



**MOBILE
MARKETING
ASSOCIATION**



Hidden River



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
OCTOBER 2012

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The 2012 Mobile Election

In 2008, when Obama was first elected as President, smartphones were just gaining popularity and tablets were R&D blueprints somewhere in Silicon Valley. Fast-forward to 2012, President Obama tweets on average 29 times a day and both parties have mobile apps explaining their policies.

The election is a perfect indicator of the power of mobile and how it transformed the campaign process. As reported in *VatorNews*, one in ten Americans “dual-screened” the presidential debates on their TVs and on their mobile devices. Additionally, 35% of smartphones owners used their mobile device to fact check what was being said during the debates.

Fundraising also received a technological face-lift. Obama initiated a mobile messaging campaign to encourage donations via SMS. And both Obama and Romney used Square at fundraising events for people to donate with their credit cards.

By the 2016 elections, who knows what type of advancements we will make with mobile. According to a survey conducted by Mojiva, 85% of respondents would consider using their mobile device to vote on Election Day. Imagine mobile voting in a cab or on the treadmill or while you wait for coffee in Starbucks.

The impact of mobile on the elections is not only apparent but should serve as inspiration for marketers aiming to move closer to consumers. With mobile, both Obama and Romney made a connection with constituents that was rich, dynamic and contextually relevant. Consumers expect to be engaged on their device-of-choice, so marketers, same as Presidents, must realize the opportunity to venture where the consumers are, and that is with mobile.

Move forward with mobile and transform your business.

Greg Stuart

Global CEO, MMA

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Brett Helselv	Senior Vice President of Engineering/Operations, Apptio	Senior Vice President of Engineering, EMC/Isilon Systems	Apptio is a leading independent provider of on-demand Technology Business Management (TBM) solutions for managing the business of IT.	10/30/12
Aaron Levie	Advisory Board Member, Crashlytics	Chief Executive Officer, Box (current position)	Crashlytics provides powerful, yet light weight crash reporting for iOS and Android.	10/25/12
Chris Williams	Vice President & General Manager, Big Fish Games	Vice President of Products and Strategy, PlayFirst	Big Fish Games is a game development studio and a game distribution platform for third party developers.	10/22/12
Matthew Jacobson	Vice President/Group director to Lead Design, Digitas	Head of Design, Third Man Records	Digitas, the top global integrated brand agency, builds active brands for some of the foremost companies in the world.	10/22/12
Adam Gerston	Vice President of Strategic Partnerships, GraphEffect	Manager - Preferred Marketing Developers Program, Facebook	GraphEffect is a collaboration platform for social marketers. Fortune 500 brands and agencies use the platform to coordinate their marketing initiatives and measure bottom line impact.	10/18/12
Michael Greene	Director of Research & Marketing Strategy, AudienceScience	Senior Analyst, Forrester Research	AudienceScience is a technology-centric media company focused on the science of online marketing.	10/17/12
Ed Belsheim Jr.	Senior Vice President of Corporate Development, RealNetworks	Wilson Sonsini Goodrich & Rosati	RealNetworks, Inc. (RealNetworks) is a provider of network-delivered digital media products and services.	10/16/12
Johan Boserup	Global Chief Executive Officer, GroupM Trading	Worldwide Chief Trading and Accountability Officer, Omnicom Media Group	GroupM is the world's number one media investment management operation, serving as the parent company to WPP's media agencies.	10/15/12
David Sacks	Advisory Board Member, Twist	Chief Executive Officer, Yammer (current position)	Twist accurately calculates your estimated time of arrival (ETA) by using proprietary algorithm to weed through traffic and GPS data in record time. Then the app sends your family, friends or colleagues updates on your arrival status.	10/3/12
Kristi D. Vandenberg	Senior Vice President-Chief Digital Officer, Meredith Xcelerated Marketing	Chief Executive Officer, Publicis & Hal Riney	Meredith Xcelerated Marketing is a digital and customer relationship marketing agency with the proven ability to create measurable marketing programs that are focused on building customer engagement through the use of content and innovation.	10/2/12
Dave Snyder	Executive Creative Director, Firstborn	Associate Creative Director, Firstborn	Firstborn is an independently owned digital agency.	9/24/12
Mikky Anderson	Director of Engineering, Glympse	Principal Technical Program Manager, Amazon	Glympse is a new mobile social service that allows people with GPS enabled smartphones to visually share their location on a map or satellite image.	9/21/12
Aunkur Arya	General Manager of Mobile, Braintree	Head of Partnerships (Google Wallet), Google	Braintree powers payments for innovative and high-growth mobile and online businesses.	9/21/12
Brandon Coppie	General Manager, Wrapports, LLC	Managing Editor, Groupon	Wrapports, LLC is in the business of delivering essential and customized content to print, online and mobile audiences.	9/21/12
John Legere	Chief Executive Office, T-Mobile	Chief Executive Officer, Global Crossing	T-Mobile is a mobile telephone operator headquartered in Bonn, Germany. It is a subsidiary of Deutsche Telekom. T-Mobile has 101 million subscribers making it the worlds sixth largest mobile phone service provider globally.	9/19/12
Paul Gelb	Head of Strategy, MoPub	Mobile Practice Lead, Razorfish	MoPub is a mobile monetization platform that helps publishers drive more revenue from advertising and transactions in mobile.	9/18/12
Adam Shlachter	Senior Vice President of Media, Digitas	Managing Partner, MEC	Digitas, the top global integrated brand agency, builds active brands for some of the foremost companies in the world.	9/18/12
John Flinn	Vice President of Publishing and Operations, Zumobi	Director of Monetization (MSN), Microsoft	Zumobi is a mobile media company that creates innovative applications which run on next generation smartphones and superphones.	9/13/12

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
Peter Hamilton	Chief Executive Officer, HasOffers	Chief Marketing Officer, HasOffers	HasOffers is a Seattle based company that develops performance tracking technology for online advertising campaigns. Their affiliate tracking software allows online businesses to track and manage their own affiliate programs	9/5/12
Mark Stabingas	Chief Executive Officer, Lockerz	Chief Operating Officer, Lockerz	Lockerz is a leader in rewarded social expression, striving to revolutionize the way the world discovers and consumes product and content.	8/29/12
David Kenny	Board of Directors, SessionM	Chairman and CEO, The Weather Channel (Currently Serving)	SessionM is a mobile start-up aimed at developers, publishers, and advertisers, SessionM's platform ignites deeper engagement with mobile content and advertising.	8/28/12
Kathy Savitt	Chief Marketing Officer, Yahoo	Chief Executive Officer, Lockerz	Yahoo! Inc. (Yahoo!), incorporated in 1995, is a global Internet brand. Yahoo! is focused on creating deeply personal digital experiences that keep more than half a billion people connected to what matters most to them, across devices and around the globe. Yahoo!'s unique combination of Science + Art + Scale connects advertisers to the consumers who build their businesses.	8/28/12
Melissa Walston	Vice President of Client Solutions, AudienceScience	Sr. Director, Advertiser Solutions, AudienceScience	AudienceScience is a technology-centric media company focused on the science of online marketing.	8/28/12
Jared Hand	Chief Revenue Officer, Onswipe	Vice President of Sales, Jumptap	Onswipe is a platform that provides a way for publishers of all sizes to make their content and advertising a beautiful experience on touch-enabled devices via Web browser.	8/23/12
Rich Bloom	Chief Operating Officer, Onswipe	Vice President of Video, AOL	Onswipe is a platform that provides a way for publishers of all sizes to make their content and advertising a beautiful experience on touch-enabled devices via Web browser.	8/23/12
Chris Eberle	Vice President of Strategic Accounts, AppNexus	Vice President of Revenue Strategy & Operations, Meebo, Inc.	AppNexus is one the most advanced platform for buying real-time online advertising.	8/23/12
Christianne Brooks	Group Creative Director of Consumer Brands, Mocean	Creative Director, DDB LA	The Mocean Mobile platform offers publishers, mobile ad networks and app stores a vast array of easy-to-use tools, analytics, and is integrated with most mobile rich media providers in the industry.	8/23/12
Stephen Hansen	President, BuzzMedia	President and Chief Operating Officer, TrueCar	BuzzMedia is a social media publisher operating over 40 pop culture sites.	8/22/12
Ari Bluman	Chief Digital Investment Officer, GroupM (North America)	President (North America), Real Media Group	GroupM is the world's number one media investment management operation, serving as the parent company to WPP's media agencies.	8/22/12
Bob Chiumento	General Manager of the Americas, Lenco Mobile	General Electric	Lenco Mobile Inc. is a mobile marketing solutions company.	8/22/12
Sam Der-Kazaryan	Vice President, Director of Digital and Analytics, Blitz Media	Co-Founder, epiSphere	Blitz Media develops innovative and powerful communications platforms that effectively connect people with brands.	8/21/12
Joe Quattrone	Vice President (New York), M80	Senior Account Director, M80	M80, a GroupM company, is a social-media marketing agency.	8/13/12
Solomon Masch	Mobile Sales Director, Time, Inc	Director of Mobile Advertising, Viacom Media Networks	Time Inc., a Time Warner company, is one of the largest content companies in the world. With a portfolio of 21 U.S. magazines and more than 25 U.S. Web sites, including some of the world's most popular, powerful and trusted brands, it is the largest magazine publisher in the U.S., and a leading publisher in the U.K. and Mexico.	8/9/12

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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 11/1/12	Stock Price 10/1/12	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value	Revenue (LTM)	Revenue Multiple (EV/Rev.)
(in Millions)											
Indexes		S&P 500	1,427.59	1,444.49	-1.2%	1,474.51	1,158.66				
		NASDAQ Composite	3,020.06	3,113.53	-3.0%	3,196.93	2,441.48				
		Russel 3000	843.56	851.19	-0.9%	871.25	683.85				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 34.36	\$ 32.62	5.3%	\$ 34.78	\$ 25.72	\$17,010	\$15,274	\$4,402	3.5X
Airtel	BHARTARTL.BO	BSE	5.23	5.04	3.8%	8.12	4.16	19,860	33,103	14,148	2.3X
America Movil	AMX	NYSE	1.27	1.29	-1.2%	1.42	1.16	65,896	95,740	57,313	1.7X
Apple Inc.	AAPL	NASDAQ	596.54	659.39	-9.5%	705.07	363.32	561,160	532,031	156,508	3.4X
AT&T	T	NYSE	35.09	37.75	-7.0%	38.58	27.41	199,311	261,475	114,857	2.3X
Buongiorno (Acquired by Nippon Telegraph & Telephone Corp)	NTT	NYSE	44.86	48.49	-7.5%	52.70	41.35	59,357	158,031	124,124	1.3X
CenturyLink	CTL	NYSE	38.50	39.22	-1.8%	43.43	34.14	23,972	45,276	17,438	2.6X
China Mobile	CHL	NYSE	56.39	55.51	1.6%	59.45	46.26	226,673	169,806	82,050	2.1X
Fiserv, Inc.	FISV	NASDAQ	75.39	74.10	1.7%	76.25	53.91	10,063	13,205	4,487	2.9X
Google	GOOG	NASDAQ	687.59	761.78	-9.7%	774.38	556.52	182,182	142,664	47,544	3.0X
LG	LPL	NYSE	30.30	25.51	18.8%	30.67	16.58	10,843	13,019	22,550	0.6X
Microsoft	MSFT	NASDAQ	29.52	29.49	0.1%	32.95	24.30	248,412	193,718	72,359	2.7X
Motorola Solutions	MSI	NYSE	53.32	50.62	5.3%	53.93	43.36	14,956	13,394	8,557	1.6X
Neustar, Inc.	NSR	NYSE	54.04	56.90	-5.0%	59.03	42.72	11,348	12,049	7,960	1.5X
Nokia	NOK	NYSE	2.85	2.76	3.3%	6.91	1.63	10,673	8,931	41,665	0.2X
Omnicom	OMC	NYSE	49.17	51.68	-4.9%	54.76	39.72	12,990	16,849	14,128	1.2X
Publicis Groupe	PUB.PA	Paris	54.04	56.90	-5.0%	59.03	42.72	11,348	12,049	7,960	1.5X
Samsung	005930.KS	005930.KS	1,187.46	1,211.06	-1.9%	1,257.79	794.96	174,912	171,189	157,610	1.1X
Sprint	S	NYSE	5.61	5.18	8.3%	6.04	2.10	16,832	31,807	35,062	0.9X
Telefonica S.A.	TEF	NYSE	13.28	13.45	-1.2%	20.57	9.72	60,437	152,709	82,453	1.9X
Telenor	TELNF	OTC	19.83	19.82	0.1%	19.95	14.26	30,936	35,902	17,342	2.1X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	15.06	15.23	-1.1%	15.64	10.75	13,253	11,203	5,419	2.1X
Vodafone Group	VOD	NASDAQ	27.44	28.40	-3.4%	30.07	25.63	134,947	180,791	73,223	2.5X
WPP Group	WPPGY	NASDAQ	65.71	67.93	-3.3%	71.15	47.32	16,600	21,828	16,048	1.4X
Yahoo!	YHOO	NASDAQ	16.95	15.83	7.1%	17.05	14.35	20,079	11,754	4,965	2.4X
					Average			86,162	94,152	47,607	1.9X
					Median			20,079	33,103	22,550	2.1X
Mid-Cap (\$2B - \$10B)											
Alcatel-Lucent	ALU	NYSE	\$ 1.11	\$ 1.05	5.7%	\$ 2.77	\$ 0.91	\$2,582	\$4,591	\$18,786	0.2X
Dentsu	4324:JP	TSE	23.52	25.33	-7.1%	32.48	22.33	6,543	5,467	24,522	0.2X
Gemalto	GTOFF	OTC	88.58	89.66	-1.2%	92.01	44.09	7,796	7,432	2,706	2.7X
Interpublic Group of Companies	IPG	NYSE	10.26	11.09	-7.5%	12.17	8.27	4,485	5,593	6,966	0.8X
Oi	OIBR	NYSE	4.04	4.09	-1.2%	5.90	3.47	4,844	16,104	12,111	1.3X
Research in Motion	RIMM	NASDAQ	8.70	7.84	10.9%	19.97	6.23	4,562	2,497	15,046	0.2X
TIM	TSU	NYSE	18.17	19.40	-6.3%	33.04	16.39	8,786	9,592	9,799	1.0X
VIVO S.A. (formerly Telefonica Brazil)	VIV	NYSE	19.37	19.73	-1.8%	28.32	18.48	7,390	9,085	17,703	0.5X
ZTE	000063.SZ	Shenzhen	1.36	1.78	-23.7%	3.06	1.32	3,810	7,091	14,483	0.5X
					Average			5,644	7,495	13,569	0.8X
					Median			4,844	7,091	14,483	0.5X

NOTES:

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		NASDAQ Composite	3,020.06	3,113.53	-3.0%	3,196.93	2,441.48					
		Russel 3000	843.56	851.19	-0.9%	871.25	683.85					
Small-Cap (< \$2B)												
2Ergo Group PLC	RGO	LSE	\$ 0.27	\$ 0.35	-23.3%	\$ 1.31	\$ 0.21	\$17	\$13	\$19	0.7X	
Acxiom Corporation	ACXM	NASDAQ	18.38	18.16	1.2%	18.99	10.95	1,379	1,457	1,117	1.3X	
Atrinsic, Inc	ATRN	OTC	0.01	0.01	-31.5%	1.05	0.00	0	2	33	0.1X	
Augme Mobile	AUGT	OTC BB	0.69	0.74	-6.2%	2.95	0.53	77	77	21	3.7X	
Bango	BGO	LSE	3.53	3.00	17.7%	3.61	0.63	147	144	25	5.9X	
Blue Calypso Holdings, Inc.	BCYP	OTC	0.45	0.80	-43.7%	1.10	0.40	62	63	0	N/A	
Boingo wireless	WIFI	NASDAQ	7.58	8.23	-7.9%	13.25	6.51	266	168	99	1.7X	
Cincinnati Bell	CBB	NYSE	5.08	5.75	-11.7%	5.89	2.74	1,013	3,710	1,465	2.5X	
Mobivity (Formerly CommerceTel)	MFON	OTC BB	0.39	0.38	1.3%	1.60	0.25	9	9	4	2.2X	
Digimarc Corporation	DMRC	NASDAQ	20.83	22.11	-5.8%	32.10	19.23	148	118	44	2.7X	
GFK Retail and Technology UK	GFK.DE	Xetra	45.44	45.30	0.3%	50.65	37.64	1,659	2,308	1,877	1.2X	
Glu Mobile	GLUU	NASDAQ	3.26	4.52	-27.9%	5.90	2.55	212	188	82	2.3X	
Internetq Plc	INTQ	LSE	3.36	3.67	-8.6%	4.86	1.82	116	112	78	1.4X	
Lenco Mobile	LNCM	OTC	0.10	0.16	-39.4%	0.55	0.05	8	18	9	1.9X	
Marchex	MCHX	NASDAQ	4.06	3.88	4.6%	8.82	2.99	114	81	148	0.5X	
MDC Partners	MDCA	NASDAQ	11.18	12.30	-9.1%	16.38	9.24	347	1,107	995	1.1X	
MEDL Mobile	MEDL	OTC BB	0.24	0.20	20.0%	1.15	0.14	10	9	3	3.1X	
Millennial Media	MM	NYSE	15.42	14.43	6.9%	27.90	9.00	1,208	1,084	132	8.2X	
Motricity	MOTR	NASDAQ	0.65	0.47	36.6%	1.87	0.36	30	34	100	0.3X	
Openwave (Now Unwired Planet)	UPIP	NASDAQ	1.37	1.85	-25.9%	3.19	1.32	124	40	88	0.5X	
Opera Software ASA	OPERA.OL	Oslo	5.53	6.71	-17.7%	7.75	4.32	661	599	163	3.7X	
Pandora Media Inc.	P	NYSE	8.39	10.46	-19.8%	15.89	7.32	1,417	1,335	338	3.9X	
Poynt Corporation	PYN.V	TSXV	0.02	0.03	-41.1%	0.17	0.01	8	10	2	4.9X	
Single Touch	SITO	OTC BB	0.28	0.28	-0.9%	0.42	0.15	37	39	6	6.3X	
Smith Micro Software Inc	SMSI	NASDAQ	1.38	1.61	-14.3%	2.87	0.96	50	18	44	0.4X	
SoundBite Communications	SDBT	NASDAQ	2.36	2.40	-1.7%	3.33	2.05	39	15	45	0.3X	
Tanla Solutions Limited	TANLA	NSE	0.11	0.14	-18.8%	0.21	0.09	12	-1	35	0.0X	
Telecom Argentina S.A.	TEO	NYSE	10.20	10.36	-1.5%	22.33	9.19	983	983	4,800	0.2X	
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	2.28	2.35	-3.0%	3.38	1.10	120	230	476	0.5X	
ValueClick	VCLK	NASDAQ	17.18	17.38	-1.2%	21.86	13.80	1,290	1,345	657	2.0X	
Velti	VELT	NASDAQ	7.44	8.30	-10.4%	14.65	4.99	482	476	236	2.0X	
Zynga	ZNGA	NASDAQ	2.22	2.75	-19.1%	15.91	2.10	1,299	561	1,154	0.5X	
					Average	-9.4%			417	511	447	2.1X
					Median	-8.3%			122	115	85	1.7X

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
10/31/2012	User Friendly Media	App Express	Mobile app builder for SMB's.	
10/30/2012	Virtuzone	Evolved Digital	Multimedia & software production company (mobile & web).	
10/29/2012	Softbank Corp.	Sprint Nextel Corp. (70% majority interest)	U.S. mobile carrier	\$20,100.0
10/28/2012	Yahoo!	Stamped	Mobile app focused on recommendations.	
10/24/2012	GREE	Pokelabo	Developer of social mobile games.	\$175.0
10/24/2012	Yelp	Qype	Social network based around user reviews of businesses and places.	\$50.0
10/24/2012	Telefonica Digital	Tokbox	Video conferencing platform	
10/22/2012	Gannett Co Inc	Rovion	Mobile advertising	\$3.9
10/19/2012	Paymobile Inc.	Zoompass	Provider of mobile commerce applications.	
10/17/2012	ESRI	Geoloqi	Provider of a geo-location platform.	
10/16/2012	Twitter	Cabana	Developer of mobile application software.	
10/16/2012	Tagged	Urbantag	Mobile app for discovering and sharing locations.	
10/10/2012	TeleNav	Local Merchant Services Inc (ThinkNear)	Provider of hyper-local mobile advertising services.	\$22.5
10/09/2012	Rapid7	Mobilisafe	Mobile security start-up	
10/08/2012	Twitter	Vine	Mobile video start-up	
10/05/2012	Veracode	Marvin Mobile Security	Provider of mobile security solutions.	
10/04/2012	Microsoft Corp	PhoneFactor	Provider of phone authentication services (mobile or landline).	
10/02/2012	Good Technology	AppCentral	Provider of app management.	
10/01/2012	Nexon	Gloops	Developer of mobile games.	\$468.0
09/28/2012	GINSMS	Inphosoft	Provider of mobile data services and solutions.	
09/26/2012	Cisco	ThinkSmart Technologies	Location data analysis start-up.	
09/25/2012	Mxit	Motribe	Platform for mobile social websites.	
09/24/2012	Clearlake Capital Group	Mformation Technologies (assets)	Mobile device management software provider.	
09/24/2012	Groupon	Savored	Provides high-end restaurants with online reservations.	
09/20/2012	Mediafed	Taptu	Provider of social and media technology.	
09/19/2012	aisle411	WiLocate	Geo-location company.	
09/19/2012	SingTel	Pixable	Social photo aggregator.	\$26.5
09/17/2012	Shutterfly	Penguin Digital	Mobile application developer.	
09/17/2012	GREE	App Ant Studios	Mobile application developer.	
09/17/2012	Google	Nik Software	Provider of digital photographic software, such as Snapseed.	
09/17/2012	Oracle	SelectMinds	Provider of cloud-based software.	
09/13/2012	Akamai Technologies, Inc.	FastSoft Inc.	Provider of content acceleration software.	

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
09/11/2012	General Dynamics Corp.	Open Kernel Labs Inc.	Virtualization software provider.	
09/11/2012	Yahoo! Japan	Community Factory	Social media and social application developer.	\$12.8
09/06/2012	Gannett Co Inc	Mobestream Media Inc	Developer of consumer rewards mobile software.	
09/06/2012	Performance Marketing Brands	OneReceipt Inc	Developer of mobile application software.	
09/06/2012	Nayamode	Mobile On	Mobile application developer/digital content provider.	
09/06/2012	Good Technology	Copiun, Inc.	Secure mobile collaboration company.	
09/05/2012	Acculynk Inc	PayLeap	Payment solutions provider.	
09/05/2012	HootSuite	Seismic	Provides social media management and collaboration tools.	
09/03/2012	Tesco	Mobcast Services	Online retail platform for digital books.	
08/30/2012	Accenture	NewsPage	Develops and deploys industry ready mobile applications.	
08/29/2012	WhatRunsWhere	Mobile Ad Spy	Enables ad agencies and advertisers to track competitors' campaigns.	
08/27/2012	Brightstar	LetsTalk.com	Provider of mobile device activation and e-commerce solutions.	
08/21/2012	Kony Solutions	Sky Technologies	Mobility solutions provider	
08/21/2012	Catterton Partners	ePrize	Digital promotion agency	
08/20/2012	CityGrid Media	Felix	Pay-per-call ad business.	
08/20/2012	MobileBits	Aixum	Mobile marketing, advertising and loyalty solutions.	
08/16/2012	Braintree Payment Solutions	Venmo	Social payments start-up.	\$26.2
08/16/2012	Service Management Group	Locately	Mobile location analytics.	
08/16/2012	Lumata Group	ACT750 SAS	Provider of mobile marketing services.	
08/15/2012	Utest	Apphance	Mobile application testing solution.	
08/13/2012	Twitter	Clutch.io	Builds tools for mobile application developers.	
08/10/2012	MOKO.mobi Ltd.	OfferMobi	Affiliate network focused on the mobile web.	
08/10/2012	NTT DoCoMo	Buongiorno (97% Share)	Mobile content provider.	\$267.0
08/09/2012	Boingo Wireless	Cloud Nine Media	Provides Wi-Fi sponsorship and location-based advertising.	
08/09/2012	Vringo	Nokia Patents	Portfolio of 500 patents purchased from Nokia, a Finnish multinational communications corporation.	\$31.2*
08/08/2012	Apigee	InstaOps	Mobile application analytics developer.	
08/02/2012	MoneyDesktop	MoneyReef	Mobile applications developer.	
08/02/2012	Glu Mobile	GameSpy Industries Inc	Provider of services to video game developer across a wide array of platforms.	\$2.8
08/02/2012	Saban Brands	The Playforge	Mobile games developer and publisher.	
08/02/2012	AT&T	NextWave Wireless	Develops, produces, and markets mobile multimedia and consumer electronic connectivity product solutions.	\$25.0

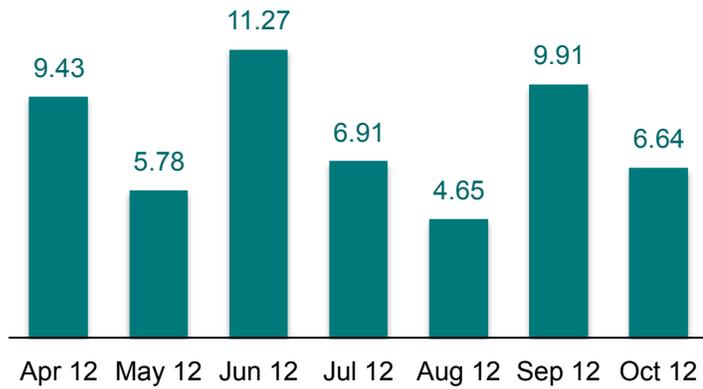
* Note: Vringo dropped \$31.2M in stock to buy 500 Nokia patents.

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout October 1-31, 2012.

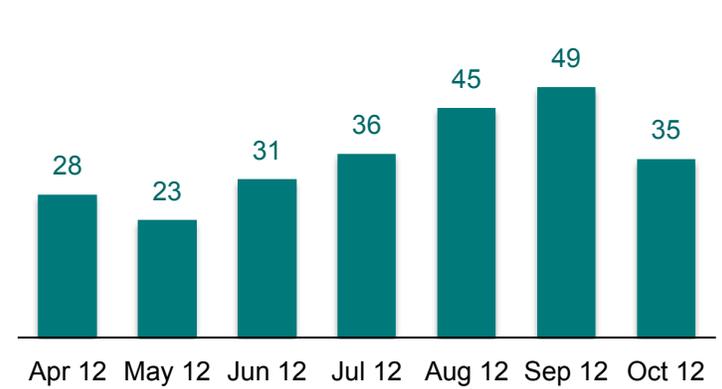
Source: Thomson Reuters, VentureDeal and Hidden River, LLC

Financing Transactions Overview

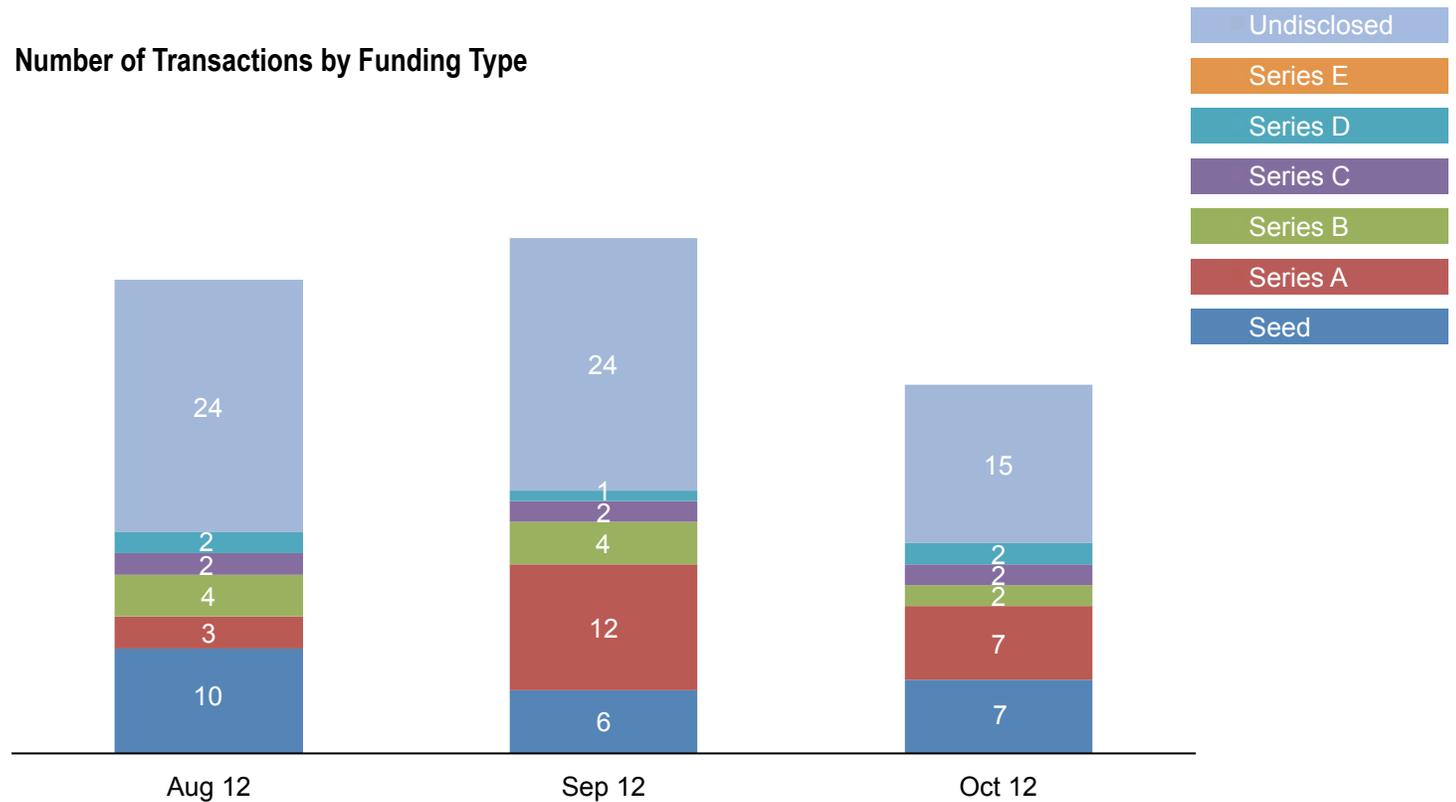
Average Value of Transactions (\$MM)



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 October 1-31, 2012.

Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
Cartavi	Private	Cartavi is a cloud-based document-sharing solution designed specifically for real estate professionals. Also available as a mobile app for Apple and Android devices.	10/31/12	Undisclosed	Series A	I2A, FireStarter Fund, OCA Ventures, New World Ventures, Gian Fulgoni, Jai Shekhawat, Michael Gamson
ItsOn, Inc	Private	ItsOn, Inc is a leader in smart mobile services.	10/30/12	\$15.5	Series B	Andreesen Horowitz, SV Angel, Jim Davidson
Aquto	Private	Aquto's mission is to change the mobile industry when it comes to how mobile broadband is bought, managed, and distributed. With the explosion of mobile broadband usage and the inability for mobile broadband providers to keep up with the demand, mobile broadband is fast becoming a precious resource.	10/29/12	\$8.0	Series A	North Bridge Venture Partners, Matrix Partners
Romotive	Private	Romotive combines smartphones with a mobile base and create robots that do awesome things (telepresence, autonomous navigation, machine vision). Because software for Romo is distributed through the Apple App Store, our users download new behaviors and personalities for their robots at the click of a button.	10/25/12	\$5.0	Undisclosed	Sequoia Capital, CrunchFund, SV Angel
InfoArmy	Private	InfoArmy provides competitive intelligence reports about companies which are viewable on the iPad.	10/24/12	\$17.3	Series B	Norwest Venture Partners, Trinity Ventures
Gigwalk	Private	Gigwalk instantly connects businesses to an on-demand, tech-savvy mobile workforce who gets paid to use their iPhone to collect, capture and report real-world data while going about their everyday activities.	10/22/12	\$6.0	Series A	August Capital, Greylock Partners, Harrison Metal Capital, SoftTech VC, Founder Collective, Omar Hamoui
Appy Couple	Private	Appy Couple lets users create an entirely unique app for their wedding, complete with design templates and color themes. Guests, members of the wedding party, relatives, etc. can then access the app in the App Store, just like any other app, and interact with the information.	10/20/12	\$1.2	Seed	John Frankel
AppsBuilder	Private	AppsBuilder is an online platform designed for Internet users to create mobile applications. Allows anyone, professionals as amateurs, to develop native apps for iPhone, iPad, Android, Windows Phone (ready to publish in the stores) and HTML5 web apps with Qr Code.	10/20/12	\$2.0	Undisclosed	Massimiliano Magrini, Mario Mariani, Vertis, Zernike Meta Ventures
Selectable Media	Private	Selectable Media specializes in creating brand-safe, premium video inventory for marketers. Selectable Media partners with content providers across PC, mobile and tablet devices to deliver user selected ads that drive key brand health metrics.	10/19/12	\$2.0	Series A	Avalon Ventures
Grokr	Private	Grokr is a company that aims to deliver information before users think to search for it. They are building a predictive info delivery app.	10/19/12	\$2.4	Undisclosed	New Enterprise Associates, U.S. Venture Partners, Triple Point, Lerer Ventures
Burner	Private	Burner is a privacy layer for your phone, providing alias phone numbers at the push of a button.	10/19/12	Undisclosed	Seed	500 Startups, David Cohen, Ted Rheingold, Scott Marlette, Robert Goldberg, Kevin Slavin, Ric Calvillo
LocalVox	Private	LocalVox is a local, social & mobile marketing platform that helps local businesses market themselves online, across a network of publishers, social media, search, mobile, email newsletters & even their own website – and is as simple to use as email.	10/18/12	\$7.4	Series A	Talus Holdings
Netbiscuits	Private	Netbiscuits is a leading cloud platform for the development and delivery of next generation web apps across all mobile and connected devices.	10/18/12	\$27.0	Undisclosed	Stripes Group, T-Venture Funds
Talkbits	Private	Talkbits is a mobile app that allows you to talk in real time.	10/18/12	\$2.0	Undisclosed	Runa Capital
Perfecto Mobile	Private	Perfecto Mobile provide cloud-based testing, automation and monitoring solutions for mobile applications and websites, utilizing a wide selection of REAL mobile devices accessible via the web.	10/17/12	\$15.0	Series C	Globespan Capital Partners, Carmel Ventures, Vertex Venture Capital, Waisbein Fund
QuickMobile	Private	QuickMobile is transforming meetings and events around the world. Whether it's increasing attendee participation, building loyalty or generating revenue, meetings professionals leverage our mobile solutions to create richer experiences.	10/17/12	\$3.3	Undisclosed	BDC Venture Capital

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
textPlus	Private	textPlus is a leading mobile communications service that lets anyone text, talk and share for free or cheaply.	10/17/12	\$18.0	Series D	The Raine Group, Kleiner Perkins Caufield & Byers, Matrix Partners, GRP Partners
BuzzMob	Private	BuzzMob is a location-based platform that brings social media communication to real-world places and events.	10/16/12	\$2.0	Undisclosed	Craig Cogut
Lettuce	Private	Lettuce is a simple order management system with a mobile sales app enabling your business to capture, track, and process orders anywhere in real time.	10/16/12	\$2.1	Seed	Crosscut Ventures, 500 Startups, Baroda Ventures, Zelkova Ventures, Double M Partners, Launchpad LA
Branding Brand	Private	Branding Brand powers mobile commerce sites and apps for the world's leading retailers.	10/15/12	\$7.5	Series A	Insight Venture Partners, CrunchFund, Eastern Advisors Private Fund
Skyfire	Private	Skyfire leverages the power of cloud computing to improve the mobile Internet experience for both Operators and Consumers.	10/11/12	\$10.0	Series D	Panorama Capital, Verizon Ventures, Matrix Partners, Trinity Ventures, Lightspeed Venture Partners
Oyster	Private	Oyster is a simple and beautiful iPhone app that gives members unlimited access to an ever-growing library of books.	10/11/12	\$3.0	Undisclosed	Founders Fund, SV Angel, Advancit Capital, Chris Dixon, Sam Altman, Founder Collective
Emailvision	Private	Emailvision is the next generation marketing analytics and automation company. Emailvision delivers innovative and unique SaaS solutions for relationship marketing via email, mobile, social and web.	10/10/12	\$30.0	Undisclosed	Izurium Capital
getTalent	Private	getTalent powers "Candidate Experience Software" – melting together cutting-edge mobile and social technologies, to build, and deeply engage with, dedicated talent communities.	10/10/12	\$2.6	Undisclosed	Krutal Desai, Ray Wallin
SWARM Mobile	Private	SWARM enables brick and mortar retailers to increase revenue through real-time shopper interaction and analytics.	10/10/12	\$1.0	Seed	Undisclosed
PublicStuff	Private	PublicStuff is an innovative CRM software company that helps you get stuff fixed! Using both mobile and web platforms, we have created a comprehensive backend CRM system that allows municipalities, facilities and universities to receive service requests from their residents and customers in real time.	10/9/12	\$5.0	Undisclosed	Undisclosed
Funambol	Private	Funambol is a leading provider of white-label personal cloud solutions for mobile operators, device manufacturers and other service providers.	10/9/12	\$5.8	Undisclosed	H.I.G. Growth Partners, Nexit Ventures, Castile Ventures
ThingWorx	Private	ThingWorx radically transforms application development for the connected world, allowing companies to achieve a step change in operational innovation and resource efficiency.	10/9/12	Undisclosed	Series C	Safeguard Scientifics
Freespee	Private	Freespee offers location-based, mobile click-to-call advertising and analytics that enable enterprises and business owners to confidently shift ad spend from the desktop to mobile.	10/9/12	\$4.3	Series A	Sunstone Capital
Leap2	Private	Leap2, LLC is an early-stage mobile application development company for iOS and Android operating systems.	10/5/12	\$0.5*	Undisclosed	Undisclosed
flayvr	Private	flayvr is a next-generation mobile gallery app that automatically organizes photos and videos from your phone, turning them into magical and interactive collections that are easily shared with others as an HTML5 experience.	10/5/12	\$0.5	Seed	Undisclosed
Azuki Systems	Private	Azuki is a leading the video delivery revolution to any screen over any network.	10/4/12	\$4.0	Undisclosed	Undisclosed
Beintoo	Private	Beintoo is a loyalty program for apps and websites.	10/3/12	\$2.0	Undisclosed	TLcom Capital Partners
VIPorbit Software	Private	VIPorbit Software International, Inc. created the Mobile Relationship Management Software category to help businesspeople build sustainable relationships, which leads to greater success.	10/1/12	\$0.2	Seed	Undisclosed
Startcapps	Private	Startcapps is a mobile application and game development company.	10/1/12	\$0.2	Seed	Undisclosed

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

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Catavolt	Private	Catavolt makes the power of cloud applications accessible to the business world. Their unique Hybrid Cloud approach uses patent pending technology to enable enterprises to gain worldwide access to their data from smart phones, widgets, tablets and desktops.	9/28/12	\$1.5	Series A	FCA Venture Partners
ChowNow	Private	ChowNow is a next-generation meal ordering platform that utilizes the latest web, mobile and social networking technologies to expand restaurant's online ordering capabilities and customer reach.	9/28/12	\$2.5*	Undisclosed	Undisclosed
Fuze Network	Private	Fuze Network is a payments technology company providing merchants and billers with radically low-cost options for their customers to find and make payments at over 17,000 banks and 100,000 retail locations nationwide.	9/27/12	\$2.5	Series A	Dana Stalder, Meyer Malka
Kamcord	Private	Kamcord allows users to unlock their mobile gaming moments. Allow users to record and share their awesome gameplays. Without having to leave your game.	9/27/12	Undisclosed	Undisclosed	XG-Ventures
Duck Duck Moose	Private	Duck Duck Moose is an award-winning creator of educational children's applications.	9/26/12	\$7.0	Series A	Sequoia Capital, Lightspeed Venture Partners, Stanford University
Wanderful Media	Private	Wanderful Media is a Silicon Valley company reinventing local discovery shopping.	9/26/12	\$22.0	Undisclosed	Cox Media Group, Gannett Co., Hearst Interactive Media, MediaNews Group, EW Scripps Company, The McClatchy Company, Undisclosed, Washington Post Company
Wedge Buster	Private	Wedge Buster is on a mission to bring sports gaming and fantasy sports to the forefront of social networks and mobile platforms.	9/26/12	\$2.2	Series A	Brees Dream Foundation, Rob Dyrdek, Park Lane
Mobiplug	Private	Mobiplug makes home convenience automation available to everyone by using a gateway, cloud intelligence, and smartphones to leverage thousands of existing products.	9/25/12	\$2.7	Series A	Foundry Group
Kiip	Private	Kiip provides mobile gaming advertising technologies.	9/25/12	Undisclosed	Series B	Digital Garage
AdMobius	Private	AdMobius created the industry's first mobile Audience Management Platform and enables publishers and advertisers to discover and target relevant audiences at scale.	9/24/12	\$5.0	Series A	Opus Capital, Storm Ventures
MoPub	Private	MoPub is rethinking mobile app monetization, enabling publishers to understand ad performance and user engagement.	9/20/12	\$12.0	Series B	JAFCO Ventures, Accel Partners, Harrison Metal Capital
Flash Valet	Private	Flash Valet, a cloud-based mobile management system for valet parking, valet parking customers enjoy the ultimate in convenience by requesting their car (including the option to pay and tip) right from their mobile phone. It's as simple as sending a text message.	9/20/12	\$1.3	Series A	Trellis Partners, Austin Ventures, G-51 Capital, 186K Ventures
Kony Solutions	Private	Kony Solutions is a mobile application platform provider that enables companies to future proof their mobile apps from the constantly shifting device marketplace and its fragmented mobile customer base.	9/20/12	\$6.0	Undisclosed	Undisclosed
Jongla	Private	Jongla is building to become a media company, following in the footsteps of Blyk. However, it will not serve as an operator but make available free messages between users through an application that is free for users.	9/20/12	\$1.6	Undisclosed	Undisclosed
GoWar	Private	GoWar is a location based social strategy game for iPhone and Android.	9/20/12	\$0.2	Undisclosed	SiamoSoci
Catchoom	Private	Catchoom is a cloud visual recognition technology provider. Their solution is designed for applications that need to search through a database of images. The query is obtained just by pointing at real world objects with the user's mobile camera.	9/19/12	\$0.8	Series A	Inveready Capital
Mobli	Private	Mobli is a real-time visual media platform made up of subject-based channels such as people, places and topics. Mobli enables users to see the world through other people's eyes!	9/19/12	\$22.0	Series B	Kenges Rakishev
Scopely	Private	Scopely develops and publishes mobile social applications.	9/19/12	\$8.5	Undisclosed	Anthem Venture Partners, The Chernin Group, Greycroft Partners, New Enterprise Associates, Red Swan Ventures, Felicis Ventures
BrightContext	Private	BrightContext provides an ultra-scalable, cloud-based platform to: Filter and perform calculations on streams of data in-flight, and Power real-time data communication in apps.	9/18/12	Undisclosed	Undisclosed	Southern Capitol Ventures
Square	Private	Square operates as a mobile payment service company that enables anyone to accept credit cards anywhere. Square offers an easy to use, free credit card reader that plugs into a phone or iPad.	9/18/12	\$200.0	Series D	Citi Ventures, Rizvi Traverse Management, Starbucks

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

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Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
MyForce	Private	MyForce provides effective personal protection in an emergency by allowing users to connect with a professional response team with one touch sent from any iPhone, Android or BlackBerry smartphone.	9/18/12	\$2.0	Undisclosed	Greenline Ventures
FieldLens	Private	FieldLens allows users to avoid mistakes before they happen. FieldLens enables everyone on a project to create, communicate and resolve issues instantly from anywhere. No training sessions, no annoying setup and no crazy pricing plans. It's just an app that solves real problems.	9/18/12	\$1.9	Seed	High Peaks Venture Partners, SoftBank Capital, Quotidian Ventures, NYC Seed, Contour Venture Partners
Venga	Private	Venga's mobile technology powers the relationship between restaurants and their guests.	9/18/12	Undisclosed	Undisclosed	Piedmont Investment Advisors
GENWI	Private	GENWI is the premier cloud based Tablet and Smartphone Publishing Platform.	9/18/12	\$2.0	Undisclosed	Elevation Partners, FLOODGATE
Keek	Private	Keek is the easiest way to share microvideo with friends, family and the world. Users can upload video status updates ("keeks") using your webcam or the Keek app for Android and iPhone.	9/18/12	\$7.0	Undisclosed	Cranson Capital Securities, Pinetree Capital, Whitecap Venture Partners
Linkable Networks	Private	Linkable Networks is the bridge between advertisers, consumers, and financial institutions, delivering to advertisers unprecedented accountability from online, mobile, email, print, TV, and radio advertising through online and in-store purchasing.	9/14/12	\$3.2*	Undisclosed	Undisclosed
SkyDox	Private	Founded in 2009, SkyDox is a cloud-enabled file sharing and collaboration platform that delivers a suite of online, mobile and desktop-based collaboration, storage and file management tools.	9/14/12	\$32.2	Undisclosed	Scottish Equity Partners, Business Growth Fund
edo Interactive	Private	edo provides an easy way to personalize offers and make them automatically available through credit or debit cards and mobile devices.	9/13/12	\$15.0	Series C	VantagePoint Capital Partners, Baird Venture Partners
Republic Project	Private	Republic Project offers a cloud-based ad platform—making it easy to scale campaigns, and helping you meet demand, change creative, or optimize performance in real time.	9/12/12	\$1.0	Series A	Google Ventures, 500 Startups, Venture51, Ludlow Ventures, Undisclosed
Gyft	Private	Gyft is a mobile gift card app that allows customers to buy, store, send, and redeem gift cards conveniently from their mobile device.	9/11/12	\$1.3	Undisclosed	Google Ventures, Founder Collective, 500 Startups
Rhythm New Media	Private	Rhythm is a company enabling ad-supported mobile media, end-to-end.	9/11/12	\$13.1*	Series C	Undisclosed
Mobile Media Info Tech Limited	Private	Mobile Media Info Tech Limited ('MMIT') is a mobile software development company that operates in the mobile banking, mobile payment, and mobile content sectors.	9/11/12	\$0.2	Seed	Undisclosed
Application Craft	Private	Application Craft makes mobile, tablet and desktop app development easy with its 100% cloud-based mobile development platform.	9/11/12	\$1.0	Seed	Freddy May, Danny Aegerter, Urs Wietisbach
Sōsh	Private	Sōsh is a personal concierge and offline activity recommendation app.	9/11/12	\$4.0	Series A	Battery Ventures
Localytics	Private	Localytics provides app analytics and app marketing for the mobile market, similar to companies such as Flurry and Adobe.	9/10/12	\$5.5	Series B	Polaris Venture Partners, New York Angels, Hub Angels Investment Group, Launchpad Ventures
Broadcast.mobi	Private	Broadcast is a mobile application that allows any social networker to create and share simultaneously multimedia content, easy, fast and on the go, to the most popular networks.	9/9/12	\$0.0	Seed	Nextperience
Dekko	Private	Dekko was founded on the belief that society is entering an amazing transition in how we experience our technology.	9/8/12	\$1.9	Undisclosed	EchoVC Partners, Bessemer Venture Partners, Venture51, Blumberg Capital, LaunchCapital, Thomvest Ventures, ENIAC Ventures, Zig Capital, Undisclosed
JustFamily	Private	JustFamily is a mobile and web application purposefully designed to help families stay close.	9/7/12	\$1.3	Seed	Undisclosed
PlaySpace	Private	Playspace is a Gaming Startup that develops social online gaming products, primarily targeted for Spain and Latam. Playspace develops multiplayer online games in three different flavors: Social games Web browser games Mobile games.	9/6/12	\$1.9	Undisclosed	PeopleFund, Faraday Ventures
Snappli	Private	Snappli is a culmination of our efforts to make mobile technology fast, secure, and economical.	9/6/12	\$1.0	Undisclosed	Greylock Partners, Index Ventures, Undisclosed

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

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

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Fingerprint	Private	Fingerprint is the first kids' learning and entertainment platform, providing sharing and engagement opportunities between kids and grown ups across mobile devices and the web.	9/6/12	Undisclosed	Undisclosed	Corus Entertainment
UserTesting.com	Private	UserTesting.com has a large panel of users who will record their screen and voice as they use a specified website. Funding received will bring their user testing to mobile apps.	9/6/12	\$3.0	Undisclosed	Kern Whelan Capital
InCrowd	Private	The InCrowd platform provides life sciences companies with real time feedback from healthcare professionals. Using InCrowd's mobile platform client's can access pre-screened doctors and medical professionals across all therapeutic areas.	9/5/12	\$2.2	Series A	Nauta Capital
Macheen	Private	Macheen Inc. enables connected device makers, retailers and solution providers to deliver products that are "hot-out-of-the-box"—shipped pre-connected to the Internet via mobile networks. Macheen's cloud-based platform supports new business models for device makers, retailers, cloud service providers and network operators alike.	9/5/12	\$10.0	Undisclosed	North Bridge Venture Partners, DFJ Mercury, GemVentures
Chalkable	Private	Chalkable is an app store for school and a platform to make those apps work.	9/4/12	\$1.3	Seed	500 Startups, Expansion Venture Capital, Great Oaks Venture Capital
Pirq	Private	Pirq, a Kirkland, WA-based free smartphone app for iPhone and Android devices that provides users with deals at nearby restaurants.	9/4/12	\$1.2	Undisclosed	Rally Capital
YaSabe	Private	YaSabe, Inc. is a local and mobile search and discovery engine for U.S. Hispanics.	9/4/12	Undisclosed	Undisclosed	CIT GAP Funds
payleven	Private	Payleven is a device that attaches to your smartphone or tablet with iOS or Android which allows credit card processing.	9/3/12	\$9.6	Undisclosed	New Enterprise Associates, Holtzbrinck Ventures
eSpark	Private	eSpark is Pandora For Ed Apps.	9/2/12	\$5.7	Series A	MK Capital, Learn Capital, NewSchools Venture Fund, 500 Startups
MightyText	Private	MightyText's goal is to make life easier for people who send and receive SMS text messages and get phone calls all day. Allows users to text from their computer or tablet. Sync'd with their Android phone & number.	8/31/12	\$0.1	Undisclosed	Qualcomm
ScrollMotion	Private	ScrollMotion builds iPhone applications.	8/30/12	\$12.1*	Series C	Undisclosed
MoBank	Private	MoBank makes your life easier. You can use their free iPhone, iPad and Android application to manage your money from your mobile. You can check your balance and transaction history of all your accounts at the same time, as well as set up alerts to let you know when you get paid.	8/30/12	\$3.4	Undisclosed	Angel CoFund
Funambol	Private	Funambol is a leading provider of white-label personal cloud solutions for mobile operators, device manufacturers and other service providers.	8/27/12	\$5.7*	Undisclosed	Undisclosed
BuyCode	Private	BuyCode is an application that helps with list management for Droid & N1 users.	8/25/12	Undisclosed	Seed	Undisclosed
MobileSpaces	Private	MobileSpaces helps enterprises mobilize their applications, govern their data, and respect the privacy of their employees. MobileSpaces offers a BYOD policy management solution that protects mobile enterprise data against loss and leakage.	8/24/12	\$3.0	Series A	Accel Partners
Bubble Motion	Private	Bubble Motion is pioneering social communication for mobile phones. Bubble Motion's Bubbly™ is a social messaging service where people share SMS and voice updates with friends, family, fans and followers. Bubbly is like 'Twitter with a voice' and brings social networking to mobile phones.	8/23/12	\$5.0	Undisclosed	JAFCO Ventures
Treater	Private	Treater is a social gifting mobile payment platform that lets users send real Treats, instantly.	8/23/12	\$2.5	Seed	Undisclosed
MyCabbage	Private	MyCabbage is the simple way to organize, socialize and personalize the way you save. MyCabbage offers a complete online and mobile platform for storing, tracking, sharing, and even selling this "cabbage" (aka, deals) with friends.	8/23/12	\$1.0	Undisclosed	Lightbank, I2A Fund, New World Ventures
Karma	Private	Karma is a mobile commerce app that provides a social, mobile gifting service.	8/22/12	\$1.0	Seed	Draper Fisher Jurvetson (DFJ)
TriPlay	Private	TriPlay is a premier cloud services company, enabling users worldwide to easily access, manage, share and enjoy their music, photos and videos across any computer, mobile phone, tablet or web-enabled television.	8/22/12	\$5.0	Series C	Kenges Rakishev

* Note: ScrollMotion still seeking an additional \$9,749,999 in funding.

* Note: Funambol is still seeking \$1,700,744.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
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Ginger Software	Private	Ginger Software is a leading contextual grammar and spell checker. Ginger enables users to produce error-free texts, quickly and easily.	8/22/12	\$5.4	Undisclosed	Horizon Ventures, Harbor Pacific Capital
MoFuse	Private	Mofuse offers a web based platform to build and manage mobile web sites. They provide a monthly subscription service to help businesses deliver mobile media.	8/21/12	\$0.5	Undisclosed	Slater Technology Fund, Beacon Angels, Angel Street Capital, Cherrystone Angel Group
NoWait	Private	NoWait is an iPad application for restaurants that do not take reservations but who want to notify their patrons via text when their table is ready.	8/21/12	\$2.1	Undisclosed	Birchmere Ventures, Undisclosed
WaveDeck	Private	Wavedeck simplifies voice communication by letting users send free, instant voice messages to one another or groups across iOS devices.	8/21/12	\$0.4	Seed	Undisclosed
Somo	Private	Somo is an independent global mobile advertising & marketing agency.	8/21/12	Undisclosed*	Undisclosed	Undisclosed
Revel Touch	Private	Revel Touch is a technology innovator that is defining tablet commerce for retailers and consumers. Revel Touch provides a robust platform and innovative front-end to enable retailers to create immersive, touch-optimized shopping experiences that are inspiring, effective, and affordable to implement and maintain.	8/21/12	\$10.0	Series A	Foundation Capital, Lightspeed Venture Partners
RockLive	Private	RockLive is a mobile gaming network that has vaulted to the top of the mobile gaming market by specializing in innovative games and social media integration.	8/20/12	Undisclosed	Seed	NALA Investments, Thomas McInerney, Shervin Pishevar, Floyd Mayweather
SpotOn	Private	SpotOn offers a consumer-facing loyalty platform and a merchant-facing marketing machine. For consumers, SpotOn eliminates the need to carry multiple punch cards with a seamless digital check-in to access rewards and perks.	8/20/12	\$5.0	Undisclosed	Zach Hyman, Matt Hyman, Doron Friedman
Punchey	Private	Punchey provides an end-to-end payment processing and marketing solution for small and medium-sized merchants. Get paid wherever, whenever and bring more customers in with Punchey Mobile and Punchey Countertop.	8/18/12	\$1.7	Undisclosed	Stevens Ventures
Goko	Private	Goko is a pioneering platform that helps developers build, distribute, & monetize HTML5 social games everywhere.	8/17/12	\$8.0	Undisclosed	Redpoint Ventures, Alsop Louie Partners
LocationInsight	Private	LocationInsight provides local search marketing for companies with many physical locations. They combine the industry's most advanced web and mobile locator platform with a unique content management system to establish high-rank organic and map listings on Google and the other top search engines.	8/15/12	\$5.0	Undisclosed	United Communications Group
SkyVu Entertainment	Private	SkyVu Entertainment is the mobile games studio behind the hit franchise BATTLE BEARS.	8/15/12	Undisclosed	Undisclosed	Lightbank, Great Oaks Venture Capital, NextView Ventures, Nebraska Angels
ApptheGame	Private	ApptheGame is the ultimate companion app for sports fans. Check-in to live sporting events from wherever you are: in the stadium, at the sports bar or from the couch.	8/15/12	Undisclosed	Seed	i/o Ventures
biNu	Private	biNu is a cloud-based software platform that delivers popular internet services (like Facebook, Twitter, Google search, Wikipedia, news, sports scores, weather forecasts and much more) in any language to mass-market and smart mobile phones, with lightning-fast response times and very low bandwidth usage.	8/15/12	\$2.0	Series A	Tomorrow Ventures
Ubiquisys	Private	Ubiquisys is a mobile communications company that designs and develops communications devices for mobile operators and consumers.	8/15/12	\$19.0	Undisclosed	Mobile Internet Capital, Nissay Capital, Accel Partners, Advent Venture Partners, Atlas Venture, Yasuda Enterprise Development
App.net	Private	App.net is a platform for the distribution and monetization of iOS and Android mobile apps.	8/14/12	\$0.8	Undisclosed	Undisclosed
Rallyhood	Private	Rallyhood is an Austin-based startup making a mobile app to help groups create personalized social sites.	8/14/12	\$1.3	Undisclosed	Tom Meredith, Herb Simon, Mark Winkleman, Paul Hoffman
Ask Ziggy	Private	Ask Ziggy, a Sacramento, CA-based Natural Speech search engine for mobile devices.	8/14/12	\$5.0	Undisclosed	Undisclosed
KYCK	Private	KYCK is a digital media platform that discovers, curates, and delivers personalized and highly relevant, soccer content to their users.	8/14/12	\$1.0	Undisclosed	Undisclosed

* Note: Although undisclosed, Somo is reported to have received a multi-million dollar investment.

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout October 1-31, 2012.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
App Annie	Private	App Annie is an industry leader in app store analytics and market intelligence for the global app economy.	8/14/12	\$6.0	Series B	Greycroft Partners, e.ventures, Infinity Venture, Partners Incubator Fund, Kii Capital, IDG Capital Partners
The Eye Tribe	Private	The Eye Tribe creates software that allows users to interact with their mobile device just by looking at it. Activate the screen, scroll websites automatically as you read and play games using your eyes.	8/14/12	\$0.8	Seed	Startupbootcamp, Anonymous Angel
AnyPresence	Private	AnyPresence is a leading enterprise-class, cloud-based mobile platform that dramatically decreases the cost and complexity of multi-device application development, deployment, and maintenance.	8/10/12	\$5.5	Series B	Grotech Ventures, Kinetic Ventures
MeeGenius	Private	MeeGenius is a reading application for the iPhone, iPad, iPod, Google TV, Google Chrome Web Store, and the Web.	8/10/12	\$2.4	Undisclosed	Undisclosed
AnyPresence	Private	AnyPresence is a leading enterprise-class, cloud-based mobile platform that dramatically decreases the cost and complexity of multi-device application development, deployment, and maintenance.	8/9/12	\$5.5	Series B	Grotech Ventures, Kinetic Ventures
Inneractive	Private	inneractive is the industry's leading mobile app monetization exchange with over 120 ad providers integrated and available in a one line SDK.	8/8/12	\$3.5	Undisclosed	Evergreen Partners
FullCircle	Private	FullCircle is a GeoSocial Discovery Network that integrates location awareness with social networking, enabling mobile device and web users to identify and interact with other registered FullCircle members based on their physical proximity, interests and preferences.	8/7/12	\$3.0	Undisclosed	Greehey & Company
MediaCore	Private	MediaCore is a powerful media publishing platform that provides any organization with the ability to create and control their own fully-featured video site. MediaCore works on any desktop browser and on popular mobile devices.	8/6/12	\$1.0	Undisclosed	Undisclosed
Nexage	Private	Nexage is a leading mobile advertising exchange, connecting over 300 publishers and developers with over 150 demand sources.	8/6/12	\$5.0	Series B	Hearst Interactive Media
Lua Technologies	Private	Lua is the simplest way for mobile workforces to effectively communicate, coordinate, and stay accountable. Using Lua, teams on-the-go remain agile, connected, and up to speed.	8/3/12	\$2.5	Seed	IA Ventures
Turf Geography Club	Private	Turf, aka Turf Geography Club, is a mobile location-based game for exploration and, unsurprisingly, turf wars.	8/3/12	\$0.6	Seed	RRE Ventures, Lerer Ventures, Vaizra Investments
MindSnacks	Private	MindSnacks is creating a platform of multiplayer learning games across touch-based devices.	8/2/12	\$6.5	Undisclosed	Sequoia Capital
QuickPay	Private	QuickPay is the premier provider of mobile parking payment solutions.	8/2/12	\$3.5	Seed	Fontinalis Partners, Christopher Thomas, Andreessen Horowitz, Advanced Technology Ventures, Accelerator Ventures
SCVNGR	Private	SCVNGR is a social location-based gaming platform for mobile phones.	8/2/12	\$9.0	Series D	T-Venture Funds

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout October 1-31, 2012.

Financing Transactions

DEBT FINANCINGS

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
Appconomy	Private	Appconomy operates a global platform that increases app revenue, designed for brands, retailers, service providers, local merchants and mobile carriers.	10/19/12	\$3.2*	Debt	undisclosed
Augme Technologies	Public	Augme Technologies, Inc. provides strategic services and mobile technology to leading consumer and healthcare brands.	10/3/12	\$0.3*	Debt	undisclosed
Appconomy	Private	Appconomy operates a global platform that increases app revenue, designed for brands, retailers, service providers, local merchants and mobile carriers.	9/26/12	0.5*	Debt	undisclosed
Net Element	Private	Net Element is a global publisher of online destinations and soon-to-be operator of a mobile commerce platform for emerging markets such as Russia.	9/5/12	\$9.5	Debt	undisclosed
Snap MyLife Inc	Private	Snap MyLife, Inc. is a fast-growing developer of consumer cloud-service applications for mobile devices and other internet-enabled consumer electronics.	9/4/12	\$3.0	Debt	Silicon Valley Bank
Virol	Private	Virol is world's first viral video ad network that allows companies to distribute video content through a series of online publishers.	8/30/12	\$0.4	Debt	TMT Investments
Lenco Mobile	Public	Lenco Mobile Inc. is a mobile marketing solutions company.	8/22/12	\$4.0	Debt	undisclosed

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

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

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

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout October 1-31, 2012.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

S-1 Filings

S-1 FILINGS: TRADING

Company	Date Filed	Description	First Day of Trading	Priced	Closing Stock Price 11/1/12	% Change
Facebook	2/1/12	Facebook is the world's largest social network, with over 500 million users.	5/18/12	\$ 38.00	\$ 21.21	-44.2%
Audience	1/13/12	Audience provides audio software and semiconductor systems. It offers sound processing systems for voice and telecommunications. The company was founded in 2000 and is headquartered in Mountain View, California.	5/10/12	17.00	7.66	-54.9%
Splunk	1/12/12	Splunk is the leading provider of operational intelligence software used to monitor, report and analyze real-time machine data as well as terabytes of historical data—located on-premise or in the cloud.	4/19/12	17.00	28.52	67.8%
Millennial Media	1/5/12	Millennial Media (NYSE: MM) is a mobile advertising company that uses its deep understanding of mobile consumers technologies and media to sell performance based advertising solutions to advertisers.	3/29/12	13.00	15.42	18.6%

S-1 FILINGS: FILED

Company	Date Filed	Description
Mobile Gaming International Corp*	10/31/12	Mobile Gaming International Corp plans to develop and market applications for mobile smartphones and tablets.
Marketkast Inc.*	10/26/12	MarketKast, Inc. provides online video marketing and distribution services that allow businesses to use video to drive branding, Web traffic, and customer acquisition.
Millennial Media*	10/15/12	Millennial Media (NYSE: MM) is a mobile advertising company that uses its deep understanding of mobile consumers technologies and media to sell performance based advertising solutions to advertisers.
Lion Consulting Group Inc.	10/11/12	The Lion Consulting Group is a social media consulting firm offering services which include business and marketing plan preparation, financial search and procurement, IT consulting services, management development and human resources advising.
Gankit Corp.*	10/6/12	Gankit Corp. is an e-commerce business focused on selling a diverse set of products through our website that can either be won through a bidding process or purchased at a discount to the suggested retail price
Pladeo Corp.*	10/1/12	Pladeo Corp. is a developer of online chat system that offers a real-time direct transmission of messages.
ExactTarget*	8/28/12	ExactTarget, Inc. is a provider of on-demand email marketing software solutions.
Motricity, Inc.*	8/22/12	Motricity, Inc. provides mobile content infrastructure and services to operators in North America.
Viggle	7/31/12	Viggle is a loyalty program for television that gives people real rewards for checking into the television shows they are watching. It is available for Android, Apple iPhone, iPad and iPod touch.
Focus Venture Partners	7/24/12	Focus Venture Partners is a holding company focused on the identification, acquisition, development and management of operating subsidiaries specializing in telecommunications.
I-Level Media Group	7/24/12	I-Level Media develops and provides a proprietary, i-level mobile media advertising network in the transportation segment of the outdoor advertising market.
Barking Applications Corp.	7/10/12	Barking Applications Corp. is a mobile application developer and marketer focusing on software development for smart phones and PDAs.
Exponential Interactive	6/19/12	Exponential is a global digital advertising agency.

*Note: Mobile Gaming International Corp originally filed their S-1 on 9/21/12, submitting an S-1/A form since. Their new filing date stands at 10/31/12.

*Note: Marketkast Inc. originally filed their S-1 on 7/26/12, submitting two S-1/A forms since. Their new filing date stands at 10/26/12.

*Note: Millennial Media files registration statement relating to a proposed follow-on offering of shares of its common stock.

*Note: Lion Consulting Group originally filed their S-1 on 5/23/12, submitting three S-1/A forms since. Their new filing date stands at 10/11/12.

*Note: Gankit Corp originally filed their S-1 on 7/20/12, submitting an S-1/A form since. Their new filing date stands at 10/6/12.

*Note: Pladeo Corp originally filed their S-1 on 7/17/12, submitting an S-1/A form since. Their new filing date stands at 10/1/12.

*Note: ExactTarget files secondary offering.

*Note: Motricity files secondary offering.

*Note: Exponential Interactive originally filed their S-1 on 3/16/12, submitting three S-1/A forms since. Their new filing date stands at 6/19/12.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout October 1-31, 2012.

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

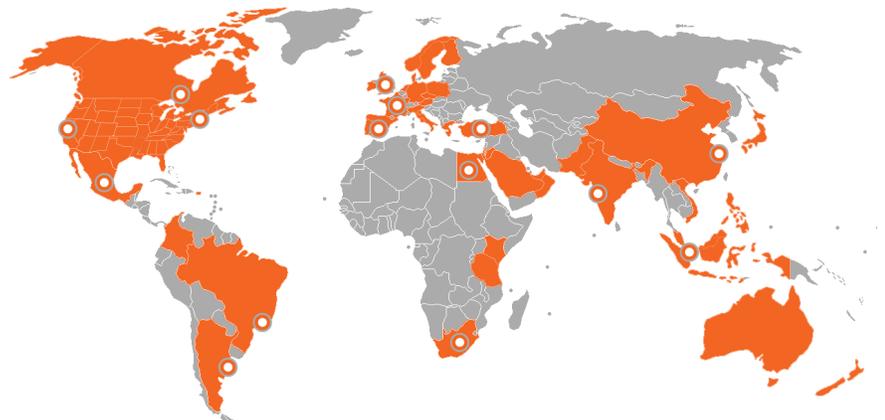
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Mobile Marketing Association

Calendar of Events

NOVEMBER 14–15, 2012

MMA Forum Istanbul

The 2012 MMA Forum Istanbul is the leading mobile marketing event that brings together professionals from across the mobile ecosystem.

Driven by new technologies and increased device consumption, spending on mobile marketing continues to see unprecedented growth. In this year's Forum, industry leaders will take the stage to share their insights around consumer engagement, strategies and tactics. Learn the mobile options available to you, including how to embrace mobile, integrate it into your daily business, effectively delight your customers and fiscally benefit your business. Don't miss out.

www.mmaglobal.com/events/forums/istanbul2012/overview

NOVEMBER 28–29, 2012

MMA LATAM and Hispanic Forum

The MMA LATAM and Hispanic Forum will help marketers attract and engage these consumers through the power of mobile. Join industry leaders as we review the latest insights and trends in consumer behavior and the mobile marketing innovations that will help define smarter strategies and drive results.

Do not miss out on the opportunity to connect more meaningfully with these communities that will influence the market tomorrow.

www.mmaglobal.com/events/forums/miami2012/overview

JANUARY 29–30, 2013

MMA San Francisco Forum

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

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

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

Hidden River

About Hidden River

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

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

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

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

Executive Contacts

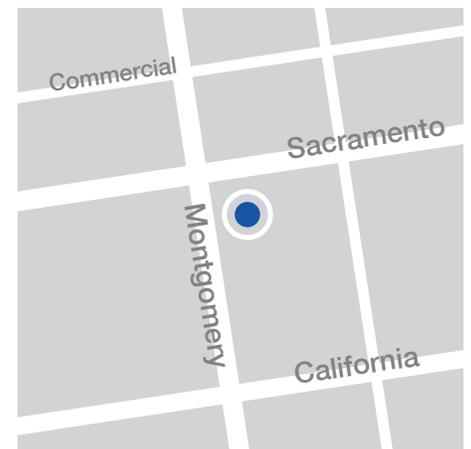
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STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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Hidden River