



**MOBILE
MARKETING
ASSOCIATION**



Hidden River



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
MARCH 2013

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MMA Presents the 2013 CEO Summit

A recent study conducted by the Mobile Marketing Association and SessionM found that 74 percent of consumers believe that their smartphone is the most important device in their life, dwarfing both the computer and television. As mobile device adoption and proliferation rates continue to rise, the entire marketing and advertising ecosystem must brace itself for the seismic shift to mobile.

To prepare, global business leaders need a forum to connect and learn about developments across the mobile landscape. That is why I am excited to announce the **2013 MMA CEO Summit at the exclusive Chateaux Resort in Park City, UT. Official dates for the Summit are July 21-23.**

This invitation-only event attracts CEOs of the leading mobile companies, CMO's of Fortune 500 brands, senior agency executives, technology enablers and others. Speakers confirmed for the summit, include:

John Costello, CMO, Dunkin' Brands
Robert Tas, MD, Head Digital Marketing, JP Morgan Chase
Jack Haber, VP Global Advertising & Digital, Colgate Palmolive
Mark Gambill, VP Integrated Media, The Home Depot
Jules Polonetsky, Director and Co-chair of the Future of Privacy Forum
Wenda Harris Millard, President and COO, MediaLink
Wanda Young, VP, Media and Digital Marketing, Walmart
Rishad Tobaccowala, Chief Strategy and Innovation Officer, VivaKi

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. And with only 200 attendees total, space is filling up quickly.

To request an invitation to attend the CEO Summit please visit:
<http://www.mmaglobal.com/events/ceosummit/request-invite>.

The MMA created the CEO Summit to rally top mobile visionaries and leaders by providing an educational forum. Together we will map out the future of mobile and arm each attendee with the knowledge they need to be "brand ready" for mobile.

Join us to transform your business with mobile at the helm.

Onwards,

Greg Stuart

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
David Bluhm	Chief Marketing Officer, Medio	Entrepreneur in Residence, University of Washington	Medio is a leader in increasing the lifetime value of mobile customers. Their predictive solutions enables businesses to acquire higher value customers and improve both their retention and lifetime value by providing an optimized and personalized mobile experience.	3/21/13
Mike Schroepfer	Chief Technology Officer, Facebook	Vice President of Engineering, Facebook	Facebook is the world's largest social network, with over 1 billion monthly active users.	3/15/13
Christian Dankl	Director of Sales EMEA, Adknowledge	Director of Global Business Development (DigitalWorks), Sony DADC	Adknowledge is a leading online network that offers unique ad formats, data analysis, targeting algorithms, and creative approaches, providing advertisers with quality leads from hard-to-reach places on the Web via multiple channels, including social networks, display, mobile, apps, and email.	3/12/13
Eric-Alexis Fortier	Country Manager (France & Benelux), Adknowledge	Managing Director (France), myThings	Adknowledge is a leading online network that offers unique ad formats, data analysis, targeting algorithms, and creative approaches, providing advertisers with quality leads from hard-to-reach places on the Web via multiple channels, including social networks, display, mobile, apps, and email.	3/12/13
Markus von der Luehe	Country Manager (Germany), Adknowledge	Business Development Director Mobile Partnerships, tyntec	Adknowledge is a leading online network that offers unique ad formats, data analysis, targeting algorithms, and creative approaches, providing advertisers with quality leads from hard-to-reach places on the Web via multiple channels, including social networks, display, mobile, apps, and email.	3/12/13
Regina Sebring	Vice President of Mobile, Beanstock Media	Vice President of Publisher Partnerships, Jumptap	Beanstock offers a premium supply side platform (SSP) and manages private ad exchanges for an exclusive set of high quality publishers. The Beanstock private exchange supports all forms of display advertising – standard, mobile, video and other high impact rich media.	3/12/13
Michael Vos	Vice President of West Coast Sales, MediaBrix	Head of Sales, Kiip	MediaBrix powers the industry's leading advertising platform for social and mobile games.	3/6/13
Ric Neil	Executive Director of Mobile, MediaBrix	Executive Producer / Chief Monetization Officer, Glu Mobile	MediaBrix powers the industry's leading advertising platform for social and mobile games.	3/6/13
Ville Heijari	General Manager (Europe), Playhaven	Senior Vice President of Brand Marketing, Rovio	PlayHaven is a Lifetime Value (LTV) Maximization Platform that enables mobile game creators to completely control and balance their in-game marketing and monetization needs.	2/21/13
John McAdam	Board of Directors, Apptio	Chief Executive Officer, F5 Networks (Current Position)	Apptio is the leading independent provider of on-demand Technology Business Management (TBM) solutions for managing the business of IT.	2/20/13
John Gillespie	Senior Vice President of Worldwide Sales & Business Development, Zettics	IBM	Zettics provides a robust big data analytics solution to carriers that delivers immediate, actionable insights on data activities (web, application, audio, video, p2p, VoIP, etc).	2/20/13
Mike Crane	Vice President of Business Development, Zettics	Guavus	Zettics provides a robust big data analytics solution to carriers that delivers immediate, actionable insights on data activities (web, application, audio, video, p2p, VoIP, etc).	2/20/13
John Tremblay	Vice President of Product, Zettics	NxStage	Zettics provides a robust big data analytics solution to carriers that delivers immediate, actionable insights on data activities (web, application, audio, video, p2p, VoIP, etc).	2/20/13
Max Pellegrini	Division President (Mobile Entertainment), RealNetworks	Chief Executive Officer & Chairman, Dada.net	RealNetworks, Inc. (RealNetworks) is a provider of network-delivered digital media products and services.	2/20/13

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout March 1-31, 2013.

Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Betsy Flounders Novak	Director of Brand Partnerships, Rovio	Vice President of Sales (West), Rhythm New Media	Rovio is an industry-changing entertainment media company based in Finland, and the creator of the globally successful Angry Birds franchise.	2/14/13
Matt Pfeffer	Brand Partnerships and Advertising Director (East Coast), Rovio	Regional Vice President (New York), Millennial Media	Rovio is an industry-changing entertainment media company based in Finland, and the creator of the globally successful Angry Birds franchise.	2/14/13
Todd Tran	Head of EMEA & APAC Brand Advertising Partnership, Rovio	EMEA General Manager, Apple (mobile advertising business)	Rovio is an industry-changing entertainment media company based in Finland, and the creator of the globally successful Angry Birds franchise.	2/14/13
Raphaelle Tripet	Director Ad Sales (Europe), Rovio	Head of Strategic Sales (Europe), InMobi	Rovio is an industry-changing entertainment media company based in Finland, and the creator of the globally successful Angry Birds franchise.	2/14/13
Panayoti Haritatos	Vice President of Mobile Division, Kongregate	General Manager, Zynga	Kongregate is a casual gaming social network where gamers can gain ranking and earn awards.	2/4/13
Alicia Keys	Global Creative Director, BlackBerry	N/A*	A global leader in wireless innovation, revolutionized the mobile industry with the introduction of the BlackBerry solution in 1999.	1/30/13
Charles Yim	Chief Operating Officer, PlayHaven	AdMob	PlayHaven is a Lifetime Value (LTV) Maximization Platform that enables mobile game creators to completely control and balance their in-game marketing and monetization needs.	1/30/13
Will O'Brien	Senior Vice President of Corporate & Business Development, Big Fish Games	Vice President & General Manager of Cloud Gaming, Big Fish Games	Big Fish Games is a game development studio and a game distribution platform for third party developers.	1/22/13
Andy Kleinman	Chief Business Officer, Scopely	General Manager, Zynga	Scopely is a Los Angeles-based startup that's trying to build a mobile gaming platform and publishing network.	1/18/13
Red Russak	Sales Manager, Apptentive	Founder, StartupSeattle	Apptentive creates in-app feedback tools, enabling developers to easily engage customers for positive ratings, feedback and customer research.	1/17/13
Steven Neuman	Lead UX designer, Yabbly	Ubermind	A social network. A chat platform. A feedback application. A game. A CMS or easy website builder.	1/5/13
Zachary Cohn	Partner, Liffit	Founder, Hacker News Seattle Meetup	LIFFFT brings the speed and innovation of technology startups to major brands. We work with these brands on product strategy, software development, and design thinking to foster internal innovation and reduce time to market.	1/3/13
Chris Clark	Active Partner & Chief Designer, Black Pixel	Senior Product Designer, Square	Black Pixel create iOS and Mac apps.	1/2/13

* Note: Alicia Keys is an American singer-songwriter, actress, and now the Global Creative Director for BlackBerry.

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Source: Thomson Reuters, VentureDeal and Hidden River, LLC

Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 4/1/13	Stock Price 3/1/13	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
Indexes		S&P 500	1,562.17	1,518.20	2.9%	1,573.66	1,266.74				
		NASDAQ Composite	3,239.17	3,169.74	2.2%	3,270.30	2,726.68				
		Russel 3000	930.30	903.45	3.0%	936.53	747.18				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 43.38	\$ 39.83	8.9%	\$ 43.78	\$ 29.52	\$21,774	\$19,645	\$4,366	4.5X
Airtel	BHARTIARTL.BO	BSE	5.40	5.67	-4.6%	6.90	4.16	20,518	33,638	14,680	2.3X
America Movil	AMX	NYSE	1.05	1.04	0.8%	1.42	0.93	52,791	83,073	59,432	1.4X
Apple Inc.	AAPL	NASDAQ	428.91	430.47	-0.4%	705.07	419.00	402,771	362,951	164,687	2.2X
AT&T	T	NYSE	37.25	36.01	3.4%	38.58	29.95	204,562	270,204	114,652	2.4X
Buongiorno (Acquired by Nippon Telegraph & Telephone Corp)	NTT	NYSE	42.46	45.32	-6.3%	48.31	41.35	56,186	147,882	121,492	1.2X
CenturyLink	CTL	NYSE	34.86	34.89	-0.1%	43.43	32.05	21,816	42,210	17,320	2.4X
China Mobile	CHL	NYSE	53.02	54.72	-3.1%	59.73	49.37	213,137	149,077	84,978	1.8X
Fiserv, Inc.	FISV	NASDAQ	87.01	81.50	6.8%	87.99	64.48	11,616	14,488	4,482	3.2X
Google	GOOG	NASDAQ	801.19	806.19	-0.6%	844.00	556.52	214,318	171,767	51,379	3.3X
LG	LPL	NYSE	28.53	28.21	1.1%	34.04	16.58	10,207	12,241	26,489	0.5X
Microsoft	MSFT	NASDAQ	28.61	27.95	2.4%	32.89	26.26	239,644	185,520	72,930	2.5X
Motorola Solutions	MSI	NYSE	63.70	62.03	2.7%	64.23	44.49	17,346	15,656	8,698	1.8X
Neustar, Inc.	NSR	NYSE	67.17	65.63	2.3%	70.09	43.73	14,107	13,952	8,562	1.6X
Nokia	NOK	NYSE	3.26	3.59	-9.2%	5.52	1.63	12,209	9,503	39,279	0.2X
Omnicom	OMC	NYSE	58.88	57.24	2.9%	60.05	45.11	15,392	18,536	14,219	1.3X
Publicis Groupe	PUB.PA	Paris	67.17	65.63	2.3%	70.09	43.73	14,107	13,952	8,562	1.6X
Samsung	005930.KS	005930.KS	1,356.30	1,425.90	-4.9%	1,492.09	948.45	199,782	186,440	180,821	1.0X
Sprint	S	NYSE	6.25	5.80	7.8%	6.25	2.30	18,817	34,958	35,345	1.0X
Telefonica S.A.	TEF	NYSE	13.47	13.11	2.8%	16.09	9.72	61,303	152,977	84,220	1.8X
Telenor	TELNF	OTC	21.81	21.43	1.8%	22.28	14.26	34,016	42,253	17,751	2.4X
TIM	TSU	NYSE	21.79	21.96	-0.8%	33.04	16.39	10,536	10,517	9,485	1.1X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	16.57	16.58	-0.1%	17.80	10.75	14,582	12,181	5,866	2.1X
Vodafone Group	VOD	NASDAQ	28.34	25.41	11.5%	30.07	24.42	138,647	187,062	71,754	2.6X
WPP Group	WPPGY	NASDAQ	79.71	79.61	0.1%	82.32	57.02	20,148	25,546	16,578	1.5X
Yahoo!	YHOO	NASDAQ	23.50	21.94	7.1%	23.88	14.59	25,880	21,787	4,987	4.4X
					Average			79,470	86,078	47,808	2.0X
					Median			21,795	34,298	22,120	1.8X
Mid-Cap (\$2B - \$10B)											
Alcatel-Lucent	ALU	NYSE	\$ 1.32	\$ 1.41	-6.4%	\$ 2.39	\$ 0.91	\$3,075	\$4,884	\$18,798	0.3X
BlackBerry	BBRY	NASDAQ	15.11	13.26	13.9%	18.32	6.22	7,919	5,265	11,092	0.5X
Dentsu	4324.JP	TSE	29.33	31.45	-6.8%	31.93	22.00	8,158	8,334	23,885	0.3X
Gemalto	GTOFF	OTC	87.38	90.82	-3.8%	98.17	61.22	7,691	7,260	2,910	2.5X
GFK Retail and Technology UK	GFK.DE	Xetra	50.52	55.84	-9.5%	60.11	43.51	1,844	1,901	3,417	0.6X
Interpublic Group of Companies	IPG	NYSE	12.91	12.79	0.9%	13.48	9.04	5,344	5,950	6,956	0.9X
Oi	OIBR	NYSE	3.07	3.60	-14.9%	5.81	2.88	3,675	15,762	14,231	1.1X
Pandora Media Inc.	P	NYSE	13.67	12.30	11.1%	14.70	7.08	2,363	2,275	427	5.3X
ValueClick	VCLK	NASDAQ	28.81	26.41	9.1%	31.00	13.80	2,192	2,198	674	3.3X
VIVO S.A. (formerly Telefonica Brazil)	VIV	NYSE	23.36	23.32	0.2%	28.32	18.48	8,913	9,314	N/A	N/A
ZTE	000063.SZ	Shenzhen	1.83	1.59	14.8%	2.81	1.22	5,138	5,138	13,518	0.4X
					Average			5,119	6,207	9,591	1.5X
					Median			5,138	5,265	9,024	0.7X

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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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 4/1/13	Stock Price 3/1/13	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
Indexes		S&P 500	1,562.17	1,518.20	2.9%	1,573.66	1,266.74				
		NASDAQ Composite	3,239.17	3,169.74	2.2%	3,270.30	2,726.68				
		Russel 3000	930.30	903.45	3.0%	936.53	747.18				
Small-Cap (< \$2B)											
2Ergo Group PLC	RGO	LSE	\$ 0.14	\$ 0.17	-12.6%	\$ 1.03	\$ 0.11	\$9	\$8	\$13	0.6X
Acxiom Corporation	ACXM	NASDAQ	20.11	18.20	10.5%	20.46	12.66	1,485	1,559	1,109	1.4X
Atrinsic, Inc	ATRN	OTC	0.00	0.01	-32.2%	0.14	0.00	0	2	33	0.1X
Augme Mobile	AUGT	OTC BB	0.41	0.37	11.1%	2.38	0.27	53	52	24	2.2X
Bango	BGO	LSE	3.30	3.70	-10.7%	4.40	2.15	150	147	25	6.0X
Blue Calypso Holdings, Inc.	BCYP	OTC	0.13	0.22	-40.4%	0.98	0.10	18	19	0	N/A
Boingo wireless	WIFI	NASDAQ	5.48	6.10	-10.2%	12.31	5.35	195	97	103	0.9X
Cincinnati Bell	CBB	NYSE	3.19	3.01	6.0%	5.89	2.84	649	3,444	1,474	2.3X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	0.23	0.29	-20.7%	1.04	0.20	5	5	4	1.3X
Digimarc Corporation	DMRC	NASDAQ	21.38	22.69	-5.8%	30.25	17.68	156	123	44	2.8X
Glu Mobile	GLUU	NASDAQ	2.74	2.24	22.3%	5.90	1.99	183	160	87	1.8X
Internetq Plc	INTQ	LSE	4.46	4.50	-0.9%	4.57	2.69	155	151	78	1.9X
Lenco Mobile	LNCM	OTC	0.10	0.06	66.7%	0.22	0.01	8	21	9	2.2X
Marchex	MCHX	NASDAQ	4.20	3.82	9.9%	4.57	2.99	118	102	138	0.7X
MDC Partners	MDCA	NASDAQ	15.88	13.75	15.5%	16.36	9.24	497	1,220	1,073	1.1X
MEDL Mobile	MEDL	OTC BB	0.38	0.33	15.2%	1.07	0.07	17	16	3	4.8X
Millennial Media	MM	NYSE	6.05	9.08	-33.4%	23.64	6.01	480	342	178	1.9X
Motricity	MOTR	NASDAQ	0.35	0.38	-9.7%	1.45	0.33	16	19	93	0.2X
Openwave (Now Unwired Planet)	UPIP	NASDAQ	2.12	2.03	4.4%	3.19	1.17	192	135	0	N/A
Opera Software ASA	OPERA.OL	Oslo	6.35	6.23	1.9%	7.75	4.87	773	716	216	3.3X
Poynt Corporation	PYN.V	TSXV	0.02	0.02	0.0%	0.12	0.01	8	10	2	4.9X
Single Touch	SITO	OTC BB	0.67	0.80	-16.3%	0.95	0.15	89	90	6	14.2X
Smith Micro Software Inc	SMSI	NASDAQ	1.32	1.45	-9.0%	2.37	1.10	47	15	43	0.3X
SoundBite Communications	SDBT	NASDAQ	3.00	2.92	2.7%	3.15	2.05	49	34	48	0.7X
Tanla Solutions Limited	TANLA	NSE	0.07	0.08	-14.6%	0.16	0.06	7	7	24	0.3X
Telecom Argentina S.A.	TEO	NYSE	14.54	12.82	13.4%	17.92	9.12	1,401	1,401	4,771	0.3X
Telecommunication Systems, Inc. (TCS)	TSYS	NASDAQ	2.21	2.29	-3.5%	2.88	1.10	118	234	487	0.5X
Velti	VELT	NASDAQ	1.92	3.94	-51.3%	13.62	1.85	126	148	260	0.6X
Zynga	ZNGA	NASDAQ	3.16	3.43	-7.9%	13.15	2.09	1,890	705	1,281	0.6X
					Average			307	379	401	2.1X
					Median			118	102	48	1.3X

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
03/28/2013	Mobiquity Inc	Vertical Performance Partners	Developer of mobile solutions software.	
03/25/2013	Oracle Corporation	Tekelec	Telecommunications company.	\$780.0
03/25/2013	Yahoo!	Summly	Gathering and delivery startup.	\$30.0
03/25/2013	Apple	WiFiSlam	Developer of mapping applications for mobile devices.	
03/25/2013	Babble	PlaySay	Developer of mobile apps that allow users to learn languages via games.	
03/21/2013	Coupons.com	KitchMe	Web and mobile application.	
03/20/2013	ShareThis Inc	Socialize Inc	Developer of social applications.	
03/13/2013	Paypal Inc	Duff Research LLC	Developer of mobile application software.	
03/12/2013	Telenor	Liquid Barcodes	Provider of mobile marketing services.	
03/12/2013	Reliance Big Entertainment	Bluesom*	Provider of mobile gaming services.	
03/11/2013	Reliance Big Entertainment	Funnel Japan-Gaming Division	Developer of mobile games.	
03/11/2013	Concur Technologies Inc	conTgo Ltd	Provider of information technology services for mobile communication.	
03/11/2013	Stripe	Kickoff	Provider of a chat and task-management app for teams.	
03/08/2013	JDS Uniphase Corp	Arieso	Provider of location aware solutions.	\$85.0
03/07/2013	Ace Marketing & Promotions	Futurlink SA	Developer of Mobile Proximity Marketing software.	
03/07/2013	Spindle	MeNetwork	Developer of mobile marketing software.	\$5.0
02/28/2013	Facebook	Atlas Advertiser Suite*	Media measurement platform	
02/27/2013	Practice Fusion	100Plus	Developer of mobile application.	
02/26/2013	Quadrant 4 Systems Corp	BlazerFish LLC	Developer of mobile utility software.	
02/20/2013	Millennial Media	Metaresolver	Mobile media buying and targeting platform.	
02/19/2013	SEVEN Networks	SNRLabs	Develops software for smart phones and mini laptops.	
02/16/2013	Opera Software	Skyfire Labs	Developer of mobile browser Skyfire.	\$155.0
02/14/2013	XinLab Inc (DBA VuClip)	Jigsee Inc	Developer of mobile video streaming software.	
02/14/2013	Side.Cr LLC	Heyride Inc	Developer of mobile application software.	
02/14/2013	Vimeo	Echograph	GIF-making application.	
02/13/2013	NetApp Inc	IonGrid Inc	Developer of mobile file management software.	

* Note: Reliance Big Entertainment acquired a 51% interest in Bluesom.

* Note: Atlas Advertiser Suite was acquired from Microsoft. While terms of the transaction were undisclosed, Ad Age estimates the value of the deal to be between \$30-\$50 million.

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M&A Transactions

TRANSACTION DATA

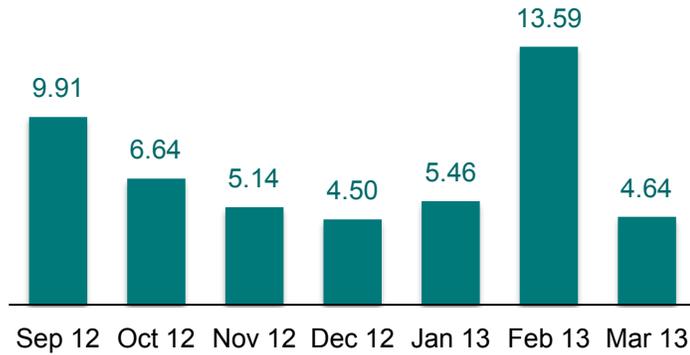
Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
02/13/2013	ProcessOne	Boxcar	Provides real time push notifications.	
02/12/2013	Yahoo!	Alike	Local discovery mobile application.	
02/11/2013	GoDaddy	M.dot	Developer of a mobile website building application.	
02/11/2013	MediaShift	Travora Media	Provides desktop and mobile solutions for travelers.	
02/04/2013	Jawbone	Massive Health	Developer of mobile application.	
02/04/2013	Jawbone	Visere	Developer of mobile application.	
02/04/2013	Mercury Active	Riptide Games	Developer of games for mobile devices.	
01/31/2013	FIS	mFoundry Inc	Developer of mobile financial and banking software.	\$120.0
01/31/2013	IPG Mediabrands	Mnet Mobile	Full-service mobile solutions provider.	
01/30/2013	AppBin Fund	Bluecloud Solutions LLC	Developer of mobile software.	
01/29/2013	Twitter Inc	Crashlytics Inc	Developer of mobile applications software.	
01/25/2013	Aarki	Mobspire	Mobile advertising start-up.	
01/24/2013	Guavus	Neuralitic	Developer of mobile data intelligence software.	
01/24/2013	Automatic Inc	Simperium Inc	Developer of mobile application software.	
01/24/2013	ServicePower Technologies PLC	Stratix Corp-Software Division	Provider of managed mobile services.	
01/23/2013	Cisco	Intucell	Mobile networking specialist	\$475.0
01/22/2013	Samsung Venture Invest Corp	Fixmo Inc	Developer of mobile assurance software.	
01/22/2013	Etsy Inc	Lascaux Co Inc	Developer of mobile application software.	
01/22/2013	AT&T	Alltel U.S. Wireless Operations	Wireless service provider.	\$780.0
01/16/2013	ePrize	Mozes	Mobile engagement services.	
01/11/2013	Groupon Inc	Glassmap	Developer of location-based deals discovery application.	
01/09/2013	Brightree LLC	CareAnyware	Home care technology company that delivers web-based and mobile applications for agency management, clinical, financial and knowledge-based services.	
01/08/2013	Essence Digital	Point Reach	Mobile advertising start-up.	
01/08/2013	InMobi	Overlay Media	Mobile data analytics startup.	
01/02/2013	Phunware	TapIt!	Mobile Advertising Network	

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

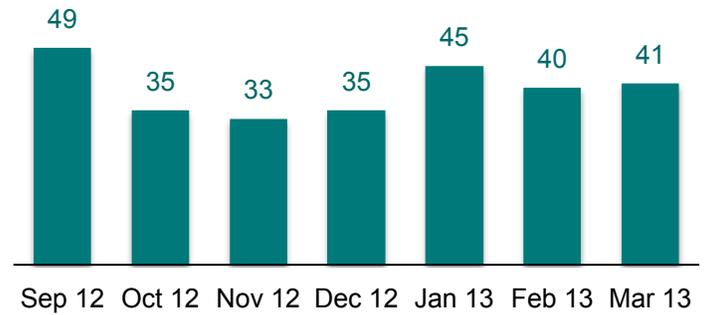
* Data collected in this issue of Mobile Smart Fundamentals was collected throughout March 1-31, 2013.

Financing Transactions Overview

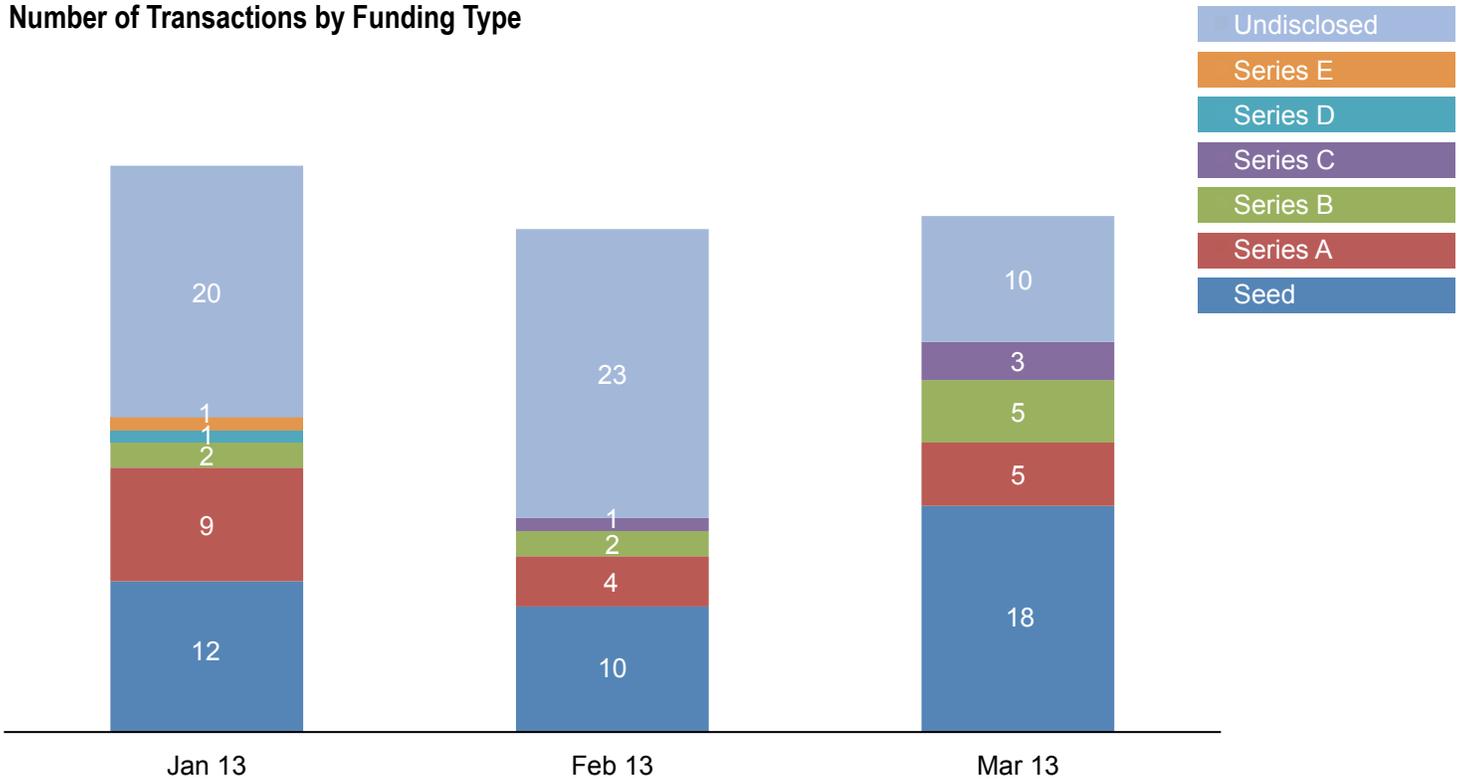
Average Value of Transactions (\$MM)



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 March 1-31, 2013.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Moovweb	Private	Moovweb offers products and services that help our customers quickly take advantage of the mobile revolution. Their cloud-based platform uses a patent-pending site virtualization and transformation approach that offers the flexibility and power to deliver incredible mobile customer experiences while at the same time leveraging 100% of existing Web investments.	3/28/13	\$16.0	Undisclosed	JAFCO Ventures, Trinity Ventures, Andrew Bechtolsheim
Q2eBanking	Private	Q2eBanking is a technology company that provides a comprehensive electronic banking platform consisting of high quality technology solutions that enable financial institutions and their customers to securely communicate and transact – anytime anywhere.	3/28/13	\$20.0	Series C	Battery Ventures, Adams Street Partners, C&B Capital
GroundCntrl	Private	GroundCntrl is a task management platform for the mobile workforce. They make it simple for you to launch programs that distribute tasks and gather real-time data for real-time management by engaging and connecting with your field staff.	3/27/13	\$1.0*	Undisclosed	Undisclosed
Showpad	Private	Showpad is a Mobile Sales Enablement application aimed at drastically improving Sales Effectiveness of any company with a sales team.	3/26/13	\$2.0	Series A	Hummingbird Ventures
Babbel	Private	The online learning system for adults, with over 15 million users, is one of the leading online and mobile language learning tool of its kind.	3/26/13	\$10.0	Series B	Reed Elsevier Ventures, Nokia Growth Partners, IBB Beteiligungsgesellschaft mbH, KIZOO
Captio	Private	Captio lets you capture your receipts wherever you are, using your Smartphone. Automatically extract the important data and store for analysis and to generate expense claims.	3/25/13	\$0.4	Seed	Venturcap
Sherpa App	Private	Sherpa is a predictive intelligence iOS app and platform that gets you the information you need so you can stay one step ahead every day.	3/25/13	\$1.1	Seed	Google Ventures, Andreesen Horowitz, InterWest Partners, AngelPad
Joyride App	Private	Joyride is a hands-free mobile entertainment app platform for the car.	3/25/13	\$1.0	Seed	Seth Goldstein, Freestyle Capital, Cowboy Ventures
Red e App	Private	Red e Key provides its enterprise customers with a unique code to access a private mobile network for their customers and users.	3/22/13	\$0.8	Series A	Yearling Fund
Human Demand	Private	Human Demand has managed more than 200 mobile acquisition campaigns so far and believes that mobile advertising should be a great experience - even "Magical".	3/21/13	Undisclosed	Series A	Digital Entertainment Ventures, ARC Angel Fund, Empire Angel Group, Blackgate Ventures, TJNS Capital, Howie Schwartz
Masabi	Private	Masabi is the leading developer of mobile ticketing technology for the transport sector.	3/21/13	\$2.8	Undisclosed	Fontinalis Partners, MMC Ventures, m8 Capital
TapAd	Private	Tapad Inc., is an ad technology firm renowned for its breakthrough, unified, cross-device advertising solutions.	3/21/13	\$6.5	Series B	Firsthand Capital Management, FirstMark Capital, Avalon Ventures, Metamorphic Ventures, Lerer Ventures
Incoming Media	Private	Incoming Media is fixing mobile video. Incoming is building machine-learning technology, based on patent-pending intellectual property from NICTA (a research lab in Australia, birthplace of software that is deployed in 1.5bn mobile devices), to learn and predict the video content you will watch later.	3/20/13	\$1.1	Seed	OneVentures, Citrix Systems, Nicta
ShareThis	Private	Nextumi's ShareThis products are reshaping the way people interact with each other online and across their mobile devices by providing a quick new way to share digital stuff - including photos, videos, text, Web pages and music - in one simple step.	3/20/13	\$23.0	Series C	T-Venture Funds, Blue Chip Venture Company, Draper Fisher Juvetson, Illinois VENTURES, Mercury Fund, RPM Ventures, Harbourton
AdzCentral	Private	AdzCentral is a Scientific Media Buying Platform. AdzCentral uses advertising technology tools and expertise to improve their clients' digital media spending. Whether you're a direct marketer, brand marketer, advertising agency or media company.	3/20/13	\$3.2	Series A	Electric Sheep Capital, Digital Media Partners

* Note: Transaction amount rounded, actual amount received totaled \$1,010,950. GroundCntrl is still seeking \$325,002 in funding.

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Masabi	Private	Masabi is the leading developer of mobile ticketing technology for the transport sector.	3/20/13	\$2.8	Undisclosed	Fontinalis Partners MMC Ventures, m8 Capital
AgreeYa Mobility	Private	AgreeYa Mobility is a leading provider of Mobile Software Technology and Solutions with its offshore development centers based out of Canada, Poland, India, China, and South Korea. The company caters to the requirements of Telecom Operators, Handset Manufacturers, Chipset Manufacturers and Business Enterprises.	3/19/13	Undisclosed	Undisclosed	Saama Capital
Namo Media	Private	Namo Media is working on more elegant and less interruptive ad formats that integrate with your stream of content.	3/19/13	\$1.9	Seed	Google Ventures, Andressen Horowitz, Betaworks, Trinity Ventures
Vasona Networks	Private	Vasona Networks works with global mobile network operators to deliver better subscriber experiences.	3/19/13	\$12.0	Series B	Bessemer Venture Partners, New Venture Partners
YaSabe	Private	YaSabe is committed to connecting businesses, Latino culture, and community allowing users to be "in the know" and confidently make choices about how and where to spend their time and money. They aim to have the best information about local businesses, jobs, and coupons with the right details to help people searching online or on mobile.	3/19/13	\$2.7	Seed	Militello Capital, 500 Startups, CIT GAP Fund, Frank Bonsal, Sol Trujillo
Nonstop Games	Private	Nonstop Games makes games for gamers across tablet and mobile platforms.	3/19/13	\$2.9	Seed	Creandum, Lifeline Ventures
AppNeta	Private	AppNeta is the first company to unify full-stack application insight, comprehensive end-user monitoring and 360-degree network performance insight to assure exceptional end-user experience and the successful delivery of business-critical applications.	3/18/13	\$16.0	Series C	Bain Capital Ventures, Egan-Managed Capital, JMI Equity, BDC Venture Capital
ChupaMobile	Private	ChupaMobile is a community marketplace for Mobile App Components. A place where Mobile Developers can sell, discover and purchase cutting edge source code packages and components for Mobile development.	3/18/13	\$0.3	Seed	SiamoSoci
Arkadium	Private	Arkadium creates games for social networks, mobile devices, destination websites, consumer brands, ad agencies, and online gamers.	3/16/13	\$5.0	Undisclosed	Edison Ventures
Artist Growth	Private	Artist Growth, LLC is a groundbreaking mobile software platform that gives both amateurs and professional management companies the tools to manage and track daily tasks, coordinate multi-dimensional projects, and grow a business steadily.	3/16/13	\$2.0	Seed	Harry Jacobson, Joe Glaser, Joe Galante, John Curtis
Celly	Private	With Celly, anyone can create public or private social networks instantly. Send polls, reminders, alerts, and group texts to any number of people. Celly is used by schools, businesses, families, communities, and social movements.	3/15/13	\$0.3	Seed	Portland Seed Fund
Indie Vinos	Private	The company is developing a mobile app for wine tastings.	3/15/13	\$0.3	Seed	Portland Seed Fund
iRule	Private	iRule is an app that transforms your iPhone, iPad, or iPod touch into a universal remote control. It uses your home's existing WIFI network to send commands from your mobile device to a network gateway.	3/15/13	Undisclosed	Undisclosed	Detroit Venture Partners
RallyCause	Private	Mobile local commerce company with low user acquisition cost and low cost of sale.	3/15/13	\$0.3	Seed	Portland Seed Fund
Shizzlr	Private	Shizzlr is a mobile application development company focused on private group sharing between friends.	3/15/13	\$0.2	Seed	Connecticut Innovations
Pressly	Private	Pressly is an HTML5 publishing platform that automatically transforms online content, such as RSS feeds and social content, into interactive, cleanly-designed web apps for tablet web browsers. Pressly is currently optimized for the iPad.	3/13/13	\$1.5	Undisclosed	iNovia Capital, OMERS Ventures
Crittercism	Private	Crittercism is a mobile app performance management (APM) solution. It offers a real-time global view of crash reporting and error analysis across iOS, Android, Windows Phone 8 and HTML5 on over 450 million unique devices and 50 billion app loads.	3/12/13	\$12.0	Series B	Google Ventures, Shasta Ventures, Opus Capital
Dobleas	Private	Dobleas, a spin-off of FreakOut, Inc, the Tokyo-based digital marketing technology company, offers a global mobile DSP that enables marketers and advertisers to buy real-time impressions across the leading mobile Ad Exchanges (AdXs) and Supply Side Platforms (SSPs).	3/12/13	\$5.4	Series B	FreakOut

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Noddix	Private	Noddix provides performance and privacy driven modern web and mobile apps.	3/12/13	Undisclosed	Seed	Triangle Startup Factory
TabSprint	Private	TabSprint is a mobile application, which streamlines the payment process at bars, clubs, and restaurants.	3/12/13	Undisclosed	Seed	Triangle Startup Factory
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.	3/12/13	\$0.2	Seed	Blue Startups
Adcade	Private	Adcade is creating a suite of rich media ad puzzles and games to drive consumer engagement with brands and increase revenue for publishers.	3/7/13	\$1.5	Seed	ff Venture Capital
TastemakerX	Private	TastemakerX is social gaming platform that allows users to build portfolios of personal tastes and share it to their social graph.	3/7/13	\$1.3	Undisclosed	Baseline Ventures, True Ventures, Guggenheim Partners, AOL
Marxent Labs	Private	Marxent Labs is a mobile development company that specializes in creative engineering for Android and iOS.	3/2/13	\$0.8	Undisclosed	Stage 1 Ventures
Sonar	Private	Sonar is a mobile app that tells you when your friends and friends' friends are nearby, revealing the hidden connections and small world moments you might have otherwise missed.	3/2/13	Undisclosed	Undisclosed	Bing Fund
uVest	Private	uVest sync's with your existing brokerage accounts and allows you to enter, exit, and monitor trades on a user friendly mobile platform.	3/1/13	Undisclosed	Seed	Hatch
CS Networks	Private	CS Networks Premium SMS Gateway provides secure, reliable and high throughput capacity for sending and receiving SMS to wireless service providers, mobile operators, MVNOs, enterprises and bulk sms aggregators.	2/28/13	\$6.6	Series A	Galeb Group
Sonar	Private	Sonar is a social discovery application.	2/28/13	Undisclosed	Undisclosed	Bing Fund
Armor5	Private	Armor5, Inc. is a cloud service provider that's solving the problem of secure mobile access to enterprise data and applications in a new way.	2/27/13	\$2.0	Undisclosed	Trinity Ventures, Citrix Systems, Nexus Venture Partners
LocalResponse	Private	LocalResponse is a social advertising platform that aggregates public posts and 'check-ins' across multiple platforms to help brands and businesses identify intent and respond to it.	2/27/13	\$1.5	Seed	Cava Capital, Extreme Venture Partners, Verizon, Advancit Capital
Robotoki	Private	Robotoki is an independent game studio in Los Angeles.	2/26/13	Undisclosed	Undisclosed	NEXON
AirWatch	Private	AirWatch is the leader in enterprise-grade Mobile Device Management, Mobile Application Management and Mobile Content Management solutions designed to simplify mobility.	2/25/13	\$200.0	Series A	Insight Venture Partners
Polar	Private	Polar is a super-fast and easy way to create and vote on great-looking photo polls. Get their free iPhone app.	2/25/13	\$1.2	Seed	Battery Ventures, AME Cloud Ventures, Greyclock Partners Israel, Morado Ventures
Adizio	Private	Adizio is a self serve Ad buying platform, that enables the smaller brand, digital agency and marketer to run Online and Mobile display campaigns.	2/25/13	\$0.4	Undisclosed	Midven, Playfair Capital, Doug Scott
TopBlip	Private	iOS app that allows its users to share their music like never before.	2/25/13	\$1.5	Seed	Undisclosed
Altobridge	Private	Altobridge develops and deploys technology for mobile networks to help them cut the cost of delivering mobile voice and data.	2/25/13	\$7.8	Undisclosed	Intel Capital, International Finance Corporation
uBank	Private	uBank is a mobile payment service that currently targets Russia and the wider CIS region.	2/25/13	\$8.0	Series A	Runa Capital
Warply	Private	Warply, an Athens, Greece-based provider of a mobile marketing toolbox.	2/23/13	\$0.5	Seed	Undisclosed
Fortumo	Private	Fortumo is a developer-friendly mobile payments provider. They enable app and game developers to monetize their users through mobile operator billing in more than 60+ countries.	2/22/13	Undisclosed	Undisclosed	Intel Capital, Greycroft Partners

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Company Information	Status	Company Description	FUNDING			
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PushToTest	Private	PushToTest is a leader in proof of performance for mobile and social media apps.	2/22/13	\$0.2	Undisclosed	FundersClub
Drawbridge	Private	Drawbridge has developed the first self-learning ad technology that leverages insights from cross-device behavior to enable advertisers and marketers to reach targeted mobile audiences.	2/21/13	\$14.0	Series B	Northgate Capital, Kleiner Perkins Caufield & Byers, Sequoia Capital
Playnomics	Private	Playnomics, a San Francisco-based startup that helps mobile game developers earn more from their existing players.	2/20/13	\$5.0	Series B	Vanedge Capital, FirstMark Capital, XSeed Capital
Gashie	Private	Gashie is a platform that allows users to make free, mobile-to-mobile calls, low-cost international calls, text and photo sharing using any device.	2/16/13	\$0.01*	Seed	Fundable
Seeds	Private	Seeds is a revolutionary social game that facilitates direct mobile-to-mobile microlending from the developed to the developing world, or even in your own backyard.	2/16/13	\$0.02*	Seed	Fundable
Leanplum	Private	Leanplum is a platform for optimizing mission-critical metrics of your mobile app.	2/14/13	Undisclosed	Undisclosed	TechStars Boulder, Kima Ventures, VoiVoda Ventures, Undisclosed
Verve Mobile	Private	Verve Mobile is a pioneering leader in location-based mobile advertising.	2/13/13	\$14.0	Series C	Nokia Growth Partners, BlueRun Ventures, Qualcomm
Social Point	Private	Social Point is one of the top 5 global developers of social games. Their games are played by over 30 million monthly active users on Facebook and mobile platforms.	2/13/13	\$3.9	Undisclosed	Greylock Partners
KnexxLocal	Private	KnexxLocal was founded to help local businesses connect with more customers. With Instamomial™, KnexxLocal's free mobile app, local businesses can get more word-of-mouth referrals, take control of their online reputation, and increase online visibility.	2/12/13	\$1.1	Seed	Round 13 Capital, Imperial Capital Group, Undisclosed
Mobilewalla	Private	Mobilewalla is the neutral data destination for consumers and the mobile industry insiders seeking insights into the app market.	2/12/13	\$4.0	Undisclosed	Madrona Venture Group, Indian Angel Network, Infocomm Investments, Venkat Raju, Rajan Anadan, Sharad Sharma
Relay	Private	Relay helps users discover the newest and best visual entertainment from around the web with a beautiful and simple mobile app.	2/12/13	\$0.7	Undisclosed	Valar Ventures, The Social+Capital Partnership, Graph Ventures, Real Ventures
Ping4	Private	Ping4 is an innovative software communications company focusing on advanced geo-mobile communications for the smartphone market.	2/11/13	\$4.0	Undisclosed	Undisclosed
Snapchat	Private	Snapchat is a photo messaging application.	2/11/13	\$13.5	Series A	Benchmark Capital, Mitchell Lasky
TradeSync	Private	TradeSync's mobile apps and SaaS solutions synchronize B2B processes such as purchasing, sales, service, and invoicing, within and across companies.	2/11/13	\$1.4	Undisclosed	Undisclosed
iMomentous	Private	iMomentous is a mobile talent solutions company. Their products help enterprises to attract, recruit, engage and retain the right people.	2/8/13	\$0.3	Undisclosed	Ben Franklin Technology Partners
Numenta	Private	Numenta has developed core technology in machine intelligence based on a theory of the neocortex. Numenta's first product based on this technology is a cloud-based prediction engine for streaming data.	2/8/13	\$6.0	Undisclosed	Undisclosed
Parkmobile	Private	Parkmobile is a leading global provider of seamlessly integrated end-to-end solutions for mobile payments, parking guidance using business analytics and parking.	2/8/13	\$6.3	Undisclosed	BCD Holdings, Parkmobile Group, Fontinalis Partners, Bluefield Investments
Rumble News	Private	Rumble is a complete technology platform that combines great design, smart analytics, and flexible monetization for newspapers to activate their mobile strategy.	2/8/13	\$0.2	Undisclosed	Ben Franklin Technology Partners
tapCLIQ	Private	tapCLIQ is a mobile engagement and advertising platform that offers contextual interaction at moments when user is most receptive.	2/8/13	\$0.1	Undisclosed	Ben Franklin Technology Partners

* Note: Figure rounded, actual transaction amount: \$7,000.00

* Note: Figure rounded, actual transaction amount: \$24,727.00

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
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Bee Cave Games	Private	Bee Cave Games is a social and mobile games developer.	2/8/13	\$1.4	Undisclosed	Undisclosed
Workshirt	Private	Workshirt helps people capture and share the big events in their lives. Their first product, HitchedPic, is a mobile app that captures the wedding from a unique perspective.	2/7/13	\$0.03*	Seed	AlphaLab
Timbre	Private	Timbre is a location-based live music discovery app that connects fans and bands.	2/7/13	\$0.4	Seed	Atlas Venture, Boston Seed Capital, Bantam Group
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.	2/6/13	\$25.0	Undisclosed	August Capital, John Johnston, Foundry Group, Jason Mendelson, Intel Capital, True Ventures
Sprinklr	Private	Sprinklr was founded on the core idea that it is not only possible for large enterprises to successfully adapt to the realities of a world dominated by mobile, social, and network-empowered customers, but to also dramatically thrive in it.	2/5/13	\$15.0	Undisclosed	Intel Capital, Battery Ventures
Game Insight	Private	Game Insight is a mobile/social gaming company that exclusively produces free-to-play games for such platforms as Facebook, iPad, iPhone, Android, Amazon, and Windows 8.	2/5/13	\$25.0	Undisclosed	IMI.VC
YEVVO	Private	YEVVO is a free platform for live social video broadcasting, from one mobile device to an unlimited number of mobile devices and vice versa.	2/3/13	\$0.2	Seed	Undisclosed
Truphone	Private	Truphone is a UK-based mobile network that lets its users make free or low-cost calls to other mobile devices.	2/1/13	\$118.0	Undisclosed	Roman Abramovich
LiveSchool	Private	LiveSchool, Inc. sells subscriptions to a tablet-based application for tracking and managing student data.	1/31/13	\$1.7	Series A	Undisclosed
Digit Game Studios	Private	Digit is building a new breed of online games called 'Seamlessly Cross-Platform'. This new gaming technology allows players to play their game on any device, including iOS, Android, Browser and Social platforms (such as Facebook) and move between devices seamlessly.	1/30/13	\$2.5	Series A	Delta Partners
Tomfoolery	Private	Tomfoolery are building apps for work. Currently they are in stealth mode.	1/30/13	\$1.7	Seed	Morado Venture Partners, Sam Pullara, Andreesen Horowitz, Jerry Yang, Brad Garlinghouse, David Tisch
N-Trig	Private	N-Trig is the provider of DuoSense digitizer technology combining pen and zero-pressure touch for mobile computers into a single device.	1/29/13	\$11.3	Undisclosed	Undisclosed
SALT Technology	Private	SALT Technology is offering a full suite of white label mobile payment solutions: the SALT Payment Platform; a secure mobile wallet called the SALT Personal Payment Profile; and even merchant acquiring through SALT Merchant Services.	1/29/13	\$2.0	Undisclosed	Undisclosed
Pluto Media	Private	Pluto Media is committed to bringing the best educational games to children around the world. They integrate technology with world-class creative talent to develop products that foster children's creativity, curiosity, and knowledge of the world around them.	1/29/13	\$0.5	Seed	Rob Hutter, Jennifer Carolan, Peter Relan, Webvan
WatchDox	Private	WatchDox enables organizations to access, share and control their critical documents wherever they go: on any tablet, smartphone, or PC, even those beyond the IT department's control.	1/29/13	\$12.0	Undisclosed	Millennium Technology Value Partners, The Blackstone Group, Gemini Israel Funds, Shasta Ventures
Stuffie	Private	Stuffie is like a mobile flea market: Offer your stuff by posting a picture, a title, a short description and a price. Rummage around for offers nearby. Bargain for deals via private messages. Just pay when you pick up your purchases or agree with the seller on your own terms.	1/29/13	\$0.7	Series A	High Tech Gruenderfonds
Advanova	Private	Advanova GmbH, an Erlangen, Germany-based developer of software that allows medical professionals to access a patient's electronic record on a mobile device.	1/28/13	Undisclosed	Series A	Bayern Kapital, High Tech Gruenderfonds
Vendly	Private	Vendly is a marketplace in your pocket for you and your friends to sell and buy anything from each other and everyone else.	1/27/13	\$0.2	Seed	UDD Ventures

* Note: Figure rounded, actual transaction amount \$25,000.

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Financing Transactions

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OLO	Private	OLO is a mobile and online ordering provider in the restaurant industry. Over 2 million customers order through OLO's online and mobile ordering programs.	1/26/13	\$5.0	Series B	PayPal, RRE Ventures, Core Capital Partners
Order Mapper	Private	Order Mapper Inc. is a Platform as a Service ("PaaS") startup founded in 2009. They make it easy for people to order virtually any physical good or service from almost any business from a mobile device such as a smartphone or tablet.	1/25/13	\$0.6	Undisclosed	Vegas TechFund, Undisclosed
True Office	Private	True Office creates data-rich, mobile games that help companies reduce risk and save money. They are securely delivered via the cloud to mobile devices and web browsers and generate real-time testing, assessment and risk analytics.	1/25/13	\$3.0	Series A	Rho Ventures, Contour Venture Partners, Partnership for New York City Fund
Bloodhound	Private	Bloodhound is the complete mobile solution for events. Load up any trade show or conference to view the schedule, floor map, exhibitors, and attendees.	1/24/13	\$3.9*	Undisclosed	Undisclosed
AppNexus	Private	AppNexus is a leader in real-time advertising technology, serving the largest and most innovative companies in the ecosystem on both the buy and sell side.	1/24/13	\$75.0	Series D	Tribeca Venture Partners, Technology Crossover Ventures, Venrock
Atlas Powered	Private	Atlas is a time management and collaboration platform for mobile that centralizes all your calendars, contacts, tasks, and notes making collaboration on mobile shockingly simple - no email required.	1/23/13	\$0.7	Undisclosed	Tech Coast Angels, Pasadena Angels, Maverick Angels
JobApp	Private	JobApp is a leading provider of cloud-based recruiting and talent management software platforms for hourly and decentralized workers across all service industries.	1/23/13	Undisclosed	Undisclosed	Frontier Capital
Tappr	Private	Tappr offers mobile payment services.	1/23/13	\$2.0	Seed	Undisclosed
Apperian	Private	Apperian is a mobile application management (MAM) company. The Apperian EASE platform delivers enterprise mobility services that enable many of the world's largest corporations to securely manage the full lifecycle of mobile apps for iOS, Android and Blackberry.	1/23/13	\$4.6	Undisclosed	Intel Capital
Shodogg	Private	Shodogg is a patent pending technology that allows any mobile device to wirelessly /stream/ direct any content to any second screen that is web enabled without wires or boxes.	1/23/13	\$2.8	Seed	Seth Green RSL Venture Partners
Repunch	Private	Repunch is a digital loyalty platform for local retailers. Their mobile and web products allow consumers and merchants to benefit from each other in a number of ways.	1/22/13	Undisclosed	Seed	Undisclosed
payleven	Private	Payleven is a device that attaches to your smartphone or tablet with iOS or Android which allows credit card processing.	1/21/13	Undisclosed	Undisclosed	Undisclosed
Cellrox	Private	Cellrox introduces the next generation of technology that enables employees and corporations to share a single fully functional mobile device without compromising security, performance or user experience.	1/21/13	\$4.7	Series A	Runa Capital, Previz Venture Partners, Columbia Technology Ventures
Top Hat Monocle	Private	Top Hat Monocle is a web- and mobile-based classroom response system that engages students and provides professors with the real-time feedback on student understanding.	1/19/13	\$1.1	Undisclosed	Felicis Ventures
MobileSpan	Private	MobileSpan was founded in 2011 to help enterprises transition from a Desktop-centric world to an always-on, any content, any screen, BYOD world.	1/18/13	\$2.3	Series A	True Ventures, Greylock Partners, K9 Ventures, Alchemist Accelerator, Undisclosed
Celtra	Private	Celtra provides a Web based self-service platform for creation, ad trafficking, tracking and optimization of rich media mobile display advertising ads.	1/17/13	\$4.0	Undisclosed	SoftBank Capital, GrandBanks Capital, Fairhaven Capital
Kiip	Private	Kiip designs mobile gaming advertising technologies.	1/17/13	Undisclosed	Undisclosed	Interpublic Group
OpenX	Private	OpenX is a global leader in digital and mobile advertising technology.	1/17/13	\$22.5	Series E	Samsung Ventures, Accel Partners, Index Ventures, SAP Ventures, Mitsui Global Investment, Presidio Ventures
Phonitive	Private	Phonitive specializes in developing innovative softwares for mobile and tactile devices.	1/17/13	\$0.5	Seed	Capitole Angels, DP Invest

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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.	1/16/13	Undisclosed	Undisclosed	Undisclosed
ChowNow	Private	ChowNow is an online ordering system for restaurants. Provides custom mobile apps, Facebook ordering and website ordering widgets.	1/16/13	\$3.0	Undisclosed	GRP Partners, Daher Capital, Double M Capital
LoopMe	Private	LoopMe is global leader in mobile advertising inbox technology and uses social preference targeting to improve customer experience and results for advertisers and publishers.	1/16/13	\$0.5	Seed	Russell Buckley, John Taysom, Torben Maajaard, Peter Barry
Pontiflex	Private	Pontiflex powers a new kind of mobile advertising platform: Signup Ads.	1/15/13	\$6.2*	Undisclosed	Undisclosed
Kwarter	Private	Kwarter builds fun, social, and rewarding mobile experiences to engage viewers and celebrate TV's most powerful moments.	1/14/13	\$5.0	Undisclosed	Undisclosed
Binary Event Network	Private	Binary Event Network ("BEN") combines a global financial trading platform with proprietary real-time pricing content to create a new category of consumer facing applications for the web and mobile devices.	1/11/13	Undisclosed	Undisclosed	Guggenheim Partners, Cinnober Financial Technology, Broadhaven Capital Partners
Gimmie	Private	GimmieWorld is a Mobile Reward Layer that overlays on top of mobile apps. It provides real rewards from physical and online stores to users of existing apps or games, which are achieved based on their engagement.	1/11/13	\$0.5	Seed	WaveMaker Labs, Singapore National Research Foundation
DataCoup	Private	Datacoup is a free web & mobile application that empowers consumers with their own personal data.	1/11/13	\$0.3	Seed	Undisclosed
Access 360 Media	Private	Access 360 Media is a media network that connects to young adult consumers (P12-34), in the places and through the communication platforms that matter most to them - Retail, Online and Mobile.	1/10/13	\$2.3*	Undisclosed	Undisclosed
Choremonster	Private	Choremonster is a social gaming company that combines digital gaming with a Web-services facet through a suite of mobile and Web applications that allows parents and children ages 6-12 to collaborate interactively to complete household tasks.	1/10/13	\$0.4	Seed	Vine Street Ventures, Undisclosed
UIEvolution	Private	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.	1/10/13	\$2.0	Undisclosed	Undisclosed
Vobi.com	Private	Vobi.com is a cloud-based collaboration startup which will sell its services through mobile operators.	1/4/13	\$1.5	Series A	Trailblazer Capital
Remitly	Private	Remitly enables convenient international money transfers from a customer's mobile phone in the USA to a mobile phone abroad.	1/3/13	\$2.6	Undisclosed	Trilogy Equity Partnership
Front Flip	Private	Front Flip is the next generation of loyalty marketing. Not just another punch card on a mobile app. Instead, they help businesses create profitable, long-term relationships with their customers through fun experiences, instant promotions, rich customer analytics and targeted mobile campaigns.	1/1/13	\$3.8	Series B	Undisclosed
AppGratis	Private	Premium app discovery network spanning 40 countries, 6 million iOS users, delivering 100 million app installs yearly.	1/1/13	\$13.5	Series A	Iris Capital
Appicasa	Private	Appicasa is a mobile game management platform aims to help game publishers and studios to increase in-app purchase revenue through user segmentation and event-based promotions.	1/1/13	\$0.5	Seed	Undisclosed

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout March 1-31, 2013.

Financing Transactions

DEBT FINANCINGS

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
CloudMine	Private	CloudMine automates back-end development for mobile developers so they have more time to focus on making their apps shine.	3/20/13	\$0.5*	Debt	Undisclosed
LIA	Private	LIA is a mobile platform for distribution of rich, real-time content between marketing and sales teams at Global 2000 companies.	3/7/13	\$0.4	Debt	Analytics Ventures, La Costa Investment Group
DeviceFidelity	Private	DeviceFidelity, Inc. develops plug-and-play technologies that empower a variety of institutions to deploy their services and applications on millions of mobile phones worldwide.	3/5/13	\$0.5*	Debt	Undisclosed
DeviceFidelity	Private	DeviceFidelity, Inc. develops plug-and-play technologies that empower a variety of institutions to deploy their services and applications on millions of mobile phones worldwide.	2/19/13	\$1.0	Debt	Undisclosed
Sotera Wireless	Private	Sotera Wireless, Inc. is a medical device company dedicated to the development, marketing and sale of a new generation of comprehensive vital signs monitoring.	1/25/13	\$5.8	Debt	Undisclosed
Fotobabble	Private	Fotobabble is a social media software service that makes photos, the most shared social content, and makes it more engaging and personal by adding the energy and emotion of human voice.	1/24/13	\$0.3*	Debt	Undisclosed

* Note: Transaction amount rounded, actual amount received totaled \$505,000. CloudMine still seeking \$245,000 in funding.

* Note: DeviceFidelity still seeking \$1,529,000 in funding.

* Note: Sotera Wireless still seeking \$200,000 in funding.

* Note: Fotobabble still seeking \$385,999 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

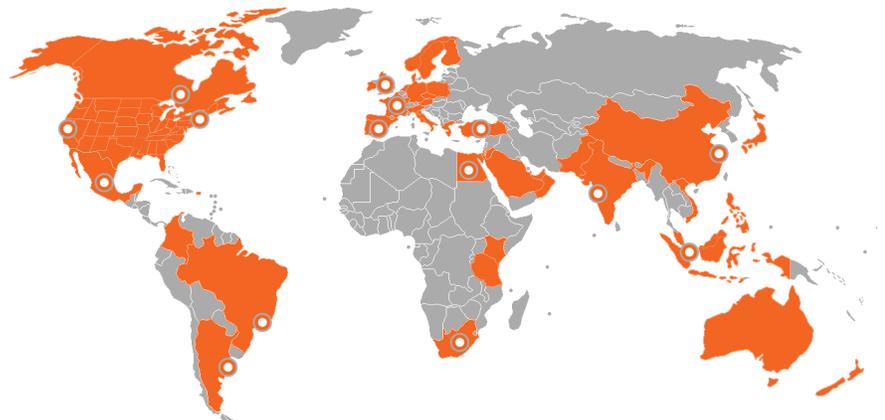
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Mobile Marketing Association

Calendar of Events

MAY 8–10, 2013

MMA North America Forum: New York

Join us for the 2013 MMA Forum New York as we bring together the industry's leading buyers, sellers and mobile solution providers to learn how to get into the minds of the mobile consumer, deconstruct the path-to-purchase, and shed light on how the practices of mobile marketing are driving consumer engagement and profitable, repeat, revenues across leading market verticals including, consumer package goods, grocery, retail, automotive, publishing, media and more.

The MMA NY Forum is the industry's premier mobile marketing event, don't miss out and register today!

www.mmaglobal.com/events/forums/newyork2013/overview

JUNE 16–23, 2013

Cannes International Festival of Creativity:

Mobile Circus Comes to Town

Cannes, France

Details forthcoming.

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

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

SEPTEMBER 24–25, 2013

SM2: Smarter Mobile Marketing

New York City

MMA's annual Advertising Week conference. Details forthcoming.

www.mmaglobal.com/events/sm2/2012/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

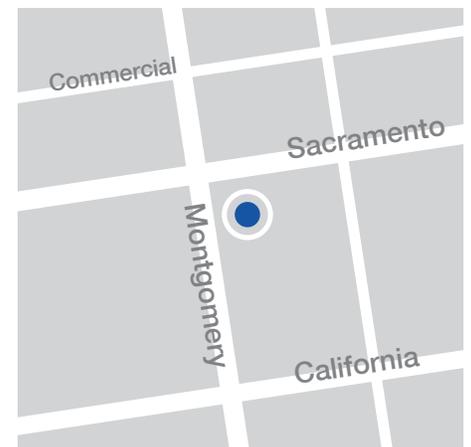
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STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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