



**MOBILE
MARKETING
ASSOCIATION**



Hidden River



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
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Lessons Learned from Cannes Lions 2013

Every Moment is Mobile. That was the Mobile Marketing Association's tagline for the 2013 Cannes Lions International Festival of Creativity, the premier global gathering for the entire marketing ecosystem. Prior to heading to Cannes, the industry was abuzz about mobile and its importance at the festival. Mobile may not be the biggest screen for storytelling. But the biggest creative revolution of our times is happening on the smallest screen.

Some of the key takeaways that the MMA noted from the 2013 Cannes Lions festival include:

Every Moment is Mobile: Cannes Lions was the official launch pad for the MMA's positioning on mobile, "nothing gets marketers closer to their consumers than mobile." <http://www.clickz.com/clickz/news/2278062/cannes-2013-video-mma-mondelez-every-moment-is-mobile>

Young Marketers Believe Mobile is the Future: To educate the rising-stars of the global marketing community, Jim Stengel alongside the MMA provided a weeklong curriculum to 50+ young marketers. What we learned is that the next generation of marketing leaders have already embraced mobile as the future of media. Their obstacle is getting mid-senior level executives to allocate additional resources and investment to mobile innovation.

CMO's are Eager to Understand Mobile Strategy: The MMA addressed the CMO Accelerator, which invited 25 leaders from around the globe to discuss challenges and opportunities across the communications landscape. The CMOs were eager to discuss strategy, platforms, tactics and value across the mobile space. From the conversation, we realize that there is no resistance from the C-suite when it comes to recognizing the potential of mobile. Most of their challenges focused on the need for a stronger infrastructure that supports the growth of mobile as a media channel, in addition to educating staff on emerging tactics and trends.

It is clear that mobile continues to revolutionize the industry in terms of its power and potential as a marketing vehicle. Cannes Lions was an opportunity for the MMA to connect with industry leaders and share the value that mobile offers their brands.

As technology ignites a new world of interconnectivity, mobile converts every object into a medium and every place into a message.

Every Moment is Mobile.

Onwards,

Greg Stuart

Table of Contents

EXECUTIVE MOVES	4
PUBLIC COMPANY ANALYSIS	7
M&A TRANSACTIONS	9
FINANCING TRANSACTIONS	11
MMA OVERVIEW	24
HIDDEN RIVER OVERVIEW	26

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Doug Aley	Vice President of Product Development, Room 77	Vice President of Product & Corporate Development, Zulily	Room 77 allows travelers to compare pricing across major online travel agencies, shop across a variety of room types, and book more than 200,000 hotel rooms worldwide.	6/27/13
Geri Suster	Chief Operating Officer, Mobivity	Chief Operating Officer, Ziplocal	Mobivity provides patented mobile marketing tools for local advertisers and custom audience engagement solutions for sports and media producers.	6/27/13
Sean Gorman	Chief Operating Officer, Panopto	Executive, Amazon	Panopto offers video capture, streaming, search and archiving solutions architected with the integration of rich content and user-driven metadata as key enablers for enterprise deployments.	6/26/13
Thomas Nielsen	Senior Vice President, Brightcove	Chief Executive Officer, RealNetworks	Brightcove Inc. (NASDAQ: BCOV), is a leading global provider of cloud content services and offers a family of products used to publish and distribute the world's professional digital media.	6/25/13
Joe Salvador	Chief Video Officer, Altitude Digital	Co-Founder and Vice President, Visualising	Altitude Digital is a leader in online display and video advertising technology.	6/25/13
Tim McMahon	Director of Operations, Altitude Digital	Head Baseball Coach, Heritage High School	Altitude Digital is a leader in online display and video advertising technology.	6/25/13
Rob Rosenthal	Vice President of Sales East, Hybris	Vice President of Worldwies Sales, Zilliant	Hybris delivers enterprise software and on-demand solutions for multi-channel commerce, master data management and order management.	6/24/13
Elena Parker	Creative Technologist, Campfire	Videographer, Food52	Campfire develops direct-to-mobile interactive rich media content, small games and custom made applications for mobile devices.	6/20/13
Shawn Kardell	User Experience Officer, Digitara	Senior User Experience Consultant, Everage Consulting	Digitaria is a pioneer in digital marketing and technology, providing unique, innovative solutions to an array of clients around the world.	6/19/13
Christine Bensen	Senior Vice President of Media Strategy, iCrossing	EVP, Media and Analytics, Moxie	iCrossing, a digital marketing company, holds its own marketing platform, which can be tailored for clients.	6/18/13
Sabine Cummins	Vice President of Media Central, iCrossing	Media, Director Razorfish	iCrossing, a digital marketing company, holds its own marketing platform, which can be tailored for clients.	6/18/13
Ryan Sousa	Senior Vice President of Engineering, Medio	Vice President of Global Business Intelligence, Expedia	Medio enables businesses to acquire higher value customers and improve both their retention and lifetime value by providing an optimized and personalized mobile experience.	6/13/13
Kirby Winfield	Chief Executive Officer, Dwellable	President/Chief Executive Officer, AdXpose	Dwellable is a vacation rental search service. Dwellable has apps for Android and iPhone that aggregates rentals from several different sources to give you a comprehensive list of availabilities.	6/11/13
David Hostetter	Senior Vice President of Engineering, Augme Technologies Subsidiary, Hipcricket	Chief Technology Officer, Fabric Worldwide	Hipcricket is the one-stop mobile marketing and advertising company that empowers brands, agencies and media properties to engage customers, drive loyalty and increase sales.	6/7/13
Tony Kippen	Vice President of Analytics, Augme Technologies Subsidiary, Hipcricket	President/Chief Executive Officer, Megode Systems	Hipcricket is the one-stop mobile marketing and advertising company that empowers brands, agencies and media properties to engage customers, drive loyalty and increase sales.	6/7/13
Jason Eglit	Chief Financial Officer, WhitePages	Principal, Bayside Capital	WhitePages is the leading provider of contact information for people and businesses in the U.S.	6/6/13
Virl Hill	Director of Business Development, Microsoft	CEO, Blade Games World	Microsoft is a veteran software company, best known for its Microsoft Windows operating system and the Microsoft Office suite of productivity software.	6/6/13
Scott Pulsipher	President, Needle	General Manager, Amazon Webstore	Needle offers the leading sales chat platform for web, social and mobile commerce.	6/4/13
Lars Dalgaard	Partner, Andreessen Horowitz	Founder, SuccessFactors; Executive Board Member, SAP	Andreessen Horowitz is a venture capital firm.	5/30/13

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Charles Giancarlo	Board of Directors, Imperva	Managing Director, Silver Lake (current)	Imperva is a data security company that provides high-value business data protection.	5/30/13
Nick Lenaeus	Regional Director, Whitlock	Regional Sales Head, Avaya	Whitlock delivers rollout, tablet and hand-held solutions for videoconferencing and data sharing.	5/30/13
Lisa Jackson	Vice President of Environmental Initiatives, Apple	Administrator, The U.S. Environmental Protection Agency	Apple is a corporation that designs, develops, and sells consumer electronics, computer software and personal computers.	5/28/13
Tom Lane	Open Source Database Specialist, Salesforce.com	Red Hat	Salesforce.com is an enterprise cloud computing company that provides business software on a subscription basis.	5/25/13
Michael K. Bynum	President, Mobivity	President & Chief Executive Officer, Phone Directories Company	Mobivity provides patented mobile marketing tools for local advertisers and custom audience engagement solutions for sports and media producers.	5/22/13
Tom Tolbert	Executive Vice President & Chief Sales Officer, Mobivity	Chief Executive Officer, Front Door Insights	Mobivity provides patented mobile marketing tools for local advertisers and custom audience engagement solutions for sports and media producers.	5/22/13
Kevin Merritt	Chief Executive Officer, Socrata	Executive, VeriSign	Socrata is a government data analytics startup.	5/21/13
David Elton	General Manager, Arkadium	Advisory Board Member, Canadian Video Games Awards	Arkadium is a game development studio, creator of largest library of casual games in the world.	5/15/13
Sherrie McAvoy	Board of Directors, Numerex	AERS Partner, Deloitte & Touche LLP (current)	Numerex is an enterprise machine-to-machine (M2M) technology company.	5/13/13
David O'Callaghan	Senior Vice President of Global Channels and Alliances, VMware	Channel Executive, Cisco	VMware, Inc. is an American software company that provides cloud and virtualization software and services.	5/10/13
Robert Daleo	Board of Directors, Citrix	Chief Financial Officer, Thomson Reuters Corporation	Citrix is software company that provides server and desktop virtualization, networking, SaaS, and cloud computing technologies.	5/10/13
Gary Beyer	Chief Executive Officer, Gibberin	Vice President of Business Development, CDG	Gibberin is a viral communications platform based on spoken messages.	5/8/13
Don Dodge	Board of Advisors, Jawfish Games	Google Developer Advocate (current)	Jawfish Games is a leader of multiplayer, real-time tournaments for mobile and web.	5/7/13
Ron Doornink	Board of Advisors, Jawfish Games	Chief Executive Officer, Activision Publishing	Jawfish Games is a leader of multiplayer, real-time tournaments for mobile and web.	5/7/13
Scott Greenburg	Board of Advisors, Jawfish Games	Partner, K&L Gates (current)	Jawfish Games is a leader of multiplayer, real-time tournaments for mobile and web.	5/7/13
Adam Gries	Board of Advisors, Jawfish Games	Founder, Smart Bites	Jawfish Games is a leader of multiplayer, real-time tournaments for mobile and web.	5/7/13
Martin Tobias	Board of Advisors, Jawfish Games	Venture Partner, Ignition (current)	Jawfish Games is a leader of multiplayer, real-time tournaments for mobile and web.	5/7/13
Jon Rubinstein	Board of Directors, Qualcomm	Chief Executive Officer, Palm Inc.	Qualcomm is a global semiconductor company that designs, manufactures and markets digital wireless telecommunications products and services.	5/6/13
Brian Kaminsky	Executive Vice President of Operation, Clear Channel Media and Entertainment	Chief Operating Officer, Huffington Post AOL	Clear Channel Media and Entertainment is a leading media and entertainment company, provides multi-platform advertising and marketing.	5/3/13
Christine King	Boad of Directors, Qlogic	Chief Executive Officer, Standard Microsystems Corporation (current)	QLogic is a leading provider of data center networking, data migration and storage networking infrastructure solutions.	5/3/13

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Name	New Company	Old Company	New Company Summary	Date
Eric Raab	Chief Information Officer, Yodle	Chief Technology Officer, M5 Networks	Yodle is a leader in local online marketing, connects consumers to small businesses cost-effectively.	5/2/13
Eric Benazech	Chief Revenue Officer, nFluence Media	Business Development Director, Aimia Inc.	nFluence Media helps companies to have fast, valuable conversations with consumers, allowing for accurate advertising.	5/1/13
Doug Smith	Vice President of Global Partner Sales, Virtual Instruments	Channel Executive, VMware	Virtual Instruments is a leader in Infrastructure Performance Management for the physical, virtual, and cloud computing environments.	5/1/13
Chris Ovitz	6/9/13	Co-Founder, Viddy	Scopely is a next generation consumer mobile entertainment network.	4/30/13
Rob von Behren	Lead Software Engineer, Braintree	Square	Braintree is a payment platform for online and mobile businesses, offering all the tools merchants need to accept payments and provide consumers a frictionless experience at checkout.	4/30/13
Phil Neiswender	Chief Legal Officer, UIEvolution	Chief Operation Officer/General Counsel, Garagiste	UIEvolution produces mobile convergence technology, providing software products and services to global brands and service providers offering rich application experiences for mobile and embedded digital devices.	4/23/13
Shawn Burke	Vice President of Engineering, Buddy	Developer/Architect, Microsoft	The Buddy Platform is the first BaaS that Powers, Optimizes and Measures your Apps.	4/16/13
John Doerr	Board of Directors, Zynga	Partner, Kleiner Perkins Caufield & Byers (current)	Zynga's mission is connecting the world through games.	4/5/13
Charlie Kindel	Director, Amazon	General Manager of Phone Developer Experience, Microsoft	Amazon.com, Inc. (AMZN), is a leading global Internet company and one of the most trafficked Internet retail destinations worldwide.	4/2/13

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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 7/1/13	Stock Price 6/1/13	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
Indexes		S&P 500	1,614.96	1,630.74	-1.0%	1,687.18	1,325.41				
		NASDAQ Composite	3,434.49	3,455.91	-0.6%	3,532.04	2,810.80				
		Russel 3000	962.22	969.98	-0.8%	1,002.59	781.88				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 46.23	\$ 42.91	7.7%	\$ 47.19	\$ 29.52	\$23,222	\$20,882	\$4,252	4.9X
Airtel	BHARTIARTL.BO	BSE	4.98	5.35	-6.8%	6.90	4.16	19,919	33,209	14,766	2.2X
America Movil	AMX	NYSE	1.11	1.00	10.5%	1.39	0.93	53,204	84,159	60,004	1.4X
Apple Inc.	AAPL	NASDAQ	409.22	449.73	-9.0%	705.07	385.10	384,114	344,977	169,104	2.0X
AT&T	T	NYSE	35.30	34.99	0.9%	39.00	32.71	189,914	260,851	126,968	2.1X
Buongiorno (Acquired by Nippon Telegraph & Telephone Corp)	NTT	NYSE	51.93	50.01	3.8%	55.16	45.71	68,717	150,846	127,096	1.2X
CenturyLink	CTL	NYSE	35.15	34.15	2.9%	43.43	32.05	21,408	41,720	18,279	2.3X
China Mobile	CHL	NYSE	51.57	51.80	-0.4%	59.73	47.74	207,308	143,249	84,978	1.7X
Fiserv, Inc.	FISV	NASDAQ	87.29	87.16	0.1%	91.16	67.95	11,624	15,317	4,526	3.4X
Google	GOOG	NASDAQ	887.88	871.22	1.9%	920.60	562.09	240,725	195,766	54,703	3.6X
Microsoft	MSFT	NASDAQ	34.36	34.90	-1.5%	35.78	26.26	286,944	226,656	76,012	3.0X
Motorola Solutions	MSI	NYSE	57.98	57.96	0.0%	64.72	44.49	15,751	14,537	8,715	1.7X
Neustar, Inc.	NSR	NYSE	72.35	71.63	1.0%	74.10	45.15	15,194	15,040	8,562	1.8X
Nokia	NOK	NYSE	3.86	3.44	12.2%	4.90	1.63	14,456	11,430	37,000	0.3X
Omnicom	OMC	NYSE	62.72	62.13	0.9%	64.29	45.11	16,218	19,939	14,311	1.4X
Publicis Groupe	PUB.PA	Paris	72.35	71.63	1.0%	74.10	45.15	15,194	15,040	8,562	1.8X
Samsung	005930.KS	005930.KS	1,171.02	1,361.42	-14.0%	1,492.09	948.45	172,490	152,386	188,384	0.8X
Sprint	S	NYSE	7.07	7.30	-3.2%	7.50	3.15	21,337	38,068	35,404	1.1X
Telefonica S.A.	TEF	NYSE	13.03	13.74	-5.1%	15.49	9.72	59,319	149,053	81,722	1.8X
Telenor	TELNF	OTC	19.89	21.03	-5.5%	23.05	15.94	31,024	38,393	17,585	2.2X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	14.75	15.37	-4.0%	17.80	12.44	12,980	10,807	6,037	1.8X
Vodafone Group	VOD	NASDAQ	28.74	28.96	-0.8%	30.80	24.42	139,027	185,257	69,586	2.7X
WPP Group	WPPGY	NASDAQ	87.17	85.07	2.5%	89.64	60.01	23,240	28,637	16,578	1.7X
Yahoo!	YHOO	NASDAQ	25.24	26.30	-4.0%	27.68	14.59	27,326	24,405	4,906	5.0X
					Average			86,277	92,526	51,585	2.2X
					Median			25,283	38,230	26,842	1.8X
Mid-Cap (\$2B - \$10B)											
Alcatel-Lucent	ALU	NYSE	\$ 1.79	\$ 1.68	6.5%	\$ 2.01	\$ 0.91	\$4,170	\$6,647	\$18,672	0.4X
BlackBerry	BBRY	NASDAQ	10.29	13.96	-26.3%	18.32	6.22	5,394	2,570	11,349	0.2X
Dentsu	4324.JP	TSE	34.64	30.95	11.9%	38.42	22.00	9,636	10,228	23,002	0.4X
Gemalto	GTOFF	OTC	90.91	83.72	8.6%	98.17	69.58	8,001	7,570	2,910	2.6X
GFK Retail and Technology UK	GFK.DE	Xetra	48.30	48.03	0.6%	60.11	43.51	1,763	2,399	1,958	1.2X
Interpublic Group of Companies	IPG	NYSE	14.71	14.22	3.4%	14.99	9.04	6,302	7,642	6,992	1.1X
LG	LPL	NYSE	24.33	27.84	-12.6%	34.04	17.83	8,706	10,984	27,146	0.4X
Oi	OIBR	NYSE	1.64	1.86	-11.8%	4.80	1.53	1,967	15,392	13,995	1.1X
Pandora Media Inc.	P	NYSE	18.95	17.02	11.3%	20.29	7.08	3,312	3,237	472	6.9X
TIM	TSU	NYSE	18.69	19.16	-2.5%	28.14	16.39	9,037	9,846	9,371	1.1X
ValueClick	VCLK	NASDAQ	24.50	26.36	-7.1%	32.25	15.04	1,867	1,818	687	2.6X
VIVO S.A. (formerly Telefonica Brazil)	VIV	NYSE	20.21	21.57	-6.3%	23.48	18.48	7,713	8,223	N/A	N/A
ZTE	000063.SZ	Shenzhen	2.08	2.06	1.1%	2.28	1.22	5,852	5,852	13,518	0.4X
					Average			5,671	7,108	10,839	1.5X
					Median			5,852	7,570	10,360	1.1X

NOTES:

- (1) Market Capitalization is calculated using month end stock price and fully diluted shares.
- (2) Enterprise Value is calculated using cash and debt from the last reported balance sheet to the SEC.
- (3) Revenue is calculated on a "Net Sales" basis and covers the last twelve month reported to SEC except for VIV; OIBR; BGO & BNG, which are calendar 2011.

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								(in Millions)			
Indexes		S&P 500	1,614.96	1,630.74	-1.0%	1,687.18	1,325.41				
		NASDAQ Composite	3,434.49	3,455.91	-0.6%	3,532.04	2,810.80				
		Russel 3000	962.22	969.98	-0.8%	1,002.59	781.88				
Small-Cap (< \$2B)											
2Ergo Group PLC	RGO	LSE	\$ 0.05	\$ 0.05	-7.0%	\$ 0.81	\$ 0.03	\$3	\$2	\$13	0.2X
Acxiom Corporation	ACXM	NASDAQ	23.67	21.99	7.6%	24.10	15.13	1,750	1,779	1,099	1.6X
Atrinsic, Inc	ATRN	OTC	0.00	0.00	-47.5%	0.03	0.00	0	2	33	0.1X
Augme Mobile	AUGT	OTC BB	0.40	0.37	9.5%	2.15	0.27	52	48	26	1.8X
Bango	BGO	LSE	2.82	2.98	-5.5%	4.40	2.47	128	125	25	5.1X
Blue Calypso Holdings, Inc.	BCYP	OTC	0.16	0.17	-5.3%	0.98	0.09	21	22	0	N/A
Boingo wireless	WIFI	NASDAQ	6.32	7.25	-12.8%	11.78	5.35	225	134	101	1.3X
Cincinnati Bell	CBB	NYSE	3.07	3.44	-10.8%	5.89	2.83	638	2,897	1,437	2.0X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	0.41	0.32	28.1%	0.61	0.14	10	10	4	2.4X
Digimarc Corporation	DMRC	NASDAQ	21.04	23.01	-8.6%	28.05	17.68	153	120	38	3.2X
Glu Mobile	GLUU	NASDAQ	2.35	2.71	-13.3%	5.90	1.99	161	140	85	1.6X
Internetq Plc	INTQ	LSE	4.85	5.31	-8.6%	5.57	2.69	170	162	95	1.7X
Lenco Mobile	LNCM	OTC	0.07	0.06	16.7%	0.22	0.01	6	16	15	1.0X
Marchex	MCHX	NASDAQ	6.01	5.79	3.8%	6.33	2.99	169	152	139	1.1X
MDC Partners	MDC	NASDAQ	18.72	17.63	6.2%	18.84	9.24	588	1,423	1,104	1.3X
MEDL Mobile	MEDL	OTC BB	0.33	0.36	-8.3%	0.51	0.07	15	15	3	4.3X
Millennial Media	MM	NYSE	8.64	7.89	9.5%	16.86	5.87	687	554	194	2.9X
Motricity	MOTR	NASDAQ	3.51	4.46	-21.3%	9.65	3.26	16	13	86	0.1X
Openwave (Now Unwired Planet)	UPIP	NASDAQ	1.93	2.06	-6.3%	2.52	1.17	193	164	0	N/A
Opera Software ASA	OPERA.OL	Oslo	7.81	7.51	4.0%	7.87	4.87	955	901	231	3.9X
Poynt Corporation	PYN.V	TSXV	0.02	0.02	0.0%	0.05	0.01	8	10	2	4.9X
Single Touch	SITO	OTC BB	0.65	0.70	-7.1%	0.95	0.15	86	90	7	12.9X
Smith Micro Software Inc	SMSI	NASDAQ	1.13	1.29	-12.4%	2.16	1.06	42	14	45	0.3X
SoundBite Communications	SDBT	NASDAQ	4.99	4.97	0.4%	5.13	2.05	82	66	48	1.4X
Tanla Solutions Limited	TANLA	NSE	0.06	0.06	-10.3%	0.16	0.06	6	6	24	0.2X
Telecom Argentina S.A.	TEO	NYSE	15.27	15.16	0.7%	16.95	9.12	1,471	774	4,788	0.2X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	2.45	2.35	4.3%	2.70	1.10	131	232	482	0.5X
Velti	VELT	NASDAQ	1.41	1.76	-19.9%	10.43	1.25	93	93	270	0.3X
Zynga	ZNGA	NASDAQ	3.07	3.40	-9.7%	5.61	2.09	1,866	697	1,224	0.6X
					Average			335	368	401	2.1X
					Median			128	120	48	1.4X

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
06/28/2013	T-Mobile	Spectrum from US Cellular*	Please see notes.	\$308.0
06/28/2013	Reputation.com	PaperKarma	Mobile app built to help users identify and then stop spammy snail mail.	
06/27/2013	Reputation.com	Readabl Inc	Developer of mobile software.	
06/26/2013	Youth Pulse	Thumb Inc	Developer of mobile software.	
06/26/2013	EMN8	Snapfinger	Restaurant search and remote ordering site for take-out, delivery and catering.	
06/20/2013	Fixmo Inc	Perlego Systems	Provider of end-to-end mobile device management software.	
06/19/2013	Zynga	Spooky Cool Labs	Developer of social-game software.	
06/19/2013	TripAdvisor	GateGuru	Mobile application providing real-time travel information.	
06/17/2013	Automattic	Poster	Mobile app provider.	
06/14/2013	OpenTable	JustChalo	Silicon Valley-based mobile payments startup.	\$11.0
06/14/2013	Plum District	Spotivate	Tools to help parents discover the best local family experiences.	
06/13/2013	Lumi Mobile	Interactive Meetings Limited	Technology company that provides market leading and proprietary audience engagement solutions.	
06/11/2013	Google	Waze	Social mapping start-up.	\$1,100.0
06/07/2013	Thomvest Seed Capital & Cartesian Capital	Public Mobile	Toronto-based wireless carrier.	
06/05/2013	PlayHaven	Staq	//staq is a game management platform.	
06/04/2013	OnMobile	Livewire Mobile	Provider of end-to-end managed mobile entertainment solutions.	
05/29/2013	HarvestMark	ShopWell	Developer of a personalized nutrition app.	
05/28/2013	Refinery29	SocialBomb	Connects mobile phones, blu-ray players, and computers.	
05/23/2013	Yahoo	PlayerScale	Developer of software infrastructure for cross-platform gaming.	
05/22/2013	LinkedIn	Maybe	Social polling startup.	
05/22/2013	GiftCards.com	Giftly	Developer of native mobile applications.	
05/22/2013	Adobe	Thumb Labs	Bootstrapped mobile app design agency.	
05/22/2013	Betaworks	Piictu	Talk and play with friends via mobile pictures.	
05/22/2013	Net Element International	Aptito	Hospitality software: menus, reservation, ordering.	
05/21/2013	Mobivity	Front Door Insights	Offers mobile marketing services.	
05/20/2013	Sprint	Handmark	Mobile app developer and advertising.	

*Note: T-Mobile announced that it is planning to acquire \$308 million worth of spectrum from US Cellular to expand its 4G LTE network.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout June 1-30, 2013.

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
05/20/2013	Payvia	Mogreet	Delivers campaigns via text, video, and picture messaging.	
05/20/2013	Yahoo	Tumblr	Microblogging platform and social networking website.	\$1,100.0
05/19/2013	Accenture	Acquity Group	Brand eCommerce™ and digital marketing company.	\$316.0
05/17/2013	GrubHub	Seamless	Web and mobile online food delivery.	
05/16/2013	TELUS	Mobility	Unlimited talk, text, and data plans.	
05/16/2013	Aruba Networks	Meridian	Enterprise mobile software for location-based businesses.	
05/15/2013	DocuSign	Cartavi	Cloud-based document sharing.	
05/15/2013	lotum	Freeconference.com	Offers conference call.	
05/14/2013	Barracuda Networks	SignNow	Offers tools to e-sign digital files.	
05/13/2013	Dyn	Trendslide	Dashboard solution for SaaS, e-commerce, and Media sites.	
05/12/2013	Yahoo	Loki Studios	Location-based mobile gaming company.	
05/09/2013	Yahoo	GoPollGo	A real-time polling tool.	
05/09/2013	Yahoo	MileWise	App for airline miles as well as hotel and credit card points.	
05/01/2013	Yahoo	Astrid	A social to-do list app.	
04/30/2013	Mimvi Inc	FanAppic	Provider of mobile application information and review services.	
04/30/2013	Jawbone	BodyMedia	Provider of wearable health tracking devices.	
04/28/2013	Aepona	Intel	Provides application-led products and services.	\$120.0
04/25/2013	Facebook	Parse	Provider of paid tools & services for developing apps.	\$85.0
04/24/2013	OneUp Games LLC	Lucid Appeal LLC	Developer of mobile software.	
04/23/2013	Facebook	Spaceport.io	Developer of an HTML5, mobile game creation platform.	
04/22/2013	IBM Corporation	UrbanCode	Software provider that helps automate the production & delivery of new applications.	
04/13/2013	LinkedIn	Pulse	Developer of a news reading application.	\$90.0
04/12/2013	Mandalay Digital Group	Mia	Provider of mobile solution services.	
04/11/2013	Masonic Aging Services Corp	EDO Mobile Health Inc	Developer of mobile application software.	
04/11/2013	Twitter	We Are Hunted	Developer of mobile music applications.	
04/10/2013	Facebook	Osmeta	Mobile software start-up.	
04/08/2013	Adknowledge	Montipay	Developer of mobile application software.	

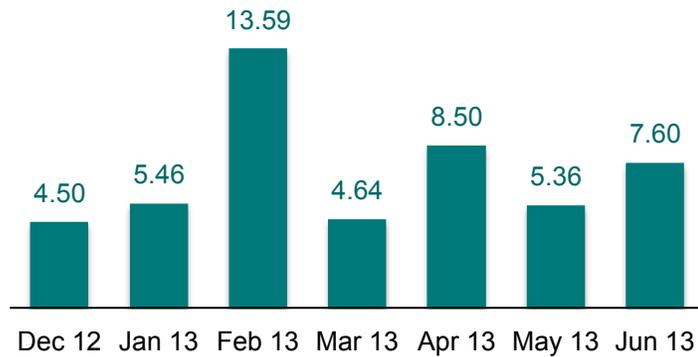
* Note: Activity was actually a merger.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

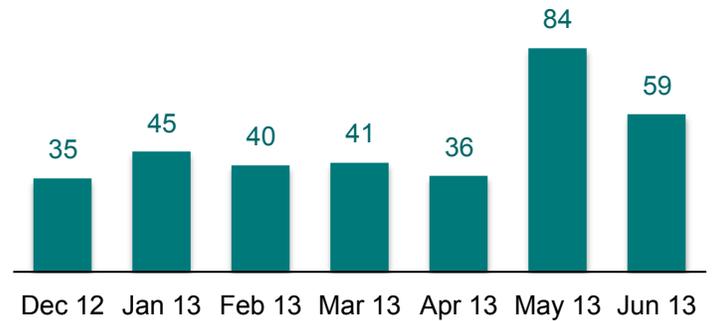
* Data collected in this issue of Mobile Smart Fundamentals was collected throughout June 1-30, 2013.

Financing Transactions Overview

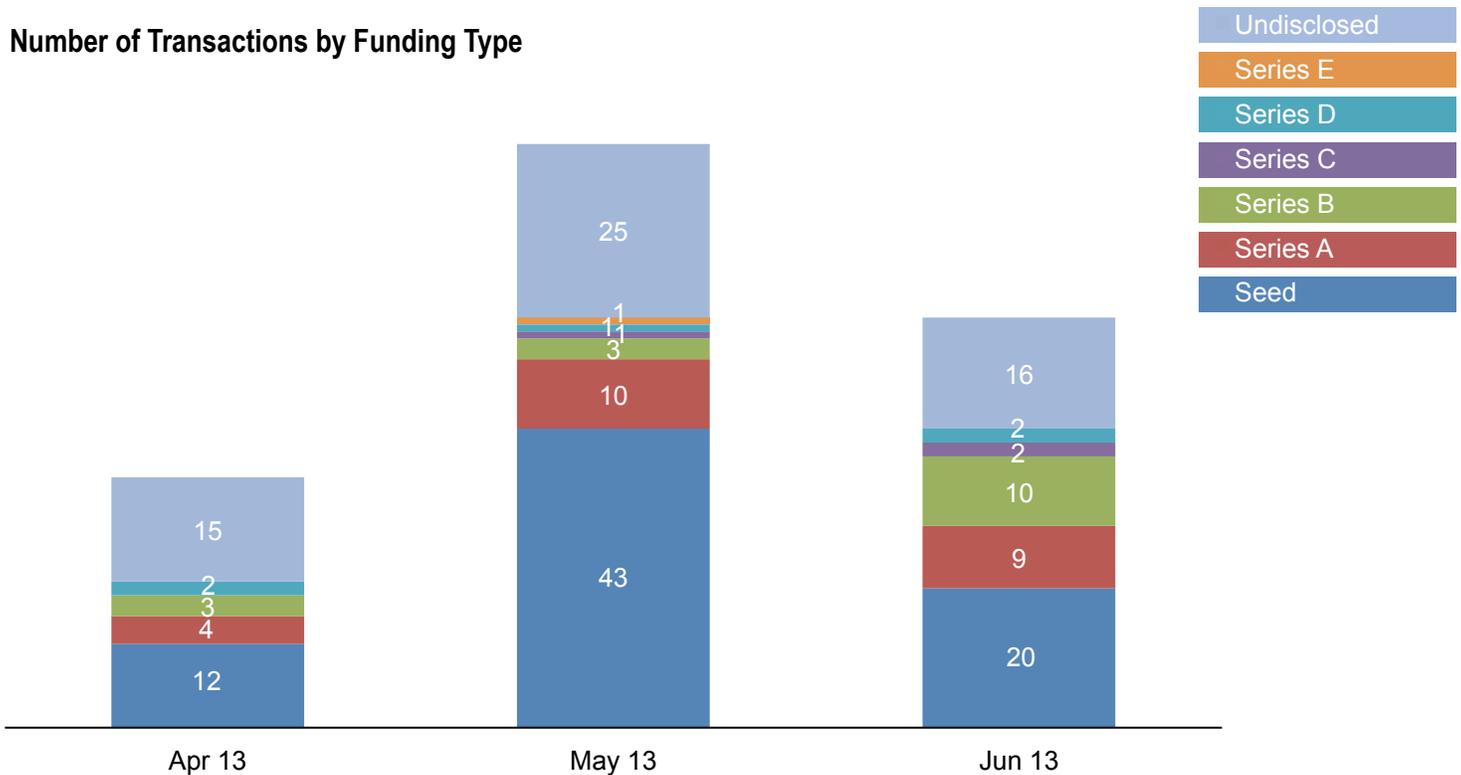
Average Value of Transactions (\$MM)



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 June 1-30, 2013.

Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
Brit + Co.	Private	Brit Morin, Brit + Co. is an online community and e-commerce platform that provides tools to teach, inspire and simplify everyday life.	6/27/13	\$6.3	Series A	Oak Investment Partners, Index Ventures, Lerer Ventures, Cowboy Capital, Marissa Mayer, Aileen Lee
Contentful	Private	Contentful is a flexible and future-friendly content platform that helps editors to manage and developers to serve content into mobile or web applications.	6/27/13	Undisclosed	Seed	Balderton Capital, Point Nine Capital, Alexander Bruehl, Francesco Cesarini, Daniel Heaf, Karen McGrane, Todd Tran, Michael Wolfe
ChupaMobile	Private	ChupaMobile is a community marketplace for Mobile App Components.	6/27/13	\$0.4	Seed	Semyon Dukach
Clinkle	Private	Clinkle's goal is to modernize the way people transact, by creating a next generation payment platform that will change the way people pay for things.	6/27/13	\$25.0	Seed	Peter Thiel, Diane Greene, Jim Breyer, Marc Benioff, Owen Van Natta, Ross Perot, Jr.
Appington	Private	Appington helps game companies sell more in-app purchases and increase gamer retention.	6/26/13	\$1.2	Seed	Tandem Capital, Matthew Welty
Artisan Mobile	Private	Artisan's patent-pending Mobile Experience Management platform brings all the power of customer experience management and website optimization to the world of mobile apps.	6/26/13	\$5.5	Series A	FirstMark Capital, Amish Jani
Biba Systems	Private	Biba is a free, mobile-first business app that helps people get in touch instantly.	6/26/13	\$15.0	Series B	InterWest Partners, Bruce Cleveland, Benchmark Capital, Kevin Harvey, Trinity Ventures, Enrique Salem, Gary Griffiths
LocalVox	Private	LocalVox is a local, social & mobile marketing platform that helps local businesses market themselves online, across a network of publishers, social media, search, mobile, email newsletters & even their own website.	6/26/13	\$1.3*	Undisclosed	Undisclosed
SPARQCode	Private	SPARQCode's mission is to create and develop the best tools and services for mobile sales lead generation.	6/26/13	\$0.7	Series A	Undisclosed
TopLine Game Labs	Private	TopLine Game Labs will help the company grow the team, launch new products and applications, and develop the business.	6/26/13	\$25.0	Undisclosed	Cantor Ventures
Revel Systems	Private	Revel Systems provides an iPad point of sale solution that is mobile, cloud-based, and secure.	6/26/13	\$10.1	Series B	Tim Tighe, Sean Tomlinson
access mobile	Private	access.mobile (AM) is a global mobile technology business based in Denver, Colorado (USA) with a local presence in Uganda, Rwanda and Tanzania.	6/26/13	\$0.1*	Undisclosed	Undisclosed
Ludei	Private	Ludei is a development platform that provides developers with the tools, APIs and services to deliver and monetize HTML5 apps and games via the various native app stores throughout the world from a single code base.	6/26/13	\$1.5	Seed	Kibo Ventures, VitaminaK
Soundwave	Private	Soundwave is a music discovery app that shows you what music people are listening to and where in real-time.	6/26/13	\$1.3	Seed	ACT Venture Capital, Matthew Le Merle, Enterprise Ireland
Kony Solutions	Private	Kony is a leading mobile enterprise application development platform (MADP) provider, with more than 70 of the Fortune 500 among its customers.	6/25/13	\$18.3	Series D	Telstra, Mark Sherman
LISNR	Private	Lisnr is a mobile application that gives users a new way to connect with their favorite artists.	6/25/13	\$0.5	Seed	TAR Angel Network
StrikeAd	Private	StrikeAd is a mobile demand side platform, a single point where agencies and advertisers can plan, execute and evaluate all their mobile advertising.	6/25/13	\$1.9*	Series A	Undisclosed

* Note: LocalVox still seeking \$1,185,564 in funding.

* Note: access mobile funding listed as partial close.

* Note: StrikeAd still seeking \$2,725,100 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
Invi	Private	invi is a Next Generation Instant Messenger.	6/25/13	\$6.0	Seed	Alpha Investment, UpWest Labs, A-Grade Investments, Ashton Kutcher, Horizons Ventures, Atlantic Bridge
Snapchat	Private	Snapchat is a photo messaging application.	6/24/13	\$60.0	Series B	Institutional Venture Partners, General Catalyst Partners, Benchmark Capital, Lightspeed Venture Partners, SV Angel, Mitchell Lasky
Apptive	Private	Apptive enables SMBs with mobile apps that increase accessibility, loyalty and revenue via its dead-simple EasyApp platform.	6/24/13	\$0.4	Seed	Undisclosed
Sway Medical Technologies	Private	Sway Medical Technologies is mobile software company focused on the development of medical grade mobile applications.	6/21/13	\$0.8	Series A	OKAngel Sidecar Fund
Tempo AI	Private	Tempo AI is a mobile productivity application that helps organize your day and prepare you for what's next.	6/21/13	\$10.0	Series A	Relay Ventures, Sierra Ventures, Mayfield Fund, Horizon Ventures, Qualcomm, SingTel Innov8, Miramar Venture Partners, SRI International, Golden Venture Partners, Seavest Capital Partners, ENIAC Ventures
Skillz	Private	Skillz is the world's only cash tournament platform for mobile games of skill.	6/20/13	\$5.5	Series A	Atlas Venture, Jeffrey Fagnan
SocialRadar	Private	SocialRadar is building technology that makes people aware of the people and connections around them.	6/20/13	\$12.8	Series A	New Enterprise Associates, Grotech Ventures, SWaN Venture, Legend Ventures, Dave Morin, Steve Case, Ted Leonsis, Kevin Collieran
adeven	Private	adeven is the leading mobile analytics and business intelligence company.	6/20/13	\$4.3	Series B	Iris Capital, Target Partners, Capnamic Ventures
AppGeek	Private	AppGeek is a crowd-sourced app discovery engine based on two fundamental beliefs. The first – Smartphone users can improve their individual performance by using apps best suited to their personality and interests. The second belief- the best app recommendations come from people who share your specific personality and goals.	6/20/13	\$0.0*	Seed	Incubes
APPCityLife	Private	APPCityLife provides a mobile and cloud platform to the city IT stack that rewards people in the community for participating in everyday activities such as transit, bike trails, museums, parks and everything else a community has to offer.	6/20/13	\$0.4	Seed	Undisclosed
Mobivity	Public	Mobivity provides patented mobile marketing tools for local advertisers and custom audience engagement solutions for sports and media producers.	6/20/13	\$10.9	Undisclosed	Undisclosed
Aloompa	Private	Aloompa is a leading provider of turn-key, best-in-class mobile applications for music, food, conference and community focused events in the U.S. and abroad.	6/19/13	\$0.5	Undisclosed	Undisclosed
Graphite Software	Private	Graphite Software is working to re-define mobile device security.	6/19/13	\$4.4	Undisclosed	Celtic House Venture Partners, Brian Antonen
Personetics	Private	Personetics offers a predictive interaction solution designed specifically for the financial services industry. The company is dedicated to helping all types of financial institutions deliver a more personalized customer experience across all service channels, especially online, mobile and tablet.	6/19/13	\$11.5	Series B	Lightspeed Venture Partners, Yoni Cheifetz, Sequoia Capital, Shmil Levy, Carmel Ventures
PokitDok	Private	PokitDok Mobile saves users money on healthcare expenses by securing the price for a service in advance, whether you pay with insurance, HSA or out of pocket.	6/19/13	\$4.0	Undisclosed	New Atlantic Ventures, Rogers Ventures, Subtraction Capital, FFP Holdings

* Note: AppGeek Transaction amount rounded, actual amount received \$15,000.

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
Epion Health	Private	Epion Health is leveraging the power of mobile devices at the point of care to deliver interactive solutions to both patients and providers.	6/18/13	Undisclosed	Seed	Healthbox Boston
Muzy	Private	Muzy is a new kind of blog for creative and visual people, where you can post, enhance, create, and share photos, thoughts, drawings, animations, collages, and all kinds of creative stuff.	6/18/13	\$4.4	Undisclosed	WPP Ventures, Thomas Bedecarre
PlayPowerLabs	Private	Playpower Labs, a Carnegie Mellon educational research initiative, is developing an online platform of web and mobile applications for students in grades K-8.	6/18/13	\$0.0*	Seed	Kaplan EdTech Accelerator
Donde	Private	Dónde (formerly Brandtree) offers mobile product & store locators for brands and chains looking to increase local retail sales and gain real-time marketing insights.	6/15/13	\$0.0*	Seed	Brandery
WorldDesk	Private	WorldDesk lets you to carry your entire workspace around on any device, in the cloud or served over your company network.	6/13/13	\$1.3	Undisclosed	Lough Shore Investments
CopiaMobile	Private	CopiaMobile, Inc. is the leading provider of shopper engagement solutions featuring new mobile technologies for the retail industry.	6/13/13	\$14.0	Undisclosed	Undisclosed
Wrapp	Private	Wrapp is a social gifting service for celebrating friends' occasions with free and paid gifts from attractive brands.	6/13/13	\$15.0	Series B	Qualcomm Ventures, American Express Greylock Partners, Atomico, Creandum, SEB Private Equity
Scondoo	Private	Scondoo is a mobile shopping app that helps users discover deals and sale items for their groceries.	6/13/13	\$1.3	Seed	Point Nine Capital, Heilemann Ventures
Encap	Private	Encap AS, a technology company, provides solutions for online user security. The company provides mobile phone based products for user security services. It develops security services for the telecom, bank, and finance industries.	6/13/13	\$2.0	Seed	ProVenture Seed
TapCommerce	Private	TapCommerce is the leader in mobile retargeting. We're trusted by the most successful mobile brands to deliver customers, revenue, and return on investment across mobile platforms.	6/12/13	\$1.2	Undisclosed	RRE Ventures, ENIAC Ventures, NextView Ventures, Metamorphic Ventures
LOC-AID Technologies	Private	LOC-AID Technologies, Inc. is a mobile location data gateway, manages multi-carrier complexity for mobile brands and operates the most secure, privacy-protected location aggregation platform for wireless providers.	6/11/13	\$4.1	Undisclosed	Undisclosed
Tow Choice	Private	Tow Choice uses is an instant bidding platform that is designed to eliminate the costs and inefficiencies of tow truck dispatch centers using mobile and instant bidding technologies.	6/11/13	\$0.0*	Seed	Blue Startups
iZettle	Private	iZettle, the social payments company, creates services for person-to-person and business-to-consumer commerce.	6/10/13	\$6.6	Series C	Banco Santander
Ballparc	Private	Ballparc develops cloud-based, mobile-enabled software solutions for the parking management industry.	6/7/13	Undisclosed	Undisclosed	Bullpen Capital, Stuart McWhorter, ParkIT Ventures, Ted Sanft, Michael Thompson
ChowNow	Private	ChowNow is a next-generation meal ordering platform that utilizes the latest web, mobile and social networking technologies to expand restaurant's online ordering capabilities and customer reach.	6/7/13	\$1.2*	Undisclosed	Undisclosed
JiWire	Private	Jiwire is a leader in connecting advertisers to today's On-The-Go Mobile Audience.	6/7/13	\$4.0*	Undisclosed	Undisclosed
Twilio	Private	Twilio, the cloud communications company, is reinventing telecom by merging the worlds of cloud computing, web services and telecommunications.	6/7/13	\$70.0	Series D	Redpoint Ventures, Draper Fisher Jurvetson (DFJ), Bessemer Venture Partners
Fastly	Private	Fastly delivers the world's only real-time content delivery network. Fastly enables a next-generation of businesses to give their users the best online and mobile experience.	6/6/13	\$10.0	Series B	August Capital, David Hornik

* Note: PlayPowerLabs transaction amount rounded, actual amount received totaled \$20,000.

* Note: Donde's transaction amount rounded, actual amount received totaled \$20,000.

* Note: Tow Choice transaction amount rounded, actual amount received totaled \$20,000.

* Note: ChowNow still seeking \$805,099 in funding.

* Note: JiWire still seeking \$1,998,988 in funding.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
Omsignal	Private	Omsignal has developed a revolutionary line of bio-sensing clothing that connect seamlessly with mobile devices.	6/6/13	\$1.0	Seed	Real Ventures, Golden Venture Partners, David Cohen
Shopgate	Private	Shopgate is a powerful and innovative mobile commerce platform for online retailer.	6/6/13	\$7.0	Series B	Northcap Partners, Creathor Venture Management
Mobiqity	Private	Mobiqity is a strategy-led, implementation-driven Mobile Computing professional services firm focused on architecting, developing and deploying custom mobile solutions for the Global 2000.	6/5/13	\$12.0	Series B	NewSpring Capital, Michael DiPlano, Longworth Venture Partners, Paul Margolis, Sigma Prime Ventures, Robert Davoli
Opanga Networks	Private	Opanga Networks is the leading innovator of pragmatic video optimization solutions that convert surplus network capacity in real time to efficiently pre-position high-quality content to any device.	6/5/13	\$0.1*	Undisclosed	Undisclosed
YouAppi	Private	youAPPi, Connecting People With Apps - develops an engagement, acquisition and retention solution for publishers and mobile apps.	6/5/13	\$1.0	Seed	Gillot Capital Partners
Handshake	Private	Handshake is a sales order management platform that lets your team write and receive orders on the iPad, iPhone and Web. Handshake is used globally by sales reps and teams selling B2B, to present their catalog, manage their customers and streamline their order fulfillment process.	6/4/13	\$1.5	Seed	Undisclosed
Canvas Solutions	Private	Canvas makes it easy to publish data collection apps on wireless Smartphones and other mobile devices such as laptops, tablets, bar code scanning devices, and Netbooks.	6/3/13	\$4.0	Series C	Osage Ventures, Motorola Solutions Venture Capital
Shopmium	Private	Shopmium is a France-based, mobile shopping service that enables large consumer brands to engage directly with users through special offers and coupons pushed to their smartphones.	6/3/13	\$5.6	Series B	Ventech
AppLift	Private	AppLift is a mobile games marketing platform.	6/2/13	\$13.0	Series A	Prime Ventures
Qriously	Private	Qriously taps the value of opinions for research and advertising. It works by replacing ads with questions in smartphone apps, leveraging the existing mobile ad infrastructure.	5/31/13	\$3.5	Series A	Spark Capital, Accel Partners
Fanatix	Private	Fanatix is a social platform for sports with mobile applications. The platform makes it easy to discover relevant content and share it with friends and other fans.	5/31/13	\$1.0	Undisclosed	Undisclosed
Roximity	Private	Roximity is a location based alert and deals platform. Roximity enables merchants to send targeted messages to potential customers as they pass by their stores.	5/31/13	\$0.02*	Seed	Undisclosed
Payfirma	Private	Payfirma develops payment processing applications to enable businesses to accept credit & debit cards in their stores, online and on their mobile devices.	5/30/13	\$1.0	Seed	Undisclosed
Zoobe	Private	Zoobe helps people express themselves creatively to enhance their online and mobile relationships.	5/30/13	\$1.3*	Seed	Christophe Maire Dario Suter Udo Schloemer Lars Dittrich
RadPad	Private	RadPad is a mobile-focused rental marketplace that makes it incredibly easy for landlords and property managers to easily list their pad, vet prospective renters and schedule appointments.	5/30/13	\$0.2	Seed	Tom McInerney Chris Ovitz Amplify LA
Weotta	Private	Weotta cleans, classifies, and connects the real world around us, turning unstructured place and event data into contextually relevant results.	5/30/13	Undisclosed	Undisclosed	Google Ventures Slow Ventures TenOneTen Ventures
Clip	Private	Clip enables businesses and consumers to make transactions by turning their mobile device into a card terminal.	5/29/13	\$1.5	Undisclosed	Alta Ventures Mexico, Accion International, 500 Startups, Karl Mehta
CoTap	Private	CoTap's mission is to help people work together better by simplifying mobile communication in the workplace.	5/29/13	\$5.5	Series A	Charles River Ventures, Emergence Capital Partners

* Note: Opanga Networks still seeing \$2,000,879 in funding.

* Note: Roximity transaction amount rounded, actual amount received totaled \$18,000.

* Note: Zoobe transaction amount rounded, actual amount received totaled \$1,290,000.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
lotum	Private	lotum is a mobile conference calling company. Their flagship product, Callflower, is a presence-driven conferencing service that combines text chat, document sharing and audio conferencing with rich, visual features to deliver an engaging and easy to use experience, mobile or web.	5/29/13	\$2.7*	Undisclosed	Undisclosed
SOLOMO Tech	Private	SOLOMO Technology is a B2B mobile software company that provides professional services, custom mobile development, and a proprietary SaaS called SOLOMO Exchange.	5/29/13	\$1.7	Seed	Don Layden Wisconsin Capital Partners
Wongnai	Private	Wongnai.com is a Thailand-based restaurant review website and mobile application, much like Yelp in the US.	5/29/13	Undisclosed	Series A	Recruit Strategic Partners
DoYouRemember	Private	DoYouRemember is the first social website and series of mobile apps created to bring together people who are passionate about nostalgia.	5/28/13	\$1.0	Seed	Undisclosed
Appurify	Private	Appurify provides the most powerful continuous integration platform on real mobile devices.	5/28/13	\$4.5	Series A	Google Ventures Foundation Capital Webb Investment Network Felicis Ventures Jay Jamison Raymond Tonsing Abraham Elias
SamEnrico	Private	SamEnrico is a self-publishing suite and Newsstand which allows authors, publishers, bloggers and writers to create and distribute newspapers, magazines and books in a variety of formats for sale on digital newsstands and on the leading portable content devices.	5/28/13	Undisclosed	Seed	SEW Capital
Fandium	Private	Fandium is an all-inclusive social game-day destination for sports fans, available as an iOS and Facebook app.	5/24/13	\$1.3	Seed	Undisclosed
Glyphr	Private	Glyphr is developing a 3D augmented reality application that turns mobile advertisements into "meaningful engagement" and enables brands to give their audience an "immersive interactive experience."	5/24/13	\$0.0*	Seed	StartFast Venture Accelerator
Runscope	Private	Runscope was started with the idea that depending on a web service API in a mobile or web application should be as easy as depending on code running locally.	5/24/13	\$1.1	Undisclosed	Undisclosed
WinkApp	Private	WinkApp, a Tel Aviv, Israel-based developer of a mobile app that links printed content to digital content.	5/24/13	Undisclosed	Undisclosed	Wadi Ventures
Cubic Telecom	Private	Cubic Telecom is a global leader in the mobile communications industry, whose success is driven by our unique platform architecture and our partnerships with strategic providers and brands right across the globe.	5/24/13	\$5.2	Series B	ACT Venture Capital Enterprise Ireland Qualcomm Inc
Fieldwire	Private	Fieldwire is a mobile first, geo-tagged task management platform for the field.	5/23/13	Undisclosed	Seed	AngelPad
SensorTower	Private	Sensor Tower helps mobile companies acquire more users organically.	5/23/13	Undisclosed	Seed	AngelPad
Gamgee	Private	Gamgee is a stealthy mobile health care startup.	5/22/13	\$2.0	Undisclosed	Khosla Ventures
Orchestrate.io	Private	Orchestrate.io provides an API service that eliminates the need to deploy databases when building new applications or adding new features to existing applications.	5/22/13	\$3.0	Seed	True Ventures, Frontline Ventures, Resonant Venture Partners
Wanderful Media	Private	Wanderful Media is a company that is reinventing local discovery shopping. Providing reach into more than 80 percent of U.S. markets, Wanderful Media helps retailers bring consumers into local stores and gives consumers the most convenient way to discover local merchandise.	5/22/13	\$9.0	Undisclosed	Undisclosed
Swivl	Private	Swivl makes hardware with connected apps and services for instructors to create media rich video from anywhere with a mobile device.	5/22/13	\$0.5	Seed	Grishin Robotics
WedPics	Private	WedPics is a mobile & web-based photosharing app created specifically to capture the entire wedding experience.	5/21/13	\$1.1	Seed	Jed Carlson

* Note: lotum transaction amount rounded, actual amount received totaled \$2,650,000.

* Note: Glyphr transaction amount rounded, actual amount received totaled \$18,000.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
App.io	Private	App.io, previously Kickfolio, allows developers to test drive their iOS apps in any browser, on any device.	5/21/13	\$1.1*	Seed	Quest Venture Partners 500 Startups PALgenesis Ankur Pansari Maneesh Arora Scrum Ventures
Sensopia	Private	Sensopia MagicPlan, the first application that can automatically measure, draw and publish a floor plan, just by taking pictures with an iOS device.	5/20/13	\$1.2	Series A	Partech International Tekton Ventures Normandy Ventures
iVengo	Private	i-Vengo-new solution for the mobile advertising market, with a global network of major advertising agencies and advertisers.	5/20/13	\$0.3*	Seed	Moscow Seed Fund
GetMyRx	Private	GetMyRx helps streamline medication purchase and eliminate prescription leakage by enabling patients to order medications through a mobile app directly from the doctor's office.	5/19/13	\$0.7	Seed	Undisclosed
Gliph	Private	Gliph helps people complete transactions on Craigslist and throughout the web using privacy services and secure communication tools.	5/18/13	\$0.0*	Seed	Undisclosed
CrowdOptic	Private	CrowdOptic is a revolutionary new mobile phone app that lets fans point their phone at the action during a live event and see up to the moment highlights, messages to the fanbase, real-time player stats and much more.	5/17/13	\$1.0	Undisclosed	Silicon Valley Bank Ray Lane
Argus Labs	Private	Argus Labs is a mobile sensing and machine learning start-up that is building Jini.	5/17/13	\$0.6	Seed	Young Sohn
Nexx Studio	Private	Nexx Studio is an independent iOS game development and publishing company. The company is currently focusing on game development for the platform but will be moving into other application categories in the near future.	5/17/13	\$0.3	Seed	Tan Swee Yeong
AirWatch	Private	AirWatch is a leading provider of enterprise-wide Mobile Device and WLAN Management solutions.	5/16/13	\$25.0	Undisclosed	Accel Partners
StepLeader	Private	StepLeader builds innovative digital solutions to help publishers and advertisers create new revenue opportunities in an ever-changing environment of mobile technology, Smart TV applications and more.	5/15/13	\$4.4	Undisclosed	River Cities Capital Funds, Bull City Venture Partners
GLIIF, LLC	Private	GLIIF, LLC has developed a patent pending technology that allows for branded print to web interface for advertising and marketing purposes and provides a secure interface for eCommerce and mCommerce financial transactions.	5/15/13	\$0.3	Seed	Debt Funded
Numbrs AG	Private	Numbrs provides worldwide access to people accounts. Anywhere, any time.	5/15/13	\$7.7	Series A	Undisclosed
Atlantis	Private	Atlantis Co. Ltd. provides a free ad server and ad market place for both the PC and mobile market in Japan.	5/15/13	\$20.0	Series D	Adams Street Partners, El Dorado Ventures, Partech International, Cisco Systems
NewsBreak Media Networks	Private	NewsBreak targets mobile, hard-to-reach consumers who are ready to take action.	5/14/13	\$0.0*	Seed	JumpStartFoundry
5o9	Private	3PMobile® 5o9 builds software targeted to businesses who want to extend their Web services to mobile users. Our solution is designed to balance the need for user data privacy and control, with the need for enterprise commerce and convenience.	5/14/13	\$0.1	Seed	Undisclosed
Rightware Oy	Private	Rightware® is the market leader in 3D User Interface technology, serving mobile, automotive and other embedded industries with its Kanzi® solution for rapid 3D user interface design and deployment.	5/14/13	\$5.2	Series B	InVenture, Nexit Ventures
EyeVerify	Private	EyeVerify has created the patented Eyeprint Verification System, a simple, safe replacement for entering passwords on smartphones.	5/13/13	\$2.3	Series A	Undisclosed
Lua Technologies	Private	Lua is the simplest way for mobile workforces to effectively communicate, coordinate, and stay accountable.	5/13/13	\$1.6*	Seed	Undisclosed

* Note: App.io transaction amount rounded, actual amount received totaled \$1,080,000.

* Note: i-Vengo transaction amount rounded, actual amount received totaled \$250,000.

* Note: Gliph transaction amount rounded, actual amount received totaled \$18,000.

* Note: NewsBreak transaction amount rounded, actual amount received totaled \$15,000.

* Note: Lua Technologies still seeking \$365,417 in funding..

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout June 1-30, 2013.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
SnowShoe	Private	SnowShoe develops innovative technology solutions for mobile platforms.	5/13/13	\$0.1*	Seed	TechStars Boulder
Zoove	Private	Zoove operates a national directory of vanity mobile phone numbers, called StarStar Numbers, that lets brands easily connect with people – anytime, anywhere, on any mobile phone.	5/13/13	\$15.3	Series E	Rogers Ventures, Panorama Capital, Worldview Technology Partners, Highland Capital Partners
Wochit	Private	Wochit produces ever-fresh, studio-quality news video content about any topic as it happens. Web sites, mobile applications, news services, blogs and other publishing entities can utilize this platform for new revenue opportunities and better audience engagement.	5/13/13	\$4.8	Series A	Redpoint Ventures, Cedar Fund, Greycroft Partners
Any.DO	Private	Any.DO is a free to-do list that helps you get things done with your friends in a simple and elegant way.	5/13/13	\$3.5	Seed	Genesis Partners, Innovation Endeavors, Joe Lonsdale, Blumberg Capital, Joe Greenstein
OwnerListens	Private	OwnerListens is a mobile application that empowers business owners to collect and respond to customer feedback in real-time.	5/13/13	\$1.1	Seed	Promus Ventures, Menlo Ventures, Commerce Ventures
ubitus	Private	ubitus Inc. provides a software platform for fixed-mobile convergence applications.	5/13/13	\$15.0	Undisclosed	Samsung Ventures
Akimbo Financial	Private	Akimbo has created technology and is focusing marketing efforts on the new adopters of prepaid, especially those between the ages of 18-30.	5/13/13	\$0.9*	Seed	Graham Weston, Tom O. Turner
Butucu	Private	Butucu allows businesses to interact with their in-store customers via mobile web by allowing them to push custom content, like coupons and incentivized surveys, and proving a live chat/help desk.	5/10/13	\$0.0*	Seed	Summer@Highland
Instrumagic	Private	instruMagic develops music-playing apps for non-musicians.	5/10/13	\$0.0*	Seed	DreamIt Ventures New York
Miner	Private	Miner is a location-based mobile marketing & commerce platform.	5/10/13	\$0.0*	Seed	DreamIt Ventures New York
WeDidIt	Private	WeDidIt is a web platform and mobile app for nonprofit fundraising.	5/10/13	\$0.0*	Seed	DreamIt Ventures New York
Cover	Private	Cover provides mobile payment solutions to restaurants.	5/9/13	\$1.5	Seed	O'Reilly AlphaTech Ventures, Josh Spear, Dave Eisenberg, Ben Leventhal, Naval Ravikant, Andrew Kortina, James Altucher, Mike Greenfield, John McDonald, Chris Muscarella, Ed Zimmerman, Scott Belsky
Dekko	Private	Dekko was founded on the belief that society is entering an amazing transition in how we experience our technology.	5/9/13	\$1.3	Undisclosed	Bessemer Venture Partners, EchoVC Partners, Undisclosed
Extreme Reach	Private	Extreme Reach enables advertisers and agencies to manage, execute, and track advertising campaigns across all video mediums (broadcast, cable, website, mobile, VOD).	5/9/13	\$50.0	Undisclosed	Spectrum Equity
LiquidSpace	Private	LiquidSpace is a real-time trusted-sharing marketplace for people to confidently choose a better space to work or meet by the hour or day – online or from an iPhone, iPad or Android.	5/9/13	\$1.3	Series B	Steelcase, CBRE Group
RingDNA	Private	RingDNA offers intelligent telephony for companies interested in improving sales, marketing and support performance through access to real-time consumer data.	5/9/13	\$1.9	Seed	Undisclosed

* Note: SnowShoe transaction amount rounded, actual amount received totaled \$118,000.

* Note: Akimbo transaction amount rounded, actual amount received totaled \$850,000.

* Note: Butucu transaction amount rounded, actual amount received totaled \$18,000.

* Note: instruMagic transaction amount rounded, actual amount received totaled \$25,000.

* Note: Miner transaction amount rounded, actual amount received totaled \$25,000.

* Note: WeDidIt transaction amount rounded, actual amount received totaled \$25,000.

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
Chromatik	Private	Chromatik is a digital learning platform redefining how people practice, perform, and learn music.	5/8/13	\$5.7*	Undisclosed	Undisclosed
Industry Dive	Private	Industry Dive was formed in January 2012 to provide industry-specific mobile apps and websites for executives.	5/8/13	\$0.5	Seed	Undisclosed
Velti PLC	Private	Velti PLC is the leading global provider of mobile marketing and advertising technology, working to reinvent marketing for the mobile era.	5/8/13	\$24.8	Seed	Undisclosed
NowThisNews	Private	NowThis News is a digital video news outlet that provides original news content for mobile devices and social platforms.	5/8/13	\$4.8	Undisclosed	Bedrocket Media Ventures, Oak Investment Partners, Lerer Ventures, SoftBank Capital
Fastback Networks	Private	Fastback Networks was founded with a vision to deliver innovative technology for the mobile infrastructure of the future, enabling network operators to deliver new services, tap new markets and monetize a new generation of mobile applications.	5/7/13	\$15.0	Undisclosed	Matrix Partners, Foundation Venture Capital Group, Granite Ventures, Juniper Networks
TheScore	Private	TheScore's mission is to provide a full digital service to sports fans, delivering a personalized user experience across all major mobile platforms through our mobile apps and website.	5/7/13	\$16.0	Undisclosed	Relay Ventures, Levam Holdings, Rogers Ventures
QuickMobile	Private	QuickMobile is transforming meetings and events around the world.	5/7/13	\$3.2	Undisclosed	BDC Venture Capital
Adtile	Private	Adtile creates visually appealing mobile advertising solutions.	5/7/13	\$2.7	Seed	Undisclosed
FTBpro	Private	FTBpro is the largest fan-generated media platform in online football, enabling millions of fans across destination sites, mobile apps and social networks to contribute, participate, write and share their opinions.	5/7/13	\$5.8	Undisclosed	Battery Ventures, Gemini Israel Funds
Coda Payments	Private	Coda Payments offers a convenient way for customers to make purchases online using their pre- or post-paid mobile accounts, while helping mobile operators manage a sophisticated margin differentiation program.	5/7/13	Undisclosed	Undisclosed	Venture Lab
FeedHenry	Private	FeedHenry provides a cloud Mobile Application Platform that simplifies the development, integration, deployment and management of secure mobile apps for business.	5/3/13	\$9.0	Undisclosed	Intel Capital, Marcos Battisti, ACT Venture Capital, VMWare, Enterprise Ireland, Kernel Capital
Canvas	Private	Canvas subscribers will be able to use their mobile devices to collect data in a simple form or survey fashion but will do so in a manner in which takes full advantage of the unique data collection capabilities that are available on today's modern handsets.	5/3/13	\$4.0	Series C	Osage Venture Partners, Motorola Solutions Venture Capital
GripeO	Private	GripeO is a website and mobile application available to both consumers and businesses. Consumers can quickly submit product or service complaints in one consolidated location.	5/2/13	\$0.1	Seed	Z80 Labs Technology Incubator
Leap2	Private	Leap2 is a software developer that is revolutionizing mobile search by combining instant web with social media content.	5/1/13	\$1.6	Undisclosed	Dundee Venture Capital, OpenAir Ventures, Linseed Capital, Wichita Technology Corporation
BuzzTable	Private	BuzzTable hopes to bring you closer to the restaurants you love, just like the food that brings friends and family together at the table.	5/1/13	Undisclosed	Seed	Bing Fund
Truly Wireless	Private	TrulyWireless has built an enterprise phone system that's cheaper than traditional systems and runs entirely on smartphones.	5/1/13	Undisclosed	Seed	AngelPad
SnakkMedia	Private	Snakk is an Auckland, New Zealand-based company specialising in smartphone & tablet advertising, mobile rich media ad serving, mobile site and app monetisation.	5/1/13	\$5.3	Series A	Undisclosed
Vivify	Private	Vivify Health delivers, through common and non-proprietary consumer mobile electronics, a cloud-based, device-agnostic, and ecosystem-connected Remote Care Management platform.	5/1/13	Undisclosed	Undisclosed	Ascension Health Ventures
GetOne Rewards	Private	GetOne Rewards LLC develops software and mobile applications for retail sectors.	5/1/13	\$0.5*	Seed	Undisclosed

* Note: Chromatik still seeking \$3,099,999 in funding.

* Note: GetOne Rewards LLC transaction amount rounded, actual amount received totaled \$515,000.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout June 1-30, 2013.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
NowThis News	Private	NowThis News is a digital video news outlet that provides original news content for mobile devices and social platforms.	5/1/13	\$4.8	Undisclosed	Undisclosed
Pogoseat	Private	Pogoseat is an enterprise solution for sports teams and concert venues that enables their fans to upgrade their seats and purchase unique experiences during events.	5/1/13	Undisclosed	Seed	AngelPad
Roobiq	Private	Roobiq is a mobile CRM using natural language voice interaction and providing sales reps with location and context aware reminders.	5/1/13	Undisclosed	Seed	AngelPad
Proteus	Private	Proteus is pioneering Intelligent Medicine: personalizing therapy by connecting it to your mobile phone via the Internet.	5/1/13	\$62.5	Series F	Oracle, Novartis
LoyalBlocks	Private	LoyalBlocks is a startup that makes a mobile-focused technology platform for brick-and-mortar businesses looking to encourage customer loyalty.	5/1/13	\$9.0	Series A	General Catalyst Partners Founder Collective Gemini Israel Ventures
Alpha Payments Cloud	Private	Alpha Payments Cloud (APC) is a payments-focused IT firm and tech startup that provides merchants, banks and payments product providers with access to the global payments ecosystem via one simple integration platform. Alpha Payments Cloud developed the industry's first enterprise app store for payments.	4/30/13	\$12.0	Seed	Undisclosed
Viddy	Private	Viddy is a simple way for anyone to capture, beautify, and share amazing videos with the world.	4/30/13	\$2.8	Undisclosed	New Enterprise Associates
Leap2	Private	Leap2 is a software developer that is revolutionizing mobile search by combining instant web with social media content.	4/30/13	\$1.6	Undisclosed	Dundee Venture Capital, OPENAIR Equity Partners, Linseed Capital
EyeVerify	Private	EyeVerify has created the patented Eyeprint Verification System, a simple, safe replacement for entering passwords on smartphones.	4/29/13	\$0.5*	Undisclosed	Undisclosed
Strikingly	Private	Strikingly is an easy way to build a mobile-optimized website. No code or design needed.	4/29/13	\$1.5	Seed	Y Combinator, Index Ventures, Infinity Venture Partners, SV Angel, Innovation Works, TEEC Angel Fund, ZenShin Capital, Kevin Hale
Mobile Labs	Private	Mobile Labs, a certified HP Gold Business Partner, provides end-to-end mobile application testing solutions for the enterprise.	4/29/13	\$3.0	Series A	Undisclosed
Mascot Secret	Private	Mascot Secret is a mobile app-based company that connects with sports stadiums to allow fans to automatically upgrade their seats during a game.	4/28/13	\$0.0*	Seed	Bizdom
Apigee	Private	Apigee is for a new internet of APIs - where billions of mobile, tablets, and set-top apps connect in a web that has moved beyond the browser.	4/25/13	Undisclosed	Undisclosed	In-Q-Tel
Fiz	Private	Fiz is an entirely free service that helps users discover, locate, rate, share and plan to visit places that match their leisure needs, so they can focus on their precious time.	4/25/13	\$0.3	Seed	David Hughes, Sarah Hughes
Bluetrain Mobile	Private	Bluetrain Mobile offers a cloud-based web marketing platform that enables professional marketers and their agencies to build brilliant and engaging mobile websites across a variety of consumer verticals.	4/24/13	\$1.5	Seed	Polaris Partners, Atlas Venture, Boston Seed Capital, LaunchCapital
Tower Cloud	Private	Tower Cloud provides telecom backhaul services to wireless carriers. The company builds and operates fiber optic and wireless networks to connect cellular towers to the wireless carriers mobile switching centers.	4/24/13	\$18.0	Undisclosed	Undisclosed
ZooZ	Private	Zooz is a unique checkout platform that offers a complete and secure payment solution for e-commerce websites and apps.	4/23/13	\$2.0	Series A	XSeed Capital, lool ventures, Rhodium
Gizmoz	Private	Gizmoz, a Tel Aviv, Israel-based developer of a visual web, cloud and mobile delivery platform.	4/23/13	\$7.5	Series B	Citrix Systems, IVC Venture Capital, Consolidated Investment Group
Drifty	Private	Drifty's products make it easy for anyone to build mobile apps, mobile websites, and responsive websites.	4/20/13	\$0.1	Seed	TechStars Cloud

* Note: EyeVerify still seeking \$1,870,000 in funding.

* Note: Mascot Secret transaction amount rounded, actual amount received totaled \$25,000.

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
LSN Mobile	Private	LSN Mobile is a mobile media and advertising company that connects local mobile media with consumers and advertisers in uniquely valuable ways.	4/20/13	\$5.0	Undisclosed	Fulcrum Equity Partners
Bitbar	Private	Bitbar is a technology and services company with ambition to help its customers to get most of their R&D by offering high-performance automated software Build and Test solutions.	4/18/13	\$3.0	Seed	Creathor Venture, DFJ Esprit Secondaries, Finnvera Venture Capital, Qualcomm, TEKES financing
Brandcast	Private	Brandcast can help you achieve Total Web Coverage™ with publishing, messaging and analytics across websites, mobile, social and other channels.	4/18/13	Undisclosed	Seed	Marc Benioff
Celebrity Webchefs	Private	Founded by successful entertainment, mobile technology and media veterans Foodie Media Network develops digital and mobile media brands connecting consumers to numerous foodie media channels that detail the Art of Cooking with the help by noted celebrities and established gourmet chefs.	4/18/13	\$0.4	Seed	Fundable
Supercell	Private	Supercell reimagines games with a Tablet First strategy.	4/18/13	\$130.0	Undisclosed	Index Ventures, Atomico, Institutional Venture Partners
Instart Logic	Private	Instart Logic have built disruptive technology that radically changes the way the internet gets delivered.	4/17/13	\$17.0	Series B	Andreessen Horowitz, Peter Levine, Greylock Partners, Sutter Hill Ventures, Tenaya Capital
PrePlay	Private	PrePlay is a leading predictive game studio. They create mobile and tablet games designed and engineered to enhance the experience of watching sports, reality, talent, and award shows on TV.	4/15/13	\$4.7	Series B	Trilogy Equity Partners, RSE Ventures
Songza	Private	Songza is a free streaming music service that has expert-made playlists for every occasion and makes it easy to find the right one, at the right time.	4/14/13	\$3.8	Undisclosed	Undisclosed
DudaMobile	Private	DudaMobile makes websites mobile. The platform makes it easy to convert existing websites into mobile friendly sites with just a few clicks.	4/12/13	\$10.3	Undisclosed	Pitango Venture Capital, Orens Capital, Primera Capital, Figtree Partners, Danial Rose, Donald Katz, Zohar Gilon
Quantance	Private	Quantance is a fabless semiconductor company enabling a major breakthrough in data speed and battery life in mobile devices.	4/11/13	\$12.0	Series D	TDF Telecommunications Development Fund, Granite Ventures, InterWest Partners, DoCoMo Capital
Wandera	Private	Wandera is the pioneer and leading provider of MDO (Mobile Data Optimization), providing businesses with savings, control and visibility of their mobile data usage.	4/11/13	\$7.0	Series A	Bessemer Venture Partners
Bypass	Private	Bypass simplifies commerce for sports and entertainment properties.	4/10/13	\$3.5	Undisclosed	eBay, AEG
AirCare	Private	AirCare is a mobile and web video app that helps hospitals prevent readmissions and improve patient outcomes through tele-nursing and patient specific analytics.	4/9/13	\$0.1	Seed	DreamIt Health
MobileRealtyApps.com	Private	MobileRealtyApps.com produces custom branded MLS home search apps for real estate agencies. On smartphone platforms including iPhone, Android, and BlackBerry, the apps provide a way for real estate agencies to connect with new buyers.	4/9/13	Undisclosed	Undisclosed	Brightstone Venture Capital
appsFreedom	Private	appsFreedom™ is a leading provider of Enterprise Mobile Cloud Software for SAP that enables companies and their employees to achieve Workplace Freedom.	4/9/13	Undisclosed	Series A	Grayhawk Venture Partners
SavingStar	Private	SavingStar is the first national, fully digital, grocery eCoupon service, available for free on their website and on iPhone and Android mobile apps.	4/5/13	\$9.1	Series D	Edenred, American Express, DCM, Flybridge Capital Partners, First Round Capital
Breaktime Studios	Private	Breaktime Studios develops engaging social games for mobile platforms.	4/4/13	\$4.3*	Undisclosed	Undisclosed

* Note: Breaktime Studios still seeking \$3,347,397 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
MokiMobility	Private	MokiMobility provides security, pci compliance, management, and monitoring on mobile devices used with purposed applications.	4/4/13	\$2.0	Seed	EPIC Ventures, Spencer Tall, Tyler Smith
BusyLife Software	Private	BusyLife Software is a provider of mobile commerce solutions. BusyLife Software powers the success of merchants by providing "best in class" mobile commerce solutions which drive sales and enhance the lives of their customers.	4/3/13	\$1.2	Seed	Point B Capital, David Cohen
Iddiction	Private	Iddiction is named after a slang term to describe dependency on mobile devices — particularly iPhones and iPads. The company is looking to improve "the experience of discovering apps for the user" in a way that "benefits the user, the app developer, and the App Store."	4/3/13	\$5.5	Undisclosed	Undisclosed
Urban Airship	Private	Urban Airship enables brands to build relationships with their always-connected customers through services that streamline delivering highly targeted, cross-platform mobile push messages and Apple Passbook passes.	4/3/13	\$0.2	Undisclosed	Undisclosed
Malauzai Software	Private	Malauzai Software Inc. was formed in 2009 to participate in the mobile banking revolution. They build mobile banking SmartApps for community banks and credit unions for use by their customers and members.	4/2/13	\$3.0	Undisclosed	Undisclosed

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
Perlego Systems	Private	Perlego is provider of end-to-end mobile device management software.	6/28/13	\$0.6	Debt	Undisclosed
AppTap	Private	AppTap is the leading provider of mobile app discovery and advertising solutions for web publishers, mobile operators, and app developers.	6/19/13	\$0.8	Debt	Undisclosed
Elastic Path	Private	Elastic Path builds commerce software that powers the next generation of digital experiences, helping businesses generate more revenue from their goods, services, and content.	6/15/13	\$8.0	Debt	Wellington Financial
Mobilligy	Private	Mobilligy helps consumers get control of their bills. Our free mobile payment solution provides consumers a unified hub from which to manage and pay all of their bills, with no third party fees or agreements necessary.	6/11/13	\$0.4	Debt	Undisclosed
Solavei	Private	Solavei, LLC operates a social networking and commerce platform that enables users to connect, share, and capitalize on social networks. It creates an economic linkage between mobile service, social commerce, and social-networking technology.	6/3/13	\$10.9	Debt	Undisclosed
ChatID	Private	ChatID is a universal platform that powers chat communication between brands and consumers anywhere around the web, and from any mobile device.	5/31/13	\$1.3*	Debt	Undisclosed
Mimvi	Public	Mimvi, Inc. is a mobile-first technology company that leverages proprietary and patented search, discovery, and recommendation technology.	5/28/13	\$0.4*	Debt	Undisclosed
Pontiflex	Private	Pontiflex powers a new kind of mobile advertising platform: Signup Ads.	5/21/13	\$1.5	Debt	Undisclosed
Axial Exchange	Private	Axial Exchange builds mobile software that help patients, physicians and other health professionals engage jointly in the recovery plan and stay well between encounters.	5/16/13	\$1.0*	Debt	Undisclosed
MoBeam	Private	Mobeam, inc. is transforming mobile commerce with its unique and patented light based communications technology.	5/15/13	\$2.0*	Debt	Undisclosed
iMemories	Private	iMemories brings families and friends together by providing a single Web destination to enjoy, share and celebrate their most treasured moments captured via videos and photos.	5/15/13	\$1.9	Debt	Undisclosed
Blue Skies Networks	Private	Blue Sky Network is a satellite tracking and communications solutions provider: hardware, software, service, and support for aviation, land mobile, and marine—a true one-stop shop.	5/14/13	\$1.0	Debt	Undisclosed
Comcast	Public	Comcast is one of the leading providers of cable, entertainment and communications products and services in the United States.	5/8/13	\$725.0	Debt	Undisclosed
Inkling Systems	Private	Inkling is the world's first end-to-end platform for mobile learning content. Inkling makes it easy to bring rich, interactive learning content to tablet devices like iPad.	5/6/13	\$0.0	Debt	Undisclosed
Warp 9	Private	Warp 9, Inc. is the premier provider of e-commerce services for midsize online sellers.	5/1/13	\$0.1*	Debt	Undisclosed
UniKey Technologies	Private	The UniKey powered Kwikset solution is the only true touch-to-open keyless entry system, requiring no interaction with your phone, providing hassle-free entry.	4/30/13	\$0.6*	Debt	Undisclosed
PlayFirst	Private	PlayFirst is a global leader in mobile games for family and friends.	4/26/13	\$2.0	Debt	Undisclosed
mBlox	Private	Specializing in the commercial and technical complexities of mobile payment and message transmission, mBlox is in the business of connecting companies with customers.	4/18/13	\$14.0	Debt	NXT Capital
Appia	Private	Appia is the world's largest open app marketplace and white label storefront platform, supporting all operating systems and handsets.	4/17/13	\$5.0	Debt	North Atlantic Capital, Silicon Valley Bank

* Note: ChatID. Transaction amount rounded, actual amount received totaled \$1,250,000.

* Note: Mimvi. Transaction amount rounded, actual amount received totaled \$425,000.

* Note: Axial Exchange. Transaction amount rounded, actual amount received totaled \$1,040,000.

* Note: MoBeam. Transaction amount rounded, actual amount received totaled \$1,980,000.

* Note: Warp 9. Transaction amount rounded, actual amount received totaled \$70,000.

* Note: UniKey Technologies is still seeking \$1,650,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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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

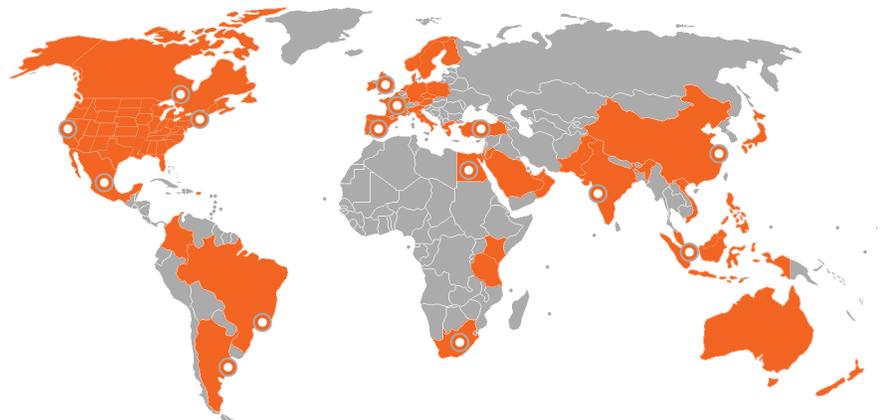
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Mobile Marketing Association

Calendar of Events

JULY 21–23, 2013

Mobile CEO and CMO Summit Park City, Utah

Join the top 200 mobile leaders at the critical 2013 MMA CEO and CMO Summit at the exclusive Chateaux Resort. This invitation-only 2 1/2 day summit for business leaders is the only global conference focused on the growth of the mobile marketing industry.

By diving into the most pressing and evolving areas of mobile marketing, attendees will gain valuable insights on how to harness the power and potential of mobile. So get ready to be inspired, network with top mobile visionaries and walk away with a strategy to get “brand ready” for mobile.

www.mmaglobal.com/events/ceosummit/2013/overview

AUGUST 22–23, 2013

MMA Forum Singapore 2013: Deconstructing Mobile Singapore

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.’

With representation from across the mobile marketing landscape, this event is the place to be understand best practices in mobile marketing, connecting and learning from experts and peers in the industry and hear first-hand future opportunities for marketing using the mobile media channel.

<http://www.mmaglobal.com/events/forums/singapore2013/overview>

SEPTEMBER 24–25, 2013

SM2: Smarter Mobile Marketing New York City

Every Moment is Mobile is official theme of the MMA’s annual Advertising Week conference. Mobile has sparked a new world of media in which every object is a medium and every place an opportunity for a message. SM2 will provide marketers the knowledge to effectively allocate resources and establish the right infrastructure to leverage mobile.

Join us at the Highline to learn how Every Moment is Mobile.

www.mmaglobal.com/events/sm2/2013/overview

NOVEMBER 11–12, 2013

MMA Forum London London

Details Forthcoming.

www.mmaglobal.com/events/forums/london2013/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

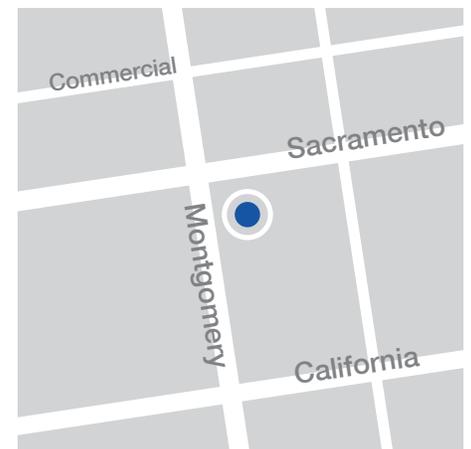
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DEDICATED
 EXCLUSIVELY TO THE
 MOBILE ECOSYSTEM

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STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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