



**MOBILE
MARKETING
ASSOCIATION**



Hidden River



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
DECEMBER 2012

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The Age of Mobile

Looking back on 2012, the MMA has celebrated a watershed year. We have issued standards, authored whitepapers and initiated groundbreaking research all of which has moved the needle for the entire industry.

And with these stellar advancements, the MMA saw an opportunity to create a vision and positioning for mobile based on how it has rapidly evolved as a powerful channel for marketers, providers, buyers and the entire marketing ecosystem.

The positioning, **“Nothing gets marketers closer to their consumers than mobile,”** is part of an overall promise that mobile offers an intimate, emotional and physical connection with consumers that far surpasses the ability of any other channel, digital or traditional.

A coalition of MMA Global Board Members and former P&G CMO, Jim Stengel, discussed mobile’s most powerful offerings including its ability to optimize ROI, transform businesses, as well as connect with next-generations and emerging markets. Collectively, this led to a smarter, more strategic positioning for mobile.

In the past two years that I have led the MMA, we have seen amazing growth in mobile that outpaces any other channel and sets a new definition for how people live their lives, execute tasks and consume media. Nothing has been this important to consumers or has been adopted so aggressively.

While we will officially roll out the positioning in the coming months, it is important for all business leaders to adopt the positioning as a battle cry for the mobile community. It is clear that we have moved beyond the “Year of Mobile” into the “Age of Mobile”.

Onwards,

Greg Stuart

Global CEO, MMA

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Saul Gates	Chief Financial Officer, INRIX	Senior Vice President Finance & Chief Accounting Officer, Coinstar	INRIX, Inc. offers real-time, historical, and predictive traffic information solutions.	12/17/12
Luis Gutierrez	Director Business Development, App Annie	Founder, Dutz Technologies LLC	App Annie is the industry leader in app store analytics and market intelligence for the global app economy.	12/17/12
Tyler Best	Chief Information Officer, YP	Chief Technology Officer, Ally Financial	YP Launches as North America's Leading Local Search, Media and Advertising Company.	12/12/12
Ken Lawrence	Vice President Sales, Medio Systems Inc.	Vice President Sales, Memento Security	Medio is a Big Data Analytics company. Their cloud-based inGenius™ Suite increases customer understanding, engagement, and monetization for emerging growth, Fortune 500, and Global 2000 companies.	12/6/12
Mike Galgon	Board of Directors, RealNetworks	Chief Advertising Strategist, Microsoft (current)	RealNetworks, Inc. (RealNetworks) is a provider of network-delivered digital media products and services.	12/4/12
Michael Adler	Chief Financial Officer, SquareTrade	Chief Financial Officer, Expedia	SquareTrade is an independent warranty provider for consumer electronics and appliances.	12/4/12
Dave Stephenson	President, Big Fish Games	Chief Financial Officer*, Big Fish Games	Big Fish Games is a game development studio and a game distribution platform for third party developers.	12/4/12
Benjamin Ho	Chief Marketing Officer, HTC	Vice President Business Strategy & Marketing, Far EasTone Telecommunications	HTC is the creator of many award-winning mobile devices and industry firsts. By putting people at the center of everything it does, HTC pushes the boundaries of design and technology to create innovative and personal experiences for consumers around the globe.	12/1/12
David Kurtz	Chief Product Officer, AdColony	Vice President, Publisher Network, AT&T Interactive	AdColony is a leading HD mobile video advertising company.	11/29/12
Kevin Dillon	President, Ratio Interactive	Microsoft	Ratio Interactive is an award-winning digital agency that creates meaningful experiences across every digital screen.	11/27/12
Steve Wadsworth	Chief Executive Officer, Tapjoy	Executive, Disney	Tapjoy is a mobile advertising and monetization platform whose unique Mobile Value Exchange™ model allows users to select personalized advertisements with which to engage for virtual currency or premium content.	11/27/12
Jim Ying	Vice President of Developer Relations and Publishing, GREE	Senior Vice President of Publishing, 6waves	GREE provides Japan's leading mobile social network, and is at the forefront of mobile technology.	11/20/12
Richard Stalzer	Chief Executive Officer, Motricity	President (Mobile Media Division), Motricity	Motricity is a leading provider of mobile data solutions and services that enable wireless carriers to deliver high value mobile data services to their subscribers.	11/15/12
Daniel Terry	Chief Creative Officer, Pocket Gems	Chief Executive Officer, Pocket Gems	Pocket Gems develops free-to-play mobile games.	11/14/12
Ben Liu	Chief Executive Officer, Pocket Gems	Chief Operating Officer, Pocket Gems	Pocket Gems develops free-to-play mobile games.	11/14/12
Rob Carroll	Chief Mobile Officer, 5th Planet Games	Director of Publishing, Tapjoy	5th Planet Games is dedicated to making story driven, content rich games for social and mobile platforms.	11/13/12
Jim Billmaier	Chief Executive Officer, City Guru (formerly On the Go)	Chief Executive Officer, Melodeo	City Guru offers a mobile app that provide a service to their customers: concierges, tourists and businesses.	11/8/12
Brett Helselv	Senior Vice President of Engineering/Operations, Apptio	Senior Vice President of Engineering, EMC/Isilon Systems	Apptio is a leading independent provider of on-demand Technology Business Management (TBM) solutions for managing the business of IT.	10/30/12

* Note: Dave Stephenson will continue to serve as CFO in addition to his newly appointed role of President.

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Source: Thomson Reuters, VentureDeal and Hidden River, LLC

Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Aaron Levie	Advisory Board Member, Crashlytics	Chief Executive Officer, Box (current position)	Crashlytics provides powerful, yet light weight crash reporting for iOS and Android.	10/25/12
Chris Williams	Vice President & General Manager, Big Fish Games	Vice President of Products and Strategy, PlayFirst	Big Fish Games is a game development studio and a game distribution platform for third party developers.	10/22/12
Matthew Jacobson	Vice President/Group director to Lead Design, Digitas	Head of Design, Third Man Records	Digitas, the top global integrated brand agency, builds active brands for some of the foremost companies in the world.	10/22/12
Adam Gerston	Vice President of Strategic Partnerships, GraphEffect	Manager - Preferred Marketing Developers Program, Facebook	GraphEffect is a collaboration platform for social marketers. Fortune 500 brands and agencies use the platform to coordinate their marketing initiatives and measure bottom line impact.	10/18/12
Michael Greene	Director of Research & Marketing Strategy, AudienceScience	Senior Analyst, Forrester Research	AudienceScience is a technology-centric media company focused on the science of online marketing.	10/17/12
Ed Belsheim Jr.	Senior Vice President of Corporate Development, RealNetworks	Wilson Sonsini Goodrich & Rosati	RealNetworks, Inc. (RealNetworks) is a provider of network-delivered digital media products and services.	10/16/12
Johan Boserup	Global Chief Executive Officer, GroupM Trading	Worldwide Chief Trading and Accountability Officer, Omnicom Media Group	GroupM is the world's number one media investment management operation, serving as the parent company to WPP's media agencies.	10/15/12
David Sacks	Advisory Board Member, Twist	Chief Executive Officer, Yammer (current position)	Twist accurately calculates your estimated time of arrival (ETA) by using proprietary algorithm to weed through traffic and GPS data in record time. Then the app sends your family, friends or colleagues updates on your arrival status.	10/3/12
Kristi D. VandenBosch	Senior Vice President-Chief Digital Officer, Meredith Xcelerated Marketing	Chief Executive Officer, Publicis & Hal Riney	Meredith Xcelerated Marketing is a digital and customer relationship marketing agency with the proven ability to create measurable marketing programs that are focused on building customer engagement through the use of content and innovation.	10/2/12

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 1/1/13	Stock Price 12/1/12	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value	Revenue (LTM)	Revenue Multiple (EV/Rev.)
								(in Millions)			
Indexes		S&P 500	1,426.19	1,416.18	0.7%	1,474.51	1,258.86				
		NASDAQ Composite	3,019.51	3,010.24	0.3%	3,196.93	2,627.23				
		Russel 3000	846.37	837.83	1.0%	871.25	742.58				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 37.68	\$ 34.61	8.9%	\$ 38.25	\$ 28.04	\$18,654	\$16,623	\$4,404	3.8X
Airtel	BHARTARTL.BO	BSE	5.79	6.20	-6.6%	8.23	4.16	21,978	35,694	14,465	2.5X
America Movil	AMX	NYSE	1.15	1.18	-3.0%	1.42	1.14	59,338	89,181	57,313	1.6X
Apple Inc.	AAPL	NASDAQ	532.17	585.28	-9.1%	705.07	409.00	500,611	471,482	156,508	3.0X
AT&T	T	NYSE	33.71	34.13	-1.2%	38.58	29.02	191,473	253,637	114,857	2.2X
Buongiorno (Acquired by Nippon Telegraph & Telephone Corp)	NTT	NYSE	42.16	44.68	-5.6%	52.32	41.35	55,790	158,536	124,412	1.3X
CenturyLink	CTL	NYSE	39.12	38.84	0.7%	43.43	36.25	24,421	44,933	17,403	2.6X
China Mobile	CHL	NYSE	58.72	56.92	3.2%	59.45	48.45	236,051	179,184	82,050	2.2X
Fiserv, Inc.	FISV	NASDAQ	79.03	76.99	2.6%	81.26	57.52	10,548	13,690	4,487	3.1X
Google	GOOG	NASDAQ	707.38	698.37	1.3%	774.38	556.52	187,425	147,907	47,544	3.1X
LG	LPL	NYSE	29.00	31.95	-9.2%	34.04	16.58	10,378	12,835	24,061	0.5X
Microsoft	MSFT	NASDAQ	26.71	26.61	0.4%	32.95	26.26	224,801	170,107	72,359	2.4X
Motorola Solutions	MSI	NYSE	55.68	54.45	2.3%	55.77	44.18	15,618	14,056	8,557	1.6X
Neustar, Inc.	NSR	NYSE	59.66	56.57	5.5%	60.83	43.73	12,529	13,229	7,960	1.7X
Nokia	NOK	NYSE	3.95	3.26	21.2%	5.87	1.63	14,793	13,051	41,665	0.3X
Omnicom	OMC	NYSE	49.96	49.74	0.4%	54.76	43.83	13,198	17,057	14,128	1.2X
Publicis Groupe	PUB.PA	Paris	59.66	56.57	5.5%	60.83	43.73	12,529	13,229	7,960	1.7X
Samsung	005930.KS	005930.KS	1,421.67	1,298.43	9.5%	1,429.17	872.98	209,410	203,649	169,520	1.2X
Sprint	S	NYSE	5.67	5.73	-1.0%	6.04	2.10	17,036	32,011	35,062	0.9X
Telefonica S.A.	TEF	NYSE	13.43	13.12	2.4%	17.29	9.72	61,141	151,251	81,262	1.9X
Telenor	TELNF	OTC	20.08	20.31	-1.1%	20.69	14.26	31,331	36,296	17,342	2.1X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	16.14	15.15	6.5%	16.16	10.75	14,203	12,154	5,419	2.2X
Vodafone Group	VOD	NASDAQ	25.19	0.69	3553.2%	25.22	0.67	123,684	172,099	71,754	2.4X
WPP Group	WPPGY	NASDAQ	72.90	68.70	6.1%	72.96	51.70	18,538	23,766	16,048	1.5X
Yahoo!	YHOO	NASDAQ	19.90	18.77	6.0%	19.97	14.35	23,536	15,249	4,965	3.1X
					Average			84,361	92,436	48,060	2.0X
					Median			23,536	35,694	24,061	2.1X
Mid-Cap (\$2B - \$10B)											
Alcatel-Lucent	ALU	NYSE	\$ 1.39	\$ 1.10	26.4%	\$ 2.66	\$ 0.91	\$3,234	\$5,453	\$18,786	0.3X
Dentsu	4324:JP	TSE	26.77	24.45	9.5%	32.48	22.00	7,448	7,416	24,625	0.3X
Gemalto	GTOFF	OTC	89.65	91.95	-2.5%	98.17	48.03	7,891	7,526	2,706	2.8X
Interpublic Group of Companies	IPG	NYSE	11.02	10.82	1.8%	12.17	9.04	4,817	5,925	6,966	0.9X
Oi	OIBR	NYSE	4.07	3.82	6.6%	5.90	3.47	4,876	16,821	14,352	1.2X
Research in Motion	RIMM	NASDAQ	11.85	11.67	1.6%	17.97	6.23	6,212	3,481	12,604	0.3X
TIM	TSU	NYSE	19.82	17.73	11.8%	33.04	16.39	9,583	10,390	9,799	1.1X
VIVO S.A. (formerly Telefonica Brazil)	VIV	NYSE	21.35	19.12	11.7%	28.32	18.48	8,148	8,849	17,424	0.5X
ZTE	000063.SZ	Shenzhen	1.56	1.24	25.7%	2.89	1.22	4,398	7,679	14,483	0.5X
					Average			6,290	8,171	13,527	0.9X
					Median			6,212	7,526	14,352	0.5X

NOTES:

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		Russel 3000	846.37	837.83	1.0%	871.25	742.58				
Small-Cap (< \$2B)											
2Ergo Group PLC	RGO	LSE	\$ 0.25	\$ 0.26	-1.0%	\$ 1.16	\$ 0.18	\$16	\$15	\$13	1.2X
Acxiom Corporation	ACXM	NASDAQ	17.46	17.69	-1.3%	18.99	12.04	1,302	1,380	1,117	1.2X
Atrinsic, Inc	ATRN	OTC	0.00	0.01	-28.3%	0.36	0.00	0	2	33	0.1X
Augme Mobile	AUGT	OTC BB	0.64	0.61	5.6%	2.57	0.50	72	72	21	3.5X
Bango	BGO	LSE	3.06	3.29	-7.2%	3.61	1.03	128	125	25	5.1X
Blue Calypso Holdings, Inc.	BCYP	OTC	0.41	0.35	17.1%	1.05	0.25	51	52	0	N/A
Boingo wireless	WIFI	NASDAQ	7.55	7.09	6.5%	13.25	6.50	266	172	100	1.7X
Cincinnati Bell	CBB	NYSE	5.48	5.33	2.8%	5.89	3.10	1,093	3,790	1,465	2.6X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	0.26	0.35	-25.7%	1.52	0.20	6	6	4	1.5X
Digimarc Corporation	DMRC	NASDAQ	20.70	18.57	11.5%	32.10	17.68	147	117	44	2.7X
GFK Retail and Technology UK	GFK.DE	Xetra	51.02	48.40	5.4%	50.65	38.28	1,862	2,494	1,907	1.3X
Glu Mobile	GLUU	NASDAQ	2.28	2.86	-20.3%	5.90	1.99	150	126	82	1.5X
Internetq Plc	INTQ	LSE	2.82	2.92	-3.6%	4.86	2.28	98	94	78	1.2X
Lenco Mobile	LNCM	OTC	0.03	0.03	-5.1%	0.35	0.01	3	15	9	1.6X
Marchex	MCHX	NASDAQ	4.11	4.16	-1.2%	6.49	2.99	115	80	143	0.6X
MDC Partners	MDCA	NASDAQ	11.30	10.60	6.6%	14.51	9.24	351	1,106	1,025	1.1X
MEDL Mobile	MEDL	OTC BB	0.15	0.15	0.0%	1.15	0.07	7	6	3	1.7X
Millennial Media	MM	NYSE	12.53	13.75	-8.9%	27.90	9.00	982	859	154	5.6X
Motricity	MOTR	NASDAQ	0.41	0.85	-51.8%	1.85	0.36	19	22	93	0.2X
Openwave (Now Unwired Planet)	UPIP	NASDAQ	1.20	1.37	-12.4%	3.19	1.17	108	38	36	1.1X
Opera Software ASA	OPERA.OL	Oslo	5.66	5.65	0.1%	7.75	4.87	676	614	163	3.8X
Pandora Media Inc.	P	NYSE	9.18	8.72	5.3%	15.25	7.08	1,561	1,481	383	3.9X
Poynt Corporation	PYN.V	TSXV	0.02	0.02	0.0%	0.16	0.01	8	10	2	4.9X
Single Touch	SITQ	OTC BB	0.65	0.47	38.6%	0.68	0.15	86	87	6	14.3X
Smith Micro Software Inc	SMSI	NASDAQ	1.50	1.24	21.0%	2.87	1.10	54	27	43	0.6X
SoundBite Communications	SDBT	NASDAQ	2.89	2.65	9.1%	3.33	2.05	47	23	46	0.5X
Tanla Solutions Limited	TANLA	NSE	0.10	0.11	-1.6%	0.21	0.09	11	-2	35	-0.1X
Telecom Argentina S.A.	TEO	NYSE	11.38	10.12	12.5%	22.33	9.12	1,096	598	4,729	0.1X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	2.47	2.25	9.8%	3.09	1.10	130	241	476	0.5X
ValueClick	VCLK	NASDAQ	19.41	18.87	2.9%	21.86	13.80	1,460	1,515	657	2.3X
Velti	VELT	NASDAQ	4.50	3.41	32.0%	14.65	3.07	291	313	260	1.2X
Zynga	ZNGA	NASDAQ	2.36	2.46	-4.1%	15.91	2.09	1,378	640	1,154	0.6X
					Average	0.4%		424	504	447	2.2X
					Median	0.1%		122	105	80	1.3X

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Source: Thomson Reuters and Hidden River, LLC analysis

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
12/28/2012	TigerLogic	Storycode	Mobile application developer.	\$7.3
12/27/2012	Synchronoss Technologies	NewBay*	Leader in cloud services.	\$55.5
12/18/2012	Publicis Groupe SA	Monte Rosa AB	Provider of mobile marketing services.	
12/18/2012	One97 Communications	MobiVite	Mobile marketing platform.	
12/17/2012	Sprint Nextel Corp.	Clearwire	Provider of s wireless high-speed Internet service.	\$2,200.0
12/13/2012	Corona Labs	Game Minion	Gaming cloud service provider.	
12/11/2012	Grapple Mobile Ltd	Toura LLC	Developer of a web-based mobile application software.	
12/10/2012	Disney	Studio Ex	Developer of online & mobile games.	
12/10/2012	Honeywell	Intermec	Provider of mobile computing, radio frequency identification solutions (RFID) and bar code, label and receipt printers.	\$600.0
12/10/2012	Perfect Sense Digital	KickApps	Social software platform.	
12/05/2012	Citrix	Zenprise	Mobile security start-up.	
12/04/2012	Kabam Inc	Balanced Worlds Studios	Provider of game development services for mobile phones.	
12/04/2012	Ness Technologies Inc	Imano PLC	Mobile application developer.	
12/04/2012	Yahoo!	OnTheAir	Video chat start-up.*	
12/04/2012	Urban Airship	Tello	Streamlines the creation and management of passes for Apple Passbook.	
12/04/2012	MediaMath	Tap.Me	Mobile advertising provider (in-game mobile & video ads).	
11/21/2012	Nokia	Earthmine	3D mapping service.	
11/20/2012	Mubaloo	AlwaysOnMessage	Mobile agency.	
11/18/2012	Cisco	Meraki	Provides technology for management of networks from the cloud.	\$1,200.0
11/15/2012	TSYS	ProPay	Payment solutions provider.	
11/15/2012	Baidu	Tapas*	Android-based mobile OS developer.	
11/12/2012	Xhibit Interactive	MovieSocial.com	Internet domain.*	
11/09/2012	InSequent	4Mads	Advertising platform.	
11/09/2012	Zynga Inc	November Software LLC	Game developer (tablets & web).	
11/08/2012	adQuota ApS	Adiento AB	Mobile ad network.	
11/07/2012	Axway Software SA	Vordel Ltd	Enables enterprises to deliver APIs for Cloud and Mobile.	
11/07/2012	Appcelerator	Nodeable	Provides real-time data stream processing for big data applications.	

* Note: NewBay was a wholly owned subsidiary of Research in Motion Limited.

* Note: Yahoo released a statement confirming the five-person OnTheAir team would focus on the Internet company's mobile offerings.

* Note: Baidu acquired Taps for over \$10M according to various sources.

* Note: Xhibit management plans to use the domain to launch an exciting movie and entertainment service connected by popular social media platforms.

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Source: Thomson Reuters, VentureDeal and Hidden River, LLC

M&A Transactions

TRANSACTION DATA

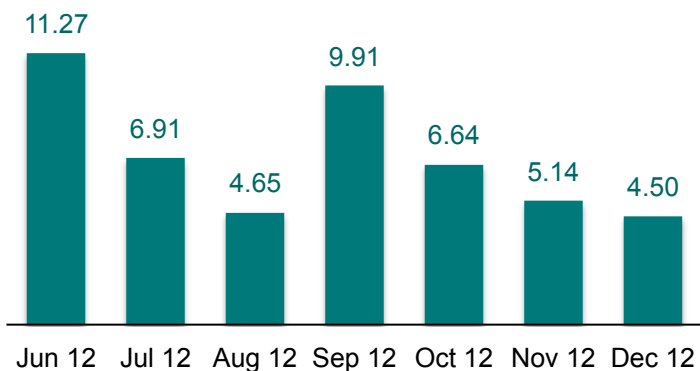
Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
11/06/2012	Aegis Group PLC	IQ mobile GmbH	Austrian mobile agency.	
11/06/2012	MACH	Optel Informatik	Telecommunications software provider.	
11/05/2012	Widget	Now Mobile (majority stake)	Offers a pay as you go SIM.	
11/02/2012	NetworkPlay Media Pvt Ltd	SeventyNine Pvt Ltd	Mobile ad network.	
11/02/2012	Ninja Kiwi	Digital Goldfish Ltd	Mobile game developer.	
11/01/2012	LocalVox	Postling	Provides social media marketing tools.	
10/31/2012	User Friendly Media	App Express	Mobile app builder for SMB's.	
10/30/2012	Virtuzone	Evolved Digital	Multimedia & software production company (mobile & web).	
10/29/2012	Softbank Corp.	Sprint Nextel Corp. (70% majority interest)	U.S. mobile carrier.	\$20,100.0
10/28/2012	Yahoo!	Stamped	Mobile app focused on recommendations.	
10/24/2012	GREE	Pokelabo	Developer of social mobile games.	\$175.0
10/24/2012	Yelp	Qype	Social network based around user reviews of businesses and places.	\$50.0
10/24/2012	Telefonica Digital	Tokbox	Video conferencing platform.	
10/22/2012	Gannett Co Inc	Rovion	Mobile advertising.	\$3.9
10/19/2012	Paymobile Inc.	Zoompass	Provider of mobile commerce applications.	
10/17/2012	ESRI	Geoloqi	Provider of a geo-location platform.	
10/16/2012	Twitter	Cabana	Developer of mobile application software.	
10/16/2012	Tagged	Urbantag	Mobile app for discovering and sharing locations.	
10/10/2012	TeleNav	Local Merchant Services Inc (ThinkNear)	Provider of hyper-local mobile advertising services.	\$22.5
10/09/2012	Rapid7	Mobilisafe	Mobile security start-up.	
10/08/2012	Twitter	Vine	Mobile video start-up.	
10/05/2012	Veracode	Marvin Mobile Security	Provider of mobile security solutions.	
10/04/2012	Microsoft Corp	PhoneFactor	Provider of phone authentication services (mobile or landline).	
10/02/2012	Good Technology	AppCentral	Provider of app management.	
10/01/2012	Nexon	Gloops	Developer of mobile games.	\$468.0

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

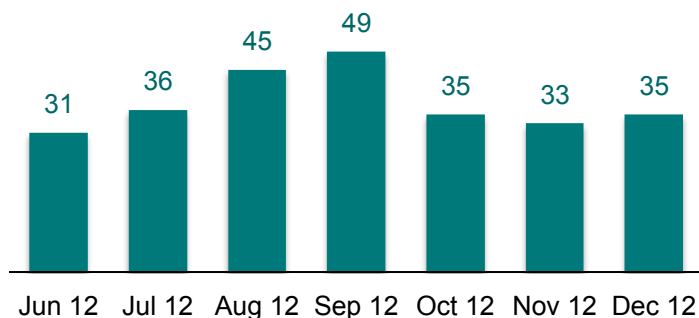
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Financing Transactions Overview

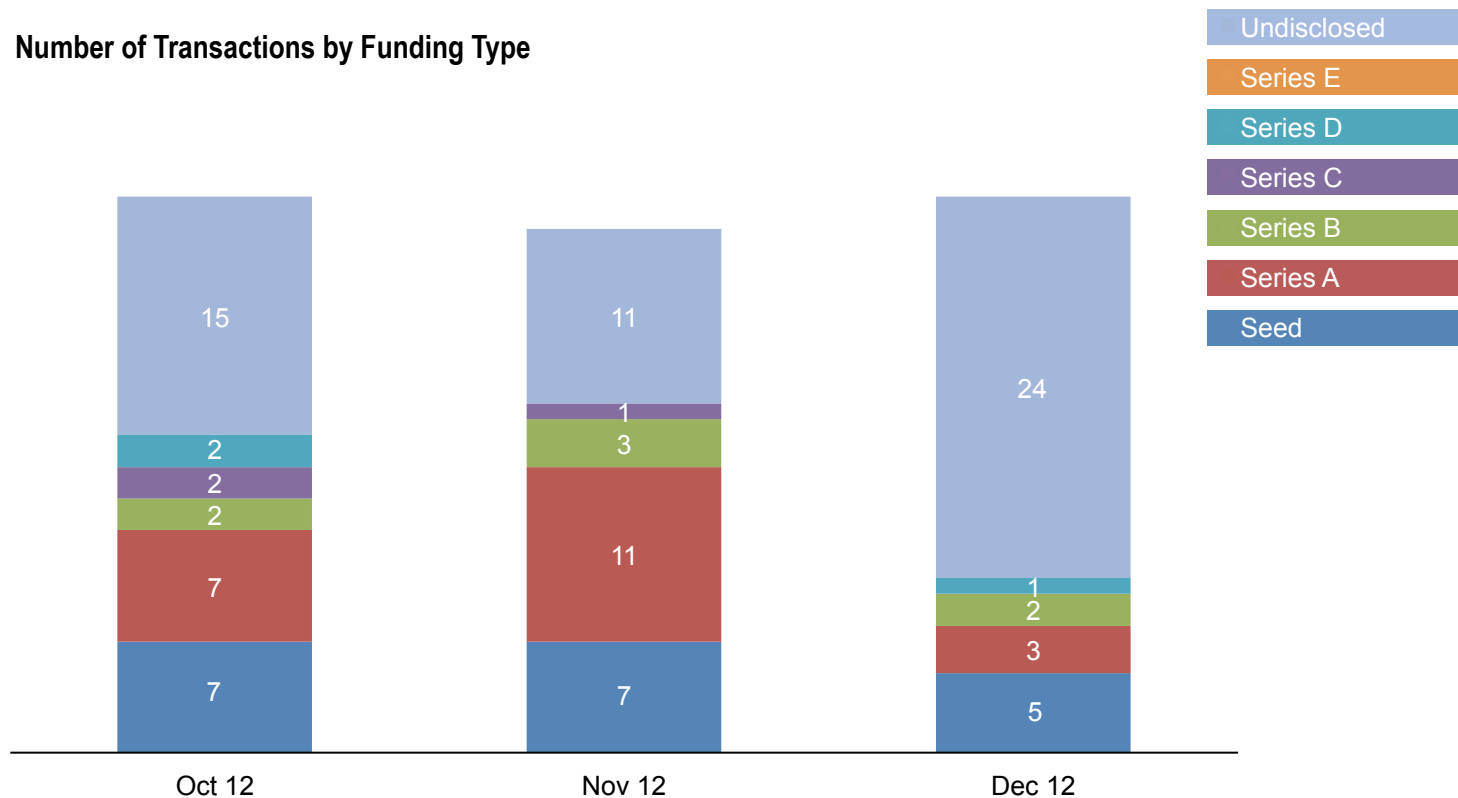
Average Value of Transactions (\$MM)



Number of Transactions



Number of Transactions by Funding Type



Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
ThruPoint	Private	Thrupoint is a leading provider of mobile collaboration solutions and Unified Communications as a Service (UCaaS).	12/28/12	\$3.0	Undisclosed	Undisclosed
Appconomy	Private	Appconomy operates a global platform that increases app revenue, designed for brands, retailers, service providers, local merchants and mobile carriers.	12/27/12	\$5.7*	Undisclosed	Undisclosed
Clover	Private	Clover is a payment network built from the ground up for mobile devices, aiming to radically improve the speed and security of online mobile transactions.	12/27/12	\$3.3	Undisclosed	Sutter Hill Ventures; Jeff Hausenbold
MobileDevHQ	Private	MobileDevHQ provides tools for App Store Optimization (ASO) and additional insights for mobile developers.	12/22/12	\$0.7	Undisclosed	Christopher DeVore; Thomas Peterson
bMobilized	Private	bMobilized is a pioneer in automatic website mobilization. The global company offers businesses the ability to instantly and inexpensively convert their desktop website into an HTML5-enabled mobile experience optimized for every device, OS or browser.	12/20/12	\$2.5	Series A	Alliance Venture; Investinor; Spring Capital; Redwood Partners; Alden AS
Vantrix	Private	Vantrix Corporation provides content adaptation and optimization solutions for wireless, broadband, and cable networks.	12/20/12	\$13.5	Series D	Summerhill Venture Partners; JK&B Capital; Tudor Ventures; BDC Venture Capital; Innovacom; Entrepria
ERN	Private	ERN is an integrated card payment notification, data analytics, loyalty and "Big Data" platform. Through a set of smart phone apps and more powerful cloud-based solutions, ERN's suite of products offers new real-time communications channels and value added services that drive greater insight through data analytics for financial institutions, merchants and payment processors who connect with consumers.	12/20/12	\$2.0	Undisclosed	Undisclosed
Telerivet	Private	Telerivet makes it easy for people and organizations to create and deploy their own SMS services anywhere in the world.	12/20/12	\$1.0	Undisclosed	Javelin Venture Partners
Kamcord	Private	Kamcord allows mobile users to record and share their awesome gameplays without having to leave their games.	12/19/12	\$1.5	Seed	Andreesen Horowitz; Google Ventures; Tencent Holdings; Marissa Mayer; Alexis Ohanian
Tapit	Private	Tapit is a global Near Field Communications company who exist to simplify the way people access information on their phones.	12/19/12	\$2.3	Series A	Monash Private Capital; Ourcrowd; New Wave Ventures
Tylr Mobile	Private	Tylr builds role-specific mobile work apps that bring together all your critical business data, from different sources, and filters it with your personal context.	12/18/12	\$0.5	Seed	Citrix Startup Accelerator; Alchemist Accelerator
Jibe Mobile	Private	Jibe – the global communications cloud – is an open technology platform for the new age of telephony. Bridging the worlds of traditional standards-based telecommunications and Silicon Valley-style rapid application development, they are empowering phone companies, developers, and consumers everywhere to build the world's next global phone network.	12/15/12	\$8.3	Undisclosed	Vodafone Ventures; MTI
AppStack	Private	AppStack makes it easy for Local Businesses to get Mobile Customers.	12/14/12	\$6.2*	Undisclosed	Undisclosed
Bread Labs	Private	Bread is a monetization platform for social media, desktop and mobile publishers.	12/13/12	\$4.3	Undisclosed	Undisclosed
C-SAM	Private	C-SAM, Inc. is a pioneer in secure mobile transactions technology. The company provides turnkey services to carriers, banks, merchants, settlement networks, healthcare providers, and large infrastructure providers.	12/13/12	Undisclosed	Undisclosed	MasterCard
Linkable Networks	Private	Linkable Networks is the only card-linked offer company with the ability to provide coupons and offers at the individual product or SKU-level.	12/13/12	\$0.9*	Undisclosed	Undisclosed
Easilydo	Private	Easilydo is an app for the iPhone that finds important tasks and things you care about and offers to take care of them for you.	12/13/12	\$4.3	Undisclosed	U.S. Venture Partners; Mayfield Fund
Applifier	Private	Applifier is a cross-promotion network for social games and applications.	12/13/12	\$4.0	Series B	Lifeline Ventures; MHS Capital; PROfounders Capital
Snapchat	Private	Snapchat is a photo messaging application.	12/12/12	\$8.0	Undisclosed	Benchmark; Om Malik

* Note: Appconomy still seeking \$133,451 in funding.

* Note: AppStack still seeking \$600,002 in funding.

* Note: Linkable Networks still seeking \$914,513 in funding.

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout December 1-31, 2012.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
Coveo	Private	Coveo is a leading provider of advanced enterprise search technology and information access solutions, including mobile search solutions, for high performance businesses.	12/12/12	\$18.0	Undisclosed	Tandem Expansion; BDC Venture Capital; Propulsion Ventures
Waspit	Private	Waspit™ has been created specifically for students. It is essentially 'Banking 2.0'. It gives you all the latest banking capabilities as well as mobile payments. In addition, you earn Buzz Points (Waspit currency) when you tell friends and merchants about your experiences.	12/11/12	\$3.0	Undisclosed	Undisclosed
Stocard	Private	The Stocard app puts all your loyalty cards into one app on your phone.	12/11/12	\$0.9	Undisclosed	High-Tech Gruenderfonds; Klaas Kersting
Apptentive	Private	Apptentive creates in-app feedback tools, enabling developers to easily engage customers for positive ratings, feedback and customer research.	12/11/12	\$1.2	Seed	Founder's Co-Op; Google Ventures; Social Leverage; Golden Venture Partners
CARDFREE	Private	CARDFREE offers complete, integrated commerce solutions to mobilize merchants. CARDFREE's platform provides end-to-end capabilities to engage customers via merchant-branded interfaces such as mGifts, messaging, offers, loyalty, payments, order ahead and social media integration.	12/10/12	\$10.0	Series A	Undisclosed
Consmr	Private	Consmr is a crowd-sourced review application for Grocery and Drugstore products.	12/10/12	\$0.6	Seed	Lerer Ventures; IA Ventures
Cycell	Private	Cycell Ltd, London, UK-based early stage specialist mobile network operator.	12/10/12	\$1.6	Undisclosed	London Business Angels
MoMinis	Private	MoMinis is an Android game publisher.	12/9/12	\$6.0	Undisclosed	Gemini Israel Funds
Green Throttle Games	Private	Green Throttle Games develops high-quality, innovative games and hardware for mobile devices.	12/5/12	\$6.0	Undisclosed	Trinity Ventures; DCM
SmartThings	Private	SmartThings is about the Internet of Things, sensor networks or home and life automation. SmartThings provides a platform that enables developers and makers to build smart and connected devices, an interactive and mobile user experience for consumers to manage and install apps into their physical world.	12/5/12	\$3.0	Seed	First Round Capital; SV Angel; Lerer Ventures; CrunchFund; Start Fund; A Grade Investments; Individual Investors*
TourWrist	Private	TourWrist is an iOS application where users can rate, label, and submit 360° panoramas. People use the platform to share their photography and to check out travel destinations, homes, and businesses.	12/5/12	\$1.3	Undisclosed	Undisclosed
Adelphic Mobile	Private	Adelphic Mobile enables efficient buying and selling of targeted mobile media at scale through our powerful and intelligent Predictive Data Platform.	12/4/12	\$10.0	Undisclosed	Google Ventures; Matrix Partners
Lookout Mobile Security	Private	Lookout provides award-winning security to protect your mobile phone from viruses, malware and spyware, the ability to backup and restore your data, and tools to help locate lost or stolen phones.	12/4/12	Undisclosed	Undisclosed	Orange-Publicis Venture Fund
Poshmark	Private	Poshmark is a mobile fashion marketplace built around real-time social experiences.	12/4/12	\$12.0	Series B	Menlo Ventures
My-Apps	Private	My-Apps is a mobile applications constructor that allows every one without any special skills create his own mobile application via website or Builder for iPhone or Android.	12/3/12	\$1.5	Undisclosed	Undisclosed
Plyfe	Private	Plyfe is a social amplification platform that incentivizes users with rewards for actions that add value in a digital community.	12/1/12	\$0.8	Undisclosed	CrossCut Ventures
MobileDay	Private	MobileDay Inc. provides One-Touch access to any conference call from your iPhone or Android smartphone by using the native phone apps such as phone, calendar, SMS and email to simplify this challenging task.	11/30/12	\$1.0	Undisclosed	Undisclosed
Cinemagram	Private	Cinemagram is an app that a cinemagraph generator.	11/30/12	\$8.5	Series A	Menlo Ventures, Khosla Ventures, Real Ventures
Plyfe	Private	Plyfe is a social amplification platform that incentivizes users with rewards for actions that add value in a digital community.	11/29/12	\$0.8	Seed	Crosscut Ventures
Everything.me	Private	The Everything Project is a company that empowers users by combining the simplicity of search with the mobility of apps.	11/28/12	\$25.0	Series C	Telefonica Ventures, Mozilla, SingTel Innov8, BRM Capital, Horizons Ventures, Draper Fisher Jurvetson

* Note: Individual Investors Include - Max Levchin; David Tisch; Christopher Dixon; Vivi Nevo; Alexis Ohanian; Loic Meur; Martin Varsavsky; Kal Vepuri; Ryan Sarver; Jared Hecht; Steven Martocci; Emil Michael; Aaron Levie; Zorik Gordon; Nathan Hank

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Source: Thomson Reuters, VentureDeal and Hidden River, LLC

Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
Ginger.io	Private	Ginger.io provides healthcare and life sciences clients with insight into patient behavior using mobile phone sensors and other big data.	11/28/12	\$11.5	Series A	Khosla Ventures, True Ventures, Romulus Capital
AdNear	Private	AdNear is a hyper-local mobile advertising platform supporting feature phones as well as smartphones.	11/28/12	\$6.5	Series A	Sequoia Capital, Canaan Partners
Stray Boots	Private	Stray Boots is a location-based tour guide app.	11/27/12	\$2.0	Series A	Milestone Venture Partners, Correlation Ventures, Great Oaks
ezeep	Private	ezeep has created a service that lets users print directly from their phone.	11/27/12	Undisclosed	Series A	Mangrove Capital Partners
deets	Private	deets is a mobile communication platform that puts control of your relationships and contacts back in your hands.	11/25/12	\$1.5	Series A	Connecticut Innovations
MunkyFun	Private	MunkyFun is an independently owned mobile game company.	11/22/12	\$3.1*	Undisclosed	Undisclosed
biNu	Private	biNu is a cloud-based software platform that delivers popular internet services (like Facebook, Twitter, Google search, Wikipedia, news, sports scores, weather forecasts and much more) in any language to mass-market and smart mobile phones, with lightning-fast response times and very low bandwidth usage.	11/21/12	\$4.3	Series A	500 Startups, PanAfrican Investment Co.
Centri Technology	Private	Centri Technology develops a broad suite of mobile solutions.	11/20/12	\$3.8*	Undisclosed	Undisclosed
SubtleData	Private	SubtleData designs, develops, and manages Application Programming Interfaces (APIs) that connect mobile devices to the majority of existing Point of Sale systems in a platform-as-a-service environment.	11/20/12	\$0.5	Seed	Joshua Baer, Mellie Price, Bryan Menell, Jon Armstrong, Jeff Gemperle, Adam Weisberg, Nathan Smith
Mobee	Private	Mobee is a mobile app that rewards users for reviewing businesses.	11/19/12	\$1.1	Seed	Launch Capital, TIE Angels, Hub Angels Investment Group, Jit Saxena, Rob Soni, John Simon, Gaugarin Oliver, Prakash Khot
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.	11/19/12	\$0.5	Series A	Jade Global Investments
Quik.io	Private	Quikio is a free iOS app that lets users instantly stream or send videos, music, pictures and documents from your PC/Mac to any iPad/iPhone without the hassle of syncing or converting files.	11/18/12	\$1.3	Undisclosed	Enspire Capital
Cignifi	Private	Cignifi has developed the first proven analytic platform to deliver credit and marketing scores for consumers using mobile phone behavior data.	11/17/12	Undisclosed	Series A	Omidyar Network
Chromatik	Private	Chromatik offers a free iPad app and mobile Web version that modernizes the way musicians of all abilities use sheet music to practice and perform.	11/16/12	\$1.0	Undisclosed	Jeffrey Ayeroff
Spindle	Private	Spindle is a social discovery app.	11/16/12	\$2.3	Undisclosed	Polaris Venture Partners, Greylock Partners, Lerer Ventures, SV Angel, Atlas Venture, Project 11 Ventures
Embark	Private	Embark makes it easy to get around without a car. Embark builds mobile software that makes it simple to get around on mass transit.	11/15/12	Undisclosed	Undisclosed	BMW i Ventures
MAZ Digital	Private	MAZ Digital Inc., provider of a cloud-based digital publishing service for tablet and mobile devices.	11/15/12	\$1.0	Seed	Expansion Venture Capital, T5 Capital, MI Ventures, Amer Rehman
Flurry	Private	flurry, inc. is a leader in developing next-generation mobile applications.	11/14/12	\$24.2	Undisclosed	Undisclosed
Corona Labs	Private	Corona Labs' (formerly Anasca Mobile) is the maker of Corona SDK, the leading cross-platform mobile development framework.	11/14/12	\$1.3	Series A	Western Technology Investment

* Note: MunkyFun still seeking \$208,654 in funding.

* Note: Centri Technology still seeking \$175,458 in funding.

* Note: Flurry still seeking \$757,443 in funding.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
Saverr Mobile	Private	Saverr is a mobile app that helps users save money on groceries. It helps users with coupons, promotions, and circulars tailored specifically to users shopping history.	11/14/12	\$0.6	Seed	Walter A. Winshall, LionBird, Pulver's Micro Angel Fund, PLUS Ventures
Miradore	Private	Miradore provides IT organizations with a single dashboard view and remote access to a wide range of end user devices, including Windows, Linux, Mac OSX, Android, Symbian and iOS smartphones and tablets and retail point-of-sale (POS) terminals.	11/14/12	\$1.5	Series B	Willem Hendrickx, Inventure Capital
invi	Private	invi is the next generation of texting. No more tiny thumbnails and dull links. Share pictures, YouTube videos and so much more within your text conversations as beautiful and interactive content.	11/14/12	\$0.8	Seed	Horizons Ventures Atlantic Bridge
MoJiva	Private	Mojiva is the parent company of the Mojiva, the mobile ad network and the Mocean Mobile, the mobile ad serving platform.	11/13/12	\$7.0	Undisclosed	Undisclosed
PlayHaven	Private	PlayHaven is a relationship management and monetization platform for mobile games developers and publishers that provides insight into customer behavior and real-time optimization.	11/13/12	\$8.0	Undisclosed	GGV Capital, e.ventures, Tandem Entrepreneurs
Skycure	Private	Skycure, a mobile security pioneer, revolutionizes the way mobile devices are protected by leveraging its patent-pending dual-protection technology to provide organizations with strong control and protection against emerging mobile security threats.	11/13/12	\$3.0	Seed	Pitango Venture 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.	11/12/12	\$4.0	Series B	Floodgate, Bullpen Capital, Lightbank
ToyTalk	Private	ToyTalk is a family entertainment company.	11/10/12	\$12.0	Series A	Charles River Ventures
Trademob	Private	Trademob is an app marketing platform, helping app advertisers win loyal users and high app store ranking for an iOS or Android app.	11/6/12	\$15.0	Series B	Kennet Partners, Tengelmann Ventures, High-Tech Gruenderfonds
Scratch Wireless	Private	Scratch Wireless provides free mobile smartphone service in the USA. As long as users are connected via WiFi they pay nothing for voice, text messaging, picture messaging, and Internet.	11/1/12	\$0.9	Undisclosed	Undisclosed
Cartavi	Private	Cartavi is a cloud-based document-sharing solution designed specifically for real estate professionals. Also available as a mobile app for Apple and Android devices.	10/31/12	Undisclosed	Series A	I2A, FireStarter Fund, OCA Ventures, New World Ventures, Gian Fulgoni, Jai Shekhawat, Michael Gamson
ItsOn, Inc	Private	ItsOn, Inc is a leader in smart mobile services.	10/30/12	\$15.5	Series B	Andreessen Horowitz, SV Angel, Jim Davidson
Aquto	Private	Aquto's mission is to change the mobile industry when it comes to how mobile broadband is bought, managed, and distributed. With the explosion of mobile broadband usage and the inability for mobile broadband providers to keep up with the demand, mobile broadband is fast becoming a precious resource.	10/29/12	\$8.0	Series A	North Bridge Venture Partners, Matrix Partners
Romotive	Private	Romotive combines smartphones with a mobile base and create robots that do awesome things (telepresence, autonomous navigation, machine vision). Because software for Romo is distributed through the Apple App Store, our users download new behaviors and personalities for their robots at the click of a button.	10/25/12	\$5.0	Undisclosed	Sequoia Capital, CrunchFund, SV Angel
InfoArmy	Private	InfoArmy provides competitive intelligence reports about companies which are viewable on the iPad.	10/24/12	\$17.3	Series B	Norwest Venture Partners, Trinity Ventures
Gigwalk	Private	Gigwalk instantly connects businesses to an on-demand, tech-savvy mobile workforce who gets paid to use their iPhone to collect, capture and report real-world data while going about their everyday activities.	10/22/12	\$6.0	Series A	August Capital, Greylock Partners, Harrison Metal Capital, SoftTech VC, Founder Collective, Omar Hamoui
Appy Couple	Private	Appy Couple lets users create an entirely unique app for their wedding, complete with design templates and color themes. Guests, members of the wedding party, relatives, etc. can then access the app in the App Store, just like any other app, and interact with the information.	10/20/12	\$1.2	Seed	John Frankel
AppsBuilder	Private	AppsBuilder is an online platform designed for Internet users to create mobile applications. Allows anyone, professionals as amateurs, to develop native apps for iPhone, iPad, Android, Windows Phone (ready to publish in the stores) and HTML5 web apps with Qr Code.	10/20/12	\$2.0	Undisclosed	Massimiliano Magrini, Mario Mariani, Vertis, Zermike Meta Ventures

* Note: Scratch Wireless still weeking \$92,508 in funding.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Selectable Media	Private	Selectable Media specializes in creating brand-safe, premium video inventory for marketers. Selectable Media partners with content providers across PC, mobile and tablet devices to deliver user selected ads that drive key brand health metrics.	10/19/12	\$2.0	Series A	Avalon Ventures
Grokr	Private	Grokr is a company that aims to deliver information before users think to search for it. They are building a predictive info delivery app.	10/19/12	\$2.4	Undisclosed	New Enterprise Associates, U.S. Venture Partners, Triple Point, Lerer Ventures
Burner	Private	Burner is a privacy layer for your phone, providing alias phone numbers at the push of a button.	10/19/12	Undisclosed	Seed	500 Startups, David Cohen, Ted Rheingold, Scott Marlette, Robert Goldberg, Kevin Slavin, Ric Calvillo
LocalVox	Private	LocalVox is a local, social & mobile marketing platform that helps local businesses market themselves online, across a network of publishers, social media, search, mobile, email newsletters & even their own website – and is as simple to use as email.	10/18/12	\$7.4	Series A	Talus Holdings
Netbiscuits	Private	Netbiscuits is a leading cloud platform for the development and delivery of next generation web apps across all mobile and connected devices.	10/18/12	\$27.0	Undisclosed	Stripes Group, T-Venture Funds
Talkbits	Private	Talkbits is a mobile app that allows you to talk in real time.	10/18/12	\$2.0	Undisclosed	Runa Capital
Perfecto Mobile	Private	Perfecto Mobile provide cloud-based testing, automation and monitoring solutions for mobile applications and websites, utilizing a wide selection of REAL mobile devices accessible via the web.	10/17/12	\$15.0	Series C	Globespan Capital Partners, Carmel Ventures, Vertex Venture Capital, Waisbein Fund
QuickMobile	Private	QuickMobile is transforming meetings and events around the world. Whether it's increasing attendee participation, building loyalty or generating revenue, meetings professionals leverage our mobile solutions to create richer experiences.	10/17/12	\$3.3	Undisclosed	BDC Venture Capital
textPlus	Private	textPlus is a leading mobile communications service that lets anyone text, talk and share for free or cheaply.	10/17/12	\$18.0	Series D	The Raine Group, Kleiner Perkins Caufield & Byers, Matrix Partners, GRP Partners
BuzzMob	Private	BuzzMob is a location-based platform that brings social media communication to real-world places and events.	10/16/12	\$2.0	Undisclosed	Craig Cogut
Lettuce	Private	Lettuce is a simple order management system with a mobile sales app enabling your business to capture, track, and process orders anywhere in real time.	10/16/12	\$2.1	Seed	Crosscut Ventures, 500 Startups, Baroda Ventures, Zelkova Ventures, Double M Partners, Launchpad LA
Branding Brand	Private	Branding Brand powers mobile commerce sites and apps for the world's leading retailers.	10/15/12	\$7.5	Series A	Insight Venture Partners, CrunchFund, Eastern Advisors Private Fund
Skyfire	Private	Skyfire leverages the power of cloud computing to improve the mobile Internet experience for both Operators and Consumers.	10/11/12	\$10.0	Series D	Panorama Capital, Verizon Ventures, Matrix Partners, Trinity Ventures, Lightspeed Venture Partners
Oyster	Private	Oyster is a simple and beautiful iPhone app that gives members unlimited access to an ever-growing library of books.	10/11/12	\$3.0	Undisclosed	Founders Fund, SV Angel, Advancit Capital, Chris Dixon, Sam Altman, Founder Collective
Emailvision	Private	Emailvision is the next generation marketing analytics and automation company. Emailvision delivers innovative and unique SaaS solutions for relationship marketing via email, mobile, social and web.	10/10/12	\$30.0	Undisclosed	Izurium Capital
getTalent	Private	getTalent powers "Candidate Experience Software" – melting together cutting-edge mobile and social technologies, to build, and deeply engage with, dedicated talent communities.	10/10/12	\$2.6	Undisclosed	Krutal Desai, Ray Wallin
SWARM Mobile	Private	SWARM enables brick and mortar retailers to increase revenue through real-time shopper interaction and analytics.	10/10/12	\$1.0	Seed	Undisclosed

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
PublicStuff	Private	PublicStuff is an innovative CRM software company that helps you get stuff fixed! Using both mobile and web platforms, we have created a comprehensive backend CRM system that allows municipalities, facilities and universities to receive service requests from their residents and customers in real time.	10/9/12	\$5.0	Undisclosed	Undisclosed
Funambol	Private	Funambol is a leading provider of white-label personal cloud solutions for mobile operators, device manufacturers and other service providers.	10/9/12	\$5.8	Undisclosed	H.I.G. Growth Partners, Nexit Ventures, Castile Ventures
ThingWorx	Private	ThingWorx radically transforms application development for the the connected world, allowing companies to achieve a step change in operational innovation and resource efficiency.	10/9/12	Undisclosed	Series C	Safeguard Scientifics
Freespee	Private	Freespee offers location-based, mobile click-to-call advertising and analytics that enable enterprises and business owners to confidently shift ad spend from the desktop to mobile.	10/9/12	\$4.3	Series A	Sunstone Capital
Leap2	Private	Leap2, LLC is an early-stage mobile application development company for iOs and Android operating systems.	10/5/12	\$0.5*	Undisclosed	Undisclosed
flayvr	Private	flayvr is a next-generation mobile gallery app that automatically organizes photos and videos from your phone, turning them into magical and interactive collections that are easily shared with others as an HTML5 experience.	10/5/12	\$0.5	Seed	Undisclosed
Azuki Systems	Private	Azuki is a leading the video delivery revolution to any screen over any network.	10/4/12	\$4.0	Undisclosed	Undisclosed
Beintoo	Private	Beintoo is a loyalty program for apps and websites.	10/3/12	\$2.0	Undisclosed	TLcom Capital Partners
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.	10/1/12	\$0.2	Seed	Undisclosed
Startcapps	Private	Startcapps is a mobile application and game development company.	10/1/12	\$0.2	Seed	Undisclosed

* Note: Leap2 still seeking an additional \$1,600,000 in funding.

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Source: Thomson Reuters, VentureDeal and Hidden River, LLC

Financing Transactions

DEBT FINANCINGS

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
Airband Communications	Private	airBand Communications Inc., is a broadband communications provider dedicated to helping businesses realize the full potential of their voice and data services.	12/20/12	\$1.6	Debt	Undisclosed
Movio Network	Private	Movio Network rents and sells premium video content to mobile users at ultra-fast speeds over existing Wi-Fi networks.	12/4/12	\$1.0*	Debt	Undisclosed
Sproxil	Private	Sproxil provides a mobile authentication system for identifying counterfeit medicine in developing countries.	11/28/12	\$0.5	Debt	undisclosed
Sproxil	Private	Sproxil provides a mobile authentication system for identifying counterfeit medicine in developing countries.	11/26/12	\$0.5	Debt	undisclosed
Corona Labs	Private	Corona Labs' (formerly Anasca Mobile) is the maker of Corona SDK, the leading cross-platform mobile development framework.	11/14/12	\$0.8	Debt	Merus Capital
Appconomy	Private	Appconomy operates a global platform that increases app revenue, designed for brands, retailers, service providers, local merchants and mobile carriers.	10/19/12	\$3.2*	Debt	undisclosed
Augme Technologies	Public	Augme Technologies, Inc. provides strategic services and mobile technology to leading consumer and healthcare brands.	10/3/12	\$0.3*	Debt	undisclosed

* Note: Movio Network still seeking \$500,000 in funding.

* Note: Appconomy still seeking \$2,640,000 in funding.

* Note: Augme still seeking \$4,750,000 in funding.

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout December 1-31, 2012.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

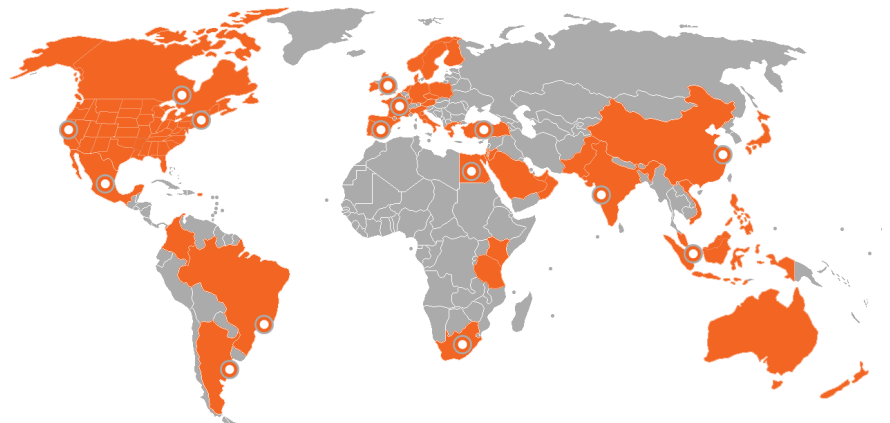
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Mobile Marketing Association

Calendar of Events

JANUARY 29–30, 2013

MMA San Francisco Forum

Join us at the San Francisco Forum to hear from leading marketing pioneers who are blazing the trails with mobile at the center of their broader marketing strategies. Discover how the use of mobile data can accelerate the path to purchase, how leading retail brands are using mobile to derive loyalty, how to apply mobile analytics to optimize your campaigns across channels and how to embrace the new mobile connected age to transform not only your thinking, but also your business.

Walk away from this information-packed 2-day event with your own roadmap for how to effectively infuse mobile into your brand's broader marketing strategy and send you on the right path for 2013 and beyond.

www.mmaglobal.com/events/forums/sanfrancisco2013/overview

APRIL 2013

MMA APAC Forum: Singapore

More details forthcoming.

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

MAY 8–10, 2013

MMA North America Forum: New York

More details forthcoming.

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

Hidden River

About Hidden River

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

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

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

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

Executive Contacts

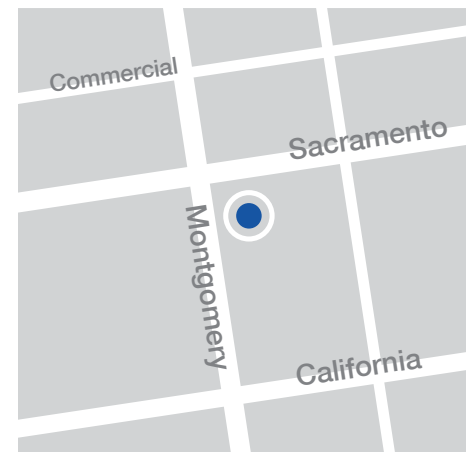
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DEDICATED
 EXCLUSIVELY TO THE
 MOBILE ECOSYSTEM

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STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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