



**MOBILE
MARKETING
ASSOCIATION**



Hidden River



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
NOVEMBER 2012

messaging . advertising . apps . mcommerce

www.mmaglobal.com

NEW YORK • LONDON • SINGAPORE • SÃO PAULO

Tis the Season for Mobile Shopping

When I checked my newsfeed following Black Friday, nearly every article addressed the monumental rise in consumer usage of mobile devices to either search or purchase products. Apparently, tis' the season for mobile shopping as Paypal announced a 193% increase in mobile payments on Black Friday and IBM reported 24% of consumers using a mobile device to visit a retailer's site, up from 14.3% in 2011.

[Sybase 365 and the MMA](#) recently issued a survey about mobile's rising influence on shopping decisions at the point of sale and across every stage of the purchase funnel from awareness to transaction. From the 1,000 adults in the U.S. that were surveyed, 87% of respondents expect to use their mobile device to change the way they shop this holiday season. Additionally, 50% of consumers plan to make a purchase with their mobile device. Last year, in a similar survey, only 62% expected to use their mobile device to help make a purchasing decision over the holidays.

Beyond the holidays, mobile marketing is playing a crucial role in commerce all year round. 42% reported that their mobile device influenced their decision the last time they made a purchase. Additionally, 30% stated that the last time they were at the point of sale, they used their mobile to compare prices, search for reviews, and even venture to a different physical or online store for the product or purchased a different brand altogether.

While the survey also indicates potential areas to improve the overall mobile shopping experience, it is clear that consumers consider their mobile device as a tool for transaction. And as marketers look to engage across every stage of the path to purchase, mobile is the only channel that provides an expedited route from awareness to action.

Greg Stuart

Global CEO, MMA

Table of Contents

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

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

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

Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
David Kurtz	Chief Product Officer, AdColony	Vice President, Publisher Network, AT&T Interactive	AdColony is a leading HD mobile video advertising company.	11/29/12
Kevin Dillon	President, Ratio Interactive	Microsoft	Ratio Interactive is an award-winning digital agency that creates meaningful experiences across every digital screen.	11/27/12
Steve Wadsworth	Chief Executive Officer, Tapjoy	Executive, Disney	Tapjoy is a mobile advertising and monetization platform whose unique Mobile Value Exchange™ model allows users to select personalized advertisements with which to engage for virtual currency or premium content.	11/27/12
Jim Ying	Vice President of Developer Relations and Publishing, GREE	Senior Vice President of Publishing, 6waves	GREE provides Japan's leading mobile social network, and is at the forefront of mobile technology.	11/20/12
Richard Stalzer	Chief Executive Officer, Motricity	President (Mobile Media Division), Motricity	Motricity is a leading provider of mobile data solutions and services that enable wireless carriers to deliver high value mobile data services to their subscribers.	11/15/12
Daniel Terry	Chief Creative Officer, Pocket Gems	Chief Executive Officer, Pocket Gems	Pocket Gems develops free-to-play mobile games.	11/14/12
Ben Liu	Chief Executive Officer, Pocket Gems	Chief Operating Officer, Pocket Gems	Pocket Gems develops free-to-play mobile games.	11/14/12
Rob Carroll	Chief Mobile Officer, 5th Planet Games	Director of Publishing, Tapjoy	5th Planet Games is dedicated to making story driven, content rich games for social and mobile platforms.	11/13/12
Jim Billmaier	Chief Executive Officer, City Guru (formerly On the Go)	Chief Executive Officer, Melodeo	City Guru offers a mobile app that provide a service to their customers: concierges, tourists and businesses.	11/8/12
Brett Helsev	Senior Vice President of Engineering/Operations, Apptio	Senior Vice President of Engineering, EMC/Isilon Systems	Apptio is a leading independent provider of on-demand Technology Business Management (TBM) solutions for managing the business of IT.	10/30/12
Aaron Levie	Advisory Board Member, Crashlytics	Chief Executive Officer, Box (current position)	Crashlytics provides powerful, yet light weight crash reporting for iOS and Android.	10/25/12
Chris Williams	Vice President & General Manager, Big Fish Games	Vice President of Products and Strategy, PlayFirst	Big Fish Games is a game development studio and a game distribution platform for third party developers.	10/22/12
Matthew Jacobson	Vice President/Group director to Lead Design, Digitas	Head of Design, Third Man Records	Digitas, the top global integrated brand agency, builds active brands for some of the foremost companies in the world.	10/22/12
Adam Gerston	Vice President of Strategic Partnerships, GraphEffect	Manager - Preferred Marketing Developers Program, Facebook	GraphEffect is a collaboration platform for social marketers. Fortune 500 brands and agencies use the platform to coordinate their marketing initiatives and measure bottom line impact.	10/18/12
Michael Greene	Director of Research & Marketing Strategy, AudienceScience	Senior Analyst, Forrester Research	AudienceScience is a technology-centric media company focused on the science of online marketing.	10/17/12
Ed Belsheim Jr.	Senior Vice President of Corporate Development, RealNetworks	Wilson Sonsini Goodrich & Rosati	RealNetworks, Inc. (RealNetworks) is a provider of network-delivered digital media products and services.	10/16/12
Johan Boserup	Global Chief Executive Officer, GroupM Trading	Worldwide Chief Trading and Accountability Officer, Omnicom Media Group	GroupM is the world's number one media investment management operation, serving as the parent company to WPP's media agencies.	10/15/12
David Sacks	Advisory Board Member, Twist	Chief Executive Officer, Yammer (current position)	Twist accurately calculates your estimated time of arrival (ETA) by using proprietary algorithm to weed through traffic and GPS data in record time. Then the app sends your family, friends or colleagues updates on your arrival status.	10/3/12
Kristi D. VandenBosch	Senior Vice President-Chief Digital Officer, Meredith Xcelerated Marketing	Chief Executive Officer, Publicis & Hal Riney	Meredith Xcelerated Marketing is a digital and customer relationship marketing agency with the proven ability to create measurable marketing programs that are focused on building customer engagement through the use of content and innovation.	10/2/12

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout November 1-30, 2012.

Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Dave Snyder	Executive Creative Director, Firstborn	Associate Creative Director, Firstborn	Firstborn is an independently owned digital agency.	9/24/12
Mikky Anderson	Director of Engineering, Glympse	Principal Technical Program Manager, Amazon	Glympse is a new mobile social service that allows people with GPS enabled smartphones to visually share their location on a map or satellite image.	9/21/12
Aunkur Arya	General Manager of Mobile, Braintree	Head of Partnerships (Google Wallet), Google	Braintree powers payments for innovative and high-growth mobile and online businesses.	9/21/12
Brandon Cople	General Manager, Wrapports, LLC	Managing Editor, Groupon	Wrapports, LLC is in the business of delivering essential and customized content to print, online and mobile audiences.	9/21/12
John Legere	Chief Executive Office, T-Mobile	Chief Executive Officer, Global Crossing	T-Mobile is a mobile telephone operator headquartered in Bonn, Germany. It is a subsidiary of Deutsche Telekom. T-Mobile has 101 million subscribers making it the worlds sixth largest mobile phone service provider globally.	9/19/12
Paul Gelb	Head of Strategy, MoPub	Mobile Practice Lead, Razorfish	MoPub is a mobile monetization platform that helps publishers drive more revenue from advertising and transactions in mobile.	9/18/12
Adam Shlachter	Senior Vice President of Media, Digitas	Managing Partner, MEC	Digitas, the top global integrated brand agency, builds active brands for some of the foremost companies in the world.	9/18/12
John Flinn	Vice President of Publishing and Operations, Zumobi	Director of Monetization (MSN), Microsoft	Zumobi is a mobile media company that creates innovative applications which run on next generation smartphones and superphones.	9/13/12
Peter Hamilton	Chief Executive Officer, HasOffers	Chief Marketing Officer, HasOffers	HasOffers is a Seattle based company that develops performance tracking technology for online advertising campaigns. Their affiliate tracking software allows online businesses to track and manage their own affiliate programs	9/5/12

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout November 1-30, 2012.

Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 12/1/12	Stock Price 11/1/12	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value	Revenue (LTM)	Revenue Multiple (EV/Rev.)
(in Millions)											
Indexes		S&P 500	1,416.18	1,427.59	-0.8%	1,474.51	1,202.37				
		NASDAQ Composite	3,010.24	3,020.06	-0.3%	3,196.93	2,518.01				
		Russel 3000	837.83	843.56	-0.7%	871.25	709.84				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 34.61	\$ 34.36	0.7%	\$ 34.81	\$ 26.25	\$17,134	\$15,397	\$4,402	3.5X
Airtel	BHARTARTL.BO	BSE	6.20	5.23	18.5%	8.23	4.16	23,527	37,243	14,465	2.6X
America Movil	AMX	NYSE	1.18	1.27	-6.9%	1.42	1.16	61,301	91,144	57,313	1.6X
Apple Inc.	AAPL	NASDAQ	585.28	596.54	-1.9%	705.07	377.68	550,568	521,439	156,508	3.3X
AT&T	T	NYSE	34.13	35.09	-2.7%	38.58	28.51	193,858	256,022	114,857	2.2X
Buongiorno (Acquired by Nippon Telegraph & Telephone Corp)	NTT	NYSE	44.68	44.86	-0.4%	52.32	41.35	59,124	161,870	124,412	1.3X
CenturyLink	CTL	NYSE	38.84	38.50	0.9%	43.43	34.81	24,246	44,758	17,403	2.6X
China Mobile	CHL	NYSE	56.92	56.39	0.9%	59.45	46.26	228,815	171,948	82,050	2.1X
Fiserv, Inc.	FISV	NASDAQ	76.99	75.39	2.1%	77.02	56.29	10,276	13,418	4,487	3.0X
Google	GOOG	NASDAQ	698.37	687.59	1.6%	774.38	556.52	185,038	145,520	47,544	3.1X
LG	LPL	NYSE	31.95	30.30	5.4%	34.04	16.58	11,433	13,890	24,061	0.6X
Microsoft	MSFT	NASDAQ	26.61	29.52	-9.8%	32.95	25.16	224,004	169,310	72,359	2.3X
Motorola Solutions	MSI	NYSE	54.45	53.32	2.1%	54.86	44.18	15,273	13,711	8,557	1.6X
Neustar, Inc.	NSR	NYSE	56.57	54.04	4.7%	59.03	43.08	11,880	12,581	7,960	1.6X
Nokia	NOK	NYSE	3.26	2.85	14.4%	5.87	1.63	12,209	10,467	41,665	0.3X
Omnicom	OMC	NYSE	49.74	49.17	1.2%	54.76	41.04	13,140	16,999	14,128	1.2X
Publicis Groupe	PUB.PA	Paris	56.57	54.04	4.7%	59.03	43.08	11,880	12,581	7,960	1.6X
Samsung	005930.KS	005930.KS	1,298.43	1,187.46	9.3%	1,329.40	837.66	191,257	185,496	169,520	1.1X
Sprint	S	NYSE	5.73	5.61	2.1%	6.04	2.10	17,216	32,191	35,062	0.9X
Telefonica S.A.	TEF	NYSE	13.12	13.28	-1.2%	18.59	9.72	59,723	149,834	81,262	1.8X
Telenor	TELNF	OTC	20.31	19.83	2.4%	20.69	14.26	31,676	36,641	17,342	2.1X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	15.15	15.06	0.6%	15.64	10.75	13,332	11,283	5,419	2.1X
Vodafone Group	VOD	NASDAQ	25.79	27.44	-6.0%	30.07	24.95	126,861	175,276	71,754	2.4X
WPP Group	WPPGY	NASDAQ	68.70	65.71	4.6%	71.15	49.00	17,377	22,605	16,048	1.4X
Yahoo!	YHOO	NASDAQ	18.77	16.95	10.7%	19.16	14.35	22,199	13,912	4,965	2.8X
					Average	2.3%		85,334	93,421	48,060	2.0X
					Median	1.6%		23,527	36,641	24,061	2.1X
Mid-Cap (\$2B - \$10B)											
Alcatel-Lucent	ALU	NYSE	\$ 1.10	\$ 1.11	-0.9%	\$ 2.66	\$ 0.91	\$2,559	\$4,778	\$18,786	0.3X
Dentsu	4324:JP	TSE	24.45	23.52	3.9%	32.48	22.00	6,800	6,768	24,625	0.3X
Gemalto	GTOFF	OTC	91.95	88.58	3.8%	92.60	45.88	8,093	7,729	2,706	2.9X
Interpublic Group of Companies	IPG	NYSE	10.82	10.26	5.5%	12.17	8.83	4,730	5,838	6,966	0.8X
Oi	OIBR	NYSE	3.82	4.04	-5.5%	5.90	3.47	4,575	16,520	14,352	1.2X
Research in Motion	RIMM	NASDAQ	11.67	8.70	34.1%	17.97	6.23	6,116	4,051	15,046	0.3X
TIM	TSU	NYSE	17.73	18.17	-2.4%	33.04	16.39	8,573	9,379	9,799	1.0X
VIVO S.A. (formerly Telefonica Brazil)	VIV	NYSE	19.12	19.37	-1.3%	28.32	18.48	7,295	7,996	17,424	0.5X
ZTE	000063.SZ	Shenzhen	1.24	1.36	-8.2%	2.89	1.24	3,498	6,779	14,483	0.5X
					Average	3.2%		5,804	7,760	13,799	0.8X
					Median	-0.9%		6,116	6,779	14,483	0.5X

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 month reported to SEC except for VIV; OIBR; BGO & BNG, which are calendar 2011.

Source: Thomson Reuters and Hidden River, LLC analysis

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout November 1-30, 2012.

Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 12/1/12	Stock Price 11/1/12	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
Indexes		S&P 500	1,416.18	1,427.59	-0.8%	1,474.51	1,202.37				
		NASDAQ Composite	3,010.24	3,020.06	-0.3%	3,196.93	2,518.01				
		Russel 3000	837.83	843.56	-0.7%	871.25	709.84				
Small-Cap (< \$2B)											
2Ergo Group PLC	RGO	LSE	\$ 0.26	\$ 0.27	-3.7%	\$ 1.22	\$ 0.18	\$16	\$16	\$13	1.2X
Acxiom Corporation	ACXM	NASDAQ	17.69	18.38	-3.8%	18.99	11.75	1,319	1,397	1,117	1.3X
Atrinsic, Inc	ATRN	OTC	0.01	0.01	-1.6%	0.36	0.00	0	2	33	0.1X
Augme Mobile	AUGT	OTC BB	0.61	0.69	-11.4%	2.57	0.50	69	68	21	3.3X
Bango	BGO	LSE	3.29	3.53	-6.6%	3.61	0.86	137	135	25	5.5X
Blue Calypso Holdings, Inc.	BCYP	OTC	0.35	0.45	-22.2%	1.05	0.30	44	44	0	N/A
Boingo wireless	WIFI	NASDAQ	7.09	7.58	-6.5%	13.25	6.50	249	155	100	1.5X
Cincinnati Bell	CBB	NYSE	5.33	5.08	4.9%	5.89	2.84	1,063	3,760	1,465	2.6X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	0.35	0.39	-9.1%	1.55	0.20	8	8	4	2.0X
Digimarc Corporation	DMRC	NASDAQ	18.57	20.83	-10.8%	32.10	17.68	132	102	44	2.3X
GFK Retail and Technology UK	GFK.DE	Xetra	48.40	45.44	6.5%	50.65	38.68	1,767	2,398	1,907	1.3X
Glu Mobile	GLUU	NASDAQ	2.86	3.26	-12.3%	5.90	1.99	189	165	82	2.0X
Internetq Plc	INTQ	LSE	2.92	3.36	-12.9%	4.86	1.85	101	97	78	1.2X
Lenco Mobile	LNCM	OTC	0.03	0.10	-65.0%	0.38	0.02	3	16	9	1.6X
Marchex	MCHX	NASDAQ	4.16	4.06	2.5%	7.33	2.99	117	81	143	0.6X
MDC Partners	MDCA	NASDAQ	10.60	11.18	-5.2%	15.15	9.24	329	1,084	1,025	1.1X
MEDL Mobile	MEDL	OTC BB	0.15	0.24	-37.5%	1.15	0.14	7	6	3	1.7X
Millennial Media	MM	NYSE	13.75	15.42	-10.8%	27.90	9.00	1,077	955	154	6.2X
Motricity	MOTR	NASDAQ	0.85	0.65	31.0%	1.85	0.36	39	42	93	0.5X
Openwave (Now Unwired Planet)	UPIP	NASDAQ	1.37	1.37	0.0%	3.19	1.20	124	54	36	1.5X
Opera Software ASA	OPERA.OL	Oslo	5.65	5.53	2.3%	7.75	4.52	676	614	163	3.8X
Pandora Media Inc.	P	NYSE	8.72	8.39	3.9%	15.25	7.08	1,473	1,390	383	3.6X
Poynt Corporation	PYN.V	TSXV	0.02	0.02	0.0%	0.16	0.01	8	10	2	4.9X
Single Touch	SITO	OTC BB	0.47	0.28	66.0%	0.49	0.15	62	63	6	10.4X
Smith Micro Software Inc	SMSI	NASDAQ	1.24	1.38	-10.1%	2.87	1.02	44	17	43	0.4X
SoundBite Communications	SDBT	NASDAQ	2.65	2.36	12.3%	3.33	2.05	43	19	46	0.4X
Tanla Solutions Limited	TANLA	NSE	0.11	0.11	-6.8%	0.21	0.09	11	-2	35	0.0X
Telecom Argentina S.A.	TEO	NYSE	10.12	10.20	-0.8%	22.33	9.12	975	476	4,729	0.1X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	2.25	2.28	-1.3%	3.09	1.10	119	229	476	0.5X
ValueClick	VCLK	NASDAQ	18.87	17.18	9.8%	21.86	13.80	1,420	1,475	657	2.2X
Velti	VELT	NASDAQ	3.41	7.44	-54.2%	14.65	3.31	221	243	260	0.9X
Zynga	ZNGA	NASDAQ	2.46	2.22	10.6%	15.91	2.09	1,436	699	1,154	0.6X
					Average			415	494	447	2.1X
					Median			121	99	80	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 month reported to SEC except for VIV; OIBR; BGO & BNG, which are calendar 2011.

Source: Thomson Reuters and Hidden River, LLC analysis

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout November 1-30, 2012.

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
11/21/2012	Nokia	Earthmine	3D mapping service.	
11/20/2012	Mubaloo	AlwaysOnMessage	Mobile agency	
11/18/2012	Cisco	Meraki	Provides technology for management of networks from the cloud.	\$1,200.0
11/15/2012	TSYS	ProPay	Payment solutions provider.	
11/15/2012	Baidu	Tapas*	Android-based mobile OS developer.	
11/12/2012	Xhibit Interactive	MovieSocial.com	Internet domain*	
11/09/2012	InSequent	4Mads	Advertising platform	
11/09/2012	Zynga Inc	November Software LLC	Game developer (tablets & web).	
11/08/2012	adQuota ApS	Adiento AB	Mobile ad network	
11/07/2012	Axway Software SA	Vordel Ltd	Enables enterprises to deliver APIs for Cloud and Mobile.	
11/07/2012	Appcelerator	Nodeable	Provides real-time data stream processing for big data applications.	
11/06/2012	Aegis Group PLC	IQ mobile GmbH	Austrian mobile agency	
11/06/2012	MACH	Optel Informatik	Telecommunications software provider.	
11/05/2012	Widget	Now Mobile (majority stake)	Offers a pay as you go SIM.	
11/02/2012	NetworkPlay Media Pvt Ltd	SeventyNine Pvt Ltd	Mobile ad network	
11/02/2012	Ninja Kiwi	Digital Goldfish Ltd	Mobile game developer	
11/01/2012	LocalVox	Postling	Provides social media marketing tools.	
10/31/2012	User Friendly Media	App Express	Mobile app builder for SMB's.	
10/30/2012	Virtuzone	Evolved Digital	Multimedia & software production company (mobile & web).	
10/29/2012	Softbank Corp.	Sprint Nextel Corp. (70% majority interest)	U.S. mobile carrier	\$20,100.0
10/28/2012	Yahoo!	Stamped	Mobile app focused on recommendations.	
10/24/2012	GREE	Pokelabo	Developer of social mobile games.	\$175.0
10/24/2012	Yelp	Qype	Social network based around user reviews of businesses and places.	\$50.0
10/24/2012	Telefonica Digital	Tokbox	Video conferencing platform	
10/22/2012	Gannett Co Inc	Rovion	Mobile advertising	\$3.9
10/19/2012	Paymobile Inc.	Zoompass	Provider of mobile commerce applications.	
10/17/2012	ESRI	Geoloqi	Provider of a geo-location platform.	
10/16/2012	Twitter	Cabana	Developer of mobile application software.	
10/16/2012	Tagged	Urbantag	Mobile app for discovering and sharing locations.	

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

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

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout November 1-30, 2012.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

M&A Transactions

TRANSACTION DATA

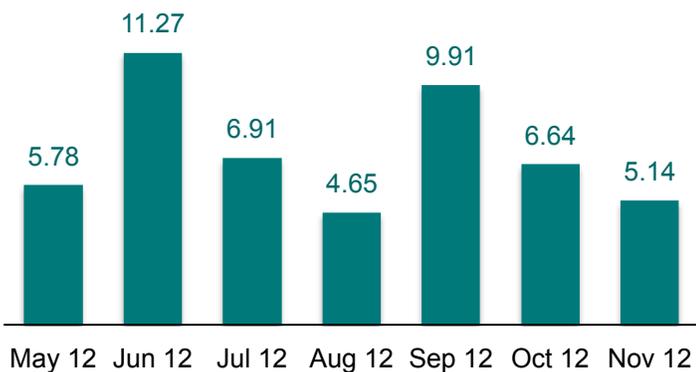
Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
10/10/2012	TeleNav	Local Merchant Services Inc (ThinkNear)	Provider of hyper-local mobile advertising services.	\$22.5
10/09/2012	Rapid7	Mobilisafe	Mobile security start-up	
10/08/2012	Twitter	Vine	Mobile video start-up	
10/05/2012	Veracode	Marvin Mobile Security	Provider of mobile security solutions.	
10/04/2012	Microsoft Corp	PhoneFactor	Provider of phone authentication services (mobile or landline).	
10/02/2012	Good Technology	AppCentral	Provider of app management.	
10/01/2012	Nexon	Gloops	Developer of mobile games.	\$468.0
09/28/2012	GINSMS	Inphosoft	Provider of mobile data services and solutions.	
09/26/2012	Cisco	ThinkSmart Technologies	Location data analysis start-up.	
09/25/2012	Mxit	Motribe	Platform for mobile social websites.	
09/24/2012	Clearlake Capital Group	Mformation Technologies (assets)	Mobile device management software provider.	
09/24/2012	Groupon	Savored	Provides high-end restaurants with online reservations.	
09/20/2012	Mediafed	Taptu	Provider of social and media technology.	
09/19/2012	aisle411	WiLocate	Geo-location company.	
09/19/2012	SingTel	Pixable	Social photo aggregator.	\$26.5
09/17/2012	Shutterfly	Penguin Digital	Mobile application developer.	
09/17/2012	GREE	App Ant Studios	Mobile application developer.	
09/17/2012	Google	Nik Software	Provider of digital photographic software, such as Snapseed.	
09/17/2012	Oracle	SelectMinds	Provider of cloud-based software.	
09/13/2012	Akamai Technologies, Inc.	FastSoft Inc.	Provider of content acceleration software.	
09/11/2012	General Dynamics Corp.	Open Kernel Labs Inc.	Virtualization software provider.	
09/11/2012	Yahoo! Japan	Community Factory	Social media and social application developer.	\$12.8
09/06/2012	Gannett Co Inc	Mobestream Media Inc	Developer of consumer rewards mobile software.	
09/06/2012	Performance Marketing Brands	OneReceipt Inc	Developer of mobile application software.	
09/06/2012	Nayamode	Mobile On	Mobile application developer/digital content provider.	
09/06/2012	Good Technology	Copiun, Inc.	Secure mobile collaboration company.	
09/05/2012	Acculynk Inc	PayLeap	Payment solutions provider.	
09/05/2012	HootSuite	Seismic	Provides social media management and collaboration tools.	
09/03/2012	Tesco	Mobcast Services	Online retail platform for digital books.	

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

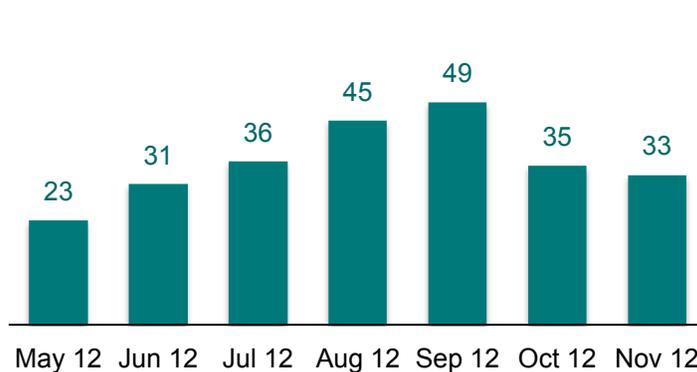
* Data collected in this issue of Mobile Smart Fundamentals was collected throughout November 1-30, 2012.

Financing Transactions Overview

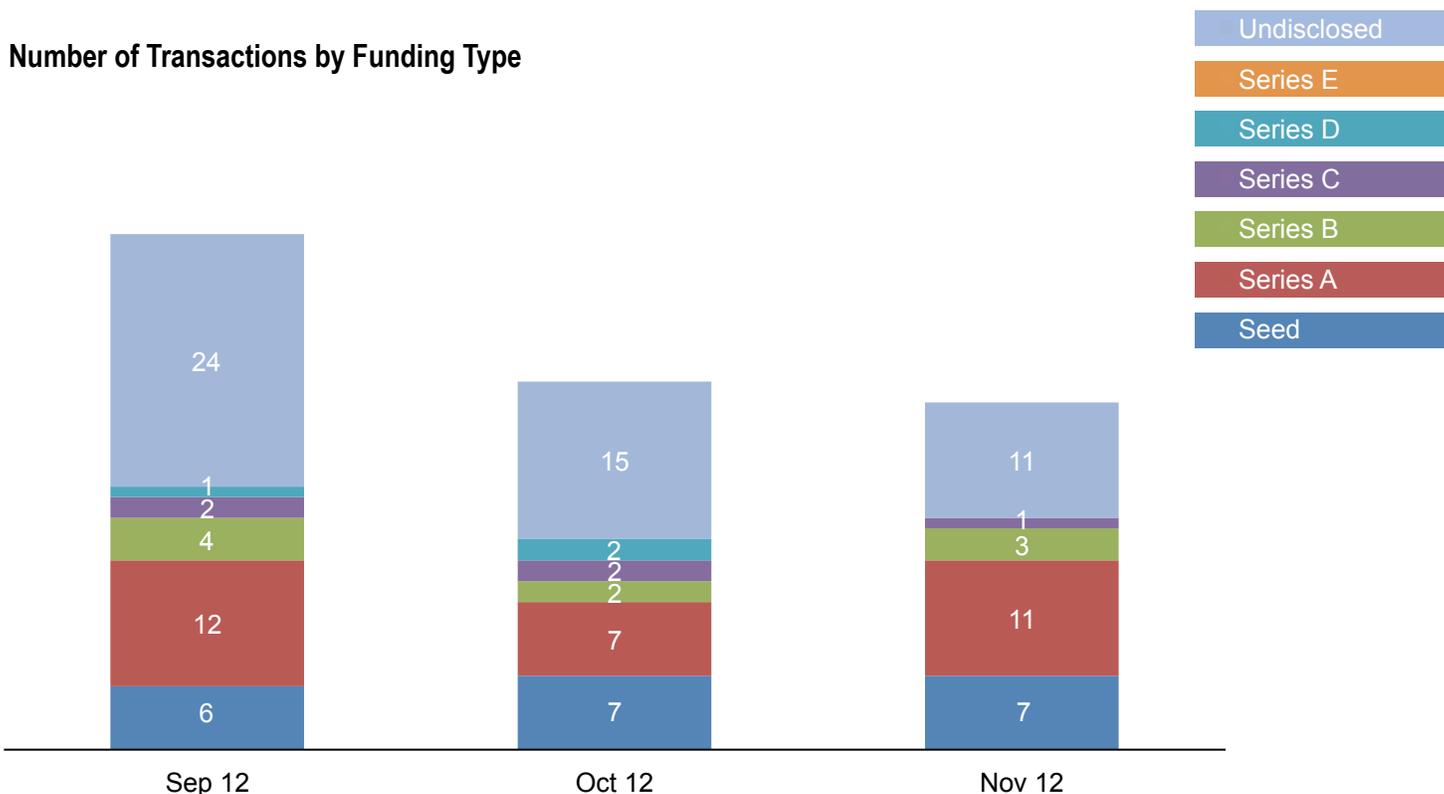
Average Value of Transactions (\$MM)



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 November 1-30, 2012.

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 your iPhone or Android smartphone by using the native phone apps such as phone, calendar, SMS and email to simplify this challenging task.	11/30/12	\$1.0	Undisclosed	Undisclosed
Cinemagram	Private	Cinemagram is an app that a cinemagraph generator.	11/30/12	\$8.5	Series A	Menlo Ventures, Khosla Ventures, Real Ventures
Plyfe	Private	Plyfe is a social amplification platform that incentivizes users with rewards for actions that add value in a digital community.	11/29/12	\$0.8	Seed	Crosscut Ventures
Everything.me	Private	The Everything Project is a company that empowers users by combining the simplicity of search with the mobility of apps.	11/28/12	\$25.0	Series C	Telefonica Ventures, Mozilla, SingTel Innov8, BRM Capital, Horizons Ventures, Draper Fisher Jurvetson
Ginger.io	Private	Ginger.io provides healthcare and life sciences clients with insight into patient behavior using mobile phone sensors and other big data.	11/28/12	\$11.5	Series A	Khosla Ventures, True Ventures, Romulus Capital
AdNear	Private	AdNear is a hyper-local mobile advertising platform supporting feature phones as well as smartphones.	11/28/12	\$6.5	Series A	Sequoia Capital, Canaan Partners
Stray Boots	Private	Stray Boots is a location-based tour guide app.	11/27/12	\$2.0	Series A	Milestone Venture Partners, Correlation Ventures, Great Oaks
ezeep	Private	ezeep has created a service that lets users print directly from their phone.	11/27/12	Undisclosed	Series A	Mangrove Capital Partners
deets	Private	deets is a mobile communication platform that puts control of your relationships and contacts back in your hands.	11/25/12	\$1.5	Series A	Connecticut Innovations
MunkyFun	Private	MunkyFun is an independently owned mobile game company.	11/22/12	\$3.1*	Undisclosed	Undisclosed
biNu	Private	biNu is a cloud-based software platform that delivers popular internet services (like Facebook, Twitter, Google search, Wikipedia, news, sports scores, weather forecasts and much more) in any language to mass-market and smart mobile phones, with lightning-fast response times and very low bandwidth usage.	11/21/12	\$4.3	Series A	500 Startups, PanAfrican Investment Co.
Centri Technology	Private	Centri Technology develops a broad suite of mobile solutions.	11/20/12	\$3.8*	Undisclosed	Undisclosed
SubtleData	Private	SubtleData designs, develops, and manages Application Programming Interfaces (APIs) that connect mobile devices to the majority of existing Point of Sale systems in a platform-as-a-service environment.	11/20/12	\$0.5	Seed	Joshua Baer, Mellie Price, Bryan Menell, Jon Armstrong, Jeff Gemperle, Adam Weisberg, Nathan Smith
Mobee	Private	Mobee is a mobile app that rewards users for reviewing businesses.	11/19/12	\$1.1	Seed	Launch Capital, TIE Angels, Hub Angels Investment Group, Jit Saxena, Rob Soni, John Simon, Gaugarin Oliver, Prakash Khot
Foap	Private	Foap is a Swedish start-up that helps users sell their iPhone photos. Users can snap or upload a photo via Foaps iPhone App and, if approved, it will be published on Foaps website for editorial/commercial sale for companies which are looking for marketing material.	11/19/12	\$0.5	Series A	Jade Global Investments
Quik.io	Private	Quikio is a free iOS app that lets users instantly stream or send videos, music, pictures and documents from your PC/Mac to any iPad/iPhone without the hassle of syncing or converting files.	11/18/12	\$1.3	Undisclosed	Enspire Capital
Cignifi	Private	Cignifi has developed the first proven analytic platform to deliver credit and marketing scores for consumers using mobile phone behavior data.	11/17/12	Undisclosed	Series A	Omidyar Network
Chromatik	Private	Chromatik offers a free iPad app and mobile Web version that modernizes the way musicians of all abilities use sheet music to practice and perform.	11/16/12	\$1.0	Undisclosed	Jeffrey Ayeroff
Spindle	Private	Spindle is a social discovery app.	11/16/12	\$2.3	Undisclosed	Polaris Venture Partners, Greylock Partners, Lerer Ventures, SV Angel, Atlas Venture, Project 11 Ventures

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

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

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout November 1-30, 2012.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Embarck	Private	Embarck makes it easy to get around without a car. Embarck builds mobile software that makes it simple to get around on mass transit.	11/15/12	Undisclosed	Undisclosed	BMW i Ventures
MAZ Digital	Private	MAZ Digital Inc., provider of a cloud-based digital publishing service for tablet and mobile devices.	11/15/12	\$1.0	Seed	Expansion Venture Capital, T5 Capital, MI Ventures, Amer Rehman
Flurry	Private	flurry, inc. is a leader in developing next-generation mobile applications.	11/14/12	\$24.2	Undisclosed	Undisclosed
Corona Labs	Private	Corona Labs' (formerly Anasca Mobile) is the maker of Corona SDK, the leading cross-platform mobile development framework.	11/14/12	\$1.3	Series A	Western Technology Investment
Saverr Mobile	Private	Saverr is a mobile app that helps users save money on groceries. It helps users with coupons, promotions, and circulars tailored specifically to users shopping history.	11/14/12	\$0.6	Seed	Walter A. Winshall, LionBird, Pulver's Micro Angel Fund, PLUS Ventures
Miradore	Private	Miradore provides IT organizations with a single dashboard view and remote access to a wide range of end user devices, including Windows, Linux, Mac OSX, Android, Symbian and iOS smartphones and tablets and retail point-of-sale (POS) terminals.	11/14/12	\$1.5	Series B	Willem Hendrickx, Inventure Capital
invi	Private	invi is the next generation of texting. No more tiny thumbnails and dull links. Share pictures, YouTube videos and so much more within your text conversations as beautiful and interactive content.	11/14/12	\$0.8	Seed	Horizons Ventures Atlantic Bridge
MoJiva	Private	Mojiva is the parent company of the Mojiva, the mobile ad network and the Mocean Mobile, the mobile ad serving platform.	11/13/12	\$7.0	Undisclosed	Undisclosed
PlayHaven	Private	PlayHaven is a relationship management and monetization platform for mobile games developers and publishers that provides insight into customer behavior and real-time optimization.	11/13/12	\$8.0	Undisclosed	GGV Capital, e.ventures, Tandem Entrepreneurs
Skycure	Private	Skycure, a mobile security pioneer, revolutionizes the way mobile devices are protected by leveraging its patent-pending dual-protection technology to provide organizations with strong control and protection against emerging mobile security threats.	11/13/12	\$3.0	Seed	Pitango Venture Capital
DoubleDutch	Private	DoubleDutch is a social business solutions company that provides a mobile app that makes mobile, cloud-based, geosocial applications for events and enterprise workgroups.	11/12/12	\$4.0	Series B	Floodgate, Bullpen Capital, Lightbank
ToyTalk	Private	ToyTalk is a family entertainment company.	11/10/12	\$12.0	Series A	Charles River Ventures
Trademob	Private	Trademob is an app marketing platform, helping app advertisers win loyal users and high app store ranking for an iOS or Android app.	11/6/12	\$15.0	Series B	Kennet Partners, Tengemann Ventures, High-Tech Gruenderfonds
Scratch Wireless	Private	Scratch Wireless provides free mobile smartphone service in the USA. As long as users are connected via WiFi they pay nothing for voice, text messaging, picture messaging, and Internet.	11/1/12	\$0.9	Undisclosed	Undisclosed
Cartavi	Private	Cartavi is a cloud-based document-sharing solution designed specifically for real estate professionals. Also available as a mobile app for Apple and Android devices.	10/31/12	Undisclosed	Series A	I2A, FireStarter Fund, OCA Ventures, New World Ventures, Gian Fulgoni, Jai Shekhawat, Michael Gamson
ItsOn, Inc	Private	ItsOn, Inc is a leader in smart mobile services.	10/30/12	\$15.5	Series B	Andreesen Horowitz, SV Angel, Jim Davidson
Aquto	Private	Aquto's mission is to change the mobile industry when it comes to how mobile broadband is bought, managed, and distributed. With the explosion of mobile broadband usage and the inability for mobile broadband providers to keep up with the demand, mobile broadband is fast becoming a precious resource.	10/29/12	\$8.0	Series A	North Bridge Venture Partners, Matrix Partners
Romotive	Private	Romotive combines smartphones with a mobile base and create robots that do awesome things (telepresence, autonomous navigation, machine vision). Because software for Romo is distributed through the Apple App Store, our users download new behaviors and personalities for their robots at the click of a button.	10/25/12	\$5.0	Undisclosed	Sequoia Capital, CrunchFund, SV Angel
InfoArmy	Private	InfoArmy provides competitive intelligence reports about companies which are viewable on the iPad.	10/24/12	\$17.3	Series B	Norwest Venture Partners, Trinity Ventures

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

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

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout November 1-30, 2012.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
Gigwalk	Private	Gigwalk instantly connects businesses to an on-demand, tech-savvy mobile workforce who gets paid to use their iPhone to collect, capture and report real-world data while going about their everyday activities.	10/22/12	\$6.0	Series A	August Capital, Greylock Partners, Harrison Metal Capital, SoftTech VC, Founder Collective, Omar Hamoui
Appy Couple	Private	Appy Couple lets users create an entirely unique app for their wedding, complete with design templates and color themes. Guests, members of the wedding party, relatives, etc. can then access the app in the App Store, just like any other app, and interact with the information.	10/20/12	\$1.2	Seed	John Frankel
AppsBuilder	Private	AppsBuilder is an online platform designed for Internet users to create mobile applications. Allows anyone, professionals as amateurs, to develop native apps for iPhone, iPad, Android, Windows Phone (ready to publish in the stores) and HTML5 web apps with Qr Code.	10/20/12	\$2.0	Undisclosed	Massimiliano Magrini, Mario Mariani, Vertis, Zernike Meta Ventures
Selectable Media	Private	Selectable Media specializes in creating brand-safe, premium video inventory for marketers. Selectable Media partners with content providers across PC, mobile and tablet devices to deliver user selected ads that drive key brand health metrics.	10/19/12	\$2.0	Series A	Avalon Ventures
Grokr	Private	Grokr is a company that aims to deliver information before users think to search for it. They are building a predictive info delivery app.	10/19/12	\$2.4	Undisclosed	New Enterprise Associates, U.S. Venture Partners, Triple Point, Lerer Ventures
Burner	Private	Burner is a privacy layer for your phone, providing alias phone numbers at the push of a button.	10/19/12	Undisclosed	Seed	500 Startups, David Cohen, Ted Rheingold, Scott Marlette, Robert Goldberg, Kevin Slavin, Ric Calvillo
LocalVox	Private	LocalVox is a local, social & mobile marketing platform that helps local businesses market themselves online, across a network of publishers, social media, search, mobile, email newsletters & even their own website – and is as simple to use as email.	10/18/12	\$7.4	Series A	Talus Holdings
Netbiscuits	Private	Netbiscuits is a leading cloud platform for the development and delivery of next generation web apps across all mobile and connected devices.	10/18/12	\$27.0	Undisclosed	Stripes Group, T-Venture Funds
Talkbits	Private	Talkbits is a mobile app that allows you to talk in real time.	10/18/12	\$2.0	Undisclosed	Runa Capital
Perfecto Mobile	Private	Perfecto Mobile provide cloud-based testing, automation and monitoring solutions for mobile applications and websites, utilizing a wide selection of REAL mobile devices accessible via the web.	10/17/12	\$15.0	Series C	Globespan Capital Partners, Carmel Ventures, Vertex Venture Capital, Waisbein Fund
QuickMobile	Private	QuickMobile is transforming meetings and events around the world. Whether it's increasing attendee participation, building loyalty or generating revenue, meetings professionals leverage our mobile solutions to create richer experiences.	10/17/12	\$3.3	Undisclosed	BDC Venture Capital
textPlus	Private	textPlus is a leading mobile communications service that lets anyone text, talk and share for free or cheaply.	10/17/12	\$18.0	Series D	The Raine Group, Kleiner Perkins Caufield & Byers, Matrix Partners, GRP Partners
BuzzMob	Private	BuzzMob is a location-based platform that brings social media communication to real-world places and events.	10/16/12	\$2.0	Undisclosed	Craig Cogut
Lettuce	Private	Lettuce is a simple order management system with a mobile sales app enabling your business to capture, track, and process orders anywhere in real time.	10/16/12	\$2.1	Seed	Crosscut Ventures, 500 Startups, Baroda Ventures, Zelkova Ventures, Double M Partners, Launchpad LA
Branding Brand	Private	Branding Brand powers mobile commerce sites and apps for the world's leading retailers.	10/15/12	\$7.5	Series A	Insight Venture Partners, CrunchFund, Eastern Advisors Private Fund
Skyfire	Private	Skyfire leverages the power of cloud computing to improve the mobile Internet experience for both Operators and Consumers.	10/11/12	\$10.0	Series D	Panorama Capital, Verizon Ventures, Matrix Partners, Trinity Ventures, Lightspeed Venture Partners

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout November 1-30, 2012.

Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
Oyster	Private	Oyster is a simple and beautiful iPhone app that gives members unlimited access to an ever-growing library of books.	10/11/12	\$3.0	Undisclosed	Founders Fund, SV Angel, Advancit Capital, Chris Dixon, Sam Altman, Founder Collective
Emailvision	Private	Emailvision is the next generation marketing analytics and automation company. Emailvision delivers innovative and unique SaaS solutions for relationship marketing via email, mobile, social and web.	10/10/12	\$30.0	Undisclosed	Izurium Capital
getTalent	Private	getTalent powers "Candidate Experience Software" – melting together cutting-edge mobile and social technologies, to build, and deeply engage with, dedicated talent communities.	10/10/12	\$2.6	Undisclosed	Krutal Desai, Ray Wallin
SWARM Mobile	Private	SWARM enables brick and mortar retailers to increase revenue through real-time shopper interaction and analytics.	10/10/12	\$1.0	Seed	Undisclosed
PublicStuff	Private	PublicStuff is an innovative CRM software company that helps you get stuff fixed! Using both mobile and web platforms, we have created a comprehensive backend CRM system that allows municipalities, facilities and universities to receive service requests from their residents and customers in real time.	10/9/12	\$5.0	Undisclosed	Undisclosed
Funambol	Private	Funambol is a leading provider of white-label personal cloud solutions for mobile operators, device manufacturers and other service providers.	10/9/12	\$5.8	Undisclosed	H.I.G. Growth Partners, Nexit Ventures, Castile Ventures
ThingWorx	Private	ThingWorx radically transforms application development for the connected world, allowing companies to achieve a step change in operational innovation and resource efficiency.	10/9/12	Undisclosed	Series C	Safeguard Scientifics
Freespee	Private	Freespee offers location-based, mobile click-to-call advertising and analytics that enable enterprises and business owners to confidently shift ad spend from the desktop to mobile.	10/9/12	\$4.3	Series A	Sunstone Capital
Leap2	Private	Leap2, LLC is an early-stage mobile application development company for iOS and Android operating systems.	10/5/12	\$0.5*	Undisclosed	Undisclosed
flayvr	Private	flayvr is a next-generation mobile gallery app that automatically organizes photos and videos from your phone, turning them into magical and interactive collections that are easily shared with others as an HTML5 experience.	10/5/12	\$0.5	Seed	Undisclosed
Azuki Systems	Private	Azuki is a leading the video delivery revolution to any screen over any network.	10/4/12	\$4.0	Undisclosed	Undisclosed
Beintoo	Private	Beintoo is a loyalty program for apps and websites.	10/3/12	\$2.0	Undisclosed	TLcom Capital Partners
VIPorbit Software	Private	VIPorbit Software International, Inc. created the Mobile Relationship Management Software category to help businesspeople build sustainable relationships, which leads to greater success.	10/1/12	\$0.2	Seed	Undisclosed
Startcapps	Private	Startcapps is a mobile application and game development company.	10/1/12	\$0.2	Seed	Undisclosed
Catavolt	Private	Catavolt makes the power of cloud applications accessible to the business world. Their unique Hybrid Cloud approach uses patent pending technology to enable enterprises to gain worldwide access to their data from smart phones, widgets, tablets and desktops.	9/28/12	\$1.5	Series A	FCA Venture Partners
ChowNow	Private	ChowNow is a next-generation meal ordering platform that utilizes the latest web, mobile and social networking technologies to expand restaurant's online ordering capabilities and customer reach.	9/28/12	\$2.5*	Undisclosed	Undisclosed
Fuze Network	Private	Fuze Network is a payments technology company providing merchants and billers with radically low-cost options for their customers to find and make payments at over 17,000 banks and 100,000 retail locations nationwide.	9/27/12	\$2.5	Series A	Dana Stalder, Meyer Maika
Kamcord	Private	Kamcord allows users to unlock their mobile gaming moments. Allow users to record and share their awesome gameplays. Without having to leave your game.	9/27/12	Undisclosed	Undisclosed	XG-Ventures
Duck Duck Moose	Private	Duck Duck Moose is an award-winning creator of educational children's applications.	9/26/12	\$7.0	Series A	Sequoia Capital, Lightspeed Venture Partners, Stanford University

* Note: Leap2 still seeking an additional \$1,600,000 in funding.

* Note: ChowNow is still seeking an additional \$525,000 in funding.

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout November 1-30, 2012.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
Wanderful Media	Private	Wanderful Media is a Silicon Valley company reinventing local discovery shopping.	9/26/12	\$22.0	Undisclosed	Cox Media Group, Gannett Co., Hearst Interactive Media, MediaNews Group, EW Scripps Company, The McClatchy Company, Undisclosed, Washington Post Company
Wedge Buster	Private	Wedge Buster is on a mission to bring sports gaming and fantasy sports to the forefront of social networks and mobile platforms.	9/26/12	\$2.2	Series A	Brees Dream Foundation, Rob Dyrdek, Park Lane
Mobiplug	Private	Mobiplug makes home convenience automation available to everyone by using a gateway, cloud intelligence, and smartphones to leverage thousands of existing products.	9/25/12	\$2.7	Series A	Foundry Group
Kiip	Private	Kiip provides mobile gaming advertising technologies.	9/25/12	Undisclosed	Series B	Digital Garage
AdMobius	Private	AdMobius created the industry's first mobile Audience Management Platform and enables publishers and advertisers to discover and target relevant audiences at scale.	9/24/12	\$5.0	Series A	Opus Capital, Storm Ventures
MoPub	Private	MoPub is rethinking mobile app monetization, enabling publishers to understand ad performance and user engagement.	9/20/12	\$12.0	Series B	JAFCO Ventures, Accel Partners, Harrison Metal Capital
Flash Valet	Private	Flash Valet, a cloud-based mobile management system for valet parking, valet parking customers enjoy the ultimate in convenience by requesting their car (including the option to pay and tip) right from their mobile phone. It's as simple as sending a text message.	9/20/12	\$1.3	Series A	Trellis Partners, Austin Ventures, G-51 Capital, 186K Ventures
Kony Solutions	Private	Kony Solutions is a 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.	9/20/12	\$6.0	Undisclosed	Undisclosed
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 make available free messages between users through an application that is free for users.	9/20/12	\$1.6	Undisclosed	Undisclosed
GoWar	Private	GoWar is a location based social strategy game for iPhone and Android.	9/20/12	\$0.2	Undisclosed	SiamoSoci
Catchoom	Private	Catchoom is a cloud visual recognition technology provider. Their solution is designed for applications that need to search through a database of images. The query is obtained just by pointing at real world objects with the user's mobile camera.	9/19/12	\$0.8	Series A	Inveready Capital
Mobli	Private	Mobli is a real-time visual media platform made up of subject-based channels such as people, places and topics. Mobli enables users to see the world through other people's eyes!	9/19/12	\$22.0	Series B	Kenges Rakishev
Scopely	Private	Scopely develops and publishes mobile social applications.	9/19/12	\$8.5	Undisclosed	Anthem Venture Partners, The Chernin Group, Greycroft Partners, New Enterprise Associates, Red Swan Ventures, Felicis Ventures
BrightContext	Private	BrightContext provides an ultra-scalable, cloud-based platform to: Filter and perform calculations on streams of data in-flight, and Power real-time data communication in apps.	9/18/12	Undisclosed	Undisclosed	Southern Capitol Ventures
Square	Private	Square operates as a mobile payment service company that enables anyone to accept credit cards anywhere. Square offers an easy to use, free credit card reader that plugs into a phone or iPad.	9/18/12	\$200.0	Series D	Citi Ventures, Rizvi Traverse Management, Starbucks
MyForce	Private	MyForce provides effective personal protection in an emergency by allowing users to connect with a professional response team with one touch sent from any iPhone, Android or BlackBerry smartphone.	9/18/12	\$2.0	Undisclosed	Greenline Ventures
FieldLens	Private	FieldLens allows users to avoid mistakes before they happen. FieldLens enables everyone on a project to create, communicate and resolve issues instantly from anywhere. No training sessions, no annoying setup and no crazy pricing plans. It's just an app that solves real problems.	9/18/12	\$1.9	Seed	High Peaks Venture Partners, SoftBank Capital, Quotidian Ventures, NYC Seed, Contour Venture Partners
Venga	Private	Venga's mobile technology powers the relationship between restaurants and their guests.	9/18/12	Undisclosed	Undisclosed	Piedmont Investment Advisors
GENWI	Private	GENWI is the premier cloud based Tablet and Smartphone Publishing Platform.	9/18/12	\$2.0	Undisclosed	Elevation Partners, FLOODGATE

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout November 1-30, 2012.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Keek	Private	Keek is the easiest way to share microvideo with friends, family and the world. Users can upload video status updates ("keeks") using your webcam or the Keek app for Android and iPhone.	9/18/12	\$7.0	Undisclosed	Cranson Capital Securities, Pinetree Capital, Whitecap Venture Partners
Linkable Networks	Private	Linkable Networks is the bridge between advertisers, consumers, and financial institutions, delivering to advertisers unprecedented accountability from online, mobile, email, print, TV, and radio advertising through online and in-store purchasing.	9/14/12	\$3.2*	Undisclosed	Undisclosed
SkyDox	Private	Founded in 2009, SkyDox is a cloud-enabled file sharing and collaboration platform that delivers a suite of online, mobile and desktop-based collaboration, storage and file management tools.	9/14/12	\$32.2	Undisclosed	Scottish Equity Partners, Business Growth Fund
edo Interactive	Private	edo provides an easy way to personalize offers and make them automatically available through credit or debit cards and mobile devices.	9/13/12	\$15.0	Series C	VantagePoint Capital Partners, Baird Venture Partners
Republic Project	Private	Republic Project offers a cloud-based ad platform—making it easy to scale campaigns, and helping you meet demand, change creative, or optimize performance in real time.	9/12/12	\$1.0	Series A	Google Ventures, 500 Startups, Venture51, Ludlow Ventures, Undisclosed
Gyft	Private	Gyft is a mobile gift card app that allows customers to buy, store, send, and redeem gift cards conveniently from their mobile device.	9/11/12	\$1.3	Undisclosed	Google Ventures, Founder Collective, 500 Startups
Rhythm New Media	Private	Rhythm is a company enabling ad-supported mobile media, end-to-end.	9/11/12	\$13.1*	Series C	Undisclosed
Mobile Media Info Tech Limited	Private	Mobile Media Info Tech Limited ("MMIT") is a mobile software development company that operates in the mobile banking, mobile payment, and mobile content sectors.	9/11/12	\$0.2	Seed	Undisclosed
Application Craft	Private	Application Craft makes mobile, tablet and desktop app development easy with its 100% cloud-based mobile development platform.	9/11/12	\$1.0	Seed	Freddy May, Danny Aegerter, Urs Wietisbach
Sōsh	Private	Sōsh is a personal concierge and offline activity recommendation app.	9/11/12	\$4.0	Series A	Battery Ventures
Localytics	Private	Localytics provides app analytics and app marketing for the mobile market, similar to companies such as Flurry and Adobe.	9/10/12	\$5.5	Series B	Polaris Venture Partners, New York Angels, Hub Angels Investment Group, Launchpad Ventures
Broadcast.mobi	Private	Broadcast is a mobile application that allows any social networker to create and share simultaneously multimedia content, easy, fast and on the go, to the most popular networks.	9/9/12	\$0.0	Seed	Nextperience
Dekko	Private	Dekko was founded on the belief that society is entering an amazing transition in how we experience our technology.	9/8/12	\$1.9	Undisclosed	EchoVC Partners, Bessemer Venture Partners, Venture51, Blumberg Capital, LaunchCapital, Thomvest Ventures, ENIAC Ventures, Zig Capital, Undisclosed
JustFamily	Private	JustFamily is a mobile and web application purposefully designed to help families stay close.	9/7/12	\$1.3	Seed	Undisclosed
PlaySpace	Private	Playspace is a Gaming Startup that develops social online gaming products, primarily targeted for Spain and Latam. Playspace develops multiplayer online games in three different flavors: Social games Web browser games Mobile games.	9/6/12	\$1.9	Undisclosed	PeopleFund, Faraday Ventures
Snappli	Private	Snappli is a culmination of our efforts to make mobile technology fast, secure, and economical.	9/6/12	\$1.0	Undisclosed	Greylock Partners, Index Ventures, Undisclosed
Fingerprint	Private	Fingerprint is the first kids' learning and entertainment platform, providing sharing and engagement opportunities between kids and grown ups across mobile devices and the web.	9/6/12	Undisclosed	Undisclosed	Corus Entertainment
UserTesting.com	Private	UserTesting.com has a large panel of users who will record their screen and voice as they use a specified website. Funding received will bring their user testing to mobile apps.	9/6/12	\$3.0	Undisclosed	Kern Whelan Capital
InCrowd	Private	The InCrowd platform provides life sciences companies with real time feedback from healthcare professionals. Using InCrowd's mobile platform client's can access pre-screened doctors and medical professionals across all therapeutic areas.	9/5/12	\$2.2	Series A	Nauta Capital

* Note: Linkable Networks still seeking \$1,774,515 in funding.

* Note: Rhythm still seeking \$2,000,001 in funding.

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout November 1-30, 2012.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Macheen	Private	Macheen Inc. enables connected device makers, retailers and solution providers to deliver products that are "hot-out-of-the-box"—shipped pre-connected to the Internet via mobile networks. Macheen's cloud-based platform supports new business models for device makers, retailers, cloud service providers and network operators alike.	9/5/12	\$10.0	Undisclosed	North Bridge Venture Partners, DFJ Mercury, GemVentures
Chalkable	Private	Chalkable is an app store for school and a platform to make those apps work.	9/4/12	\$1.3	Seed	500 Startups, Expansion Venture Capital, Great Oaks Venture Capital
Pirq	Private	Pirq, a Kirkland, WA-based free smartphone app for iPhone and Android devices that provides users with deals at nearby restaurants.	9/4/12	\$1.2	Undisclosed	Rally Capital
YaSabe	Private	YaSabe, Inc. is a local and mobile search and discovery engine for U.S. Hispanics.	9/4/12	Undisclosed	Undisclosed	CIT GAP Funds
payleven	Private	Payleven is a device that attaches to your smartphone or tablet with iOS or Android which allows credit card processing.	9/3/12	\$9.6	Undisclosed	New Enterprise Associates, Holtzbrinck Ventures
eSpark	Private	eSpark is Pandora For Ed Apps.	9/2/12	\$5.7	Series A	MK Capital, Learn Capital, NewSchools Venture Fund, 500 Startups

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout November 1-30, 2012.

Financing Transactions

DEBT FINANCINGS

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
Sproxil	Private	Sproxil provides a mobile authentication system for identifying counterfeit medicine in developing countries.	11/28/12	\$0.5	Debt	undisclosed
Sproxil	Private	Sproxil provides a mobile authentication system for identifying counterfeit medicine in developing countries.	11/26/12	\$0.5	Debt	undisclosed
Corona Labs	Private	Corona Labs' (formerly Anasca Mobile) is the maker of Corona SDK, the leading cross-platform mobile development framework.	11/14/12	\$0.8	Debt	Merus Capital
Appconomy	Private	Appconomy operates a global platform that increases app revenue, designed for brands, retailers, service providers, local merchants and mobile carriers.	10/19/12	\$3.2*	Debt	undisclosed
Augme Technologies	Public	Augme Technologies, Inc. provides strategic services and mobile technology to leading consumer and healthcare brands.	10/3/12	\$0.3*	Debt	undisclosed
Appconomy	Private	Appconomy operates a global platform that increases app revenue, designed for brands, retailers, service providers, local merchants and mobile carriers.	9/26/12	0.5*	Debt	undisclosed
Net Element	Private	Net Element is a global publisher of online destinations and soon-to-be operator of a mobile commerce platform for emerging markets such as Russia.	9/5/12	\$9.5	Debt	undisclosed
Snap MyLife Inc	Private	Snap MyLife, Inc. is a fast-growing developer of consumer cloud-service applications for mobile devices and other internet-enabled consumer electronics.	9/4/12	\$3.0	Debt	Silicon Valley Bank

* Note: Appconomy still seeking \$2,640,000 in funding.

* Note: Augme still seeking \$4,750,000 in funding.

* Note: Appconomy still seeking \$4,002,000 in funding.

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout November 1-30, 2012.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

Mobile Marketing Association

About Mobile Marketing Association

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

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

Executive Contacts

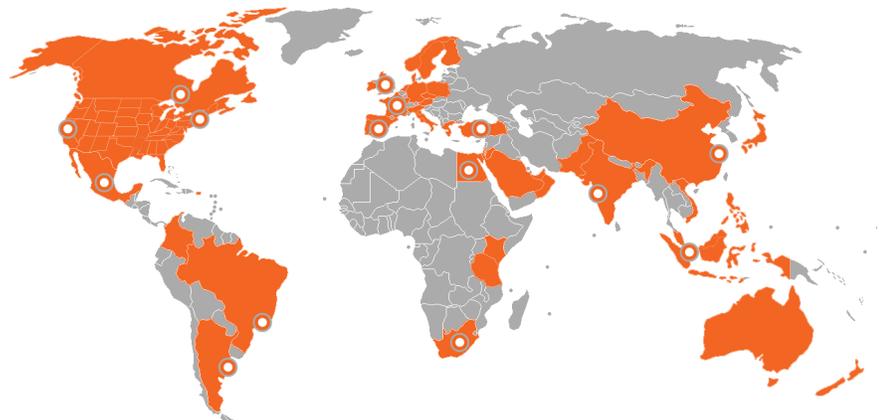
Greg Stuart
Global Chief Executive Officer
greg@mmaglobal.com
 +1 631 702 0682

PREMIER GLOBAL NON-PROFIT TRADE ASSOCIATION

Global Headquarters

Mobile Marketing Association
 770 Broadway
 New York, NY 10003

NY+1 646 257 4515
mma@mmaglobal.com





Mobile Marketing Association

Calendar of Events

JANUARY 29–30, 2013

MMA San Francisco Forum

Join us at the San Francisco Forum to hear from leading marketing pioneers who are blazing the trails with mobile at the center of their broader marketing strategies. Discover how the use of mobile data can accelerate the path to purchase, how leading retail brands are using mobile to derive loyalty, how to apply mobile analytics to optimize your campaigns across channels and how to embrace the new mobile connected age to transform not only your thinking, but also your business.

Walk away from this information-packed 2-day event with your own roadmap for how to effectively infuse mobile into your brand's broader marketing strategy and send you on the right path for 2013 and beyond.

www.mmaglobal.com/events/forums/sanfrancisco2013/overview

Hidden River

About Hidden River

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

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

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

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

Executive Contacts

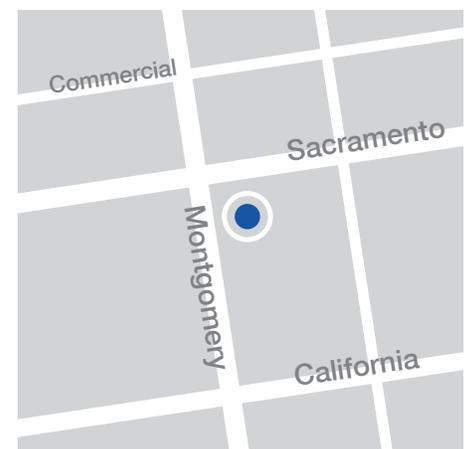
Todd Parker
Managing Director, Hidden River
 tparker@hiddenriverllc.com
 + 1 415 317 2121

DEDICATED
 EXCLUSIVELY TO THE
 MOBILE ECOSYSTEM

San Francisco Office

Hidden River, LLC
 456 Montgomery St. #488
 San Francisco, CA 94104

info@hiddenriverllc.com





STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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

www.mmaglobal.com

www.hiddenriverllc.com



Hidden River