



**MOBILE
MARKETING
ASSOCIATION**



Hidden River



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
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The Mobile Holiday Season

There are few greater tests for marketers than the last two months of each year, when holiday promotions are in full force. The fight for screen time, shelf space, and wallet share is rarely more elevated. But, with so much at stake it will be interesting to see how those that embrace mobile will fair against those that rely on more established media programming.

Whilst total sales revenues are reported as being down year-over-year for the Thanksgiving holiday, the news as it relates to mobile should encourage all marketers looking at mobile to underpin their success over the rest of the holiday season. According to [IBM's Digital Analytics Benchmark](#), mobile traffic grew to 39.7% of all online traffic on Black Friday, increasing by 34% over 2012, with mobile sales increasing by 43% year-over-year, accounting for 21.8% of all online sales. Cyber Monday also saw similar gains for mobile over 2012.

For many who are already embracing mobile, these numbers won't come as a great surprise, but with these year-over-year gains it is clear that there is a way to go before we establish a new normal. This provides a great opportunity for those early adopters that understand the transformational power of mobile and the opportunity for brand marketers to drive ROI and grab market share.

Mission critical for the MMA, is to continue closing the knowing versus doing gap for marketers, enabling them to get closer to their consumers in a way that hasn't previously been possible. We look forward to being a key partner in your success for 2014 and wish you a happy holiday season!

Onwards,

Greg Stuart

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Chris Reed	Executive Vice President, Account Management, DigitasLBi	Client Services Director, BBDO	DigitasLBi, a global digital agency network, partners with many marketers and brands in travel, financial services, telecoms and retail.	11/26/13
Randy Stewart	Product Manager, EveryMove	Product Manager, Cheezburger, Inc.	EveryMove is a fitness mobile app company.	11/20/13
Davin Power	Executive Vice President, Account Management, Chicago Office, DigitasLBi	Global Leader, BBDO	DigitasLBi a global digital agency network, partners with many marketers and brands in the world.	11/19/13
Rob Deichert	Chief Operating Officer, North America, Criteo	Senior Vice President, Business Operations, Exponential	Criteo is a global leader in Performance Display. The company measures purely on post-click performance and offers a turnkey pay-per-click model.	11/19/13
Andrew Light	Vice President of Strategy, SapientNitro	Vice President, Consulting, Price Waterhouse Coopers	SapientNitro, part of Sapient, is an advertising agency known for its storyscaping.	11/12/13
Howard Goldkrand	Director of Innovation, SapientNitro	Director of Innovation, Modernista!	SapientNitro, part of Sapient, is an advertising agency known for its storyscaping.	11/12/13
George Panopoulos	Vice President, Client Services, SapientNitro	Senior Vice President, General Manager, Critical Mass	SapientNitro, part of Sapient, is an advertising agency known for its storyscaping.	11/12/13
Lars Bastholm	Chief Creative Officer, Rosetta	Chief Executive Officer, Cheil USA	Rosetta is a marketing company that helps translate customer connections into measure business growth for clients. It works with clients in a variety of industries including the telecommunications industry.	11/12/13
Neil Shapiro	Vice President of Sales, UberMedia	Vice President, East, Verve Mobile	UberMedia is a leading developer of mobile apps and web-based services that make it easier for users to follow, and communicate on social media.	11/12/13
Greg Sugar	Vice President, Business Development, Tout	Senior Director, Ad Revenue, Zynga	Tout is a social media platform that combines social networking with the power of video to deliver conversational experiences to users via smartphones and webcams.	11/12/13
Walt Cheruk	Vice President, Agency and Media Development, Eastern Region, [x+1]	Executive Vice President, Digital Media, Carat	[x+1] is a marketing technology company based in New York.	11/12/13
Jennifer Hyman	Chief Marketing Officer, ShareThis	Vice President, Marketing, DoubleVerify	ShareThis is an advertising firm that helps contents become more engaging both on the web and on mobile.	11/5/13
Michael McQuhae	Executive Producer/Managing Director, B-Reel	Executive Producer, H.S.I. Productions	B-Reel is a production company and has produced integrated digital campaigns, TV commercials, documentaries, web experiences, online show, mobile experiences, games and print.	11/5/13
John Chen	Chief Executive Officer, BlackBerry	President, Sybase	BlackBerry is a telecommunication and wireless equipment company best known as the developer of the BlackBerry brand of smartphones and tablets.	11/4/13
Teddy Goldstein	Director of Sales, Plethora Mobile	Director of Mobile Entertainment, Tatango	Plethora Mobile is a mobile media demand side platform that allows brands, agencies, and app developers access to billions of mobile media impressions from around the globe.	10/29/13
Jeremy Sigel	Client Director, Mobile, Essence	Senior Manager, Mobile Marketing, Nokia	Essence is a digital agency based in London, New York, San Francisco, Seattle & Singapore that delivers strategy, media, creative and social solutions globally. They are the digital agency for clients such as Google, eBay and Expedia.	10/29/13
Meredith Yoder	Director, Marketing Analytics, King Fish Media	Vice President/Director, Strategy & Analysis, Digitas	King Fish is a leading provider of content based marketing solutions. It delivers programs designed to help marketers meet their campaign objectives for retaining customers.	10/29/13
Joe McDonagh	Chief Strategy Officer, WINTR	Deputy Director, Creative and Content, Bill & Melinda Gates Foundation	WINTR is a digital creative company. It uses its technology and design to create digital experiences to engage users. It has focused its technology on the web as well as mobile.	10/29/13
Michael Takeshita	Vice President, Digital Design Director, RPA	Creative Director, TBWA	RPA is an American advertising and marketing agency headquartered in Santa Monica, California. It was founded in 1986 by Gerry Rubin and Larry Postner and currently employs approximately 500 associates.	10/22/13

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Name	New Company	Old Company	New Company Summary	Date
Olivier Gers	Global President, Liquid Thread, Starcom MediaVest Group	General Manager, Fremantle Media Licensing	Starcom MediaVest Group (SMG) is a leading global media communications agency with offices in 67 countries and is part of the Publicis Groupe.	10/22/13
Todd Fischer	Vice President, Client Management, GMR Marketing	Head of Sponsorship Marketing, State Farm	GMR Marketing is one of the world's largest engagement marketing agencies. Headquartered in New Berlin, Wisconsin, it has 25 offices in 12 countries on four continents.	10/22/13
Tim Spengler	President, Content Marketing and Revenue Strategy, Clear Channel Media and Entertainment	Senior Executive, Interpublic Group	Clear Channel Media and Entertainment, part of Clear Channel Communications, focuses on providing a multi-platform advertising and marketing opportunities for partners and world-class entertainment for listeners and users.	10/22/13
James Smith	Vice President, North American Marketing, Sitecore	Head of Demand Generation, SolarCity	Sitecore is a global software company which combines web content management with marketing automation, email marketing, social media, e-commerce, optimization and analytics into a single, unified platform.	10/22/13
Joe Lindsay	Vice President of Technology, Local Corporation	Vice President of Engineering, Brand Affinity Technologies	Local Corporation is a leading national online media company that connects merchants and consumers both on the Internet and mobile.	10/22/13
Jeff Maerov	Senior Vice President/Group Creative Director, DigitasLBI	Group Creative Director, DraftFCB Orange County	DigitasLBI a global digital agency network, partners with many marketers and brands in the world.	10/15/13
Carlos Brito	Principal Developer - Founding Team, Addappt	Principal Development Lead, Microsoft	Addappt is a mobile address book startup that allows users to change contact info once and see it update on all connections.	10/15/13
Tom Flint	Senior Director of Strategy, Digitaria	Director of Digital, Gabriel DeGroot Bendt	Digitaria is a pioneer in digital marketing and technology, providing unique, innovative solutions to an array of clients around the world.	10/8/13
Brian Clevenger	Executive Creative Director, Clock Four	Creative Director, Marketing, Rosetta	Clock Four is a San Francisco-based, full-service web and mobile marketing consulting agency that delivers integrated strategy, experience design and technology solutions that take critical e initiatives from strategic planning through deployment, and manage them to meet evolving user and market demands.	10/8/13
Josh Teixeira	Vice President, Director of Strategy, BEAM	Vice President, Product Strategy, Big Spaceship	Beam Interactive is a 75+ team of strategists, managers, designers, writers, architects, developers, and data analysts in advertising.	10/8/13
Rachel Theran	Director, Strategy, BEAM	Vice President, CRM Strategy, Mullen	Beam Interactive is a 75+ team of strategists, managers, designers, writers, architects, developers, and data analysts in advertising.	10/8/13
Jeff Geheb	Chief Technology Officer, VML	Chief Technology Officer, Saepio Technologies	VML is a global digital marketing agency with major operations on five continents. Since 2001, it has been a member of the WPP Group of global communication agencies.	10/8/13
Tiffany Kirk	Vice President/Managing Director, Local Broadcast Team LA, Horizon Media	Vice President, Director Activation at 4D (Publicis Groupe)	Horizon Media is an independent media services agency.	10/8/13
Tony Clement	Strategy Director/ Head of Data, Big Spaceship	Head of Strategic Planning, TBG Digitals	Big Spaceship helps people interact with brands and businesses by connecting experiences, products and platforms.	10/1/13
Grady Burnett	Chief Operating Officer, Flurry	Vice President, Global Sales & Operations, Facebook	Flurry operates a mobile applications analytics/measurement and advertising platform.	9/30/13
Kathleen Schneider	Senior Vice President, Marketing & Communications, Criteo	Executive Director, Global Channel Marketing & Programs, Dell	Criteo is a global leader in Performance Display. The company measures purely on post-click performance and offers a turnkey pay-per-click model.	9/24/13
Jennifer Andre	Senior Account Executive, Kinetic Social	Account Executive, Trial Pay	Kinetic Social is a social data and marketing technology company founded in 2010. The company is a charter partner in the Facebook API Key and Facebook Preferred Marketing Developer programs.	9/24/13
Amy Worley	Managing Director, Channel Activation, VML	Vice President, Marketing, Andrews McMeel Publishing	VML is a global digital marketing agency with major operations on five continents. Since 2001, it has been a member of the WPP Group of global communication agencies.	9/24/13

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Bill Patterson	Channel Director, Public Relations, VML	Founder and President, Nation Ranch	VML is a global digital marketing agency with major operations on five continents. Since 2001, it has been a member of the WPP Group of global communication agencies.	9/24/13
Eliot Phillips	Executive Vice President, Wasabi Rabbit	Senior Manager, Digital Strategy & Design Practice, EMC Consulting	Wasabi Rabbit is a marketing communications firm specializing in guiding brands through periods of transition to success. It specializes in brand development, integrated marketing, brand identity, marketing consulting, website design on the web as well as mobile and social media.	9/17/13
Robert Kleman	Executive Creative Director, SapientNitro	Creative Director, CP+B	SapientNitro, part of Sapient, is an advertising agency known for its storyscaping.	9/17/13
Britt Peterson Fero	Executive Vice President, Head of Strategy, Publicis Seattle	Director of Growth Strategy, Cole & Weber United	Publicis is a large global agency network within the Publicis Group holding company. It has offices worldwide and in the staets including Dallas, San Francisco and Seattle.	9/17/13
Karina Dobarro	Managing Director, Multicultural Marketing, MindShare North America	Account Director, MEC	Mindshare is a marketing and media network company with its core services in strategic media planning, negotiation & execution.	9/17/13
Loreen Milbrath	Chief Financial Officer, Flowboard	Chief Financial Officer, Swype	Flowboard is a presentation software that allows users to make side-scrolling publications with images, texts, videos and photo galleries. Flowboard allows users to create and present from mobile devices like the ipad.	9/16/13
Mark Relph	Entrepreneur-in-Residence, GrowLab	Senior Director, Venture Capital Business Development, Microsoft	GrowLab is a Vancouver-based startup accelerator that helps entrepreneurs build companies through seed funding, mentorship, collaborative workspace and 3 months of intensive programming.	9/16/13
Matt Rosenberg	Senior Vice President of Marketing, 140 Proof	Vice President of Marketing, Taykey	140 Proof is a leader in social advertising service providing brand advertisers a simple and effective way to reach millions of consumers primed to discover and share.	9/10/13
Jay Budzik	Chief Technology Officer, Twelvfold	Chief Technology Officer, Perfect Market, Inc.	Twelvfold Media is an emotive based media company. It creates customized digital media packages with proprietary technology that utilizes emotive-based targeting at the page level and real-time bidding to achieve superior results and insights for brands and advertisers.	9/10/13
Darren Ross	Executive Vice President, Solutions, Fluent	Executive Vice President, Strategy & Sales, Cramer	Fluent is a performance marketing company on the web, mobile and in-app. It offers advertisers and media owners integrated strategies for distribution and monetization.	9/10/13
Pierre Conte	Chief Executive Officer, GroupM France	Chief Executive Officer, Figaro Media	GroupM is WPP's consolidated media investment management operation serving as the parent company to agencies including Maxus, MEC, MediaCom, Mindshare, Catalyst and Xaxis.	9/10/13
Daniel Vassallo	Vice President/Digital Director, Starcom	Vice President of Performance Media, JAR Group	Starcom engages in brand communications and consumer contact services in the US and the world.	9/10/13
Bob Ivins	Chief Data Officer, Mindshare	Vice President, Business Intelligence Group, Comcast	Mindshare is a marketing and media network company with its core services in strategic media planning, negotiation & execution.	9/10/13
Steve Coast	Head of OSM, Telenav	Principal Architect, Bing, Microsoft	Telenav provides GPS navigation services in North America. It is into mobile location-based services and personalized navigation.	9/3/13
Christian Oestlien	Senior Director, Growth & International, Twitter	Advertising Executive, Google	Twitter is an online social networking service and microblogging service.	9/3/13
Brett Callinicos	Chief Financial Officer, Uber	Vice President, Treasurer & Chief Accountant, Google	Uber is a venture-funded startup that has created a mobile application that connects passengers with drivers of luxury vehicles for hire.	9/3/13
Ed Baker	Head of Growth, Uber	Head of International Growth, Facebook	Uber is a venture-funded startup that has created a mobile application that connects passengers with drivers of luxury vehicles for hire.	9/3/13
Emil Michael	Senior Vice President, Business, Uber	Chief Operating Officer, Klout	Uber is a venture-funded startup that has created a mobile application that connects passengers with drivers of luxury vehicles for hire.	9/3/13

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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 12/1/13	Stock Price 11/1/13	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
Indexes											
		S&P 500	1,805.81	1,761.64	2.5%	1,813.55	1,398.11				
		NASDAQ Composite	4,059.89	3,922.04	3.5%	4,069.70	2,951.04				
		Russel 3000	1,081.59	1,055.61	2.5%	1,085.97	829.82				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 56.78	\$ 54.61	4.0%	\$ 57.99	\$ 34.57	\$28,384	\$26,739	\$4,167	6.4X
Alcatel-Lucent	ALU	NYSE	4.31	3.89	0.11	4.40	1.10	12,022	12,022	19,322	0.6X
America Movil	AMX	NYSE	23.24	21.54	7.9%	25.71	18.26	55,501	88,940	60,595	1.5X
Apple Inc.	AAPL	NASDAQ	556.07	520.03	6.9%	594.59	385.10	500,317	476,731	170,910	2.8X
AT&T	T	NYSE	35.21	36.24	-2.8%	39.00	32.76	185,486	261,168	128,167	2.0X
Barti Airtel	BHARTIARTL.BO	BSE	5.23	5.94	-11.9%	6.04	4.86	20,897	32,267	14,710	2.2X
CenturyLink	CTL	NYSE	30.70	33.58	-8.6%	42.01	30.54	18,146	38,462	18,136	2.1X
China Mobile	CHL	NYSE	54.24	52.16	4.0%	59.73	47.74	218,067	145,113	89,210	1.6X
Dentsu	4324:JP	TSE	41.62	36.80	13.1%	42.30	24.80	12,002	14,261	22,274	0.6X
Fiserv, Inc.	FISV	NASDAQ	109.89	104.85	4.8%	116.37	76.66	14,172	17,782	4,707	3.8X
Google	GOOG	NASDAQ	1,059.59	1,027.04	3.2%	1,068.00	682.33	293,168	241,892	57,386	4.2X
Microsoft	MSFT	NASDAQ	38.13	35.52	7.3%	38.29	26.26	318,308	253,837	80,370	3.2X
Motorola Solutions	MSI	NYSE	65.88	62.39	5.6%	66.39	53.28	17,044	16,674	8,633	1.9X
Neustar, Inc.	NSR	NYSE	88.58	83.42	6.2%	89.09	56.85	18,882	19,842	9,004	2.2X
Nippon Telegraph & Telephone Corp.	NTT	NYSE	25.23	25.79	-2.2%	27.35	20.64	57,358	136,661	113,946	1.2X
Nokia	NOK	NYSE	8.06	7.62	5.8%	8.18	3.02	30,184	27,049	33,183	0.8X
Omnicom	OMC	NYSE	71.45	68.98	3.6%	72.49	48.84	18,388	22,233	14,471	1.5X
Publicis Groupe	PUB.PA	Paris	88.58	83.42	6.2%	89.09	56.85	18,882	19,842	9,004	2.2X
Samsung	005930.KS	KRX	1,411.70	1,414.09	-0.2%	1,492.09	1,049.23	207,942	179,721	205,176	0.9X
Sprint	S	NYSE	8.39	6.87	22.1%	8.75	5.15	32,991	59,048	35,360	1.7X
Telefonica S.A.	TEF	NYSE	16.49	17.33	-4.9%	18.09	12.52	75,039	159,675	78,628	2.0X
Telenor	TELNF	OTC	24.08	24.35	-1.1%	25.18	19.45	36,527	44,878	17,440	2.6X
TIM	TSU	NYSE	24.78	25.57	-3.1%	27.41	16.85	11,982	11,982	9,414	1.3X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	15.32	15.15	1.1%	17.80	12.76	13,482	11,074	6,130	1.8X
Vodafone Group	VOD	NASDAQ	37.09	36.91	0.5%	37.90	24.42	179,743	221,169	65,283	3.4X
WPP Group	WPPGY	NASDAQ	110.76	106.17	4.3%	111.44	68.57	29,793	34,722	16,859	2.1X
Yahoo!	YHOO	NASDAQ	36.98	33.18	11.4%	37.35	18.34	37,514	35,909	4,760	7.5X
					Average			91,193	96,655	48,046	2.4X
					Median			30,184	35,909	19,322	2.0X
Mid-Cap (\$2B - \$10B)											
Axiom Corporation	ACXM	NASDAQ	\$ 33.28	\$ 33.27	0.0%	\$ 34.38	\$ 16.43	\$2,500	\$2,527	\$1,093	2.3X
BlackBerry	BBRY	NASDAQ	6.33	7.77	-18.5%	18.32	5.98	3,318	974	10,049	0.1X
Gemalto	GTOFF	OTC	113.17	110.58	2.3%	117.91	74.11	9,961	9,616	3,089	3.1X
GFK Retail and Technology UK	GFK:DE	Xetra	57.09	59.97	-4.8%	61.99	46.81	2,084	2,724	1,982	1.4X
Interpublic Group of Companies	IPG	NYSE	17.40	16.91	2.9%	17.55	10.51	7,646	9,053	7,063	1.3X
LG	034220.KS	KRX	23.06	23.62	-2.4%	32.91	20.33	8,250	9,664	26,157	0.4X
Pandora Media Inc.	P	NYSE	28.40	25.99	9.3%	31.94	7.53	5,517	5,069	588	8.6X
VIVO S.A. (formerly Telefonica Brazil)	VIV	NYSE	17.18	19.22	-10.6%	23.48	18.48	6,555	6,696	N/A	N/A
ZTE	000063.SZ	Shenzhen	2.68	2.49	7.3%	2.98	1.22	7,512	12,182	13,518	0.9X
Zynga	ZNGA	NASDAQ	4.35	3.58	21.5%	4.55	2.21	2,701	1,603	1,008	1.6X
					Average			5,604	6,011	7,172	2.2X
					Median			6,036	5,882	3,089	1.4X

NOTES:

- (1) Market Capitalization is calculated using month end stock price and fully diluted shares.
- (2) Enterprise Value is calculated using cash and debt from the last reported balance sheet to the SEC.
- (3) Revenue is calculated on a "Net Sales" basis and covers the last twelve months reported to SEC.

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Indexes		S&P 500	1,805.81	1,761.64	2.5%	1,813.55	1,398.11				
		NASDAQ Composite	4,059.89	3,922.04	3.5%	4,069.70	2,951.04				
		Russel 3000	1,081.59	1,055.61	2.5%	1,085.97	829.82				
Small-Cap (< \$2B)											
2Ergo Group PLC	RGO	LSE	\$ 0.04	\$ 0.04	-2.3%	\$ 0.26	\$ 0.02	\$15	\$15	\$9	1.6X
Bango	BGO	LSE	2.33	2.09	11.9%	4.40	1.93	106	96	18	5.4X
Blue Calypso Inc.	BCYP	OTC	0.16	0.20	-19.2%	0.82	0.09	27	28	0	N/A
Boingo wireless	WIFI	NASDAQ	6.53	6.78	-3.7%	8.11	5.35	232	152	106	1.4X
Cincinnati Bell	CBB	NYSE	3.20	2.84	12.7%	5.64	2.62	666	2,998	1,323	2.3X
Digimarc Corporation	DMRC	NASDAQ	18.73	20.69	-9.5%	26.79	17.92	137	104	37	2.8X
Glu Mobile	GLUU	NASDAQ	3.69	3.37	9.5%	4.14	2.00	288	260	97	2.7X
Hipcricket	HIPP	NASDAQ	0.53	0.57	-7.0%	0.90	0.26	82	83	28	2.9X
Internetq Plc	INTQ	LSE	4.88	4.97	-1.7%	5.57	2.69	190	183	109	1.7X
Lenco Mobile	LNCM	OTC	0.02	0.03	-26.5%	0.20	0.01	2	3	15	0.2X
Marchex	MCHX	NASDAQ	9.38	8.80	6.6%	10.00	3.47	282	256	150	1.7X
MDC Partners	MDCA	NASDAQ	22.76	20.55	10.7%	23.44	6.66	1,074	1,890	1,118	1.7X
MEDL Mobile	MEDL	OTC BB	0.27	0.30	-11.0%	0.51	0.07	12	11	2	4.8X
Millennial Media	MM	NYSE	6.36	7.04	-9.7%	14.66	5.78	676	554	220	2.5X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	2.35	2.28	3.1%	4.44	0.84	38	38	4	9.6X
Oi (Formerly Telemar)	OIBR	NYSE	1.53	1.64	-6.6%	4.42	1.47	1,833	15,563	13,492	1.2X
Opera Software ASA	OPERA.OL	Oslo	12.22	12.02	1.7%	12.88	5.39	1,607	1,537	271	5.7X
Single Touch Systems Inc.	SITO	OTC BB	0.56	0.58	-4.2%	0.95	0.39	76	79	7	10.8X
Smith Micro Software Inc	SMSI	NASDAQ	1.41	0.83	70.7%	1.89	0.79	52	34	43	0.8X
Tanla Solutions Limited	TANLA	NSE	0.06	0.05	0.4%	0.12	0.04	6	6	22	0.3X
Telecom Argentina S.A.	TEO	NYSE	20.00	20.14	-0.7%	21.56	9.93	1,928	1,928	3,239	0.6X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	2.31	2.36	-2.1%	3.21	1.82	136	227	416	0.5X
Unwired Planet	UPIP	NASDAQ	1.50	1.43	4.9%	2.47	1.17	164	138	0	N/A
ValueClick	VCLK	NASDAQ	21.40	19.75	8.4%	32.25	18.49	1,429	1,569	659	2.4X
Voltari Corporation (Formerly Motricity)	VLTC	NASDAQ	4.16	4.69	-11.3%	9.65	3.26	19	19	90	0.2X
Velti	VELT	NASDAQ	0.09	0.29	-68.4%	5.99	0.07	8	10	232	0.0X
					Average			426	1,069	835	2.7X
					Median			136	121	94	1.7X

NOTES:

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

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

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
11/27/2013	Byliner	Seesaw	Seesaw is a mobile app that helps people connect stories and make life decisions.	
11/27/2013	Live Nations Lab	Meexo	Meexo is an iOS social network app developer.	
11/26/2013	Altice VII S.a.r.l.	Orange Dominicana S.A.	Orange Dominicana is the mobile operator in the Dominican Republic.	\$1,400.0
11/25/2013	Gamevil	Everple	Everple is a mobile gaming company.	
11/22/2013	Mobiquity	Mobility Effect	Mobility Effect offers end-to-end mobility professional services across all mobile application technology for enterprises.	
11/21/2013	Boku	Qubecell	Qubecell is an India-based direct carrier billing company.	
11/21/2013	Gamestop	Spring Mobile	Spring Mobile is an AT&T wireless retailer.	
11/21/2013	BARTEC Group	Pixavi	Pixavi is a world supplier of mobile communication devices and wireless infrastructure for hazardous areas.	
11/21/2013	Alibaba Group	Umeng	Umeng is a prominent mobile app analytics and developer services platform in China.	
11/18/2013	Oracle	Bitzer Mobile	Bitzer Mobile provides a platform that allows IT personnel to mobilize existing enterprise applications very rapidly.	
11/14/2013	Under Armour	MapMyFitness	MapMyFitness operated a suite of fitness-oriented websites and apps including mapmyrun.com, maymyhike, mapmywalk and mapmytri.com.	\$150.0
11/14/2013	Textura	LATISTA	LATISTA is a provider of mobile-enabled solutions for construction project collaboration.	\$35.0
11/13/2013	IBM Corporation	Fiberlink Communications	Fiberlink Communications provides mobility as a service (MaaS) that helps enterprises to connect, control, and secure laptops and mobile devices.	
11/13/2013	Lonely Planet	TourstEye	TouristEye is a mobile travel app.	
11/08/2013	WPP PLC	Bottle Rocket Apps	Bottle Rocket Apps is a Dallas-based developer of mobile applications solution software.	
11/08/2013	Provide Commerce Inc.	Sincerely Inc.	Sincerely Inc. is a San Francisco-based provider of mobile applications.	
11/07/2013	AccuWeather	Sky Motion Research Inc.	Sky Motion Research is a Montreal-based developer of a weather forecasting app.	
11/05/2013	Synacor Inc.	Teknision Inc.	Teknision is a mobile product development company based in Ottawa that is focused on merging design and technology to create transformative user experiences on a variety of connected devices.	
11/05/2013	PointClear Solutions	Worry Free Labs Inc.	Worry Free Labs Inc. is a New York-based developer of mobile software.	
11/05/2013	Bluefin Software	Peakware	Peakware is the developer of health fitness apps like Run Tracker Pro, Cycle Tracker Pro and Walk Tracker Pro.	
11/05/2013	Mobile Web America, Inc.	Kishkee	Kishkee provides free & premium mobile websites to SMBs.	

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout November 1-30, 2013.

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
11/05/2013	Bharti Airtel Ltd.	Warid Group	Warid Group has operations in the Republic of Congo and is the third largest mobile operator in the country.	
10/28/2013	OBJ Enterprises Inc.*	Novalon Games	Novalon Games is a developer of mobile application software.	
10/25/2013	Dekatel Telecom BV	RVS Networks BV	RVS Networks BV is a Harderwijk-based provider of telecommunications services.	
10/25/2013	Evolving Systems Inc.*	Telespree Communications	Telespree Communications is a provider of cloud-based wireless data services.	\$2.3
10/24/2013	Groupe Outremer Telecom SA	Mobius SAS	Mobius SAS is a La Possession-based provider of mobile telecommunication services, and a majority-owned unit of Ykso SAS.	
10/24/2013	FiddleFly Inc.	Tappgala.com	Tappgala.com is a provider of mobile web designs.	
10/23/2013	InfoVista SA	Aexio Software Sdn Bhd	Aexio is a Petaling Jaya-based provider of mobile software solutions.	
10/23/2013	Phoenix Technologies Ltd.	iolo Technologies, LLC	iolo Technologies is a developer in performance optimization software for personal computers and mobile devices.	
10/22/2013	Google Inc.	FlexyCore	FlexyCore is the creator of software solutions for smartphones and sells two products: Ispectrum for the iPhone and droidBooster, an Android Accelerator that makes Android systems ten times faster.	
10/21/2013	Talus Labs	Gumiyo	Gumiyo is a Los Angeles-based mobile software developer.	
10/18/2013	Bharti Airtel Ltd.*	Wireless Business Svcs Pvt Ltd.	Wireless Business Services Pvt Ltd (WBSPL) is a provider of wireless telecommunications services, from Qualcomm India Pvt Ltd.	\$914.5
10/16/2013	Softbank Corp.	Supercell	Supercell is a Finnish mobile game maker.	\$1,530.0
10/15/2013	FiddleFly Inc.	MobileAwesomeness.com	MobileAwesomeness.com is a provider of mobile web designs.	
10/14/2013	Facebook	Onavo Inc.	Onavo is a Palo Alto-based developer of mobile applications.	\$120.0
10/11/2013	Pegasystems Inc.	Antenna Software Inc.	Antenna Software Inc is a Jersey City-based developer of mobile application software.	\$27.7
10/10/2013	Airpush	Hubbl	Hubbl is the maker of app discovery and personalization technologies.	\$15.0
10/04/2013	First Data Corp.	Perka Inc.	Perka Inc. is a cardless loyalty mobile application developer.	
09/30/2013	Autobytel	Advanced Mobile, LLC	Advanced Mobile LLC is a provider of communication services designed specifically for the automotive industry.	
09/26/2013	eBay	Braintree	Braintree provides merchant accounts, payment gateway, billing and credit card storage on the web and mobile.	\$800.0

* Note: OBJ Enterprises acquired the undisclosed remaining interest.

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

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
09/26/2013	PT XL Axiata*	PT Axis Telekom Indonesia	PT Axis Telekom is a GSM mobile operator that provides mobile communication and content solutions to subscribers in Indonesia.	\$865.0
09/26/2013	Medivo	OnTrack Diabetes	OnTrack Diabetes is an app that helps diabetics manage their diabetes by tracking various items such as blood glucose, food intake, medication, blood pressure amongst others.	
09/25/2013	Transaction Network Services (TNS)	RoamEx	RoamEx provides detection and prevention of wireless fraud processing billions of mobile usage data records every month around the globe.	
09/25/2013	AT&T Mobility	Element Mobile	Element Mobile is a Wisconsin Rapids-based cellphone company.	
09/24/2013	Fairfax Financial Holdings Limited	Blackberry	Blackberry is a wireless telecommunications company best known as the developer of Blackberry brand smartphones and tablets.	\$4,700.0
09/24/2013	Telefonica SA*	Telco SpA	Telco SpA is a Milan-based provider of telecommunications and a holding company.	\$436.2
09/24/2013	StumbleUpon	5by	5by searches the internet for videos and gives it to users to watch on the web and mobile.	
09/24/2013	Alibaba Group	Kanbox	Kanbox provides personal cloud storage service and is accessible on the web and mobile.	
09/23/2013	Ubisoft	Digital Chocolate	Digital Chocolate is a Barcelona-based social and mobile game company.	
09/20/2013	Splunk, Inc.	BugSense Inc.	Bug Sense Inc. is an analytics solution provider that determines mobile app performance and collects information to troubleshoot problems.	
09/19/2013	Olive Communications	Wish Communications	Wish Communications offer unified communications for business users.	
09/18/2013	Total Transit	GoFastCab	GoFastCab is a San Diego-based startup that develops mobile apps that enable smartphone users to get a taxi immediately or make reservations.	
09/16/2013	Google	Bump	Bump is a developer of an app that allows a way to exchange phone number, photos and friends by bumping phones.	
09/13/2013	GenBand	Fring	Fring is a mobile communication service company that enables free video calls, group calls, voice calls and live chat.	\$50.0
09/12/2013	Spring Mobile	A-Link Wireless	A-Link Wireless is a phone retailer in California, Arizona and New Mexico.	
09/10/2013	Twitter	MoPub	MoPub is an ad company enabling publishers to understand ad performance and user engagement.	\$350.0
09/09/2013	OneCom	BlackSheep Communications	Black Sheep Communications is a specialist in lead generation. It provides a full range of services for the telecom and utilities sector.	
09/09/2013	Evolve Telecom	Select Telecom	Select Telecom is a provider of telecommunications services in the Northeast of the UK.	

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

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
09/09/2013	CONEC2	ispONE	ispONE is a telecommunications service provider servicing the wholesale and retail markets throughout Australia.	
09/09/2013	Assurant	Lifestyle Services	Lifestyle Services is a British mobile phone insurance provider. It provides a wide range of services through banks and retail mobile network operators.	\$160.0
09/09/2013	Groupon inc.	Blink	Blink is a Madrid-based developer of mobile travel software.	
09/06/2013	PlayFirst	Big Head Mode	Big Head Mode is a developer of mobile games. It is responsible for several mobile advancements in mobile gaming including the ability for players to insert their own faces into apps.	
09/05/2013	Amobee	Gradient X	Gradient X is a LA-based real-time bidding platform that includes support for multiple ad channels, including video and HTML5.	
09/05/2013	Monitise plc	Grapple Mobile	Grapple Mobile is a mobile app developer.	\$62.0
09/04/2013	Broadcom	Renesas Electronics	Renesas Electronics is a supplier of microcontrollers and advanced semiconductor solutions including microcontrollers, SoC solutions and a broad range of power devices. It offers products and solutions with performance optimized for mobile applications.	
09/04/2013	Amdocs	Actix	Actix is a leading provider of software for mobile network optimization.	\$120.0
09/03/2013	Microsoft Corp	Nokia, Mobile Phone Business Unit	Nokia is the developer of mobile phones and portable IT devices. It also offers internet services including applications, games, music and much more for its devices.	\$7,200.0
09/02/2013	Verizon Communications Inc.	Vodafone Group Plc*	Vodafone Group Plc is a British multinational telecommunications company. It owns and operates networks in over 30 countries and has partner networks in over 40 countries.	\$130,000.0

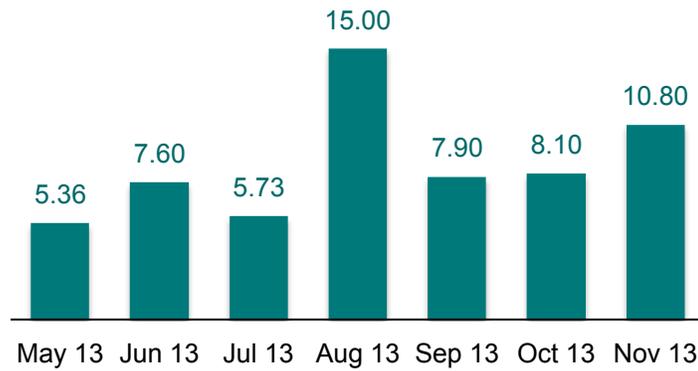
* Note: Vodafone Group agreed to sell its 45% stake in Verizon Wireless to Verizon Communications.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

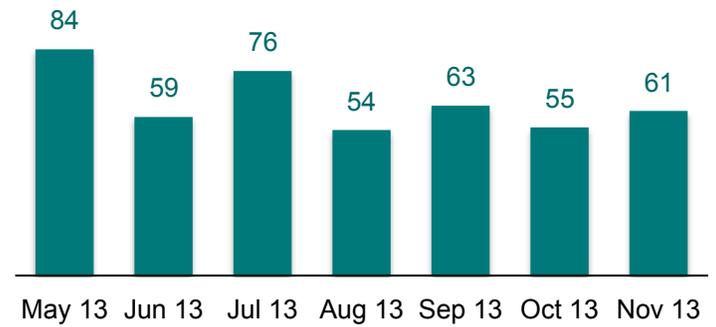
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Financing Transactions Overview

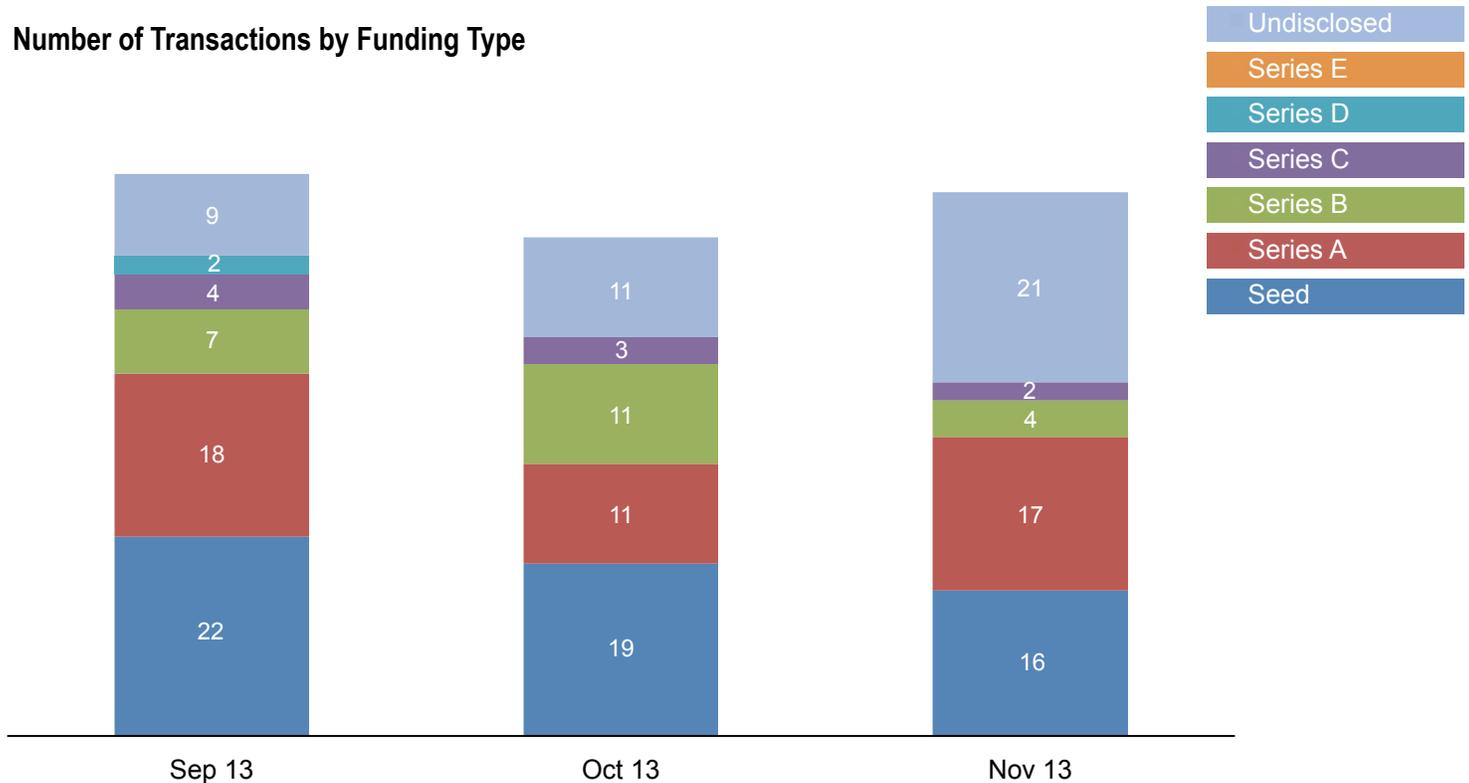
Average Value of Transactions (\$MM)



Number of Transactions



Number of Transactions by Funding Type



Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout November 1-30, 2013.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
SimplyTapp	Private	SimplyTapp is a mobile payments app company that uses its in-house token and transaction modules to personalize payment forms.	11/28/13	Undisclosed	Series A	Blue Sky Ventures, Lightspeed Venture Partners, Timothy Danford
Branding Brand	Private	Branding Brand powers mobile commerce sites and apps for the world's leading retailers.	11/27/13	\$1.0	Undisclosed	Undisclosed
Addwish	Private	Addwish is a provider of wish list services for both consumers and online shops on mobile and on the web.	11/27/13	\$1.8	Seed	Sunstone Capital
Prompt.ly	Private	Prompt.ly is a mobile first scheduling, promotion and payment tracking platform for independent service providers.	11/26/13	\$1.5	Seed	Subtraction Capital, Ethan Beard
Snaps	Private	Snaps is a mobile app that helps consumers engage with brands and social causes.	11/26/13	\$2.8*	Undisclosed	Adam Quinton, Peter Schweinfurth, David Dolgen, Mike Katz
Tap.in2	Private	Tap.in2 provides mobile solutions supporting concessions, merchandisers, suites, club seats, portables, desert carts and hawkers.	11/26/13	\$0.5*	Undisclosed	Undisclosed
Scoot Networks	Private	Scoot Networks allows users to rent scooters through smartphones in large cities.	11/26/13	\$1.8	Undisclosed	Undisclosed
Kingsoft Office	Private	Kingsoft Office Software produces free Microsoft Office-compatible document-editing software for PCs and mobile operating systems.	11/25/13	\$50.0	Undisclosed	Morningside Group, GGV Capital, Shunwei China Internet Fund
MobileDay	Private	MobileDay Inc. provides one-touch access to any conference call from the iPhone or Android smartphone by using native phone apps such as phone, calendar, SMS and email.	11/22/13	\$1.5	Undisclosed	Undisclosed
Active Mind Technology	Private	Active Mind Technology is the developer of Game Golf, a mobile golf app.	11/22/13	\$7.8	Undisclosed	Undisclosed
TextPride	Private	TextPride is a turn-key solution for brands looking to distribute their content through mobile/social messaging.	11/21/13	\$1.0	Seed	Undisclosed
Spotify	Private	Spotify offers streaming music from major and independent record labels on the web and on mobile.	11/21/13	\$250.0	Series F	Technology Crossover Ventures
CoachUp	Private	CoachUp connect athletes with private coaches via web and mobile apps.	11/21/13	\$6.7	Series A	Point Judith Capital, General Catalyst Partners, Suffolk Equity Partners, Paul English, Albert Dobron Jr., Breakaway Ventures, Data Point Capital
The Hunt	Private	The Hunt is a community that helps track down items users on the community covet through its mobile app and site.	11/21/13	\$5.5	Series A	Guy Oseary, Tyra Banks, Ashton Utcher, Javelin Venture Partners
Shake	Private	Shake is a mobile-first application that allows users to create, sign and send legally binding agreements from their smartphones.	11/20/13	\$3.0	Series A	SoftBank Capital, RRE Ventures, Eniac Ventures, MESA+, WGI Group, Patrick Keane, BoxGroup
Signpost	Private	Signpost is a cloud-based platform that makes digital and mobile marketing simple for SMBs.	11/19/13	\$10.0	Series B	OpenView Venture Partners, Spark Capital, Scout Ventures, Jack Herrick
August	Private	August is the developer of home automations like the smart lock, which lets owners send virtual keys to anyone with a smartphone.	11/19/13	\$8.0	Series A	Maveron, Cowboy Ventures, Industry Ventures LLC, Rho Ventures, SoftTech VC
Index	Private	Index is a retail software company that ties in retailers' POS systems; connecting in-store, online, and mobile to create a single unified experience.	11/19/13	\$7.0	Series A	Khosla Ventures, AIMCo, 819 Capital, Innovation Endeavors
Plain Vanilla	Private	Plain Vanilla is a mobile gaming start-up based in Ireland.	11/19/13	\$2.0	Series A	Sequoia Capital, eVentures, BOLDstart Ventures
Play It Gaming	Private	Play It Gaming is a mobile gaming start-up catered to emerging markets.	11/19/13	\$0.7	Seed	Undisclosed

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

* Note: Tap.in2 had a crowdfunding round.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Locket	Private	Locket is a mobile advertising startup that develops a mobile app that delivers relevant ads and coupons to smartphone lock screens and pays users for simply unlocking the phone.	11/19/13	Undisclosed	Undisclosed	Tyra Banks Company
Yub	Private	Yub is a mobile loyalty/coupons app that enables retailers and restaurants to track consumers from online clicks through to actual purchases.	11/18/13	\$12.0	Undisclosed	Atomico, Battery Ventures, DAG Ventures, DFJ Growth, Greylock Partners, Index Ventures, T. Rowe Price, QuestMark Partners, Visa
Mojave Networks	Private	Mojave Networks is a mobile security company for enterprises that detects advanced threats and protects company data.	11/18/13	\$5.0	Undisclosed	Bessemer Venture Partners, Sequoia Capital
Zula	Private	Zula is a mobile communications platform for teams.	11/18/13	Undisclosed	Seed	Microsoft Ventures
Paay	Private	Paay is a mobile payments company using a two-factor authentication process.	11/15/13	\$0.8	Seed	Undisclosed
TouchBistro	Private	TouchBistro provides a mobile order management platform for restaurants.	11/15/13	\$4.5	Seed	Relay Ventures, John Albright
DocBeat	Private	DocBeat is a secure messaging app for healthcare.	11/14/13	\$1.1	Series A	Undisclosed
TinyCo	Private	TinyCo is a mobile gaming company headquartered in San Francisco.	11/14/13	\$20.0	Series B	Pinnacle Ventures, Andreessen Horowitz
Kidaptive	Private	Kidaptive a media and technology company dedicated to smart storytelling on iPads.	11/14/13	\$10.1	Series B	Formation 8, Menlo Ventures, Stanford University, NewSchools Venture Fund, Prana Studios, Scrum Ventures, John Merrells
Ezoic	Private	Ezoic is a venture-backed multivariate testing platform that improves a site's layout based on users' actions on mobile, tablet and desktop.	11/13/13	\$5.6	Series A	Balderton Capital, New Amsterdam Capital, Silicon Valley Bank
HDmessaging	Private	HDmessaging is a mobile messaging company.	11/13/13	\$3.0	Series A	GrandBanks Capital, IDG Ventures, Next Ventures, Lighthouse Capital Partners
Selligy	Private	Selligy is a customer relationship management app for the iPhone.	11/13/13	\$2.8	Series A	Draper Fisher Jurvetson, Alchemist Accelerator, salesforce.com
Jongla	Private	Jongla is building to become a media company, following in the footsteps of Blyk. However, it will not serve as an operator but will make available free messages between users through an application that is free for users.	11/13/13	\$1.8	Series A	Oy Ingman Finance, Matti Kallio, Bengt Westerholm, Juha Halttunen, Henry Sjomán
Carousell	Private	Carousell is a Singapore-based consumer-to-consumer marketplace app for iOS and Android.	11/13/13	\$0.8	Seed	Rakuten, Golden Gate Ventures, 500 Startups, Darius Cheung, Danny Oei Wirianto
Oomf	Private	Oomf is an online marketplace where users can connect with talented mobile and web creators to develop mobile apps, website or brand.	11/12/13	\$1.9*	Undisclosed	BDC Venture Capital, Atlas Venture, Real Ventures, Michael Weider, John Stokes, David Nault, Fred Destin, Ed Sim
Validic	Private	Validic helps businesses collect data from mobile health apps and devices.	11/12/13	\$0.8	Seed	Mark Cuban
SmartThings	Private	SmartThings is about the internet of things, sensor networks or home and life automation. SmartThings provides a platform that enables developers and makers to build smart and connected devices, through an interactive and mobile user experience for consumers.	11/12/13	\$12.5	Series A	Greylock Partners, Highland Capital Partners
Arrayent	Private	Arrayent Connect Platform is a cloud and embedded platform for connected products that enables manufacturers, retailers and service providers to connect consumer products to web and smartphone applications.	11/11/13	\$11.9	Series B	Doll Capital Management, Opus Capital, Intel Capital
Ninja Metrics	Private	Ninja Metrics develops technologies for social analytics used in social game or mobile apps.	11/11/13	\$2.8	Undisclosed	Harvard Business School Angels, Tech Coast Angels

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

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Shuttersong	Private	Shuttersong is a mobile photo app that allows one to take photos, add sounds or music and share them.	11/11/13	\$0.9	Seed	Bingham McCutchen LLP, Vincent D'Agostino, Jere Doyle
Funambol	Private	Funambol is a leading provider of white-label personal cloud solutions for mobile operators, device manufacturers and other service providers.	11/8/13	Undisclosed	Undisclosed	Harbert European Growth Capital Fund
Together Mobile	Private	Together Mobile is the developer of the first Mobile Activity Platform (MAP). It is a cloud software solution that enables marketing and commerce professionals to build, launch and measure real-world activities for consumers.	11/8/13	\$3.4*	Undisclosed	Undisclosed
Mobile Accord	Private	Mobile Accord is a mobile platform company powering communication for social good.	11/7/13	\$6.6	Series A	Undisclosed
Komoot	Private	Komoot is a nature guide app that provides users with navigation and recommendation for cycling and hiking tours.	11/7/13	Undisclosed	Undisclosed	Undisclosed
Appboy	Private	Appboy is a SDK and web offering that enhances mobile apps to help developers expand, engage and understand their user base.	11/6/13	\$7.6	Series A	Icon Venture Partners, Thomas Peterson, IDG Ventures SF, Michael Lazerow, Blumberg Capital, T5 Capital, Bullpen Capital, Accelerator Ventures
Bonfyre	Private	Bonfyre is a free mobile app that allows users to message, share photos and moments with close friends in private.	11/6/13	\$2.0	Seed	MKTG
LiveQoS	Private	LiveQoS targets OEMs of devices that run real-time applications as well as OEMs of applications that require a high level of QoE.	11/6/13	\$4.0	Series C	Miralta Capital, Thomas Kaneb
Mobli	Private	Mobli provides real-time visual media platform for iOS, Android and Windows Phone where users can share photos and videos from smartphones.	11/6/13	\$60.0	Undisclosed	America Movil, Tobey Maguire, Serena Williams, Lance Armstrong, Carlos Slim
GAIN Fitness	Private	GAIN Fitness's web and mobile apps generate personalized training plans based on exercise science, matched to an individual's body, goals and lifestyle factors to help regular exercisers optimize fitness and adapt to schedule changes.	11/6/13	\$2.1	Undisclosed	InterWest Partners, Michael Tanne, Keval Desai, Seraph Group, Ben Ling, Robert Chang
AetherPal	Private	AetherPal's Smart Care products help OEMs and mobile operators engage customers directly and authentically to quickly resolve issues, augment device performance and improve productivity.	11/5/13	\$6.0	Series A	New Venture Partners, Daniel Deeney, Point Judith Capital Partners
Phizzle	Private	Phizzle is a leading mobile marketing company that provides brands, agencies and media properties real-time technology solutions to engage customers, drive loyalty and increase sales.	11/5/13	\$4.9	Undisclosed	Undisclosed
RockLive	Private	RockLive is a mobile gaming network that specializes in social media integration.	11/5/13	\$1.1	Seed	Justin Bieber, Shervin Pishevar, Floyd Mayweather, Thomas McInerney
Betable	Private	Betable makes a platform to convert mobile social casino games into real-money gambling titles.	11/5/13	\$18.5	Series A	Ventures51, Founders Fund, Greylock Partners, Joshua Schachter, True Ventures, Start Fund, Bullpen Capital, Morado Venture Partners, CrunchFund, Sands Capital Ventures
Sprinklr	Private	Sprinklr is a social media management system for global enterprise brands that is designed for both the web and mobile.	11/5/13	\$17.5	Series C	Intel Capital, Battery Ventures
Seriously	Private	Seriously is a mobile gaming company aiming to use mobile gaming as a platform for entertainment franchises.	11/5/13	\$2.4	Seed	Upfront Ventures, Sunstone Capital
Fantoo	Private	Fantoo is a mobile email app company.	11/5/13	\$0.8*	Undisclosed	Undisclosed
Listn	Private	Listn is an app that aggregates all musical silos into one place to enjoy music and chat about it.	11/5/13	\$0.5	Seed	BDC Venture Capital, FounderFuel, Launchpad LA, Real Ventures
Tyler Mobile	Private	Tyler builds role-specific mobile work apps that bring together business data from different sources, and filters it with the user's personal context.	11/4/13	\$1.0	Seed	Salesforce.com, Alchemist Accelerator, NewsOrViews, Christian Dahlen

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

* Note: Fantoo had a crowdfunding round.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Pecabu	Private	Pecabu is the developer of a smart advertising products that involves big data, cloud-computing, mobile, advertising and media.	11/4/13	\$1.3	Undisclosed	Undisclosed
Greengage Mobile	Private	Greengage Mobile assists large organizations in using the newest and latest technology to accelerate positive change, foster action and measure impact.	11/1/13	\$1.0	Seed	Investment Accelerator Fund, RBC Bank, Golden Gate Angels
Zoomingo	Private	Zoomingo is a shopping discovery application that helps find the best sales in local retail stores in town.	11/1/13	\$1.4*	Undisclosed	Undisclosed
Kumu Networks	Private	Kumu Networks is the developer of the full-duplex wireless design which allows a radio to transmit and receive signals at the same time using a single frequency channel.	10/31/13	\$15.0	Series B	Third Point Ventures, New Enterprise Associates, Khosla Ventures
TabTale	Private	TabTale is a creator of interactive books, games, and educational apps for kids and parents.	10/30/13	\$12.0	Series B	Magma Venture Partners, Qualcomm Ventures, Vintage Investment Partners
Blend	Private	Blend's mobile app gives college students free products in exchange for doing college-y things and sharing photos with Blend.	10/30/13	\$1.3	Seed	Undisclosed
Rumble Entertainment	Private	Rumble Entertainment is a mobile gaming company.	10/29/13	\$17.5	Series B	Nexon, TriplePoint Capital, Google Ventures, Khosla Ventures
Magisto	Private	Magisto allows users to share videos on Magisto's web, iPhone and Android apps.	10/29/13	\$13.0	Series C	Qualcomm Ventures, SanDisk, Magma Venture Partners, Horizons Ventures
Snapverse	Private	Snapverse is a start-up that brings big-label licensed music to mobile video.	10/29/13	\$3.5	Seed	John Hannan
Frontback	Private	Frontback is a popular photo app du jour allowing users to take photos with the front and rear facing cameras on an iPhone, so the image is a composite of the user and what the user sees.	10/29/13	\$3.0	Seed	Lerer Ventures, Index Ventures, SV Angel
Flint Mobile	Private	Flint Mobile, Inc. is a startup that provides a secure way to use mobile devices to accept credit cards and to acquire customers through social and online marketing.	10/26/13	\$6.0	Series B	Digicel Group, Damian Blackburn, SVG Ventures, True Ventures, Storm Ventures
Siamese Systems	Private	Siamese Systems is in the field of investigative services through the use of mobile technology. It is the developer of MobileCSI.	10/26/13	\$0.6	Seed	Brice Scheschuk
Iris Mobile	Private	Iris Mobile helps retailers deliver their campaigns to customers using mobile marketing. It utilizes rich media for mobile messaging to conduct its campaigns.	10/25/13	\$3.0	Series A	Origin Ventures, Brent Hill, Illinois Ventures, Hyde Park Venture Partners, Hyde Park Angels, OCA Ventures
Applauze	Private	Applauze, formerly 955Dreams Inc., is an events publishing company. They publish thousands of events happening daily in the US and Canada.	10/24/13	\$7.2	Undisclosed	True Ventures, Jonathan Callaghan, m8 Capital, Jeffrey Fluhr
The Football App	Private	The Football App is a mobile news and social network for football (soccer) fans.	10/24/13	\$7.0	Series B	Union Square Ventures
Keen.io	Private	Keen.io is a cloud data warehouse and analysis platform for event data on mobile.	10/23/13	\$2.4*	Seed	Rincon Venture Partners, James Adelman, Amplify Partners, Pelion Venture Partners, 500 Startups, XG-Ventures, Jason Seats, Loren Siebert
People Power	Private	People Power Presence App is a free smartphone app that turns old smartphones into wireless web cameras.	10/23/13	\$1.7	Undisclosed	Undisclosed
Tiggly	Private	Tiggly is the creator of toddler-friendly toys designed to interact with tablet learning apps.	10/23/13	\$0.5	Seed	Kae Capital, Private Angels
Appsee	Private	Appsee is a visual in-app analytics platform that enables customers to measure, understand and improve user experience on mobile apps.	10/22/13	\$1.0	Seed	Giza Venture Capital, Moshe Lichtman
Boxer	Private	Boxer is the developer of a next generation mobile inbox for emails.	10/21/13	\$3.0	Seed	Sutter Hill Ventures, Sam Pullara

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

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout November 1-30, 2013.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Spark Mobile	Private	Spark Mobile is a San Francisco-based mobile messaging start-up company.	10/21/13	\$2.0	Undisclosed	General Catalyst Partners, Thayer Ventures
AppLift	Private	AppLift is a mobile games marketing platform.	10/18/13	\$7.0	Series B	Prime Ventures, Roel Hoop
Alminder	Private	Alminder is an intelligent mobile calendar app for the iPhone that acts like a virtual assistant.	10/17/13	\$1.5	Seed	Tugboat Ventures
URX	Private	URX is building the buy button between apps. It will enable advertisers to showcase the products they sell, not just their apps.	10/17/13	\$3.1	Seed	First Round Capital, Maverick Capital, Google Ventures, SV Angel, Betaworks, Greylock Capital, CyberAgent Ventures, Fuel, Plug and Play Ventures
Fields	Private	Fields is an online grocer where people can buy grocery on the web and mobile.	10/17/13	\$5.0	Undisclosed	ClearVu Partners
Breathometer	Private	Breathometer is a company that produces a tiny smartphone-based breathalyzer.	10/17/13	\$2.0	Seed	Structure Capital, Lori Greiner, Daymond John, Kevin O'Leary, Robert Herjavec, Dillon Capital, Mark Cuban
Depop	Private	Depop is a mobile shopping app for buying and selling in-demand items.	10/17/13	\$1.0	Seed	Red Circle Investment, Luca Marzotto
Mobiquity	Private	Mobiquity is a strategy-led, implementation-driven Mobile Computing professional services firm focused on architecting, developing and deploying custom mobile solutions for the Global 2000.	10/16/13	\$1.6	Undisclosed	Undisclosed
mParticle	Private	mParticle is a mobile data technology company based in New York.	10/16/13	\$3.0	Seed	Bowery Capital, Google Ventures, Greylock Partners
SkyGiraffe	Private	SkyGiraffe is an enterprise mobile app company to increase workforce productivity.	10/16/13	Undisclosed	Seed	Microsoft Ventures, Rahul Sood
StarMobile	Private	StarMobile is an enterprise mobile app company based in Atlanta.	10/16/13	\$2.5	Series A	US Venture Partners, GRA Venture Fund, Atlanta Technology Angels
MapBox	Private	MapBox is a full-service cloud-based map platform for sharing interactive maps on the web and mobile.	10/16/13	\$10.0	Series A	Foundry Group
Kii	Private	Kii Corporation provides a mobile platform to help mobile app developers monetize and grow their business.	10/16/13	\$7.3	Undisclosed	Fenix Venture Capital
FlockTAG	Private	FlockTAG provides a mobile loyalty system for quick service restaurants which creates a cross promotional platform with customized deals.	10/14/13	\$1.3	Series A	Undisclosed
Cinarra Systems	Private	Cinarra is a technology startup that created analytics technologies and mediation platforms in mobile.	10/11/13	\$4.5	Series A	Almaz Capital Partners, Geoffrey Baehr, Cisco
Greenwave	Private	Greenwave is the builder of "Home2Cloud" platform that connects all the different connected devices at home and manages them in one dashboard.	10/10/13	\$19.0	Series B	Westly Group, Craton Equity Partners
LiquidM	Private	LiquidM is a stealth ad tech company that provides a mobile ad management platform for ad firms.	10/10/13	\$5.0	Series A	Blumberg Capital, Earlybird Venture Capital, Asset Management Ventures
Level	Private	Level provides real-time money meter on the web and mobile to calculate total income, recurring bills, and recommended savings for each month.	10/10/13	\$5.0	Undisclosed	Kleiner Perkins Caufield & Byers, Sandy Weill, Reed Hundt, Blake Grossman
Zumigo	Private	Zumigo is the developer of a location-based apps and services that spans into messaging, location and marketing technologies.	10/10/13	\$3.4	Undisclosed	Undisclosed
TranscribeMe	Private	TranscribeMe offers an Android and iOS app that turns audio recordings into text.	10/10/13	\$1.4	Undisclosed	Undisclosed
Inmobly	Private	Inmobly is the creator of PAUL (Predictive, Automated User-Centric Loading) technology which identifies relevant multimedia content and preloads it to smartphones or tablets using available WiFi.	10/9/13	\$0.9	Undisclosed	Undisclosed

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Refresh	Private	Refresh is a mobile app that provides an instant dossier for the next meeting.	10/9/13	\$10.0	Series A	Charles River Ventures, Foundation Capital, Redpoint Ventures
Scan	Private	Scan is an app developer that connects the real world with the digital universe in fun and innovative ways.	10/9/13	Undisclosed	Series A	Entrée Capital, AngellList
Divide	Private	Divide is the creator of Divide Platform which combines cloud-based management with device level technology that ensures enterprise security and control without compromising personal freedom and privacy.	10/8/13	\$12.0	Series B	Google Ventures, Comcast Ventures, Globespan Capital Partners, Harmony Partners, Qualcomm
Shelfbucks	Private	Shelfbucks is a mobile retail app.	10/8/13	\$0.5	Seed	Brett Hurt, Carl Shepard, Joshua Baer
Shyp	Private	Shyp is a shipping service in which the only thing users have to do is take a photo of the items and enter a destination. Once that is done, a Shyp driver will come pick up the package.	10/8/13	\$2.1	Seed	Sherpa Ventures, XG Ventures, Homebrew
Basis	Private	Basis is the developer of a smartwatch sensor which collects data on heart rate, steps taken and caloric intake.	10/8/13	\$11.8	Series B	Intel Capital, iNovia Capital, Dolby Family Trust, Stanford University, Peninsula-KCG, Norwest Venture Partners, Mayfield Fund, DCM
Swirl	Private	Swirl is an in-store mobile marketing platform provider that helps retailers leverage the power of mobile to attract and influence consumers.	10/8/13	\$8.0	Series B	Hearst Ventures, SoftBank Capital, Longworth Venture Partners
Elevate Digital	Private	Elevate Digital is an interactive digital and software company.	10/7/13	\$1.5	Series A	Partners Path Investments
TabbedOut	Private	TabbedOut provides mobile application that allows users to purchase food and drinks at restaurants and bars.	10/4/13	\$7.8	Series B	New Enterprise Associates, Heartland Payment Systems, Morgan Creek Capital Management
Quixey	Private	Quixey is a functional search engine for apps.	10/3/13	\$50.0	Series C	Alibaba, GGV Capital, Innovation Endeavors, Translink Capital, Atlantic Bridge, WI Harper Group, US Venture Partners
Telogis	Private	Telogis provides a comprehensive cloud-based location intelligence platform for companies that require dynamic routing, real-time work order management, navigation, telematics and mobile integration services for their mobile workforces.	10/2/13	\$93.0	Series A	Kleiner Perkins Caufield & Byers
CardFlight	Private	CardFlight helps developers take credit card transactions within their own apps.	10/2/13	\$1.6	Seed	ff Venture Capital, Great Oaks Venture Capital, Plug & Play Ventures, Entrepreneurs Roundtable Accelerator, Apostolos Apostolakis Payment Ventures
Leaf	Private	Leaf is the developer of a mobile point-of-sales (POS) solutions. It manufactures customized tablet POS systems for brick and mortar businesses.	10/1/13	\$20.0	Undisclosed	Heartland Payment Systems
Wrike	Private	Wrike is a San Francisco-based provider of social project management and collaboration software accessible online and on mobile that helps co-located and distributed teams get things done in real-time.	10/1/13	\$10.0	Series A	Bain Capital Ventures
Cover	Private	Cover is the developer of a mobile payment app that lets users enjoy meals without having to wait for the check.	10/1/13	\$1.5	Seed	OATV, Lerer Ventures, Red Swan Ventures, Naval Ravikant, John McDonald, James Altucher, Venmo Andrew Cortina
Algolia	Private	Algolia Search as a Service helps developers make their apps or websites smarter with an outstanding search experience.	10/1/13	\$1.5	Seed	Index Ventures, Alven Capital, Point Nine Capital
LevelUp	Private	LevelUp is a mobile payment network company.	9/30/13	\$10.0*	Undisclosed	Undisclosed
Snaps!	Private	Snaps! is the creator of the app that invites users to create and share virtual, branded images.	9/30/13	\$2.3	Seed	Steve Kantor, Ben Barokas, Michael Kassan, Mike Kaatz, Jonathan Carson, Leo Hindery Jr., Bill Lohse, Jay MacDonald, David Dolgen, Adam Quinton

* Note: LevelUp still seeking \$2,500,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Swiftype	Private	Swiftype is the builder of a search engine for next generation web and mobile sites.	9/30/13	\$7.5	Series A	New Enterprise Associates
Qstream	Private	Qstream brings learning to everyone in the mobile generation using pedagogy developed at Harvard.	9/27/13	\$2.9	Series A	Frontline Ventures, Shay Garvey, Launchpad Venture Group
Shopular	Private	Shopular is a coupon app that helps users have all the coupons everytime users go shopping.	9/27/13	\$6.4	Series A	Sequoia Capital, Timothy Lee
MyHero Limited	Private	MyHero Limited is the developer of TradeHero, a mobile stock market simulation app.	9/27/13	\$10.0	Series A	Kleiner Perkins Caufield Byers China fund, IPV Capital
Bonfyre	Private	Bonfyre is a free mobile app that allows users to message, share photos and moments with close friends in private.	9/26/13	\$1.7	Seed	Undisclosed
Burner	Private	Burner is an iOS app and service that enables users to obtain temporary, disposable numbers for voice and SMS communication.	9/26/13	\$2.0	Seed	Founder Collective, Venrock, David Frankel, Marissa Campise, 500 Startups, TenOneTen Ventures, David Cohen
Frankly	Private	Frankly is a texting app that allows users to text freely and anonymously. It deletes messages immediately after friends read them so each conversation starts off as a clean slate.	9/26/13	\$6.0	Series A	SK Planet
LeadPages	Private	Leadpages creates mobile responsive landing pages for companies.	9/26/13	\$5.0	Series A	Foundry Group, Arthur Ventures
JumpCam	Private	JumpCam is the creator of a mobile app that helps users create collaborative videos for family and friends.	9/26/13	\$2.7	Series A	Trinity Ventures, Google Ventures
DropThought	Private	DropThought is the creator of Insta-Connect apps which allow customers to tell DropThought about their experience and solicit feedback wherever the user goes.	9/26/13	\$2.5	Undisclosed	Xseed 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.	9/25/13	\$10.0	Series C	Bessemer Venture Partners, Byron Deeter, Floodgate, Michael Maples, Bullpen Capital
Medlert	Private	Medlert is an emergency response medical app that provides 24/7 monitoring, location tracking and automatic contacts to family & friends for medical emergencies.	9/24/13	\$0.2	Seed	Undisclosed
MokiMobility	Private	MokiMobility provides security, pci compliance, management, and monitoring on mobile devices used with purposed applications.	9/24/13	\$7.1*	Undisclosed	Undisclosed
Zoom	Private	Zoom Video Communications offers cloud video conferencing. Zoom's unified meeting experience offers mobile-screen sharing that works across multiple platforms.	9/24/13	\$6.5	Series B	Facebook, Horizon Ventures Hong Kong, Patrick Soon-Shiong, Jerry Yang
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.	9/24/13	\$1.0	Seed	TriStar Technology Ventures, Harry R. Jacobson
Moxtra	Private	Moxtra is a mobile content collaboration platform. Using shared binders users can organize digital content, personalize it and collaborate.	9/24/13	\$10.0	Series A	Cisco, KDDI, Innovation Works (China), Barry Sternlicht
CloudMine	Private	CloudMine is the developer of a platform that eliminates the need for mobile app developers to build custom backend solutions for their mobile apps.	9/23/13	\$2.0	Seed	RockThePost
Estimate	Private	Estimate is a tech start-up building a sensor-based analytics and engagement platform mostly in the retail industry. Its main product is Estimate Beacons which broadcasts tiny radio signals from locations like product shelves to smartphones showing coupons or maps of the store.	9/23/13	\$1.0	Seed	WeFunder
iGenApps	Private	iGenApps allows users to create mobile apps programming in a matter of seconds.	9/23/13	\$0.3	Seed	RockThePost
Watchsend	Private	Watchsend records video of users interacting with apps.	9/23/13	\$0.3	Seed	WeFunder

* Note: MokiMobility still seeking \$886,214 in funding.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
Flipboard	Private	Flipboard is the creator of an app that pulls media from users' favorite sources and packages it into a customized easy-to-digest digital magazine.	9/23/13	\$50.0	Series C	Rizvi Traverse Management, Goldman Sachs, Insight Venture Partners, Dustin Moskovitz, Ashton Kutcher, The Chernin Group, Jack Dorsey
Addy	Private	Addy is the developer of a custom app that lets users create and share custom links that show users' physical location.	9/23/13	\$0.3	Seed	First Round Capital
Branding Brand	Private	Branding Brand powers mobile commerce sites and apps for the world's leading retailers.	9/20/13	\$9.5	Series B	Insight Venture Partners, Ryan Hinkle, CrunchFund, Lead Edge Capital, eBay
Cyanogen	Private	Cyanogen is the developer of CyanogenMod: a customized, aftermarket firmware distribution for several Android devices.	9/19/13	\$7.0	Seed	Benchmark Capital
Snapguide	Private	Snapguide is a developer of mobile apps that include voice recognition capabilities.	9/19/13	\$3.0	Undisclosed	Atlas Venture, Jeffrey Fagnan, Index Ventures, Michael Volpi, SV Angel, CrunchFund, Slow Ventures
Visage Mobile	Private	Visage Mobile is a provider of enterprise mobility management solutions that helps organizations gain visibility and control over their full inventory of smart phones, cell phones, tablets and other workforce mobility solutions.	9/19/13	Undisclosed	Undisclosed	Concur, John Torrey
Nuiku	Private	Nuiku is the developer of the Nuiku app, which is a virtual assistant for sales.	9/18/13	\$1.6	Seed	Kae Capital, Mark Britton, Barry Padgett, Brent Frei, Vikram Chalana, Brian Roberts, Bruce Eastman, Clay Young, Willy Walker
Illumio	Private	Illumio is a stealth security startup that is working on protecting apps no matter what operating system they are on.	9/18/13	\$34.0	Series B	General Catalyst
Okta	Private	Okta is an enterprise-grade identity management service, built from the ground up in the cloud and designed to address the challenges of a cloud, mobile and interconnected business world.	9/18/13	\$27.0	Series D	Sequoia Capital, Greylock Partners, Khosla Ventures, Andreessen Horowitz
App Annie	Private	App Annie is an industry leader in app store analytics and market intelligence for the global app economy.	9/18/13	\$15.0	Series C	Sequoia Capital, IDG Capital Partners, Greycroft Partners, e.ventures, Infinity Venture Partners
AppThwack	Private	AppThwack is a company that builds automation tools and services in areas involving complex interactions between devices. It allows testing of apps on hundreds of devices on the iOS, Android and webapps.	9/17/13	Undisclosed	Undisclosed	In-Q-Tel
PubNub	Private	PubNub is a cloud-hosted messaging service for building real-time web and mobile apps.	9/17/13	\$11.0	Series B	Scale Venture Partners, Relay Ventures, TIE Angels
Fitnet	Private	Fitnet is a virtual network studio that provides video workouts all available on mobile devices.	9/17/13	Undisclosed	Undisclosed	CIT Gap Funds, The Center for Innovative Technology
StrikeAd	Private	StrikeAd is a mobile demand side platform, a single point where agencies and advertisers can plan, execute and evaluate all their mobile advertising.	9/17/13	\$7.0	Series A	Karlin Ventures, DFJ Esprit, SoftTech VC, Canyon Creek Capital, Siemer Ventures, Scentan Ventures, Kreos Capital
The Daily Hundred	Private	The Daily Hundred is a web and mobile loyalty platform developer.	9/16/13	\$0.5	Series A	Francis Wisniewski
Pushpage	Private	Pushpage provides web and mobile service that lets users learn about people around the world via interviews/questions and highly visual responses.	9/16/13	\$1.7	Seed	Rose Park Advisors, Bob Pittman, Scott Sperling, Lance Kalish, Ido Leffler, John Kim, Howard Volk, Meridian Growth Capital, Irving Azoff
ActionX	Private	ActionX is a mobile commerce company that help drive customer acquisition and mobile retargeting for multi-screen retailers, subscription services and shopping apps.	9/16/13	\$5.0	Series A	Softbank Capital, Verizon Ventures, Lerer Ventures, AOL Ventures, Golden Venture Partners
MobileIron	Private	MobileIron is a mobile data security and device management company for enterprises.	9/15/13	\$47.5	Series F	Foundation Capital, Institutional Venture Partners, Norwest Venture Partners, Sequoia Capital, Storm Ventures

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Together Mobile	Private	Together Mobile is the developer of the first Mobile Activity Platform (MAP). It is a cloud software solution that enables marketing and commerce professionals to build, launch and measure real-world activities for consumers.	9/13/13	\$5.2*	Undisclosed	Undisclosed
AdTheorent	Private	AdTheorent is a real-time bidding-enabled mobile ad network.	9/12/13	\$4.0	Series A	Verizon Ventures, Omni Capital Group, Mogility Capital, Scott Russo
Class Messenger	Private	Class Messenger is a private messaging service to keep teachers, parents and students in sync.	9/12/13	\$1.0	Seed	Scholastic, Dick Robinson
Pinnatta	Private	Pinnatta is a sole gift product app of gipht.me Inc. which provides services for mobile devices and social media.	9/12/13	\$1.5	Series A	Odyssey Venture Partners, PJ Tech Catalyst
Wipit	Private	Wipit empowers cash-preferred consumers by providing apps for financial services on the mobile phone or prepaid card.	9/12/13	Undisclosed	Series A	Core Innovation Capital, Arjan Schutte
MobileRQ	Private	MobileRQ helps travel suppliers and their partners automatically send smart, relevant content to their mobile audience.	9/11/13	\$0.8	Seed	Verizon Ventures, Mark Smith
Lisnr	Private	Lisnr is a mobile app developer that helps users access to exclusive content created by their favorite artists just by listening to their music.	9/10/13	\$0.3	Undisclosed	CincyTech
Driveway Software	Private	Driveway Software is a leading provider of smartphone-based telematics for the usage-based auto insurance market.	9/6/13	Undisclosed	Series A	IMI VC, Altair VC, Igor Ryabenkiy, Kernel Capital, Peter Wolken
moTwin	Private	moTwin is a provider of real-time context-aware mobile middleware platform for high-performance applications with out-of-the-box connectors to back-ends.	9/5/13	\$2.7	Series B	Seventure Partners, Sigma Gestion, Naxicap Partners
Set.fm	Private	Set.fm is a free app provider for musicians to instantly capture, promote and sell recordings of their live performances.	9/5/13	\$1.2	Seed	Golden Venture Partners
Fishbrain	Private	Fishbrain is a social network startup that lets sport fishing enthusiasts share their fishing experiences with friends on the web and mobile.	9/5/13	\$0.2	Seed	Almi Invest, Matthias Miksche, Rikard Steiber, Hans Lindroth, Henrik Torstensson, Mathias Ackermann
HotelTonight	Private	HotelTonight is a first hotel booking application that is made for mobile from the ground up.	9/5/13	\$45.0	Series D	Coatue Management, GGV Capital, Battery Ventures, Accel Partners, US Venture Partners, First Round Capital
Whisper	Private	Whisper lets users share secrets via its mobile apps. Its users can add text to images and post it anonymously on the site. Users can upload their own photos or find one within the app.	9/5/13	\$21.0	Series B	Sequoia Capital, Lightspeed Venture Partners, Trinity Ventures
AdYapper	Private	AdYapper tracks display and mobile ads and provides real-time analytics on the number of ad impressions.	9/5/13	\$1.2	Seed	Techstars, KGC Capital, Rugged Ventures, David Cohen
ZappRx	Private	ZappRx is a prescription management system that allows providers, patients and pharmacists to interact and communicate. Providers can now write e-prescriptions through ZappRx and patients will instantly receive the prescription on their smartphone.	9/5/13	\$1.0	Seed	Atlas Ventures
Typeform	Private	Typeform lets users create and participate in surveys and polls in an interface that's tailored to touchscreens.	9/5/13	\$0.7	Seed	Point Nine Capital, RTAventures
AppMesh	Private	AppMesh is a developer of the next generation business platform for mobile devices.	9/4/13	\$3.0	Series A	InterWest Partners, Opus Capital, TDF Ventures
Check	Private	Check is a mobile payments company.	9/4/13	\$24.0	Series C	Menlo Ventures, Douglas Carlisle, Morgenthaler Ventures, Rebecca Lynn, Pitango Venture Capital, Eitan Bek
LittleCast	Private	LittleCast is the developer of LittleCast platform which allows content creators to connect with viewers and form a transactional relationship with them. The company uses social networking sites like Facebook and has mobile apps to allow viewers to watch videos.	9/4/13	\$2.0	Seed	Dolby Trust, Intrepid Capital, Manatt Digital Media, Arden Road Investments, Seven Lions Group

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Swiftkey	Private	Swiftkey is the producer of an Android keyboard which helps by learning from its users and help users predict and correct text input.	9/4/13	\$17.5	Series B	Index Ventures, Octopus, Jon Craton, Nick Hynes, Carl Uminski, Cambridge Capital Group
Aisle411	Private	Aisle411 provides searchable store maps for retailers. Consumers can now find the items they are looking for on their phones.	9/4/13	\$6.3	Series A	Cultivation Capital, Plug & Play Ventures, St. Louis Arch Angels, Springfield Investments, Billiken Angels
Drivewise.ly	Private	Drivewise.ly is the developer of a driving app that collects driving habits to offer users tips and help that will improve gas mileage.	9/2/13	\$1.3	Series A	Undisclosed
Meet.com	Private	Meet.com is the developer of a mobile app that helps users make new friends and reconnect with old ones.	9/2/13	\$0.4	Seed	Undisclosed

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Financing Transactions

DEBT FINANCINGS

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
TasteSpace	Private	TasteSpace creates mobile websites for businesses so all information is accessible to consumers whether they're online or on the go.	11/26/13	\$0.8*	Debt	500 Mexico City
Wire Labs	Private	Wire Labs is developing an unspecified technology in the mobile market space.	11/25/13	\$1.4*	Debt	Undisclosed
Clip	Private	Clip helps businesses and consumers to make transactions by turning their mobile device into a card terminal.	11/18/13	\$1.7	Debt	Alta Ventures Mexico
Appia	Private	Appia is an open app marketplace and white label storefront platform, supporting all operating systems and handsets.	11/14/13	\$5.0	Debt	North Atlantic Capital
Lumate	Private	Lumate is a technology company serving the needs of the mobile advertising supply chain by supplying data rich audience targeting capabilities to advertisers and networks.	11/2/13	\$0.5	Debt	Missouri Technology Corporation
Wire Labs	Private	Wire Labs is developing an unspecified technology in the mobile market space.	10/22/13	\$0.7*	Debt	Undisclosed
LISNR	Private	LISNR helps users connect with musicians on mobile devices by unlocking exclusive contents created by musicians.	10/21/13	\$1.0*	Debt	Undisclosed
Clinkle	Private	Clinkle helps modernize the way people transact, by creating a next generation payment platform that will change the way people pay for things.	10/16/13	\$0.5	Debt	Undisclosed
Centri Technology	Private	Centri Technology develops a broad suite of solutions that make it possible for mobile phones to download files, access the Internet and send emails at speeds three times as fast as the current standard. The company's approach is based on advanced data acceleration technologies.	10/14/13	\$1.6*	Debt	Undisclosed
Ping4	Private	Ping4 is a new mobile messaging platform that pushes real-time alerts and rich content to your smartphone based on your location preferences or proximity to your favorite stores.	10/3/13	\$2.5*	Debt	Undisclosed
Skura	Private	Skura Corporation provides multi-platform solutions in CRM.	10/2/13	\$3.0	Debt	BEST Funds
Avocado	Private	Avocado helps users stay connected with their partners even when they are out and about.	9/26/13	\$0.9*	Debt	Undisclosed
Jawbone	Private	Jawbone designs and sells mobile audio products likewireless headsets.	9/12/13	\$93.0	Debt	Silver Lake, Fortress Investment Group, JPMorgan Chase Bank, Wells Fargo & Co.
Clinkle	Private	Clinkle helps modernize the way people transact, by creating a next generation payment platform that will change the way people pay for things.	9/6/13	\$25.0*	Debt	Undisclosed

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

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

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

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

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

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

* Note: Avocado still seeking \$50,000 in funding.

* Note: Clinkle still seeking \$2,100,000 in funding.

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S-1 Filings

S-1 FILINGS: FILED

Company	Date Filed	Description
Globoforce Ltd.	11/8/13	Globoforce is a cloud-based, social recognition software solution that organizations use to engage their employees worldwide to create alignment with values and advance company goals and cultures. It uses a web and mobile-friendly interface to engage users.
Sungy Mobile Ltd.	10/22/13	Sungy Mobile Ltd. Is an international company based in China which operates one global business, GO series apps and two domestic businesses: 3G Portal and 3G Book.
Mavenir Systems Inc.*	10/4/13	Mavenir Systems provides telecommunications software and solutions to wireless carriers.
Twitter	10/3/13	Twitter is an online social networking and microblogging service that enables users to send and read "tweets" on multiple devices, which are text messages limited to 140 characters.
Overtch Corp.	9/19/13	Overtch Corp. plans to develop and sell mobile games for the Apple and Android platforms.

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

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout November 1-30, 2013.

Mobile Marketing Association

About Mobile Marketing Association

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

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

Executive Contacts

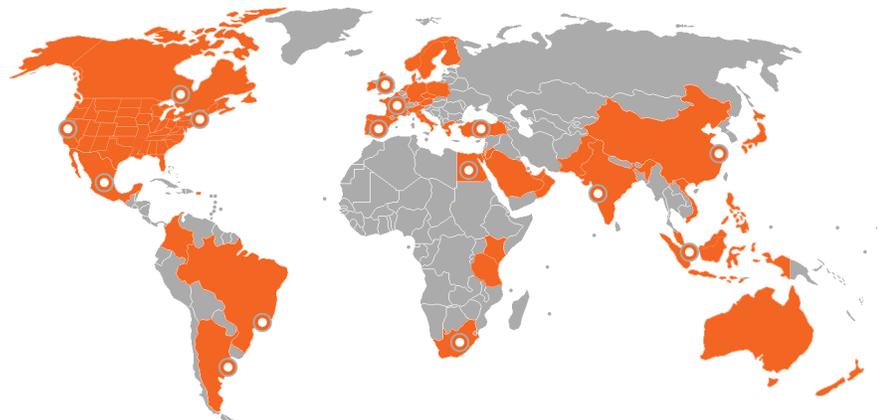
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Hidden River

About Hidden River

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

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

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

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

Executive Contacts

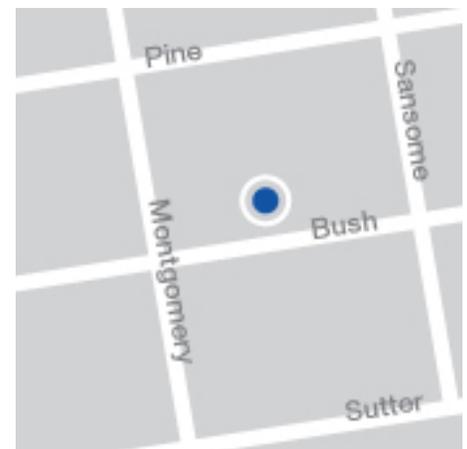
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STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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