



**MOBILE
MARKETING
ASSOCIATION**



Hidden River



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
SEPTEMBER 2012

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MMA Hosts SM2

The Mobile Marketing Association hosted SM2, a two-day conference and expo during Advertising Week. Media and mobile visionaries took to the stage to voice the advantages, strengths and power of smarter mobile marketing.

A key insight coming out of Advertising Week is that mobile has officially emerged as a necessity for marketers to connect more meaningfully with consumers. From *AdAge* to *Digiday*, publications reported that mobile was finally receiving the spotlight from industry authorities. After reviewing the conference highlights, I ask myself one question: why now?

Simply put, evidence. The MMA's Mobile X% Solution as well as other reports authored by Mary Meeker, Pew Research, eMarketer, Google, and many others have provided irrefutable evidence on the value of mobile to drive brand growth and optimize ROI.

And while some marketers recognized mobile as a powerful channel, other companies unveiled programs and initiatives to transform their entire marketing strategy with mobile at the helm. Some SM2 highlights include:

Michelle Peluso, Global Consumer Chief Marketing & Internet Officer, Citigroup, shared vital stats on why Citigroup has embraced mobile, "42% of smartphones owners use mobile banking," said Peluso. Additionally, with 44% of mobile banking users in the 18-29 year old demographic, mobile has a bright future with younger banking customers.

Bill Malloy, CMO, Sprint, unveiled a mobile ad platform to connect more meaningfully with consumers: (<http://bit.ly/WvHz3r>) world, including a game in which the user deworms children.

Jim Stengel, CEO, The Jim Stengel Company, LLC, implored marketers to seize the opportunity of mobile as it brings consumer and brand closer than any other channel: (<http://bit.ly/SCjLKV>)

Bonin Bough, VP, Global Media and Consumer Engagement at Mondelez International, announced the innovative program, "Mobile Futures". Using SM2 as the launch pad for the mobile venture, he sold the audience on the power of mobile to transform businesses: (<http://bit.ly/R3YPcq>)

Mobile might be the hot topic coming out of Advertising Week, but it is far from a trend. To the contrary, mobile marketing is a global movement that will shape the future of media. As an industry, we are finally catching up and harnessing the power of mobile marketing to bring brands closer to consumers than ever before.

Greg Stuart

Global CEO, MMA

Table of Contents

EXECUTIVE MOVES	4
PUBLIC COMPANY ANALYSIS	7
M&A TRANSACTIONS	9
FINANCING TRANSACTIONS	12
MMA OVERVIEW	21
HIDDEN RIVER OVERVIEW	23

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

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

Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
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 Copple	General Manager, Wrapports, LLC	Managing Editor, Groupon	Wrapports, LLC is in the business of delivering essential and customized content to print, online and mobile audiences.	9/21/12
John Legere	Chief Executive Office, T-Mobile	Chief Executive Officer, Global Crossing	T-Mobile is a mobile telephone operator headquartered in Bonn, Germany. It is a subsidiary of Deutsche Telekom. T-Mobile has 101 million subscribers making it the worlds sixth largest mobile phone service provider globally.	9/19/12
Paul Gelb	Head of Strategy, MoPub	Mobile Practice Lead, Razorfish	MoPub is a mobile monetization platform that helps publishers drive more revenue from advertising and transactions in mobile.	9/18/12
Adam Shlachter	Senior Vice President of Media, Digitas	Managing Partner, MEC	Digitas, the top global integrated brand agency, builds active brands for some of the foremost companies in the world.	9/18/12
John Flinn	Vice President of Publishing and Operations, Zumobi	Director of Monetization (MSN), Microsoft	Zumobi is a mobile media company that creates innovative applications which run on next generation smartphones and superphones.	9/13/12
Peter Hamilton	Chief Executive Officer, HasOffers	Chief Marketing Officer, HasOffers	HasOffers is a Seattle based company that develops performance tracking technology for online advertising campaigns. Their affiliate tracking software allows online businesses to track and manage their own affiliate programs	9/5/12
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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
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
Jan Geldmacher	Chief Executive Officer of Global Enterprise, Vodafone	Enterprise Business Director, Vodafone Germany	Vodafone Group is a mobile telecommunications company. The company has a significant presence in Europe, the Middle East, Africa, Asia Pacific and the United States. In the United States the group's associated undertaking operates as Verizon Wireless.	7/30/12
Nick Jeffery	Chief Executive Officer, CWW	Chief Executive Officer of Global Enterprise, Vodafone	Cable & Wireless Worldwide PLC (informally Cable & Wireless) is a British multinational telecommunications services company headquartered in Bracknell, United Kingdom and a wholly owned subsidiary of Vodafone.	7/30/12
Charles Walton	Chief Executive Officer, SecureKey Technologies	General Manager and External Vice President, INSIDE Secure	SecureKey provides an innovative platform-as-a-service for authentication, payment and identity.	7/27/12
Peter Wang	Senior Vice President of Engineering, Appssavvy	Director of Engineering, Buddy Media	appssavvy is an activity advertising technology company. Through its activity platform, appssavvy enables leading web, social and mobile publishers to unlock and create new, display advertising opportunities.	7/26/12
Lou Fasulo	Chief Executive Officer, Z2Live	Chief Operating Officer, Z2Live	Z2Live is bringing the next generation of gaming to mobile. The company builds highly social games that leverage the Free-to-Play model.	7/24/12
Frank Weishaupt	Chief Operating Officer, JumpTap	VP of Advertising, Yahoo	JumpTap is a mobile ad network and the leader in targeted mobile advertising.	7/24/12
John Bucher	Board of Advisors, Blue Calypso, Inc.	Senior Vice President, Motorola Mobility	Blue Calypso Inc. delivers a patented mobile social marketing and advertising platform that enables brands to leverage customer relationships to encourage brand loyalty and increase spending.	7/23/12
Muffi Ghadiali	Head of hardware and software, OUYA	Lab 126, Amazon	Android based console makers	7/19/12
Lyla Kuriyan McInerney	Vice President of Marketing, Appcelerator	Google	Appcelerator Titanium is the leading cross platform mobile development solution for native, hybrid and mobile web applications.	7/19/12
Jonathan Rende	Vice President of Products, Appcelerator	General Manager and Vice President of Products, HP Software	Appcelerator Titanium is the leading cross platform mobile development solution for native, hybrid and mobile web applications.	7/19/12
Mark Aronica	Vice President of Customer Success, Appcelerator	Senior Director, VMware	Appcelerator Titanium is the leading cross platform mobile development solution for native, hybrid and mobile web applications.	7/19/12
Claire Hough	Senior Vice President of Engineering, Tapjoy, Inc.	Chief Technology Officer, Citrus Lane	Tapjoy is a mobile advertising and monetization platform whose unique Mobile Value Exchange™ model allows users to select personalized advertisements with which to engage for virtual currency or premium content.	7/19/12

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Dan Jurek	VP of Customer Relationship Management and Customer Experience, Digitaria	Director of Customer Experience Planning, Aimia	Digitaria has remained a pioneer in digital marketing and technology, providing unique, innovative solutions to an array of clients around the world.	7/11/12
Diane Irvine	Board, INRIX	Chief Executive Officer, Blue Nile	INRIX is the leading-provider of traffic information, directions and driver services, as well as apps and tools all designed to get your traffic-powered solutions to market rapidly.	7/11/12
Jen Stocksmith	Creative Director, Tribal DDB New York	Associate Creative Director, mcgarrybowen	Tribal DDB Worldwide, a global creative agency, is headquartered in New York City with 60 offices spanning 42 countries around the globe.	7/10/12
Jim Firestone	Chief Strategy Officer, T3	Vice President of experience & insights, GSD&M	T3 is a top integrated marketing firm with offices in Austin, New York and San Francisco.	7/10/12
Michael Salzman	Director of Sales, adMarketplace	Google Offers	adMarketplace.com delivers pay-per-click advertising to performance marketers from traffic sources outside of the major search engines.	7/10/12
Daniel Bonner	Global Chief Creative Officer, Razorfish	Chief Creative Officer for offices outside of the U.S., Razorfish	Razorfish (formerly Avenue A) is an interactive marketing and technology company and a buyer of digital advertising space.	7/10/12
Andy Palmer	Advisor, Medio Systems	Founding CEO, Vertica Systems	Medio is a Big Data Analytics company. Their cloud-based inGenius™ Suite increases customer understanding, engagement, and monetization for emerging growth, Fortune 500, and Global 2000 companies	7/9/12
Gerald Hewes	Vice President of Engineering, SessionM	iAd Network Insights and Algorithms, Apple, Inc.	SessionM is a mobile start-up aimed at developers, publishers, and advertisers, SessionM's platform ignites deeper engagement with mobile content and advertising.	7/9/12
Amy Jerusalemi	Vice President of Client Services, Session M	Senior Manager of Sales Planning & Client Services, Apple, Inc.	SessionM is a mobile start-up aimed at developers, publishers, and advertisers, SessionM's platform ignites deeper engagement with mobile content and advertising.	7/9/12
Deborah Powsner	Senior Director of Marketing, Session M	Product Marketing Manager - Google+, Google	SessionM is a mobile start-up aimed at developers, publishers, and advertisers, SessionM's platform ignites deeper engagement with mobile content and advertising.	7/9/12
Bret W. Jorgensen	Chairman of the Board, Diversinet	Chief Executive Officer, MDVIP	Diversinet is a provider of secure access for mobile phones. This includes authentication and a mobile platform for health care records, financial services and personal identity.	7/4/12
Matt Browne	Vice President of Marketing, Digital Operative	Tech Contributor, NBC San Diego*	Digital Operative is a digital marketing agency focused on bridging the gaps between creative, technology, user needs and business objectives.	7/3/12
Mike Vitti	Senior Vice President of Data and Analytics, Carat	Chief Data Officer, Repucom	Carat is a media planning & buying specialist and a market-leader in digital and non-traditional media solutions.	7/3/12

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 10/1/12	Stock Price 9/1/12	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
Indexes		S&P 500	1,444.49	1,406.58	2.7%	1,474.51	1,134.95				
		NASDAQ Composite	3,113.53	3,066.96	1.5%	3,196.93	2,380.96				
		Russel 3000	851.19	828.86	2.7%	871.25	656.68				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 32.62	\$ 31.27	4.3%	\$ 34.78	\$ 22.89	\$16,149	\$14,412	\$4,402	3.3X
Airtel	BHARTARTL.BO	BSE	5.04	4.45	13.1%	8.12	4.29	19,127	32,369	14,148	2.3X
America Movil	AMX	NYSE	1.29	1.28	0.6%	1.43	1.06	66,711	95,247	54,451	1.7X
Apple Inc.	AAPL	NASDAQ	659.39	665.24	-0.9%	705.07	354.24	618,116	590,462	148,812	4.0X
AT&T	T	NYSE	37.75	36.64	3.0%	38.58	27.41	217,780	280,761	115,188	2.4X
Buongiorno (Acquired by Nippon Telegraph & Telephone Corp)	NTT	NYSE	48.49	46.17	5.0%	52.70	41.35	64,160	162,833	124,124	1.3X
CenturyLink	CTL	NYSE	39.22	42.26	-7.2%	43.43	31.16	24,420	45,724	17,438	2.6X
China Mobile	CHL	NYSE	55.51	53.69	3.4%	59.45	46.26	223,136	166,269	82,050	2.0X
Fiserv, Inc.	FISV	NASDAQ	74.10	71.31	3.9%	74.40	49.35	10,054	13,167	4,432	3.0X
Google	GOOG	NASDAQ	761.78	685.09	11.2%	765.00	480.60	199,565	162,648	43,163	3.8X
Microsoft	MSFT	NASDAQ	29.49	30.82	-4.3%	32.95	24.26	247,226	196,130	73,723	2.7X
Motorola Solutions	MSI	NYSE	50.62	47.66	6.2%	52.78	39.62	14,493	12,703	8,509	1.5X
Neustar, Inc.	NSR	NYSE	56.90	52.01	9.4%	59.03	40.40	11,950	12,651	7,960	1.6X
Nokia	NOK	NYSE	2.76	2.82	-2.1%	7.38	1.63	10,336	7,931	44,401	0.2X
Omnicom	OMC	NYSE	51.68	51.37	0.6%	54.76	35.34	13,727	17,334	14,102	1.2X
Publicis Groupe	PUB.PA	Paris	56.90	52.01	9.4%	59.03	40.40	11,950	12,651	7,960	1.6X
Samsung	005930.KS	005930.KS	1,211.06	1,086.70	11.4%	1,257.79	666.56	178,388	174,665	157,610	1.1X
Sprint	S	NYSE	5.18	4.85	6.8%	5.76	2.10	15,542	30,044	34,632	0.9X
Telefonica S.A.	TEF	NYSE	13.45	12.66	6.3%	22.04	9.72	61,198	153,470	82,453	1.9X
Telenor	TELNF	OTC	19.82	18.28	8.4%	19.95	14.26	30,911	34,828	17,126	2.0X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	15.23	14.80	2.9%	15.64	10.75	13,402	11,641	5,362	2.2X
Vodafone Group	VOD	NASDAQ	28.40	28.92	-1.8%	30.07	25.42	139,668	185,512	73,223	2.5X
WPP Group	WPPGY	NASDAQ	67.93	64.89	4.7%	71.03	43.98	17,148	22,376	16,048	1.4X
Yahoo!	YHOO	NASDAQ	15.83	14.65	8.0%	16.79	13.37	18,747	17,053	4,980	3.4X
					Average			93,496	102,203	48,179	2.1X
					Median			21,773	33,598	26,035	2.0X
Mid-Cap (\$2B - \$10B)											
Alcatel-Lucent	ALU	NYSE	\$ 1.05	\$ 1.13	-7.1%	\$ 3.12	\$ 0.99	\$2,443	\$4,452	\$19,250	0.2X
Dentsu	4324.JP	TSE	25.33	25.39	-0.2%	32.48	23.86	7,045	5,969	24,522	0.2X
Gemalto	GTOFF	OTC	89.66	79.42	12.9%	91.74	42.40	7,892	7,527	2,706	2.8X
Interpublic Group of Companies	IPG	NYSE	11.09	10.64	4.2%	12.17	6.73	4,848	5,553	7,022	0.8X
LG	LPL	NYSE	25.51	22.87	11.5%	28.12	14.99	9,127	11,302	22,550	0.5X
Oi	OIBR	NYSE	4.09	3.80	7.7%	5.90	3.47	4,905	16,165	12,111	1.3X
Pandora Media Inc.	P	NYSE	10.46	11.99	-12.8%	15.98	7.83	1,766	1,684	338	5.0X
Research in Motion	RIMM	NASDAQ	7.84	6.66	17.8%	24.55	6.23	4,112	2,047	15,046	0.1X
TIM	TSU	NYSE	19.40	19.51	-0.6%	33.04	18.43	9,380	10,531	10,118	1.0X
VIVO S.A. (formerly Telefonica Brazil)	VIV	NYSE	19.73	19.42	1.6%	28.32	19.08	7,529	9,223	17,703	0.5X
ZTE	000063.SZ	Shenzhen	1.78	1.56	13.6%	3.06	1.48	4,991	4,991	13,704	0.4X
					Average			5,822	7,222	13,188	1.2X
					Median			4,991	5,969	13,704	0.5X

NOTES:

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

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

(3) Revenue is calculated on a "Net Sales" basis and covers the last twelve month reported to SEC except for VIV; OIBR; BGO & BNG, which are calendar 2011.

Source: Thomson Reuters and Hidden River, LLC analysis

Public Company Analysis

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(in Millions)											
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		NASDAQ Composite	3,113.53	3,066.96	1.5%	3,196.93	2,380.96				
		Russel 3000	851.19	828.86	2.7%	871.25	656.68				
Small-Cap (< \$2B)											
2Ergo Group PLC	RGO	LSE	\$ 0.35	\$ 0.69	-49.7%	\$ 1.31	\$ 0.31	\$12	\$9	\$19	0.5X
Acxiom Corporation	ACXM	NASDAQ	18.16	17.06	6.4%	18.99	9.30	1,363	1,457	1,140	1.3X
Atrinsic, Inc	ATRN	OTC	0.01	0.02	-44.4%	2.70	0.00	0	2	33	0.1X
Augme Mobile	AUGT	OTC BB	0.74	1.40	-47.4%	3.15	0.67	72	69	16	4.3X
Bango	BGO	LSE	3.00	2.68	11.6%	3.02	0.63	125	122	25	5.0X
Blue Calypso Holdings, Inc.	BCYP	OTC	0.80	0.75	6.7%	1.10	0.40	111	111	0	N/A
Boingo wireless	WIFI	NASDAQ	8.23	7.31	12.6%	13.25	6.01	288	191	99	1.9X
Cincinnati Bell	CBB	NYSE	5.75	4.69	22.6%	5.89	2.74	1,136	3,814	1,465	2.6X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	0.38	0.45	-15.6%	1.60	0.25	9	9	4	2.2X
Digimarc Corporation	DMRC	NASDAQ	22.11	21.74	1.7%	32.10	21.00	158	124	44	2.8X
GFK Retail and Technology UK	GFK.DE	Xetra	45.30	44.31	2.2%	50.65	35.50	1,653	2,303	1,877	1.2X
Glu Mobile	GLUU	NASDAQ	4.52	5.05	-10.5%	5.90	1.80	295	270	77	3.5X
Internetq Plc	INTQ	LSE	3.67	3.72	-1.4%	4.86	1.82	126	122	78	1.6X
Lenco Mobile	LNCM	OTC	0.16	0.14	17.9%	0.55	0.05	13	21	9	2.3X
Marchex	MCHX	NASDAQ	3.88	3.39	14.5%	9.35	2.99	109	75	148	0.5X
MDC Partners	MDCA	NASDAQ	12.30	10.11	21.7%	17.87	9.24	382	1,142	995	1.1X
MEDL Mobile	MEDL	OTC BB	0.20	0.25	-20.0%	1.15	0.17	9	7	3	2.5X
Millennial Media	MM	NYSE	14.43	11.53	25.2%	27.90	9.00	1,098	975	132	7.4X
Motricity	MOTR	NASDAQ	0.47	0.45	5.6%	2.14	0.43	22	26	100	0.3X
Openwave (Now Unwired Planet)	UPIP	NASDAQ	1.85	1.71	8.2%	3.19	1.40	167	84	88	0.9X
Opera Software ASA	OPERA.OL	Oslo	6.71	6.08	10.4%	7.75	3.87	802	742	113	6.6X
Poynt Corporation	PYN.V	TSXV	0.03	0.02	67.8%	0.17	0.01	13	16	2	7.3X
Single Touch	SITO	OTC BB	0.28	0.30	-5.0%	0.42	0.15	38	39	6	6.4X
Smith Micro Software Inc	SMSI	NASDAQ	1.61	1.68	-4.2%	2.87	0.96	58	27	44	0.6X
SoundBite Communications	SDBT	NASDAQ	2.40	2.27	5.7%	3.33	2.05	39	15	45	0.3X
Tanla Solutions Limited	TANLA	NSE	0.14	0.10	41.3%	0.21	0.09	14	14	31	0.5X
Telecom Argentina S.A.	TEO	NYSE	10.36	11.16	-7.2%	22.33	9.19	998	571	4,661	0.1X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	2.35	1.76	33.5%	4.03	1.10	123	198	449	0.4X
ValueClick	VCLK	NASDAQ	17.38	16.26	6.9%	21.86	13.80	1,305	1,389	632	2.2X
Velti	VELT	NASDAQ	8.30	6.93	19.8%	14.65	4.99	537	532	236	2.3X
Zynga	ZNGA	NASDAQ	2.75	2.80	-1.8%	15.91	2.66	1,277	645	1,650	0.4X
					Average			398	488	459	2.3X
					Median			125	122	78	1.7X

NOTES:

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Source: Thomson Reuters and Hidden River, LLC analysis

M&A Transactions

TRANSACTION DATA

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
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
07/31/2012	Google	Wildfire	Social media marketing firm	
07/31/2012	InMobi	Metaflow Solutions	Mobile app management & distribution	
07/31/2012	AppsFire	AppsStatistics	iOS app sales tracker	
07/31/2012	GlobalWide Media	Neverblue	CPA mobile marketing firm	
07/27/2012	Apple	AuthenTec	Developer and provider of mobile security software	\$356.0
07/27/2012	Blue Chilli	Vividways	Smartphone and tablet application developer specialising in loyalty rewards programs	
07/26/2012	Flurry	Trestle	Provides cloud-based infrastructure support to mobile application developers.	
07/26/2012	Kwaga	Boxcar	Real time push notifications for services.	
07/26/2012	Mobiquity	Smartsoft Mobile Solutions	Mobile solutions provider.	
07/25/2012	Gehry Technologies	Bimshare	Developer of 3D models on mobile devices	
07/24/2012	SignUp4	RappidApp	Developer of mobile applications	
07/24/2012	Nokia (Announced in June, completed 7/24/2012)	Scalado	Mobile imaging technology developer	
07/23/2012	GoGo Cast Inc.	Dingo Mobile Inc.	Developer of social media-based applications	
07/20/2012	Azumio	SkyHealth	Developer of mobile health and fitness applications software.	
07/20/2012	Google	Sparrow	Developer of mac and iOS e-mail applications	
07/20/2012	Facebook	Acrylic (Talent acquisition)	Developer of mobile commerce and news apps	
07/18/2012	Blockbuster	Alpha Bay Corp.	Developer of cloud-based mobile point-of-service solutions software.	

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

M&A Transactions

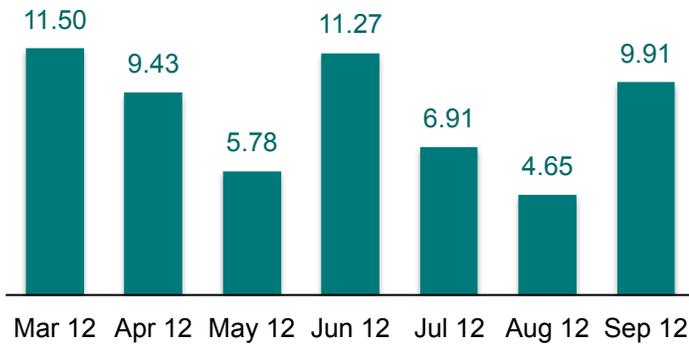
TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
07/18/2012	Telogis	Navtrak	Provider of mobile location services	
07/17/2012	Apigee	Wholesale Applications Community (technology assets)	Global alliance of leading mobile telecommunications companies focused on creating a unified and open platform for mobile application development.	
07/17/2012	Autodesk	Socialcam	Mobile video-sharing application for both iPhone and Android.	\$60.0
07/17/2012	PayPal	card.io	Allows developers to capture credit card information by using a smartphone's built-in camera.	
07/17/2012	Samsung	CSR	Developer of products specializing in connectivity and location technology	\$310.0
07/17/2012	Ogone	Tunz.com	Developer of Mobile commerce application and software	
07/17/2012	Dropbox	TapEngage	Provider of mobile computing and commerce technologies	
07/16/2012	Facebook	Spool (Talent Acquisition)	Applications that allow users to save their favorite articles and videos to their computer, tablet, and phone.	
07/12/2012	InMobi	MMTG Labs	Operates AppBistro and offers tab applications marketplace.	
07/12/2012	Dentsu	Aegis	Media communications and market research.	\$4,920.0
07/11/2012	Merkle	5th Finger	Developer of mobile retail and health software.	
07/10/2012	Oracle	Involver	Provider of marketing applications for social media sites and web campaigns	
07/03/2012	OptimisCorp	Gymdeck	Mobile Fitness App	
07/03/2012	Cielo s.A.	Merchant E-Solutions	Mobile commerce services provider	\$670.0
07/03/2012	Syniverse	MACH	Provider of hub-base mobile communications exchanges	\$693.0
07/02/2012	Amazon	UpNext	Developer of interactive 3D mobile location applications	
07/02/2012	The Gores Group	Glotel North America	Mobile communications network provider	

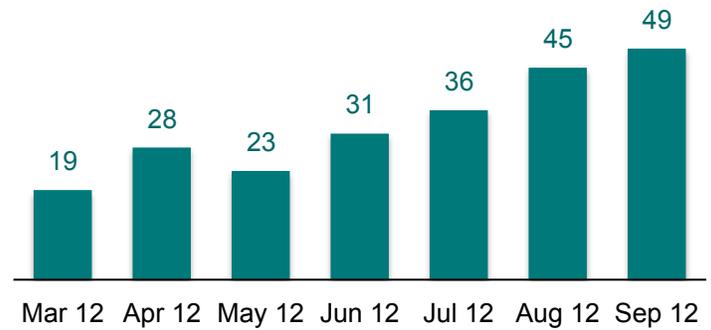
Source: Thomson Reuters, VentureDeal and Hidden River, LLC

Financing Transactions Overview

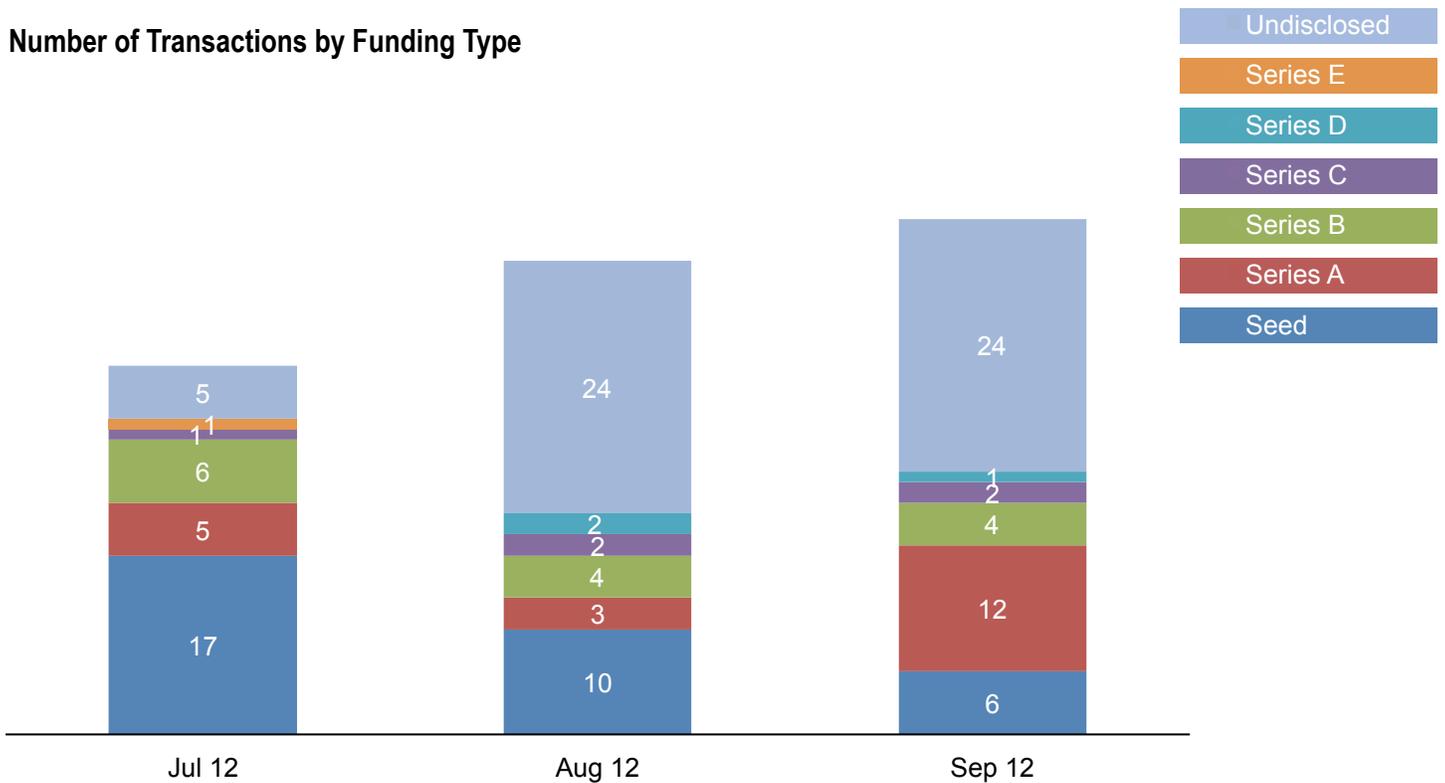
Average Value of Transactions (\$MM)



Number of Transactions



Number of Transactions by Funding Type



Source: Thomson Reuters, VentureDeal and Hidden River, LLC

Financing Transactions

Company Information	Status	FUNDING					VC's
		Company Description	Announced	Transaction Amount (in \$M)	Funding Round		
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	
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	

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
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
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

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

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

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
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 Bubby™ is a social messaging service where people share SMS and voice updates with friends, family, fans and followers. Bubby 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, IZA 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
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

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

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

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
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 Pishavar, 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 Counterop.	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 Winklerman, 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
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, eVentures, 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, iTouch, 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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
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, Andreesen 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
Stremor	Private	Stremor is a start-up focused on new methodologies for online content, especially when delivered to mobile devices and tablets.	7/30/12	\$2.0	Seed	Undisclosed
PayDragon	Private	PayDragon is a free iPhone or Android app that allows users to buy items prior to arriving to a store, allowing consumers to skip lines.	7/27/12	\$1.4	Seed	Rustic Canyon Partners, SV Angel, Yuri Milner, Mark Schwartz
Flomio	Private	Flomio enables developers to build and deploy web apps around NFC and other RFID technologies.	7/27/12	\$0.5	Seed	RMR Capital
Tip or Skip	Private	Tip or Skip developed a shopping game that applies social discovery and gamification to mobile commerce.	7/26/12	\$2.0	Seed	Corinthian Group, 500 Startups, Undisclosed
Apptopia	Private	Apptopia is a marketplace for brokering mobile app acquisitions. It manages the entire process through to completion.	7/26/12	\$1.0	Seed	Mark Cuban, Undisclosed
Keen	Private	Keen provides analytics in the mobile apps ecosystem.	7/25/12	\$0.8	Seed	500 Startups, Data Collective, SK Ventures
Xamarin	Private	Xamarin produces software development tools that make it fast, easy and fun to build great mobile apps.	7/25/12	\$12.0	Series A	Charles River Ventures, Ignition Partners, Floodgate
Lifecake	Private	Lifecake develops software to digitally store photos and videos into a private story on phones, tablets, computers, and books.	7/25/12	Undisclosed	Seed	EC1 Capital Ltd
Apigee	Private	Apigee is for a new internet of APIs - where billions of mobile, tablets, and set-top apps connect in a web that has moved beyond the browser.	7/24/12	\$20.0	Series E	Focus Ventures, Bay Partners, Norwest Venture Partners, SAP Ventures, Third Point LLC
Chute	Private	Chute is a cloud platform that helps apps and sites capture, manage, and display media files.	7/24/12	\$2.7	Seed	Salesforce, Joe Fernandez, Binh Tran
SAY Media	Private	SAY Media is a digital publishing company.	7/19/12	\$27.0	Undisclosed	New Enterprise Associates, Shea Ventures, Correlation Ventures, August Capital, First Round Capital, Maveron, WPP, Focus Ventures
Boom Financial	Private	Boom Financial, formerly M-Via, provides a mobile-based alternative to traditional wire payments.	7/18/12	\$17.0	Series C	Digicel Group, RRE Ventures, Matt.org
Tapingo	Private	Tapingo is a mobile shopping service which allows consumers on-the-go to use their phones to buy food, goods and services directly from physical merchants.	7/18/12	\$3.5	Series A	Carmel Ventures
Kiip	Private	Kiip provides mobile gaming advertising technologies.	7/17/12	\$11.0	Series B	Relay Ventures, Hummer Winblad Venture Partners, True Ventures, Undisclosed

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
Dizzion	Private	Dizzion is bringing the power of cloud computing to the desktop by enabling employees to securely access their applications and data from any device, anytime, anywhere while enjoying the same access, security and productivity as they do in their office environment.	7/13/12	\$0.7	Seed	Undisclosed
FlockTAG	Private	FlockTAG provides a mobile loyalty system for quick service restaurants which creates a cross promotional platform with customized deals.	7/13/12	\$0.3	Seed	Michigan Pre-Seed Capital Fund
Recce	Private	Recce is an app on the iOS that lets users view 3D cities in different parts of the world.	7/13/12	\$4.0	Series A	NEA
Paydiant	Private	Paydiant operates an online service that facilitates online payments via mobile phones.	7/12/12	\$12.0	Series B	Stage 1 Ventures, North Bridge Venture Partners, General Catalyst Partners
Kinvey	Private	Kinvey created a Backend as a Service that makes it easy for developers to setup and operate a cloud backend for their mobile, tablet and web apps.	7/11/12	\$5.0	Series A	Avalon Ventures, Atlas Venture
Pingup	Private	Pingup is a mobile firm that offers a real time communication utility. They facilitate "consumer to business" conversations via their communication utility.	7/11/12	\$1.0	Seed	Avalon Ventures
Pocket Change	Private	Pocket Change provides a universal gaming currency. Mobile developers are able to integrate Pocket Change to produce more value while improving the user experience of their games.	7/11/12	\$5.0	Series A	Google Ventures, First Round Capital, Baroda Ventures
CashStar	Private	CashStar is a digital gifting and incentives partner for retailers nationwide.	7/11/12	\$5.0	Undisclosed	Intel Capital, FTV Capital, Passport Capital
I-Media	Private	I-Media is a Chinese mobile ad network.	7/11/12	\$20.0	Series B	Kleiner Perkins Caufield & Byers, IDG Capital Partners
Vsnap	Private	Vsnap is a simple platform, web and mobile, for sending 60 second video messages.	7/10/12	\$0.8	Seed	Ted McNamara
Shopcastr	Private	Shopcastr is a Canadian company providing an online and mobile social service for independent local retailers and shoppers.	7/9/12	\$1.0	Undisclosed	Mantella Venture Partners, BNOTIONS
Tout	Private	Tout is a social media platform that allows users to shoot 15-second video status updates via smartphones and webcams.	7/6/12	\$13.4	Series B	819 Capital, WWE, Gordy Crawford, Stan Shuman, Hosain Rahman, Phil Knight, SRI International, Seavest Capital Partners
M.dot	Private	M.dot enables all businesses and individuals to be accessible & discoverable on Mobile devices.	7/6/12	Undisclosed	Seed	Archimedes Labs
Zipline Game	Private	Zipline Games is a Seattle based mobile games company and the creator of Moai.	7/6/12	\$0.8	Seed	Benaroya Capital
LoungeUp	Private	LoungeUp is platform allowing hotels to create a mobile service for their clients.	7/5/12	Undisclosed	Seed	Pole Capital
AppHero	Private	AppHero recommends apps you'll love by learning about your unique interests, preferences and characteristics.	7/5/12	\$1.8	Seed	OMERS Ventures, Golden Venture Partners, ENIAC Ventures
Fiksu	Private	Fiksu, Inc. is a new marketing technology company. Fiksu® for Mobile Apps is the company's first solution designed to help mobile app brands achieve their business goals faster and more cost-effectively.	7/3/12	\$10.0	Series B	Qualcomm Venture, Charles River Ventures
13th Lab	Private	13th Lab is developing the next generation computer vision platform for mobile devices.	7/2/12	\$0.7	Seed	Creandum
Jumptap	Private	Jumptap is a mobile ad network and the leader in targeted mobile advertising.	7/2/12	\$27.5	Undisclosed	General Catalyst Partners, Redpoint Ventures, Summerhill Venture Partners, Valhalla Partners, WPP, Keating Capital, Undisclosed
youAPPI	Private	youAPPI develops an engagement, acquisition and retention solution for publishers and mobile apps.	7/2/12	\$1.0	Seed	Undisclosed
Needle	Private	Needle offers a leading sales chat platform for web, social and mobile commerce.	7/2/12	\$10.5	Series B	Shasta Ventures, Rembrandt Venture Partners
LightningBuy	Private	LightningBuy is a mobile monetization platform.	7/1/12	Undisclosed	Undisclosed	Undisclosed

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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.	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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

S-1 Filings

S-1 FILINGS: TRADING

Company	Date Filed	Description	First Day of Trading	Priced	Closing Stock Price 10/1/12	% Change
Facebook	2/1/12	Facebook is the world's largest social network, with over 500 million users.	5/18/12	\$ 38.00	\$ 21.99	-42.1%
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	5.98	-64.8%
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	35.93	111.4%
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	14.43	11.0%

S-1 FILINGS: FILED

Company	Date Filed	Description
Mobile Gaming International Corp	9/21/12	Mobile Gaming International Corp plans to develop and market applications for mobile smartphones and tablets.
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.
Lion Consulting Group Inc.	8/17/12*	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.
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.
Marketkast Inc.	7/26/12	MarketKast, Inc. provides online video marketing and distribution services that allow businesses to use video to drive branding, Web traffic, and customer acquisition.
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.
Gankit Corp.	7/20/12	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.	7/17/12	Pladeo Corp. is a developer of online chat system that offers a real-time direct transmission of messages.
Barking Applications Corp.	7/10/12	Banking 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: ExactTarget files secondary offering.

*Note: Motricity files secondary offering.

*Note: Lion Consulting Group originally filed on their S-1 on 5/23/12, submitting two S-1/A forms since. Their new filing date stands at 8/17/12.

*Note: Exponential Interactive originally filed on 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

Mobile Marketing Association

About Mobile Marketing Association

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

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

Executive Contacts

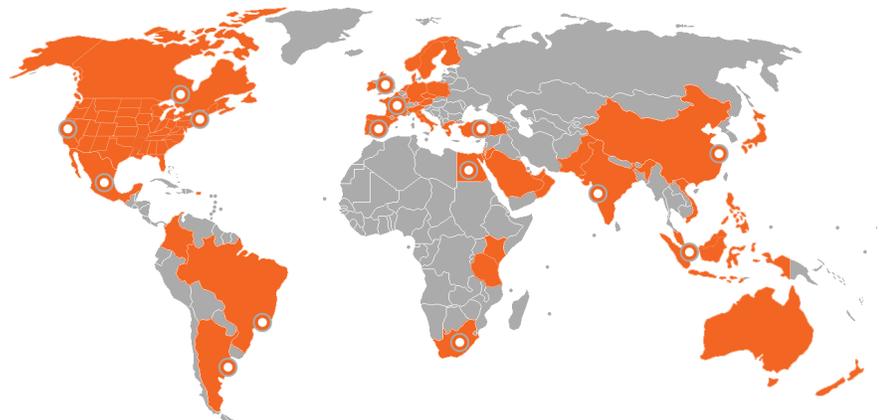
Greg Stuart
Global Chief Executive Officer
greg@mmaglobal.com
 +1 631 702 0682

PREMIER GLOBAL NON-PROFIT TRADE ASSOCIATION

Global Headquarters

Mobile Marketing Association
 770 Broadway
 New York, NY 10003

NY+1 646 257 4515
mma@mmaglobal.com





Mobile Marketing Association

Calendar of Events

NOVEMBER, 2012

MMA Forum: Istanbul (EMEA)

&

NOVEMBER 28–29, 2012

MMA Forum: Miami (LATAM)

The 2012 MMA Forum Series offers a global view on the MMA can deliver. You'll hear how mobile marketing is working across the globe: Africa, Brazil, China, India, Japan, Middle East, the US and beyond.

The Istanbul and Miami MMA Forums bring 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

Hidden River

About Hidden River

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

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

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

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

Executive Contacts

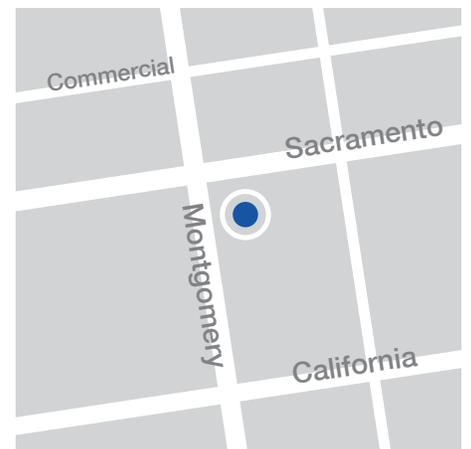
Todd Parker
Managing Director, Hidden River
 tparker@hiddenriverllc.com
 + 1 415 317 2121

DEDICATED
 EXCLUSIVELY TO THE
 MOBILE ECOSYSTEM

San Francisco Office

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

info@hiddenriverllc.com





STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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