



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
NOVEMBER 2015

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Accelerating Transformation in 2016

We recently reviewed what had been achieved in our first full calendar year since re-positioning the MMA with our marketer first mission in mid 2014 and unsurprisingly, it's a lot. Whilst it's good to recognize and appreciate what's been delivered to our members and the industry at large, for me, the list below represents the size of the transformation that's taking place. These programs, events and resources represent the size of the industry demand for the support and guidance needed to be successful with this new channel.

The MMA is expecting that need to continue, unabated, for many years to come and I'm pleased to say that we're expecting to deliver against a renewed and even more impactful agenda in 2016 as we continue to accelerate the transformation of marketing through mobile.

The following are just some of the highlights from the Global MMA team in 2015:

- EIGHTEEN Events around the world, educating and connecting thousands of marketers, publishers, agency and technology enablers
- FOUR SMOX Study Roadshows
- New team members added in Spain, Turkey, India, Mexico, Argentina, Brazil and North America
- NINETY FIVE in person presentations of SMOX Study Insights to leading agencies and marketers globally
- FORTY FIVE Webinars
- TEN new brand leaders added to MMA Board of Directors (NA & Global)
- FOUR Location White Papers
- FOUR Mobile Native Advertising White Papers
- EIGHT country/ regional Smarties Trends Reports
- New Local Councils in Australia & India
- SEVENTEEN HUNDRED+ entries to Smarties Awards

This is the last issue of Mobile Smart Fundamentals for 2015. We look forward to delivering more insights in 2016 and supporting your success with mobile.

Happy holidays!

Best,

Greg Stuart

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Bob Bowen	Head of Music, Amazon Studios Division, Amazon	President of Music, Relativity Media	Amazon.com, Inc. (AMZN), is a leading global Internet company and one of the most trafficked Internet retail destinations worldwide.	11/20/15
Karla Horwitz	Chief Financial Officer, 8Stem	Chief Financial Officer, PlayFab, Inc. & Spare5 (current)	8Stem is a revolutionary, interactive audio format that allows any listener to remix music like a professional DJ or sound engineer.	11/20/15
Annette Jacobs	President, Pacific Northwest Region, Sprint	Managing Director, Seattle, Newport Board Group	Sprint, is an American telecommunications holding company that provides wireless services and is a major global Internet carrier.	11/20/15
LeeAnn Miller	Area Vice President, CenturyLink	Field Sales Director-Northwest Region, CenturyLink	CenturyLink, Inc., is an American worldwide communications company headquartered in Monroe, Louisiana. It provides communications and data services to residential, business, governmental and wholesale customers in 36 states.	11/20/15
Bob Stutz	Chief Analytics Officer, Salesforce	Vice President, Dynamics CRM, Microsoft	Salesforce.com is an enterprise cloud computing company that provides business software on a subscription basis.	11/17/15
Jujhar Singh	Vice President, Dynamics CRM, Microsoft	General Manager, Microsoft Dynamics CRM, Microsoft	Microsoft is a veteran software company, best known for its Microsoft Windows operating system and the Microsoft Office suite of productivity software.	11/17/15
John Koetsier	Mobile Economist, Tune	Columnist, VentureBeat (current)	TUNE is an Enterprise Platform for Mobile Marketing.	11/17/15
Sean O'Connor	Chief Revenue Officer, C-STATS	Global Director of Customer Training & Area Director of Sales, Intuitive Surgical	Seattle-based C-SATS, Inc. is a venture-backed healthcare technology company on a mission to empower the nation's 16 million healthcare workers and institutions to assess and improve their performance continuously, accurately and objectively.	11/17/15
Ruben Ortega	Chief Technology Officer, Allen Institute for Artificial Intelligence	Chief Technology Officer, A9 (Amazon)	The Allen Institute for Artificial Intelligence (AI2) aims to construct AI systems in order to support AI research and engineering.	11/10/15
Sameer Kazi	Chief Executive Officer, Simply Measured	Senior Vice President of Global Services and Support, ExactTarget	Simply Measured is a Seattle-based social media analytics startup.	10/30/15
D.Wayne Poole	Chief Revenue Officer, Simply Measured	Senior Vice President of Global Operations, ExactTarget	Simply Measured is a Seattle-based social media analytics startup.	10/30/15
Kristin Smith	Chief Operations Officer, Dolly	Chief Executive Officer, Code Fellows	Dolly is a company that has been coined the "Uber of deliveries."	10/26/15
Misia Tramp	Customer Experience Vice President, Metia Group	EVP Insights & Innovation Practice, Tahzoo	Metia Group offers marketing solutions.	10/26/15
Liz High	Customer Experience Vice President, Metia Group	Tahzoo	Metia Group offers marketing solutions.	10/26/15
Charlie Morss	Vice President Engineering, Apptentive	Chief Technical Officer, Zomato	Apptentive creates in-app feedback tools, enabling developers to easily engage customers for positive ratings, feedback and customer research.	10/16/15
Shalendra Chhabra	General Manager, pro.com	Director of Marketing, Indix	Pro.com's mission is to simplify home services—especially the up-front research before a project even starts.	10/16/15
Eric Dahlberg	Chief Revenue Officer, Avvo	General Manager, US Specialist Sales & Service, Microsoft	Avvo.com is an online legal services marketplace.	10/8/15
Loc Vuu	Director of Technology, Fell Swoop	Director of Technology, HTC	Fell Swoop creates digital products & communications that are useful, usable, and creatively inspired.	10/8/15
Carrie Shelton	Director of Business Development, Fell Swoop	Sales Director, Radius	Fell Swoop creates digital products & communications that are useful, usable, and creatively inspired.	10/8/15
Chris Handley	Vice President of Product Management & Analytics, INRIX	Group Head of Analytics, Vodafone	INRIX offers real-time traffic information solutions that help develop traffic data and traffic speed for freeways, highways and arterials.	9/23/15
Arielle Zuckerman	Associate Partner, Kleiner Perkins Caufield & Byers	Product Manager, Humin	Kleiner Perkins Caufield & Byers (KPCB) is a well known Silicon Valley venture capital firm, due in large part to their past success. They were early investors in many significant companies, including Amazon, AOL, Compaq, Electronic Arts, Google, Intuit, Macromedia, Netscape, Segway, and Sun Microsystems.	9/23/15

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Girish Lakshman	President, Fulfillment, Sears	Vice President, Worldwide Strategy and Technology, Amazon	Sears is an American multinational department store chain headquartered in Hoffman Estates, Illinois, in Greater Chicago.	9/23/15
Mayur Kamat	Vice President, Whitepages	Product Manager - Google Hangouts, Google	Whitepages is a provider of identity information for people and businesses, and a developer of mobile apps and business services.	9/23/15
DJ Schwend	Board of Advisors, Broadside Digital	Interaction Designer, Tableau Software (Current)	Broadside Digital is a boutique mobile app developer near Seattle, Washington.	9/23/15
Bradley Schick	Board of Advisors, Broadside Digital	Chief Technical Officer & Vice President of Engineering, Skytap	Broadside Digital is a boutique mobile app developer near Seattle, Washington.	9/23/15
Mark Newton	Vice President of Engineering, Novinium	W.L. Gore & Associates	Novinium brings together the industry's most experienced cable rejuvenation specialists.	9/23/15
Jim Souders	Chief Operating Officer, Adaptiva	General Manager & Vice President of Sales, Dorado Software	Adaptiva provides systems management software solutions such as hierarchy simplification, client health assurance, and PC power management.	9/23/15
Dan Rawson	Head of Customer Logistics & Supply Chain Ecosystems, Flipkart	General Manager, North America Fulfillment, Amazon	Flipkart is an online shopping destination for electronics, books, music and movies.	9/21/15
Ravi Byakod	Director of Engineering & Accounting, Flipkart	Head of Engineering, Google for Work Technology and Solutions, Google	Flipkart is an online shopping destination for electronics, books, music and movies.	9/21/15
Anand Lakshminarayanan	Head of Product Management for Digital Goods and Services, Flipkart	Group Program Manager, Microsoft	Flipkart is an online shopping destination for electronics, books, music and movies.	9/21/15
Dawn Airey	Chief Executive Officer, Getty Images	Senior Vice President EMEA, Yahoo!	Getty Images provides stock photos and imagery collections for advertising and graphic design as well as print and online publishing.	9/20/15
Jonathan Klein	Chairman, Getty Images	Chief Executive Officer, Getty Images	Getty Images provides stock photos and imagery collections for advertising and graphic design as well as print and online publishing.	9/20/15
Gary Nafus	Chief Revenue Officer, Marchex	Managing Director, Americas, Kenshoo	Marchex is a mobile advertising company providing a software suite for businesses that depend on consumer phone calls to drive sales.	9/17/15
Matt Muilenburg	Senior Vice President, Customer Evangelist, Marchex	Vice President, Global OEM Solutions, CDK Global	Marchex is a mobile advertising company providing a software suite for businesses that depend on consumer phone calls to drive sales.	9/17/15

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 12/1/15	Stock Price 11/1/15	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
Indexes		Russel 3000	1,245.85	1,229.52	1.3%	1,275.89	1,113.13				
		S&P 500	2,102.63	2,079.36	1.1%	2,134.72	1,867.01				
		NASDAQ Composite	5,156.31	5,053.75	2.0%	5,231.94	4,292.14				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 92.55	\$ 88.66	-4.4%	\$ 92.66	\$ 68.98	\$46,100	\$44,400	\$4,350	10.2X
Alcatel-Lucent	ALU	NYSE	4.02	4.03	-0.2%	4.96	3.06	11,250	11,290	16,530	0.7X
America Movil	AMX	NYSE	16.57	17.81	-7.0%	23.67	15.60	54,860	91,060	63,255	1.4X
Apple Inc.	AAPL	NASDAQ	117.34	119.50	-1.8%	134.54	92.00	654,210	676,690	224,337	3.0X
AT&T	T	NYSE	33.77	33.51	0.8%	30.97	36.45	207,750	331,280	132,987	2.5X
Barti Airtel	BHARTIARTL.BO	BSE	4.84	5.33	-9.2%	6.78	4.73	19,331	31,469	14,888	2.1X
CenturyLink	CTL	NYSE	27.03	28.21	-4.2%	40.87	24.11	14,840	34,900	17,944	1.9X
China Mobile	CHL	NYSE	58.81	60.31	-2.5%	75.52	55.01	240,830	170,010	100,500	1.7X
Fiserv, Inc.	FISV	NASDAQ	97.20	96.51	0.7%	97.76	68.05	22,210	26,140	5,152	5.1X
Google	GOOG	NASDAQ	767.04	710.81	7.9%	768.95	486.23	527,510	465,100	69,611	6.7X
LG	034220.KS	KRX	21.56	18.95	13.8%	32.08	17.67	7,718	9,270	24,682	0.4X
Microsoft	MSFT	NASDAQ	52.22	52.64	-0.8%	55.23	39.72	441,090	380,590	93,580	4.1X
Motorola Solutions	MSI	NYSE	72.05	69.97	3.0%	72.97	56.40	12,720	14,910	5,850	2.5X
Nippon Telegraph & Telephone Corp.	NTT	NYSE	37.92	36.73	3.2%	30.40	25.07	79,560	107,520	92,980	1.2X
Nokia	NOK	NYSE	7.41	7.42	-0.1%	8.37	5.71	26,860	22,350	15,140	1.5X
Omnicom	OMC	NYSE	75.00	74.92	0.1%	80.98	64.12	18,170	21,370	15,220	1.4X
Publicis Groupe	PUB.PA	Paris	65.16	65.03	0.2%	83.99	58.81	13,561	16,406	8,928	1.8X
Samsung	005930.KS	KRX	1,121.12	1,202.13	-6.7%	1,302.23	890.86	166,953	115,890	168,884	0.7X
Sprint	S	NYSE	3.63	4.73	-23.3%	6.33	3.10	16,070	47,100	33,770	1.4X
Telefonica Brasil S.A.	VIV	NYSE	9.49	10.36	-8.4%	20.54	8.66	16,030	17,220	9,200	1.9X
Telefonica S.A.	TEF	NYSE	12.30	13.17	-6.6%	16.40	11.66	60,130	118,280	60,330	2.0X
Telenor	TELNF	OTC	17.43	20.22	-13.8%	24.67	16.50	26,140	32,480	14,100	2.3X
Vodafone Group	VOD	NASDAQ	33.47	32.97	1.5%	39.46	30.58	88,790	135,470	65,470	2.1X
WPP Group	WPPGY	NASDAQ	116.26	112.06	3.7%	123.33	98.85	30,100	35,200	18,450	1.9X
Yahoo!	YHOO	NASDAQ	33.71	35.62	-5.4%	51.68	27.20	31,830	27,170	4,870	5.6X
					Average			113,385	119,343	51,240	2.6X
					Median			30,100	35,200	18,450	1.9X
Mid-Cap (\$2B - \$10B)											
BlackBerry	BBRY	NASDAQ	\$ 7.86	\$ 7.29	7.8%	\$ 12.63	\$ 5.96	\$4,120	\$2,420	\$3,030	0.8X
Gemalto	GTOFF	OTC	60.89	68.15	-10.7%	94.00	60.89	5,360	5,880	3,170	1.9X
Interpublic Group of Companies	IPG	NYSE	23.34	22.93	1.8%	23.63	18.16	9,480	10,880	7,600	1.4X
Pandora Media Inc.	P	NYSE	14.32	11.51	24.4%	22.60	11.38	2,460	2,090	1,024	2.0X
Telecom Argentina S.A.	TEO	NYSE	17.18	19.51	-11.9%	26.39	13.36	3,330	3,530	3,870	0.9X
TIM	TSU	NYSE	10.01	11.11	-9.9%	26.54	9.30	4,850	5,820	4,740	1.2X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	9.65	9.91	-2.6%	16.68	8.56	8,490	8,350	5,220	1.6X
ZTE	0763.HK	Hong Kong	2.26	2.42	-6.6%	3.21	1.60	9,324	9,436	1,694	5.6X
Zynga	ZNGA	NASDAQ	2.60	2.37	9.7%	3.13	2.20	2,430	1,360	752	1.8X
					Average			5,538	5,530	3,456	1.9X
					Median			4,850	5,820	3,170	1.6X

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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		S&P 500	2,102.63	2,079.36	1.1%	2,134.72	1,867.01				
		NASDAQ Composite	5,156.31	5,053.75	2.0%	5,231.94	4,292.14				
Small-Cap (< \$2B)											
Axiom Corporation	ACXM	NASDAQ	\$ 22.83	\$ 22.12	-3.2%	\$ 23.42	\$ 15.78	\$1,780	\$1,810	\$1,030	1.8X
Bango	BGO.L	LSE	137.53	148.46	-7.4%	132.50	111.23	72	7,591	9	NA
Blue Calypso Inc	BCYP	OTC	2.30	2.95	-22.0%	10.00	1.70	13	10	1	14.5X
Boingo wireless	WIFI	NASDAQ	6.51	7.73	-15.8%	10.42	5.91	242	255	128	2.0X
Cincinnati Bell	CBB	NYSE	3.79	3.77	0.5%	4.16	2.85	195	2,150	1,290	1.7X
Digimarc Corporation	DMRC	NASDAQ	33.97	22.46	51.2%	49.25	20.90	287	244	25	9.9X
Glu Mobile	GLUU	NASDAQ	3.21	4.12	-22.1%	7.03	3.01	421	239	263	0.9X
Internetq Plc	INTQ	LSE	199.91	282.93	-29.3%	560.66	143.25	81	8,853	223	39.8X
Oi (Formerly Telemar)	OIBR	NYSE	0.43	0.59	-26.9%	4.90	0.40	301	12,120	7,210	1.7X
Marchex	MCHX	NASDAQ	4.36	4.32	0.9%	5.32	3.51	182	73	159	0.5X
MDC Partners	MDCA	NASDAQ	22.00	20.78	5.9%	28.65	16.15	1,120	1,930	1,290	1.5X
MEDL Mobile	MEDL	OTC BB	0.12	0.09	33.3%	0.26	0.04	6	7	3	2.6X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	0.49	0.50	-2.0%	1.49	0.35	14	12	4	3.1X
Neustar, Inc.	NSR	NYSE	25.07	27.19	-7.8%	32.66	20.32	1,330	1,750	1,000	1.8X
Opera Software ASA	OPERA.OL	Oslo	6.42	6.26	2.5%	105.00	4.98	933	914	65	14.0X
Single Touch Systems Inc.	SITO	OTC BB	2.41	3.59	-32.9%	6.15	1.50	42	49	14	3.4X
Smith Micro Software Inc	SMSI	NASDAQ	0.79	0.66	19.7%	1.85	0.64	35	24	40	0.6X
Tanla Solutions Limited	TANLA.NS	NSE	0.66	0.51	29.0%	0.67	0.21	67	62	46	1.4X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	4.92	4.09	20.3%	4.92	2.79	308	393	357	1.1X
Unwired Planet	UPIP	NASDAQ	0.97	0.85	14.1%	1.50	0.54	109	63	10	6.3X
Voltari Corporation (Formerly Motricity)	VLTC	NASDAQ	6.42	6.00	7.0%	21.75	0.63	58	55	10	5.5X
					Average			362	1,838	627	5.7X
					Median			182	244	65	1.9X

NOTES:

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(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)
11/30/2015	Perk.com	Corona Labs	Corona Labs is a venture-backed mobile software company based in Palo Alto, CA, and founded by two Adobe veterans who previously led the Flash Lite engineering team.	\$2.3
11/30/2015	Mobify	Donde	Dónde (formerly Brandtree) offers mobile product & store locators for brands and chains looking to increase local retail sales and gain real-time marketing insights.	
11/27/2015	China Mobile	CM TieTong (Telecom Unit)	CM TieTong is China Mobile's, China's largest wireless carrier, sister company.	\$4,990.0
11/25/2015	Apple	Faceshift	Faceshift is a visual effects firm.	
11/24/2015	Mad Mobile	KidoZen	KidoZen enterprise mobile platform as a service focus on providing the foundation for the mobile-first enterprise by enabling cloud and on-premise backend to enterprise mobile apps and a sophisticated and secure management experience through an enterprise application store.	
11/18/2015	Gravity4	Pixels	Pixels is a Hong Kong based online advertising company.	
11/11/2015	Group M	Yonder Media	Yonder Media is a mobile marketing specialist.	
11/10/2015	Blue Coat Systems	Elastica	Elastic Enterprise is now about flexibility in how employees are enabled to use most efficient cloud services and mobile, to stay agile and competitive. Security is often the deterrent to such flexibility. Elastica solves the cloud security problem to enable your Elastic Enterprise.	\$280.0
11/10/2015	Helios	Telkom Kenya*	Telkom Kenya is a mobile operator.	
11/09/2015	Anoto Group AB	LiveScribe	LiveScribe has developed a new low-cost mobile computing platform that enhances productivity, learning, communication and self expression for anyone that uses pen and paper. The Pulse smartpen revolutionizes the act of writing by recording and linking audio to handwriting, so users never miss a word.	
11/09/2015	Microsoft	Secure Islands	Secure Islands is an Israeli company that focuses on protecting companies' data.	
11/05/2015	Microsoft	Mobile Data Labs	Mobile Data Labs is the developer of MileIQ, an app used by mobile professionals to track mileage.	
11/04/2015	Software Paradigms International Group LLC.	BestFit Mobile Corp.	BestFit Mobile is an Austin-base tech consulting firm.	
11/03/2015	Activision Blizzard	King	King is the maker of Candy Crush.	\$5,900.0
11/02/2015	Quality Systems	HealthFusion	HealthFusion is the maker of MediTouch mobile EHR for small practices.	\$165.0
11/02/2015	Intellectsoft	Mobile Roadie	Mobile Roadie is a mobile app development and marketing platform.	
10/29/2015	Porch	Fountain	Fountain is a mobile advice marketplace.	
10/21/2015	Xamarin	RoboVM	RoboVM lets users create beautiful native apps for iOS & Android, sharing code between platforms.	

*Note: Helios acquired France Telecom's (Orange) 70% stake at Telkom Kenya.

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M&A Transactions

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Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
10/19/2015	Unbound Commerce	Apptive	Unbound Commerce is the #1 mobile commerce provider among mid-market retailers.	
10/15/2015	VMWare	Boxer	Boxer is building the next generation mobile inbox.	
10/13/2015	RetailNext	Pikato	Pikato is a cloud-based retail software firm.	
10/07/2015	Lakana	Kixer	Kixer is a native mobile advertising technology company that helps connect web and app publishers through its premium advertising exchange.	
10/05/2015	Evolving Systems Inc.	Sixth Sense Media	Sixth Sense Media is a provider of real-time analytics and marketing solutions to global wireless carriers.	
10/02/2015	Workday	MediaCore	MediaCore features a killer video viewing experience, and offers a stunning interface for browsing video collections on both desktop and mobile devices.	
10/01/2015	Google	Jibe Mobile	Jibe is a Cloud Communications Company for handset manufacturers, mobile operators, and other communication networks, provides an open end-to-end technology platform, enabling innovative IP communication services to mobile consumers globally.	
09/30/2015	Demco	Boopsie	Boopsie is a mobile platform for libraries.	
09/28/2015	Digital Guardian	Armor5	Armor5 is a cloud-based provider of zero touch, secure cloud access for all devices.	
09/22/2015	Perk.com	AppRedeem	AppRedeem is a mobile application-based promotion and advertising platform.	\$3.3
09/22/2015	Velocity	Cover	Cover provides mobile payment solutions to restaurants.	
09/17/2015	Altice	Cablevision	Cablevision is a U.S. cable television provider.	\$17,700.0
09/16/2015	News Corp	Unruly	Unruly is the ad tech company that gets videos watched, tracked and shared across the Open Web.	
09/15/2015	Flexera Software	Secunia	Secunia is a company specializing in software vulnerability management.	
09/10/2015	Livespace	YoFloor	YoFloor is a mobile platform that offers a "virtual trial room" for home design decisions.	
09/08/2015	Taptica	AreaOne	Taptica is a leader in Cross-Channel Mobile Advertising Technology.	
09/08/2015	Xinhua Mobile Limited	GINSMS Inc.	GINSMS operates a cloud-based A2P messaging service that allows the termination of SMS to mobile subscribers of more than 200 mobile operators globally.	
09/08/2015	Media General	Meredith	Meredith Corporation, a media and marketing company, engages in book publishing, television broadcasting and integrated marketing.	\$2,400.0
09/08/2015	Cheetah Mobile	QuickPic	QuickPic is a gallery app.	

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M&A Transactions

TRANSACTION DATA

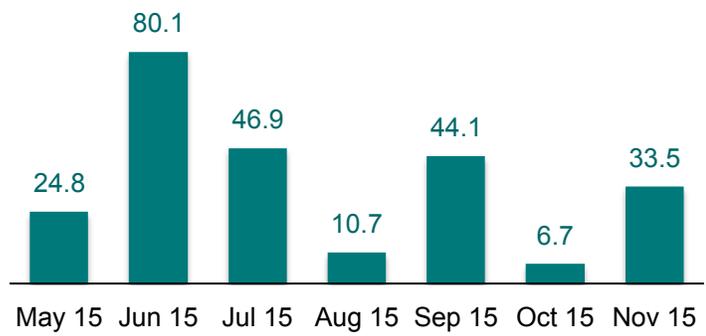
Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
09/04/2015	Urban FT Group	Wipit	Wipit is empowering cash-preferred consumers. Whether it's from the convenience of a mobile phone or a prepaid card, we are creating innovative new ways to use cash for financial services and load funds at thousands of locations nationwide.	
09/04/2015	BlackBerry	Good Technology	Good Technology is a mobile security company.	\$425.0
09/03/2015	AOL	Millennial Media	Millennial Media is a mobile ad tech company.	\$238.0
09/02/2015	Salesforce	Akta	Akta is a tech-consulting and design firm.	

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

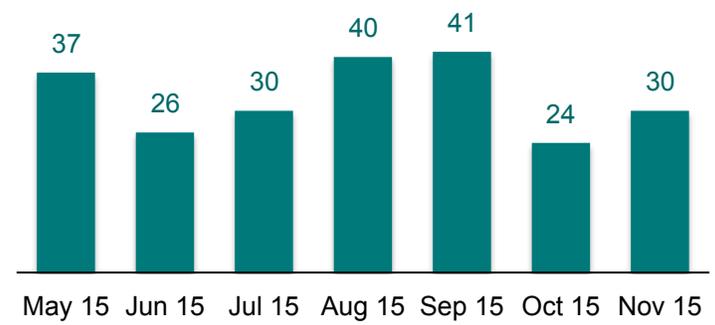
*Data collected in this issue of Mobile Smart Fundamentals was collected throughout November 1-30, 2015.

Financing Transactions Overview

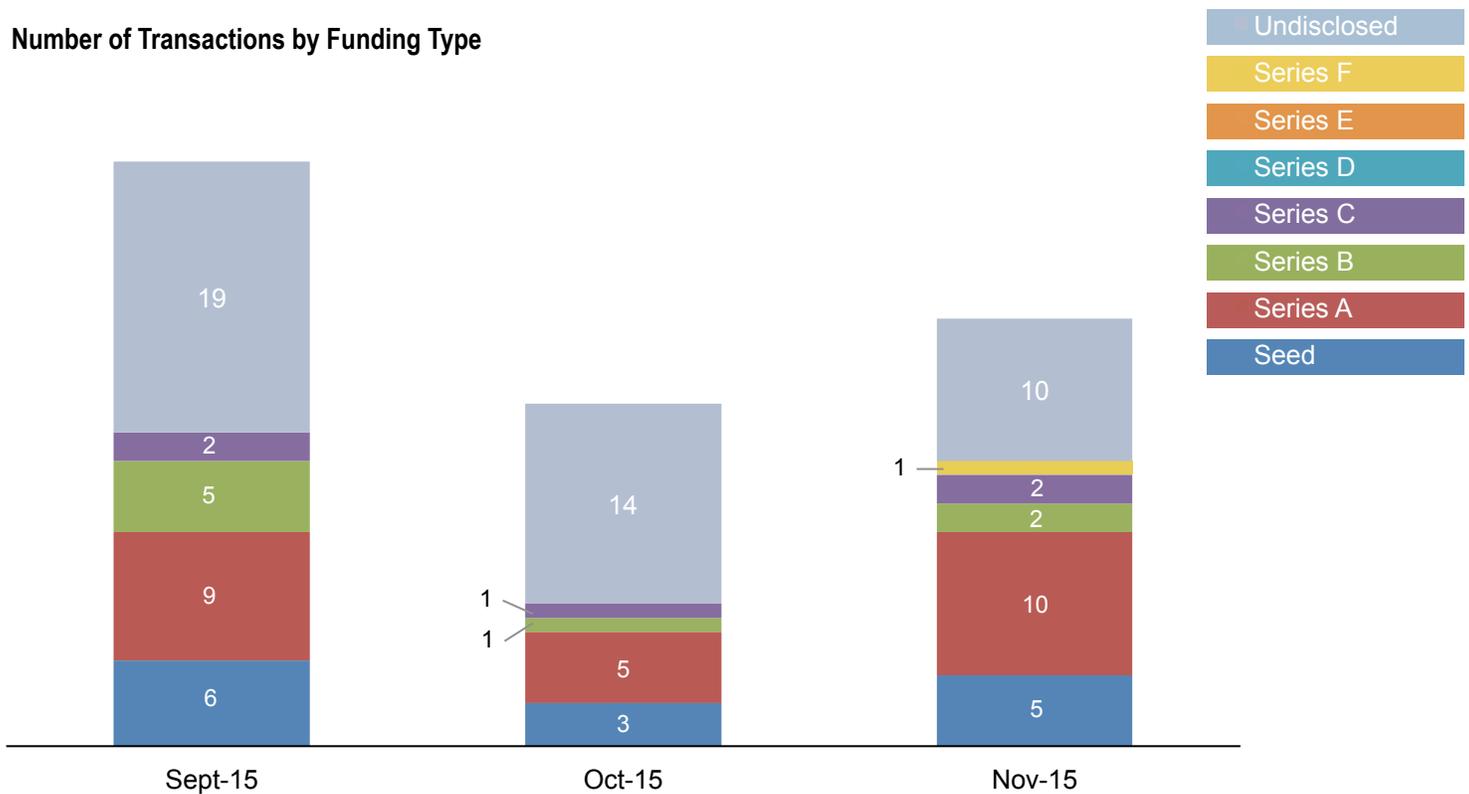
Average Value of Transactions (\$MM)



Number of Transactions



Number of Transactions by Funding Type



Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
AlayaCare	Private	AlayaCare provides intuitive software patients can engage in their own care, Nurses and PSWs can be truly mobile and efficient and Care Coordinators can manage both their patients and staff with ease.	11/30/15	\$3.6	Undisclosed	Maple Leaf Partners
Early Salary	Private	EarlySalary.com is a new FinTech start-up in Pune. We are promising to create ripples in the way lending will happen in the country.	11/30/15	\$1.5	Seed	Ashok Agarwal
Grofers	Private	Grofers is a local e-commerce mobile platform that is transforming the shopping experience of consumers like you, by connecting them to local stores	11/27/15	\$120.0	Series C	SoftBank Ventures Korea
Clarisite	Private	Clarisite answers the what, how and why of web and mobile customer behavior. This enables organizations to maximize conversions, streamline support, and increase customer satisfaction – without raising overhead.	11/25/15	\$5.5	Series A	Lazarus Israel Opportunities Fund
Klipboard	Private	Klipboard simplifies task scheduling, location mapping, messaging, viewing and capturing data using mobile workflows.	11/24/15	\$0.9	Seed	Undisclosed
SchoolMint	Private	SchoolMint is an enrollment and communications platform for K-12 public, private and charter Schools enabling all the manual admissions and enrollment processes as well as communications with parents on mobile/online - saving them tens of thousands of dollars.	11/24/15	\$6.2*	Series A	Undisclosed
HealthCrowd	Private	HealthCrowd engages, motivates and drives improved self-care. Their product suite encompasses outreach, self-monitoring of health status, and transition to home, all via the mobile phone.	11/23/15	\$2.3	Seed	37 Angels, Band of Angels, Berkeley Angel Network, Startup Capital Ventures, Healthy Ventures, Herlitz Capital
Airbnb	Private	Airbnb is a community marketplace for people to list, discover, and book unique accommodations around the world — online or from a mobile phone.	11/20/15	\$100.0	Undisclosed	Undisclosed
SaltDNA	Private	SaltDNA is the first company to provide a solution for encrypted communications between mobile devices with full, centralized control for the enterprise. We enable private voice and text conversations between executives, customers and partners using the highest grade open-source encryption protocols.	11/20/15	\$3.0	Undisclosed	Accomplish
Tubi TV	Private	Tubi TV is the largest and fastest-growing -- free and legal -- video app on Connected TV devices, Mobile, and the Web. With over 40,000 TV and Movie titles from our partners, including Paramount Pictures and Starz, Tubi TV has SEVEN TIMES more free content than any other Connected TV app. And it's all legal!	11/20/15	\$6.0	Series B	Cota Capital, Foundation Capital
SafeDK	Private	SafeDK offers an infrastructure solution, which improves mobile apps' security, stability and QoS, by monitoring and controlling 3rd party tools integrated in the apps.	11/19/15	\$2.3	Undisclosed	StageOne Ventures, Kaedan Capital
Huuuge	Private	Huuuge develops and publishes free-to-play games, focusing on the fast growing mobile social casino gaming market worldwide.	11/17/15	\$4.0	Series A	Korea Investment Partners
Ola	Private	Ola is India's most popular mobile application for booking your cab, changing the way you travel in your city, forever! We bring together cab drivers and customers using technology to make transportation hassle free for everyone.	11/17/15	\$500.0	Series F	Baillie Gifford, Falcon Partners, Tiger Global Management, SoftBank Ventures Korea, DST Global, Didi Kuaidi
AppDome	Private	AppDome's dynamic wrapping SaaS technology provides an essential shield that secures enterprise and consumer-facing apps from advanced cyber threats, mobile fraud, and data theft.	11/16/15	\$13.0	Series A	Menlo Ventures, OurCrowd, Draper Nexus
Bango	Private	Bango (AIM: BGO) powers payment and analytics on the mobile web, providing users with a massively smooth payment experience.	11/16/15	\$17.0	Undisclosed	Undisclosed
Cola	Private	Cola is a mobile app that lets you instantly coordinate, collaborate, and chat with friends, family and co-workers. It drastically reduces the time you'll spend making plans and keeping track of people. If you know how to text, you already know how to use Cola.	11/13/15	\$1.3	Seed	Tribeca Angels
ScrollMotion	Private	ScrollMotion makes it easy for businesses to create the same engaging mobile content, distribute it globally, and track it securely. We can help transform the way your employees work, sell and communicate in today's mobile era.	11/12/15	\$11.4	Undisclosed	Undisclosed
Perfecto Mobile	Private	Perfecto Mobile is a global leading provider of cloud-based testing, automation and monitoring solutions for mobile applications and websites, utilizing a wide selection of REAL mobile devices accessible via the web.	11/11/15	\$35.0	Undisclosed	Technology Crossover Ventures, FTV Capital, Globespan Capital Partners, Carmel Ventures, Vertex Venture Capital

*Note: SchoolMint is still seeking \$1,147,059 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
VideoAmp	Private	A video advertising platform built from the ground up to buy, optimize and measure video ads across television, mobile and desktop.	11/11/15	\$15.0	Series A	RTL Group, Anthem Venture Partners, Simon Equity Partners, Third Wave Ventures, Wavemaker Partners, ZenShin Capital Partners, Startup Capital Ventures
POPin	Private	POPin is a SaaS mobile and web solution that facilitates the CrowdSourcing of ideas that the team "votes" to the top. Selected initiatives are then CrowdSolved with specific discussions to deliver timely and innovative impact to relevant corporate objectives.	11/10/15	\$6.0	Series A	Nexus Venture Partners, Greylock Partners
Shelfbucks	Private	Shelfbucks aims to level the playing field between physical and online retail. We will revolutionize the brand to consumer channel through mobile.	11/10/15	\$6.5	Series A	Undisclosed
17 Media	Private	17 Media is a live video streaming and real-time content sharing mobile application for celebrities, entertainers, and influencers that allows users to create and share live streaming video and photos, and earn royalties for personal content shared.	11/6/15	\$10.0	Series A	Undisclosed
Hivemapper	Private	Hivemapper is a mapping and navigation tool for drone fliers to plan better, explore further, and fly safer. We are mapping the entire earth for drone fliers and making the information easily accessible for all to use and contribute to across the web, mobile, and drones.	11/6/15	\$2.9	Seed	Spark Capital, Founder Collective, GV, Harrison Metal Capital, Homebrew Ventures, Undisclosed
Sirqul	Private	Sirqul was founded by Robert Frederick, one of the original technical founders of Amazon Anywhere (Amazon's first foray into Secure Mobile Commerce) and Amazon Web Services (AWS). The Sirqul app suite includes games, utilities, social challenges and missions, and can be integrated with rewards and content from nearby venues.	11/5/15	\$5.0	Series A	Rudy Gadre, Owen Natta, Ray Chen, Tripp Blair, Xiang Gao, Rick Dalzell
WakingApp	Private	WakingApp's vision is to enable anyone with the ability to effortlessly create AR/VR content that is published within minutes and integrated with any mobile device/smart glasses.	11/5/15	\$4.3	Series C	Youzu Interactive, Inimiti VC, Globis Capital
iboss Cybersecurity	Private	iboss Cybersecurity is a leading provider of innovative APT Defense, Web Security and Mobile Security Solutions. Founded in 2003, iboss was created to provide cutting-edge security for today's complex network environments.	11/4/15	\$35.0	Series A	Goldman Sachs
Confer	Private	Confer secures laptops, servers and mobile devices against advanced persistent threats (APTs).	11/2/15	\$17.0	Series B	Foundation Capital, Matrix Partners, North Bridge Venture Partners
Recsolu	Private	Recsolu mobile recruiting apps, candidate and events management system, and interview scheduling tools provide HR teams with modern capabilities for attracting and hiring top talent.	11/2/15	\$3.0	Undisclosed	Undisclosed
Kickoff	Private	Kickoff is a mobile dating app providing service to Latin America.	10/29/15	\$1.6	Undisclosed	Monashees Capital
Cato Networks	Private	Cato Networks was founded to make network security work for the distributed, mobile and Cloud-enabled enterprise.	10/28/15	\$20.0	Series A	U.S. Venture Partners, Aspect Ventures
Zype	Private	Zype allows you to reach audiences across mobile, tablet, web or set-top boxes to provide content without limitations. Upload video for automated transcoding into multiple formats, thumbnail creation and instant serving with scalable cloud delivery.	10/28/15	\$1.6	Seed	Revel Partners, Entrepreneurs Fund, Undisclosed
Fieldwire	Private	Fieldwire is a mobile first, geo-tagged task management platform for the field. It allows teams to collaborate by recording, tracking and sharing critical information.	10/27/15	\$6.6	Undisclosed	Formation 8, Trinity Ventures, Bloomberg Beta, AngelPad
SourceClear	Private	SourceClear helps users secure open-source code from hackers by creating a real-time inventory of your open-source components. We show you where they came from, who created them, and exactly what they are doing in their applications. We detail vulnerabilities that could be used by hackers to compromise applications and customer data and provide clear guidance on fixes.	10/27/15	\$10.0	Undisclosed	Index Ventures, Storm Ventures
Gigsky	Private	GigSky is the first global mobile network designed for travelers. GigSky specializes in international data coverage to give individuals and businesses the best service, coverage, and pricing in a seamless experience.	10/23/15	\$7.1*	Undisclosed	Undisclosed
Mobvoi	Private	Mobvoi is a Chinese artificial intelligence (AI) company with independently developed technologies in Chinese language speech recognition, natural language processing and vertical mobile search.	10/21/15	Undisclosed	Undisclosed	Google Ventures
MAZ Digital	Private	MAZ Digital Inc., provider of a cloud-based digital publishing service for tablet and mobile devices.	10/19/15	\$0.8	Undisclosed	Undisclosed

*Note: Gigsky is still seeking \$8,738,615 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
Mast Mobile	Private	Mast Mobile links all work-related calls and texts are linked to a single number on your mobile phone.	10/16/15	\$7.0	Series A	FirstMark Capital, DFJ, Eniac Ventures, Harrison Metal Capital, Initialized Capital
Niantic	Private	Niantic, Inc. is a software development company best known for the augmented reality mobile game, Ingress.	10/16/15	\$30.0	Undisclosed	Nintendo, The Pokémon Company
Mobilengine	Private	Mobilengine provides a complete end to end mobility solution for your enterprise.	10/15/15	\$5.0	Series A	Valor Equity Partners
FollowAnalytics	Private	FollowAnalytics 1:1 mobile marketing automation platform makes individually-catered mobile marketing engagement easy.	10/15/15	\$10.0	Series A	Aspect Ventures, Zetta Venture Partners, Salesforce Ventures, Sapphire Ventures, Undisclosed
PubNub	Private	PubNub is a blazingly fast cloud-hosted messaging service for building real-time web and mobile apps. Hundreds of apps and thousands of developers rely on PubNub for delivering human-perceptive real-time experiences that scale to millions of users worldwide.	10/14/15	\$5.0	Series C	Sapphire Ventures, Robert Bosch Venture Capital, Sound Ventures, enVision Capital, Scale Venture Partners, Relay Ventures, TIE Angels
Mino Games	Private	Mino Games is a mobile games developer.	10/9/15	\$2.2	Undisclosed	Andreessen Horowitz, SparkLabs Global Ventures, Luminari Capital, Ace & Company
Monterosa	Private	Monterosa helps broadcasters, marketers and sports rights-holders connect traditional media with mobile. LVIS provides content creators and developers with a fast, robust platform to deploy live games, voting, competitions and sports experiences that build brands, increase loyalty and drive business objectives.	10/9/15	\$1.8	Series A	24Haymarket, Angel CoFund
Pypestream	Private	Pypestream is a messaging app purpose-built to connect organizations with their customers & employees via mobile chat.	10/9/15	\$2.0	Seed	WGI Group
CardFlight	Private	CardFlight started when we were trying to build a mobile app that would use a magnetic stripe reader to read credit card data, and we quickly realized the existing options stank.	10/8/15	\$4.2	Undisclosed	MATH Venture Partners, ff Venture Capital, Silicon Valley Bank, Great Oaks Venture Capital, Entrepreneurs Roundtable Accelerator, Plug and Play Ventures
HonkMobile	Private	HonkMobile is North America's leading provider of on-demand mobile payments for parking.	10/2/15	\$3.0	Seed	Impression Ventures
ChoreMonster	Private	ChoreMonster combines digital gaming with a Web-services facet through a suite of mobile and Web applications that allows parents and children ages 6-12 to collaborate interactively to complete household tasks. Parents assign real-life rewards for completing chores and gaining points.	10/2/15	\$0.6	Undisclosed	Undisclosed
Happn	Private	Happn is a location-based mobile dating application that enables its users to build connections based on real-time interactions. Happn helps its users to discover people they've crossed paths with.	10/2/15	\$14.0	Series B	Idinvest Partners, Alven Capital Partners, DN Capital, Raine Ventures
VOIQ	Private	VOIQ empowers thousands of individuals to earn money making calls and millions of businesses to benefit from an on-demand, mobile callforce.	10/2/15	\$0.5	Seed	Undisclosed
Lua Technologies	Private	Lua is a mobile-first enterprise communication solution that powers secure messaging, group calling, and file sharing.	9/30/15	\$1.5*	Undisclosed	Undisclosed
Revegy	Private	Revegy is leading the technology disruption in the sales effectiveness platform community.	9/30/15	\$3.0	Series A	Runa Capital
Wayin	Private	Wayin is a leading mobile and web engagement platform that enables conversations between individuals, brands, and enterprises with their fans, customers and employees.	9/30/15	\$15.4	Undisclosed	U.S. Venture Partners
Yhouse	Private	YHOUSE is China's largest mobile Internet platform high life, under the Club Shanghai Information Technology Co., Ltd., was established in May 2012, as a living experience of domestic high-end mobile community leader.	9/30/15	\$19.0	Series B	SAIF Partners, Undisclosed
lbotta	Private	lbotta develops apps that pay users for reading about products on their phone or tablet before buying them in affiliated retail stores.	9/30/15	\$40.0	Series C	James H. Clark
uBeam	Private	uBeam is a wireless power startup that transmits power over-the-air to charge electronic devices.	9/28/15	\$10.0	Undisclosed	Undisclosed

*Note: Lua Technologies still seeking \$10,004 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
MyCrowd QA	Private	MyCrowd has testers around the world with every device imaginable. Our on-demand platform lets you run mobile tests faster and cheaper than ever before. Test the long-tail of devices cheaper than you thought possible.	9/24/15	\$0.3	Seed	Undisclosed
Skillz	Private	Skillz games currently reach more than 25 million mobile gamers.	9/24/15	\$15.0	Series B	Wildcat Capital Management, the Kraft Group, Sequoia Capital, Undisclosed
Amino	Private	Amino Apps is a mobile-only platform for passionate niche communities	9/24/15	\$6.5	Series A	Venrock
Allset	Private	Allset, a new app for improving the lunchtime experience for diners and restaurants alike, comes from the makers of Settle, a successful restaurant reservation and pre-ordering mobile app in Eastern Europe.	9/23/15	\$1.5	Undisclosed	Alexandr Chernyak, Undisclosed
Expway	Private	Expway, the leading provider of LTE (Long Term Evolution) Multicast solutions.	9/23/15	\$3.3	Undisclosed	Isatis Capital
ACTV8me	Private	The ACTV8me mobile wallet platform enables advertisers to send currency (smart coupons) to a consumer's mobile device at home via television, in the car via radio, on the web, in newspapers and magazines, or while in-store making a purchase decision.	9/18/15	\$3.7*	Undisclosed	Undisclosed
Dwnld	Private	DWNLD is a mobile app platform that enables media companies, brands, and influencers to easily and affordably create beautiful, native mobile apps.	9/18/15	\$12.0	Undisclosed	Greylock Partners
Fragmob	Private	Fragmob architects, designs, and develops fast, extensive tools that enable direct selling companies to realize the benefits of a powerful direct selling mobile solution.	9/18/15	\$3.2	Undisclosed	Global Technology Fund
Tascent	Private	Tascent has 10 patents issued and multiple patents pending related to high throughput iris recognition and mobile multi-biometric platforms.	9/18/15	\$18.5	Series A	Undisclosed
Go2mobi	Private	Go2mobi is a leading provider of mobile advertising solutions to brands, agencies, and programmatic self-serve clients globally.	9/17/15	Undisclosed	Undisclosed	H.I.G. Capital
QuanticMind	Private	QuanticMind, the Platform for Smarter Advertising, is a rapidly growing software-as-a-service company. It is the performance leader in predictive advertising management software for paid search, social, display, and mobile.	9/17/15	\$10.3	Series A	Safeguard Scientifics
Agora	Private	Agora offers real-time voice and video communication solutions. The company provides building blocks to add high definition voice and video communication to any mobile or PC application through SDK and API for developers.	9/16/15	\$20.0	Series B	Morningside Group, IDG Capital Partners, GGV Capital, ShunWei
Flywheel	Private	Flywheel is developing a taxi cab application for the mobile phone.	9/16/15	\$1.0*	Undisclosed	Undisclosed
Ola	Private	Ola is India's most popular mobile application for booking your cab, changing the way you travel in your city, forever.	9/16/15	\$0.2	Undisclosed	Falcon Partners
VOIQ	Private	VOIQ empowers thousands of individuals to earn money making calls and millions of businesses to benefit from an on-demand, mobile callforce.	9/16/15	\$0.2*	Seed	Benjamin Boyer, Boris Silver, Alexander Mittal, Mike Norman, Jonathan Tarud
MoEngage	Private	MoEngage is a Marketing Automation Platform for Mobile Apps. We empower mobile apps to reach the right customer at the right time with the right message and at the right place.	9/15/15	\$4.3	Series A	Helion Venture Partners
uSens	Private	Silicon Valley-based uSens Inc. provides 3D interactive solutions for virtual reality and augmented reality. An innovative start-up, uSens is the first to offer 3D gesture recognition on mobile platforms and first to combine virtual and augmented reality.	9/15/15	\$5.5	Series A	IDG Ventures, Lebox Capital, Undisclosed
HouseCall	Private	HouseCall enables its users to find home service professionals in their locality via a marketplace connected by a mobile app.	9/14/15	\$6.0	Undisclosed	Undisclosed
Chalk Digital	Private	Chalk Digital's diverse, talented team has built the first Do It Yourself Instant Mobile Advertising Platform that enables anyone to Create, Publish and Track the results of a mobile ad campaign.	9/11/15	Undisclosed	Seed	KLab Ventures KK, Tallwave Capital
Chronicled	Private	Chronicled leverages blockchain and smart labels to create an open system of authenticity, ownership, provenance & connectivity for assets.	9/11/15	\$1.4	Undisclosed	Colbeck

*Note: ACTV8me is still seeking \$1,265,129 in funding.

*Note: Flywheel is still seeking \$24,000,001 in funding.

*Note: VOIQ is still seeking \$542,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
IgniteFeedback	Private	IgniteFeedback has elegant one question "toast" surveys that can be implemented in 5 minutes or less. They allow a business to see how they're doing in real-time with frequent reports and a scored bench-marking system which compares your performance to industry norms.	9/11/15	\$0.3	Seed	Frontier Capital
Telepathic	Private	Telepathic is redefining fiction for the Snapchat generation and believes there is a billion-dollar opportunity in bringing lean principles to the development and distribution of mass-market fiction, and in presenting stories as a mobile-first experience.	9/11/15	\$0.3*	Seed	Greylock Partners, 500 Startups, Foundation Capital
CartoDB	Private	CartoDB is a cloud based mapping, analysis and visualization engine that lets users build spatial applications for both mobile and the web.	9/10/15	\$23.0	Series B	Accel Partners, Salesforce Ventures, Earlybird Venture Capital, Kibo Ventures
Apperian	Private	Apperian is a mobile application management platform and enterprise app store for delivering apps to 100% of your targeted users.	9/9/15	\$12.4	Series C	Bessemer Venture Partners, Intel Capital, Kleiner Perkins Caufield & Byers, North Bridge Venture Partners, CommonAngels Ventures, FirstFloor Capital
Shots	Private	Shots is a mobile application that allows its users to stay connected with their friends. This application is recommended for iPhones or Android devices, and it builds a safe and positive global community for its users.	9/9/15	\$4.0	Undisclosed	DCM Ventures
Fresco	Private	Fresco is a New York startup enabling local TV stations to crowdsource videos, while helping citizen journalists get their work seen beyond their own limited social networks.	9/8/15	\$1.2	Seed	Reese Schonfeld, Ross Levinsohn, Jon Miller, Michael Jones, Laurel Touby, Fresco Capital, 1517 Fund, Social Starts
Uber	Private	Uber created a mobile application that allows users to request car service to pick them up wherever they are located.	9/7/15	\$1,200.0	Undisclosed	Baidu, Undisclosed
Wrap Media	Private	Wrap is the mobile, web based native app alternative that delivers app-like experiences in bite size pieces that get and hold attention.	9/4/15	\$12.7	Series B	Raine Ventures, Undisclosed
Letgo	Private	Letgo is a fun and unique way to shop and sell nearby second hand items.	9/3/15	\$100.0	Series A	Naspers
InVenture	Private	InVenture unleashes the potential of developing entrepreneurs to lift themselves and their communities out of poverty by leveraging mobile technology to create credit scores for unbanked individuals globally.	9/2/15	\$10.0	Series A	Data Collective, Zachary Bogue
LotusFlare	Private	LotusFlare's mission is to make mobile internet more accessible. Mobile data connectivity drives economic growth and brings vast social benefits to the world, but two-thirds of the world's population is unable to access this valuable resource.	9/2/15	\$6.0	Undisclosed	The Social+Capital Partnership
Shift	Private	Shift Payments is working to make it as easy to spend digital currencies, cryptocurrencies and loyalty points as it is to spend regular, fiat money.	9/2/15	\$50.0	Undisclosed	Goldman Sachs
Soasta	Private	SOASTA is a leader in cloud and mobile testing. Its web and mobile test automation solution, CloudTest and TouchTest enables developers, QA professionals and IT operations teams to test with unprecedented speed, scale and precision.	9/2/15	Undisclosed	Undisclosed	Accenture
Imalence	Private	Almalence is a global leader in computational imaging technologies, used in a wide range of optical systems, from high-end DSLR cameras to mobile phones.	9/1/15	Undisclosed	Undisclosed	Intel Capital
Mobcrush	Private	Mobcrush is a mobile video streaming company that enables mobile users to broadcast, watch and chat about games played and streamed in real-time.	9/1/15	\$11.0	Series A	Kleiner Perkins Caufield & Byers, Raine Ventures, First Round Capital, Lowercase Capital, Rincon Venture Partners, CrossCut Ventures, Advantix Capital

*Note: Telepathic is still seeking \$744,500 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

DEBT FUNDING

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
Opanga Networks	Private	Opanga Networks, Inc is a leading innovator of pragmatic video optimization solutions. Opanga overhauls the mobile video experience for consumers while substantially improving network utilization for wireless operators through the reclamation of surplus capacity.	11/19/15	\$2.8	Debt	Undisclosed
Qvivr	Private	Qvivr created a wallet that brings the advancements in the world of online and mobile payments to the real world, all without changing the way people are used to paying.	11/10/15	\$0.8	Debt	Undisclosed
Payfone	Private	Payfone, Inc. allows users to pay for online goods and services using mobile credit.	10/19/15	\$5.5	Debt	Undisclosed
Modo Labs	Private	Modo Labs mission is to empower organizations to build, maintain and evolve smart mobile solutions.	10/7/15	\$1.1	Debt	Undisclosed
Valencell	Private	Valencell's proprietary Healthsnets technology turns mobile devices into health and fitness devices, addressing the growing demand for seamless monitoring of physical performance, fitness, and health status.	9/11/15	\$2.6	Debt	Undisclosed
Radius Networks	Private	Radius Networks RadBeacon proximity beacons are the industry's first multi-beacons, providing concurrent support for both iBeacon™ and AltBeacon™ proximity technologies, and seamless proximity services across iOS, Android, and other emerging mobile environments.	9/10/15	\$2.1*	Debt	Undisclosed
Common Sensing	Private	Common Sensing Inc. manufactures a diabetes management product. The company offers an insulin pen cap that records a person's insulin intake information and transmits it to a mobile phone or a connected glucose meter.	9/9/15	\$0.9	Debt	Undisclosed
Omsignal	Private	OMsignal has developed a revolutionary line of bio-sensing clothing that connect seamlessly with mobile devices.	9/4/15	\$3.5*	Debt	Undisclosed
Parkifi	Private	Parkifi is making parking less of a hassle with our real time parking occupancy platform. Utilizing our sensor technology we provide real time data to parking lot operators, cities, and mobile applications to let them know where open and available parking spots are.	9/4/15	\$2.0	Debt	Undisclosed

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

*Note: Radius Networks is still seeking 915,000 in funding.

*Note: Omsignal is still seeking \$4,500,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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S-1 Filings

S-1 FILINGS: FILED

Company	Date Filed	Description
Square	10/14/15	Square operates as a mobile payment service company.
PointClickCare Corp.	9/3/15	PointClickCare Corp. is a leading provider of comprehensive cloud-based software solutions for the North American senior care industry.
SRA Companies, Inc.	7/8/15	SRA is a provider of sophisticated information technology.

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Mobile Marketing Association

About the Mobile Marketing Association (MMA)

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

The MMA's mission is **to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.** Anchoring the MMA's mission are four core pillars: to cultivate inspiration by driving the innovation for the Chief Marketing Officer; to build the mobile marketing capabilities for the marketing organizations through fostering know-how and confidence; to champion the effectiveness and impact of mobile through research providing tangible ROI measurement; and advocacy.

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

Members include: American Express, AT&T, Colgate-Palmolive, Dunkin' Brands, Facebook, Ford Motor Company, Foursquare, Google, Group M, Hewlett Packard, Hilton Worldwide, iHeartMedia, Johnson & Johnson, Kellogg Co., MasterCard, McDonalds, Mondelez International, Inc. Pandora Media, Pinterest, Procter & Gamble, Razorfish, R/GA, Starcom Worldwide, The Coca-Cola Company, The Weather Company, Unilever, Visa, VEVO, Vodafone, Walmart, xAd and many more.

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

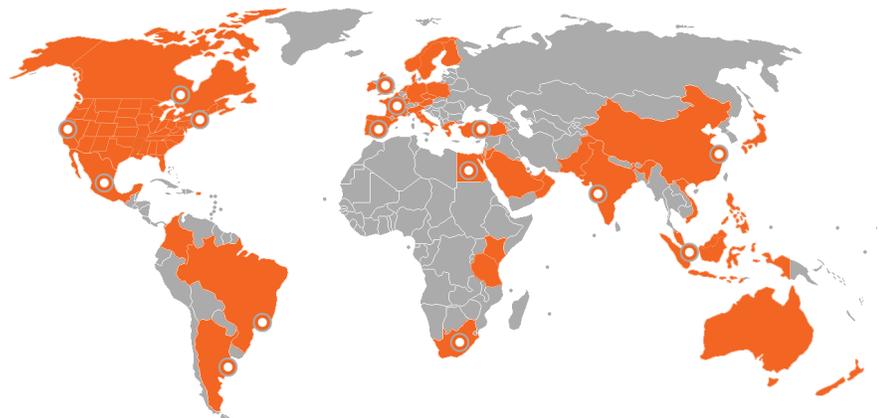
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Mobile Marketing Association

Calendar of Events

MAY 10–11, 2016

MMA Mobile Marketing Leadership Summit

(Formerly MMA Forum New York)

New York, NY, USA

www.mmaglobal.com/mobile-marketing-leadership-forum

The MMA 2016 Global Calendar of Events
is now available online.

Global Events Calendar

www.mmaglobal.com/calendar/monthly

JULY 24–26, 2016

MMA CEO & CMO Summit

Sonoma, CA, USA

www.mmaglobal.com/ceosummit2016

PREMIER GLOBAL
NON-PROFIT TRADE
ASSOCIATION

Hidden River

About Hidden River

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

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

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

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

Executive Contacts

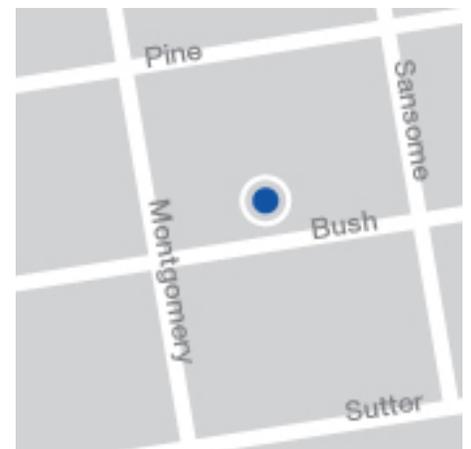
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DEDICATED
 EXCLUSIVELY TO THE
 MOBILE ECOSYSTEM

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STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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