



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
AUGUST 2015

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Strength in Numbers

The Transformation of Marketing

It's a bold statement for us to make, but one that I think everyone involved in, or touched by the mobile marketing industry would agree with. For the MMA, one key indicator that supports this simple statement is the growth in new MMA members, especially of major brands.

On a periodic basis we send out a press release, announcing who these new members are, with our most recent being earlier this month (you can [read the full press release here](#)). What was interesting about this release, which has been playing out all year, is the different vertical markets represented by the brands coming on board, not to mention the media spending power of each of them. As we continue to support brands in their successful re-allocation of budgets to mobile, given the size of the budgets involved, that's a sizeable transformation.

This summer we have welcomed new members including AT&T, Bank of America, Bloomberg L.P., BP International, Cancer Treatment Centers of America, Citi, General Mills, Signet Jewelers, Ford Motor Co, General Electric, Intuit, PepsiCo and the Travelers Companies. As this list of leading brands grow, so does the collective impact of their own transformations and certainly, as an industry trade group, this strength in numbers allows us to support an accelerated timeline for change.

As always, please let the MMA team know if there is anything we can do to help your mobile efforts.

Best,

Greg Stuart

Table of Contents

EXECUTIVE MOVES	4
PUBLIC COMPANY ANALYSIS	7
M&A TRANSACTIONS	9
FINANCING TRANSACTIONS	12
MMA OVERVIEW	21
HIDDEN RIVER OVERVIEW	23

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Chris Lehane	Head of Policy, Airbnb	Owner, Fabiani & Lehane	Airbnb is a trusted community marketplace for people to list, discover, and book unique accommodations around the world — online or from a mobile phone.	8/27/15
Monica Enand	Board of Directors, Auth0	Founder, Zaproved (Current)	Auth0 makes it easy for developers to add authentication services into various products, reducing the burden of implementing robust security.	8/27/15
Peter van Hardenberg	Board of Directors, Auth0	General Manager, Heroku Postgres, Heroku	Auth0 makes it easy for developers to add authentication services into various products, reducing the burden of implementing robust security.	8/27/15
Aashish Dhamdhere	Vice President of Marketing, LiquidPlanner	Director, Strategic Marketing & Demand Generation, Apptio	LiquidPlanner is predictive project management for modern business. Our software enables people, teams and business leaders to do great work.	8/27/15
Abid Hussain	Chief Commercialization Officer, OSSIA	Chief Marketing Officer, Arrayent	Ossia is an open music marketplace where independent and do-it-yourself musicians can quickly and easily take advantage of digital distribution without the costs or technical overhead normally associated with such an endeavor.	8/27/15
Rob Mee	Chief Executive Officer, Pivotal	Co-Founder, Pivotal	Pivotal is a data analytics, cloud computing and software development firm.	8/18/15
Marty Weiner	Chief Technology Officer, Reddit	Founding Engineer and Architect, Pinterest	Reddit is an online community where users submit, vote, and comment on content, stories, and discussions.	8/18/15
Nick Macey	Senior Vice President & Head of Product, Living Social	Chief Product Officer, Rosetta Stone	Living Social is the marketplace to buy and share the best things to do in your city and beyond.	8/18/15
Sean Rad	Chief Executive Officer, Tinder	Founder & President, Tinder	Tinder is a mobile dating application.	8/13/15
Michael Sheridan	Chief Financial Officer, DocuSign	Chief Executive Officer, FireEye	DocuSign empowers anyone to transact anything, anytime, anywhere, on any device. Securely.	8/13/15
Chad Cohen	Chief Financial Officer, Adaptive Biotechnologies	Chief Financial Officer, Zillow	Adaptive Biotechnologies is a commercial-stage, start-up biotechnology organization.	8/10/15
Marcelo Calbucci	stepped down; still works with TechStars & SXSW Accelerator as advisor	CTO, EveryMove	EveryMove is a health & fitness startup Techstars Seattle grad backed by BlueCross BlueShield Venture Partners, Premera Blue Cross, & Blue Cross Blue Shield of Nebraska. It raised \$3.5M in 2013. Focus turning towards B2B operations, away from roots as business to consumer company.	7/20/15
Rakesh Narasimhan	Executive VP & General Manager, BlackSky Global	Group VP & General Manager, Citrix	Imaging-as-a-service company with goal of providing high resolutions images of the globe. Planning a 60-satellite constellation to capture images of 95% of Earth's populated areas.	7/20/15
Phil Libin	Executive Chairman, Evernote	CEO, Evernote	Offers closed source freemium suite of software & services designed for notetaking & archiving.	7/20/15
Chris O'Neill	CEO, Evernote	Global Business Operations, Google X	Offers closed source freemium suite of software & services designed for notetaking & archiving.	7/20/15
Gail Cottle	Strategic & Advisory Board Member, Point Inside	President, Nordstrom Product Group	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Dan Fishback	Strategic & Advisory Board Member, Point Inside	CEO, DemandTec	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Jeff Handler	Strategic & Advisory Board Member, Point Inside	SVP of Marketing, Meijer & Sports Authority	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Gihad Jawhar	Strategic & Advisory Board Member, Point Inside	VP, Digital at Lowe's	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Jeff Jones	Strategic & Advisory Board Member, Point Inside	EVP & Chief Marketing Officer, Target	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Charlotte Yates	Strategic & Advisory Board Member, Point Inside	CEO, Telwares Inc.	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Nat Burgess	Strategic & Advisory Board Member, Point Inside	President, Corum Group	Seattle company that helps shoppers better find the location of items in stores.	7/20/15

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Patrick Giusti	Strategic & Advisory Board Member, Point Inside	VP of Sales, Oracle	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Sunir Kapoor	Strategic & Advisory Board Member, Point Inside	CEO, E-Stamp	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
John St. Amand	Strategic & Advisory Board Member, Point Inside	CEO, Movik	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Thomas Reinemer	Strategic & Advisory Board Member, Point Inside	EVP of Business Development, EDGAR Online	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Doug Tudor	Strategic & Advisory Board Member, Point Inside	SVP, Asurion	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Dr. Tom Furness	Senior Scientific Advisor, Envelop VR	Professor (Industrial & Systems Engineering, Electrical Engineering, Mechanical Engineering, Human Centered Design & Engineering), University of Washington	Creates new ways for businesses & consumers to use VR as a platform to work, create, & play. Raised \$2M from angel investors Hank Vigil, Sujal Patel, Rudy Gadre, Geoff Entress	7/20/15
Steve Karr	Marketing Director, Zooppa	Marketing, AssureState, Wexley School for Girls	Global social network for creative talent that partners with brands & agencies to launch user-generated advertising projects.	7/20/15
Andy Shouse	Chief Program Officer, Washington STEM	Senior Program Officer, National Research Council's Board on Science Education	Non-profit trying to get more kids engaged in science, technology, engineering, & math education.	7/20/15
Erik Prusch	CEO, Outerwall	CEO, Clearwire	Operates kiosks including Coinstar & Redbox	7/20/15
Stephen Lawer	Senior Vice President of Engineering, Cyanogen	Vice President of Traffic, Amazon	Cyanogen makes modified versions of Android for mobile devices. Secured \$80M in funding in early 2015, partially from Chinese manufacturer Foxconn, to increase market share.	7/8/15
Karthick Iyer	Vice President of Global Systems, Cyanogen	Vice President of Engineering, Qualcomm	Cyanogen makes modified versions of Android for mobile devices. Secured \$80M in funding in early 2015, partially from Chinese manufacturer Foxconn, to increase market share.	7/8/15
Bill Veghte	CEO, SurveyMonkey	COO & Head of Strategy, HP	Online survey website	7/8/15
Sheryl Sandberg	Board Member, SurveyMonkey	COO, Facebook	Online survey website	7/8/15
Emily Greer	Board Member, PlayFab	CEO, Kongregate	Seattle-based backend service for live gaming. Raised \$7.2M early 2015 from Benchmark Capital, Madrona Venture Group	7/8/15
Matt Augustine	CTO, PlayFab	Lead Developer, PlayFab	Seattle-based backend service for live gaming. Raised \$7.2M early 2015 from Benchmark Capital, Madrona Venture Group	7/8/15
Tadataka Yamada	Life sciences team venture partner, senior advisor on buyout team	CEO & scientific officer, Takeda Pharmaceuticals	Health-focused venture capital firm. Raised \$277M in 2013, \$77M past its goal, to fund future healthcare startups	7/8/15
George Stoeckert	Board Independent Advisor, Onvia	President, Dun & Bradstreet's North America and Internet solutions division	Government business intelligence company	7/8/15
Roger Girard	Chief Strategy Officer, Acucela	CFO, CareCap	Seattle-based clinical-stage biotechnology company	7/8/15
Kelly Maines	Marketing Communications Manager, Mixpo	Freelance: including Microsoft & Telenav; tech trend writer for ReadWrite, VentureBeat, Forbes	Settle startup for creating online video ads	7/8/15
Doug McMaster	Vice President of Managed Cloud Service, 2nd Watch	Division Head: Data Center Services, NTT Communications	Amazon Web Services migration firm. \$10M fundraising round in 2014	7/8/15
Kurt Shintaffer	CFO, Apptio	Senior Vice President of Worldwide Finance and Accounting, Apptio	Bellevue-based enterprise software company	7/8/15
Susana Morgan	SVP of Finance & Investor Relations, Apptio	Senior VP of Finance, Concur	Bellevue-based enterprise software company	7/8/15
Dr. Ron Khormaei	VP of Engineering, Ossia	R&D VP, Clarisonic	Engineering startup working on wireless charging technology known as Cota. Backed by Intel Capital & Japanese wireless carrier KDDI.	7/8/15

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Name	New Company	Old Company	New Company Summary	Date
Dr. Siamak Ebadi	Senior Lead RF Engineer, Ossia	Senior Antenna Engineer, Intellectual Ventures	Engineering startup working on wireless charging technology known as Cota. Backed by Intel Capital & Japanese wireless carrier KDDI.	7/8/15
Rod Rasmussen	Communications Security, Reliability, & Interoperability Council, FCC	President & CTO, Tacoma	Federal Communications Commission	7/8/15
Yue Zhuge	VP of R&D, Hulu (Beijing)	CEO, Landscape Mobile	Online ad-supported streaming service.	7/8/15
Tom King	Board Member, EnergySavvy	Executive Director, National Grid US	Offers SaaS-based solutions that enable utilities to improve energy efficiency, demand side management, & customer engagement.	7/8/15
Siri Angeles	Director of Marketing, Kitchenbowl	Senior Marketing Manager, Urbanspoon	Brings gourmets & food fanatics together around food photos & gives them opportunity to discover & share each others' recipies.	7/8/15
Jacky Yip	CTO, Kitchenbowl	Software Development Engineer, Amazon	Brings gourmets & food fanatics together around food photos & gives them opportunity to discover & share each others' recipies.	7/8/15
Ted Woolsey	General Manager, Undead Labs	Senior Director, Microsoft Studios	Seattle-based indie game developer	7/8/15
Marc Chouaniere	VP of Marketing	Marketing Manager, Vertafore	Provider of enterprise contract management software in Microsoft Cloud. Raised \$6M from Greycroft Partners & Fidelity Growth Partners India to grow sales & marketing team.	7/8/15
John Pollard	Director, Amazon	Chief Executive Officer & Co-Founder, Elemental Foundry	Amazon.com, Inc. (AMZN), is a leading global Internet company and one of the most trafficked Internet retail destinations worldwide.	6/16/15
Corrie Westmoreland-Vairo	Director of Accounts, Fell Swoop	Account Director, Deloitte Digital	Fell Swoop is a digital agency that turns business opportunities into meaningful, memorable digital products and communications.	6/16/15
Tracy Wald	Director of Operations, Fell Swoop	Accounting Manager, Weber Marketing Group	Fell Swoop is a digital agency that turns business opportunities into meaningful, memorable digital products and communications.	6/16/15
Matt Pangrazio	Vice President of Agency and Multi-Unit Franchise Enterprise Sales, DevHub	Principal, MAP Consulting	DevHub is an online platform that enables its users to create and design websites online with no hosting hassle.	6/16/15
Suzanne Obst	Vice President of Partnerships, Limeade	Senior Vice President of Strategy & Development, McKesson	Limeade is an employee engagement platform that inspires Fortune 100 workforces to improve their health, well-being and performance.	6/16/15
John Olson	Director of Focus Discovery, Lighthouse eDiscovery	Staff Attorney, K&L Gates	Lighthouse eDiscovery, Inc. provides technology-enabled eDiscovery services for Fortune 100 companies & Am Law 100 law firms.	6/16/15
William Colleran	Chief Executive Officer, AnswerDash	Chief Executive Officer, Impinj	AnswerDash is a Q&A platform that serves business customers thereby reducing support costs and revealing customer needs.	6/3/15
Kathy Visser-May	Chief Marketing Officer, Acumatica	Senior Director, Audience and Platform Evangelism, Microsoft	Acumatica is a leading provider of cloud business management software that empowers small and mid-size businesses to unlock their potential.	6/3/15
Nigel LeGresley	Chief Operating Officer, Acumatica	Vice President of Software, Tableau Software	Acumatica is a leading provider of cloud business management software that empowers small and mid-size businesses to unlock their potential.	6/3/15
Jon Sneider	Chief Marketing Officer & Executive Vice President, Client Services, Contend	Vice President of Advertising & Brand, Redfin	Contend create, produce and distribute premium content that drives measurable business results.	6/3/15
Kate Hephherd	Executive Vice President of Content, Contend	Shine America	Contend create, produce and distribute premium content that drives measurable business results.	6/3/15
Carolyn Casey	Director of Product Marketing, Zapproved	Leader, Product Management & Marketing, Legal, Iron Mountain	Zapproved Inc. is a pioneer in developing cloud-based eDiscovery software for corporate in-house legal departments.	6/3/15
Chuck Yang	Product Manager, Zapproved	Product Manager, Exterro	Zapproved Inc. is a pioneer in developing cloud-based eDiscovery software for corporate in-house legal departments.	6/3/15

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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 9/1/15	Stock Price 8/1/15	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
Indexes		Russel 3000	1,142.97	1,255.44	-9.0%	1,275.89	1,079.87				
		S&P 500	1,917.67	2,103.84	-8.8%	2,134.72	1,820.66				
		NASDAQ Composite	4,636.10	5,128.28	-9.6%	5,231.94	4,116.60				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 75.99	\$ 81.29	-6.5%	\$ 84.36	\$ 58.51	\$37,816	\$36,056	\$4,350	8.3X
Alcatel-Lucent	ALU	NYSE	3.23	3.75	-13.9%	4.96	2.28	9,012	8,892	16,530	0.5X
America Movil	AMX	NYSE	17.77	18.64	-4.7%	26.95	18.36	59,352	91,982	63,255	1.5X
Apple Inc.	AAPL	NASDAQ	107.72	122.37	-12.0%	134.54	93.28	614,004	633,564	224,337	2.8X
AT&T	T	NYSE	32.32	34.80	-7.1%	36.45	32.07	198,768	294,048	132,987	2.2X
Barti Airtel	BHARTIARTL.BO	BSE	5.25	6.54	-19.8%	7.12	5.31	21,000	601,360	14,888	2.6x
CenturyLink	CTL	NYSE	25.90	28.16	-8.0%	41.99	27.50	14,581	34,846	17,944	1.9X
China Mobile	CHL	NYSE	58.94	64.04	-8.0%	75.52	54.13	241,654	170,629	100,500	1.7X
Dentsu	4324.JP	TSE	51.85	56.54	-8.3%	56.86	32.95	14,954	18,370	21,906	0.8X
Fiserv, Inc.	FISV	NASDAQ	82.87	87.58	-5.4%	88.77	60.54	19,440	23,150	5,152	4.5X
Google	GOOG	NASDAQ	597.79	632.59	-5.5%	678.64	486.23	205,598	145,808	69,611	2.1X
Microsoft	MSFT	NASDAQ	41.82	46.88	-10.8%	50.04	40.12	334,560	273,510	93,580	2.9X
Motorola Solutions	MSI	NYSE	63.85	59.86	6.7%	70.26	56.40	13,204	13,494	5,850	2.3X
Neustar, Inc.	NSR	NYSE	26.03	75.31	-65.4%	85.15	63.42	1,416	1,791	1,000	1.8X
Nippon Telegraph & Telephone Corp.	NTT	NYSE	36.84	39.15	-5.9%	39.19	25.07	78,101	109,531	92,980	1.2X
Nokia	NOK	NYSE	6.11	7.03	-13.1%	8.73	6.26	22,118	17,698	15,140	1.2X
Omnicom	OMC	NYSE	65.17	72.88	-10.6%	80.98	64.03	15,833	19,003	15,220	1.2X
Publicis Groupe	PUB.PA	Paris	61.99	75.31	-17.7%	85.15	63.42	12,904	15,804	8,440	1.9X
Samsung	005930.KS	KRX	915.43	1,014.34	-9.8%	1,351.65	1,009.65	118,375	117,000,000	195,830,000	0.6X
Sprint	S	NYSE	5.02	3.43	46.4%	7.60	3.10	19,929	51,799	33,770	1.5X
Telefonica S.A.	TEF	NYSE	13.63	15.12	-9.9%	16.40	13.27	70,876	135,076	60,330	2.2X
Telenor	TELNF	OTC	19.71	21.94	-10.2%	22.78	19.58	29,565	36,125	14,100	2.6X
TIM	TSU	NYSE	11.35	13.46	-15.7%	30.06	13.00	5,494	6,284	4,740	1.3X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	9.59	11.44	-16.2%	16.68	10.43	8,439	8,329	5,220	1.6X
Vodafone Group	VOD	NASDAQ	33.66	37.77	-10.9%	39.46	28.63	89,199	127,559	65,470	1.9X
WPP Group	WPPGY	NASDAQ	99.53	114.39	-13.0%	123.33	88.15	25,770	31,010	18,450	1.7X
Yahoo!	YHOO	NASDAQ	31.60	37.42	-15.6%	52.62	35.15	29,748	25,168	4,870	5.2X
					Average			85,619	4,441,885	7,294,097	2.2X
					Median			25,770	36,056	17,944	1.8X
Mid-Cap (\$2B - \$10B)											
Axiom Corporation	ACXM	NASDAQ	\$ 20.43	\$ 17.85	14.5%	\$ 21.25	\$ 15.78	\$1,592	\$1,741	\$1,030	1.7X
BlackBerry	BBRY	NASDAQ	7.34	7.92	-7.3%	12.63	7.15	3,883	2,473	3,030	0.8X
Gemalto	GTOFF	OTC	69.68	85.42	-18.4%	95.08	67.89	6,134	6,676	3,170	2.1X
Interpublic Group of Companies	IPG	NYSE	18.27	21.22	-13.9%	22.69	16.37	7,498	8,425	7,600	1.1X
LG	034220.KS	KRX	19.45	18.92	2.8%	34.02	18.45	6,960	1,446,960	28,620,000	0.1X
Pandora Media Inc.	P	NYSE	17.46	16.91	3.3%	28.96	13.30	3,706	3,334	1,024	3.3X
Telefonica Brasil S.A.	VIVT3-BR	NYSE	10.71	11.26	-4.9%	15.95	10.14	18,100	19,170	9,200	2.1X
ZTE	000063.SZ	Shenzhen	2.60	3.22	-19.2%	4.66	1.83	10,717	15,158	13,132	1.2X
Zynga	ZNGA	NASDAQ	2.50	2.47	1.2%	3.19	2.20	1,974	914	752	1.2X
					Average			6,729	167,206	3,184,327	1.5X
					Median			6,134	6,676	3,170	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 months reported to SEC.

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		S&P 500	1,917.67	2,103.84	-8.8%	2,134.72	1,820.66				
		NASDAQ Composite	4,636.10	5,128.28	-9.6%	5,231.94	4,116.60				
Small-Cap (< \$2B)											
Bango	BGO	LSE	\$ 148.40	\$ 101.50	46.2%	\$ 2.27	\$ 1.14	\$7,745	\$7,741	\$4	NA
Blue Calypso Inc	BCYP	OTC	4.98	8.88	-43.9%	9.75	3.50	25	25	1	NA
Boingo wireless	WIFI	NASDAQ	7.37	9.73	-24.3%	10.33	5.48	273	269	128	2.1X
Cincinnati Bell	CBB	NYSE	3.32	3.89	-14.7%	4.16	2.85	697	2,072	1,290	1.6X
Digimarc Corporation	DMRC	NASDAQ	37.15	37.06	0.2%	49.25	19.80	299	265	25	10.8X
Glu Mobile	GLUU	NASDAQ	4.28	5.92	-27.6%	7.03	3.27	559	370	263	1.4X
Internetq Plc	INTQ	LSE	250.50	296.00	-15.4%	5.57	3.53	10,005	10,006	148	1.1x
Oi (Formerly Telemar)	OIBR	NYSE	0.71	1.36	-47.9%	7.35	1.28	497	37	7,210	0.0X
Marchex	MCHX	NASDAQ	3.86	4.66	-17.2%	11.76	3.15	143	39	159	0.2X
MDC Partners	MDCA	NASDAQ	19.08	17.47	9.2%	28.65	16.47	966	1,674	1,290	1.3X
MEDL Mobile	MEDL	OTC BB	0.08	0.10	-18.3%	0.26	0.07	4	4	3	1.5X
Millennial Media	MM	NYSE	1.32	1.73	-23.7%	3.55	1.28	187	157	285	0.6X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	0.73	0.77	-5.2%	1.68	0.70	20	17	4	4.3X
Opera Software ASA	OPERA.OL	Oslo	6.16	7.96	-22.6%	13.56	6.53	895	1,034	566	1.8X
Single Touch Systems Inc.	SITO	OTC BB	3.89	3.65	6.6%	4.89	1.48	64	70	14	4.9X
Smith Micro Software Inc	SMSI	NASDAQ	0.79	1.00	-21.0%	1.85	0.74	36	25	40	0.6X
Tanla Solutions Limited	TANLA	NSE	26.55	27.45	-3.3%	33.85	13.60	2,694	2,399	3,050	0.8X
Telecom Argentina S.A.	TEO	NYSE	15.65	16.04	-2.4%	26.39	15.84	3,033	3,185	3,870	0.8X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	3.36	3.70	-9.2%	4.24	2.72	189	269	357	0.8X
Unwired Planet	UPIP	NASDAQ	0.78	0.66	18.2%	2.28	0.54	88	32	10	3.2X
Voltari Corporation (Formerly Motricity)	VLTC	NASDAQ	6.51	8.36	-22.1%	21.75	0.63	59	52	10	5.2X
Velti	VELT	NASDAQ	0.00	0.00	0.0%	0.04	0.00	0	30	232	0.1X
				Average	-10.8%			1,295	1,353	862	2.2X
				Median	-15.0%			231	211	153	1.4X

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
08/31/2015	AOL	Kanvas Labs	Kanvas Labs is a Photo And Messaging Startup.	
08/27/2015	Tritech Media	TuYu*	TuYu is a SA mobile rewards startup .	
08/27/2015	Life360	Chronos Mobile Technologies	Chronos builds contextually-aware mobile apps.	
08/20/2015	Oracle	Maxymiser	Maxymiser Ltd., a maker of cloud-based software for mobile marketing.	
08/20/2015	N3twork	Nio Games	Nio games is a mobile game developer.	
08/19/2015	Paypal	Modest	Modest is a mobile commerce platform.	
08/17/2015	DX Groep	OneXS	OneXS Nederland is an innovative provider of telecom, data and internet services.	
08/17/2015	DX Groep	Dean Connect	Dean Connect is the Telecom provider for the business market.	
08/14/2015	Mobikon	Trii.be	Trii.be is a Mobile Customer Feedback Platform.	\$880.0
08/06/2015	Tableau Software	Infoactive	InfoActive is an online platform that gives web publishers tools to create interactive, mobile-friendly infographics with live data.	
08/05/2015	Adidas	Runtastic	Runtastic is a mobile fitness company.	\$239.0
08/05/2015	Opera Mediaworks	Yvolver	Yvolver provides Loyalty 2.0, Predictive Analytics services, and expert advice for mobile app developers.	
08/05/2015	Mobile Embrace	Vizmond Media	Vizmond Media is an online and mobile performance marketing business.	
08/04/2015	Yahoo!	Polyvore	Polyvore is a social shopping site where users can give and receive ideas from the community.	
08/04/2015	Zebra Technologies Corp	ITR Mobility	ITR Mobility is a software development firm.	
08/04/2015	Airtel	YTS Solutions	YTS is a mobile payment start-up.	
08/03/2015	iClick	OptAim	OptAim is a mobile advertising solutions provider.	
07/28/2015	GovDelivery	Textizen	Provider of cloud-based digital communication solutions for government.	
07/24/2015	TUNE	Artisan Mobile	Artisan is a Mobile Experience Management platform.	
07/24/2015	News America Marketing	Checkout 51	Checkout 51 is a Canadian Mobile Couponing Company.	
07/21/2015	Google	Pixate	Pixate is a platform for mobile interaction design.	

*Note: TuYu was partially acquired by Tritech Media.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
07/20/2015	FanDuel	Kotikan	Kotikan is a mobile app developer.	
07/17/2015	Groupon	OrderUp	OrderUp is an on-demand food delivery marketplace for local markets outside of the top metros.	
07/14/2015	Locket	Wish	An intelligent personalization platform that brings breaking news and other content to smartphone lock screens.	
07/14/2015	Match Group	PlentyOfFish	PlentyOfFish is a Canadian online dating service.	\$575.0
07/09/2015	Zealot	ViralNova	ViralNova was started to fill the void that traditional media publications leave, particularly on the fast-growing social Web.	
07/09/2015	SITO Mobile	Hipcricket	Hipcricket provides a unified mobile engagement platform that drives awareness, sales and loyalty for brands.	\$3.7
07/08/2015	TargetX Acquires	Uversity	Uversity is a Mobile and Enrollment Analytics Company in Higher Education.	
07/08/2015	Avast Software	Remotium	Remotium is a Mobile Virtualization Company.	
07/07/2015	Travelport	Mobile Travel Technologies Ltd (MTT)	MTT is a Travel Commerce Platform.	
07/02/2015	PayPal	Xoom	Xoom is an online money transfer company that provides consumer remittance services to the Philippines, India, Latin America, Europe, Australia, Canada, and South Africa.	\$890.0
07/02/2015	Nortek Security	Numera's mPERS (telehealth businesses)	Numera is a longtime mobile health company that offers mobile personal emergency response devices as well as other telehealth tools.	
06/30/2015	RideScout	GlobeSherpa	GlobeSherpa is a Portland mobile transit ticketing startup.	
06/26/2015	Yello Mobile	Websosanh	Websosanh is a Vietnam-based price comparison platform/Vietnam-based price comparison platform.	
06/18/2015	Google	Agawi*	Agawi is a specialist In Streaming Native Mobile Apps.	
06/18/2015	Undertone	Sparkflow*	Snapflow is a mobile ad startup.	
06/17/2015	Limeade	9Slides	9Slides is a mobile multimedia learning solutions venture.	
06/17/2015	Intel	Recon	Recon is the maker of the new, critically acclaimed Recon Jet™ smart eyewear for sports and high-intensity environments.	
06/15/2015	Snapdeal	Letsgomo Labs	Letsgomo Labs is a mobility solutions company.	
06/10/2015	BuildDirect	DraftingSPACE	DraftingSPACE is an online platform that creates several customized design options for your home renovation.	
06/09/2015	Brit & Co	Snapguide	Snapguide develops mobile applications that include voice recognition capabilities.	

*Note: Google acquired Agawi last year, but confirmed the acquisition in June, 2015.

*Note: Terms of Undertone's acquisition of Sparkflow was undisclosed though the price is said to be less than \$20 Million.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

M&A Transactions

TRANSACTION DATA

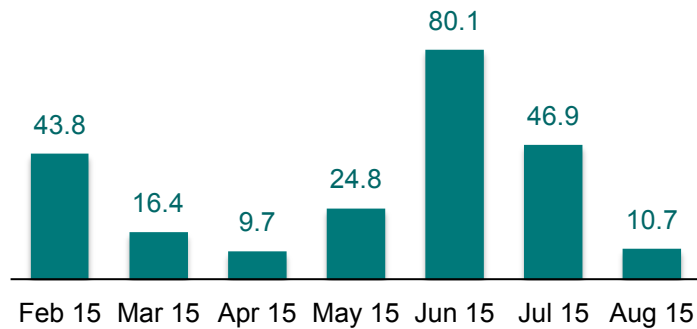
Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
06/09/2015	Verve Mobile	Fosbury	Frosbury is a beacon technology platform.	
06/09/2015	Bloglovin	Finale	Finale is a shopping application.	
06/05/2015	World Wide Technology	Asynchrony	Asynchrony is a technology consulting firm specializing in application development, mobile computing, systems and sensor integration, enterprise architecture, and tactical collaboration.	
06/04/2015	Broadsoft	mPortal	mPortal is a maker of customized mobile sites.	
06/04/2015	Microsoft	6Wunderkinder	6Wunderkinder is the developer of a task management app called Wunderlist.	

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

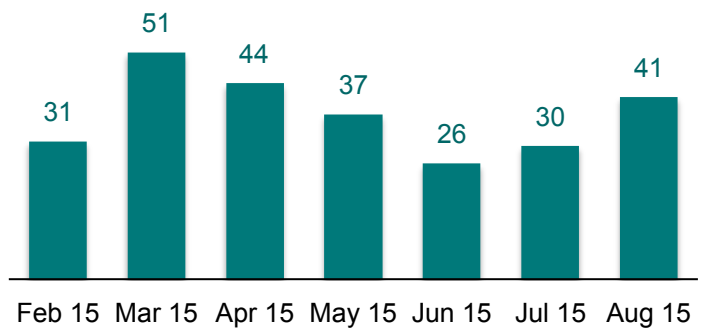
*Data collected in this issue of Mobile Smart Fundamentals was collected throughout August 1-31, 2015.

Financing Transactions Overview

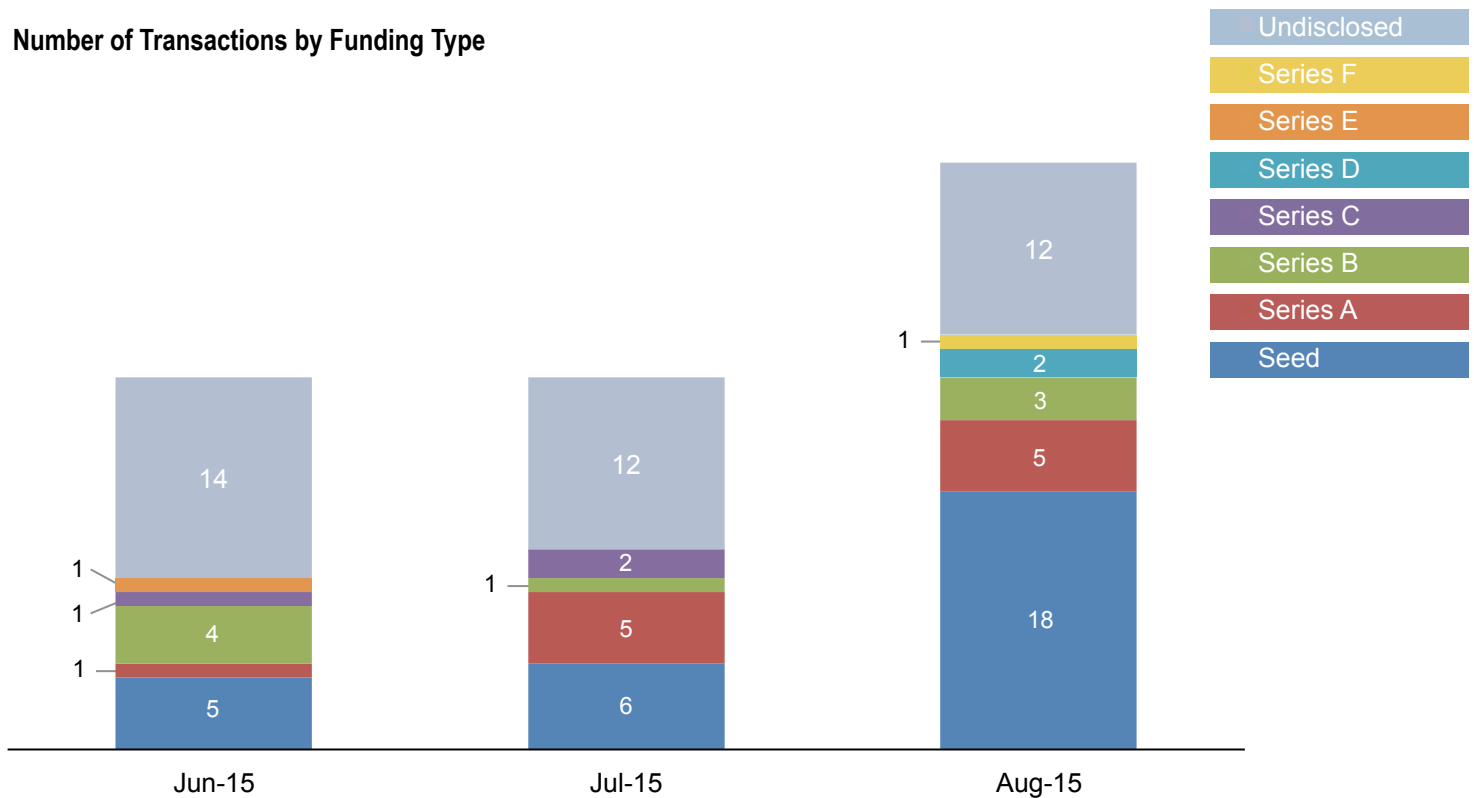
Average Value of Transactions (\$MM)



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 August 1-31, 2015.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Dumbstruck	Private	Dumbstruck, Inc. develops a mobile application that helps to share content.	8/28/15	\$0.1	Seed	Joe Richardson
Jumpin Labs	Private	Jumpin Labs is a stealth 12-person San Francisco startup reimagining mobile interfaces from the ground up.	8/28/15	Undisclosed	Undisclosed	Draper Associates, Undisclosed
MagicCube	Private	MagicCube secures the e-commerce and m-commerce market allowing for 20% increase in revenue and lowering fraud risk of online and mobile commerce.	8/28/15	\$2.2	Seed	Azure Capital Partners, EPIC Ventures, Bialla Venture Partners
mPulse	Private	mPulse was born out of the healthcare division of mobileStorm helps businesses reach, engage and influence consumer's on mobile devices.	8/28/15	\$1.7	Seed	OCA Ventures, Undisclosed
Tether	Private	Tether's product, GRAVITY, is an industrial-grade, digital tethering solution that automatically preempts key or access card separation and loss—with absolute reliability.	8/28/15	\$0.2*	Seed	Keiretsu Forum - San Francisco
Toast Labs	Private	TOAST is a mobile app for food lovers searching for the best dishes. No more sorting through complaints about service or rambblings on pricing, true foodies can get straight to what matters – the food.	8/28/15	\$0.6*	Seed	BAM Ventures, Undisclosed
Yosi	Private	Yosi provides a digital patient check-in mobile application that transcends existing EHR's limitations.	8/28/15	Undisclosed	Seed	Undisclosed
Friendsy	Private	Friendsy is a mobile social network designed exclusively for college students.	8/26/15	\$0.5	Seed	Lerer Hippeau Ventures, Slow Ventures
ServiceMax	Private	ServiceMax is the complete field service software solution helping companies of all sizes manage contracts, scheduling, and parts, while also providing solutions for social, portals, and analytics — all delivered in the cloud to any mobile device.	8/26/15	\$82.0	Series F	Premji Invest, GE Ventures, Cloud Apps Capital Partners, Emergence Capital Partners, Kleiner Perkins Caufield & Byers, Mayfield Fund, Meritech Capital Partners, Adams Street Partners, Crosslink Capital, QuestMark Partners, Sozo Ventures, Trinity Ventures
Stream.io	Private	Stream.io makes development tools that help companies drastically reduce the amount of time it takes to build feeds for their mobile apps and websites.	8/26/15	\$1.7*	Undisclosed	Foundry Group, Techstars Ventures, Tahoma Ventures, Undisclosed
Spare5	Private	Spare5 is designed to be the default do work now app for every smartphone owner on the planet. A tremendous opportunity exists to better people's lives by making time they spend on mobile devices more valuable.	8/25/15	\$10.0	Series A	Foundry Group, Madrona Venture Group, New Enterprise Associates, Undisclosed
Emberlight	Private	Emberlight turns any light bulb into a smart bulb that can be controlled through their elegantly designed mobile app. Screw their adapter into one of your home's sockets, and 30 seconds later you can program preset lighting, and turn off the lights when you're out of the house.	8/24/15	\$0.8	Seed	Orange Ventures, Flextronics, Undisclosed
Synap	Private	Synap is creating delightful and empowering experiences for customers, by taking full-advantage of the recent advancements in the API ecosystem, mobile platforms, and data analysis.	8/24/15	\$2.0	Seed	Baird Capital, KGC Capital, Undisclosed
AppInside	Private	AppInside is a mobile application security platform which identifies security vulnerabilities. We have developed a unique technology that enables us to scan automatically and without any integration to the development process, mobile apps and find their flaws.	8/21/15	\$2.3	Seed	Accomplice, Undisclosed
Gauss Surgical	Private	Gauss Surgical is developing a mobile vision-based platform for accurate, realtime measurement of surgical blood loss.	8/20/15	\$3.3*	Series A	Undisclosed
Vet24seven	Private	Vet24seven provides animal owners with veterinary consultations via their mobile device from veterinary practices in the Vet24seven Network.	8/20/15	\$1.2	Seed	Launch Capital, Life Science Angels
Greenshoe	Private	Greenshoe's Saida is a lending platform for emerging markets starting in Africa, allowing borrowers to get approved for a loan instantly right from their mobile phone.	8/19/15	\$0.1	Seed	Ycombinator

*Note: Tether is still seeking \$1,292,000 in funding.

*Note: Toast Labs is still seeking \$420,000 in funding.

*Note: Stream.io still seeking \$40,011 in funding.

*Note: Gauss Surgical still seeking \$695,080 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
Instant eSports	Private	Instant eSports is the ultimate one-stop shop for eSports fans. Follow your favorite teams and players, track tournament scores and performance stats, and catch up on the latest eSports news—all on a single mobile app.	8/19/15	\$0.1	Seed	Ycombinator
Kahuna	Private	Kahuna was built to support the multi-device world from Day One. Unlike event-tracking systems, Kahuna automatically combines each user's web and mobile behavior to create a unified customer engagement profile.	8/19/15	\$45.0	Series B	Tenaya Capital, Sequoia Capital, SoftTech VC
ShapeScale	Private	ShapeScale is a scale that allows the user to measure, compare, and track their body shape.	8/19/15	\$0.1	Seed	Ycombinator
Uber	Private	Uber created a mobile application that allows users to request car service to pick them up wherever they are located.	8/19/15	Undisclosed	Undisclosed	Tata Industries
VOIQ	Private	VOIQ empowers thousands of individuals to earn money making calls and millions of businesses to benefit from an on-demand, mobile callforce.	8/19/15	\$0.1	Seed	Ycombinator
RapidSOS	Private	RapidSOS' team has developed mission critical code at two national labs, developed back-end and mobile products for a number of tech start-ups, and collectively has helped commercialize over 70 technology companies.	8/17/15	\$5.0	Undisclosed	Highland Capital Partners, Undisclosed
DispatchHealth	Private	DispatchHealth is a provider of mobile and virtual healthcare. Our skilled providers arrive with the tools necessary to provide advanced medical care in the home or workplace. Each provider is supported by our technological infrastructure that ensures quality and improves outcomes.	8/14/15	\$3.6	Seed	Peter Hudson, Undisclosed
Fresvii	Private	Fresvii's AppSteroid is a mobile cloud platform designed for smartphone game developers. Developers can easily integrate gaming components, reducing development costs without worrying about game server management.	8/14/15	\$4.0	Undisclosed	Undisclosed
PaidEasy	Private	PaidEasy is a mobile payments application that allows people to connect with merchants easy	8/12/15	\$2.0	Undisclosed	Undisclosed
PokitDok	Private	PokitDok Mobile saves you money on healthcare expenses by securing the price for a service in advance, whether you pay with insurance, HSA or out of pocket.	8/12/15	\$34.0	Undisclosed	Lemhi Ventures, New Atlantic Ventures, Rogers Ventures, Subtraction Capital, FFP Holdings
CENX	Private	CENX, Inc., is a pioneer and leader in Carrier Ethernet interconnect systems and services for mobile backhaul and enterprise off-net access.	8/11/15	\$12.5	Series D	BDC Venture Capital, Highland Capital Partners, VMware, Mistral Equity Partners, Verizon Ventures, Mesirov Financial, Ericsson Venture Partners, DCM Ventures, Cross Creek Capital
Super Evil Megacorp	Private	Super Evil Megacorp is developing core games for tablet, mobile, and emerging platforms. With deep technical, design, and operational expertise.	8/11/15	\$26.0	Undisclosed	Signia Venture Partners, General Catalyst Partners, Raine Ventures, Initial Capital, CrossCut Ventures, Index Ventures, Undisclosed
Outbound	Private	Outbound makes it easy to send email and mobile messages based on user actions, then test how much each message helps your business.	8/10/15	\$0.6	Undisclosed	Undisclosed
Skyroam	Private	Skyroam is launching a unique mobile data platform that allows you travel without the fear of running up huge data charges overseas.	8/7/15	\$23.5	Series B	Lenovo, Undisclosed
Cola	Private	Cola is a mobile app that lets you instantly coordinate, collaborate, and chat with friends, family and co-workers.	8/6/15	\$0.5*	Seed	Naval Ravikant, Undisclosed
Virtium	Private	Virtium is a solutions-driven provider of embedded SSD and industrial memory products OEMs trust for their networking, communications, industrial, in-flight entertainment, transportation, gaming and mobile monitoring system applications.	8/6/15	Undisclosed	Undisclosed	L Squared Capital Partners
Amplitude	Private	Amplitude is a scalable analytics platform built to fuel app growth.	8/5/15	\$9.0	Series A	Benchmark Capital, Quest Venture Partners, Data Collective, Merus Capital, Undisclosed
Aquto	Private	Aquto's mission is to change the mobile industry when it comes to how mobile internet services are bought and packaged.	8/5/15	\$8.0	Undisclosed	Undisclosed

*Note: Cola is still seeking \$17,000 in funding.

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Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
Fastly	Private	Fastly delivers the world's only real-time content delivery network.	8/5/15	\$75.0	Series D	ICONIQ Capital, Amplify Partners, August Capital, Battery Ventures, IDG Ventures, O'Reilly AlphaTech Ventures
Improvonia	Private	Improvonia has developed an online web/mobile platform that allows restaurants to place all their orders to all their suppliers.	8/5/15	\$4.0	Series A	BlueRun Ventures
Leanplum	Private	Leanplum is a platform for optimizing mission-critical metrics of your mobile app. We make it easy for product managers to conduct on-the-fly optimization tests and see immediate results with powerful analytics	8/5/15	\$11.6	Series B	Kleiner Perkins Caufield & Byers, Shasta Ventures
Smartvid.io	Private	Smartvid.io is building an enterprise --- class SaaS platform for managing, collaborating, and analyzing industrial videos and photos wherever they come from --- mobile devices, GoPro cameras or drones (UAVs).	8/5/15	\$3.4	Undisclosed	CommonAngels Ventures, Launchpad Venture Group
Seriously	Private	Seriously is building mobile games designed to be developed into entertainment properties.	8/4/15	\$18.0	Series A	Northzone Ventures, Upfront Ventures, Sunstone Capital, Daher Capital
GotIt!	Private	GotIt! Has re-imagined education with on-demand help. They are pushing the limits of mobile marketplaces, traditional tutoring, and most importantly, the relationship between education and tech.	8/3/15	\$0.1	Seed	Intel Education Accelerator
FreedomPop	Private	FreedomPop is the nation's first wireless internet provider committed to delivering 100% free internet with 4G broadband wireless internet access. FreedomPop's partnered with leading wholesale 4G Wimax and 4G LTE wireless internet networks to deliver the fastest mobile broadband internet available and offer the flexibility of wireless internet.	7/31/15	\$10.0	Undisclosed	Axiata, Undisclosed
icejam games	Private	icejam games is a mobile game studio.	7/31/15	\$0.7	Undisclosed	Atlantic Canada Opportunities Agency, Prince Edward Island Department of Economic Development and Tourism
RemitBee	Private	RemitBee is an online and mobile money transfer company allowing people to send money to family and friends in multiple countries.	7/31/15	\$0.1	Seed	500 Startups
Uber	Private	Uber has created a mobile application that allows users to request car service to pick them up wherever they are located.	7/31/15	\$1,000.0	Undisclosed	Undisclosed
Uber	Private	Uber has created a mobile application that allows users to request car service to pick them up wherever they are located.	7/31/15	\$1.0	Undisclosed	Microsoft
Zeotap	Private	Zeotap is a platform for actionable premium data from mobile network operators.	7/31/15	\$6.4	Series A	MoPub, Plista, Lookout Capital
Proven	Private	Proven is the best way to apply to jobs using your mobile phone.	7/28/15	\$0.1	Seed	Kapor Capital, Vast Ventures, Ray Rothrock, Bill Trenchard, Chris Yeh
Yozio	Private	Yozio is a mobile growth engineering company providing an advanced analytics, organic growth marketing platform for mobile marketers.	7/28/15	\$7.0	Undisclosed	Foundation Capital, Illuminate Ventures, AME Cloud Ventures, Webb Investment Network, Undisclosed
Vango	Private	Vango is changing the way users buy original art.	7/27/15	\$0.3	Seed	Social Starts, 500 Startups, TEEC Angel, CLI Ventures
Limelight Health	Private	Limelight Health was founded by health insurance industry experts who see an opportunity to lead the transformation for how we shop and select our health insurance and employee benefits. Using innovative and mobile-first technology, Limelight provides a new platform and solution for the whole insurance industry.	7/21/15	\$3.0	Series A	MassMutual Ventures, Axa Strategic Ventures, Launchpad LA
Sentri	Private	Sentri's HD camera and built-in sensors track your home's vital stats and trends, allowing you to track temperature, humidity, air quality, weather and more from one central dashboard or with our customized mobile app	7/21/15	\$0.7*	Undisclosed	Undisclosed
ShoCard	Private	ShoCard is a digital identity that protects consumer privacy and is as easy to understand and use as showing a driver's license.	7/21/15	\$1.5	Undisclosed	Morado Venture Partners, AME Cloud Ventures, Enspire Capital PTE Ltd., Digital Currency Group

*Note: Sentri is still seeking \$1,269,587 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
AgileMD	Private	AgileMD is a web, mobile, and EHR-integrated application that provides clinicians fast access to guidelines, protocols, and reference information.	7/16/15	Undisclosed*	Seed	Undisclosed
Cinarra Systems	Private	Cinarra is a technology startup that is changing the economics of the mobile industry by redefining the role of the network operators and over-the-top platforms.	7/16/15	\$20.0	Series B	SoftBank Capital, Almaz Capital Partners, Sigular Guff & Company
Guidebook	Private	Guidebook is a web interface enabling organizations to create mobile guides for their customers.	7/16/15	Undisclosed	Series A	Mosaic Ventures, MHS Capital
Malauzai Software	Private	Malauzai Software Inc. builds mobile banking SmartApps for community banks and credit unions for use by their customers and members.	7/16/15	\$11.0	Undisclosed	Undisclosed
Crew	Private	Crew is the online marketplace for creative talent - a trusted community where you can connect with the world's most talented mobile and web creators to build your dream mobile app, website, or brand.	7/15/15	\$7.6	Undisclosed	Accomplish, iNovia Capital, Real Ventures, BOLDstart Ventures, BDC Venture Capital, AngelList, LaunchCapital, LDV Partners
Shelfbucks	Private	Shelfbucks aims to level the playing field between physical and online retail. We will revolutionize the brand to consumer channel through mobile.	7/15/15	\$0.7	Undisclosed	Undisclosed
P97 Networks	Private	PetroZone®, created by P97 Networks, is a cloud based mobile commerce platform which connects consumers with retail fueling merchants and convenience stores across a broad partner ecosystem, including oil company payment networks, merchants, consumer package good companies, automotive companies and banks.	7/14/15	\$1.1	Series A	Undisclosed
Curely	Private	Curely is an online constant care marketplace for doctors and consumers around the globe.	7/9/15	\$2.0	Seed	Exponential Partners
Pickup	Private	PICKUP provides consumers and businesses with the capability to get what they want, when they want it. Our network of owner-operated pickup trucks that leverage mobile technology literally puts, "a pickup in your pocket!"	7/9/15	\$0.6	Seed	Undisclosed
Babbel	Private	Babbel is a comprehensive system for learning languages. Offering fun, multi-media methods and the opportunity to exchange with a community, Babbel has been online since 2008 and boasts over ten million users on the web and on mobile devices.	7/8/15	\$22.0	Series C	Scottish Equity Partners, Reed Elsevier Ventures, Nokia Growth Partners, VC Fonds Technology Berlin
Reveal Mobile	Private	Reveal Mobile builds mobile audience analytics from three distinct sources. We use traditional latitude & longitude, app behaviors, and the world's first beacon-powered audience database.	7/8/15	\$0.8	Undisclosed	Alerion Partners, IDEA Fund Partners, River Cities Capital Funds, Capitol Broadcasting
ShiftMobility	Private	SHIFTMobility's All-In-One platform for the auto industry is unique in its ability to vertically integrate manufacturers, distributors, and repair centers through any mobile device.	7/8/15	\$2.0	Undisclosed	Undisclosed
Bugsnap	Private	Bugsnap detects crashes in web and mobile apps, collecting diagnostic information and notifying your dev team over email, sms or chat.	7/7/15	\$7.2	Series A	Benchmark Capital, Matrix Partners
PubNub	Private	PubNub is a blazingly fast cloud-hosted messaging service for building real-time web and mobile apps.	7/1/15	\$20.0	Series C	Sapphire Ventures, Scale Venture Partners, Relay Ventures
Drafted	Private	Drafted, a mobile app focused on hiring via referrals, just launched out of stealth last month.	6/30/15	\$2.5	Seed	Accel Partners, General Catalyst Partners, Lightspeed Venture Partners, Undisclosed
ScoreBeyond	Private	ScoreBeyond is a Standardized Test Prep App.	6/30/15	\$2.8	Seed	Khosla Ventures, Brendan Wallace, The Stanford StartX Fund
Airbnb	Private	Airbnb is a community marketplace for people to list, discover, and book unique accommodations around the world — online or from a mobile phone.	6/29/15	\$1,500.0	Undisclosed	General Atlantic, Tiger Global Management, Hillhouse Capital Group, Kleiner Perkins Caufield & Byers, GGV Capital, Temasek Holdings, China Broadband Capital, Horizon Ventures, Wellington Management Company, T. Rowe Price, Fidelity Management & Research Company

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
ShopJester	Private	ShopJester is a uniquely tailored shopping app that recommends the best possible sales going on at your favorite retailers and rewards users for shopping	6/29/15	\$0.6	Seed	Robert Pack, Silicon Valley Bank
Wildflower Health	Private	Wildflower Health is re-inventing the medical management model for high-risk pregnancy. Our mobile-focused digital health platform helps identify and address health risks throughout pregnancy, with personalized actions integrated with employee benefits.	6/29/15	\$5.0	Undisclosed	Easton Capital, Hatteras Venture Partners, Cambia Health Solutions, HealthTech Capital
Extreme Reach	Private	Extreme Reach enables advertisers and agencies to manage, execute, and track advertising campaigns across all video mediums (broadcast, cable, website, mobile, VOD).	6/25/15	\$56.3	Undisclosed	Undisclosed
Prairie Cloudware	Private	Prairie Cloudware is an company whose mission is to provide financial institutions with the tools and services to meet their customers' need for choice, convenience and security in an increasingly mobile world.	6/25/15	Undisclosed	Undisclosed	Undisclosed
STAND	Private	STAND is friction-free philanthropy. STAND is the first mobile-first crowdfunding platform—an easy, empowering and exciting way to raise money and awareness for the causes you care about.	6/25/15	\$6.3	Undisclosed	Resolute.vc, Greylock Partners, Fresco Capital
Zumper	Private	Zumper is a real-time home and apartment rental platform for tenants and landlords to find and rent apartments.	6/25/15	\$6.4	Undisclosed	Goodwater Capital, Kleiner Perkins Caufield & Byers
Curbside	Private	Curbside is a United States-based company developing a mobile application to find, buy, and pick up products from stores.	6/25/15	\$25.0	Series B	Sutter Hill Ventures, AME Cloud Ventures, Index Ventures, Qualcomm Ventures
Movik Networks	Private	Movik Networks is focused on delivering purpose-built solutions that bring content and application awareness to the edge of the mobile network.	6/23/15	\$3.0	Series E	Undisclosed
Vox Mobile	Private	Vox Mobile offers complete enterprise mobility including mobile technology consulting, management and support to companies.	6/23/15	\$6.7	Undisclosed	Telus Ventures, Mutual Capital Partners, Edison Partners, Permal Capital
Smart Vision	Private	Smart Vision Labs is building a better vision exam. We created the SVOne, a smartphone-based autorefractor powered by cutting-edge technology, to help make vision care accessible to everyone.	6/22/15	\$6.1	Series A	Connectivity Capital Partners, Heritage Group, Red Sea Ventures, Techstars Ventures
appMobi	Private	appMobi provides integrated tools and services for creating complete mobile application ecosystems and supporting large-scale developer communities.	6/18/15	\$1.3*	Undisclosed	Undisclosed
Cachet Financial Solutions	Private	Cachet Financial Solutions is a leading provider of remote deposit capture (RDC) solutions for banks, credit unions and other financial institutions. Remote and mobile deposit technologies are changing business and personal banking forever.	6/18/15	\$4.4*	Series C	Undisclosed
FreedomPop	Private	FreedomPop is the nations first wireless internet provider committed to delivering 100% free internet with 4G broadband wireless internet access.	6/17/15	\$30.0	Series B	Partech International, DCM Ventures, Mangrove Capital Partners
LeadPages	Private	Leadpage is software that enables you to create mobile responsive landing pages, launch pages, sales pages and other conversion pages.	6/17/15	\$27.0	Series B	Drive Capital, Foundry Group, Arthur Ventures
Mapbox	Private	Mapbox is a full-service cloud-based map platform for sharing fast, beautiful, interactive web maps.	6/17/15	\$52.6	Series B	DFJ Growth, Foundry Group, DBL Partners, Thrive Capital, Promus Ventures, Pritzker Group Venture Capital
Vox Mobile	Private	Vox Mobile offers complete enterprise mobility including mobile technology consulting, management and support to companies.	6/17/15	\$2.5	Undisclosed	Undisclosed
Moonlighting	Private	Moonlighting is a mobile, on-demand application that allows people to earn extra money and get tasks done instantly. It creates a virtual marketplace for individuals and small businesses, enabling communication between those needing a task done and those capable of fulfilling the need.	6/16/15	\$1.9	Undisclosed	The McClatchy Company, Baltimore Angels, New Richmond Ventures
Sequent Software	Private	Sequent is the leading software solution for near field communications (NFC) payments for mobile devices in North America.	6/15/15	Undisclosed	Undisclosed	Undisclosed
BloomThat	Private	BloomThat wants to be the "Make someone happy" button. Open its app, choose between a few curated bouquets, and a beautiful flower arrangement is delivered to someone you care about in 90 minutes.	6/11/15	\$5.5	Undisclosed	First Round, Forerunner Ventures, Rothenberg Ventures, SherpaCapital, Vaizra Investments

*Note: appMobi is still seeking \$669,839 in funding.

*Note: Cachet Financial Solutions is still seeking \$597,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
Roomi	Private	Roomi is a free mobile app that simplifies roommate and housing search in New York by making it easy for people to post and list rooms and connect safely, in a city where it's rarely affordable to live alone.	6/10/15	\$2.0	Seed	DCM Ventures, Undisclosed
Zero App	Private	Zero is a new email app created to help deal with large quantities of emails. Zero changes traditional user interactions with inbox and allows handling of email overload in far less time than any other mobile email client on the market today.	6/5/15	Undisclosed*	Seed	Jack Levin, Luc Dumont, Eugene Malobrodsky, Ilya Perlov
PicsArt	Private	PicsArt is a growing mobile photo-editing system that claims almost 60 million active users a month.	6/4/15	\$15.0	Undisclosed	Insight Venture Partners, Sequoia Capital
SimplyTapp	Private	SimplyTapp provides cloud based mobile payment solutions for banks, payment card issuers, transit authorities and retailers.	6/4/15	Undisclosed	Undisclosed	Verizon Ventures

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

DEBT FUNDING

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
Appconomy	Private	Appconomy designs, develops and sells mobile apps and app components, and AppCommerce capabilities that power the economies of people, businesses and enterprises.	7/31/15	\$1.1*	Debt	Undisclosed
Homer Logistics	Private	Homer uses technology to make food delivery faster, safer, and cheaper in the urban environment. Through the use of mobile tracking, routing, and communication, Homer delivers more orders in fewer miles traveled.	7/22/15	Undisclosed	Debt	Brooklyn Bridge Ventures, Two Sigma Ventures, Vayner RSE, Rugged Ventures, Haystack Fund
Emma	Private	Emma is a provider of best-in-class email marketing software and services that help organizations of all sizes get more from their marketing. Email is personal.	7/9/15	\$5.0	Debt	Nashville Capital Network, Square 1 Bank
mParticle	Private	mParticle is a mobile technology company based in New York City.	7/7/15	\$4.3	Debt	Undisclosed
eXacly	Private	eXacly.me makes the world relevant. eXacly.me enables discovery, interaction, personalization and sharing across distributed networks of web sites, Facebook, eXacly.me platform, and soon - mobile.	7/2/15	\$0.6	Debt	Undisclosed
MobileRQ	Private	MobileRQ helps travel suppliers and other travel ecosystem players fully leverage their digital strategies.	6/17/15	\$0.8*	Debt	Undisclosed

*Note: Appconomy still seeking \$1,438,140 in funding.

*Note: MobileRQ is still seeking \$195,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

S-1 Filings

S-1 FILINGS: FILED

Company	Date Filed	Description
SRA Companies, Inc.	7/8/15	SRA is a provider of sophisticated information technology.
Shopify Inc.	4/14/15	Shopify provides a leading cloud-based commerce platform designed for small and medium-sized businesses

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

Mobile Marketing Association

About the Mobile Marketing Association (MMA)

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

The MMA's mission is **to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.** Anchoring the MMA's mission are four core pillars: to cultivate inspiration by driving the innovation for the Chief Marketing Officer; to build the mobile marketing capabilities for the marketing organizations through fostering know-how and confidence; to champion the effectiveness and impact of mobile through research providing tangible ROI measurement; and advocacy.

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

Members include, American Express, AdChina, Colgate-Palmolive, Dunkin' Brands, Facebook, Google, Group M, Hewlett Packard, Hilton Worldwide, Kellogg Co., L'Oreal, MasterCard, McDonalds, Microsoft, Mondelēz International, Inc., Pandora Media, Procter & Gamble, R/GA, The Coca-Cola Company, The Weather Company, Unilever, Visa, Vodafone, Walmart, xAd, Zenith Optimedia and many more.

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

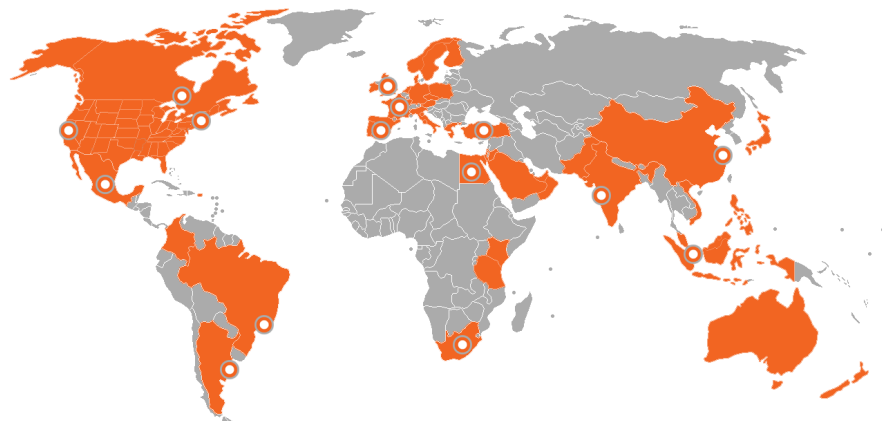
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Mobile Marketing Association

Calendar of Events

SEPTEMBER 28–29, 2015

SM2 Innovation Summit

New York, NY, USA

<http://www.mmaglobal.com/sm22015>

SEPTEMBER 28, 2015

Global Smarties Awards Gala & Dinner

New York, NY, USA

<http://mmaglobal.com/smarties>

Global Events Calendar

<http://mmaglobal.com/calendar/monthly>

PREMIER GLOBAL
NON-PROFIT TRADE
ASSOCIATION

Hidden River

About Hidden River

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

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

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

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

Executive Contacts

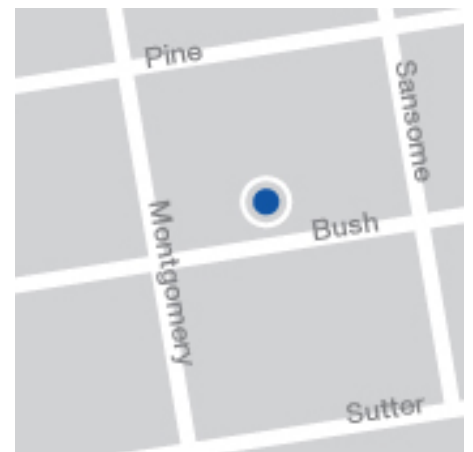
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 MOBILE ECOSYSTEM

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STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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