



**MOBILE
MARKETING
ASSOCIATION**



Hidden River



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
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Mobile is a Top Priority for Marketers

On the main stage of SM2™ visionary business leaders shared their insights on the ever-evolving mobile landscape. Unveiled at the conference was a joint study issued by the MMA and Neustar, Inc. entitled, “[Marketers Guide to Mobile and Data](#).” The research was gathered from a survey of 400 companies across the consumer product and service categories. Questions focused on how marketers perceive mobile, the impact achieved with mobile tactics, as well as the strategic advantage of data.

The study revealed that a staggering 85 percent of marketers believe that mobile is a gateway to new markets and audiences. Additionally, 80 percent of respondents cited that mobile is not only transformational for their companies, but also strategic for their careers to stay on the cutting edge of emerging trends and technology. The survey identified that data offers significant value when paired with mobile as 61 percent of companies plan to invest more in data capabilities over the next year.

After reviewing the insights and findings from the “[Marketers Guide to Mobile and Data](#),” it is clear that we are experiencing a seismic shift in the industry when it comes to the attitudes and priorities of marketers embracing mobile. Only a few years ago, many brands were still asking “why mobile” but now senior executives realize that the future health of their businesses is linked to mobile’s role as a marketing vehicle.

Additional top line stats include:

- 68 percent said mobile is the best way to transform your business model and 72 percent believe mobile is the best way to build ROI
- 40 percent said that mobile is a top priority for their brand and core to their overall marketing strategy
- The combination of mobile and data was cited as a “game changer” with 65 percent of marketers indicating that data delivers a competitive advantage
- 36 percent of companies use data to justify and influence all marketing decisions

The MMA is dedicated to providing research and insights that demonstrate how mobile transforms brands and move marketers closer to consumers than ever before. Mobile has transitioned from afterthought to first thought as 60 percent of study respondents pledged to invest more in the channel in the coming year.

To review the study in its entirety, please visit

<http://www.mmaglobal.com/marketers-guide-to-mobile-and-data>

Onwards,

Greg Stuart

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Grady Burnett	Chief Operating Officer, Flurry	Vice President, Global Sales & Operations, Facebook	Flurry operates a mobile applications analytics/measurement and advertising platform.	9/30/13
Kathleen Schneider	Senior Vice President, Marketing & Communications, Criteo	Executive Director, Global Channel Marketing & Programs, Dell	Criteo is a global leader in Performance Display. The company measures purely on post-click performance and offers a turnkey pay-per-click model.	9/24/13
Jennifer Andre	Senior Account Executive, Kinetic Social	Account Executive, Trial Pay	Kinetic Social is a social data and marketing technology company founded in 2010. The company is a charter partner in the Facebook API Key and Facebook Preferred Marketing Developer programs.	9/24/13
Amy Worley	Managing Director, Channel Activation, VML	Vice President, Marketing, Andrews McMeel Publishing	VML is a global digital marketing agency with major operations on five continents. Since 2001, it has been a member of the WPP Group of global communication agencies.	9/24/13
Bill Patterson	Channel Director, Public Relations, VML	Founder and President, Nation Ranch	VML is a global digital marketing agency with major operations on five continents. Since 2001, it has been a member of the WPP Group of global communication agencies.	9/24/13
Eliot Phillips	Executive Vice President, Wasabi Rabbit	Senior Manager, Digital Strategy & Design Practice, EMC Consulting	Wasabi Rabbit is a marketing communications firm specializing in guiding brands through periods of transition to success. It specializes in brand development, integrated marketing, brand identity, marketing consulting, website design on the web as well as mobile and social media.	9/17/13
Robert Kleman	Executive Creative Director, SapientNitro	Creative Director, CP+B	SapientNitro, part of Sapient, is an advertising agency known for its storyscaping.	9/17/13
Britt Peterson Fero	Executive Vice President, Head of Strategy, Publicis Seattle	Director of Growth Strategy, Cole & Weber United	Publicis is a large global agency network within the Publicis Group holding company. It has offices worldwide and in the staets including Dallas, San Francisco and Seattle.	9/17/13
Karina Dobarro	Managing Director, Multicultural Marketing, MindShare North America	Account Director, MEC	Mindshare is a marketing and media network company with its core services in strategic media planning, negotiation & execution.	9/17/13
Loreen Milbrath	Chief Financial Officer, Flowboard	Chief Financial Officer, Swype	Flowboard is a presentation software that allows users to make side-scrolling publications with images, texts, videos and photo galleries. Flowboard allows users to create and present from mobile devices like the ipad.	9/16/13
Mark Relph	Entrepreneur-in-Residence, GrowLab	Senior Director, Venture Capital Business Development, Microsoft	GrowLab is a Vancouver-based startup accelerator that helps entrepreneurs build companies through seed funding, mentorship, collaborative workspace and 3 months of intensive programming.	9/16/13
Matt Rosenberg	Senior Vice President of Marketing, 140 Proof	Vice President of Marketing, Taykey	140 Proof is a leader in social advertising service providing brand advertisers a simple and effective way to reach millions of consumers primed to discover and share.	9/10/13
Jay Budzik	Chief Technology Officer, Twelvelfold	Chief Technology Officer, Perfect Market, Inc.	Twelvelfold Media is an emotive based media company. It creates customized digital media packages with proprietary technology that utilizes emotive-based targeting at the page level and real-time bidding to achieve superior results and insights for brands and advertisers.	9/10/13
Darren Ross	Executive Vice President, Solutions, Fluent	Executive Vice President, Strategy & Sales, Cramer	Fluent is a performance marketing company on the web, mobile and in-app. It offers advertisers and media owners integrated strategies for distribution and monetization.	9/10/13
Pierre Conte	Chief Executive Officer, GroupM France	Chief Executive Officer, Figaro Media	GroupM is WPP's consolidated media investment management operation serving as the parent company to agencies including Maxus, MEC, MediaCom, Mindshare, Catalyst and Xaxis.	9/10/13
Daniel Vassallo	Vice President/Digital Director, Starcom	Vice President of Performance Media, JAR Group	Starcom engages in brand communications and consumer contact services in the US and the world.	9/10/13
Bob Ivins	Chief Data Officer, Mindshare	Vice President, Business Intelligence Group, Comcast	Mindshare is a marketing and media network company with its core services in strategic media planning, negotiation & execution.	9/10/13

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Name	New Company	Old Company	New Company Summary	Date
Steve Coast	Head of OSM, Telenav	Principal Architect, Bing, Microsoft	Telenav provides GPS navigation services in North America. It is into mobile location-based services and personalized navigation.	9/3/13
Christian Oestlien	Senior Director, Growth & International, Twitter	Advertising Executive, Google	Twitter is an online social networking service and microblogging service.	9/3/13
Brett Callinicos	Chief Financial Officer, Uber	Vice President, Treasurer & Chief Accountant, Google	Uber is a venture-funded startup that has created a mobile application that connects passengers with drivers of luxury vehicles for hire.	9/3/13
Ed Baker	Head of Growth, Uber	Head of International Growth, Facebook	Uber is a venture-funded startup that has created a mobile application that connects passengers with drivers of luxury vehicles for hire.	9/3/13
Emil Michael	Senior Vice President, Business, Uber	Chief Operating Officer, Klout	Uber is a venture-funded startup that has created a mobile application that connects passengers with drivers of luxury vehicles for hire.	9/3/13
Hugo Barra	Lead of International Business Development, Xiaomi	Vice President of Product Management, Android Division, Google	Xiaomi designs, develops and sells smartphones, apps and consumer electronics.	8/30/13
Bennett Theimann	Chief Operating Officer, Mojiva	Chief Financial Officer, TargetSpot, Inc.	Mojiva is the parent company of: Mojiva Mobile the mobile ad network and Mocean Mobile the mobile ad serving platform.	8/27/13
Erika Alonso	Head of Global Marketing, Mojiva	Senior Manager, Creative Strategy+Market Development, Apple	Mojiva is the parent company of: Mojiva Mobile the mobile ad network and Mocean Mobile the mobile ad serving platform.	8/27/13
Rob Thorsen	Executive Vice President of Client Services, Big Spaceship	Executive Vice President, BBDO	Big Spaceship helps people interact with brands and businesses by connecting experiences, products and platforms.	8/27/13
Sankar Patel	Vice President of Native Advertising, Livefyre	Vice President, Carat USA	Livefyre helps brands and digital publishers in real-time conversations.	8/27/13
Justin Manfredi	Deputy Director, TBWA	Senior Integrated Account Director, David & Goliath	TBWA is an international advertising agency headquartered in New York.	8/20/13
Robby Rigano	Managing Partner, Fancy Pants Group	Managing Director of Digital Business Services, Mccarrybowen	Fancy Pants Group is an innovative technology partner for advertisers, agencies, and publishers.	8/20/13
Sebastian Gunnewig	Director of Brand Strategy and Planning, AKQA	Director of Brand Planning, TBWA/Media Arts Lab	AKQA is a company that specializes in creating digital services and products.	8/20/13
Jennifer Prince	Head of Sales Team, Twitter	Head of Media and Entertainment Ad Sales, Google	Twitter is an online social networking service and microblogging service.	8/19/13
Ott Kauver	Vice President of Engineering, Twilio	Head of Engineering, Skype	Twilio is a cloud communications company that merges the worlds of cloud computing, web services and telecommunications together.	8/14/13
Christopher Beirne	Vice President of Agency Relations, Evidon	Senior Director, Sales and Client Service, Experian	Evidon technology gives brands, publishers, networks and other businesses around the world insight into the digital ecosystem.	8/13/13
David Thacker	Vice President of Marketing Solutions Products, LinkedIn	Vice President of Product, Groupon	LinkedIn is a fast growing business professional networking site.	8/13/13
Ed Darmanin	Chief Revenue Officer, 140 Proof	Vice President, Weather Channel	140 Proof is a scalable social advertising platform reaching 40 million social users with its Relevance Engine.	8/13/13
Manish Dugar	Vice President, Finance and Legal, InMobi	Group Chief Financial Officer, RPG Enterprises	InMobi is a mobile-first technology company and an independent mobile advertising network.	8/13/13
Andy Vogel	Senior Vice President Premium Advertising in the Americas, Smaato	Senior Vice President, Digital and Mobile, Tribune Company	Smaato is a player in global mobile RTB ad exchange.	7/30/13
Carston Ludwig	Vice-President of Sales, EMEA, Smaato	Director of Advertising and Partnerships, Xing	Smaato is a player in global mobile RTB ad exchange.	7/30/13
David Katz	Senior Vice President and General Manager of Mobile, Fanatics	Vice President and General Manager, Groupon	Fanatics is a sports apparel and gear web retailer that has also moved into mobile.	7/30/13

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Gary Kovacs	Chief Executive Officer, AVG Technologies	Chief Executive Officer, Mozilla	AVG Technologies protects people around the world using the latest in cutting edge security technologies. It currently provides security on the web and mobile.	7/30/13
Kamal Brar	Asia Pacific General Manager, 10Gen	Lead of Asia Pacific Region Division, MYSQL	10Gen, the company behind MongoDB, is empowering organizations of all sizes to capitalize on the opportunities in mobile and social by enabling new use cases, accelerating time to market and improving user experience.	7/29/13
Ross Piper	Vice President, Dropbox	Senior Vice President of Enterprise Strategy and Alliances, Salesforce.com	Dropbox Inc is a file hosting firm. It provides customers access to its cloud-based services on the web as well as mobile.	7/29/13
Laura Keeler	Senior Vice President, Creative, DigitasLBi	Creative Partner, Ogilvy & Mather	DigitasLBi a global digital agency network, partners with many marketers and brands in the world.	7/24/13
Dan Sundgren	Chief Evangelist, Add3	Chief Executive Officer, Sundgren Interactive	Add3 is a search marketing agency specializing in search engine optimization, search engine marketing, and online display advertising.	7/23/13
Jeff Hirsh	Chief Marketing Officer, CPX Interactive	Chief Executive Officer, AudienceScience	CPX Interactive is a global digital media company with over a decade of experience connecting consumers with brands.	7/23/13
Bill Nolte	Vice President, Publisher Platform Sales, Videology	Director, Publisher Development at PubMatic	Videology is an online video advertising platform that enables advertisers, agencies and publishers to eliminate waste and improve performance by connecting brands with specific audiences, while concentrating on the advertiser's objective.	7/23/13
Rachel Chalmers	Principal, Ignition Partners	Vice President of Research, 451 Group	Ignition Partners is a venture capital firm dedicated to helping the best entrepreneurs seize opportunity. With over \$2B under management, Ignition invests in communications, internet, software and services across business and consumer targets.	7/19/13
Jeff Hasen	Chief Marketing Officer, Mobivity	Chief Marketing Officer, HipCricket	Mobivity provides patented mobile marketing tools for local advertisers and custom audience engagement solutions for sports and media producers.	7/16/13
Ray Ozzie	Director, Board of Directors, HP	Software Head, Microsoft	Hewlett-Packard Company or HP is an American multinational information technology corporation headquartered in Palo Alto, California, United States. It provides products, technologies, software, solutions and services to consumers, small- and medium-sized businesses (SMBs) and large enterprises, including customers in the government, health and education sectors.	7/15/13
Jim Skinner	Director, Board of Directors, HP	Chairman, Walgreen	Hewlett-Packard Company or HP is an American multinational information technology corporation headquartered in Palo Alto, California, United States. It provides products, technologies, software, solutions and services to consumers, small- and medium-sized businesses (SMBs) and large enterprises, including customers in the government, health and education sectors.	7/15/13
Dob Bennett	Director, Board of Directors, HP	Former Chief Executive Officer, Liberty Media	Hewlett-Packard Company or HP is an American multinational information technology corporation headquartered in Palo Alto, California, United States. It provides products, technologies, software, solutions and services to consumers, small- and medium-sized businesses (SMBs) and large enterprises, including customers in the government, health and education sectors.	7/15/13
Keith Fenimore	Chief Marketing Officer, Yappem	Content Creator, E! Entertainment Television	Yappem is a social platform that provides users valuable, real-world rewards for expressing their opinions about their brand experiences.	7/10/13
Paul Deneve	Vice president, Apple	Chief Executive Officer, Yves St. Laurent	Apple Inc. is a company that designs, develops, and sells consumer electronics, computer software and personal computers as well as tablets.	7/3/13
Daniel Pipe	Chief Marketing Officer, MPayMe UK	Head of Marketing, Premium Credit Ltd.	MPayMe is an international business technology company that has developed ZNAP, an innovative mobile business platform.	7/2/13

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 10/1/13	Stock Price 9/1/13	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
Indexes											
		S&P 500	1,695.00	1,632.97	3.8%	1,729.86	1,343.35				
		NASDAQ Composite	3,817.98	3,589.87	6.4%	3,817.98	2,810.80				
		Russel 3000	1,020.76	976.83	4.5%	1,036.64	792.85				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 52.43	\$ 45.75	14.6%	\$ 52.96	\$ 31.33	\$26,209	\$24,565	\$4,167	5.9X
America Movil	AMX	NYSE	1.02	0.96	6.3%	1.33	0.93	48,379	82,512	60,621	1.4X
Apple Inc.	AAPL	NASDAQ	487.96	487.22	0.2%	674.25	385.10	443,283	417,635	169,404	2.5X
AT&T	T	NYSE	34.06	33.83	0.7%	39.00	32.71	180,893	252,188	127,468	2.0X
Barti Airtel	BHARTIARTL.BO	BSE	5.17	4.53	14.1%	6.90	4.16	20,634	32,004	14,710	2.2X
CenturyLink	CTL	NYSE	31.76	33.12	-4.1%	42.01	31.21	19,077	39,448	18,192	2.2X
China Mobile	CHL	NYSE	56.80	53.97	5.2%	59.73	47.74	228,359	155,406	89,210	1.7X
Dentsu	4324.JP	TSE	37.61	33.48	12.3%	38.42	22.00	10,848	14,459	22,571	0.6X
Fiserv, Inc.	FISV	NASDAQ	102.54	96.27	6.5%	103.21	72.19	13,339	16,972	4,624	3.7X
Google	GOOG	NASDAQ	887.00	846.90	4.7%	928.00	636.00	240,487	191,044	56,594	3.4X
Microsoft	MSFT	NASDAQ	33.58	33.40	0.5%	36.43	26.26	280,754	219,579	77,849	2.8X
Motorola Solutions	MSI	NYSE	60.89	56.01	8.7%	64.72	49.49	16,188	15,484	8,674	1.8X
Neustar, Inc.	NSR	NYSE	79.77	74.26	7.4%	83.85	51.01	16,993	17,952	9,004	2.0X
Nippon Telegraph & Telephone Corp.	NTT	NYSE	26.05	25.38	2.6%	27.20	20.64	68,938	149,850	121,078	1.2X
Nokia	NOK	NYSE	6.62	3.90	69.7%	6.78	2.52	24,792	22,124	34,831	0.6X
Omnicom	OMC	NYSE	63.56	60.65	4.8%	70.50	45.11	16,347	20,284	14,387	1.4X
Publicis Groupe	PUB.PA	Paris	79.77	74.26	7.4%	83.85	51.01	16,993	17,952	9,004	2.0X
Samsung	005930.KS	KRX	1,287.08	1,232.38	4.4%	1,492.09	1,049.23	189,586	169,099	197,144	0.9X
Sprint	S	NYSE	6.29	6.71	-6.3%	7.26	5.15	24,703	24,692	N/A	N/A
Telefonica S.A.	TEF	NYSE	15.83	13.55	16.9%	15.88	12.52	72,050	157,685	79,581	2.0X
Telenor	TELFN	OTC	22.87	20.76	10.2%	23.34	18.18	34,681	42,069	17,535	2.4X
TIM	TSU	NYSE	24.33	19.72	23.4%	25.87	16.39	11,764	12,776	9,357	1.4X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	15.21	13.16	15.6%	17.80	12.76	13,385	11,175	6,154	1.8X
Vodafone Group	VOD	NASDAQ	35.36	32.35	9.3%	35.36	24.42	171,359	217,590	69,586	3.1X
WPP Group	WPPGY	NASDAQ	102.48	92.74	10.5%	105.23	62.66	27,364	32,292	16,859	1.9X
Yahoo!	YHOO	NASDAQ	34.31	27.12	26.5%	34.44	15.65	35,007	32,604	4,823	6.8X
					Average			86,631	91,902	49,737	2.3X
					Median			26,786	32,448	18,192	2.0X
Mid-Cap (\$2B - \$10B)											
Axiom Corporation	ACXM	NASDAQ	\$ 28.76	\$ 24.88	15.6%	\$ 29.26	\$ 16.18	\$2,130	\$2,170	\$1,094	2.0X
Alcatel-Lucent	ALU	NYSE	3.67	2.58	42.2%	3.76	0.91	8,549	11,466	18,868	0.6X
BlackBerry	BBRY	NASDAQ	7.92	10.12	-21.7%	18.32	7.46	4,151	1,807	10,049	0.2X
Gemalto	GTOFF	OTC	110.44	114.81	-3.8%	117.91	74.11	9,720	9,375	3,089	3.0X
GFK Retail and Technology UK	GFK.DE	Xetra	58.85	54.87	7.2%	60.11	43.51	2,148	2,843	1,977	1.4X
Interpublic Group of Companies	IPG	NYSE	17.15	15.72	9.1%	17.55	9.38	7,240	8,628	7,033	1.2X
LG	034220.KS	KRX	24.07	26.40	-8.8%	34.04	22.22	8,614	10,228	26,867	0.4X
Oi	OIBR	NYSE	1.91	1.49	28.2%	4.42	1.47	2,288	15,976	13,774	1.2X
Pandora Media Inc.	P	NYSE	25.53	18.42	38.6%	27.49	7.08	4,829	4,770	528	9.0X
VIVO S.A. (formerly Telefonica Brazil)	VIV	NYSE	19.86	17.25	15.2%	23.48	18.48	7,580	8,056	N/A	N/A
ZTE	000063.SZ	Shenzhen	2.71	2.68	1.2%	2.91	1.22	7,614	11,785	13,518	0.9X
Zynga	ZNGA	NASDAQ	3.84	2.83	35.7%	4.03	2.09	2,385	1,269	1,122	1.1X
					Average			5,604	7,364	8,902	1.9X
					Median			6,035	8,342	7,033	1.2X

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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Indexes		S&P 500	1,695.00	1,632.97	3.8%	1,729.86	1,343.35				
		NASDAQ Composite	3,817.98	3,589.87	6.4%	3,817.98	2,810.80				
		Russel 3000	1,020.76	976.83	4.5%	1,036.64	792.85				
Small-Cap (< \$2B)											
2Ergo Group PLC	RGO	LSE	\$ 0.04	\$ 0.04	-10.2%	\$ 0.34	\$ 0.02	\$14	\$14	\$9	1.5X
Bango	BGO	LSE	2.55	2.79	-8.6%	4.40	2.51	116	106	18	5.9X
Blue Calypso Inc.	BCYP	OTC	0.17	0.17	0.6%	0.87	0.09	26	27	0	N/A
Boingo wireless	WIFI	NASDAQ	7.09	7.15	-0.8%	8.39	5.35	252	166	103	1.6X
Cincinnati Bell	CBB	NYSE	2.78	2.99	-7.0%	5.80	2.64	578	2,892	1,381	2.1X
Digimarc Corporation	DMRC	NASDAQ	19.67	19.01	3.5%	26.79	17.68	143	108	39	2.8X
Glu Mobile	GLUU	NASDAQ	2.90	2.42	19.8%	4.55	1.99	222	203	97	2.1X
Hipcricket	HIPP	NASDAQ	0.47	0.39	20.1%	0.90	0.26	61	61	28	2.1X
Internetq Plc	INTQ	LSE	5.19	4.90	5.8%	5.57	2.69	200	194	109	1.8X
Lenco Mobile	LNCM	OTC	0.03	0.05	-40.0%	0.20	0.01	2	14	15	0.9X
Marchex	MCHX	NASDAQ	7.15	6.85	4.4%	7.99	3.47	215	196	144	1.4X
MDC Partners	MDCA	NASDAQ	29.05	22.38	29.8%	29.06	9.35	914	1,730	1,118	1.5X
MEDL Mobile	MEDL	OTC BB	0.31	0.32	-4.6%	0.51	0.07	14	14	3	5.1X
Millennial Media	MM	NYSE	7.26	6.55	10.8%	16.86	5.87	591	468	212	2.2X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	0.50	0.60	-16.7%	0.74	0.14	49	49	4	12.2X
Motricity (Voltari Corporation)	MOTR	NASDAQ	5.31	5.40	-1.7%	9.65	3.26	25	22	67	0.3X
Opera Software ASA	OPERA.OL	Oslo	10.93	9.30	17.5%	11.02	4.87	1,350	1,293	252	5.1X
Single Touch Systems Inc.	SITO	OTC BB	0.53	0.62	-14.5%	0.95	0.22	72	75	7	10.3X
Smith Micro Software Inc	SMSI	NASDAQ	0.90	0.89	1.7%	1.89	0.88	34	10	45	0.2X
Tanla Solutions Limited	TANLA	NSE	0.06	0.04	31.8%	0.15	0.04	6	6	22	0.3X
Telecom Argentina S.A.	TEO	NYSE	18.25	18.83	-3.1%	20.41	9.12	1,759	896	4,862	0.2X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	2.42	2.58	-6.2%	3.21	1.69	129	224	460	0.5X
Unwired Planet	UPIP	NASDAQ	1.78	1.85	-3.8%	2.47	1.17	192	156	0	N/A
ValueClick	VCLK	NASDAQ	21.76	21.16	2.8%	32.25	15.95	1,617	1,592	686	2.3X
Velti	VELT	NASDAQ	0.38	0.35	8.9%	9.11	0.33	35	36	232	0.2X
					Average			345	422	397	2.7X
					Median			129	108	67	1.8X

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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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
09/30/2013	Autobytel	Advanced Mobile, LLC	Advanced Mobile LLC is a provider of communication services designed specifically for the automotive industry.	
09/26/2013	eBay	Braintree	Braintree provides merchant accounts, payment gateway, billing and credit card storage on the web and mobile.	\$800.0
09/26/2013	PT XL Axiata	PT Axis Telekom Indonesia	PT Axis Telekom is a GSM mobile operator that provides mobile communication and content solutions to subscribers in Indonesia.	\$865.0
09/26/2013	Medivo	OnTrack Diabetes	OnTrack Diabetes is an app that helps diabetics manage their diabetes by tracking various items such as blood glucose, food intake, medication, blood pressure amongst others.	
09/25/2013	Transaction Network Services (TNS)	RoamEx	RoamEx provides detection and prevention of wireless fraud processing billions of mobile usage data records every month around the globe.	
09/25/2013	AT&T Mobility	Element Mobile	Element Mobile is a Wisconsin Rapids-based cellphone company.	
09/24/2013	Fairfax Financial Holdings Limited	Blackberry	Blackberry is a wireless telecommunications company best known as the developer of Blackberry brand smartphones and tablets.	\$4,700.0
09/24/2013	Telefonica SA	Telco SpA	Telco SpA is a Milan-based provider of telecommunications and a holding company.	\$436.2
09/24/2013	StumbleUpon	5by	5by searches the internet for videos and gives it to users to watch on the web and mobile.	
09/24/2013	Alibaba Group	Kanbox	Kanbox provides personal cloud storage service and is accessible on the web and mobile.	
09/23/2013	Ubisoft	Digital Chocolate	Digital Chocolate is a Barcelona-based social and mobile game company.	
09/20/2013	Splunk, Inc.	BugSense Inc.	Bug Sense Inc. is an analytics solution provider that determines mobile app performance and collects information to troubleshoot problems.	
09/19/2013	Olive Communications	Wish Communications	Wish Communications offer unified communications for business users.	
09/18/2013	Total Transit	GoFastCab	GoFastCab is a San Diego-based startup that develops mobile apps that enable smartphone users to get a taxi immediately or make reservations.	
09/16/2013	Google	Bump	Bump is a developer of an app that allows a way to exchange phone number, photos and friends by bumping phones.	
09/13/2013	GenBand	Fring	Fring is a mobile communication service company that enables free video calls, group calls, voice calls and live chat.	\$50.0
09/12/2013	Spring Mobile	A-Link Wireless	A-Link Wireless is a phone retailer in California, Arizona and New Mexico.	
09/10/2013	Twitter	MoPub	MoPub is an ad company enabling publishers to understand ad performance and user engagement.	\$350.0

* Note: PT Axis Telekom sold 95% stake to XL Axiata while 5% remained with local Indonesian shareholders.

* Note: Telefonica SA raised its interest in Telco to 66% from 46.18% by acquiring a 19.82% stake.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
09/09/2013	OneCom	BlackSheep Communications	Black Sheep Communications is a specialist in lead generation. It provides a full range of services for the telecom and utilities sector.	
09/09/2013	Evolve Telecom	Select Telecom	Select Telecom is a provider of telecommunications services in the Northeast of the UK.	
09/09/2013	CONEC2	ispONE	ispONE is a telecommunications service provider servicing the wholesale and retail markets throughout Australia.	
09/09/2013	Assurant	Lifestyle Services	Lifestyle Services is a British mobile phone insurance provider. It provides a wide range of services through banks and retail mobile network operators.	\$160.0
09/09/2013	Groupon inc.	Blink	Blink is a Madrid-based developer of mobile travel software.	
09/06/2013	PlayFirst	Big Head Mode	Big Head Mode is a developer of mobile games. It is responsible for several mobile advancements in mobile gaming including the ability for players to insert their own faces into apps.	
09/05/2013	Amobee	Gradient X	Gradient X is a LA-based real-time bidding platform that includes support for multiple ad channels, including video and HTML5.	
09/05/2013	Monitise plc	Grapple Mobile	Grapple Mobile is a mobile app developer.	\$62.0
09/04/2013	Broadcom	Renesas Electronics	Renesas Electronics is a supplier of microcontrollers and advanced semiconductor solutions including microcontrollers, SoC solutions and a broad range of power devices. It offers products and solutions with performance optimized for mobile applications.	
09/04/2013	Amdocs	Actix	Actix is a leading provider of software for mobile network optimization.	\$120.0
09/03/2013	Microsoft Corp	Nokia, Mobile Phone Business Unit	Nokia is the developer of mobile phones and portable IT devices. It also offers internet services including applications, games, music and much more for its devices.	\$7,200.0
09/02/2013	Verizon Communications Inc.	Vodafone Group Plc	Vodafone Group Plc is a British multinational telecommunications company. It owns and operates networks in over 30 countries and has partner networks in over 40 countries.	\$130,000.0
08/28/2013	Apple	AlgoTrim AB	AlgoTrim develops advanced solutions for mobile devices within the fields of data compression, mobile imaging and video as well as computer graphics.	
08/28/2013	Imperial Holdings	ForeFront Africa*	Forefront Africa focuses on assisting companies in the mobile and communications sector to expand into Africa.	
08/26/2013	Pricegrabber	Snapette	Snapette is a company that allows users to see images of fashion items and accessories uploaded to the Snapette site.	
08/26/2013	Instagram	Luma	Luma is a video app maker.	
08/26/2013	NTT DoCoMo	Fine Trade	Fine trade is an Austrian e-commerce and payment solution provider.	

* Note: Vodafone Group agreed to sell its 45% stake in Verizon Wireless to Verizon Communications.

* Note: Imperial Holdings acquires a controlling stake in ForeFront Africa.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
08/26/2013	High Co SA	FMK Developpement SAS	FMK Developpement SAS is a Paris-based developer of mobile applications for promotional offers under Promoland brand.	
08/23/2013	Yahoo!	IQ Engines	IQ Engines is an image recognition startup.	
08/22/2013	Apple	Embarck	Embarck builds mobile software that makes it simple to get around on mass transit.	
08/22/2013	Appcelerator	Singly	Singly is the developer of a platform that integrates third-party services on both web and mobile applications.	
08/20/2013	Groupon	Plumfare	Plumfare is a mobile discovery app that helps people find local restaurants.	
08/20/2013	Core-apps LLC	GoExpo LLC	GoExpo LLC is a Las Vegas-based developer and provider of mobile software.	
08/19/2013	GoDaddy	Locu	Locu helps businesses get unstructured data into more structured formats so that companies can then promote and share it with other services.	
08/19/2013	INCIPIO Technologies Inc.	BRAVEN	BRAVEN is a manufacturer of portable Bluetooth speakers.	
08/16/2013	Cliq Digital AG	Grumbl Media Holding BV*	Grumbl Media Holding BV is an Amsterdam-based developer of mobile software.	
08/15/2013	The Occasions Group	Red Stamp	Red Stamp is a social commerce company best known for its mobile greeting cards app.	
08/15/2013	Apple	Matcha.tv	Matcha.tv is a video discovery and recommendation service company.	\$10.0
08/14/2013	Millennial Media	JumpTap*	JumpTap is a mobile ad network and the leader in targeted mobile advertising.	\$225.0
08/13/2013	Intel Corp.	Fujitsu Semiconductor Wireless Products	Fujitsu develops advanced multimode LTE RF transceivers.	
08/12/2013	Appurify	Cisimple	Cisimple is the developer of a mobile development platform that automates build, testing and deployment.	
08/12/2013	Facebook	Jibbiggo	Jibbiggo is a speech recognition and machine translation startup.	
08/12/2013	NBC	Stringwire	Stringwire is a start-up that develops real-time mobile video-sharing software.	
08/08/2013	One97 Communications	Plustxt	Plustxt is a multi-lingual texting platform that allows text messaging in any Indian language.	
08/05/2013	Yahoo!	Rockmelt*	Rockmelt is a social browsing startup.	\$70.0
08/01/2013	Vibes	Lumata Inc.	Lumata Inc. is an international provider of mobile marketing software.	
08/01/2013	Times Internet Ltd.	Gawbl	Gawbl is a developer of mobile applications.	

* Note: Cliq Digital AG acquired the entire share capital of Grumbl Media Holding BV.

* Note: JumpTap shareholders will receive 24.6 million shares of Millennial Media, corresponding to about 22.5% pro forma ownership post transaction.

* Note: Rockmelt acquisition amount of \$70 million is not official yet.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
07/31/2013	Myriad Interactive	MyMobiPoints (from Brazo Technologies, LLC)	MyMobiPoints is a global interactive media & development company.	
07/30/2013	Gozoop	Red Digital	Red Digital is a Mumbai-based social agency.	\$1.1
07/29/2013	DropBox	Endorse	Endorse is a mobile coupon company.	
07/29/2013	Cisco	Sourcefire	Sourcefire, Inc develops network security hardware and software.	\$2,700.0
07/29/2013	AT&T	Long Lines Wireless Carrier	Long Lines is a Wireless Carrier in Iowa.	
07/29/2013	Sunrise Communications AG	Ortel Mobile Switzerland GmbH	Ortel is a Bern-based provider of prepaid telecommunications services.	
07/26/2013	Kaseya	Rover Apps	Rover Apps is a software maker that specializes in mobile device management for BYOD users.	
07/25/2013	AHAlife.com	Kaptur	Kaptur is a fast growing NYC-based startup that enables you to collect everyone's photos from any event.	
07/24/2013	Bullhorn Inc	Easy Software Solutions LLC	Easy Software Solutions LLC helps small to medium sized staffing firms to replace paper timesheets and the inherently inefficient process associated with live signatures and paper faxes.	
07/23/2013	To The New	Techsailor	Techsailor is a Singapore-based company offering social, location and mobile media services.	
07/19/2013	Apple Inc.	Locationary Inc.	Locationary is the creator of Saturn, the management and exchange platform for local business places data.	
07/19/2013	NHN Corp.	Dancing Anchovy Ent*	Dancing Anchovy Ent develops mobile gaming for the iOS and Android.	
07/19/2013	Apple Inc.	Hopstop	Hopstop is a Transit-navigation appmaker that specializes in Mass transit directions.	
07/18/2013	Shopzilla	Zappli	Zappli is a Mobile Commerce Company.	
07/17/2013	[x+1] Inc	Wireless Developer Agency	Wireless Developer Agency, is an East Lansing-based developer of mobile marketing technology software.	
07/17/2013	Yahoo!	AdMovate	AdMovate is a mobile advertising startup.	
07/16/2013	Baidu	NetDragon	Netdragon Websoft Inc. is a Chinese company that develops and operates massively multiplayer online games in addition to making mobile applications.	\$1,900.0
07/16/2013	Media6Degrees	EveryScreen Media	EveryScreen Media is a mobile media buying and targeting platform.	
07/16/2013	Yahoo!	Astrid	Astrid is an app developer.	
07/15/2013	txtNation Ltd.	24gmedia Ltd	24gmedia Ltd is a developer of mobile application software.	
07/15/2013	Matomy Media Group	MobAff LLC	MobAff taps into mobile result driven distribution network for its services.	

* Note: NHN acquired 50.1% of Dancing Anchovy Ent

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

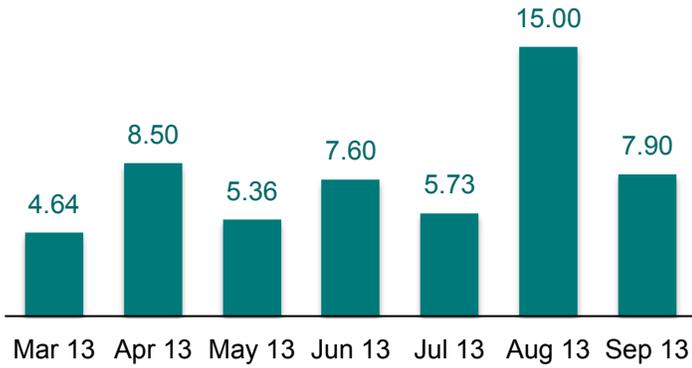
M&A Transactions

TRANSACTION DATA

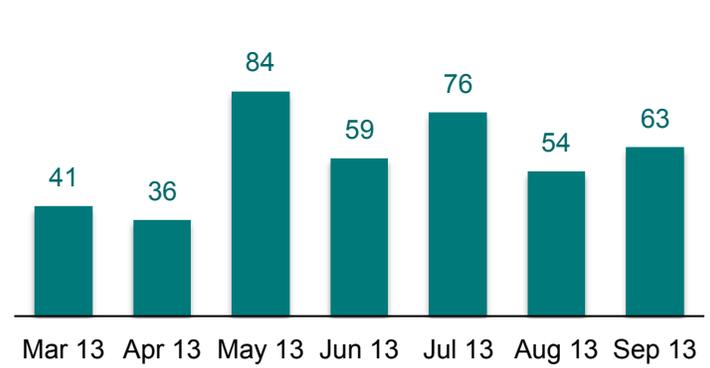
Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
07/12/2013	AT&T	Leap Wireless	Leap Wireless is the operator of Cricket's prepaid mobile service.	\$1,200.0
07/10/2013	Softbank Corp.	Sprint Nextel	Sprint Nextel is a U.S. mobile carrier.	\$21,600.0
07/03/2013	GreatApps.com Inc	Greatebooks.com	Greatebooks.com is a Jericho-based multi-media company.	
07/02/2013	Yahoo!	Bignoggins Productions Inc.	Bignoggins is a San Jose-based developer of applications software. It has created apps in iTunes for Fantasy sports.	
07/01/2013	Sunrise Communications AG	Lebara GmbH	Lebara is a Zurich based provider of telecommunications services, from Lebara Mobile.	

Financing Transactions Overview

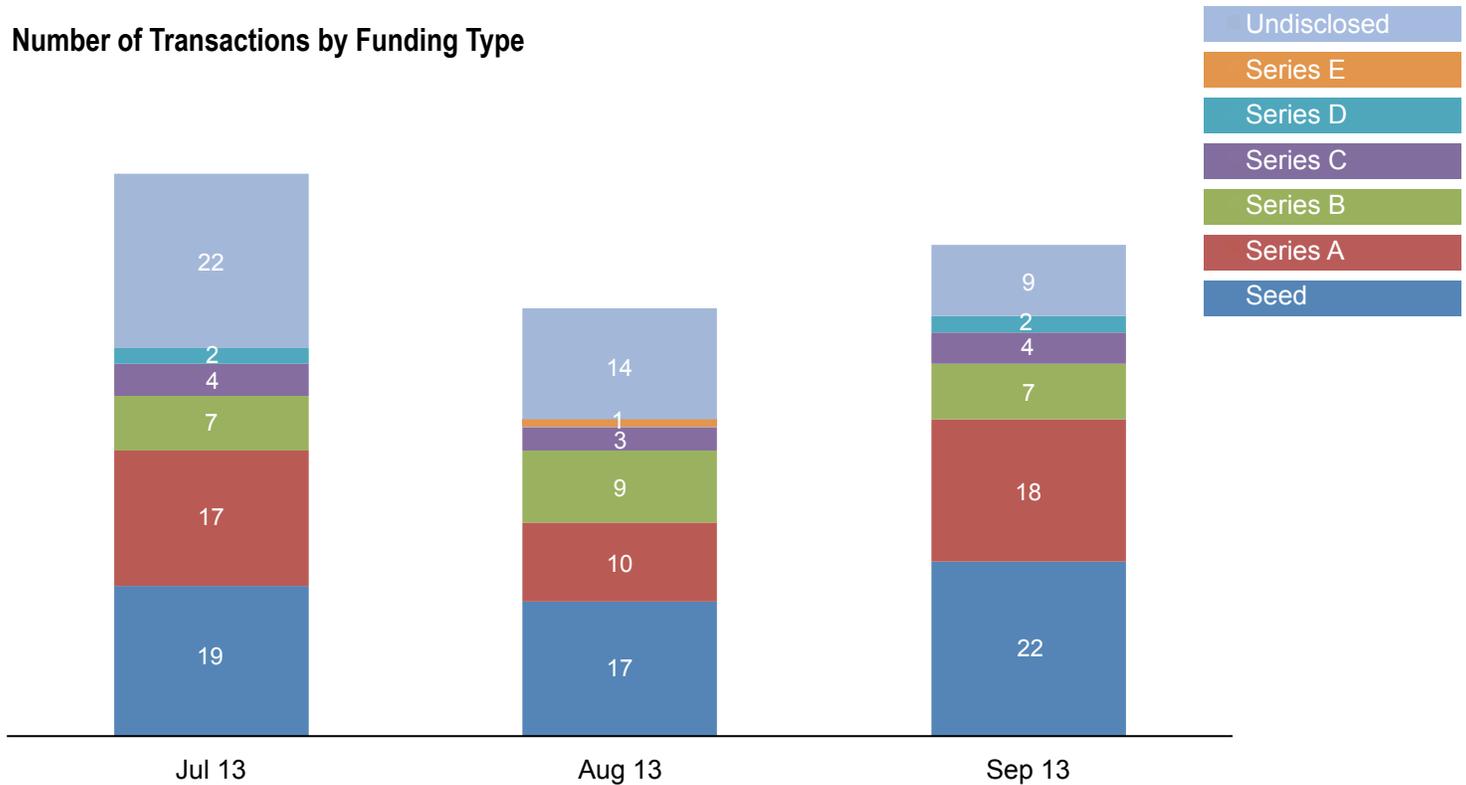
Average Value of Transactions (\$MM)



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 September 1-30, 2013.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
LevelUp	Private	LevelUp is a mobile payment network company.	9/30/13	\$10.0*	Undisclosed	Undisclosed
Snaps!	Private	Snaps! is the creator of the app that invites users to create and share virtual, branded images.	9/30/13	\$2.3	Seed	Steve Kantor, Ben Barokas, Michael Kassin, Mike Kaatz, Jonathan Carson, Leo Hindery Jr., Bill Lohse, Jay MacDonald, David Dolgen, Adam Quinton
Swifttype	Private	Swifttype is the builder of a search engine for next generation web and mobile sites.	9/30/13	\$7.5	Series A	New Enterprise Associates
Qstream	Private	Qstream brings learning to everyone in the mobile generation using pedagogy developed at Harvard.	9/27/13	\$2.9	Series A	Frontline Ventures, Shay Garvey, Launchpad Venture Group
Shopular	Private	Shopular is a coupon app that helps users have all the coupons everytime users go shopping.	9/27/13	\$6.4	Series A	Sequoia Capital, Timothy Lee
MyHero Limited	Private	MyHero Limited is the developer of TradeHero, a mobile stock market simulation app.	9/27/13	\$10.0	Series A	Kleiner Perkins Caufield Byers China fund, IPV Capital
Bonfyre	Private	Bonfyre is a free mobile app that allows users to message, share photos and moments with close friends in private.	9/26/13	\$1.7	Seed	Undisclosed
Burner	Private	Burner is an iOS app and service that enables users to obtain temporary, disposable numbers for voice and SMS communication.	9/26/13	\$2.0	Seed	Founder Collective, Venrock, David Frankel, Marissa Campise, 500 Startups, TenOneTen Ventures, David Cohen
Frankly	Private	Frankly is a texting app that allows users to text freely and anonymously. It deletes messages immediately after friends read them so each conversation starts off as a clean slate.	9/26/13	\$6.0	Series A	SK Planet
LeadPages	Private	Leadpages creates mobile responsive landing pages for companies.	9/26/13	\$5.0	Series A	Foundry Group, Arthur Ventures
JumpCam	Private	JumpCam is the creator of a mobile app that helps users create collaborative videos for family and friends.	9/26/13	\$2.7	Series A	Trinity Ventures, Google Ventures
DropThought	Private	DropThought is the creator of Insta-Connect apps which allow customers to tell DropThought about their experience and solicit feedback wherever the user goes.	9/26/13	\$2.5	Undisclosed	Xseed Capital
DoubleDutch	Private	DoubleDutch is a social business solutions company that provides a mobile app that makes mobile, cloud-based, geosocial applications for events and enterprise workgroups.	9/25/13	\$10.0	Series C	Bessemer Venture Partners, Byron Deeter, Floodgate, Michael Maples, Bullpen Capital
Medlert	Private	Medlert is an emergency response medical app that provides 24/7 monitoring, location tracking and automatic contacts to family & friends for medical emergencies.	9/24/13	\$0.2	Seed	Undisclosed
MokiMobility	Private	MokiMobility provides security, pci compliance, management, and monitoring on mobile devices used with purposed applications.	9/24/13	\$7.1*	Undisclosed	Undisclosed
Zoom	Private	Zoom Video Communications offers cloud video conferencing. Zoom's unified meeting experience offers mobile-screen sharing that works across multiple platforms.	9/24/13	\$6.5	Series B	Facebook, Horizon Ventures Hong Kong, Patrick Soon-Shiong, Jerry Yang
VIPorbit Software	Private	VIPorbit Software International, Inc. created the Mobile Relationship Management Software category to help businesspeople build sustainable relationships, which leads to greater success.	9/24/13	\$1.0	Seed	TriStar Technology Ventures, Harry R. Jacobson
Moxtra	Private	Moxtra is a mobile content collaboration platform. Using shared binders users can organize digital content, personalize it and collaborate.	9/24/13	\$10.0	Series A	Cisco, KDDI, Innovation Works (China), Barry Sternlicht
CloudMine	Private	CloudMine is the developer of a platform that eliminates the need for mobile app developers to build custom backend solutions for their mobile apps.	9/23/13	\$2.0	Seed	RockThePost

* Note: LevelUp still seeking \$2,500,000 in funding.

* Note: MokiMobility still seeking \$886,214 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
Estimote	Private	Estimote is a tech start-up building a sensor-based analytics and engagement platform mostly in the retail industry. Its main product is Estimote Beacons which broadcasts tiny radio signals from locations like product shelves to smartphones showing coupons or maps of the store.	9/23/13	\$1.0	Seed	WeFunder
iGenApps	Private	iGenApps allows users to create mobile apps programming in a matter of seconds.	9/23/13	\$0.3	Seed	RockThePost
Watchsend	Private	Watchsend records video of users interacting with apps.	9/23/13	\$0.3	Seed	WeFunder
Flipboard	Private	Flipboard is the creator of an app that pulls media from users' favorite sources and packages it into a customized easy-to-digest digital magazine.	9/23/13	\$50.0	Series C	Rizvi Traverse Management, Goldman Sachs, Insight Venture Partners, Dustin Moskowitz, Ashton Kutcher, The Chernin Group, Jack Dorsey
Addy	Private	Addy is the developer of a custom app that lets users create and share custom links that show users' physical location.	9/23/13	\$0.3	Seed	First Round Capital
Branding Brand	Private	Branding Brand powers mobile commerce sites and apps for the world's leading retailers.	9/20/13	\$9.5	Series B	Insight Venture Partners, Ryan Hinkle, CrunchFund, Lead Edge Capital, eBay
Cyanogen	Private	Cyanogen is the developer of CyanogenMod: a customized, aftermarket firmware distribution for several Android devices.	9/19/13	\$7.0	Seed	Benchmark Capital
Snapguide	Private	Snapguide is a developer of mobile apps that include voice recognition capabilities.	9/19/13	\$3.0	Undisclosed	Atlas Venture, Jeffrey Fagnan, Index Ventures, Michael Volpi, SV Angel, CrunchFund, Slow Ventures
Visage Mobile	Private	Visage Mobile is a provider of enterprise mobility management solutions that helps organizations gain visibility and control over their full inventory of smart phones, cell phones, tablets and other workforce mobility solutions.	9/19/13	Undisclosed	Undisclosed	Concur, John Torrey
Nuiku	Private	Nuiku is the developer of the Nuiku app, which is a virtual assistant for sales.	9/18/13	\$1.6	Seed	Kae Capital, Mark Britton, Barry Padgett, Brent Frei, Vikram Chalana, Brian Roberts, Bruce Eastman, Clay Young, Willy Walker
Illumio	Private	Illumio is a stealth security startup that is working on protecting apps no matter what operating system they are on.	9/18/13	\$34.0	Series B	General Catalyst
Okta	Private	Okta is an enterprise-grade identity management service, built from the ground up in the cloud and designed to address the challenges of a cloud, mobile and interconnected business world.	9/18/13	\$27.0	Series D	Sequoia Capital, Greylock Partners, Khosla Ventures, Andreessen Horowitz
App Annie	Private	App Annie is an industry leader in app store analytics and market intelligence for the global app economy.	9/18/13	\$15.0	Series C	Sequoia Capital, IDG Capital Partners, Greycroft Partners, e.ventures, Infinity Venture Partners
AppThwack	Private	AppThwack is a company that builds automation tools and services in areas involving complex interactions between devices. It allows testing of apps on hundreds of devices on the iOS, Android and webapps.	9/17/13	Undisclosed	Undisclosed	In-Q-Tel
PubNub	Private	PubNub is a cloud-hosted messaging service for building real-time web and mobile apps.	9/17/13	\$11.0	Series B	Scale Venture Partners, Relay Ventures, TIE Angels
Fitnet	Private	Fitnet is a virtual network studio that provides video workouts all available on mobile devices.	9/17/13	Undisclosed	Undisclosed	CIT Gap Funds, The Center for Innovative Technology
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.	9/17/13	\$7.0	Series A	Karlin Ventures, DFJ Esprit, SoftTech VC, Canyon Creek Capital, Siemer Ventures, Scentan Ventures, Kreos Capital
The Daily Hundred	Private	The Daily Hundred is a web and mobile loyalty platform developer.	9/16/13	\$0.5	Series A	Francis Wisniewski

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Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
Pushpage	Private	Pushpage provides web and mobile service that lets users learn about people around the world via interviews/questions and highly visual responses.	9/16/13	\$1.7	Seed	Rose Park Advisors, Bob Pittman, Scott Sperling, Lance Kalish, Ido Leffler, John Kim, Howard Wolk, Meridian Growth Capital, Irving Azoff
ActionX	Private	ActionX is a mobile commerce company that help drive customer acquisition and mobile retargeting for multi-screen retailers, subscription services and shopping apps.	9/16/13	\$5.0	Series A	Softbank Capital, Verizon Ventures, Lerer Ventures, AOL Ventures, Golden Venture Partners
MobileIron	Private	MobileIron is a mobile data security and device management company for enterprises.	9/15/13	\$47.5	Series F	Foundation Capital, Institutional Venture Partners, Norwest Venture Partners, Sequoia Capital, Storm Ventures
Together Mobile	Private	Together Mobile is the developer of the first Mobile Activity Platform (MAP). It is a cloud software solution that enables marketing and commerce professionals to build, launch and measure real-world activities for consumers.	9/13/13	\$5.2*	Undisclosed	Undisclosed
AdTheorent	Private	AdTheorent is a real-time bidding-enabled mobile ad network.	9/12/13	\$4.0	Series A	Verizon Ventures, Omni Capital Group, Mogility Capital, Scott Russo
Class Messenger	Private	Class Messenger is a private messaging service to keep teachers, parents and students in sync.	9/12/13	\$1.0	Seed	Scholastic, Dick Robinson
Pinnatta	Private	Pinnatta is a sole gift product app of gipht.me Inc. which provides services for mobile devices and social media.	9/12/13	\$1.5	Series A	Odyssey Venture Partners, PJ Tech Catalyst
Wipit	Private	Wipit empowers cash-preferred consumers by providing apps for financial services on the mobile phone or prepaid card.	9/12/13	Undisclosed	Series A	Core Innovation Capital, Arjan Schutte
MobileRQ	Private	MobileRQ helps travel suppliers and their partners automatically send smart, relevant content to their mobile audience.	9/11/13	\$0.8	Seed	Verizon Ventures, Mark Smith
Lisnr	Private	Lisnr is a mobile app developer that helps users access to exclusive content created by their favorite artists just by listening to their music.	9/10/13	\$0.3	Undisclosed	CincyTech
Driveway Software	Private	Driveway Software is a leading provider of smartphone-based telematics for the usage-based auto insurance market.	9/6/13	Undisclosed	Series A	IMI VC, Altair VC, Igor Ryabenkiy, Kernel Capital, Peter Wolken
moTwin	Private	moTwin is a provider of real-time context-aware mobile middleware platform for high-performance applications with out-of-the-box connectors to back-ends.	9/5/13	\$2.7	Series B	Seventure Partners, Sigma Gestion, Naxicap Partners
Set.fm	Private	Set.fm is a free app provider for musicians to instantly capture, promote and sell recordings of their live performances.	9/5/13	\$1.2	Seed	Golden Venture Partners
Fishbrain	Private	Fishbrain is a social network startup that lets sport fishing enthusiasts share their fishing experiences with friends on the web and mobile.	9/5/13	\$0.2	Seed	Almi Invest, Matthias Miksche, Rikard Steiber, Hans Lindroth, Henrik Torstensson, Mathias Ackermund
HotelTonight	Private	HotelTonight is a first hotel booking application that is made for mobile from the ground up.	9/5/13	\$45.0	Series D	Coatue Management, GGV Capital, Battery Ventures, Accel Partners, US Venture Partners, First Round Capital
Whisper	Private	Whisper lets users share secrets via its mobile apps. Its users can add text to images and post it anonymously on the site. Users can upload their own photos or find one within the app.	9/5/13	\$21.0	Series B	Sequoia Capital, Lightspeed Venture Partners, Trinity Ventures
AdYapper	Private	AdYapper tracks display and mobile ads and provides real-time analytics on the number of ad impressions.	9/5/13	\$1.2	Seed	Techstars, KGC Capital, Rugged Ventures, David Cohen
ZappRx	Private	ZappRx is a prescription management system that allows providers, patients and pharmacists to interact and communicate. Providers can now write e-prescriptions through ZappRx and patients will instantly receive the prescription on their smartphone.	9/5/13	\$1.0	Seed	Atlas Ventures
Typeform	Private	Typeform lets users create and participate in surveys and polls in an interface that's tailored to touchscreens.	9/5/13	\$0.7	Seed	Point Nine Capital, RTAventures

* Note: Together Mobile is still seeking \$3,425,000 in funding.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
AppMesh	Private	AppMesh is a developer of the next generation business platform for mobile devices.	9/4/13	\$3.0	Series A	InterWest Partners, Opus Capital, TDF Ventures
Check	Private	Check is a mobile payments company.	9/4/13	\$24.0	Series C	Menlo Ventures, Douglas Carlisle, Morgenthaler Ventures, Rebecca Lynn, Pitango Venture Capital, Eitan Bek
LittleCast	Private	LittleCast is the developer of LittleCast platform which allows content creators to connect with viewers and form a transactional relationship with them. The company uses social networking sites like Facebook and has mobile apps to allow viewers to watch videos.	9/4/13	\$2.0	Seed	Dolby Trust, Intrepid Capital, Manatt Digital Media, Arden Road Investments, Seven Lions Group
Swiftkey	Private	Swiftkey is the producer of an Android keyboard which helps by learning from its users and help users predict and correct text input.	9/4/13	\$17.5	Series B	Index Ventures, Octopus, Jon Craton, Nick Hynes, Carl Uminski, Cambridge Capital Group
Aisle411	Private	Aisle411 provides searchable store maps for retailers. Consumers can now find the items they are looking for on their phones.	9/4/13	\$6.3	Series A	Cultivation Capital, Plug & Play Ventures, St. Louis Arch Angels, Springfield Investments, Billiken Angels
Drivewise.ly	Private	Drivewise.ly is the developer of a driving app that collects driving habits to offer users tips and help that will improve gas mileage.	9/2/13	\$1.3	Series A	Undisclosed
Meet.com	Private	Meet.com is the developer of a mobile app that helps users make new friends and reconnect with old ones.	9/2/13	\$0.4	Seed	Undisclosed
Ingogo	Private	Ingogo is an Australian start-up that develops mobile payment apps for taxis.	8/29/13	\$3.7	Seed	Undisclosed
Zendrive	Private	Zendrive is a startup that aims to make driving better by using data from smartphone sensors.	8/29/13	\$1.5	Seed	First Round Capital, Max Levchin, Jerry Yang, Tim Ferriss
Carnival Labs	Private	Carnival Labs builds custom apps and designs them specifically for brands and advertising agencies.	8/28/13	\$2.4	Seed	Lerer Ventures, Eric Hippeau, Gary Vaynerchuk, Flybridge Capital Partners, Bowery Capital, Google Ventures, David Tisch, Jos White, Michael Lazerow
Speakaboos	Private	Speakaboos is an award-winning subscription service that is changing the way children read globally.	8/27/13	\$6.2	Series A	[212]Media, Advancit Capital, Kyowon Group, Gerald Hughes, Rick Segal, OpenBox Ventures
Brow.si	Private	Brow.si is a dynamic web layer that brings advanced functionality to any website on mobile.	8/27/13	\$1.0	Undisclosed	thetime*
DisruptiveApps	Private	DisruptiveApps is the creator of the iJukebox smartphone app that lets you request songs wherever you eat, drink, shop or hangout.	8/26/13	\$0.4*	Seed	Undisclosed
AltioStar Networks	Private	AltioStar Networks is a company that enhances the communication experience in wireless broadband.	8/26/13	\$50.0	Undisclosed	Undisclosed
YellowPepper	Private	YellowPepper provides mobile banking and payment solutions in the South Florida region.	8/25/13	\$15.0	Series C	Latin Idea Ventures
Boxed	Private	Boxed is the developer of a mobile app that allows users to have wholesale goods delivered to one's door.	8/23/13	\$1.1	Seed	ENIAC Ventures, Social Starts, Bessemer Venture Partners
Cluster	Private	Cluster is the developer of an app that lets friends and family collect each other's photos from a shared experience.	8/23/13	\$1.6	Seed	Baselines Ventures, Steve Anderson, Freestyle Capital, First Round Capital, Google Ventures, Sherpa Ventures
SocialChorus	Private	SocialChorus is an advocate marketing solution company which helps clients by inspiring advocates to deliver social endorsements across all social channels.	8/23/13	\$2.5	Series A	Kohlberg Ventures, Windforce Ventures

* Note: Brow.si's other investors include a number of U.S./Israel-based angels.

* Note: DisruptiveApps still seeking \$99,492.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
SmartRecruiters	Private	SmartRecruiters is a hiring platform for mobile and the web using the latest cloud technology.	8/23/13	\$10.0	Series B	Rembrandt Venture Partners, Mayfield Fund
Uber	Private	Uber is a venture-funded startup that has created a mobile application that connects passengers with drivers of luxury vehicles for hire.	8/23/13	\$258.0	Series C	Google Ventures, TPG Growth
Kamcord	Private	Kamcord is the developer of a program that allows users to unlock their mobile gaming moments and share it with other users.	8/22/13	\$1.0	Seed	Tencent Holdings, Innovation Works
PicCollage	Private	PicCollage is a top photo app for the iOS and Android that allows users to edit their photos by adding stickers and text.	8/22/13	\$2.3	Seed	500 Startups, Dave McClure, Floodgate, Ann Miura-Ko, Freestyle Capital, Dave Samuel, Quest Venture Partners, Sand Hill Angels, XG-Ventures, Neil Young, Robert Stevenson
NakedWines.com	Private	NakedWines.com is a wine retailer on the web and mobile.	8/22/13	\$10.0	Series C	WIV Wein International AG
Drivewyze	Private	Drivewyze is a company that makes mobile products to increase road safety.	8/22/13	\$7.5	Series A	Emergence Capital Partners, iNovia Capital
Realscout	Private	Realscout provides full-featured web and mobile platform that allows Realtors to collaborate with their clients in searching for the perfect home.	8/22/13	\$1.1	Seed	A-Fund, Formation 8, Ken DeLeon
Green Mountain Digital	Private	Green Mountain Digital is an innovative digital media publisher and a mobile apps market leader in nature and wildlife.	8/21/13	\$3.8	Series B	Monster Worldwide, Sal Ianuzzi, VCET Capital
Betterfly	Private	Betterfly is the developer of a tool that connects teachers and students in real life for music lessons, relationship coaching as well as others.	8/21/13	\$1.0	Seed	LightBank
Powa	Private	Powa Technologies is a mobile payments startup in the UK.	8/20/13	\$76.0	Series A	Wellington Management
Punchh	Private	Punchh is a mobile solutions provider in the restaurant industry through campaigns, games, gift cards, online ordering, payments, referrals and surveys.	8/19/13	\$3.0	Undisclosed	Cervin Ventures, Preetish Nijhawan, Sandhill Group, Green Span Ventures, VKRM Ventures, Garnett Ventures
ShopAdvisor	Private	ShopAdvisor is the creator of the deferred purchasing platform that generates revenue for media publishers, bloggers, retailers & brands by helping consumers remember and follow through on their shopping interests.	8/19/13	\$5.0	Undisclosed	Pitcco Capital Partners, Rationalwave Capital Partners, Seavest Capital Partners, Rob Soni, Robert Davoli
WallMob	Private	Wallmob is the creator of the new mobile point-of-sale specific iPad stand.	8/19/13	\$1.2	Seed	Undisclosed
Jama Software	Private	Jama creates tools that are designed for teams to deliver projects on time and offer a collaborative environment in which employees can easily exchange information and ideas.	8/19/13	\$13.0	Series B	Trinity Venture Partners, Madrona Venture Group
Kiip	Private	Kiip designs mobile gaming advertising technologies.	8/16/13	Undisclosed	Undisclosed	American Express Ventures
Restorando	Private	Restorando is a startup offering reservations tools for restaurants in Latin America.	8/16/13	\$13.3	Series B	Flybridge Capital Partners, Emergence Capital Partners, Kaszek Ventures, Atomico and Storm Ventures
Gramble World BV	Private	Gramble World BV is a Dutch company that develops cross platform social gaming experience where developers can utilize the value-adding tools and publish only quality games in a clutter-free 'blue ocean' environment.	8/16/13	\$2.0	Seed	Undisclosed
Drync	Private	Drync is a mobile software application that enables consumers to purchase wine at the moment it is most relevant to them.	8/15/13	\$0.9	Undisclosed	Mark Hastings, Jack Remondi, Andrew Moss
KYCK	Private	KYCK is a digital media platform that discovers, curates, and delivers personalized and highly relevant soccer content to users.	8/15/13	\$1.5	Seed	Undisclosed
ThirdLove	Private	ThirdLove is building a next generation e-commerce technology platform and a suite of vertically integrated apparel brands.	8/15/13	\$5.6	Seed	New Enterprise Associates, Andreesen Horowitz, Felicis Ventures, Novel TMT Ventures, Yuri Milner, Keith Rabois

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Vungle	Private	Vungle is a marketing platform for mobile apps that helps mobile developers market their apps through video "trailers."	8/15/13	\$6.5	Series A	Crosslink Capital
Apsalar	Private	Apsalar offers mobile ad buying and targeting tools.	8/15/13	\$9.0	Series B	DCM, Correlation Ventures, Thomvest Ventures, DN Capital
App.net	Private	App.net is a platform for the distribution and monetization of iOS and Android mobile apps.	8/14/13	\$2.5	Series A	Andreessen Horowitz
MyFitnessPal	Private	MyFitnessPal helps more than 40 million people achieve and maintain a healthier lifestyle through its database of 3 million foods, hundreds of exercises, top fitness technology partners and community insights.	8/13/13	\$18.0	Series A	Kleiner Perkins Caufield & Byers, John Doerr, Accel Partners, Andrew Braccia
StyleSeek	Private	StyleSeek helps women find their fashion needs on the web and on mobile.	8/13/13	\$0.8*	Seed	Cedar St. Capital, Jumpstart Ventures, Padova Investments, Trebuchet Fund, Jeff Cantalupo, Dave Hoover, Hunter Hillenmeyer, Sam Guren, Own Shapiro
VeliQ	Private	VeliQ is a creator of the mobility Platform as a Service (mPaaS™). This includes offering industry leading cross-platform mobile device management, application management, content management and security in one unified console.	8/13/13	\$9.0	Series B	NorthCap, T-Venture
Builders Cloud	Private	BuildersCloud helps users keep construction projects, teams, and blueprints in sync.	8/9/13	\$1.1	Undisclosed	500 Startups, Dave McClure, Rudy Gadre, TA Venture, Sujal Patel, True Ventures, Denny Hill Capital, McKinistry
Spotsetter	Private	Spotsetter is a social search engine tackling a big data problem in the online to offline space.	8/9/13	\$1.3	Seed	Javelin Venture Partners, 2020 Ventures, Rahul Prakesh
Videolicious	Private	Videolicious allows users to create hi-quality videos on smartphones.	8/9/13	\$2.3	Undisclosed	Venture51, Social Leverage, Trestle Ventures, Quotidian Ventures, Washington Post Company, Amazon.com, Knight Foundation
WillCall	Private	Willcall brings targeted search terms designed specifically to enhance the users overall online search experience.	8/8/13	\$1.2	Undisclosed	Sean Parker, Coran Capshaw, John Frankenheimer, SV Angel, Joseph Gebbia, Oliver Jung, Bruce Flohr
SOASTA	Private	SOASTA is a cloud company that does web and mobile app testing.	8/8/13	\$30.0	Series E	Canaan Partners, Formative Ventures, Pelion Venture Partners, Macquarie Capital, ROTH Capital
500px	Private	500px is a Toronto-based photo sharing service aimed at enthusiasts and professional photographers.	8/7/13	\$8.8	Series A	Andreessen Horowitz, Harrison Metal, Creative Artists Agency, Rugged Ventures, Dustin Pleitt, FF Venture Capital
Foap	Private	Foap is a Swedish start-up that helps users sell their iPhone photos. Users can snap or upload a photo via Foaps iPhone App and, if approved, it will be published on Foaps website for editorial/commercial sale for companies which are looking for marketing material.	8/7/13	\$1.5	Seed	Industrifonden, Maxwell Ventures
Clutch	Private	Clutch provides a mobile platform that unites shopping, loyalty programs and gifting to deliver relevant offers to consumers.	8/6/13	\$5.3	Series B	Safeguard Scientifics, Erik Rasmussen, Ben Franklin Technology Partners
Mojiva	Private	Mojiva is the parent company of: Mojiva Mobile the mobile ad network and Mocean Mobile the mobile ad serving platform.	8/6/13	\$3.5	Undisclosed	Undisclosed
Thrill	Private	Thrill is the creator of the android mobile dating app.	8/6/13	Undisclosed	Undisclosed	Samir Bangara, Rajesh Kamat
Sensor Tower	Private	Sensor Tower helps mobile companies acquire more users organically.	8/6/13	\$1.0	Undisclosed	Rembrandt Venture Partners, Merus Capital, Maneesh Arora, Ariel Poler, Mar Hershenson, Pejman Nozad, Bertelsmann Digital Media Investments

* Note: StyleSeek funding listed as pre-Series A funding.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
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Catavolt	Private	Catavolt makes the power of cloud applications accessible to the business world. Their unique Hybrid Cloud approach uses patent pending technology to enable enterprises to gain worldwide access to their data from smart phones, widgets, tablets and desktop.	8/5/13	\$5.0	Series B	Toba Capital, Vinny Smith, Clayton Associates, Geor Salem
Citymaps	Private	Citymaps is a global social map company. It uses proprietary, vector-based mapping platform from the ground up by a small team.	8/3/13	\$1.5	Series A	Steve Papa, A Grade Investments, Guy Oseary
Dealdrive	Private	Dealdrive develops mobile business software applications that enhance the productivity, efficiency, and decision making abilities of investment firm professionals.	8/2/13	\$1.1*	Undisclosed	Undisclosed
Run	Private	Run is a leader in mobile-focused programmatic advertising technology.	8/2/13	\$1.5	Undisclosed	Verizon Ventures
HootSuite	Private	HootSuite is a social media management system that allows businesses and organizations to collaboratively execute campaigns across multiple social networks from one secure, web-based dashboard.	8/1/13	\$165.0	Series B	Insight Venture Partners, Accel Partners, OMERS Ventures, Derek Smyth
CityMaps	Private	Citymaps is a proprietary, vector-based mapping platform.	8/1/13	\$1.5	Series A	A-Grade Investments, Steve Papa
4Info	Private	4Info is a mobile advertising technology company that makes mobile measurable.	7/31/13	\$8.0	Series E	Draper Fisher Jurvetson (DFJ), Vulcan Capital, Gannett, Mezzanine Capital, US Venture Partners
ChoreMonster	Private	ChoreMonster combines digital gaming with web-services through a suite of mobile and web applications that allows parents and children ages 6-12 to collaborate interactively to complete household tasks.	7/31/13	\$1.5	Seed	Detroit Venture Partners, CincyTech
Flywheel	Private	Flywheel is the developer of a taxi cab application for the mobile phone.	7/31/13	\$14.8	Series B	Craton Equity Partners, Shasta Ventures, RockPort Capital
GrandCru	Private	GrandCru is a startup game developer based in Helsinki creating social and mobile games.	7/29/13	\$8.5	Undisclosed	IDInvest Partner, Qualcomm Ventures, Nokia Growth Partners
Kiwi	Private	Kiwi is an Android focused gaming company.	7/29/13	\$9.0	Undisclosed	Sequoia Capital
Jifiti	Private	Jifiti is a startup trying to reintroduce thoughtful gifting on the web and mobile.	7/29/13	\$2.5	Seed	Simon Property Group, Schottenstein Stores, Jesselson Capital
Smile Family	Private	Smile Family develops mobile social networking app for moms which provides smart babybooks to track the development stage of your child.	7/29/13	\$1.2	Series A	Undisclosed
Trover	Private	Trover allows users to explore places through photos with its mobile only On-to-go Discovery Access.	7/26/13	\$2.5	Series A	General Catalyst Partners, Benchmark Capital, Individual Investors
Seworks	Private	Seworks is a mobile security specialist company.	7/26/13	\$2.0	Series A	Undisclosed
MobileSpaces	Private	MobileSpaces helps enterprises mobilize their applications, govern their data, and respect the privacy of their employees. MobileSpaces offers a BYOD policy management solution that protects mobile enterprise data against loss and leakage.	7/24/13	\$8.6	Series B	Marker, Accel Partners
Easy Taxi	Private	Easy Taxi is a leading mobile Taxi apps company based in Brazil. Present in 11 countries, Easy Taxi connect drivers and passengers in a smooth, easy and safe way.	7/24/13	\$10.0	Series B	Undisclosed
QWASI Technology	Private	Qwasi focuses on building the technology that powers So.Lo.Mo giving brands the tools to interact with their consumers in meaningful ways, by optimizing social, local, and mobile touch points.	7/24/13	\$2.5	Seed	Undisclosed
Dash	Private	Dash creates apps that integrate with bar and restaurant payment systems.	7/22/13	\$0.7	Seed	Caerus Ventures, Brooklyn Incubatoe
Yapta	Private	Yapta is a travel website and browser add-on that lets on track flight prices as they change and alerts you when the price for a particular flight drops. With its app, customers can see discounts on particular routes that have been purchased.	7/22/13	\$4.2	Series D	Undisclosed

* Note: Dealdrive is still seeking \$750,000.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Smartsy	Private	Smartsy looks into ways publishers can create and amplify consumer engagement which includes QR codes and watermarks.	7/22/13	\$0.6	Seed	Undisclosed
Ohlalapps	Private	Ohlalapps helps developers create mobile applications to better connect with customers.	7/22/13	\$0.4	Undisclosed	Undisclosed
Yapert	Private	Yapert is a new interactive mobile magazine built for fans to engage with musicians, celebrities, athletes, fitness stars and designers.	7/19/13	\$1.2	Seed	Tech Coast Angels, Desert Angels, Pasadena Angels
KLab	Private	KLab, based in Japan, focuses on social interaction via the gaming platform on mobile.	7/19/13	\$9.3	Undisclosed	Oak Capital, HakuHodo
Apportable	Private	Apportable has created a platform that converts iOS games to Android automatically, without extensive changes to the original Objective-C or C++ code.	7/18/13	\$2.4	Seed	Google Ventures
Weathermob	Private	Weathermob lets users share, discover, and discuss the weather with people from around the world using smartphones.	7/18/13	\$0.7	Seed	Mark Hastings, Victoria Hackett, Lord Waheed Alli, Drew Volpe
Resultly	Private	Resultly is a website and mobile app for streaming results. Resultly allows you to follow virtually any interest you have from across the internet and be notified in realtime of new information or changes about your interest.	7/18/13	\$0.5	Seed	Undisclosed
Concept.io	Private	Concept.io is the creator of Swell, a mobile app that streams personalized audio news and information. Swell helps you discover new content and expand your mind on the go.	7/18/13	\$5.4	Series A	Google Ventures, Interwest Partners, Correlation Ventures and Draper Nexus Ventures
Mavenir Systems	Private	Mavenir Systems, Inc. is an innovator of mobile infrastructure solutions for use by mobile operators to offer LTE and cloud-based communications services.	7/18/13	\$0.7	Series F	Austin Ventures, North Bridge Venture, Partners
Xamarin	Private	Xamarin produces software development tools that allows developers to build mobile apps.	7/17/13	\$16.0	Series B	Charles River Ventures, Ignition Partners, Floodgate
Inkling Systems	Private	Inkling brings interactive learning content to tablet devices like the iPad.	7/17/13	\$16.0	Series C	Sequoia Capital, Felicis Ventures, Tenaya Capital, Jacco Ventures
On-Ramp Wireless	Private	On-Ramp Wireless is a global player in wide-area machine-to-machine connectivity.	7/17/13	\$31.0	Series C	Enbridge, GE Ventures, NRG Energy, ConocoPhillips
Proven	Private	Proven is an exclusive staffing partner to progressive businesses.	7/17/13	\$1.0	Undisclosed	Undisclosed
Vivino	Private	Vivino is the producer of a free app that allows users to track tasted wine and discover new ones with ease.	7/17/13	\$10.3	Series A	Balderton Capital, Creandum, Seed Capital, Janus Friis
Withings	Private	Withings is the maker of digital health tracking devices.	7/17/13	\$30.0	Undisclosed	Undisclosed
Jana	Private	Jana helps global organizations learn, educate and grow in emerging economies by leveraging the power of the mobile phone through its product txeagle.	7/16/13	\$15.0	Series B	Orange-Publicis Venture Fund
KeepSafe	Private	KeepSafe is responsible for creating a password-locked photo gallery on people's phones.	7/16/13	\$3.4	Series A	FLOODGATE, Strive Capital, Asset Management Ventures
Together Mobile	Private	Together is a mobile based company that focuses on attention economy.	7/16/13	\$5.0*	Undisclosed	National Securities Corporation
Appcelerator	Private	Appcelerator offers enterprise SaaS platform built from the ground up for mobile. The Appcelerator Platform enables enterprises to create, deliver and analyze their entire mobile application portfolio.	7/16/13	\$12.1	Undisclosed	EDB Investments, The Social Internet Fund, Translink Capital, Sierra Ventures, Mayfield Fund, Storm Ventures, Relay Ventures, eBay, RedHat
Scoopshot	Private	Scoopshot allows users to connect mobile photographers and news media worldwide.	7/16/13	\$1.2	Undisclosed	Yuri Arcurs

* Note: Together Mobile received \$3,365,000. Still Seeking \$1,630,000.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Medl Mobile	Private	MEDL Mobile Inc. is an American mobile application developer and mobile marketing firm. The company designs, develops and markets mobile applications for iPhone/iPod Touch, iPad and Android.	7/16/13	\$2.0	Series A	Mishaal Alireza
AdBrain	Private	Adbrain created the Adbrain Engine that builds a customer's profile looking at their PC, mobile, and tablet usage, bringing all of that information into one place.	7/16/13	\$1.5	Seed	Nick Hynes, Notion Capital, Anil Hansjee, Sacha Carton, Tobin Ireland, Chris Mairs, Ivan Mazour
Sauce Labs	Private	Sauce Labs specializes in cloud-based testing platform which allows developers to automatically or interactively test mobile and web applications on more than 150 browsers / OS combinations including iOS, Android & Mac OS X.	7/16/13	\$5.0	Series C	Undisclosed
Taxi Beat	Private	Taxibeat is a smartphone application that transforms the taxi-hailing process into a direct marketplace between taxi drivers and passengers.	7/15/13	\$2.0	Undisclosed	Undisclosed
Waygo	Private	Waygo is a simple, mobile translation service that would help travelers order food, interpret signs, get directions, and easily navigate around another country without knowing the language.	7/15/13	\$0.9	Seed	Undisclosed
Judo Payments	Private	Judo Payments provides mobile payment solutions to thousands of businesses across the UK.	7/15/13	\$5.0	Seed	Undisclosed
Symptify	Private	Symptify LLC is the creator of the Symptify symptom algorithm and its mobile application, Symptify.	7/13/13	\$0.3	Seed	Code Particle
GroundCntrl	Private	GroundCntrl is a task management platform for the mobile workforce.	7/12/13	\$0.5*	Undisclosed	Undisclosed
SoThree	Private	SoThree is the creator of the mobile platform Umano. Umano takes insightful content found online and then has professional voice actors tell the story.	7/12/13	\$1.0	Seed	Birchmere Ventures, Digital Garage
UpTo	Private	UpTo shares what you're going to be up to, see what friends are up to and discover new events. UpTo integrates with your calendar to make sharing simple.	7/12/13	\$0.5	Series A	Venture Investors
Pet Hub	Private	PetHub helps lost pets get home faster and safer with digital ID pet tags.	7/12/13	\$1.7	Series A	Undisclosed
Axwave	Private	Axwave is the creator of GSOUND, a mobile app that brings people closer to the movies, music and TV shows they love.	7/11/13	\$0.8	Seed	Undisclosed
Just.me	Private	Just.me is a company developing technologies in the social and mobile spaces.	7/11/13	\$0.5	Undisclosed	Undisclosed
Mind Pirate	Private	Mind Pirate creates games beyond touchscreen-only design and tap into the full range of mobile sensing capabilities that are compatible with smartphones and tablets.	7/11/13	\$2.5	Seed	Bessemer Venture Partners, Signia Venture Partners
FreedomPop	Private	FreedomPop delivers high-speed Internet and offers the flexibility of wireless Internet.	7/11/13	\$5.0	Series A	Undisclosed
Instacart	Private	Instacart (YC S12) is a same-day grocery delivery startup offering delivery in as little as 1 hour. Focused on delivering groceries and home essentials, the company is looking to expand to other verticals very soon.	7/10/13	\$8.5	Series A	Khosla Ventures, Canaan Partners, SV Angel, Paul Buchheit, Sequoia Capital, Haystack
SilverCar	Private	SilverCar is a startup looking to improve the rental car experience at airports.	7/10/13	\$5.0	Undisclosed	Undisclosed
Life360	Private	Life360, is a mobile family locator utility.	7/10/13	\$10.0	Series B	Bessemer, BMW, Seraph Group, Fontinalis Partners (Bill Ford's fund) and 500 Startups
Movidiu	Private	Movidiu focuses on mobile imaging, video and vision experiences.	7/10/13	\$16.0	Series D	Draper Fisher Jurvetson, Atlantic Bridge, Capital-E, AIB Seed Capital Fund
Yottaa	Private	Yottaa helps businesses speed up and monitor their web and mobile experience for optimum performance.	7/10/13	\$16.0	Series C	Intel Capital, Stata Venture Partners, General Catalyst Partners

* Note: GroundCntrl received \$499,999 still seeking \$194,051.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
MegaBits	Private	MegaBits is a creator of massively multiplayer mobile games based on real-world physical locations. Based on the wildly popular monster training genre, MegaBits allows users to catch, train and battle monsters found in the real world.	7/9/13	Undisclosed	Seed	AlphaLab
Wing Ma'am	Private	Wing Ma'am is the developer of a mobile app that safely connects users with other LGBT women and notifies them of related events going on in their city.	7/9/13	Undisclosed	Seed	Alphalab
NQ Mobile Inc.	Private	NQ Mobile Inc. (NYSE: NQ) is a leading global provider of mobile Internet services focusing on security, privacy and productivity.	7/9/13	\$10.0	Undisclosed	Undisclosed
Nestio	Private	Nestio is a real-time real estate platform for renters and agents.	7/9/13	\$1.5	Seed	David Tisch, Jerry Colona, David Cohen, Rick Webb, Greg Barton, Stuart Litwin, Lazerow Ventures, Quotidian Ventures, Ludlow Ventures, Scout Ventures, Meridian Development Partners, and Narbona Hill Corporation.
Rallyhood	Private	Rallyhood is an Austin-based startup making a mobile app to help groups create personalized social sites.	7/8/13	\$1.7	Series A	Undisclosed
Shazam	Private	Shazam is a leader in media engagement through its mobile app which allows users to discover, explore, buy and share music.	7/8/13	\$40.0	Undisclosed	America Movil
Greencar	Private	Greencar is a company that connects people's interactions by seamlessly connecting their mobile devices.	7/5/13	Undisclosed	Seed	500 Startups
Empowered Careers	Private	Empowered Careers develops and implements mobile technology products to accommodate evolving academic trends and student needs.	7/5/13	\$4.4	Series A	Undisclosed
Touchbase Technologies	Private	TouchBase's technology enables a way for unique codes on physical objects to be read by any touchscreen device without the use of the camera or NFC technology.	7/5/13	\$5.5*	Undisclosed	Undisclosed
Pixate	Private	Pixate enables designers and developers alike to quickly and easily create native mobile interfaces.	7/3/13	\$3.8	Series A	Accel Partners
Kongregate	Private	Kongregate is a casual gaming social network where gamers can gain ranking and earn awards.	7/2/13	\$10.0	Series C	Undisclosed
Justin.tv	Private	Justin.tv is an online community for live streaming service. Users can share events, classes, parties, ideas, to anyone in over 250 countries while chatting in real-broadcast with others.	7/2/13	\$8.3	Undisclosed	Bessemer Venture, Alsop Louie Partners, Thrive Capital
Aegis Mobility	Private	Aegis Mobility develops solutions that enable people to manage their mobile communications based on activity, location and time putting people in control of their lives while enhancing their mobile experience and ensuring their personal privacy.	7/2/13	\$1.3	Series B	Undisclosed
Fotopedia	Private	Fotopedia is media company that concentrates on mobile.	7/1/13	\$5.3	Series A	Undisclosed
Outbox	Private	Outbox digitizes your postal mail then puts it online for access via web, iPhone, Android or iPad.	7/1/13	\$5.0	Series A	Founders Fund, Correlation Ventures, TDF Ventures, WTI, Expansion VC, and Peterson Ventures
RollApp	Private	RollApp virtualizes apps on its servers, and allows users to access them without installing any special browser plugins.	7/1/13	\$1.0	Series A	Leta Capital, TMT Investments
Gramble World BV	Private	Gramble World BV is a Dutch company that develops cross platform social gaming experience where developers can utilize the value-adding tools and publish only quality games in a clutter-free 'blue ocean' environment.	7/1/13	\$1.4	Seed	Undisclosed
Notegrphy	Private	Notegrphy is a web and mobile application that rethinks the way people write and share text online through design.	7/1/13	\$0.3	Seed	Kibo Ventures
Smadex	Private	Smadex is a mobile demand side platform that allows advertisers and agencies to create and distribute rich media advertising on smartphones or tablets.	7/1/13	\$0.8	Series A	Cabiedes & Partners, Trovit, 101 Startups

* Note: Touchbase Technologies received \$4,999,672 but still seeking \$599,956.

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Financing Transactions

DEBT FINANCINGS

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
Avocado	Private	Avocado helps users stay connected with their partners even when they are out and about.	9/26/13	\$0.9*	Debt	Undisclosed
Jawbone	Private	Jawbone designs and sells mobile audio products likewireless headsets.	9/12/13	\$93.0	Debt	Silver Lake, Fortress Investment Group, JPMorgan Chase Bank, Wells Fargo & Co.
Clinkle	Private	Clinkle helps modernize the way people transact, by creating a next generation payment platform that will change the way people pay for things.	9/6/13	\$25.0*	Debt	Undisclosed
Qstream	Private	Qstream provides learning tools for the mobile generation.	8/9/13	\$0.8*	Debt	Undisclosed
Intelligent Mechatronic Systems	Private	Intelligent Mechatronic Systems is a leader in telematics and infotainment technologies, including the convergence of both technologies in delivering the ultimate Connected Car™ experience.	7/29/13	\$4.0	Debt	BEST Funds
CrowdOptic	Private	CrowdOptic lets enterprises and photographers collaborate in real time by simply using an image.	7/18/13	\$1.5	Debt	Undisclosed
Appconomy	Private	Appconomy designs, develops and sells mobile apps and app components, and AppCommerce capabilities that power the economies of people, businesses and enterprises.	7/9/13	\$3.0	Debt	Undisclosed

* Note: Avocado still seeking \$50,000 in funding.

* Note: Clinkle still seeking \$2,100,000 in funding.

* Note: Qstream is still seeking \$245,000.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

S-1 Filings

S-1 FILINGS: FILED

Company	Date Filed	Description
Overtch Corp.	9/19/13	Overtch Corp. plans to develop and sell mobile games for the Apple and Android platforms.
Rocket Fuel, Inc.	8/16/13	Rocket Fuel delivers programmatic media-buying platform that optimizes ad campaigns and helps media teams focus on strategy not spreadsheets.
Mobivity	8/16/13	Mobivity provides mobile marketing tools for local advertisers.
QurApps, Inc.*	8/7/13	QurApps, Inc is a development stage company focused on the development of mobile software application..
800 Commerce Inc.	8/6/13	800 Commerce Inc. engages in the development and distribution of wireless applications through mobile marketing platforms.
Yume Inc.*	8/2/13	Yume Inc is a leading independent provider of digital video brand advertising solutions.
Zoom Telephonics*	7/10/13	Zoom Telephonics, Inc. designs, produces, markets, sells, and supports Internet-related communication products in North America and the United Kingdom.
Mobile Vault*	7/3/13	Mobile Vault plans to provide consumers the ability to instantly check where files have come from, securely back up the smartphone, check social networks for bad links and other threats like unsafe websites, and will monitor suspicious behavior to quickly detect attacks and malware.
Mobile Lads Corp*	7/1/13	Mobile Lads Corp is involved in the advertising of products and services using SMS technology.

* Note: QurApps filed form S-1/A on 9/11/2013.

* Note: Yume Inc filed form S-1/A on 8/2/2013.

* Note: Zoom Telephonics filed the S-1 on 5/29/2013.

* Note: Mobile Vault submitted S-1/A on 8/26/2013.

* Note: Mobile Lads Corp submitted form S-1/A on 8/1/2013.

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

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

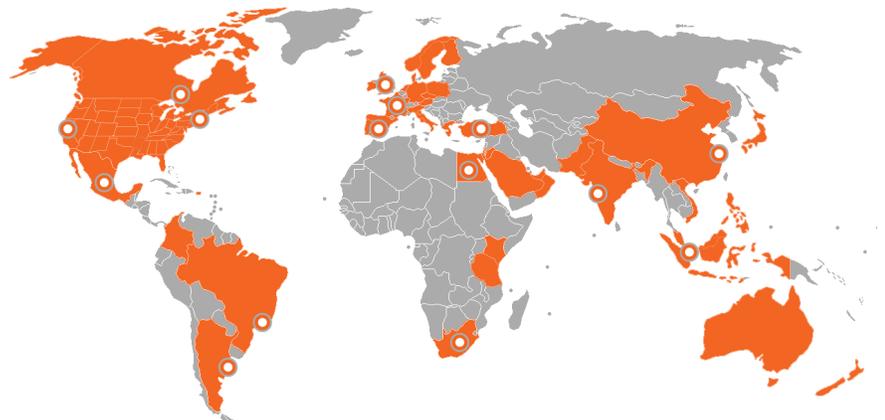
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Mobile Marketing Association

Calendar of Events

OCTOBER 21–23, 2013

GMIC Silicon Valley Conference San Francisco, CA

The Mobile Marketing Association recently signed on to sponsor a half-day "mMarketing" track at the upcoming GMIC conference in San Francisco. Named one of the largest mobile conference and expo across the globe, GMIC attracts mobile executives, entrepreneurs, marketers and developers to build partnerships, learn from industry thought leaders, better understand mobile technology trends and shed light on mobile's transformational powers. To get involved with the MMA at GMIC, reach out to Rebecca.laming@mmaglobal.com.

<http://sv.thegmic.com/#home>

OCTOBER 23, 2013

MMA Forum Vietnam 2013: Deconstructing Mobile Vietnam

Join us at MMA Forum Vietnam brought to you by MMA and Goldsun Focus Media.

Over the past few years the MMA Forum has established itself as the premier event for marketers in Asia who want to fully embrace, utilize and execute marketing campaigns that truly allow them to meet and exceed their marketing objectives. As mobile devices continue to evolve with new and powerful technologies there are new and exciting opportunities for marketers to disrupt the traditional approaches to marketing and hence we have themed this year's event as 'Deconstructing Mobile.' With representation from across the mobile marketing landscape, including senior marketing executives of major brands, mobile specific and traditional agencies, operators, technology enablers and others, 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.

www.mmaglobal.com/events/forums/vietnam2013/overview

NOVEMBER 11–12, 2013

MMA EMEA Forum London, UK

Nothing brings you closer to the consumer than mobile. And nothing brings you closer to understanding how to influence mobile moments like the MMA's London Forum. By breaking this conversation down to mobile's role within the path to purchase, this year's EMEA Forum offers attendees learning, insight and inspiration to do more in mobile.

The content will follow the customer journey from awareness through to advocacy. The industry will discuss how mobile is changing the path to purchase by extending other media channels or disrupting and replacing them.

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

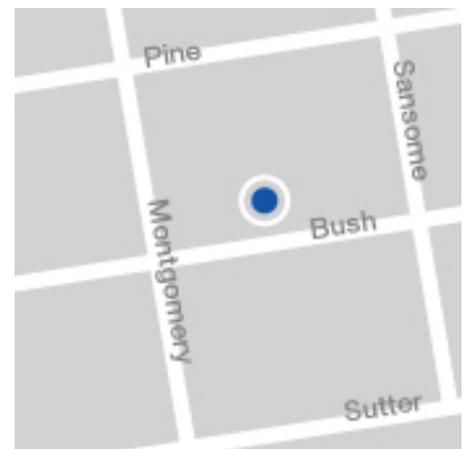
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STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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