



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
DECEMBER 2015

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The Global Connector

Having delivered 17 MMA conferences across 13 countries in 2015, bringing together 6500+ mobile marketers, agency, media and technology executives, preparations are already underway to deliver even more in 2016.

Our first 8 Forums and Summits for 2016 are already seeing a fast response from the market. Based on the increase we're seeing over 2015 (which was a great year for MMA events), we're expecting 2016 to be groundbreaking, for the MMA and more importantly the mobile marketing industry.

Increased attendance means more marketers educated, delivering know-how and greater confidence within the Chief Marketer's organization – just one of the MMA's strategic priorities.

Building this confidence drives greater budget allocation to mobile, generating the need for more partnerships and ultimately, industry growth.

I would encourage you to review our [Global Events Calendar](#) and the multiple opportunities we deliver throughout the year for the entire industry to connect and do business. I'm always amazed at the feedback I get from our members on just how transformative the connections made at our events have been to their businesses.

We look forward to delivering on all our strategic priorities for 2016 and supporting your success with mobile.

Best,

Greg Stuart

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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
Jeff Williams	Chief Operating Officer, Apple	Apple	Apple is a multinational corporation that designs, manufactures, and markets consumer electronics, personal computers, and software.	12/17/15
Johny Srouji	Senior Vice President of Hardware Technology, Apple	Vice President, Hardware Technology, Apple	Apple is a multinational corporation that designs, manufactures, and markets consumer electronics, personal computers, and software.	12/17/15
Kelly McGill	Chief People Officer, Avvo	VP Talent Management, Lynda.com (acquired by LinkedIn)	Avvo is a legal marketplace, directory, and question and answer forum that connects individuals with lawyers.	12/11/15
John Purrier	Chief Technology Officer, Automic	Chief Technology Officer, CenturyLink (Cloud Technology R&D group)	Automic is a comprehensive platform for automating businesses globally.	12/11/15
Manik Gupta	Director of Products for Maps, Uber	Director, Product Management, Google Maps, Google	Uber is a venture-funded startup that has created a mobile application that connects passengers with drivers of luxury vehicles for hire.	12/1/15
Bob Bowen	Head of Music, Amazon Studios Division, Amazon	President of Music, Relativity Media	Amazon.com, Inc. (AMZN), is a leading global Internet company and one of the most trafficked Internet retail destinations worldwide.	11/20/15
Karla Horwitz	Chief Financial Officer, 8Stem	Chief Financial Officer, PlayFab, Inc. & Spare5 (current)	8Stem is a revolutionary, interactive audio format that allows any listener to remix music like a professional DJ or sound engineer.	11/20/15
Annette Jacobs	President, Pacific Northwest Region, Sprint	Managing Director, Seattle, Newport Board Group	Sprint, is an American telecommunications holding company that provides wireless services and is a major global Internet carrier.	11/20/15
LeeAnn Miller	Area Vice President, CenturyLink	Field Sales Director-Northwest Region, CenturyLink	CenturyLink, Inc., is an American worldwide communications company headquartered in Monroe, Louisiana. It provides communications and data services to residential, business, governmental and wholesale customers in 36 states.	11/20/15
Bob Stutz	Chief Analytics Officer, Salesforce	Vice President, Dynamics CRM, Microsoft	Salesforce.com is an enterprise cloud computing company that provides business software on a subscription basis.	11/17/15
Jujhar Singh	Vice President, Dynamics CRM, Microsoft	General Manager, Microsoft Dynamics CRM, Microsoft	Microsoft is a veteran software company, best known for its Microsoft Windows operating system and the Microsoft Office suite of productivity software.	11/17/15
John Koetsier	Mobile Economist, Tune	Columnist, VentureBeat (current)	TUNE is an Enterprise Platform for Mobile Marketing.	11/17/15
Sean O'Connor	Chief Revenue Officer, C-STATS	Global Director of Customer Training & Area Director of Sales, Intuitive Surgical	Seattle-based C-SATS, Inc. is a venture-backed healthcare technology company on a mission to empower the nation's 16 million healthcare workers and institutions to assess and improve their performance continuously, accurately and objectively.	11/17/15
Ruben Ortega	Chief Technology Officer, Allen Institute for Artificial Intelligence	Chief Technbology Officer, A9 (Amazon)	The Allen Institute for Artificial Intelligence (AI2) aims to construct AI systems in order to support AI research and engineering.	11/10/15
Sameer Kazi	Chief Executive Officer, Simply Measured	Senior Vice President of Global Services and Support, ExactTarget	Simply Measured is a Seattle-based social media analytics startup.	10/30/15
D.Wayne Poole	Chief Revenue Officer, Simply Measured	Senior Vice President of Global Operations, ExactTarget	Simply Measured is a Seattle-based social media analytics startup.	10/30/15
Kristin Smith	Chief Operations Officer, Dolly	Chief Executive Officer, Code Fellows	Dolly is a company that has been coined the "Uber of deliveries."	10/26/15
Misia Tramp	Customer Experience Vice President, Metia Group	EVP Insights & Innovation Practice, Tahzoo	Metia Group offers marketing solutions.	10/26/15
Liz High	Customer Experience Vice President, Metia Group	Tahzoo	Metia Group offers marketing solutions.	10/26/15
Charlie Morss	Vice President Engineering, Apptentive	Chief Technical Officer, Zomato	Apptentive creates in-app feedback tools, enabling developers to easily engage customers for positive ratings, feedback and customer research.	10/16/15
Shalendra Chhabra	General Manager, pro.com	Director of Marketing, Indix	Pro.com's mission is to simplify home services—especially the up-front research before a project even starts.	10/16/15

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
Eric Dahlberg	Chief Revenue Officer, Avvo	General Manager, US Specialist Sales & Service, Microsoft	Avvo.com is an online legal services marketplace.	10/8/15
Loc Vuu	Director of Technology, Fell Swoop	Director of Technology, HTC	Fell Swoop creates digital products & communications that are useful, usable, and creatively inspired.	10/8/15
Carrie Shelton	Director of Business Development, Fell Swoop	Sales Director, Radius	Fell Swoop creates digital products & communications that are useful, usable, and creatively inspired.	10/8/15

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 1/4/16	Stock Price 12/1/15	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
Indexes		Russel 3000	1,187.13	1,229.52	-3.4%	1,275.89	1,079.87				
		S&P 500	2,012.66	2,079.36	-3.2%	2,134.72	1,820.66				
		NASDAQ Composite	4,903.09	5,053.75	-3.0%	5,231.94	4,116.60				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 91.97	\$ 92.55	-0.6%	\$ 96.42	\$ 68.98	\$45,870	\$43,760	\$4,350	10.1X
Alcatel-Lucent	ALU	NYSE	3.92	4.02	-2.5%	4.96	3.06	10,970	11,010	16,530	0.7X
America Movil	AMX	NYSE	13.84	16.57	-16.5%	23.67	13.51	45,820	80,460	63,255	1.3X
Apple Inc.	AAPL	NASDAQ	105.35	117.34	-10.2%	134.54	92.00	587,360	609,840	224,337	2.7X
AT&T	T	NYSE	34.35	33.77	1.7%	36.45	30.97	211,320	334,850	132,987	2.5X
Barti Airtel	BHARTIARTL.BO	BSE	4.93	4.84	1.9%	6.84	4.60	19,490	32,031	14,163	2.3X
CenturyLink	CTL	NYSE	25.11	27.03	-7.1%	40.59	24.11	13,790	33,840	17,944	1.9X
China Mobile	CHL	NYSE	55.08	58.81	-6.3%	75.52	54.48	222,550	155,880	100,500	1.6X
Fiserv, Inc.	FISV	NASDAQ	89.50	97.20	-7.9%	97.76	69.13	20,450	24,380	5,152	4.7X
Google	GOOG	NASDAQ	741.84	767.04	-3.3%	779.98	486.23	510,180	447,770	69,611	6.4X
LG	034220.KS	KRX	19.79	21.56	-8.2%	30.81	16.98	8,554	6,749	24,205	0.3X
Microsoft	MSFT	NASDAQ	54.80	52.22	4.9%	56.85	39.72	437,740	377,230	93,580	4.0X
Motorola Solutions	MSI	NYSE	67.13	72.05	-6.8%	72.97	56.40	11,680	14,040	5,850	2.4X
Nippon Telegraph & Telephone Corp.	NTT	NYSE	39.17	37.92	3.3%	40.30	25.30	81,190	110,650	92,980	1.2X
Nokia	NOK	NYSE	7.18	7.41	-3.1%	8.37	5.71	26,030	21,430	15,140	1.4X
Omnicom	OMC	NYSE	73.57	75.00	-1.9%	80.98	64.12	17,820	21,020	15,220	1.4X
Publicis Groupe	PUB.PA	Paris	64.72	65.16	-0.7%	86.30	60.43	13,476	16,617	9,173	1.8X
Samsung	005930.KS	KRX	997.86	1,121.12	-11.0%	1,250.43	855.43	148,967	81,965	165,678	0.5X
Sprint	S	NYSE	3.52	3.63	-3.0%	5.45	3.10	13,970	45,860	33,770	1.4X
Telefonica Brasil S.A.	VIV	NYSE	8.92	9.49	-6.0%	20.54	8.65	15,060	16,180	9,200	1.8X
Telefonica S.A.	TEF	NYSE	10.81	12.30	-12.1%	15.66	10.61	52,850	112,180	60,330	1.9X
Telenor	TELNF	OTC	16.40	17.43	-5.9%	24.67	16.25	N/A	30,780	14,100	2.2X
Vodafone Group	VOD	NASDAQ	32.19	33.47	-3.8%	39.46	30.58	85,400	131,000	65,470	1.9X
WPP Group	WPPGY	NASDAQ	112.57	116.26	-3.2%	123.33	98.85	29,150	34,140	18,450	1.9X
Yahoo!	YHOO	NASDAQ	31.40	33.71	-6.9%	50.41	27.20	29,650	24,990	4,870	5.1X
					Average			110,806	111,986	51,074	2.5X
					Median			29,400	33,990	18,450	1.9X
Mid-Cap (\$2B - \$10B)											
BlackBerry	BBRY	NASDAQ	\$ 9.14	\$ 7.86	16.3%	\$ 12.63	\$ 5.96	\$4,810	\$3,830	\$3,030	1.3X
Gemalto	GTOFF	OTC	57.95	60.89	-4.8%	94.00	57.10	5,100	5,630	3,170	1.8X
Interpublic Group of Companies	IPG	NYSE	22.82	23.34	-2.2%	23.80	18.16	9,270	10,670	7,600	1.4X
Pandora Media Inc.	P	NYSE	12.25	14.32	-14.5%	22.60	11.38	2,610	2,250	1,024	2.2X
Telecom Argentina S.A.	TEO	NYSE	15.68	17.18	-8.7%	26.39	13.36	3,040	3,190	3,870	0.8X
TIM	TSU	NYSE	8.42	10.01	-15.9%	24.54	8.21	4,080	4,990	4,740	1.1X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	8.31	9.65	-13.9%	16.68	8.22	7,310	7,170	5,220	1.4X
ZTE	000063.SZ	Shenzhen	2.60	2.26	15.0%	4.45	2.17	10,717	15,158	13,132	1.2X
Zynga	ZNGA	NASDAQ	2.58	2.60	-0.8%	3.13	2.20	2,310	1,340	752	1.8X
					Average			5,472	6,025	4,727	1.4X
					Median			4,810	4,990	3,870	1.4X

NOTES:

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

Source: Thomson Reuters and Hidden River, LLC analysis

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		S&P 500	2,012.66	2,079.36	-3.2%	2,134.72	1,820.66				
		NASDAQ Composite	4,903.09	5,053.75	-3.0%	5,231.94	4,116.60				
Small-Cap (< \$2B)											
Axiom Corporation	ACXM	NASDAQ	\$ 20.10	\$ 22.83	-12.0%	\$ 23.42	\$ 15.78	\$1,570	\$1,590	\$1,030	1.5X
Bango	BGO.L	LSE	153.26	137.53	11.4%	189.01	109.06	100	7,353	6	NA
Blue Calypso Inc	BCYP	OTC	1.25	2.30	-45.7%	9.20	1.00	7	5	1	6.9X
Boingo wireless	WIFI	NASDAQ	6.65	6.51	2.2%	10.42	5.89	247	260	128	2.0X
Cincinnati Bell	CBB	NYSE	3.42	3.79	-9.8%	4.16	2.85	718	2,070	1,290	1.6X
Digimarc Corporation	DMRC	NASDAQ	34.03	33.97	0.2%	49.25	20.90	288	245	25	10.0X
Glu Mobile	GLUU	NASDAQ	2.42	3.21	-24.6%	7.03	2.20	318	135	263	0.5X
Internetq Plc	INTQ	LSE	91.37	199.91	-54.3%	549.71	64.84	35	3,758	223	16.9X
Oi (Formerly Telemar)	OIBR	NYSE	0.42	0.43	-2.3%	3.69	0.32	294	11,340	7,210	1.6X
Marchex	MCHX	NASDAQ	3.75	4.36	-14.0%	5.32	3.51	157	47	159	0.3X
MDC Partners	MDCA	NASDAQ	20.92	22.00	-4.9%	28.65	16.15	1,060	1,870	1,290	1.4X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	0.79	0.49	61.2%	1.49	0.35	23	21	4	5.2X
Neustar, Inc.	NSR	NYSE	23.10	25.07	-7.9%	32.66	20.32	1,240	1,650	1,000	1.7X
Opera Software ASA	OPERA.OL	Oslo	5.64	6.42	-12.1%	11.95	4.89	836	838	7	128.6X
Single Touch Systems Inc.	SITO	OTC BB	2.07	2.41	-14.1%	6.15	1.50	36	43	14	3.0X
Smith Micro Software Inc	SMSI	NASDAQ	0.73	0.79	-7.6%	1.85	0.64	34	21	40	0.5X
Tanla Solutions Limited	TANLA.NS	NSE	0.71	0.66	7.9%	0.80	0.21	73	71	5	13.8X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	4.97	4.92	1.0%	4.99	2.79	312	396	357	1.1X
Unwired Planet	UPIP	NASDAQ	0.91	0.97	-6.2%	1.10	0.54	103	56	10	5.6X
Voltari Corporation (Formerly Motricity)	VLTC	NASDAQ	4.91	6.42	-23.5%	21.75	0.67	44	42	10	4.2X
					Average			375	1,591	654	10.9X
					Median			202	252	84	2.0X

NOTES:

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
12/30/2015	Credit Karma	Snowball	Snowball is a mobile notifications startup.	
12/29/2015	PositiveID Corporation	E-N-G Mobile Systems, Inc.	E-N-G is a specialty vehicle manufacturer of TV news vans and trucks, emergency response trailers, mobile command centers, & mobile labs.	
12/22/2015	Microsoft	Talko	Talko is a mobile messaging startup.	
12/22/2015	Kik Interactive	Blynk	Blynk is a mobile fashion service.	
12/17/2015	Purch	ShopSavvy	ShopSavvy is a mobile app that allows users to scan in a barcode, do a product lookup and find comparable deals on products nearby or online.	
12/16/2015	Shaw Communications	WIND Mobile	WIND is Canada's fourth-largest wireless services provider.	\$1,600.0
12/16/2015	Symphony Technology Group	Simmons	Simmons is a consumer research company.	
12/14/2015	Perk	Viggle	Viggle Inc. (NASDAQ: VGGL), is a mobile and web-based entertainment marketing platform.	
12/11/2015	SGN	Kiwi	Kiwi is a mobile entertainment company that builds industry leading games.	
12/11/2015	SimilarWeb	Quetra	Quetra is a mobile intelligence company focusing on personalizing mobile experiences and monetization.	\$10.0
12/09/2015	Optimus Infracom	UniverCell	UniverCell is a brick & mortar mobile seller.	
12/08/2015	Morpho	AirTag	AirTag is a mobile payments company.	
12/08/2015	IBM	Clearleap	Clearleap is a cloud video firm.	
12/07/2015	Sinclair Broadcast Group, Inc.	Circa	Circa is a mobile new site.	
12/04/2015	Mobify	Jeapie	Jeapie is a Ukrainian startup offering an advanced mobile notification service.	
12/03/2015	Way to Blue	The Project Factory	The Project Factory is a digital agency.	
12/01/2015	Perion	Undertone	Undertone is a digital ad company.	\$180.0
11/30/2015	Perk.com	Corona Labs	Corona Labs is a venture-backed mobile software company based in Palo Alto, CA, and founded by two Adobe veterans who previously led the Flash Lite engineering team.	\$2.3
11/30/2015	Mobify	Donde	Dónde (formerly Brandtree) offers mobile product & store locators for brands and chains looking to increase local retail sales and gain real-time marketing insights.	
11/27/2015	China Mobile	CM TieTong (Telecom Unit)	CM TieTong is China Mobile's, China's largest wireless carrier, sister company.	\$4,990.0
11/25/2015	Apple	Faceshift	Faceshift is a visual effects firm.	

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
11/24/2015	Mad Mobile	KidoZen	KidoZen enterprise mobile platform as a service focus on providing the foundation for the mobile-first enterprise by enabling cloud and on-premise backend to enterprise mobile apps and a sophisticated and secure management experience through an enterprise application store.	
11/18/2015	Gravity4	Pixels	Pixels is a Hong Kong based online advertising company.	
11/11/2015	Group M	Yonder Media	Yonder Media is a mobile marketing specialist.	
11/10/2015	Blue Coat Systems	Elastica	Elastic Enterprise is now about flexibility in how employees are enabled to use most efficient cloud services and mobile, to stay agile and competitive. Security is often the deterrent to such flexibility. Elastica solves the cloud security problem to enable your Elastic Enterprise.	\$280.0
11/10/2015	Helios	Telkom Kenya*	Telkom Kenya is a mobile operator.	
11/09/2015	Anoto Group AB	LiveScribe	LiveScribe has developed a new low-cost mobile computing platform that enhances productivity, learning, communication and self expression for anyone that uses pen and paper. The Pulse smartpen revolutionizes the act of writing by recording and linking audio to handwriting, so users never miss a word.	
11/09/2015	Microsoft	Secure Islands	Secure Islands is an Israeli company that focuses on protecting companies' data.	
11/05/2015	Microsoft	Mobile Data Labs	Mobile Data Labs is the developer of MileIQ, an app used by mobile professionals to track mileage.	
11/04/2015	Software Paradigms International Group LLC.	BestFit Mobile Corp.	BestFit Mobile is an Austin-base tech consulting firm.	
11/03/2015	Activision Blizzard	King	King is the maker of Candy Crush.	\$5,900.0
11/02/2015	Quality Systems	HealthFusion	HealthFusion is the maker of MediTouch mobile EHR for small practices.	\$165.0
11/02/2015	Intellectsoft	Mobile Roadie	Mobile Roadie is a mobile app development and marketing platform.	
10/29/2015	Porch	Fountain	Fountain is a mobile advice marketplace.	
10/21/2015	Xamarin	RoboVM	RoboVM lets users create beautiful native apps for iOS & Android, sharing code between platforms.	
10/19/2015	Unbound Commerce	Apptive	Unbound Commerce is the #1 mobile commerce provider among mid-market retailers.	
10/15/2015	VMWare	Boxer	Boxer is building the next generation mobile inbox.	
10/13/2015	RetailNext	Pikato	Pikato is a cloud-based retail software firm.	
10/07/2015	Lakana	Kixer	Kixer is a native mobile advertising technology company that helps connect web and app publishers through its premium advertising exchange.	

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

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M&A Transactions

TRANSACTION DATA

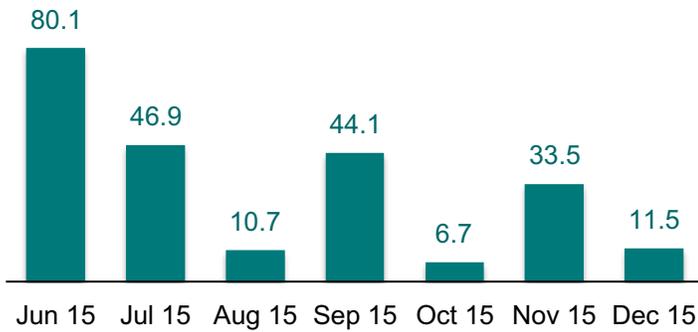
Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
10/05/2015	Evolving Systems Inc.	Sixth Sense Media	Sixth Sense Media is a provider of real-time analytics and marketing solutions to global wireless carriers.	
10/02/2015	Workday	MediaCore	MediaCore features a killer video viewing experience, and offers a stunning interface for browsing video collections on both desktop and mobile devices.	
10/01/2015	Google	Jibe Mobile	Jibe is a Cloud Communications Company for handset manufacturers, mobile operators, and other communication networks, provides an open end-to-end technology platform, enabling innovative IP communication services to mobile consumers globally.	

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

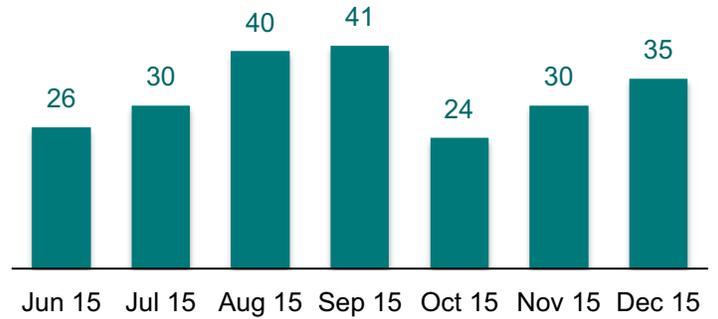
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Financing Transactions Overview

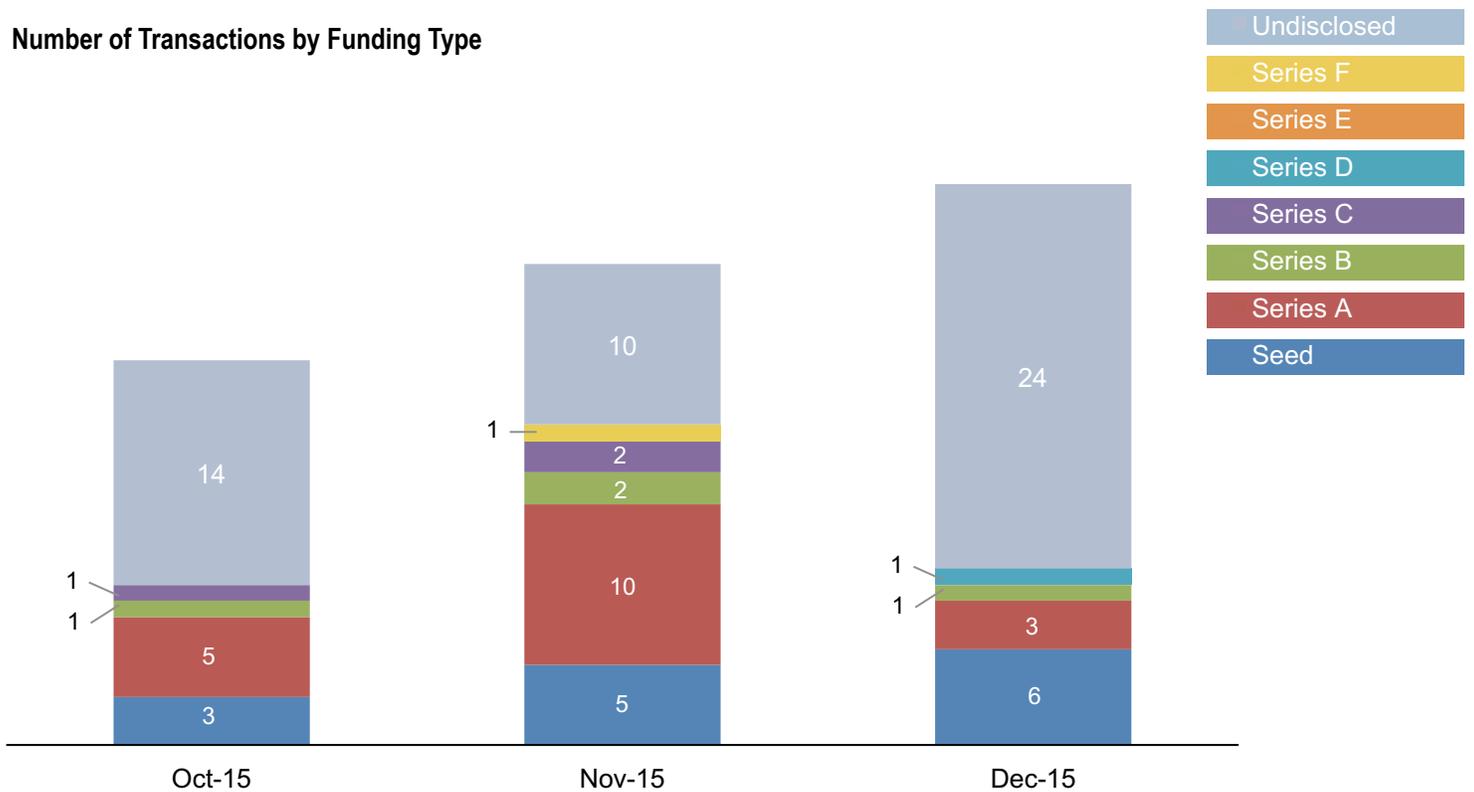
Average Value of Transactions (\$MM)



Number of Transactions



Number of Transactions by Funding Type



Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Axios Mobile Assets	Private	Axios Mobile Assets Corp. is a logistics enabler featuring a next generation, bio-based pallet technology, which can be bundled with its proprietary cross-platform tracking and information system that helps improve the value chain in the logistics market.	12/23/15	\$13.4	Undisclosed	Relay Ventures
Uber	Private	Uber has created a mobile application that allows users to request car service to pick them up wherever they are located.	12/23/15	Undisclosed	Undisclosed	GAC Group
SpiderCloud Wireless	Private	SpiderCloud Wireless has created enterprise radio access network (E-RAN) technologies that enables direct integration between enterprise IT networks and mobile devices through small cell technologies.	12/22/15	\$15.2*	Undisclosed	Undisclosed
Kount	Private	Kount helps businesses boost sales by reducing fraud. The company's all-in-one, SaaS platform simplifies fraud detection and helps online and mobile businesses accept more orders.	12/17/15	\$80.0	Undisclosed	CVC Capital Partners
LoopMe	Private	LoopMe is the world's largest mobile video platform, reaching over 1.25 billion consumers worldwide via integration with programmatic ad exchanges and direct publishers.	12/17/15	\$7.0	Undisclosed	Holtzbrinck Ventures, Open Ocean Capital
mParticle	Private	mParticle is the only end-to-end customer data platform built for native apps across all devices. To win in mobile requires data infrastructure purpose built to address the complexities core to running an app business.	12/17/15	\$15.1	Series A	Social Capital, Bowery Capital, Eniac Ventures, Golden Venture Partners
Tastemade	Private	Tastemade is an online food network for discovering places to buy food, creating new dishes, and sharing them.	12/17/15	\$40.0	Series D	Goldman Sachs, Redpoint Ventures, Raine Ventures, Comcast Ventures, Liberty Global, Scripps Networks Interactive, Tohokushinsha Film
Trustlook	Private	Trustlook is a global leader in next-generation mobile security solutions. Trustlook pioneers and provides the first APT (advanced persistent threat) mobile security solutions to detect and address zero-day and advanced malware.	12/17/15	\$17.0	Series A	Trustbridge Partners, Sparkland Ventures, Linear Capital Partners, Danhua Capital
Omadi	Private	Omadi develops cloud-based CRM software for targeted service industries to track, analyze, and increase employee production, enhance communication within companies and between clients, and replace the need for multiple software solutions.	12/16/15	\$5.0	Undisclosed	Undisclosed
Pickup	Private	Pickup provides consumers and businesses with the capability to get what they want, when they want it.	12/16/15	Undisclosed	Undisclosed	Perot Jain, Wetzler Capital
Limelight Health	Private	Limelight Health was founded by health insurance industry experts who see an opportunity to lead the transformation for how we shop and select our health insurance and employee benefits.	12/15/15	\$2.7*	Undisclosed	Undisclosed
Yello Mobile	Private	Yello Mobile is a mobile business platform operating in shopping, media content, marketing & advertising, travel, and O2O business.	12/15/15	\$47.0	Undisclosed	Formation 8, undisclosed
Oncam	Private	Oncam is a group platform designed for Wi-Fi free mobile use, allowing simple and easy video calling of unlimited friends, or millions of fans, with the tap of a button.	12/14/15	\$7.0	Undisclosed	Tonn Investments, Undisclosed
Streamroot	Private	Steamroom provides smart video streaming solutions.	12/14/15	\$2.5	Seed	Partech Ventures, Walnut Venture Associates, Cherrystone Angel Group, Jean-David Blanc, Undisclosed
TOK.tv	Private	TOK.tv has developed a number of mobile and social functionalities around sports events and networks.	12/14/15	\$3.9*	Undisclosed	Undisclosed
Perk.com	Private	Perk provides a rewards platform targeting consumers primarily by rewards for people's every day mobile and internet activities.	12/11/15	\$0.6	Undisclosed	Undisclosed
Server Density	Private	Server Density is a SaaS-based product that helps users manage and monitor their infrastructure.	12/11/15	\$1.5	Undisclosed	SP Ventures, Undisclosed
Savonix	Private	Savonix is building a clinically valid and reliable, neuro-cognitive assessment and brain health platform.	12/9/15	\$1.5	Seed	RoundGlass Partners, Kickstart Seed Fund, Bandel Carano, Ed Glassmeyer
BlueLine Grid	Private	BlueLine Grid connects law enforcement, fire, EMT, first responders and security teams with the simplest, most comprehensive, and affordable mobile solutions available.	12/8/15	\$5.1	Undisclosed	Motorola Solutions Venture Capital

*Note: SpiderCloud Wireless is still seeking \$8,173,200 in funding.

*Note: Limelight Health is still seeking \$310,000 in funding.

*Note: TOK.tv is still seeking \$1,319,045 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout December 1-31, 2015.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Clip	Private	Clip enables businesses and consumers to make transactions by turning their mobile device into a card terminal.	12/8/15	\$8.0	Undisclosed	Atlas Ventures, American Express Ventures, Sierra Ventures, Mexico Ventures, Angels Ventures Mexico, Endeavor Catalyst
Gemr	Private	Gemr is a mobile native application that allows users to easily find, collect, trade or sell an item simply by snapping a picture and sharing it with a community of interested peers.	12/8/15	\$2.5	Undisclosed	Undisclosed
Streamroot	Private	Steamroom provides smart video streaming solutions.	12/8/15	\$2.1	Seed	Undisclosed
Masabi	Private	Masabi is the transit mobile ticketing pioneer, delivering end-to-end systems to agencies that bring significant cost savings and enhanced customer experience.	12/7/15	\$12.0	Undisclosed	MasterCard, MMC Ventures, Keolis, Lepe Partners
Bridgit	Private	Bridgit builds cloud-based mobile and web construction software that lets general contractors, engineering consultants, architects, owners, and subcontractors collaborate to manage all project work in real-time.	12/4/15	Undisclosed	Undisclosed	Dan Debow, Jevon MacDonald, John Harris, Katherine Hague
Ouchie	Private	Ouchie is a mobile and web app that provides a community for pain sufferers around the world.	12/4/15	\$0.1	Seed	Undisclosed
SeamlessDocs	Private	SeamlessDocs is a modern replacement to the PDF. The current PDF is a dumb document that needs to be downloaded, is not mobile friendly and has no validation or workflow built in.	12/4/15	\$5.0	Undisclosed	Govtech Fund, Undisclosed
Shareable Apps	Private	Shareable Apps powered by Adappt, is a mobile app development and distribution platform that allows users to build and share their own apps to all devices, across all platforms, within minutes and mitigates the need for complex development and long lead cycles.	12/4/15	\$3.5	Undisclosed	Thorney Group, Gleneagles Securities
Staffly	Private	Staffly is a better way to cover a shift in a pinch and find your next superstar to join your team. Use your mobile device to connect with Staffly Staffers in real-time. Select the Staffer with the skills and style that match your job. Our Staffer will confirm from their mobile device and arrive on time—ready to work.	12/4/15	\$1.3	Seed	ff Venture Capital, LionBird, WS Investment
Burpple	Private	Burpple is a smart and beautiful way to remember, organize and explore food moments with your friends around the world.	12/2/15	\$6.0	Series A	Tembusu Partners, SPH Media Fund, Undisclosed
Rooster	Private	Rooster is an app that was created by Plympton. Every month, Rooster sends two novels to your phone, a classic and a contemporary tale.	12/2/15	\$0.6	Seed	Charles Hudson, DeNA, Sundeep Ahuja, Nadav Eylath, Pejman Mar Ventures
Sensoro	Private	Sensoro, founded at the Microsoft Ventures' accelerator, is committed to the construction of a large aware- mobile Internet data network, integrating intelligent sensor and the mobile Internet.	12/2/15	\$10.0	Undisclosed	NGP, New World Angels, Undisclosed
Atzuche	Private	Atzuche provides a mobile application called Atzuche.com that allows people to rent out their luxury vehicles.	12/1/15	\$47.0	Series B	China Pacific Insurance, Ivy Capital Partners, Hearst Ventures, Matrix Partners, Ceyuan Ventures
AlayaCare	Private	AlayaCare provides intuitive software patients can engage in their own care, Nurses and PSWs can be truly mobile and efficient and Care Coordinators can manage both their patients and staff with ease.	11/30/15	\$3.6	Undisclosed	Maple Leaf Partners
Early Salary	Private	EarlySalary.com is a new FinTech start-up in Pune. We are promising to create ripples in the way lending will happen in the country.	11/30/15	\$1.5	Seed	Ashok Agarwal
Grofers	Private	Grofers is a local e-commerce mobile platform that is transforming the shopping experience of consumers like you, by connecting them to local stores	11/27/15	\$120.0	Series C	SoftBank Ventures Korea
Clarisite	Private	Clarisite answers the what, how and why of web and mobile customer behavior. This enables organizations to maximize conversions, streamline support, and increase customer satisfaction – without raising overhead.	11/25/15	\$5.5	Series A	Lazarus Israel Opportunities Fund
Klipboard	Private	Klipboard simplifies task scheduling, location mapping, messaging, viewing and capturing data using mobile workflows.	11/24/15	\$0.9	Seed	Undisclosed
SchoolMint	Private	SchoolMint is an enrollment and communications platform for K-12 public, private and charter Schools enabling all the manual admissions and enrollment processes as well as communications with parents on mobile/online - saving them tens of thousands of dollars.	11/24/15	\$6.2*	Series A	Undisclosed

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout December 1-31, 2015.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
HealthCrowd	Private	HealthCrowd engages, motivates and drives improved self-care. Their product suite encompasses outreach, self-monitoring of health status, and transition to home, all via the mobile phone.	11/23/15	\$2.3	Seed	37 Angels, Band of Angels, Berkeley Angel Network, Startup Capital Ventures, Healthy Ventures, Herlitz Capital
Airbnb	Private	Airbnb is a community marketplace for people to list, discover, and book unique accommodations around the world — online or from a mobile phone.	11/20/15	\$100.0	Undisclosed	Undisclosed
SaltDNA	Private	SaltDNA is the first company to provide a solution for encrypted communications between mobile devices with full, centralized control for the enterprise. We enable private voice and text conversations between executives, customers and partners using the highest grade open-source encryption protocols.	11/20/15	\$3.0	Undisclosed	Accomplish
Tubi TV	Private	Tubi TV is the largest and fastest-growing -- free and legal -- video app on Connected TV devices, Mobile, and the Web. With over 40,000 TV and Movie titles from our partners, including Paramount Pictures and Starz, Tubi TV has SEVEN TIMES more free content than any other Connected TV app. And it's all legal!	11/20/15	\$6.0	Series B	Cota Capital, Foundation Capital
SafeDK	Private	SafeDK offers an infrastructure solution, which improves mobile apps' security, stability and QoS, by monitoring and controlling 3rd party tools integrated in the apps.	11/19/15	\$2.3	Undisclosed	StageOne Ventures, Kaedan Capital
Huuuge	Private	Huuuge develops and publishes free-to-play games, focusing on the fast growing mobile social casino gaming market worldwide.	11/17/15	\$4.0	Series A	Korea Investment Partners
Ola	Private	Ola is India's most popular mobile application for booking your cab, changing the way you travel in your city, forever! We bring together cab drivers and customers using technology to make transportation hassle free for everyone.	11/17/15	\$500.0	Series F	Baillie Gifford, Falcon Partners, Tiger Global Management, SoftBank Ventures Korea, DST Global, Didi Kuaidi
AppDome	Private	AppDome's dynamic wrapping SaaS technology provides an essential shield that secures enterprise and consumer-facing apps from advanced cyber threats, mobile fraud, and data theft.	11/16/15	\$13.0	Series A	Menlo Ventures, OurCrowd, Draper Nexus
Bango	Private	Bango (AIM: BGO) powers payment and analytics on the mobile web, providing users with a massively smooth payment experience.	11/16/15	\$17.0	Undisclosed	Undisclosed
Cola	Private	Cola is a mobile app that lets you instantly coordinate, collaborate, and chat with friends, family and co-workers. It drastically reduces the time you'll spend making plans and keeping track of people. If you know how to text, you already know how to use Cola.	11/13/15	\$1.3	Seed	Tribeca Angels
ScrollMotion	Private	ScrollMotion makes it easy for businesses to create the same engaging mobile content, distribute it globally, and track it securely. We can help transform the way your employees work, sell and communicate in today's mobile era.	11/12/15	\$11.4	Undisclosed	Undisclosed
Perfecto Mobile	Private	Perfecto Mobile is a global leading provider of cloud-based testing, automation and monitoring solutions for mobile applications and websites, utilizing a wide selection of REAL mobile devices accessible via the web.	11/11/15	\$35.0	Undisclosed	Technology Crossover Ventures, FTV Capital, Globespan Capital Partners, Carmel Ventures, Vertex Venture Capital
VideoAmp	Private	A video advertising platform built from the ground up to buy, optimize and measure video ads across television, mobile and desktop.	11/11/15	\$15.0	Series A	RTL Group, Anthem Venture Partners, Simon Equity Partners, Third Wave Ventures, Wavemaker Partners, ZenShin Capital Partners, Startup Capital Ventures
POPIn	Private	POPIn is a SaaS mobile and web solution that facilitates the CrowdSourcing of ideas that the team "votes" to the top. Selected initiatives are then CrowdSolved with specific discussions to deliver timely and innovative impact to relevant corporate objectives.	11/10/15	\$6.0	Series A	Nexus Venture Partners, Greylock Partners
Shelfbucks	Private	Shelfbucks aims to level the playing field between physical and online retail. We will revolutionize the brand to consumer channel through mobile.	11/10/15	\$6.5	Series A	Undisclosed
17 Media	Private	17 Media is a live video streaming and real-time content sharing mobile application for celebrities, entertainers, and influencers that allows users to create and share live streaming video and photos, and earn royalties for personal content shared.	11/6/15	\$10.0	Series A	Undisclosed
Hivemapper	Private	Hivemapper is a mapping and navigation tool for drone fliers to plan better, explore further, and fly safer. We are mapping the entire earth for drone fliers and making the information easily accessible for all to use and contribute to across the web, mobile, and drones.	11/6/15	\$2.9	Seed	Spark Capital, Founder Collective, GV, Harrison Metal Capital, Homebrew Ventures, Undisclosed

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout December 1-31, 2015.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Sirqui	Private	Sirqui was founded by Robert Frederick, one of the original technical founders of Amazon Anywhere (Amazon's first foray into Secure Mobile Commerce) and Amazon Web Services (AWS). The Sirqui app suite includes games, utilities, social challenges and missions, and can be integrated with rewards and content from nearby venues.	11/5/15	\$5.0	Series A	Rudy Gadre, Owen Natta, Ray Chen, Tripp Blair, Xiang Gao, Rick Dalzell
WakingApp	Private	WakingApp's vision is to enable anyone with the ability to effortlessly create AR/VR content that is published within minutes and integrated with any mobile device/smart glasses.	11/5/15	\$4.3	Series C	Youzu Interactive, Inimiti VC, Globis Capital
iboss Cybersecurity	Private	iboss Cybersecurity is a leading provider of innovative APT Defense, Web Security and Mobile Security Solutions. Founded in 2003, iboss was created to provide cutting-edge security for today's complex network environments.	11/4/15	\$35.0	Series A	Goldman Sachs
Confer	Private	Confer secures laptops, servers and mobile devices against advanced persistent threats (APTs).	11/2/15	\$17.0	Series B	Foundation Capital, Matrix Partners, North Bridge Venture Partners
Recsolu	Private	Recsolu mobile recruiting apps, candidate and events management system, and interview scheduling tools provide HR teams with modern capabilities for attracting and hiring top talent.	11/2/15	\$3.0	Undisclosed	Undisclosed
Kickoff	Private	Kickoff is a mobile dating app providing service to Latin America.	10/29/15	\$1.6	Undisclosed	Monashees Capital
Cato Networks	Private	Cato Networks was founded to make network security work for the distributed, mobile and Cloud-enabled enterprise.	10/28/15	\$20.0	Series A	U.S. Venture Partners, Aspect Ventures
Zype	Private	Zype allows you to reach audiences across mobile, tablet, web or set-top boxes to provide content without limitations. Upload video for automated transcoding into multiple formats, thumbnail creation and instant serving with scalable cloud delivery.	10/28/15	\$1.6	Seed	Revel Partners, Entrepreneurs Fund, Undisclosed
Fieldwire	Private	Fieldwire is a mobile first, geo-tagged task management platform for the field. It allows teams to collaborate by recording, tracking and sharing critical information.	10/27/15	\$6.6	Undisclosed	Formation 8, Trinity Ventures, Bloomberg Beta, AngelPad
SourceClear	Private	SourceClear helps users secure open-source code from hackers by creating a real-time inventory of your open-source components. We show you where they came from, who created them, and exactly what they are doing in their applications. We detail vulnerabilities that could be used by hackers to compromise applications and customer data and provide clear guidance on fixes.	10/27/15	\$10.0	Undisclosed	Index Ventures, Storm Ventures
Gigsky	Private	GigSky is the first global mobile network designed for travelers. GigSky specializes in international data coverage to give individuals and businesses the best service, coverage, and pricing in a seamless experience.	10/23/15	\$7.1*	Undisclosed	Undisclosed
Mobvoi	Private	Mobvoi is a Chinese artificial intelligence (AI) company with independently developed technologies in Chinese language speech recognition, natural language processing and vertical mobile search.	10/21/15	Undisclosed	Undisclosed	Google Ventures
MAZ Digital	Private	MAZ Digital Inc., provider of a cloud-based digital publishing service for tablet and mobile devices.	10/19/15	\$0.8	Undisclosed	Undisclosed
Mast Mobile	Private	Mast Mobile links all work-related calls and texts are linked to a single number on your mobile phone.	10/16/15	\$7.0	Series A	FirstMark Capital, DFJ, Eniac Ventures, Harrison Metal Capital, Initialized Capital
Niantic	Private	Niantic, Inc. is a software development company best known for the augmented reality mobile game, Ingress.	10/16/15	\$30.0	Undisclosed	Nintendo, The Pokémon Company
Mobilengine	Private	Mobilengine provides a complete end to end mobility solution for your enterprise.	10/15/15	\$5.0	Series A	Valor Equity Partners
FollowAnalytics	Private	FollowAnalytics 1:1 mobile marketing automation platform makes individually-catered mobile marketing engagement easy.	10/15/15	\$10.0	Series A	Aspect Ventures, Zetta Venture Partners, Salesforce Ventures, Sapphire Ventures, Undisclosed
PubNub	Private	PubNub is a blazingly fast cloud-hosted messaging service for building real-time web and mobile apps. Hundreds of apps and thousands of developers rely on PubNub for delivering human-perceptive real-time experiences that scale to millions of users worldwide.	10/14/15	\$5.0	Series C	Sapphire Ventures, Robert Bosch Venture Capital, Sound Ventures, enVision Capital, Scale Venture Partners, Relay Ventures, TIE Angels
Mino Games	Private	Mino Games is a mobile games developer.	10/9/15	\$2.2	Undisclosed	Andreessen Horowitz, SparkLabs Global Ventures, Luminary Capital, Ace & Company

*Note: Gigsky is still seeking \$8,738,615 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout December 1-31, 2015.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Monterosa	Private	Monterosa helps broadcasters, marketers and sports rights-holders connect traditional media with mobile. LVIS provides content creators and developers with a fast, robust platform to deploy live games, voting, competitions and sports experiences that build brands, increase loyalty and drive business objectives.	10/9/15	\$1.8	Series A	24Haymarket, Angel CoFund
Pypestream	Private	Pypestream is a messaging app purpose-built to connect organizations with their customers & employees via mobile chat.	10/9/15	\$2.0	Seed	WGI Group
CardFlight	Private	CardFlight started when we were trying to build a mobile app that would use a magnetic stripe reader to read credit card data, and we quickly realized the existing options stank.	10/8/15	\$4.2	Undisclosed	MATH Venture Partners, ff Venture Capital, Silicon Valley Bank, Great Oaks Venture Capital, Entrepreneurs Roundtable Accelerator, Plug and Play Ventures
HonkMobile	Private	HonkMobile is North America's leading provider of on-demand mobile payments for parking.	10/2/15	\$3.0	Seed	Impression Ventures
ChoreMonster	Private	ChoreMonster combines digital gaming with a Web-services facet through a suite of mobile and Web applications that allows parents and children ages 6-12 to collaborate interactively to complete household tasks. Parents assign real-life rewards for completing chores and gaining points.	10/2/15	\$0.6	Undisclosed	Undisclosed
Happn	Private	Happn is a location-based mobile dating application that enables its users to build connections based on real-time interactions. Happn helps its users to discover people they've crossed paths with.	10/2/15	\$14.0	Series B	Idinvest Partners, Alven Capital Partners, DN Capital, Raine Ventures
VOIQ	Private	VOIQ empowers thousands of individuals to earn money making calls and millions of businesses to benefit from an on-demand, mobile callforce.	10/2/15	\$0.5	Seed	Undisclosed

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout December 1-31, 2015.

Financing Transactions

DEBT FUNDING

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
Lootsie	Private	Lootsie is reimagining the way that brands and developers engage and monetize their audience - through loyalty and rewards.	12/22/15	\$2.1	Debt	Undisclosed
uSens	Private	uSens provides 3D interactive solutions for virtual reality and augmented reality. An innovative start-up, uSens is the first to offer 3D gesture recognition on mobile platforms and first to combine virtual and augmented reality.	12/16/15	\$3.2	Debt	Undisclosed
uSens	Private	uSens provides 3D interactive solutions for virtual reality and augmented reality. An innovative start-up, uSens is the first to offer 3D gesture recognition on mobile platforms and first to combine virtual and augmented reality.	12/16/15	\$1.3	Debt	Undisclosed
Opanga Networks	Private	Opanga Networks, Inc is a leading innovator of pragmatic video optimization solutions. Opanga overhauls the mobile video experience for consumers while substantially improving network utilization for wireless operators through the reclamation of surplus capacity.	11/19/15	\$2.8	Debt	Undisclosed
Qvivr	Private	Qvivr created a wallet that brings the advancements in the world of online and mobile payments to the real world, all without changing the way people are used to paying.	11/10/15	\$0.8	Debt	Undisclosed
Payfone	Private	Payfone, Inc. allows users to pay for online goods and services using mobile credit.	10/19/15	\$5.5*	Debt	Undisclosed
Modo Labs	Private	Modo Labs mission is to empower organizations to build, maintain and evolve smart mobile solutions.	10/7/15	\$1.1	Debt	Undisclosed

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout December 1-31, 2015.

S-1 Filings

S-1 FILINGS: FILED

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

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Mobile Marketing Association

About the Mobile Marketing Association (MMA)

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

The MMA's mission is **to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.**

Anchoring the MMA's mission are four core pillars: to cultivate inspiration by driving the innovation for the Chief Marketing Officer; to build the mobile marketing capabilities for the marketing organizations through fostering know-how and confidence; to champion the effectiveness and impact of mobile through research providing tangible ROI measurement; and advocacy.

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

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

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

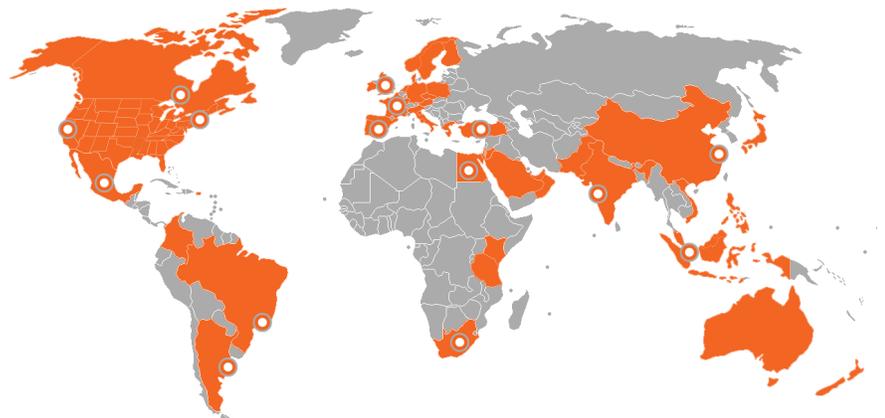
Executive Contacts

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

Global Headquarters

Mobile Marketing Association
 41 E. 11th Street
 11th Floor
 New York, NY 10003

 NY+1 646 257 4515
mma@mmaglobal.com



Mobile Marketing Association

Calendar of Events

MARCH 24, 2016

MMA Mobile Location Leadership Summit

New York, NY, USA

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

APRIL 14, 2016

MMA Mobile Programmatic Leadership Summit

New York, NY, USA

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

MAY 10–11, 2016

MMA Mobile Marketing Leadership Summit

(Formerly MMA Forum New York)

New York, NY, USA

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

JUNE 6, 2016

MMA Forum London

London, UK

www.mmaglobal.com/forumlondon2016

JULY 24–26, 2016

MMA CEO & CMO Summit

Sonoma, CA, USA

www.mmaglobal.com/ceosummit2016

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

Global Events Calendar

www.mmaglobal.com/calendar/monthly

PREMIER GLOBAL
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ASSOCIATION

Hidden River

About Hidden River

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

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

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

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

Executive Contacts

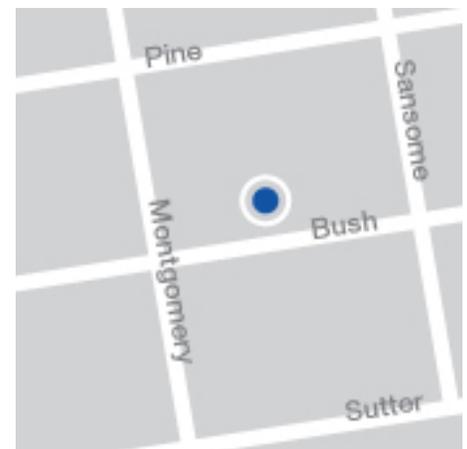
Todd Parker
Managing Director, Hidden River
 tparker@hiddenriverllc.com
 + 1 415 317 2121

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 MOBILE ECOSYSTEM

San Francisco Office

Hidden River, LLC
 268 Bush Street
 San Francisco, CA 94104

info@hiddenriverllc.com



STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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