



**MOBILE
MARKETING
ASSOCIATION**



Hidden River



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
FEBRUARY 2014

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Creative Disruption

We've all pondered when the tipping point will arrive for mobile strategies to be considered the most integral part of a brand's reach with consumers? And in tandem for the third year in a row the media has declared it "the year of mobile." To me, even without the annual clarion call, we now know more than ever—mobile marketing matters because it's not the year of mobile. At the MMA We believe it's the *Age of Mobile*.

We realized long ago that the "if and when" years of testing validation mobile are over for our members. From device ubiquity to industry evolution, we've seen the new capability of mobile technology. We believe this year represents a true shift in the sea change of how brands create disruptive mobile strategies. This is the very same shift behind our redefined core mission and the new purpose of MMA events throughout 2014, which I strongly urge all members to attend.

Particularly, if a mobile strategy is imperative to your growth or a sector where your brand desires best in class innovation. We want to provide a forum of expertise that represents a rarely seen deep dive into best practices in mobile. We want to cultivate and foster a consortium of marketers who are on the front lines of implementing that very innovation.

Accept this exceptional opportunity to educate your entire team, and ultimately help your CMO's and mobile practitioners become the chief drivers of mobile innovation. From Uber to square, we're seeing countless brands redefining the creative destruction tied to a new mobility these audiences of devices has created. We will continue our edict to add value to industry growth and thought leadership by fostering a true community in mobile. Please join us at Cannes Lions 2014 for continual industry thought leadership as we build there a Center of Mobile Innovation, and our New York Forum at The Crowne Plaza in New York City May 6-7, for a unique look behind the growing walled garden that is the new mobile. We are committed to supporting mobile innovation, new standards and practices with the closest, personal, consumer connection only mobile experiences provide.

I look forward to supporting all of your efforts to utilize past successes in mobile for edification in creating your solutions to increase engagement and innovations, specific to both your brand and audience.

Onwards,

Greg Stuart

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Tiffany Miller	Director of Business Development, Kenshoo	Director, Business Development, North America, Tacit Knowledge	Kenshoo is a digital marketing technology company that engineers solutions for search marketing, social media and online advertising as well as mobile.	2/25/14
Tian Lim	Chief Technology Officer, Hulu	Senior Vice President, Product Engineering, Sony Network Entertainment	Hulu is an online video service accessible on the web and mobile that offers a selection of hit shows, clips and movies.	2/23/14
Todd Ford	Chief Financial Officer, MobileIron	Chief Financial Officer, Rackable Systems	MobileIron is a mobile software company that enables big companies to put secure email and other applications on any mobile device or tablet.	2/21/14
Joan Colletta-Sapp	Head of North American Communications Planning, Mindshare	Senior Vice President, Co-Director of Brand Planning, Cramer Krasselt	Mindshare is a marketing and media network company with its core services in strategic media planning, negotiation & execution.	2/18/14
Suzana Apelbaum	Group Creative Director, VML	Creative Director, Anomaly	VML is a global digital marketing agency with major operations on five continents. Since 2001, it has been a member of the WPP Group of global communication agencies.	2/18/14
Chris Furse	Executive Director, New York, VML	Vice President and Chief Marketing Officer, Maaco	VML is a global digital marketing agency with major operations on five continents. Since 2001, it has been a member of the WPP Group of global communication agencies.	2/18/14
Jeff Holden	Chief Product Officer, Uber	Senior Vice President, Product Management, Groupon	Uber is a venture-funded startup that has created a mobile application that connects passengers with drivers of luxury vehicles for hire.	2/14/14
Stephen Blumberg	Managing Partner, Marriott Global Business, MEC	Senior Vice President, Group Client Director, Media Vest	MEC is a global media agency network. It is a founding partner of GroupM, the WPP Group media investment management operation.	2/11/14
Robert Hartt	Senior Vice President, Business Development, Rosetta	Client Partner, Group Account Director, AKQA New York	Rosetta is a marketing company that helps translate customer connections into measure business growth for clients. It works with clients in a variety of industries including the telecommunications industry.	2/11/14
Adrien Montpellier	Technology Director, Tribal Worldwide	Senior Technical Program Manager, Amazon	Tribal Worldwide, a global creative agency, is headquartered in New York City with 60 offices spanning 42 countries around the globe.	2/11/14
David Bussin	Senior Sales Director, PlacelQ	Director, Global Mobile Sales, Turn	PlacelQ is a provider of location intelligence for advertisers to help them reach and define mobile brand audiences.	2/11/14
Greg Jarvis	Vice President of Sales, Solutions, Synacor	Head of Strategy Consulting, TE2, The Experience Engine, Inc.	Synacor provides login solutions for Smart TVs and apps.	2/11/14
Jim Veeavert	Vice President of Games, DoubleDown Casino	General Manager, Zynga	DoubleDown Casino is a mobile and online gaming company.	2/10/14
John Maxham	Chief Creative Officer, DDB Chicago	Managing Partner/Creative Director, Cole & Weber	DDB Chicago, part of DDB Worldwide, is a global creative agency headquartered in New York City with 60 offices spanning 42 countries around the globe.	2/4/14
Lesley Robin	Director, Digital Communities, 360i	Director, Digital Marketing, HIP GENIUS	360i is a marketing agency that drives results for Fortune 500 marketers through insights, ideas and technologies.	2/4/14
Andy Williams	Managing Director/Executive Producer, B-Reel	Director, Digital Strategy, Barton F. Graf 9000	B-Reel is a production company and has produced integrated digital campaigns, TV commercials, documentaries, web experiences, online show, mobile experiences, games and print.	2/4/14
Peter Kang	Executive Creative Director, Rosetta	Executive Creative Director, Digital Kitchen	Rosetta is a marketing company that helps translate customer connections into measure business growth for clients. It works with clients in a variety of industries including the telecommunications industry.	1/28/14
Steve Diamond	Executive Creative Director, R2C Group	Creative Director, Havas Worldwide	R2C group specializes in direct response marketing and media planning and has a presence on the web and mobile.	1/28/14
Sheila Jordan	Chief Investment Officer, Symantecs	Senior Vice President, IT Communications and Collaborations, Cisco	Symantecs is a global provider of security, storage and systems management solutions on the web and mobile.	1/27/14
John Smith	Vice President, New Market Development, Clearleap	Senior Vice President, North American Sales, Vubiquity	Clearleap is the provider of multiscreen video logistics for the television industry.	1/23/14
Ginny Golden	Creative Director, AKQA	Creative Director, Wieden+Kennedy	AKQA is a company that specializes in creating digital services and products.	1/21/14

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
Chris Mittman	Vice President, Director of Digital, Spark	Senior Account Executive, Online Retail, Google	Spark is a full-service, advertising company that specializes in social media, mobile marketing and brand management.	1/21/14
Kyla Jacobs	Director of Business Development, TBWA\Chiat\Day New York	Director of Business Development, Europe, Crispin Porter+Bogusky	TBWA\Chiat\Day is an international advertising agency that is part of Omnicom Group, the world's largest advertising agency holding company.	1/21/14
Menno Kluin	Executive Creative Director, Head of Art and Design, Deutsch New York	Executive Creative Director/Head of Art, DDB New York	Deutsch is an advertising company that offers creative development and brand marketing services.	1/21/14
Dan Gerrity	Vice President of Engineering, Haiku Deck	Founder/CEO, Naverus	Haiku Deck is a developer of presentation software accessible on the iPad and web.	1/16/14
Tony Malcolm	Executive Creative Director, DDB Chicago	Creative Director, Leo Burnett UK	DDB Worldwide, a global creative agency, is headquartered in New York City with 60 offices spanning 42 countries around the globe.	1/14/14
Gustavo Zapata	Head of Art Direction Team, Dieste	Director, Sancho BBDO	Dieste is a leading provider of advertising services targeting the Hispanic community.	1/14/14
Erik Prusch	CEO, NetMotion Wireless	CEO, Clearwire	NetMotion Wireless is a mobile security software maker.	1/13/14
Eric Johnson	Chief Financial Officer, Nintex	Vice President of Finance, Jive Software	Nintex provides cross-device software and cloud services enabling organizations to automate business processes in the US.	1/10/14
Kai Musielak	Group Account Manager, Seattle Wunderman	Account Managing Director, MCGarrybowen	Seattle Wunderman, part of Wunderman, is a network of advertising, marketing and consulting companies with offices in 55 countries. It is part of Young & Rubicam Brands and a member of WPP Group.	1/7/14
Michelle Edelman	Vice President, Strategy and Planning, Peter Mayer	President and Director of Communications Planning, NYCA	Peter Mayer is an independent advertising, marketing and public relations agency.	1/7/14
Michael Foschetti	Managing Director, Havas Discovery	Senior Vice President, Moxie	Havas Discovery is a full service advertising agency that uses intelligent customer engagement to help brands create meaningful experiences.	1/7/14
Gary King	Chief Information Officer, T-Mobile	Chief Information Officer, Chico's FAS	T-Mobile is a mobile telephone operator headquartered in Bonn, Germany. It is a subsidiary of Deutsche Telekom.	12/20/13
Rose Cameron	Senior Vice President, RAPP	Head of Strategy, Hornall Anderson	RAPP is a leading marketing agency on the web and mobile.	12/17/13
Bridgett Judd	Vice President & Executive Director, Digital, Innocean USA	Group Director, Digital Innovation, Saatchi & Saatchi	Innocean USA is a full service advertising agency.	12/17/13
Danielle Reardon	Vice President, Group Account, 360i	Vice President, Group Account Director, Digitas	360i is a marketing agency that drives results for Fortune 500 marketers through insights, ideas and technologies.	12/17/13
Lee Marshall	Chief Operating Officer, Lively	Chief Operating Officer, NRS Media	Lively is a mobile app that allows music fans to download live recordings from artists.	12/16/13
Zach Varnell	Vice President, Audio Engineering and Production, Lively	Instructor, Tacoma School of the Arts	Lively is a mobile app that allows music fans to download live recordings from artists.	12/16/13
Dan Horton	Senior Vice President, Product and Technical Operations, Lively	Chief Technology Officer, Who's Calling	Lively is a mobile app that allows music fans to download live recordings from artists.	12/16/13
Joshua Batchelder	Vice President, Video Production, Lively	Editor and Media Producer, Peak Creative Media	Lively is a mobile app that allows music fans to download live recordings from artists.	12/16/13
Barak Ben-Gal	Chief Financial Officer, Findly	Chief Financial Officer, Sunrun	Findly is a global talent acquisition platform on the web and mobile.	12/13/13
Ali Byrd	Chief Financial Officer, Movable Ink	Senior Vice President, SecondMarket	Movable Ink is a leading provider of Agile Email Marketing technology on the web, social media and mobile.	12/13/13
Simon Hayhurst	Senior Vice President, Product, Rocket Fuel	Senior Vice President, Product Management, YuMe	Rocket Fuel is the developer of a leading programmatic media-buying platform that improves marketing ROI in digital media across web, mobile, video and social channels.	12/10/13
Emily White	Chief Operating Officer, Snapchat	Director, Business Operations, Instagram	Snapchat is a photo messaging application.	12/4/13
Jean-Louis Constanza	Chief Innovation Officer, Criteo	Director, Orange Vallée	Criteo is a global leader in Performance Display. The company measures purely on post-click performance and offers a turnkey pay-per-click model.	12/3/13
Jim McNamara	Senior Vice President, Global Sales, Umbel	Head of Sales, Precision Market Insights, Verizon	Umbel provides analytic support for publishers in digital, social and mobile.	12/3/13

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 3/1/14	Stock Price 2/1/14	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
Indexes											
		S&P 500	1,859.45	1,782.59	4.3%	1,867.92	1,512.29				
		NASDAQ Composite	4,308.12	4,103.88	5.0%	4,342.59	3,154.79				
		Russel 3000	1,120.66	1,072.28	4.5%	1,126.16	899.82				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 68.63	\$ 59.19	15.9%	\$ 71.11	\$ 39.45	\$34,278	\$32,619	\$4,055	8.0X
Alcatel-Lucent	ALU	NYSE	4.28	3.95	8.4%	4.68	1.27	11,943	11,943	19,336	0.6X
America Movil	AMX	NYSE	19.37	21.26	-8.9%	23.75	18.26	44,345	44,345	61,775	0.7X
Apple Inc.	AAPL	NASDAQ	526.24	500.60	5.1%	575.14	385.10	469,400	445,650	173,992	2.6X
AT&T	T	NYSE	31.93	33.32	-4.2%	39.00	31.74	166,255	238,692	128,752	1.9X
Barti Airtel	BHARTIARTL.BO	BSE	4.64	5.03	-7.7%	6.04	4.86	18,530	29,746	14,140	2.1X
CenturyLink	CTL	NYSE	31.26	28.86	8.3%	38.40	27.93	18,067	38,865	18,095	2.1X
China Mobile	CHL	NYSE	47.55	47.85	-0.6%	57.42	46.60	191,269	118,315	89,210	1.3X
Dentsu	4324.JP	TSE	37.48	40.05	-6.4%	42.71	27.46	10,808	13,274	22,113	0.6X
Fiserv, Inc.	FISV	NASDAQ	58.05	56.05	3.6%	59.28	40.66	14,773	18,221	4,814	3.8X
Google	GOOG	NASDAQ	1,215.65	1,180.97	2.9%	1,228.88	761.26	340,240	286,768	59,825	4.8X
Microsoft	MSFT	NASDAQ	38.31	37.84	1.2%	38.98	27.64	317,973	257,252	83,433	3.1X
Motorola Solutions	MSI	NYSE	66.20	63.80	3.8%	67.69	53.28	16,806	16,083	8,696	1.8X
Neustar, Inc.	NSR	NYSE	95.02	88.71	7.1%	96.24	65.22	20,261	19,564	9,319	2.1X
Nippon Telegraph & Telephone Corp.	NTT	NYSE	28.24	26.96	4.7%	28.40	21.14	64,201	143,474	109,152	1.3X
Nokia	NOK	NYSE	7.58	6.92	9.5%	8.20	3.02	28,387	28,387	31,031	0.9X
Omnicom	OMC	NYSE	75.68	72.58	4.3%	76.87	56.96	19,541	22,227	14,585	1.5X
Publicis Groupe	PUB.PA	Paris	95.02	88.71	7.1%	96.24	65.22	20,261	19,564	9,319	2.1X
Samsung	005930.KS	KRX	1,263.70	1,195.87	5.7%	1,454.76	1,049.23	186,142	186,142	208,718	0.9X
Sprint	S	NYSE	8.74	8.27	5.7%	11.47	5.15	34,400	59,942	35,360	1.7X
Telefonica S.A.	TEF	NYSE	15.22	15.36	-0.9%	18.05	12.49	69,267	153,902	76,821	2.0X
Telenor	TELNF	OTC	22.13	20.70	6.9%	25.18	19.45	33,568	42,243	17,321	2.4X
TIM	TSU	NYSE	24.74	26.03	-5.0%	29.12	16.85	11,962	11,962	9,248	1.3X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	13.06	12.45	4.9%	17.02	11.72	11,493	11,493	6,088	1.9X
Vodafone Group	VOD	NASDAQ	41.57	37.70	10.3%	42.14	25.59	109,903	151,329	65,283	2.3X
WPP Group	WPPGY	NASDAQ	109.39	104.87	4.3%	115.40	77.60	29,461	34,389	16,859	2.0X
Yahoo!	YHOO	NASDAQ	38.67	36.01	7.4%	41.72	21.87	39,033	36,964	4,680	7.9X
					Average			86,391	91,606	48,223	2.4X
					Median			33,568	36,964	19,336	2.0X
Mid-Cap (\$2B - \$10B)											
Axiom Corporation	ACXM	NASDAQ	\$ 37.23	\$ 35.96	3.5%	\$ 38.71	\$ 18.11	\$2,844	\$2,786	\$1,097	2.5X
BlackBerry	BBRY	NASDAQ	10.00	9.45	5.8%	16.82	5.44	5,265	3,197	8,515	0.4X
Gemalto	GTOFF	OTC	112.56	112.90	-0.3%	124.74	74.11	9,907	9,562	3,089	3.1X
GFK Retail and Technology UK	GFK.DE	Xetra	58.42	54.95	6.3%	61.99	46.81	2,132	2,772	1,982	1.4X
Interpublic Group of Companies	IPG	NYSE	17.72	16.32	8.6%	17.85	12.65	7,514	7,514	7,122	1.1X
LG	034220.KS	KRX	22.81	23.68	-3.7%	29.89	20.33	8,162	10,011	24,699	0.4X
Pandora Media Inc.	P	NYSE	37.42	36.07	3.7%	39.58	11.54	7,388	6,940	588	11.8X
VIVO S.A. (formerly Telefonica Brazil)	VIV	NYSE	16.18	16.29	-0.7%	23.48	15.87	6,175	6,175	N/A	N/A
ZTE	000063.SZ	Shenzhen	2.14	2.19	-2.3%	2.98	1.51	6,009	10,679	13,518	0.8X
Zynga	ZNGA	NASDAQ	5.06	4.40	15.0%	5.34	2.50	3,698	2,573	873	2.9X
					Average			5,909	6,221	6,832	2.7X
					Median			6,092	6,557	3,089	1.4X

NOTES:

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

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Indexes		S&P 500	1,859.45	1,782.59	4.3%	1,867.92	1,512.29				
		NASDAQ Composite	4,308.12	4,103.88	5.0%	4,342.59	3,154.79				
		Russel 3000	1,120.66	1,072.28	4.5%	1,126.16	899.82				
Small-Cap (< \$2B)											
2Ergo Group PLC	RGO	LSE	\$ 0.04	\$ 0.04	-3.7%	\$ 0.16	\$ 0.02	\$14	\$12	\$5	2.2X
Bango	BGO	LSE	2.66	2.75	-3.5%	4.40	1.93	121	111	18	6.2X
Blue Calypso Inc.	BCYP	OTC	0.14	0.14	-1.4%	0.37	0.09	27	27	0	N/A
Boingo wireless	WIFI	NASDAQ	5.81	6.05	-4.0%	8.00	5.06	206	127	106	1.2X
Cincinnati Bell	CBB	NYSE	3.35	3.46	-3.2%	3.87	2.62	699	699	1,257	0.6X
Digimarc Corporation	DMRC	NASDAQ	29.38	36.58	-19.7%	36.93	17.85	218	218	31	7.1X
Glu Mobile	GLUU	NASDAQ	5.03	3.95	27.3%	5.21	2.10	392	392	106	3.7X
Hipcricket	HIPP	NASDAQ	0.35	0.27	29.3%	0.67	0.21	54	50	27	1.8X
Internetq Plc	INTQ	LSE	6.62	5.91	12.0%	6.87	4.19	257	251	109	2.3X
Lenco Mobile	LNCM	OTC	0.03	0.02	50.0%	0.20	0.02	2	16	15	1.1X
Oi (Formerly Telemar)	OIBR	NYSE	1.54	1.72	-10.7%	3.68	1.47	1,841	15,049	12,939	1.2X
Marchex	MCHX	NASDAQ	11.84	9.36	26.5%	12.65	3.70	355	355	150	2.4X
MDC Partners	MDCA	NASDAQ	22.49	24.03	-6.4%	26.62	8.88	1,105	1,105	1,151	1.0X
MEDL Mobile	MEDL	OTC BB	0.32	0.30	6.7%	0.48	0.19	14	13	2	5.9X
Millennial Media	MM	NYSE	6.04	7.94	-23.9%	10.48	5.78	642	642	259	2.5X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	1.52	1.70	-10.6%	4.44	0.84	25	25	4	6.2X
Opera Software ASA	OPERA.OL	Oslo	13.62	13.56	0.4%	15.36	5.34	1,805	1,718	300	5.7X
Single Touch Systems Inc.	SITO	OTC BB	0.50	0.60	-16.7%	0.80	0.42	71	73	9	8.4X
Smith Micro Software Inc	SMSI	NASDAQ	1.75	1.60	9.4%	2.00	0.79	65	47	43	1.1X
Tanla Solutions Limited	TANLA	NSE	0.07	0.08	-7.2%	0.10	0.04	7	7	22	0.3X
Telecom Argentina S.A.	TEO	NYSE	16.93	15.24	11.1%	21.56	12.86	1,632	749	4,904	0.2X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	2.17	2.27	-4.4%	3.21	1.82	116	202	362	0.6X
Unwired Planet	UPIP	NASDAQ	1.48	1.67	-11.4%	2.47	1.26	162	135	0	N/A
ValueClick	VCLK	NASDAQ	24.86	21.50	15.6%	32.25	18.62	1,660	1,718	636	2.7X
Voltari Corporation (Formerly Motricity)	VLTC	NASDAQ	3.89	4.00	-2.8%	7.50	3.20	18	16	47	0.3X
Velti	VELT	NASDAQ	0.03	0.04	-17.9%	3.94	0.03	3	4	232	0.0X
					Average			443	914	874	2.7X
					Median			142	131	77	2.0X

NOTES:

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
02/27/2014	Beat the Q	eCoffeeCard	eCoffeeCard is an app that combines all the customer's coffee loyalty cards in one location.	
02/27/2014	VerticalScope	Topify	Topify is a developer of a specialized mobile applications for forum website users.	
02/26/2014	Square Inc.	BookFresh	BookFresh is a booking and payment company on the web and mobile.	
02/26/2014	Game Show Network	Bash Gaming	Bash Gaming is a mobile gaming company.	
02/24/2014	MasterCard	C-SAM	C-SAM is a provider of software and services in mobile payments.	
02/24/2014	IBM Corporation	Cloudant	Cloudant is a database as a service (DBaaS) provider that enables developers to create next generation mobile and web applications.	
02/21/2014	Apple	Burstly	Burstly is the developer of a mobile app testing platform TestFlight, an iOS service that allows programmers to release and manage beta software to a limited audience.	
02/19/2014	Facebook	WhatsApp	WhatsApp is a cross-platform messaging app.	\$19,000.0
02/19/2014	TruePosition Inc.	Skyhook Wireless Inc.	Skyhook Wireless is a Boston-based provider of hybrid wireless positioning technology and contextual location intelligence.	
02/19/2014	MyFitnessPal	Join Sessions Inc.	Join Sessions is a behavioral health app.	
02/19/2014	SuperAwesome	MobiGirl Media	MobiGirl Media is a Los Angeles-based mobile advertising network service provider.	
02/18/2014	ClickSoftware Technologies	Xora	Xora is a mobile business applications company.	\$14.7
02/17/2014	Bharti Airtel Ltd.	Loop Mobile	Loop Mobile, formerly known as BPL Mobile, is a mobile network operator.	
02/14/2014	Rakuten	Viber	Viber is a mobile messaging and VoIP company based in Cyprus.	\$900.0
02/13/2014	Sungy Mobile	GetJar Networks	GetJar is a cross platform app store.	\$5.3
02/11/2014	Yahoo!	Wander LLC	Wander is a social diary app.	\$10.0
02/10/2014	Digital Virgo SAS	GameStella SAS	GameStella SAS is a developer of mobile gaming software.	
02/06/2014	Radiographica Costarricense	Fullmovil	Fullmovil is a mobile carrier in Costa Rica.	
02/05/2014	Boxer Inc.	Enhanced Email	Enhanced Email is a Delaware-based provider of mobile email application services.	
02/05/2014	adQuota ApS	Mobi Targets SL	Mobi Targets SL is a Madrid-based provider of mobile advertising services.	
02/05/2014	Xoom Corp.	BlueKite	BlueKite is a mobile payments startup based in Miami.	\$15.0
02/04/2014	Microsoft Corp	Foursquare Labs Inc.*	Foursquare Labs is a New York-based developer of mobile applications software.	\$15.0

* Note: Microsoft acquired an undisclosed stake in Foursquare Labs Inc.

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TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
02/03/2014	Saxon Global Inc.	Wit Innovation Technologies	Wit Innovation Technologies is a Bangalore-based provider of mobile application development services.	
02/03/2014	Monitise plc	Pozitron Yazilim	Positron Yazilim is a Turkish mobile payments technology provider.	
01/31/2014	Zynga	NaturalMotion	NaturalMotion is a mobile gaming company.	
01/30/2014	Tenth Avenue	TMARC	TMARC is a leading mobile activation and rewards company in South Africa.	
01/29/2014	Oversee.net	Crashworks Inc.	Crashworks Inc. is a developer of mobile application software.	
01/29/2014	Lenovo	Motorola Mobility*	Motorola Mobility is a developer of smartphones.	\$2,900.0
01/29/2014	Redeem	Eazyfone Ltd.	Eazyfone Ltd. Is a European recycler of mobile devices.	
01/29/2014	Keynote	Meucci Solutions NV	Meucci Solutions NV is a mobile fraud detection company.	
01/28/2014	Yahoo!	Tomfoolery	Tomfoolery is a developer of mobile first enterprise apps.	
01/27/2014	Conject Holdings GmbH	Wapp 6 SAS	Wapp 6 SAS is a Cachan-based developer of mobile apps.	
01/27/2014	Sierra Wireless	In Motion Technology	In Motion Technology is the provider of mobile data communications solutions.	
01/22/2014	VMWare	AirWatch	AirWatch is a leading provider of enterprise-wide mobile device and WLAN Management solutions.	\$1,540.0
01/21/2014	Yahoo!	SPARQCode	SPARQCode is a developer of tools and services for mobile sales lead generation.	
01/21/2014	Fifosys	Black Mobile Solutions	Black Mobile Solutions is the developer of apps for mobile and connected devices.	
01/20/2014	Aastra Technologies	Telepo AB	Telepo AB is a Stockholm based developer of communications solutions.	
01/17/2014	America Movil	Start Wireless Group	Start Wireless Group is a mobile virtual network operator in the US.	
01/16/2014	Baidu	App111	App111 offers jailbreak iOS app downloads in China.	
01/15/2014	Fullscreen	Supernova	Supernova is a Venice-based developer of mobile applications software.	
01/15/2014	Juice Mobile	Gauge Mobile	Gauge Mobile is the developer of near-field communication apps for marketing.	
01/14/2014	Secret Escapes	JustBook	JustBook is a mobile only, last minute hotel booking service.	
01/13/2014	Vocera	mVisum	mVisum is the developer of a mobile monitoring app on patients in hospitals.	\$3.5
01/09/2014	Yahoo!	Aviate	Aviate is an intelligent homescreen for the Android operating system that organizes information on the phone and surfaces it at the perfect moment.	

* Note: Motorola Mobility is currently under Google and Google will retain the majority of Motorola Mobility's patent portfolio.

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout February 1-28, 2014.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
01/08/2014	Citrix Systems	Framehawk	Framehawk is a start-up software company focused on bringing breakthroughs in mobility to users of business applications in the enterprise.	
01/08/2014	Facebook	Little Eye Labs	Little Eye Labs provides monitoring tools for mobile app developers.	
01/07/2014	Flash Networks	Mobixell Networks	Mobixell Networks provides advanced multimedia technologies and business solutions for mobile operators, service and content providers.	
01/06/2014	YP Intellectual Property LLC	Sense Networks Inc.	Sense Networks Inc is a New York-based provider of mobile advertising services.	
01/06/2014	Google, Inc.	Bitspin	Bitspin is the developer of the mobile alarm clock app Timely.	
01/06/2014	Brightcove	Unicorn Media	Unicorn Media is a leading provider of mobile internet video solutions.	\$49.0
01/04/2014	Apple	SnappyLabs	SnappyLabs is a developer of mobile applications software.	
01/03/2014	Motorola Solutions	Twisted Pair Solutions	Twisted Pair develops an integrated, secure, communications system for smartphones, tablets and PCs.	
01/02/2014	Opera Mediaworks	Hunt Mobile Ads	Hunt Mobile Ads is a Buenos Aires-based developer of mobile advertising network.	
01/02/2014	Infomedia	Vringo	Vringo engages in the development and monetization of IP and mobile technologies.	
12/26/2013	Tektronix Communications	Newfield Wireless	Newfield Wireless is a developer of next-generation mobile network optimization solutions with geoanalytic intelligence.	
12/26/2013	Naver	Gogolook	Gogolook is the developer of Whoscall, a caller ID app on the iOS and Android.	\$17.6
12/19/2013	Grupo Diusframi	I-Parquing	I-Parquing is a developer of mobile apps.	
12/18/2013	BroadSoft	Finocom AG	Finocom AG is a Cologne-based provider of cloud-based unified communication services.	\$9.0
12/18/2013	Cisco	Collaborate.com	Collaborate.com is a company that develops mobile tools for document sharing, task management and team communication.	
12/18/2013	CalAmp Corp.	Radio Satellite Integrators, Inc.	Radio Satellite Integrators is a provider of mobile resource management solutions to city and county government agencies.	
12/17/2013	Amazon	GoPago	GoPago is a cloud-based mobile payment platform with an integrated point of sales system.	
12/17/2013	PayPal	StackMob	StackMob is a mobile backend-as-a-service startup that helps mobile apps functions connect to cloud services.	
12/17/2013	Facebook	SportStream	SportStream provides second screen experience for sports. The experience is powered by its flagship product, SportsBase and is delivered to fans through apps on iPhone, iPad and the web.	
12/13/2013	6 Wunderkinder	Moped	Moped is a free messaging app that lets users send messages from desktop and mobile.	
12/13/2013	OneCom	The Communications Centre	The Communications Centre is a leading provider in mobile, fixed voice and data solutions for businesses.	

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
12/12/2013	LifeLock	Lemon	Lemon is the developer of Lemon Wallet which helps store users' cards on their phones.	\$42.6
12/12/2013	Square Inc.	Evenly	Evenly is a mobile payment company that makes it easy for friends to send and receive payments for splitting bills and other expenses.	
12/12/2013	AutoNavi Holdings	Alohar Mobile Inc.	Alohar Mobile Inc. is a developer of mobile applications software.	\$30.0
12/12/2013	Marketo Inc.	Insightera Ltd.	Insightera Ltd. is a real-time personalization platform for websites and mobile applications services.	
12/12/2013	Spindle	Yowza!!	Yowza!! is a mobile coupons app developer.	
12/09/2013	Guard Systems	ePocket Solutions	ePocket Solutions is an Oslo-based developer of wireless communication software.	
12/09/2013	Koch Media	Fishlabs Entertainment	Fishlabs Entertainment is a Hamburg-based developer of mobile games.	
12/09/2013	Brightstar	20:20 Mobile	20:20 Mobile is a leading provider of hardware to the European mobile industry.	
12/06/2013	NovelPay	ClickPay*	ClickPay is a developer of electronic payment software on the web and mobile.	
12/04/2013	Yahoo!	DWA Investments Inc.	DWA Investments Inc. is a developer of movie sharing mobile application.	
12/04/2013	Booking.com	eBuddy	eBuddy is a Dutch software company specializing in mobile and web-based messaging services.	
12/04/2013	Slyce	Hovr.it	Hovr.it is a Toronto-based company that enables users to search for products using images or photos.	
12/03/2013	Publicis Groupe SA	Synergize Digital Pty Ltd.	Synergize Digital is a digital marketing solutions company based in Johannesburg leveraging pull strategies, web and mobile development, SEO and social media.	
12/03/2013	Square Inc.	Viewfinder	Viewfinder is the developer of an image sharing app.	
12/03/2013	Blinkx	Rhythm NewMedia	Rhythm NewMedia is a mobile video ad platform developer.	\$65.0

* Note: NovelPay and ClickPay was actually a merger.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

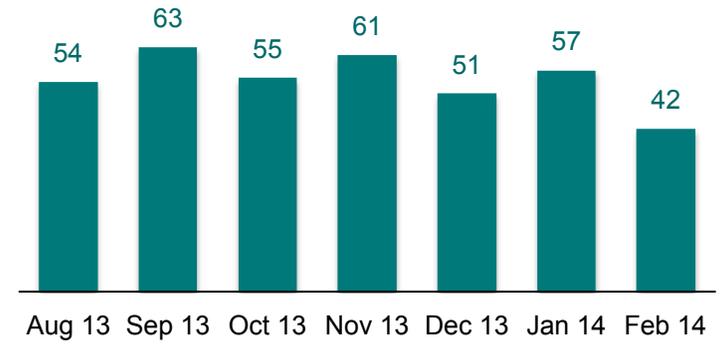
* Data collected in this issue of Mobile Smart Fundamentals was collected throughout February 1-28, 2014.

Financing Transactions Overview

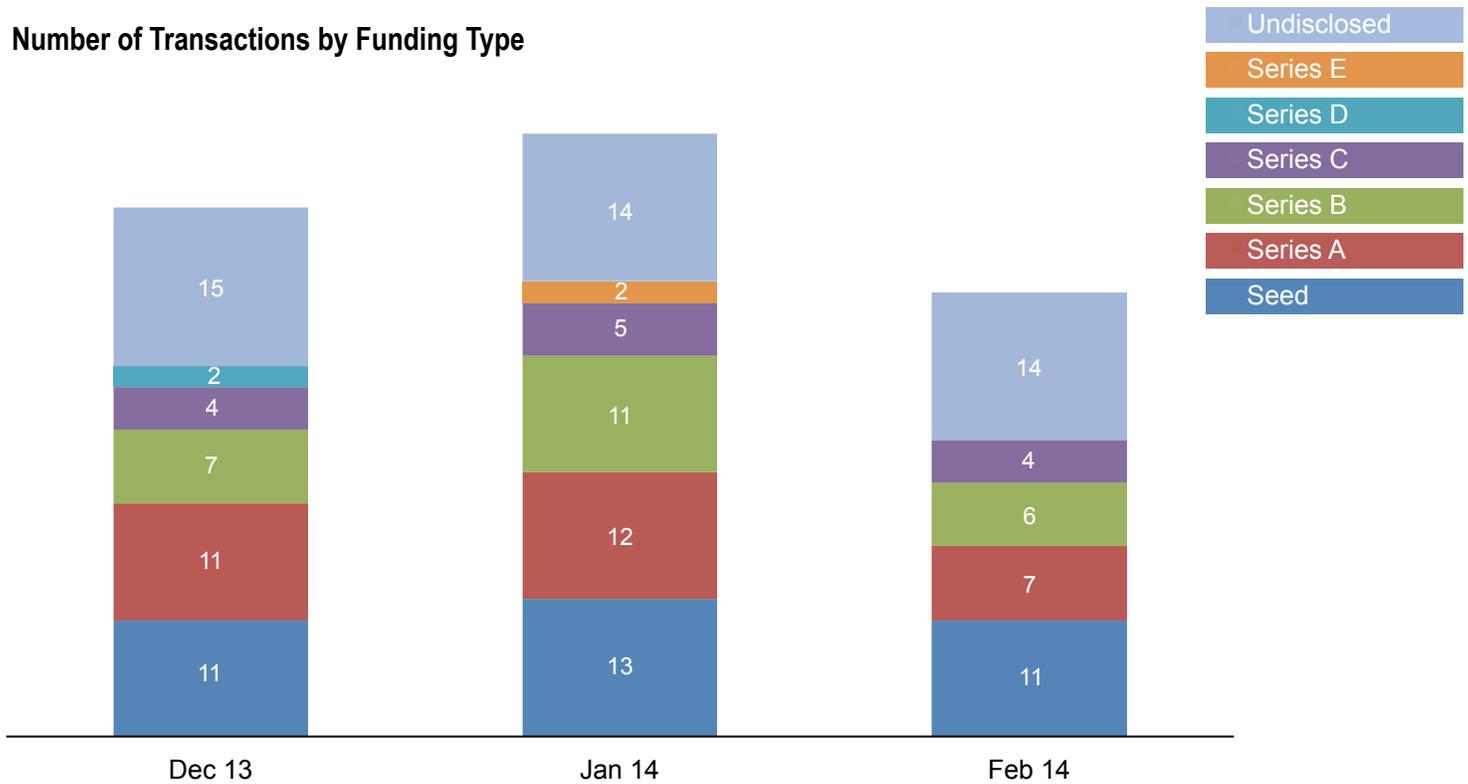
Average Value of Transactions (\$MM)



Number of Transactions



Number of Transactions by Funding Type



Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout February 1-28, 2014.

Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
Dash	Private	Dash is an iPhone app that integrates bar and restaurant payment systems.	2/27/14	\$1.2	Seed	Mike Germano, New York Angels, Caerus Ventures, Jonathan Segal
Bitium	Private	Bitium is an app management provider helping users monitor their iOS and Android apps.	2/27/14	\$6.5	Series A	Polaris Partners, Resolute.vc, Double M Partners, Social Leverage, Lazerow Ventures, Karlin Ventures, Amplify Partners, Rob Glaser
Kanvas	Private	Kanvas is a social photo sharing app.	2/26/14	\$1.0	Undisclosed	KEC Holdings, Scout Ventures, Dace Ventures
Kahuna	Private	Kahuna, the developer of the Customer Engagement Engine, analyzes and unifies customer behavior across mobile and web to identify patterns that lead to active usage.	2/26/14	\$11.0	Series A	Sequoia Capital
Voalte	Private	Voalte is a healthcare communications solutions developer providing hospital communication with smartphones.	2/25/14	\$36.0	Series C	Bedford Funding
Tradeshift	Private	Tradeshift helps companies run more efficiently by creating new value in invoicing, payments and workflow through its services and apps.	2/25/14	\$75.0	Series C	Scentan Ventures
Bigtincan	Private	Bigtincan provides a hub solution for mobile devices that helps the remote workforce stay productive on the road.	2/24/14	\$5.0	Series A	Southern Cross Venture Partners, Bill Bartee
AdStage	Private	AdStage is a self-service cross-network online advertising platform available on the web and mobile.	2/24/14	\$1.1	Seed	Digital Garage
Accompli	Private	Accompli is the developer of an email app on smartphones.	2/21/14	\$7.3	Series A	Redpoint Ventures, Satish Dharmaraj, Harrison Metal Capital, Felicis Ventures
Inmobly	Private	Inmobly is the developer of PAUL (Predictive, Automated user-Centric Loading) which identifies relevant multimedia content (social feeds, news clips) and preload it to the user's smartphone or tablet.	2/20/14	\$1.4	Seed	Ohio TechAngels Fund, TechColumbus
Apptimize	Private	Apptimize is an A/B testing app for the Android and iOS.	2/20/14	\$0.3	Undisclosed	AngelList
Ionic Security	Private	Ionic Security provides data security solutions for users on a corporate network, on the cloud or mobile device.	2/20/14	\$25.5	Series B	Google Ventures, Jafco Ventures, Kleiner Perkins Caufield & Byers, ff Venture Capital, Paul Judge, Ken Levine, TechOperators, Webb Investment Network
Nativeflow	Private	Nativeflow is a mobile security company for corporations.	2/19/14	\$7.5	Undisclosed	Jerusalem Venture Partners, OurCrowd
Communities for Cause (CFC)	Private	Communities for Cause is a mobile and online marketplace that drives demand for products and services through a combination of charitable giving and customer loyalty for local business owners.	2/18/14	\$0.5	Undisclosed	Undisclosed
Rise	Private	Rise is a health app that manages users' eating habits and health goals.	2/15/14	\$2.3	Seed	Floodgate, Cowboy Capital, Ann Miura-Ko, Google Ventures
Tacit Innovations	Private	Tacit Innovations is a restaurant order and pay app.	2/15/14	\$0.8	Seed	BDC Venture Capital, Canrock Ventures, Hyperdrive
Jawbone	Private	Jawbone designs and sells mobile audio products like wireless headsets.	2/14/14	\$250.0	Undisclosed	Rizvi Traverse Management
Shazam	Private	Shazam is an app that allows users to explore, buy and share music as well as enhance the TV viewing experience on the mobile device.	2/13/14	\$20.0	Undisclosed	Undisclosed
Front Desk	Private	Front Desk is a mobile-first, SaaS platform that provides cloud-based client management tools to the personal services economy.	2/13/14	\$4.0	Series A	FLOODGATE, Second Avenue Partners, Version One Ventures, Rich Barton
Mobile Action	Private	Mobile Action helps apps increase their app discoverability in the app store.	2/12/14	\$0.1	Undisclosed	Undisclosed

* Note: Apptimize had a crowdfunding round.

* Note: Communities for Cause had a crowdfunding round. Still seeking \$425,000 in funding.

* Note: Mobile Action had a crowdfunding round. Still seeking \$400,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Askem	Private	Askem is a mobile platform for asking questions.	2/11/14	\$3.3	Seed	Microsoft Ventures, Disruptive
PlaceIQ	Private	PlaceIQ is a provider of location intelligence for advertisers to help them reach and define mobile brand audiences.	2/10/14	\$15.0	Series C	Harmony Partners, Mark Lotke, Iris Capital, Denis Barrier, US Venture Partners, John Hadl, IA Ventures, Benjamin Siscovick, Valhalla Partners, Kiran Hebbar, kbs+ Ventures
UpTo	Private	UpTo is a calendar management app that lets users see what their friends are up to and discover new events.	2/10/14	\$0.6	Series A	Undisclosed
iDevices	Private	iDevices is the developer of the smartphone-connected grill, the iGrill.	2/10/14	\$4.3	Undisclosed	Connecticut Innovations, Stonehenge Capital
OneFold	Private	OneFold is a data analysis company in mobile.	2/6/14	\$0.4	Seed	9+
Vungle	Private	Vungle is a mobile video advertising startup that helps developers promote and monetize their mobile apps through in-app video trailers.	2/6/14	\$17.0	Series B	Thomvest Ventures, Crosslink Capital, Google Ventures, AOL Ventures, SoftTech VC, Webb Investment Network
BloomThat	Private	BloomThat is an app that lets users buy flowers.	2/6/14	\$2.0	Seed	SV Angel, A-Grade Investments, Joe Montana, Alexis Ohanian, Vaizra Investments
iFood	Private	iFood is an online food delivery startup accessible on the web and mobile.	2/6/14	\$2.0	Undisclosed	Movie
Apportable	Private	Apportable is a platform that allows users to iOS games to Android automatically.	2/5/14	\$5.0	Seed	Initialized Capital, Y Combinator, Danhua Capital
Donde	Private	Donde offers mobile product and store locators for brands and chains looking to increase local retail sales.	2/5/14	\$1.0	Undisclosed	Mercury Fund, Blair Garrou, Vine Street Ventures, Tim Kopp, Full Stack
Elementum	Private	Elementum provides apps and solutions to simplify monitoring, logistics, risk management and collaboration in end-to-end supply chain.	2/5/14	\$44.0	Series B	Lightspeed Venture Partners, Flextronics
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.	2/5/14	\$10.5	Series B	Khosla Ventures, Benjamin Ling, Carmel Ventures, Shlomo Dovrat
ToTango	Private	Totango helps software sellers identify users at risk of leaving their subscriptions through their web and mobile services.	2/5/14	\$15.5	Series B	Canvas Venture Fund, InterWest Partners, Pitango Venture Capital, Gemini Israel Ventures
Celery	Private	Celery is a preordering app that allows users to order instantly and charge when they are ready.	2/5/14	\$2.0	Seed	Y Combinator, SV Angel, Max Levchin
Foursquare	Private	Foursquare is a check-in app that allows users to unlock badges for discovering new places, doing new things and meeting new people.	2/4/14	\$15.0	Undisclosed	Microsoft Ventures
Localytics	Private	Localytics provides app analytics and app marketing for the mobile market, similar to companies such as Flurry and Adobe.	2/4/14	\$16.0	Series C	Foundation Capital, Ashu Garg, Polaris Partners, Peter Flint
Noom	Private	Noom is the developer of healthy living apps.	2/4/14	\$7.0	Series A	RRE Ventures, James Robinson, Translink Capital, Recruit, Scrum Ventures, Qualcomm, Harbor Pacific Capital
FoodPanda	Private	FoodPanda is a food delivery marketplace available on the web and on apps.	2/4/14	\$20.0	Undisclosed	Phenomen Ventures, Investment AB Kinnevik
Remind101	Private	Remind101 is a communication platform for education that gives teachers a free and safe way to text message students and stay in touch with parents.	2/4/14	\$15.0	Series B	Kleiner Perkins Caufield & Byers, First Round Capital, The Social+Capital, Partnership
WatchUp	Private	WatchUp is the developer of a news app accessible on the iPad.	2/4/14	\$1.0	Undisclosed	Microsoft Ventures, StartX, Knight Foundation, Ned Lamont, Tom Yellin, Gerry McIntyre

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
CashBet	Private	CashBet is a platform that enables developers to build real-money gambling into their social and mobile games.	2/3/14	\$1.7	Seed	Fred Hsu
mBrace	Private	mBrace is a social discovery app that enables users to meet and date new acquaintances.	2/3/14	Undisclosed	Undisclosed	Paua Ventures, IBB Beteiligungsgesellschaft
Speaktoit	Private	Speaktoit is a start-up working on natural language interfaces and talking online products. The company is currently creating conversational agents for mobile devices, web, and personal computers.	1/31/14	Undisclosed	Undisclosed	Intel Capital, Alpine Technology Fund, Koichiro Kanda
Eashmart	Private	Eashmart is a mobile POS startup.	1/31/14	Undisclosed	Seed	Undisclosed
Canvas Solutions	Private	Canvas Solutions helps users publish data collection apps on wireless smartphones and other mobile devices.	1/30/14	\$2.1	Undisclosed	Undisclosed
Guardly	Private	Guardly is a mobile security company that develops safety apps for the Android, iPhone, Windows Phone and Blackberry.	1/30/14	\$1.5	Seed	Freestyle Capital, Golden Venture Partners, Mars
Prompt.ly	Private	Prompt.ly is a mobile first scheduling, promotion and payment tracking platform for independent service providers.	1/30/14	\$1.5	Undisclosed	Foundry Group, Ryan McIntyre
Moontoast	Private	Moontoast is a social advertising and marketing startup that focuses on mobile devices like tablets and smartphones.	1/30/14	\$4.5	Series B	The Martins Companies
GetYourGuide	Private	GetYourGuide is a marketplace for tours and activities available on the web and mobile.	1/30/14	\$4.5	Series A	Kees Koolen, Fritz Demopoulos
Bench Accounting	Private	Bench Accounting is an accounting app that connects small business owners with their accountants.	1/30/14	\$1.0	Undisclosed	Contour Venture Partners, Alpine Venture, Lerer Ventures, Quotidian Ventures
Flat World Knowledge	Private	Flat World Knowledge is an etextbook company providing open education on the web and mobile.	1/30/14	\$9.5	Undisclosed	Bessemer Venture Partners, Valhalla Partners, Tribeca Venture Partners, Bertelsmann Digital Media Investments
Friend Trusted	Private	Friend Trusted is a mobile first company that creates an open marketplace for home improvement and remodeling.	1/29/14	Undisclosed*	Undisclosed	Brendon Marrelli, Darwin Widjaja, 500 Startups
Yiftee	Private	Yiftee is a mobile gift giving app that enables shoppers to send friends, family and co-workers gifts at favorite local businesses across the US.	1/29/14	\$2.1	Series A	TransPacific Ventures, Peter Fitzgerald, Scott Cook, Burt Sugarman, Mary Hart, Asset Management Ventures
Daily Secret	Private	Daily Secret is a provider of daily email offerings on city tips on the web and mobile.	1/29/14	\$1.3	Series B	Greycroft Partners, PanAfrican Investment Co., eVentures
Inneractive	Private	Inneractive is a mobile app monetization exchange developer.	1/29/14	\$6.0	Series C	Evergreen Partners, Kreos Capital
CoTap	Private	CoTap is a mobile collaboration tool for the workplace.	1/28/14	\$2.0	Series A	Emergence Capital Partners, Jason Green, Charles River Ventures, George Zachary
MobSoc	Private	MobSoc enables brands to target ads to relevant audiences in the mobile and social platforms.	1/28/14	\$5.0	Series A	Undisclosed
Transfluent	Private	Transfluent is a startup that provides language translation service for social networks, apps and on the web.	1/28/14	\$2.0	Series A	Undisclosed
Vint	Private	Vint is the developer of an app that helps qualified athletes match up with others who are in need of coaching, inspiration or guidance.	1/28/14	\$1.8	Seed	Creandrum
Voxeet	Private	Voxeet is the developer of 3D HD calls that eliminate background-noise for group conferencing and is available for Android and iOS.	1/28/14	\$1.5	Seed	Partech Ventures, Kima Ventures
Epic!	Private	Epic! Is a reading app for children 12 and younger.	1/28/14	\$1.4	Seed	Menlo Ventures, Webb Investment Network, Innovation Endeavors, Morado Venture Partners, Maven Ventures Growth Labs

* Note: Friend Trusted had a crowdfunding round.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
TigerText	Private	TigerText is a mobile messaging service that allows users to send text messages that delete off of both the sender's and receiver's phone after a set period of time.	1/27/14	\$21.0	Series B	Shasta Ventures, OrbiMed Advisors, Reed Elsevier Ventures, Telus Ventures, Easton Capital, New Leaf Venture Partners, New Science Ventures
Sentons	Private	Sentons is a stealth company focusing on semiconductor and multi-touch hardware.	1/27/14	\$18.0	Undisclosed	Undisclosed
Apptimize	Private	Apptimize is the developer of an SDK that developers can install on their apps to run real-time A/B tests on changes to on-boarding flows, button placement, images, colors, fonts and whole features without engineers.	1/23/14	\$2.1	Seed	Y Combinator, Merus Capital, Google Ventures, Oliver Jung, Thomas Moss
Drizly	Private	Drizly is a mobile delivery app for liquor.	1/23/14	\$2.3	Seed	Atlas Venture, Breakaway Ventures, Continental Investors, Fairhaven Capital, Reynolds & Company Venture Partners
mPath	Private	mPath is the developer of a next generation mobile development platform targeted for business users and IT professionals.	1/23/14	\$1.5	Undisclosed	JUMP Investors
RedMart	Private	RedMart is a grocery ordering and scheduling app.	1/23/14	\$5.4	Series B	Eduardo Saverin, Steve Melhuish, Jani Rautianen, Meng Weng Wong
Mulu	Private	Mulu is an ecommerce startup that allows advertisers to monetize their content, email and social feeds on the web and mobile.	1/23/14	\$3.6	Undisclosed	Undisclosed
Jelly	Private	Jelly is a social app for asking questions to users' social network.	1/23/14	Undisclosed	Series B	Greylock Partners
Smile Mom	Private	Smile Mom is a mobile social network for mothers.	1/23/14	\$1.5	Seed	Albatross Investment, Capstone, Fast Track Asia
Mendix	Private	Mendix is an app builder platform for the enterprise on the web and mobile.	1/23/14	\$25.0	Series B	Battery Ventures, Prime Ventures
Tok Tok Tok	Private	Tok Tok Tok is a shop and delivery app.	1/22/14	\$2.0	Seed	Undisclosed
Nexmo	Private	Nexmo is a cloud-based SMS API that lets users send and receive high volume of messages at wholesale rates.	1/21/14	\$18.0	Series C	Sorenson Capital Partners, NHN Investment, Intel Capital
Bluebox	Private	Bluebox is a mobile enterprise security startup.	1/21/14	\$18.0	Series B	Tenaya Capital, Andreessen Horowitz, SV Angel, Andy Bechtolsheim
Petnet	Private	Petnet is the developer of a remote pet feeder which can be controlled through its companion mobile and web apps.	1/21/14	\$1.1	Seed	Grishin Robotics, Kima Ventures, SparkLabs Global Ventures, LaunchCapital
Dropbox	Private	Dropbox is a cloud storage company that also has a companion mobile app for storage access.	1/17/14	\$250.0	Series C	BlackRock
Twice	Private	Twice helps users sell clothes consignment-style through its mobile app.	1/16/14	\$18.5	Series B	Jeff Jordan, Felicia Ventures, Lerer Ventures, IA Ventures, Mike Lazerow, Joe Greenstein, Maria Thomas, Western Technology Investment
Confer	Private	Confer is a mobile and digital security startup.	1/15/14	\$8.0	Series A	Matrix Partners, North Bridge Venture Partners
FarmLogs	Private	FarmLogs is a web and mobile app that allows users to grow crops more effectively.	1/15/14	\$4.0	Series A	Drive Capital, Huron River Ventures, Hyde Park Venture Partners, Hyde Park Angels
Applause	Private	Applause is a tool that monitors and measures mobile app quality and user satisfaction.	1/14/14	\$43.0	Series E	Goldman Sachs, David Campbell, QuestMark Partners, Scale Venture Partners, Longworth Venture Partners, MassVentures, Egan-Managed Capital
NextBit	Private	NextBit is a mobile stealth start-up.	1/14/14	\$18.0	Series A	Accel Partners, Google Ventures

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Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
Washio	Private	Washio is a mobile app that lets users schedule laundry pickup and delivery.	1/14/14	\$2.3	Seed	Sherpa Ventures, Pejman Mar Ventures, AME Cloud Ventures, Three Six Zero Group, Ashton Kutcher, Guy Oseary, Ron Burkle, Nas, Anthony Saleh
Utest	Private	Utest is an app testing company.	1/14/14	\$43.0	Series E	Goldman Sachs, QuestMark Partners, Scale Venture Partners, Longworth Venture Partners, Egan-Managed Capital, Mesco, Ltd., MassVentures
Wandoujia	Private	Wandoujia is a developer of a Chinese Android app store.	1/13/14	\$120.0	Series B	Softbank Investment Corporation, DCM, Innovation Works
Kontangent	Private	Kontangent is a mobile analytics start-up.	1/13/14	\$5.0	Series C	Hany Nada, Eric Kim
Mindie	Private	Mindie is an app that lets users create music videos.	1/13/14	\$1.2	Undisclosed	Lower Case Ventures, David Tisch, Dave Morin, Slow Ventures, betaworks, SV Angel, Crunch Fund
Path	Private	Path is a mobile social networking service that provides a simple and private way to share life with close friends and family.	1/11/14	\$25.0	Series C	Bakrie Global Group, Dustin Moskovitz, Kleiner Perkins Caufield & Byers, Index Ventures, Insight Venture Partners, Redpoint Ventures, First Round Capital
MobStac	Private	MobStac is a mobile cloud platform provider.	1/8/14	\$2.0	Series B	Accel Partners, Cisco
Drive	Private	Drive is a luxury taxi app similar to Uber.	1/8/14	\$2.7	Series A	Undisclosed
Magnetify	Private	Shmying, Magnetify's app, manages users' shopping wants, needs and desires for every-day shopping.	1/6/14	Undisclosed*	Undisclosed	Undisclosed
Atheer Labs	Private	Atheer Labs is the developer of the Atheer One glasses that connect to smartphones enabling users to see 3D apps and games.	1/6/14	\$1.5	Undisclosed	Undisclosed
CO Everywhere	Private	CO Everywhere is a mobile app that lets users follow locations around the world and see all the social activity happening there.	1/6/14	\$6.0	Series A	Morningside Group
Mobeam	Private	Mobeam is the creator of an on-screen barcode that can more easily be read by POS systems.	1/6/14	\$4.7	Undisclosed	DFJ Athena, Mitsui Global Investment, Samsung Ventures, yet2.com
Robin	Private	Robin is a customer-service software provider on the web and mobile.	1/6/14	\$1.0	Seed	Batman BV
OnTheGo	Private	OnTheGo is the developer of a software that makes smart glasses easier to use and the applications on them more powerful.	1/6/14	\$0.7	Seed	Rogue Venture Partners, Social Leverage, Portland Seed Fund, Brad Feld, Howard Lindzon, Tom Peterson, Jason Mendelson, Ryan McIntyre, Seth Levine, Paul Kedrosky
Remitty	Private	Remitty is a mobile money transfer service provider.	1/6/14	\$5.5	Series A	QED Investors, Founder's Cop, TomorrowVentures, Bezos Expeditions, Trilogy Equity Partnership
Heyday	Private	Heyday is a journal app that allows users to write life moments on the phone.	1/3/14	\$3.5	Series A	General Catalyst Partners, Jonathan Teo, Google Ventures, Spark Capital
Tactus	Private	Tactus is the developer of a new tactile user interface for touchscreen devices.	1/3/14	\$6.0	Series B	Undisclosed
Ube	Private	Ube is the creator of an app that controls and monitors electricity usage.	1/3/14	\$0.8*	Undisclosed	Undisclosed
ScrollMotion	Private	ScrollMotion builds is a SaaS company that offers a platform for sales, marketing, and training communications on mobile tablets.	12/30/13	\$7.0*	Series D	Undisclosed

* Note: Magnetify had a crowdfunding round.

* Note: Ube had a crowdfunding round.

* Note: ScrollMotion still seeking \$1,963,564 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout February 1-28, 2014.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Elephanti	Private	Elephanti is a smartphone app and website that helps users search online for products, services and menus.	12/30/13	\$4.5	Seed	LMJ Holdings
Plain Vanilla	Private	Plain Vanilla is the developer of a real-time multiplayer quiz platform for mobile devices.	12/26/13	\$22.0	Series B	Sequoia Capital, Tencent, Greycroft Partners, BOLDstart Ventures, e.ventures
Pushd	Private	Pushd is a secretive mobile startup.	12/26/13	\$1.0	Undisclosed	Undisclosed
Zimperium	Private	Zimperium is a privately owned mobile security startup based in Israel.	12/23/13	\$8.0	Undisclosed	Sierra Ventures
Celebcalls	Private	CelebCalls help users send customized phone calls from celebrities.	12/23/13	\$2.8	Series A	Kevin McKim
Hightower	Private	Hightower uses leasing activity data to instantly create analytical insights into commercial real estate portfolios and reports can be accessed on their app and web.	12/21/13	\$2.1	Seed	Bessemer Venture Partners, Thrive Capital, RRE Ventures, Red Swan Ventures
Cyanogen	Private	Cyanogen is the developer of CyanogenMod: a customized, aftermarket firmware distribution for several Android devices.	12/19/13	\$22.0	Series B	Andreessen Horowitz
FlyCleaners	Private	FlyCleaners is an app that allows users to have their laundry picked up and dry cleaned.	12/19/13	\$2.0	Seed	Zelkova Ventures, Jay Levy
Foursquare	Private	Foursquare is a check-in app that allows users to unlock badges for discovering new places, doing new things and meeting new people.	12/19/13	\$35.0	Series D	DFJ Growth, Barry Schuler, Capital Group
ResolutionTube	Private	ResolutionTube is a patented mobile augmented reality collaboration platform for the customer service industry, initially targeting the Field Service Industry.	12/19/13	\$0.9	Seed	Madrona Venture Group, Acceleprise
Telly	Private	Telly is a social video community that helps users discover videos as well as create and share personal videos on its mobile app.	12/19/13	\$8.0	Series B	Cinemagic, Lumia Capital, Azure Capital Partners, Draper Fisher Jurvetson (DFJ), Felicis Ventures, Georges Harik
Babberly	Private	Babberly connects merchants to specific customers nearby businesses and can offer real-time exclusive deals.	12/18/13	\$0.5*	Undisclosed	John Strong
Moovit	Private	Moovit is a real time app to help users ride public transportation smarter.	12/18/13	\$28.0	Series B	Sequoia Capital, BRM Capital, Gemini Israel Ventures
Soundhawk	Private	Soundhawk is the developer of a device that greatly enhances the wearer's ability to hear the world around them. It combines its device with its smartphone app to improve hearing in even the loudest environments.	12/18/13	\$5.7	Undisclosed	True Ventures
Robinhood.io	Private	Robinhood.io is the developer of a mobile stock brokerage app that offers stock, options and corporate bonds trading to its members.	12/18/13	\$3.0	Seed	Index Ventures, Andreessen Horowitz, Rothenberg Ventures, Howard Lindzon, Tim Draper, IT Ventures
Minube	Private	Minube is a Madrid-based social travel start-up that helps travelers plan trips with a single search on the web and mobile.	12/18/13	\$1.3	Seed	Kibo Ventures, Bonsai Venture Capital, Sputnik Ventures
Sailthru	Private	Sailthru is a leading provider of personalized marketing communications technology on multiple devices.	12/17/13	\$20.0	Series C	Scale Venture Partners, Benchmark, RRE Ventures, DFJ Gotham Ventures, AOL Ventures, Occam Partners
Trinity Pharma Solutions	Private	Trinity provides cloud-based data, analytic and mobile solutions in the global life sciences industry.	12/17/13	\$15.0	Series A	Health Enterprise Partners
Crowdfit	Private	Crowdfit allows groups to pool funds of objectives in a simple, social and frictionless way online and on the go with its mobile app.	12/16/13	\$23.0	Series B	SV Angel, Sean Parker, Silicon Valley Bank, Matt Mullenweg, Naval Ravikant, Oliver Jung, DCM, Felicis Ventures, Alexis Ohanian, Elad Gil, Andreessen Horowitz
PassportParking	Private	PassportParking is a provider of an integrated cloud-based parking solution. Its flagship product is a mobile payment solution for municipalities, universities and private parking operators.	12/16/13	\$6.0	Series A	Grotech Ventures, Relevance Capital

* Note: Babberly had a crowdfunding round. Still seeking \$400,000.

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
Entitle	Private	Entitle is a subscription e-book service that works on the iPhone, iPad and Android devices.	12/16/13	\$5.3	Series A	Undisclosed
Taxibeat	Private	Taxibeat is a smartphone application that transforms the taxi-hailing process into a direct marketplace between taxi drivers and passengers.	12/16/13	\$4.0	Undisclosed	Hummingbird Ventures
Nexercise	Private	Nexercise is an exercise app made for lazy people so that exercise can be more fun.	12/13/13	\$1.0*	Undisclosed	Undisclosed
QuickPay	Private	QuickPay is a provider of mobile parking payment solutions. It allows users on any mobile device to find and pay for parking using a number of pricing options.	12/13/13	\$5.5	Undisclosed	Fontinalis Partners, Christopher Thomas, IncWell, Ecomobilite Ventures
SixDoors	Private	SixDoors is a local shopping app.	12/13/13	\$0.6	Seed	Kima Ventures, Pascal Levy-Garboua, Jacques-Antoine Granjon
Useful Systems	Private	Useful Systems develops apps that help companies manage their mobile workforces.	12/13/13	Undisclosed	Seed	David Cohen, Kima Ventures
Flint Mobile	Private	Flint Mobile, Inc. is a startup that provides a secure way to use mobile devices to accept credit cards and to acquire customers through social and online marketing.	12/12/13	\$2.0	Series B	Verizon Ventures
Highlight	Private	Highlight is a mobile ambient awareness app that allows nearby users who are Facebook friends or who have the same interests to message each other.	12/12/13	\$4.0	Series A	Draper Fisher Jurvetson (DFJ), Bubba Murarka, Benchmark Capital, CrunchFund, Greycroft Partners, Slow Ventures, Semil Shah
LoopPay	Private	LoopPay is an mCommerce platform provider with a wallet solution.	12/12/13	\$10.0	Series A	Undisclosed
Starmount	Private	Starmount develops interactive kiosks and mobile selling solutions to create a more engaging store experience.	12/12/13	\$13.0	Series A	Kayne Partners
Shopify	Private	Shopify is the developer of a commerce platform and also a provider of a POS application to power retail sales.	12/12/13	\$100.0	Series C	OMERS Ventures, Insight Ventures Partners, FirstMark Capital, Georgian Partners, Felicis Ventures, Bessemer Venture Partners
Mocana	Private	Mocana is a mobile security company.	12/12/13	\$15.0	Undisclosed	GE Ventures, Shasta Ventures, Southern Cross Venture Partners, Trident Capital
Zubie	Private	Zubie is a connected-car app and service that helps users location track family members, create location-based alerts and share private locations with friends.	12/12/13	\$10.0	Series A	OPENAIR Equity Partners, Castrol innoVentures, Comporium
Apptive	Private	Apptive enables eCommerce merchants to create and manage native mobile apps without any coding or technical knowledge.	12/11/13	\$0.7	Undisclosed	Undisclosed
Snapchat	Private	Snapchat is a photo messaging application.	12/11/13	\$50.0	Series C	Coatue Management
Pixalate	Private	Pixalate is real-time analytic SaaS based platform for online advertising designed to solve challenges in the display and mobile real-time bidding markets.	12/11/13	\$4.6	Series A	Javelin Venture Partners
UIEvolution	Private	UIEvolution produces mobile convergence technology, providing software products and services to global brands and service providers.	12/11/13	\$8.0	Undisclosed	Intel Capital, Shaw Venture Partners
MomentFeed	Private	MomentFeed is a location-based mobile marketing platform.	12/11/13	\$5.5	Series A	Signia Venture Partners, Draper Nexus Ventures, DFJ Frontier, Double M Partners, Daher Capital
eGifter	Private	eGifter is a web and mobile social gifting app that enables users to give eGift Cards to friends and family.	12/11/13	\$1.7	Seed	Russ Artzt, Bob Brill, BDS Venture Fund, Wheatley Partners

* Note: Netexercise still sticking \$61,442 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout February 1-28, 2014.

Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
Estimote	Private	Estimote is a tech start-up building a sensor-based analytics and engagement platform mostly in the retail industry. Its main product is Estimote Beacons which broadcasts tiny radio signals from locations like product shelves to smartphones showing coupons.	12/10/13	\$3.1	Seed	Innovation Endeavors, Betaworks, Bessemer Venture Partners, Birchmere Ventures, Valiant Capital Partners
PaeDae	Private	PaeDae is a mobile rewards network.	12/10/13	\$11.6	Undisclosed	Ed Ojdana, 3G Capital Partners, Silicon Valley Bank
Prairie Cloudware	Private	Prairie Cloudware is an early stage startup that provides financial institutions with tools and services in an increasingly mobile world.	12/9/13	\$1.7	Undisclosed	Treetop Ventures, Nelnet, Croghan Investments, Nebraska Angels, Tetrad
Flipboard	Private	Flipboard is a digital social magazine that aggregates web links from users' social circles and displays the content in magazine form on an iPad.	12/9/13	\$50.0	Series C	Rizvi Traverse Management, Goldman Sachs, Kleiner Perkins Caufield & Byers, Index Ventures, Insight Venture Partners
Flurry	Private	Flurry is a developer of mobile applications analytics/measurement and an advertising platform.	12/6/13	\$12.5	Series E	Undisclosed
Heyday	Private	Heyday is journal app that allows users to write life moments on the phone.	12/6/13	\$2.0	Seed	Google Ventures, Spark Capital, TriplePoint Capital, CrunchFund, SV Angel, Shervin Pishevar, Keith Rabois, Garry Tan, Mathew Ocko, Robin Chan, Kevin Chou, David Spector, Amitt Mahajan, Joel Poloney
KidoZen	Private	KidoZen is an enterprise mobile platform as a service focused on providing the foundation for mobile-first enterprises by enabling cloud and on-premise backend to enterprise mobile apps.	12/6/13	\$5.0	Undisclosed	Third Point
YieldMo	Private	YieldMo is a mobile advertising company.	12/6/13	\$8.0	Undisclosed	Google Ventures, Richard Miner, Union Square Ventures, Genacast Ventures, Rhodium, Dace Ventures, ff Venture Capital
SnapSheet	Private	SnapSheet is a mobile insurance claims solution platform.	12/5/13	\$10.0	Series B	Undisclosed
Misfit Wearables	Private	Misfit Wearables develops wearable products in the consumer health and fitness space.	12/4/13	\$15.2	Undisclosed	Horizon Ventures, Khosla Ventures, Norwest Venture Partners, O'Reilly AlphaTech Ventures, Max Levchin, incTANK Ventures, Founders Fund, TenOneTen Ventures
SWARM Mobile	Private	SWARM Mobile enables brick and mortar retailers to increase revenue through real-time shopper interaction and analytics.	12/3/13	\$3.4	Series A	Icon Venture Partners

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

DEBT FINANCINGS

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
Kive Company	Private	Kive Company is an app that lets users save their children's artwork.	2/20/14	\$0.3*	Debt	Undisclosed
Blend Systems	Private	Blend Systems is a social sharing app geared for college students.	2/7/14	\$2.4	Debt	Undisclosed
iBuildApp	Private	iBuildApp is a mobile content management platform that helps businesses build and optimize their mobile presence on all smartphone devices (iPhone, Android, HTML and iPad).	2/3/14	\$0.4*	Debt	Undisclosed
CrowdOptic	Private	CrowdOptic lets enterprises and photographers collaborate in real time by simply using an image.	1/24/14	Undisclosed	Debt	Undisclosed
FitMob	Private	Fitmob is a workout app that allows users of the app to connect with each other to stay fit.	1/24/14	\$9.8	Debt	Mayfield Fund, Silicon Valley Bank
CloudMine	Private	CloudMine is a platform that eliminates the need for mobile app developers to build custom backend solutions for their mobile apps.	1/16/14	\$1.6*	Debt	Undisclosed
AppTap	Private	AppTap is the leading provider of mobile app discovery and advertising solutions for web publishers, mobile operators, and app developers.	1/6/14	\$1.0*	Debt	Undisclosed
Augmate	Private	Augmate is a wearable platform that accelerates the development of cloud-based digital eyewear applications.	1/6/14	\$1.3*	Debt	Monty Metzger, Timothy Draper
Verivo Software	Private	Verivo Software is a leading provider of enterprise mobility software that helps businesses centrally build, deploy, manage and update their mobile apps across multiple devices.	12/31/13	\$3.5*	Debt	Undisclosed
CamFind	Private	CamFind is an app that identifies pictures of interest users take and link it to internet search results, address finders and price comparisons.	12/18/13	\$1.5*	Debt	Nana Wilberforce, Josh Seegopaul, Kamran Pourzanjani, Dominik Mazur, Vikas Singhal

* Note: Kive Company is still seeking \$725,000 in funding.

* Note: iBuildApp still seeking \$350,000 in funding.

* Note: Cloudmine is still seeking \$165,722 in funding.

* Note: AppTap is still seeking \$250,000 in funding.

* Note: Augmate is still seeking \$875,000 in funding.

* Note: Verivo Software still seeking \$1,750,000 in funding.

* Note: CamFind still seeking \$300,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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S-1 Filings

S-1 FILINGS: FILED

Company	Date Filed	Description
GrubHub	2/28/14	GrubHub is an online food ordering company accessible on the web and mobile.
Ring Central	2/26/14	RingCentral provides cloud computing based phone systems, designed to help small businesses manage mobile, fax, and email communications.
A10 Networks	2/18/14	A10 Networks is a company specializing in the manufacture of application delivery controllers.
King Digital Entertainment	2/18/14	King Digital Entertainment is an interactive entertainment company in mobile providing mobile games for its users.
Q2 Holdings, Inc.	2/12/14	Q2 Holdings is a provider of secure, cloud-based virtual banking solutions giving users the banking experience on the web, mobile, voice and tablet channels.
Rubicon Project	2/4/14	Rubicon Project is a digital and mobile advertising technology firm based in Los Angeles, California.
Coupons.com	1/31/14	Coupons.com is a digital promotion platform which includes delivering digital coupons to consumers over the web, mobile and social media.
JD.com	1/30/14	JD.com is an online, direct sales company in China. It has recently received a license by the Chinese government to resell mobile telecom services.
SmooFi	1/7/14	SmooFi is a development stage company that focuses on the provision of online market and community services for service requestors and providers. Some of its services include mobile alerts for pets for meals as well as medication alerts for the elderly.
Pocket Games	12/18/13	Pocket Games is a developer of mobile sports games.

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Mobile Marketing Association

About Mobile Marketing Association

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

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

Executive Contacts

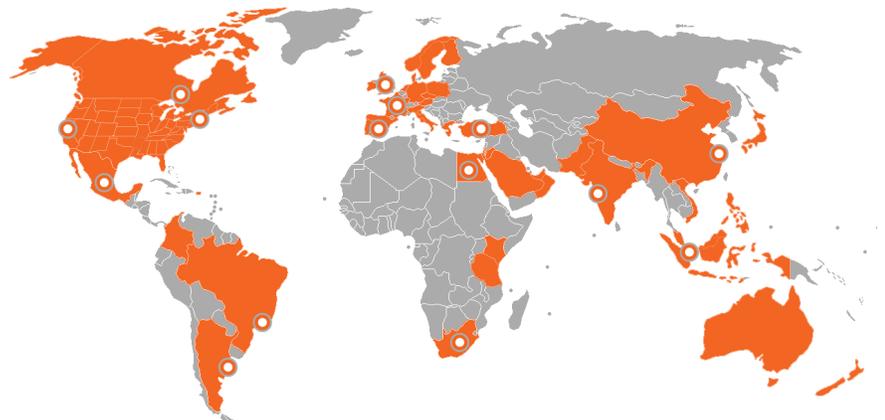
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Mobile Marketing Association

Calendar of Events

MAY 6–7, 2014

MMA Forum New York

Crowne Plaza Times Square, New York, NY

The MMA's 2014 New York Forum is being developed to inspire and educate brand marketers. This is an exceptional opportunity for CMO's to educate their entire teams, ultimately helping CMO's become the chief drivers of innovation within their companies.

By focusing on how tools and platforms are being leveraged and the measures of success that are in the works, marketers and their partners will walk away with actionable ideas and feel more confident that not only is mobile powerful as a stand-alone platform that will get them closer to their consumers, but that it can improve the effectiveness of their other marketing channels.

<http://www.mmaglobal.com/events/forums/newyork2014/overview>

MAY 22, 2014

MMA Forum Singapore

Singapore

Over the past few years the MMA Forum has established itself as the premier event for marketers in Asia who want to fully embrace, utilize and execute marketing campaigns that truly allow them to meet and exceed their marketing objectives. As mobile devices continue to evolve with new and powerful technologies there are new and exciting opportunities for marketers to disrupt the traditional approaches to marketing and hence we have themed this year's event as 'Deconstructing Mobile.'

<http://www.mmaglobal.com/events/event/mma-forum-singapore-0>

JULY 13–15, 2014

Mobile CEO & CMO Summit

Omni Hilton Head Oceanfront Resort, Hilton Head, S.C.

<http://www.mmaglobal.com/events/ceosummit/2014/overview>

Hidden River

About Hidden River

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

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

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

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

Executive Contacts

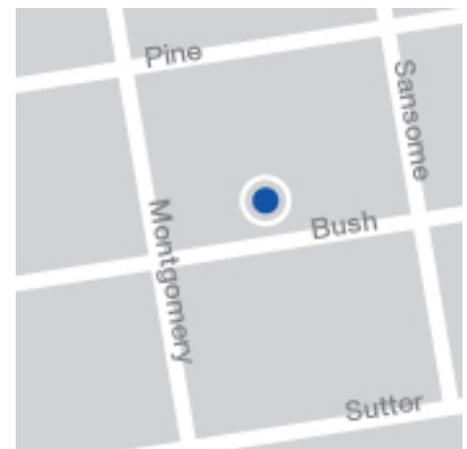
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STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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