technology UK             | GFK:DE   | Xetra            | 44.07                 | 38.56                 | 14.3%          | 44.81           | 37.86          | 1,609         | 2,087                                  | 1,819            | 1.1X                             |
| Glu Mobile                               | GLUU     | NASDAQ           | 6.20                  | 6.41                  | -3.3%          | 7.60            | 3.27           | 746           | 680                                    | 248              | 2.7X                             |
| Hipcricket                               | HIPP     | NASDAQ           | 0.09                  | 0.14                  | -35.7%         | N/A             | N/A            | N/A           | N/A                                    | N/A              | N/A                              |
| Internetq Plc                            | INTQ     | LSE              | 4.09                  | 4.59                  | -10.9%         | 5.57            | 3.53           | 163           | 164                                    | 171              | 1.0X                             |
| Marchex                                  | MCHX     | NASDAQ           | 4.75                  | 4.90                  | -3.1%          | 12.42           | 3.15           | 176           | 92                                     | 175              | 0.5X                             |
| MDC Partners                             | MDCA     | NASDAQ           | 19.67                 | 20.64                 | -4.7%          | 28.65           | 17.99          | 980           | 2,297                                  | 1,233            | 1.9X                             |
| MEDL Mobile                              | MEDL     | OTC BB           | 0.12                  | 0.11                  | 9.5%           | 0.26            | 0.09           | 6             | 4                                      | 3                | 1.3X                             |
| Millennial Media                         | MM       | NYSE             | 1.61                  | 1.67                  | -3.6%          | 4.64            | 1.28           | 225           | 193                                    | 287              | 0.7X                             |
| Mobivity (Formerly CommerceTel)          | MFON     | OTC BB           | 0.84                  | 0.85                  | -1.8%          | 1.68            | 0.75           | 23            | 23                                     | 4                | 5.8X                             |
| Opera Software ASA                       | OPERA.OL | Oslo             | 8.78                  | 8.39                  | 4.7%           | 13.56           | 6.53           | 1,278         | 1,295                                  | 521              | 2.5X                             |
| Single Touch Systems Inc.                | SITO     | OTC BB           | 0.39                  | 0.35                  | 11.2%          | 0.49            | 0.15           | 59            | 63                                     | 13               | 5.0X                             |
| Smith Micro Software Inc                 | SMSI     | NASDAQ           | 1.13                  | 1.18                  | -4.2%          | 1.85            | 0.74           | 52            | 39                                     | 39               | 1.0X                             |
| Tanla Solutions Limited                  | TANLA    | NSE              | 0.34                  | 0.27                  | 26.9%          | 0.41            | 0.15           | 34            | 30                                     | 39               | 0.8X                             |
| Telecom Argentina S.A.                   | TEO      | NYSE             | 18.14                 | 19.43                 | -6.6%          | 26.39           | 17.84          | 1,749         | 1,802                                  | 4,106            | 0.4X                             |
| TeleCommunication Systems, Inc. (TCS)    | TSYS     | NASDAQ           | 3.33                  | 3.19                  | 4.4%           | 3.94            | 2.72           | 186           | 269                                    | 357              | 0.8X                             |
| Unwired Planet                           | UPIP     | NASDAQ           | 0.63                  | 0.68                  | -7.3%          | 2.29            | 0.54           | 71            | 4                                      | 40               | N/A                              |
| Voltari Corporation (Formerly Motricity) | VLTC     | NASDAQ           | 5.55                  | 6.19                  | -10.3%         | 21.75           | 0.63           | 50            | 79                                     | 12               | 6.6X                             |
| Velti                                    | VELT     | NASDAQ           | 0.01                  | 0.01                  | -20.0%         | 0.05            | 0.01           | 1             | 2                                      | 232              | 0.0X                             |
|  |          |                  |                       |                       | <b>Average</b> |                 |                | 469           | 637                                    | 533              | 2.9X                             |
|  |          |                  |                       |                       | <b>Median</b>  |                 |                | 181           | 179                                    | 173              | 1.5X                             |

## NOTES:

(1) Market Capitalization is calculated using month end stock price and fully diluted shares.

(2) Enterprise Value is calculated using cash and debt from the last reported balance sheet to the SEC.

(3) Revenue is calculated on a "Net Sales" basis and covers the last twelve months reported to SEC.

Source: Thomson Reuters and Hidden River, LLC analysis

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

# M&A Transactions

## TRANSACTION DATA

| Announced  | Acquirer              | Target         | Target Summary   | Deal Amount (in \$M) |
|------------|-----------------------|----------------|--|----------------------|
| 06/30/2015 | RideScout             | GlobeSherpa    | GlobeSherpa is a Portland mobile transit ticketing startup.  |                      |
| 06/26/2015 | Yello Mobile          | Websosanh      | Websosanh is a Vietnam-based price comparison platform<br>Vietnam-based price comparison platform.   |                      |
| 06/18/2015 | Google                | Agawi*         | Agawi is a specialist In Streaming Native Mobile Apps.   |                      |
| 06/18/2015 | Undertone             | Sparkflow*     | Snapflow is a mobile ad startup.   |                      |
| 06/17/2015 | Limeade               | 9Slides        | 9Slides is a mobile multimedia learning solutions venture.   |                      |
| 06/17/2015 | Intel                 | Recon          | Recon is the maker of the new, critically acclaimed Recon Jet™ smart eyewear for sports and high-intensity environments.   |                      |
| 06/15/2015 | Snapdeal              | Letsgomo Labs  | Letsgomo Labs is a mobility solutions company.   |                      |
| 06/10/2015 | BuildDirect           | DraftingSPACE  | DraftingSPACE is an online platform that creates several customized design options for your home renovation.   |                      |
| 06/09/2015 | Brit & Co             | Snapguide      | Snapguide develops mobile applications that include voice recognition capabilities.  |                      |
| 06/09/2015 | Verve Mobile          | Fosbury        | Frosbury is a beacon technology platform.  |                      |
| 06/09/2015 | Bloglovin             | Finale         | Finale is a shopping application.  |                      |
| 06/05/2015 | World Wide Technology | Asynchrony     | Asynchrony is a technology consulting firm specializing in application development, mobile computing, systems and sensor integration, enterprise architecture, and tactical collaboration. |                      |
| 06/04/2015 | Broadsoft             | mPortal        | mPortal is a maker of customized mobile sites.   |                      |
| 06/04/2015 | Microsoft             | 6Wunderkinder  | 6Wunderkinder is the developer of a task management app called Wunderlist.   |                      |
| 05/29/2015 | Google                | Pulse.io       | Pulse.io provides a mobile app performance service that helps developers identify issues slowing down their production apps.   |                      |
| 05/29/2015 | Salesforce            | Tempo AI       | Tempo AI develops Tempo Smart Calendar, a mobile productivity app that organizes the user's day.   |                      |
| 05/29/2015 | Kakao Talk            | Path           | Path is a photo-sharing service.   |                      |
| 05/29/2015 | Apple                 | Metaio         | Metaio is an augmented reality firm.   |                      |
| 05/28/2015 | Mitek                 | Idchecker      | Idchecker is a global provider of identity and document authentication technology.   |                      |
| 05/27/2015 | CA Technologies       | Rally Software | Rally Software, provides cloud-based solutions for managing Agile software development.  | \$480.0              |

\*Note: Google acquired Agawi last year, but confirmed the acquisition in June, 2015.

\*Note: Terms of Undertone's acquisition of Sparkflow was undisclosed though the price is said to be less than \$20 Million.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

# M&A Transactions

## TRANSACTION DATA

| Announced  | Acquirer                | Target                                | Target Summary   | Deal Amount (in \$M) |
|------------|-------------------------|---------------------------------------|--|----------------------|
| 05/26/2015 | <b>Snapdeal</b>         | MobiMart                              | MobiMart is a mobile technology startup.   |                      |
| 05/21/2015 | <b>Yello</b>            | Gushcloud                             | Gushcloud is a Singapore-based influencer marketing platform that operates across Southeast Asia.  |                      |
| 05/20/2015 | <b>Altice</b>           | Suddenlink Communications             | Suddenlink Communications, formerly Cebridge Connections, is the 9th largest provider of cable broadband services in the United States.  | \$9,100.0            |
| 05/18/2015 | <b>Accela</b>           | PublicStuff                           | PublicStuff is an online community service that allows individuals to notify the right local departments to get things fixed.            |                      |
| 05/18/2015 | <b>Sizmek</b>           | StrikeAd                              | StrikeAd Fusion™ is the world's first dedicated mobile Demand-Side-Platform (DSP).   | \$11.7               |
| 05/18/2015 | <b>Apple</b>            | Coherent Navigation                   | Coherent Navigation was a small firm that focused on creating commercial navigation services.  |                      |
| 05/12/2015 | <b>Verizon</b>          | AOL                                   | AOL provides various digital brands, products, and services to consumers, advertisers, publishers, and subscribers worldwide.            | \$4,400.0            |
| 05/08/2015 | <b>Myntra</b>           | Native5                               | Native5 is a Bengaluru-based mobile app development platform company.  |                      |
| 05/08/2015 | <b>Leica Geosystems</b> | Technet-Rail 2010                     | Technet-Rail 2010 is a Berlin-based firm which develops 'big data' geospatial software applications for the rail industry.               |                      |
| 05/06/2015 | <b>AVG</b>              | Privax                                | Privax is a mobile VPN firm.   | \$60.0               |
| 05/06/2015 | <b>RockYou</b>          | PlayHaven                             | PlayHaven offers tools for mobile developers to manage player acquisition, engagement, and monetization.                                 |                      |
| 05/06/2015 | <b>App Annie</b>        | Mobidia                               | Mobidia is a Canadian mobile and smartphone data usage analytics and measurement company.  |                      |
| 05/04/2015 | <b>Rapid7</b>           | NT OBJECTives                         | NT OBJECTives is an application security testing company.  |                      |
| 04/30/2015 | <b>Microsoft Corp</b>   | N-Trig                                | N-Trig is the provider of DuoSense digitizer technology combining pen and zero-pressure touch for mobile computers into a single device. | \$30.0               |
| 04/30/2015 | <b>Flipkart</b>         | Appiterate                            | Appiterate is a mobile engagement and marketing automation.  |                      |
| 04/30/2015 | <b>MasterCard</b>       | Applied Predictive Technologies (APT) | APT is a data analytics firm.  | \$600.0              |
| 04/28/2015 | <b>BigCommerce</b>      | Zing                                  | ZING's platform of software and services enables the next generation of mobile entertainment to be always connected and ready to play.   |                      |
| 04/28/2015 | <b>Twitter</b>          | TellApart                             | TellApart is a leading marketing technology company.   |                      |
| 04/27/2015 | <b>Infosys</b>          | Skava                                 | Skava is an e-commerce tech provider focused on mobile and in-store platforms for big-box retailers.                                     | \$120.0              |
| 04/23/2015 | <b>Canon</b>            | Lifecake                              | Lifecake enables parents to organise and back up digital memories and share them privately on phones, tablets, computers, and books.     |                      |

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

# M&A Transactions

## TRANSACTION DATA

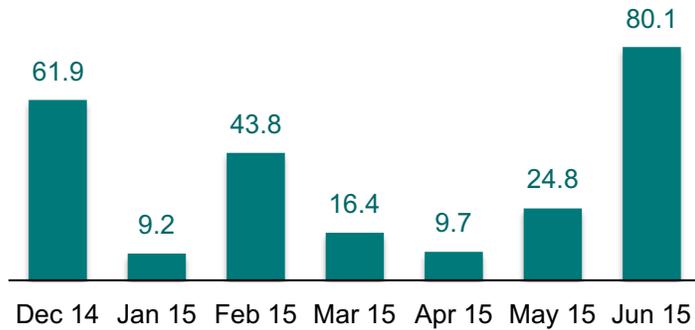
| Announced  | Acquirer              | Target                 | Target Summary  | Deal Amount (in \$M) |
|------------|-----------------------|------------------------|---|----------------------|
| 04/22/2015 | <b>CenturyLink</b>    | Orchestrate.io         | Orchestra is a cloud platform for deploying, managing and scaling PHP applications.   |                      |
| 04/21/2015 | <b>BlackBerry</b>     | WatchDox               | WatchDox is an Israeli data security company.   | \$150.0              |
| 04/17/2015 | <b>Microsoft Corp</b> | Datazen                | Datazen is a mobile business intelligence (BI) and data visualization service.  |                      |
| 04/15/2015 | <b>WPP</b>            | Medialets              | Medialets is a Mobile Ad Measurement Company.   |                      |
| 04/14/2015 | <b>Localytics</b>     | Splitforce             | Splitforce provides A/B Testing for Mobile Apps.  |                      |
| 04/14/2015 | <b>Apple</b>          | LinX Imaging           | LinX Imaging is an Israeli camera technology company.   | \$20.0               |
| 04/13/2015 | <b>Drifft</b>         | Fetchnotes             | Fetchnotes is a productivity application that provides quick note-taking and creates 'to-do' lists.                                 |                      |
| 04/07/2015 | <b>HIS</b>            | RootMetrics            | RootMetrics is an industry leader in wireless network analytics.  |                      |
| 04/07/2015 | <b>Singtel</b>        | Trustwave              | Trustwave is a cybersecurity company.   | \$810.0              |
| 04/02/2015 | <b>Check Point</b>    | Lacoon Mobile Security | Lacoon Mobile Security offers a solution that assesses mobile risks and enables enterprises to detect and eliminate mobile attacks. | \$80.0               |
| 04/02/2015 | <b>Nexon</b>          | Boolean Games          | Boolean Games is a mobile game developer.   |                      |
| 04/01/2015 | <b>Salesforce</b>     | Toopher                | Toopher is a mobile authentication firm.  |                      |

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

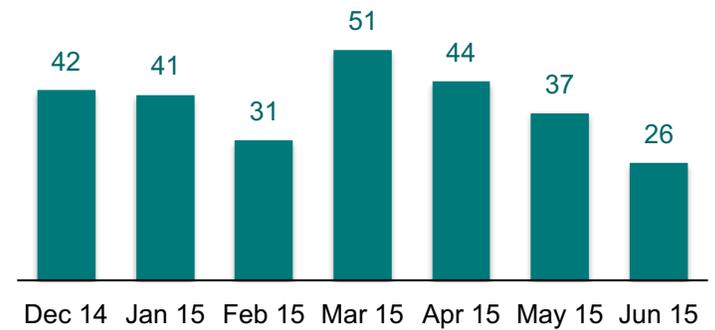
\*Data collected in this issue of Mobile Smart Fundamentals was collected throughout June 1-30, 2015.

# Financing Transactions Overview

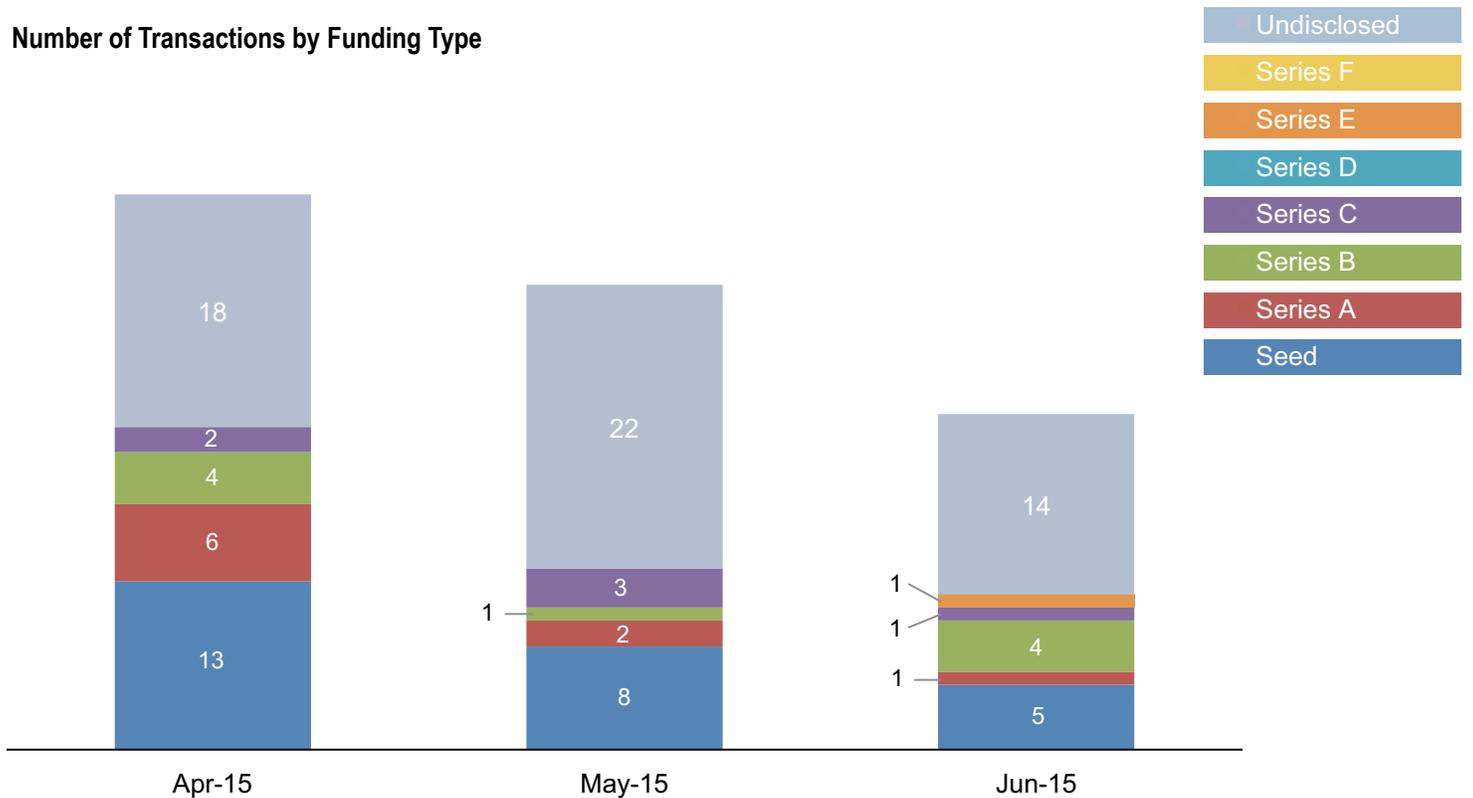
Average Value of Transactions (\$MM)



Number of Transactions



Number of Transactions by Funding Type



Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

# Financing Transactions

| Company Information               | Status  | Company Description   | FUNDING   |                             |               |  |
|-----------------------------------|---------|---|-----------|-----------------------------|---------------|--|
|                                   |         |   | Announced | Transaction Amount (in \$M) | Funding Round | VC's   |
| <b>Drafted</b>                    | Private | Drafted, a mobile app focused on hiring via referrals, just launched out of stealth last month.   | 6/30/15   | \$2.5                       | Seed          | Accel Partners, General Catalyst Partners, Lightspeed Venture Partners, Undisclosed  |
| <b>ScoreBeyond</b>                | Private | ScoreBeyond is a Standardized Test Prep App.  | 6/30/15   | \$2.8                       | Seed          | Khosla Ventures, Brendan Wallace, The Stanford StartX Fund   |
| <b>Airbnb</b>                     | Private | Airbnb is a community marketplace for people to list, discover, and book unique accommodations around the world — online or from a mobile phone.  | 6/29/15   | \$1,500.0                   | Undisclosed   | General Atlantic, Tiger Global Management, Hillhouse Capital Group, Kleiner Perkins Caufield & Byers, GGV Capital, Temasek Holdings, China Broadband Capital, Horizon Ventures, Wellington Management Company, T. Rowe Price, Fidelity Management & Research Company |
| <b>ShopJester</b>                 | Private | ShopJester is a uniquely tailored shopping app that recommends the best possible sales going on at your favorite retailers and rewards users for shopping   | 6/29/15   | \$0.6                       | Seed          | Robert Pack, Silicon Valley Bank   |
| <b>Wildflower Health</b>          | Private | Wildflower Health is re-inventing the medical management model for high-risk pregnancy. Our mobile-focused digital health platform helps identify and address health risks throughout pregnancy, with personalized actions integrated with employee benefits. | 6/29/15   | \$5.0                       | Undisclosed   | Easton Capital, Hatteras Venture Partners, Cambia Health Solutions, HealthTech Capital   |
| <b>Extreme Reach</b>              | Private | Extreme Reach enables advertisers and agencies to manage, execute, and track advertising campaigns across all video mediums (broadcast, cable, website, mobile, VOD).   | 6/25/15   | \$56.3                      | Undisclosed   | Undisclosed  |
| <b>Prairie Cloudware</b>          | Private | Prairie Cloudware is an company whose mission is to provide financial institutions with the tools and services to meet their customers' need for choice, convenience and security in an increasingly mobile world.  | 6/25/15   | Undisclosed                 | Undisclosed   | Undisclosed  |
| <b>STAND</b>                      | Private | STAND is friction-free philanthropy. STAND is the first mobile-first crowdfunding platform—an easy, empowering and exciting way to raise money and awareness for the causes you care about.   | 6/25/15   | \$6.3                       | Undisclosed   | Resolute.vc, Greylock Partners, Fresco Capital   |
| <b>Zumper</b>                     | Private | Zumper is a real-time home and apartment rental platform for tenants and landlords to find and rent apartments.   | 6/25/15   | \$6.4                       | Undisclosed   | Goodwater Capital, Kleiner Perkins Caufield & Byers  |
| <b>Curbside</b>                   | Private | Curbside is a United States-based company developing a mobile application to find, buy, and pick up products from stores.   | 6/25/15   | \$25.0                      | Series B      | Sutter Hill Ventures, AME Cloud Ventures, Index Ventures, Qualcomm Ventures  |
| <b>Movik Networks</b>             | Private | Movik Networks is focused on delivering purpose-built solutions that bring content and application awareness to the edge of the mobile network.   | 6/23/15   | \$3.0                       | Series E      | Undisclosed  |
| <b>Vox Mobile</b>                 | Private | Vox Mobile offers complete enterprise mobility including mobile technology consulting, management and support to companies.   | 6/23/15   | \$6.7                       | Undisclosed   | Telus Ventures, Mutual Capital Partners, Edison Partners, Permal Capital   |
| <b>Smart Vision</b>               | Private | Smart Vision Labs is building a better vision exam. We created the SVOne, a smartphone-based autorefractor powered by cutting-edge technology, to help make vision care accessible to everyone.   | 6/22/15   | \$6.1                       | Series A      | Connectivity Capital Partners, Heritage Group, Red Sea Ventures, Techstars Ventures  |
| <b>appMobi</b>                    | Private | appMobi provides integrated tools and services for creating complete mobile application ecosystems and supporting large-scale developer communities.  | 6/18/15   | \$1.3*                      | Undisclosed   | Undisclosed  |
| <b>Cachet Financial Solutions</b> | Private | Cachet Financial Solutions is a leading provider of remote deposit capture (RDC) solutions for banks, credit unions and other financial institutions. Remote and mobile deposit technologies are changing business and personal banking forever.              | 6/18/15   | \$4.4*                      | Series C      | Undisclosed  |
| <b>FreedomPop</b>                 | Private | FreedomPop is the nations first wireless internet provider committed to delivering 100% free internet with 4G broadband wireless internet access.   | 6/17/15   | \$30.0                      | Series B      | Partech International, DCM Ventures, Mangrove Capital Partners   |
| <b>LeadPages</b>                  | Private | Leadpage is software that enables you to create mobile responsive landing pages, launch pages, sales pages and other conversion pages.  | 6/17/15   | \$27.0                      | Series B      | Drive Capital, Foundry Group, Arthur Ventures  |
| <b>Mapbox</b>                     | Private | Mapbox is a full-service cloud-based map platform for sharing fast, beautiful, interactive web maps.  | 6/17/15   | \$52.6                      | Series B      | DFJ Growth, Foundry Group, DBL Partners, Thrive Capital, Promus Ventures, Pritzker Group Venture Capital   |

\*Note: appMobi is still seeking \$669,839 in funding.

\*Note: Cachet Financial Solutions is still seeking \$597,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

# Financing Transactions

| Company Information     | Status  | Company Description  | FUNDING   |                             |               |  |
|-------------------------|---------|--|-----------|-----------------------------|---------------|--|
|                         |         |  | Announced | Transaction Amount (in \$M) | Funding Round | VC's   |
| <b>Vox Mobile</b>       | Private | Vox Mobile offers complete enterprise mobility including mobile technology consulting, management and support to companies.  | 6/17/15   | \$2.5                       | Undisclosed   | Undisclosed  |
| <b>Moonlighting</b>     | Private | Moonlighting is a mobile, on-demand application that allows people to earn extra money and get tasks done instantly. It creates a virtual marketplace for individuals and small businesses, enabling communication between those needing a task done and those capable of fulfilling the need.                           | 6/16/15   | \$1.9                       | Undisclosed   | The McClatchy Company, Baltimore Angels, New Richmond Ventures   |
| <b>Sequent Software</b> | Private | Sequent is the leading software solution for near field communications (NFC) payments for mobile devices in North America.   | 6/15/15   | Undisclosed                 | Undisclosed   | Undisclosed  |
| <b>BloomThat</b>        | Private | BloomThat wants to be the "Make someone happy" button. Open its app, choose between a few curated bouquets, and a beautiful flower arrangement is delivered to someone you care about in 90 minutes.   | 6/11/15   | \$5.5                       | Undisclosed   | First Round, Forerunner Ventures, Rothenberg Ventures, SherpaCapital, Vaizra Investments   |
| <b>Roomi</b>            | Private | Roomi is a free mobile app that simplifies roommate and housing search in New York by making it easy for people to post and list rooms and connect safely, in a city where it's rarely affordable to live alone.   | 6/10/15   | \$2.0                       | Seed          | DCM Ventures, Undisclosed  |
| <b>Zero App</b>         | Private | Zero is a new email app created to help deal with large quantities of emails. Zero changes traditional user interactions with inbox and allows handling of email overload in far less time than any other mobile email client on the market today.   | 6/5/15    | Undisclosed*                | Seed          | Jack Levin, Luc Dumont, Eugene Malobrodsky, Ilya Perlov  |
| <b>PicsArt</b>          | Private | PicsArt is a growing mobile photo-editing system that claims almost 60 million active users a month.   | 6/4/15    | \$15.0                      | Undisclosed   | Insight Venture Partners, Sequoia Capital  |
| <b>SimplyTapp</b>       | Private | SimplyTapp provides cloud based mobile payment solutions for banks, payment card issuers, transit authorities and retailers.   | 6/4/15    | Undisclosed                 | Undisclosed   | Verizon Ventures   |
| <b>Repsly</b>           | Private | Repsly has been focused on providing mobile software solutions for enhancing field activity management since its inception in 2010. Setting out to simplify processes for field teams and their managers, Repsly has customers in over 40 countries.   | 5/29/15   | \$0.9                       | Undisclosed   | Undisclosed  |
| <b>Snapchat</b>         | Private | Snapchat is a photo messaging application.   | 5/29/15   | \$537.6*                    | Undisclosed   | Undisclosed  |
| <b>Souktel</b>          | Private | Souktel designs and delivers mobile phone services that link people with jobs and connect aid agencies with communities who need help.   | 5/29/15   | \$0.4                       | Undisclosed   | Undisclosed  |
| <b>Tyfone</b>           | Private | Tyfone's mobile banking platform puts financial institutions right in the center of mobile banking and payment space, with comprehensive hardware and software platforms that enables financial institutions to optimize the mobile channel to offer customer banking services, payment and relevant real time services. | 5/29/15   | \$6.6*                      | Series C      | Undisclosed  |
| <b>eGifter</b>          | Private | eGifter is a web and mobile social gifting app that enables users to give eGift Cards to friends, family, and even themselves. We enable retailers to include social networks in their marketing mix, while driving real, measurable commerce in the process.  | 5/28/15   | \$3.5                       | Undisclosed   | Long Island Angel Network (LIAN), BDS Capital, Angel Dough Ventures, 94Bits  |
| <b>Omadi</b>            | Private | Omadi Mobile Management is a leader in custom mobile technology. We develop cloud-based CRM software for targeted service industries to track, analyze, and increase employee production, enhance communication within companies and between clients, and replace the need for multiple software solutions.              | 5/27/15   | \$0.7                       | Undisclosed   | Peak Ventures  |
| <b>Flywheel</b>         | Private | Flywheel is developing a taxi cab application for the mobile phone.  | 5/26/15   | Undisclosed                 | Undisclosed   | Riverwood Capital  |
| <b>Brit &amp; Co</b>    | Private | Brit & Co's content hub is online at Brit.co or available on mobile devices. The team also designs and builds software applications, the first of which is Weduary, a social wedding website creator that helps brides and grooms easily create a wedding site that connects their guests before the big event.          | 5/25/15   | \$23.1                      | Undisclosed   | Intel Capital, Lisa Lambert, Oak Investment Partners, Fred Harman, Gary Vaynerchuk, Marissa Mayer, Index Ventures, General Catalyst Partners, Lerer Hippeau Ventures                           |
| <b>Taplytics</b>        | Private | Taplytics grew as a way for our mobile app development shop to be more efficient and nimble. We quickly realized that what we built is much more than a tool for designers to move pixels around a screen. It's a best-in-class tool for mobile A/B testing.   | 5/22/15   | \$2.4                       | Seed          | Mark Pincus, Alexis Ohanian, Paul Buchheit, Justin Kan, Matthew Cutts, Daniel Debow, Kevin Hale, Aaron Harris, Jonathan Lister, Roger Martin, Jean Pigozzi, Som Seif, Garry Tan, Farhan Thawar |

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

\*Note: Snapchat still seeking \$112,360,217 in funding.

\*Note: Tyfone still seeking \$2,000,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

# Financing Transactions

| Company Information        | Status  | Company Description  | FUNDING   |                             |               |  |
|----------------------------|---------|--|-----------|-----------------------------|---------------|--|
|                            |         |  | Announced | Transaction Amount (in \$M) | Funding Round | VC's   |
| <b>Zagster</b>             | Private | Zagster is a transportation provider offering bike rental services in the U.S.   | 5/22/15   | \$4.6*                      | Undisclosed   | Undisclosed  |
| <b>Avocarrot</b>           | Private | Avocarrot is a native mobile advertising platform which provides real rewards on mobile apps.  | 5/21/15   | \$2.0                       | Undisclosed   | Odyssey Venture Partners   |
| <b>Invisible Media</b>     | Private | Invisible Media is a real-time mobile data, decisioning, marketing automation and analytics platform.  | 5/21/15   | \$1.0                       | Seed          | Dave Thornbury, Undisclosed  |
| <b>Mode Media</b>          | Private | Mode Media is a vertical media company with 6000+ lifestyle websites, including Mode., a consumer social platform.   | 5/21/15   | \$30.0                      | Series G      | Hubert Burda Media   |
| <b>Minus</b>               | Private | Minus develops a mobile chat and photo sharing application available on the iPhone and Android devices.  | 5/20/15   | \$2.0*                      | Undisclosed   | Undisclosed  |
| <b>Mobcrush</b>            | Private | Mobcrush is a mobile video streaming company that enables mobile users to broadcast, watch and chat about games played and streamed in real-time.  | 5/20/15   | \$4.9                       | Undisclosed   | Raine Ventures, First Round Capital, Lowercase Capital, CrunchFund, Rincon Venture Partners, CrossCut Ventures, Lionsgate, Advancit Capital, CAA Ventures, BAM Ventures, Undisclosed |
| <b>Speakeasy</b>           | Private | Speakeasy is a provider of mobile-first conference calling software.   | 5/20/15   | \$5.0                       | Series A      | Bessemer Venture Partners, Salesforce Ventures   |
| <b>AllSeated</b>           | Private | AllSeated is a platform for team collaboration: Everything in one place, instantly build floor plans, guest lists, timelines, 3D, mobile - available wherever you go.  | 5/19/15   | Undisclosed                 | Undisclosed   | Magma Venture Partners   |
| <b>Little Labs</b>         | Private | Little Labs is a Smartwatch app studio creating simple, contextual and fun experiences designed for the post-phone era.  | 5/19/15   | \$3.0                       | Seed          | Crosscut Ventures, Lowercase Capital, Lightspeed Venture Partners, New Enterprise Associates, Amplify.LA   |
| <b>Tissue Analytics</b>    | Private | Securely stream patient photographs and wound analysis directly to your desktop!   | 5/18/15   | \$0.8                       | Undisclosed   | Tencent Holdings, DreamIt Ventures Philadelphia, Undisclosed   |
| <b>Neumob</b>              | Private | Neumob's mission is to speed up Mobile Apps for the next 5 billion users around the globe. Their team has spent the past 20 years building cloud networks for businesses, content providers, governments and Internet operators. Neumob was formed to empower Consumers with the latest technologies to provide Speed, Security and Control. | 5/15/15   | \$2.3                       | Seed          | Accel Partners, Shasta Ventures, Menlo Ventures, Plug and Play Ventures, Lightbank   |
| <b>Blue Danube Systems</b> | Private | Blue Danube Systems designs innovative mobile wireless access solutions that significantly and cost-effectively increase network capacity and enhance quality of service.  | 5/15/15   | \$16.0                      | Series B      | Sequoia Capital, Northgate Capital, AT&T   |
| <b>Gametime</b>            | Private | Gametime makes your phone your ticket. The Gametime app presents you with a view from your seat so you can select the right perspective.   | 5/14/15   | \$13.3                      | Series A      | Accel Partners, Undisclosed  |
| <b>Pocket Gems</b>         | Private | Pocket Gems, a pioneer of the movement of social games to mobile, developed a series of phenomenally successful free-to-play mobile games that have been downloaded more than 15 million times.  | 5/14/15   | \$60.0                      | Undisclosed   | Tencent Holdings   |
| <b>ScoreStreak</b>         | Private | ScoreStreak lets hardcore fantasy players and casual sports fans alike play daily fantasy contests for real money on mobile devices.   | 5/14/15   | \$0.2*                      | Seed          | Andrew Housser, Brad Stroh   |
| <b>XAPPmedia</b>           | Private | XAPPmedia exists to give consumers a voice and connect them directly with brands. We are a technology company that provides interactive audio services. Our first service is interactive audio advertising. We harness mobile, cloud and voice technology to make audio advertising interactive, simple and spontaneous.                     | 5/14/15   | \$3.8                       | Undisclosed   | Undisclosed  |
| <b>Cyanogen</b>            | Private | CyanogenMod is a customized, aftermarket firmware distribution for several Android devices. Based on the Android Open Source Project, CyanogenMod is designed to increase performance and reliability over Android-based ROMs released by vendors and carriers such as Google, T-Mobile, HTC, etc.   | 5/13/15   | Undisclosed                 | Series C      | Foxconn Technology Group   |
| <b>Instart Logic</b>       | Private | Instart Logic accelerates cloud application delivery for the world's most performance-obsessed organizations.  | 5/13/15   | \$43.0                      | Undisclosed   | Four Rivers Partners, Hermes GPE, Andreesen Horowitz, Kleiner Perkins Caufield & Byers, Tenaya Capital   |

\*Note: Zagster still seeking \$1,207,490 in funding.

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

\*Note: ScoreStreak still seeking \$1,800,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

# Financing Transactions

| Company Information   | Status  | Company Description  | FUNDING   |                             |               |   |
|-----------------------|---------|--|-----------|-----------------------------|---------------|---|
|                       |         |  | Announced | Transaction Amount (in \$M) | Funding Round | VC's  |
| <b>Kony</b>           | Private | Kony is the only mobile application platform provider that enables companies to future proof their mobile apps from the constantly shifting device marketplace and its fragmented mobile customer base.  | 5/13/15   | \$5.0                       | Undisclosed   | Undisclosed   |
| <b>Talkspace</b>      | Private | Talkspace offers therapy for how we live today – affordable anonymous therapy with professional licensed therapists, anytime and anyplace, through a mobile device or on the Web.  | 5/12/15   | \$9.5                       | Undisclosed   | Spark Capital, SoftBank Capital   |
| <b>Transpose</b>      | Private | Transpose is the simplest platform for structuring data, enabling users to leverage enterprise-level technology in a user-friendly format. Transpose is available across desktop, mobile, and web-based applications.  | 5/12/15   | \$1.4                       | Undisclosed   | Alliance of Angels, Gramercy Fund   |
| <b>Immediately</b>    | Private | Immediately is mobile sales enablement, designed for the always-on workforce.  | 5/8/15    | \$2.0                       | Seed          | Ryan Holmes, Ryan Lange, Peter Kazanjy, Jonathan Abrams, Friendster, Haroon Mokhtarzada   |
| <b>FileChat</b>       | Private | FileChat is a powerful new free mobile and web application that allows users to socially collaborate on files within their existing cloud storage platforms to improve productivity and efficiency.  | 5/6/15    | \$3.0                       | Undisclosed   | Undisclosed   |
| <b>Chartbeat</b>      | Private | Chartbeat tools measure and monetize website visitors' attention and engagement on page content and advertising.   | 5/6/15    | \$15.5                      | Series C      | Digital Garage, Jeff Clavier, Jason Calacanis, Index Ventures, Draper Fisher Jurvetson (DFJ), Harmony Partners                    |
| <b>BlueLine Grid</b>  | Private | BlueLine Grid connects law enforcement, fire, EMT, first responders and security teams with the simplest, most comprehensive, and affordable mobile solutions available.   | 5/5/15    | Undisclosed                 | Undisclosed   | In-Q-Tel  |
| <b>Gameit</b>         | Private | Gamified shopping meets brand awareness in one beautiful and intuitive app.  | 5/5/15    | \$1.6                       | Seed          | DAK Capital   |
| <b>SessionM</b>       | Private | SessionM is the next generation consumer loyalty and engagement platform. The company's cloud-based solutions integrate loyalty marketing technology with ad serving and data management capabilities to drive personalized consumer relationships through the mobile device.            | 5/5/15    | \$12.0                      | Undisclosed   | Causeway Media Partners, NTT DOCOMO Ventures, Commerce Ventures, Highland Capital Partners, CRV, Kleiner Perkins Caufield & Byers |
| <b>Stylisted</b>      | Private | Stylisted is a website and mobile application that allows women to book in-home hair styling and makeup appointments from a network of vetted freelance beauty professionals.  | 5/1/15    | \$0.7*                      | Seed          | Evan Plisner, Dave Goldberg, Waverly Deutsch, Christopher D'Cruz, Dave Herrmann   |
| <b>Flybits</b>        | Private | Flybits enables the creation of personalized mobile experiences that go beyond what is practical with traditional app development platforms.   | 4/30/15   | \$4.7                       | Series A      | Vodafone Ventures   |
| <b>SlamAd</b>         | Private | SlamAd is developing a mobile texting application that integrates advertising. It uses patent-pending technology to include special offers or ads inside the messaging bubble, and rewards the user with points for each offer or ad seen.   | 4/30/15   | \$1.3                       | Seed          | Undisclosed   |
| <b>Mobile Action</b>  | Private | Mobile Action is a marketing platform that provides user acquisition solutions for apps.   | 4/30/15   | \$2.0                       | Seed          | CrunchFund, 500 Mobile Collective, 500 Startups, Streamliner Ventures, Felicis Ventures   |
| <b>DriveWealth</b>    | Private | DriveWealth, member FINRA and SIPC, is a mobile and global full carrying broker dealer for retail investors and provides a low cost, easy-to-use investing platform to individuals worldwide.  | 4/29/15   | Undisclosed                 | Undisclosed   | Route 66 Ventures   |
| <b>Immediately</b>    | Private | Immediately is a mobile-first email experience that helps you know about opportunities and react to them, no matter whether you are in front of your computer or walking your dog.   | 4/29/15   | \$2.0                       | Undisclosed   | Galvanize VC, Maiden Lane, Streamlined Ventures, Queensbridge Venture Partners, Undisclosed                                       |
| <b>Tracxn</b>         | Private | Tracxn is the research partner for Venture Capitalists and Corporate Development offices powered by the largest Startup Data platform tracking over 10m companies globally.  | 4/29/15   | \$3.5                       | Undisclosed   | SAIF Partners   |
| <b>Benefit Mobile</b> | Private | Benefit is a mobile fundraising solution that lets schools and non-profits raise money without ever asking for a dime. Individuals are invited to download the mobile app and simply shop at any of Benefit's participating national and local retailers.                                | 4/28/15   | \$0.9                       | Undisclosed   | Start Garden  |
| <b>Validic</b>        | Private | Validic is a motley crew of developers and healthcare professionals drawn together by our ardent belief that technology can solve the world's health problems. The Validic Enterprise mHealth API is setting the standard for mobile health interoperability and ease of implementation. | 4/28/15   | \$12.5                      | Series B      | Kaiser Permanente Ventures  |

\*Note: Stylisted still seeking \$225,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

# Financing Transactions

| Company Information        | Status  | Company Description  | FUNDING   |                             |               |   |
|----------------------------|---------|--|-----------|-----------------------------|---------------|---|
|                            |         |  | Announced | Transaction Amount (in \$M) | Funding Round | VC's  |
| <b>Headout</b>             | Private | Headout is an on-demand mobile concierge helping travelers book the best local experiences for the next 24 hours at discounted prices.   | 4/27/15   | \$1.8                       | Seed          | Version One Ventures, Nexus Venture Partners, 500 Startups, Maiden Lane, Ludlow Ventures, DreamIt Ventures New York |
| <b>Waygum</b>              | Private | Waygum is a Mobile App Platform that delivers the last mile mobile layer for Industrial Internet of Things (IIoT).   | 4/27/15   | Undisclosed                 | Undisclosed   | Hartford Steam Boiler   |
| <b>Ferris</b>              | Private | Ferris was started to help consumers organize their video moments into beautiful sharable stories.   | 4/24/15   | \$2.0                       | Undisclosed   | Upfront Ventures  |
| <b>Campus Steps</b>        | Private | Campus Steps website and mobile solutions bring students on-demand college counseling, big data insights, and the country's largest online college admissions network so they're well-equipped for successful college and career outcomes.                 | 4/23/15   | \$3.0                       | Series A      | Campus Explorer, OCA Ventures, Rincon Venture Partners, Vicente Capital Partners                                    |
| <b>Flipps</b>              | Private | Flipps (formerly iMediaShare) transforms the smartphone into a virtual VOD media box and ensures online content and subscriptions are available at any time on any TV screen.  | 4/23/15   | \$1.4*                      | Undisclosed   | Undisclosed   |
| <b>Lua Technologies</b>    | Private | Lua is helping organizations work smarter and be more productive with a mobile-first enterprise communication solution that powers secure messaging, group calling, and file sharing.  | 4/23/15   | \$5.1*                      | Undisclosed   | Undisclosed   |
| <b>Shots</b>               | Private | Shots is a mobile application that allows its users to stay connected with their friends. This application is recommended for iPhones or Android devices, and it builds a safe and positive global community for its users.                                | 4/23/15   | \$8.5                       | Undisclosed   | WI Harper, LAUNCH Fund, Upfront Ventures, 500 Startups  |
| <b>SnowShoe</b>            | Private | SnowShoe develops innovative technology solutions for mobile platforms.  | 4/23/15   | \$1.0                       | Seed          | Lowercase Capital, Collaborative Fund, MESA+  |
| <b>Mixmax</b>              | Private | Mixmax makes email as powerful as web pages by enabling actions like completing purchases, confirming expense reports, scheduling events, and answering surveys—all within an email, no plugins required.  | 4/21/15   | \$1.5                       | Seed          | Eric Wahlfors, Jonathan Abrams, Alex Ljung, Eric Ries, Ann Miura-Ko, Mike Maples Jr.                                |
| <b>Poshmark</b>            | Private | Poshmark is a fashion marketplace.   | 4/21/15   | \$25.0                      | Series C      | Aslanoba Capital, Rick Marini, Shea Ventures, Union Grove Venture Partners, SoftTech VC, Inventus Capital Partners  |
| <b>breadwallet</b>         | Private | breadwallet is beautiful, simple and the safest mobile wallet today.   | 4/20/15   | \$0.4*                      | Seed          | Liberty Venture Partners  |
| <b>Pure Chat</b>           | Private | Pure Chat helps SMBs increase sales conversions and customer retention. Pure Chat brings live chat technology to the masses of small businesses by making it exceptionally easy to use, mobile-friendly (native apps for iOS and Android) and inexpensive. | 4/20/15   | \$1.5*                      | Seed          | Peter Secor, Mario Martinez, Hamid Shojaee, Jeffrey Pruitt, Daniel Schulz   |
| <b>Snaps</b>               | Private | Snaps is a mobile app that helps consumers engage with the brands and social causes they love.   | 4/20/15   | \$6.5                       | Series A      | Michael Kassin, Jeffrey Ragovin, Jonathan Carson, Michael Katz, Ben Barokas   |
| <b>Hazel Lane</b>          | Private | Hazel Lane is an American made gift box with a travel angle (subscription box service).  | 4/17/15   | Undisclosed                 | Seed          | Elizabeth Yin   |
| <b>Jello Labs</b>          | Private | Jello Labs is on a mission to create the world's best Mobile Shopping experience.  | 4/17/15   | \$25.0*                     | Undisclosed   | Undisclosed   |
| <b>EyeEm</b>               | Private | EyeEm is a platform for a new generation of photographers.   | 4/16/15   | \$18.0                      | Series B      | Open Ocean, Atlantic Labs, Wellington Partners, Passion Capital, Earlybird Venture Capital, Valar Ventures          |
| <b>Exposure</b>            | Private | Exposure was created for photographers who want a more meaningful and effortless way to publish their work.  | 4/15/15   | \$0.2*                      | Seed          | Vayner RSE, Gary Levitt, Timothy Damme, Alex Baldwin, Amit Gupta  |
| <b>TreSensa</b>            | Private | TreSensa is a NYC-based game development/ distribution company that optimizes games for the mobile web.  | 4/15/15   | \$2.0                       | Undisclosed   | Undisclosed   |
| <b>Unikey Technologies</b> | Private | UniKey Technologies Inc. (UniKey) is a mobile applications and security services company founded on the concept of bringing today's wireless, mobile and internet technologies to the access control mass market.  | 4/15/15   | \$10.0                      | Series A      | Asset Management Ventures, Broadway Angels, ff Venture Capital, Samsung Ventures, CBRE, Oriza Ventures              |

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

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

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

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

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

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

# Financing Transactions

| Company Information | Status  | Company Description   | FUNDING   |                             |               |  |
|---------------------|---------|---|-----------|-----------------------------|---------------|--|
|                     |         |   | Announced | Transaction Amount (in \$M) | Funding Round | VC's   |
| <b>Duo Security</b> | Private | Duo Security provides strong two-factor authentication as a service built to prevent account takeover and data theft.   | 4/14/15   | \$30.0                      | Series C      | Redpoint Ventures, Benchmark Capital, Google Ventures, Radar Partners, True Ventures   |
| <b>Frenzoo</b>      | Private | Frenzoo is a startup creating a new class of 3D lifestyle and fashion games for women.  | 4/14/15   | \$1.0                       | Undisclosed   | Fresco Capital, K5 Ventures  |
| <b>Movidius</b>     | Private | Movidius' computational imaging chip sets enable always-on smart capture and continuous vision processing applications for mobile devices.  | 4/14/15   | \$40.0                      | Undisclosed   | Summit Bridge Capital, ARCH Venture Partners, Atlantic Bridge Ventures, ALB Seed Capital Fund, Capital E, DFJ Esprit, Robert Bosch Venture Capital |
| <b>Ayogo Health</b> | Private | Ayogo is a global leader in the application of behavioral psychology and social gaming to improve health outcomes for patients.   | 4/13/15   | \$2.5                       | Series A      | Merck Global Health Innovation Fund, Excel Venture Management, 7wire Ventures  |
| <b>CradlePoint</b>  | Private | Cradlepoint is the leading provider of secure cloud-managed 3G/4G LTE networking solutions for the Distributed Enterprise with hundreds or thousands of locations. Cradlepoint solutions provide the strongest mobile broadband performance while delivering proven network system interoperability.                      | 4/13/15   | \$48.0                      | Series B      | Sorenson Capital Partners, Delta-V Capital, The CAPROCK Group  |
| <b>CloudMosa</b>    | Private | CloudMosa's mission is to accelerate web experience on mobile devices through cloud computing.  | 4/8/15    | \$6.4                       | Undisclosed   | Undisclosed  |
| <b>CartoDB</b>      | Private | CartoDB is a cloud based mapping, analysis and visualization engine that lets users build spatial applications for both mobile and the web. CartoDB was launched in April 2012 and version 2.0 rolled out in November 2012.   | 4/7/15    | \$6.7*                      | Undisclosed   | Undisclosed  |
| <b>Pantomime</b>    | Private | Pantomime's platform for virtual reality is natively shared and truly mobile. Pantomime's unique patented relative motion tracking requires no camera, clothing or other setup. And if you have a virtual reality headset, only Pantomime lets you reach into the virtual worlds in accurate 3D with your mobile devices. | 4/7/15    | \$0.1*                      | Seed          | Undisclosed  |
| <b>textPlus</b>     | Private | textPlus is a leading mobile communications service that lets anyone text, talk and share for free or cheaply.  | 4/7/15    | \$6.9                       | Undisclosed   | Undisclosed  |
| <b>Vidme</b>        | Private | Vidme is a video sharing application which is a lot an Imgur for video.   | 4/7/15    | \$3.2                       | Seed          | Mark Suster, Alexis Ohanian, First Round, Lowercase Capital, SV Angel, Mucker Capital, Launchpad   |
| <b>Slidejoy</b>     | Private | Slidejoy is an Android application that pays users daily for having relevant articles, deals and ads displayed on their lockscreen.   | 4/6/15    | \$1.2                       | Seed          | Harvard Business School Angels, Wharton Angel Network  |
| <b>Moxxly</b>       | Private | Moxxly takes the guesswork out of modern motherhood through beautiful, connected devices.   | 4/3/15    | \$0.2*                      | Seed          | Randi Zuckerberg, Sean Byrnes, Alda Dennis, Jennifer Roberts, Kishore Kumar  |
| <b>Fyusion</b>      | Private | Fyusion is a team of passionate, hardcore engineers and PhDs with expertise spanning Computer Vision, 3D, Robotics, Machine Learning, Social, Cloud Compute, and Mobile.  | 4/2/15    | \$13.0                      | Series B      | New Enterprise Associates, UTEC, Undisclosed   |
| <b>InstaBrand</b>   | Private | InstaBrand is the leading mobile influencer marketing platform with the largest international network of influencers across multiple social media channels.   | 4/2/15    | \$2.5                       | Series A      | TI Capital, Undisclosed  |
| <b>Tapingo</b>      | Private | Tapingo is the complete mobile ordering solution for campuses and campus dining.  | 4/2/15    | \$22.0                      | Undisclosed   | Qualcomm Ventures, Khosla Ventures, Carmel Ventures, DCM Ventures, Kinzon Capital  |
| <b>Hudl</b>         | Private | Hudl is a platform and software that provides video analysis and coaching tools for sports teams.   | 4/2/15    | \$72.5                      | Series B      | Jeff Raikes, Nelnet, Accel Partners  |
| <b>Drifty</b>       | Private | Drifty is the creator of the popular and growing cross-platform mobile development framework Ionic is making it easy for developers to build rich, interactive mobile apps that run across multiple mobile platforms and are powered by Google's AngularJS.   | 4/1/15    | \$2.6                       | Undisclosed   | Lightbank, Undisclosed   |

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

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

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

# Financing Transactions

## DEBT FUNDING

| Company Information    | Status  | Company Description  | Announced | Transaction Amount (in \$M) | Transaction Type | Lender      |
|------------------------|---------|--|-----------|-----------------------------|------------------|-------------|
| <b>MobileRQ</b>        | Private | MobileRQ helps travel suppliers and other travel ecosystem players fully leverage their digital strategies.  | 6/17/15   | \$0.8                       | Debt             | Undisclosed |
| <b>STAND</b>           | Private | STAND is the first mobile-first crowdfunding platform—an easy, empowering and exciting way to raise money and awareness for the causes you care about.                     | 5/18/15   | \$0.5                       | Debt             | Undisclosed |
| <b>Sapho</b>           | Private | Sapho is a mobile app which uses software APIs to pull from a company's various enterprise applications and provide relevant updates for each user.                        | 5/8/15    | \$8.3                       | Debt             | Undisclosed |
| <b>Gigsky</b>          | Private | GigSky is the first global mobile network designed for travelers.  | 4/23/15   | \$3.1                       | Debt             | Undisclosed |
| <b>Opanga Networks</b> | Private | Opanga Networks is a provider of pragmatic video optimization solutions that convert network capacity in real time to pre-position content.                                | 4/23/15   | \$0.4                       | Debt             | Undisclosed |
| <b>CARDFREE</b>        | Private | The CARDFREE mobile merchant platform offers a one-stop commerce solution that enables merchants to deepen engagement and enhance every aspect of the customer experience. | 4/21/15   | \$4.0                       | Debt             | Undisclosed |

\*Note: MobileRQ is still seeking \$195,000 in funding.

\*Note: Sapho still seeking \$4,657,272 in funding.

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

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

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

# S-1 Filings

## S-1 FILINGS: FILED

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

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# Mobile Marketing Association

## About the Mobile Marketing Association (MMA)

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

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

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

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

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

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

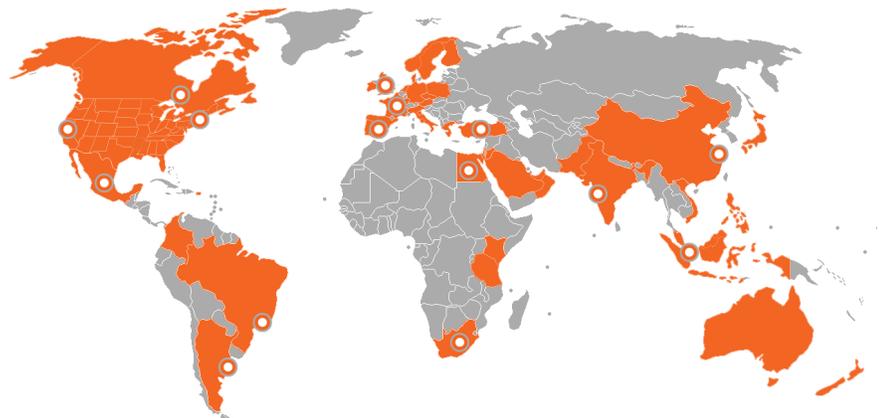
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# Mobile Marketing Association

## Calendar of Events

**JULY 26–28, 2015**

**CEO & CMO Summit **SOLD OUT****

**Sonoma, CA, USA**

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

**SEPTEMBER 28–29, 2015**

**SM2 Innovation Summit**

**New York, NY, USA**

<http://mmaglobal.com/sm22015>

**SEPTEMBER 28, 2015**

**Global Smarties Awards Gala & Dinner**

**New York, NY, USA**

<http://mmaglobal.com/smarties>

PREMIER GLOBAL  
NON-PROFIT TRADE  
ASSOCIATION

# Hidden River

## About Hidden River

Hidden River, LLC provides corporate development and consulting services to companies in the mobile ecosystem. For the last five years, Hidden River has focused in the marketing, advertising and mCommerce space. Segment focus and mobile expertise gives Hidden River unique market insights and access to decision-makers and opportunities.

Hidden River's team comes from the corporate development groups of some of the biggest mobile companies in the world, working at the nexus of strategy, finance and operations.

The management team have been business operators, as CEOs, CFOs and start-up founders. So Hidden River understands the difficult balance necessary to grow operations while exploring transaction opportunities.

Hidden River provides you with quick-ramping corporate development bandwidth that leverages over 100 years of collective experience in mobile. Hidden River becomes a part of your senior management team, available as and when needed, to analyze, structure and execute strategies and transaction opportunities while you continue to grow your business.

## Executive Contacts

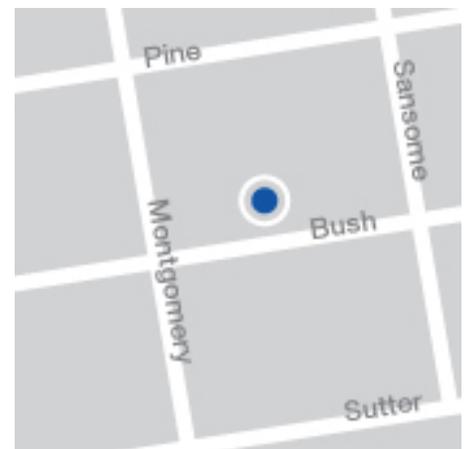
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DEDICATED  
 EXCLUSIVELY TO THE  
 MOBILE ECOSYSTEM

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# STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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