



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
DECEMBER 2014

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Same Budget, Better Results

In the coming weeks, the MMA will start sending out invitations for the industry to join us at a variety of meetings, presentations, webinars and events where the MMA, and the brands that have participated (AT&T, Walmart, The Coca-Cola Company and MasterCard), will be sharing the findings of our SMOX.me (Smart Mobile Cross Marketing Effectiveness) studies.

SMoX.me scientifically assesses the interaction of mobile channels and platforms in relation to the broader marketing mix (TV, radio, magazines, Internet etc). This research will help marketers understand the impact of consumers' shifting media habits, as well as how to optimize their marketing mix by rebalancing investments. Essentially – better business results at the same budget.

This has been a massive undertaking, which will continue through 2015 and beyond. We expect the release of these results to accelerate the transformation and innovation of marketing—core to our marketer-first mission.

We look forward to an exciting year ahead and being a catalyst for growth for the entire industry! As ever, please let the MMA team know if there is anything we can do to help your mobile efforts.

Best,

Greg Stuart

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Kelly Steckelberg	Chief Executive Officer, Zoosk	Chief Financial Officer, Zoosk	Zoosk is a leading dating App and online website, offering a truly personalized dating experience through its Behavioral Matchmaking™ technology.	12/17/14
Shayan Zadeh	Board Member, Zoosk	Chief Executive Officer, Zoosk	Zoosk is a leading dating App and online website, offering a truly personalized dating experience through its Behavioral Matchmaking™ technology.	12/17/14
Richard Wang	Chief Executive Officer, Coding Dojo	Managing Partner, Village88 Ventures (Current)	Coding Dojo is a coding school which aims to teach and create a community of developers and entrepreneurs with an eye not just for subsequent employment or business growth but also for camaraderie and personal fulfillment.	12/11/14
Peter Lee	Chief Information Officer, SHOEme	Chief Executive Officer/Managing Director, LensWay	SHOEme's is an ecommerce company with a mission to constantly challenge, innovate and deliver new and better ways to shop.	12/11/14
David Sacks	Chief Operating Officer, Zenefits	Co-Founder, Yammer	Zenefits gives you, your managers, and your employees a single online place to manage all your HR — payroll, benefits, compliance, and more.	12/10/14
Nathan Cowan	Vice President of Worldwide Sales, Front Desk	Director of Corporate Sales, DocuSign	Front Desk is a mobile-first, SaaS-based platform providing cloud-based client management tools for the personal services economy.	12/4/14
Amy Ellis	Head of Product Marketing, Front Desk	Head of Integrations and Partnerships, MailChimp	Front Desk is a mobile-first, SaaS-based platform providing cloud-based client management tools for the personal services economy.	12/4/14
Ryan Waite	Senior Vice President of Products, Cray	General Manager, Data Services Division, Amazon Web Services	Cray provides innovative computing platforms that enable scientists and engineers in academia, government, and industry to meet both.	12/2/14
Frank Aff	Director of Operations West Region, Frontier Communications	Network Operations Supervisor, Frontier Communications	Frontier Communications is a provider of communications services focused on smaller communities and rural America.	12/1/14
Frank Montes	General Counsel, Cyanogen	General Counsel, Coin	Cyanogen is a company that is focused on reimaging the mobile operating system.	11/24/14
Will Hodgman	Chief Executive Officer, Informate Mobile Intelligence	Chief Executive Officer, KISSMetrics	Informate Mobile Intelligence specializes in mobile measurement, including the tracking of content, advertising and in-app activity on smartphones and tablets.	11/18/14
Douglas Michelman	Senior Vice President of Corporate Communications & Corporate Social Responsibility, Sprint	Chief Communications Officer, Visa	Sprint offers a comprehensive range of wireless and wireline communication services bringing the freedom of mobility to consumer.	11/18/14
Frank Boyer	Chief Procurement Officer, Sprint	Principal Consultant, FCB Consulting*	Sprint offers a comprehensive range of wireless and wireline communication services bringing the freedom of mobility to consumer.	11/18/14
Russ Mann	Chief Marketing Officer, Nintex	Chief Executive Officer, Covario	Nintex, a SharePoint workflow company, delivers software and cloud services that empower companies to automate their business processes.	11/18/14
Sebastien Fouillade	Head of Product, Point Inside	Managing Director, XSpecra at Mycroft Inc.	Point Inside offers StoreMode, a platform that enables brick and mortar retailers to engage with mobile customers along their purchase path.	11/18/14
Josh Waldo	Vice President of Channel Strategy & Channel Programs, Nintex	Senior Director, Cloud Partner Strategy, Microsoft	Nintex, a SharePoint workflow company, delivers software and cloud services that empower companies to automate their business processes.	11/13/14
Melody Brown	Senior Vice President of Sales, PayScale	Vice President of Sales & Channel, DataCore Software	PayScale provides compensation data to individuals and employers through its online tools and software.	11/13/14
Stacey Klimek	Vice President of People, PayScale	Controller / HR/ Operations, PayScale	PayScale provides compensation data to individuals and employers through its online tools and software.	11/13/14
Peter Greb	Vice President of National Clients, Marchex	Vice President, Client Partner, Razorfish	Marchex is a mobile advertising company providing a software suite for businesses that depend on consumer phone calls to drive sales.	11/11/14
Daniel Behrendt	Vice President of Strategy & Development, Marchex	Group Director, Corporate Strategy & Planning, Samsung	Marchex is a mobile advertising company providing a software suite for businesses that depend on consumer phone calls to drive sales.	11/11/14

*Frank Boyer's position as Principal Consultant at FCB Consulting is current.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Amy Bohutinsky	Board of Directors, HotelTonight	Chief Marketing Officer, Zillow*	HotelTonight is a mobile hotel booking application that allows users to find and reserve same-day hotel rooms from their smartphones.	11/6/14
Chris Diorio	Chief Executive Officer, Impinj	Chief Technology Officer, Impinj	Impinj is a leading provider of UHF RFID solutions that provide Item Intelligence in the retail, pharmaceutical, healthcare, food and beverage, and many other industries.	11/4/14
Adam Wade	Business Development Director, Amobee	Digital Director, Carat	Amobee is a mobile advertising platform offering end-to-end mobile advertising solutions and services for advertisers and publishers.	10/29/14
David Hose	Interim Chief Executive Officer, Rhapsody	Co-Founder, Soundwall, LLC (current position)	Rhapsody is a music subscription service that offers videos, playlists, reviews and radio stations.	10/22/14
Shauna Causey	Vice President of Marketing, EveryMove.org	Marketing Executive, UP Global	EveryMove.org is a Seattle health start-up.	10/22/14
Garret Link	Vice President of Product, EveryMove.org	Vice President of Product, Koru, Inc	EveryMove.org is a Seattle health start-up.	10/22/14
Chris Donahue	Director, Developer Relations, PlayFab	Vice President, Marketing and Publisher Relations, CiiNOW	PlayFab is a cloud based provider of tools and services for building and managing online games.	10/21/14
Steve Bonilla	Chief Operating Officer, SkyKick	Chief Operating Officer, Spiraledge	SkyKick is a Seattle start-up that helps move companies onto Microsoft's Office 365 cloud platform.	10/20/14
Peter Labes	Vice President of Business Development, SkyKick	Senior Cloud Strategy, Microsoft's U.S. SMB Channel Group	SkyKick is a Seattle start-up that helps move companies onto Microsoft's Office 365 cloud platform.	10/20/14
Eric Jewett	Vice President of International, SkyKick	Microsoft	SkyKick is a Seattle start-up that helps move companies onto Microsoft's Office 365 cloud platform.	10/20/14
Suresh Kumar	Corporate Vice President, Microsoft	Vice President, Worldwide Retail Systems and Retail Services, Amazon	Microsoft is a veteran software company, best known for its Microsoft Windows operating system and the Microsoft Office suite of productivity software.	10/20/14
Brian Roberts	Senior Vice President, Partnerships and Corporate Development, Lyft	Senior Vice President, Business Development & Strategy, Walmart eCommerce	Lyft Inc. helps commuters share rides with their friends, classmates, and coworkers travelling in the same way.	10/15/14
Brian de Schepper	Director of MLS and Industry Development, Zillow	Vice President, Real Estate Solutions Group, CoreLogic	Zillow is an online real estate marketplace for finding and sharing information about homes, real estate, and mortgages.	10/10/14

*Amy Bohutinsky's position as Chief Marketing Officer at Zillow is current.

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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 1/1/15	Stock Price 12/1/14	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
Indexes		Russel 3000	1,224.11	1,215.78	0.7%	1,243.60	1,043.07				
		S&P 500	2,058.90	2,053.44	0.3%	2,093.55	1,737.92				
		NASDAQ Composite	4,736.05	4,727.35	0.2%	4,814.95	3,946.03				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 72.70	\$ 73.75	-1.4%	\$ 77.56	\$ 57.15	\$36,258	\$34,033	\$4,147	8.2X
America Movil	AMX	NYSE	22.18	23.30	-4.8%	26.95	19.02	48,927	48,927	16,576	3.0X
Apple Inc.	AAPL	NASDAQ	110.38	115.07	-4.1%	119.75	70.51	647,361	657,579	182,795	3.6X
AT&T	T	NYSE	33.59	35.06	-4.2%	37.48	31.74	174,231	248,410	131,171	1.9X
Barti Airtel	BHARTIARTL.BO	BSE	5.75	6.09	-5.5%	6.90	4.57	22,982	33,949	14,931	2.3X
CenturyLink	CTL	NYSE	39.58	41.10	-3.7%	45.67	27.93	22,589	43,006	18,135	2.4X
China Mobile	CHL	NYSE	58.82	59.53	-1.2%	65.55	41.35	240,437	168,506	100,500	1.7X
Dentsu	4324:JP	TSE	42.64	37.74	13.0%	43.87	32.95	12,297	13,485	22,685	0.6X
Fiserv, Inc.	FISV	NASDAQ	70.97	71.21	-0.3%	73.27	53.68	17,314	20,753	5,013	4.1X
Google	GOOG	NASDAQ	526.40	607.22	-13.3%	604.83	489.00	178,628	121,710	67,911	1.8X
LG	034220.KS	KRX	30.61	30.71	-0.3%	32.59	21.30	10,954	13,676	24,071	0.6X
Microsoft	MSFT	NASDAQ	46.45	48.62	-4.5%	50.04	34.63	382,880	317,890	91,505	3.5X
Motorola Solutions	MSI	NYSE	67.08	65.44	2.5%	68.33	57.79	16,148	16,770	7,134	2.4X
Neustar, Inc.	NSR	NYSE	72.17	73.49	-1.8%	96.24	63.42	15,960	16,049	9,561	1.7X
Nippon Telegraph & Telephone Corp.	NTT	NYSE	25.61	26.27	-2.5%	34.08	25.26	58,222	58,222	54,951	1.1X
Nokia	NOK	NYSE	7.86	8.28	-5.1%	8.73	6.64	29,435	29,435	8,736	3.4X
Omnicom	OMC	NYSE	77.47	77.21	0.3%	78.49	64.03	19,226	23,513	11,782	2.0X
Publicis Groupe	PUB.PA	Paris	72.17	73.49	-1.8%	96.24	63.42	15,960	16,049	9,561	1.7X
Samsung	005930.KS	KRX	1,207.30	1,162.90	3.8%	1,461.17	1,009.65	177,834	137,907	153,204	0.9X
Sprint	S	NYSE	4.15	4.87	-14.8%	10.69	3.79	16,417	43,381	35,027	1.2X
Telefonica S.A.	TEF	NYSE	14.21	15.89	-10.6%	17.03	13.38	66,179	74,542	70,622	1.1X
Telenor	TELNF	OTC	20.44	21.50	-4.9%	23.37	20.80	30,695	39,482	17,658	2.2X
TIM	TSU	NYSE	22.21	22.67	-2.0%	30.52	20.79	10,754	10,754	4,250	2.5X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	15.12	16.05	-5.8%	16.63	11.72	13,306	13,306	1,028	12.9X
Vodafone Group	VOD	NASDAQ	34.17	35.64	-4.1%	42.14	28.63	90,580	128,579	65,793	2.0X
WPP Group	WPPGY	NASDAQ	104.10	104.88	-0.7%	114.04	88.15	27,445	33,529	18,779	1.8X
Yahoo!	YHOO	NASDAQ	50.51	50.10	0.8%	52.62	32.15	47,851	38,040	4,631	8.2X
					Average			90,032	88,944	42,672	2.9X
					Median			29,435	38,040	18,135	2.0X
Mid-Cap (\$2B - \$10B)											
Alcatel-Lucent	ALU	NYSE	\$ 3.55	\$ 3.53	0.6%	\$ 4.62	\$ 2.28	\$9,990	\$12,220	\$18,792	0.7X
BlackBerry	BBRY	NASDAQ	10.98	10.28	6.8%	12.54	7.01	5,803	4,689	3,651	1.3X
Gemalto	GTOFF	OTC	82.20	85.19	-3.5%	124.74	67.89	7,235	6,751	3,280	2.1X
Interpublic Group of Companies	IPG	NYSE	20.77	20.25	2.6%	21.16	15.90	8,687	10,117	7,453	1.4X
Pandora Media Inc.	P	NYSE	17.83	18.98	-6.1%	40.44	16.61	3,710	3,394	778	4.4X
Telefonica Brasil S.A.	VIV	NYSE	14.97	16.42	-8.8%	17.56	16.05	5,714	6,518	...	N/A
ValueClick	VCLK	NASDAQ	34.44	34.80	-1.0%	35.56	20.52	2,219	2,208	598	3.7X
ZTE	000063.SZ	Shenzhen	2.91	2.51	16.1%	3.12	1.95	8,174	11,640	18,503	0.6X
Zynga	ZNGA	NASDAQ	2.66	2.51	6.0%	5.89	2.20	2,041	1,216	674	1.8X
					Average			5,953	6,528	6,716	2.0X
					Median			5,803	6,518	3,466	1.6X

NOTES:

- (1) Market Capitalization is calculated using month end stock price and fully diluted shares.
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- (3) Revenue is calculated on a "Net Sales" basis and covers the last twelve months reported to SEC.

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Indexes		Russel 3000	1,224.11	1,215.78	0.7%	1,243.60	1,043.07				
		S&P 500	2,058.90	2,053.44	0.3%	2,093.55	1,737.92				
		NASDAQ Composite	4,736.05	4,727.35	0.2%	4,814.95	3,946.03				
Small-Cap (< \$2B)											
Axiom Corporation	ACXM	NASDAQ	\$ 20.27	\$ 18.90	7.2%	\$ 39.30	\$ 16.04	\$1,561	\$1,756	\$1,075	1.6X
Bango	BGO	LSE	1.82	2.10	-13.5%	3.19	1.38	94	91	12	7.5X
Blue Calypso Inc.	BCYP	OTC	0.17	0.08	112.5%	0.20	0.07	39	38	1	N/A
Boingo wireless	WIFI	NASDAQ	7.67	7.88	-2.7%	8.14	5.06	277	257	114	2.2X
Cincinnati Bell	CBB	NYSE	3.19	3.45	-7.5%	4.13	2.94	667	2,514	1,278	2.0X
Digimarc Corporation	DMRC	NASDAQ	27.15	24.34	11.5%	37.00	18.97	209	187	27	7.0X
GFK Retail and Technology UK	GFK.DE	Xetra	41.35	43.04	-3.9%	61.02	37.86	1,510	2,087	1,967	1.1X
Glu Mobile	GLUU	NASDAQ	3.90	3.53	10.5%	7.60	3.35	417	363	185	2.0X
Hipcricket	HIPP	NASDAQ	0.09	0.14	-35.7%	0.46	0.02	5	7	28	0.3X
Internetq Plc	INTQ	LSE	4.02	4.65	-13.6%	6.91	3.66	160	156	175	0.9X
Oi (Formerly Telemar)	OIBR	NYSE	3.23	5.06	-36.2%	19.63	3.08	1,850	20,815	13,500	1.6X
Marchex	MCHX	NASDAQ	4.59	3.65	25.8%	12.84	3.15	173	92	188	0.5X
MDC Partners	MDCA	NASDAQ	22.72	21.30	6.7%	26.62	17.99	1,128	2,416	1,244	1.9X
MEDL Mobile	MEDL	OTC BB	0.19	0.16	20.4%	0.48	0.10	10	8	2	3.2X
Millennial Media	MM	NYSE	1.60	1.65	-3.0%	8.44	1.46	173	96	330	0.3X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	1.19	1.45	-17.9%	1.85	0.85	26	26	4	6.6X
Opera Software ASA	OPERA.OL	Oslo	12.82	13.07	-1.9%	13.71	10.73	1,836	1,692	416	4.1X
Single Touch Systems Inc.	SITO	OTC BB	0.20	0.27	-24.1%	0.70	0.15	31	35	10	3.6X
Smith Micro Software Inc	SMSI	NASDAQ	0.97	0.98	-1.0%	2.69	0.66	44	31	38	0.8X
Tanla Solutions Limited	TANLA	NSE	0.27	0.24	10.9%	0.35	0.06	27	24	25	1.0X
Telecom Argentina S.A.	TEO	NYSE	19.35	21.75	-11.0%	25.56	13.93	1,865	1,653	4,100	0.4X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	3.12	3.08	1.3%	3.59	2.08	171	250	345	0.7X
Unwired Planet	UPIP	NASDAQ	1.00	1.34	-25.4%	2.44	0.80	112	27	38	N/A
Voltari Corporation (Formerly Motricity)	VLTC	NASDAQ	0.66	1.21	-45.5%	4.43	0.65	3	26	11	2.4X
Velti	VELT	NASDAQ	0.02	0.02	-8.4%	0.10	0.01	1	3	232	0.0X
				Average	-1.8%			496	1,386	1,014	2.3X
				Median	-3.0%			171	96	175	1.8X

NOTES:

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
12/22/2014	Phunware	Odyssey Mobile Interaction	Odyssey Mobile Interaction is a technology and media provider helping advertisers target and engage with mobile audiences.	
12/22/2014	TheScore	Swoopt	Swoopt is a fantasy mobile sports application.	
12/19/2014	Line	MixRadio	MixRadio is a mobile music streaming app previously owned by Microsoft.	
12/19/2014	Meredith	WALA-TV (FOX)	WALA-TV is the FOX affiliate in the Mobile (AL)—Pensacola (FL) market.	\$86.0
12/19/2014	Blinkx	AdKarma	AdKarma is a video supply side platform.	
12/18/2014	Modzido	CorFire	CorFire is a mobile commerce company.	
12/18/2014	NJJ Capital	Orange Switzerland	Orange is a swiss mobile phone provider.	\$2,900.0
12/17/2014	Buzfeed	Hyper IQ	Hyper IQ is a Minneapolis-based mobile-app development agency.	
12/17/2014	Purch	AnandTech	AnandTech is a blog that reviews computer components and other computer hardware parts.	
12/16/2014	Ting Fiber, Inc.	Blue Ridge InternetWorks (Majority Stake)	BRI is an independent Internet service provider in Charlottesville, Virginia.	
12/12/2014	Dragon Army	Proving Ground	Proving Ground is a mobile development agency.	
12/11/2014	Microsoft	HockeyApp	HockeyApp is a service for mobile crash analytics and app distribution for developers building apps on iOS, Android and Windows Phone.	
12/11/2014	Lanyon	GenieConnect	GenieConnect is a provider of mobile event applications.	
12/10/2014	Cisco	Neohapsis	Neohapsis provides governance, risk, and compliance products and security services to enterprises and government agencies.	
12/10/2014	Barcodes, Inc	OCR Canada	OCR Canada is a provider of automated identification data capture solutions based in Markham, Ontario.	
12/09/2014	Upland Software	Mobile Commons	Mobile Commons is a mobile strategy and software company behind some of today's most effective mobile messaging campaigns.	
12/09/2014	Climate Corp.	640 Labs	640 Labs is a precision farming platform that collects, analyzes and distributes data, effectively optimizing farming operations.	
12/05/2014	Numericable Group SA	Omer Telecom	Omer Telecom Limited is Virgin Mobile's holding group company in France.	
12/04/2014	Millennial Media	Nexage	Nexage is a leading Independent Mobile Marketplace.	
12/03/2014	SVG Media	SeventyNine & NetworkPlay	SeventyNine is South East Asia's leading mobile video technology platform and NetworkPlay is a Performance display platform.	
12/03/2014	Bankrate	Wallaby	Wallaby Financial is the developer of web and mobile apps to help consumers optimize their credit card spending.	

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
12/03/2014	POSSIBLE	Swift	Swift is a Digital, Social and Mobile Agency.	
12/02/2014	Opera Software	AdVine	AdVine is a leading premium mobile advertising agency based in South Africa and part of the global 4th Screen Advertising Network.	
12/02/2014	4Projects	Mobile Computing Systems	Mobile Computing Systems is a mobile technology specialist and developer of the Priority1 site solution.	
12/02/2014	Progress Software	Telerik	Telerik provides tools and technologies to address the entire application development lifecycle.	
12/01/2014	Microsoft	Acomplii	Acomplii is a mobile e-mail application for professionals.	\$200.0
12/01/2014	Intel Security	PasswordBox	PasswordBox is a Montreal-based password management software company.	
11/21/2014	Yahoo!	Cooliris	Cooliris develops visually immersive media and communication experiences for mobile and web consumers.	
11/19/2014	Campaign Monitor	GetFeedback	GetFeedback is a modern online survey software tool that allows anyone to create visually engaging, branded, mobile-ready surveys in minutes.	
11/19/2014	Kik Interactive	Relay	Relay helps users discover the newest and best visual entertainment from around the web with a simple mobile app.	
11/19/2014	Google	RelativeWave	RelativeWave is a research and development shop that focuses on app development and design tools.	
11/13/2014	Waterfall	Mobile Marketing Services Division of Archer USA	Archer USA is a global provider of mobile engagement solutions.	
11/12/2014	SocialRadar	Gridskippr	Gridskippr is a targeted mobile advertising company.	
11/12/2014	Kili Technologies	Device Fidelity	DeviceFidelity develops plug-and-play technologies that empower a variety of institutions to deploy their services and applications on mobile phones worldwide, accelerating the universal adoption of NFC.	
11/11/2014	Yahoo!	BrightRoll	BrightRoll is a programmatic video advertising platform for reaching audiences across screens.	\$640.0
11/11/2014	KORE	Raco Wireless	RacoWireless is a machine to machine company.	
11/11/2014	IFAN Financial	Mobicash America	Mobicash America is an early-stage technology company that develops mobile payment solutions.	
11/08/2014	Shutterfly	GrooveBook	GrooveBook, a photo-printing app and subscription service that creates personalized photo books featuring up to 100 of your photos.	
11/07/2014	AppMakr	Appifier	Appifier is a leading Mobile App Builder in Canada.	
11/07/2014	Groupon	Swarm Mobile	Swarm Mobile provides solutions for shopper analytics and omni-channel marketing.	
11/06/2014	Cable & Wireless Communications	Columbus International	Columbus International Inc. is a privately held diversified telecommunications company based in Barbados.	\$1,850.0

*Note: POSSIBLE is wholly-owned by WPP.

*Note: The Acomplii acquisition was paid for with all cash.

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
11/05/2014	O2 Secure Wireless	Technologies Argus First de Mexico	Technologies Argus First de Mexico is a premier service provider to the telecom industry in Mexico.	
11/04/2014	Fuse Powered	Corona Labs	Corona Labs operates Corona SDK, a cross-platform enabling users to develop graphically rich apps for mobile devices.	
10/30/2014	Accor Hotels	Wipolo	Wipolo is a social and mobile application to organize and share trips and weekends with friends.	
10/28/2014	New Call	Nimbuzz*	Nimbuzz is a free instant mobile messenger and calling app for Windows PC, Mac smartphones, and other mobile devices.	\$175.0
10/28/2014	Publicis Groupe	Run	Run is a cross-device programmatic ad platform with a focus on mobile.	
10/28/2014	Matomy Media Group	MobFox	MobFox is a leading mobile advertising platform in Europe.	\$17.6
10/28/2014	Soft Space	Fasspay	Fasspay is a payment service provider based in Malaysia.	
10/24/2014	Deezer	Stitcher	Stitcher is a San Francisco-based aggregator of podcasts and talk radio programming.	
10/24/2014	DigitasLBi	Liquorice	Liquorice is a leading digital marketing agency in Africa.	
10/22/2014	Skyscanner	Distinction	Distinction is a Budapest-based mobile app development company.	
10/20/2014	MasTec	WesTower Communications, Inc.	WesTower Communications, Inc. is a U.S. subsidiary of Exchange Income Corporation (TSX:EIF). WesTower is a telecommunications services firm.	
10/15/2014	IMImobile	TextLocal	TextLocal is a UK-based mobile marketing & communications company.	\$17.7
10/13/2014	Accanto Systems	InstantCEM	InstantCEM is an application provider enabling device-based customer experience feedback and operator communication.	
10/09/2014	AppLovin	Moboqo	Moboqo is a premium mobile advertising network for leading mobile game developers from all over the world.	
10/07/2014	Scripps	WeatherSphere	WeatherSphere is the company behind the #1 Paid weather application on iOS, and maker of three of the Top 10 Paid weather apps as well as three of the Top 20 Grossing weather apps.	
10/07/2014	Boku	Mopay	Mopay is a payment platform for online dealers to bill charges directly to customers' cell phone, land line and broadband accounts.	
10/06/2014	Pulse Secure	MobileSpaces	MobileSpaces helps enterprises mobilize their applications, govern their data, and respect the privacy of their employees.	
10/03/2014	Yahoo!	MessageMe	MessageMe is a mobile messenger application enabling users to personalize their messages and connect with others.	
10/02/2014	Quantcast	Struq	Struq is a leading Cross Device Retargeting and ad personalization platform. Struq enables e-commerce businesses to increase their sales through highly-targeted, personalized remarketing and prospecting ad campaigns across display, video, social media and mobile channels.	
10/01/2014	Windstream	Only Broadband	Only Broadband is a fixed wireless enterprise services provider.	

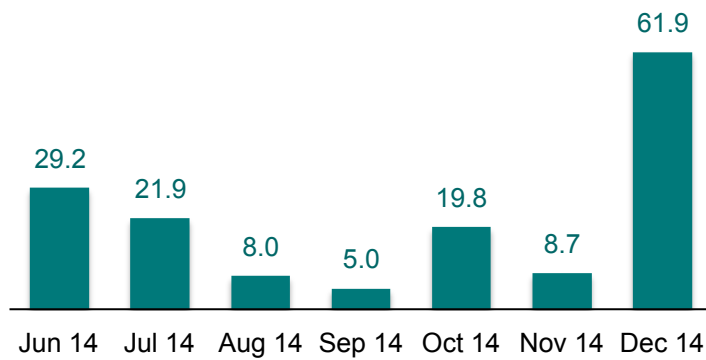
*Note: New Call acquired a 70% stake in the business for \$175 million, valuing the full company at \$250 million.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

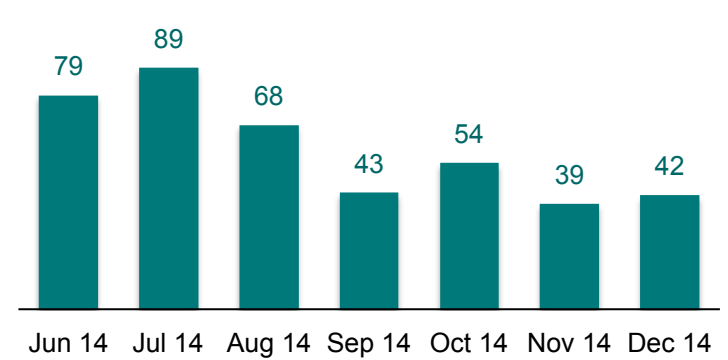
*Data collected in this issue of Mobile Smart Fundamentals was collected throughout December 1-31, 2014.

Financing Transactions Overview

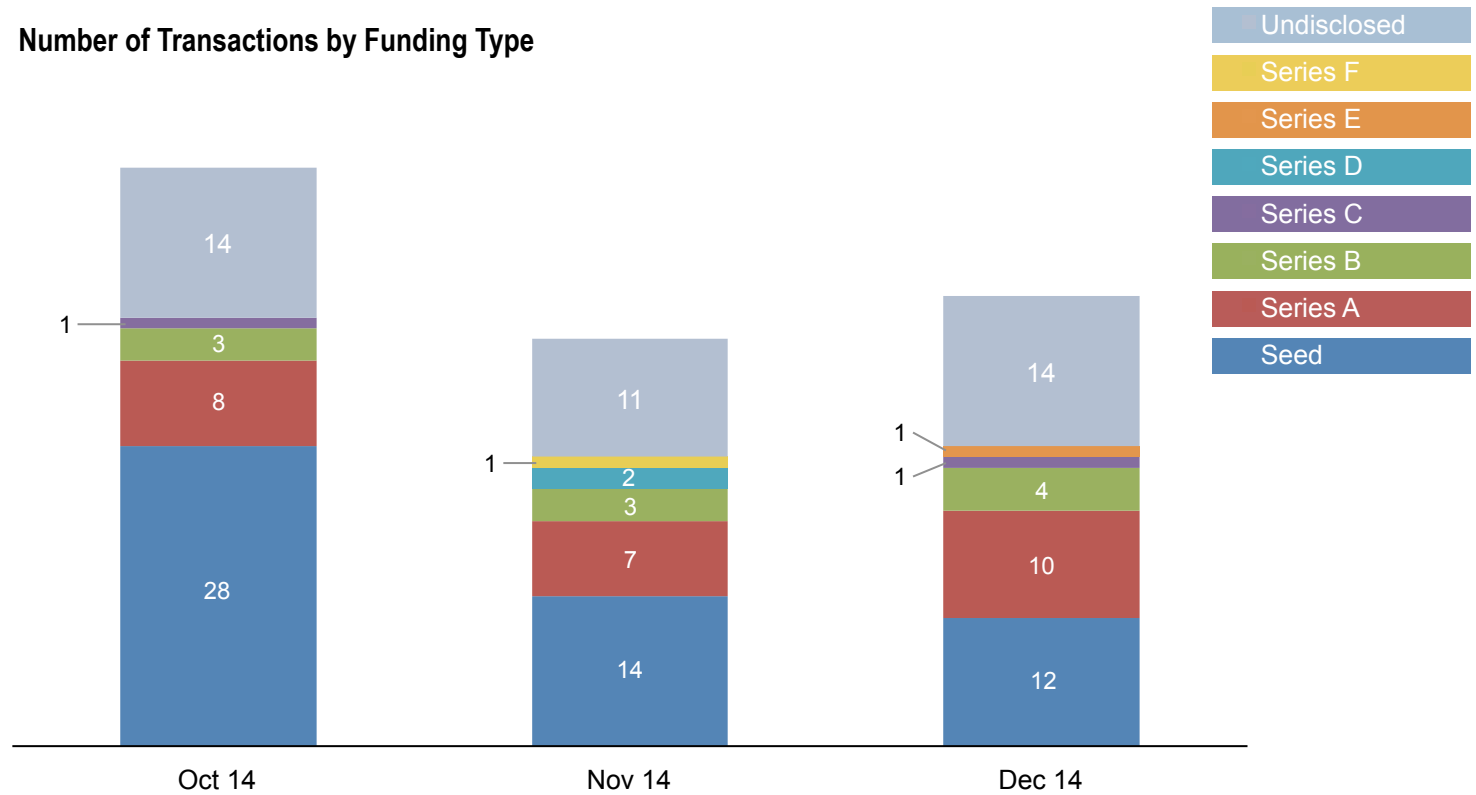
Average Value of Transactions (\$MM)



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 December 1-31, 2014.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Snapchat	Private	Snapchat is a photo messaging application.	12/31/14	\$485.6	Undisclosed	Undisclosed
Omni Water Solutions	Private	Omni Water Solutions is an emerging technology company, which specializes in developing and deploying mobile water treatment platforms for water re-use.	12/30/14	\$4.7*	Undisclosed	Undisclosed
Affinity Networks	Private	Affinity Networks provides mobile messaging and community features for publishers, game developers and content creators.	12/22/14	\$0.5*	Seed	Dennis Phelps, Clark Landry, Lou Kerner, Anthem Venture Partners, Siemer and Associates, Brad Zions, Rick Barry
Inbox Messenger	Private	Inbox Messenger is a mobile messaging app committed to providing you a space to cultivate meaningful conversations with your friends.	12/19/14	\$3.9	Seed	Undisclosed
Pinnatta	Private	Pinnatta is the sole product of gipht.me Inc, which provides unique services and products for mobile devices and social media users.	12/19/14	\$1.2	Undisclosed	Odyssey Venture Partners, PJ Tech Catalyst
CookBrite	Private	CookBrite manufactures a device which provides real-time feedback during recipe preparation. It talks the cook through the recipe.	12/18/14	\$3.0	Seed	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.	12/18/14	\$8.0	Series A	Emerald Technology Ventures, Charles Vaslet
Mixpanel	Private	Mixpanel is an analytics platform for the mobile and web, supporting businesses to study consumer behavior.	12/18/14	\$65.0	Series B	Andreessen Horowitz
Open Garden	Private	Open Garden is a pioneer of peer-to-peer mesh networking technology and the creator of FireChat, the first "off-the-grid" messaging app.	12/18/14	\$10.8	Series A	August Capital, Sherpalo Ventures, Kima Ventures, Future Perfect Ventures, Firebolt Ventures
Adelphic Mobile	Private	Adelphic Mobile enables efficient buying and selling of targeted mobile media at scale through our powerful and intelligent Predictive Data Platform.	12/17/14	\$11.0	Series B	Blue Chip Venture Company, Matrix Partners, Google Ventures
STAND	Private	STAND is a mobile-first crowdfunding platform—an easy, empowering and exciting way to raise money and awareness for the causes you care about.	12/17/14	\$0.3*	Seed	Greylock Partners, Biz Stone, Gil Penchina, Kevin Eyres, William Maw, Jim Calhoun
Blue Triangle	Private	Blue Triangle Technologies ("BTT") offers eRevenueView, a groundbreaking 24-hour performance analysis service that identifies optimum site performance, related abandonment, and lost revenue by observing shopper interactions with eCommerce and mCommerce sites.	12/16/14	\$0.9	Undisclosed	Blu Venture Investors, New Dominion Angels, Undisclosed
Talkspace	Private	Talkspace offers therapy for how we live today – affordable anonymous therapy with professional licensed therapists, anytime and anyplace, through a mobile device or on the Web.	12/16/14	\$3.5	Undisclosed	Metamorphic Ventures, SofiBank Capital, Spark Capital
NowThis Media	Private	NowThisMedia covers the news with videos that are usually around 15 or 30 seconds long.	12/16/14	\$6.0	Series C	Lerer Hippeau Ventures
Lift	Private	Lift is a goal-Tracking And Self-Improvement App.	12/16/14	\$1.1	Series A	Obvious, Spark Capital
All4Staff	Private	All4Staff replaces the tedious, paper-heavy HR onboarding process with one that is mobile-friendly, efficient, and error-free.	12/15/14	\$1.0	Undisclosed	Undisclosed
VideoAmp	Private	VideoAmp is a platform built from the ground up to buy, optimize and measure video ads across television, mobile and desktop.	12/15/14	\$2.2	Undisclosed	Anthem Venture Partners, Simon Property Group, Third Wave Ventures, Wavemaker Partners
CellTrust	Private	CellTrust Corporation is a developer of Secure Mobile Information Management (SMIM) software and automated subscription services for consumers and the B2B market.	12/12/14	\$10.5	Series B	Kayne Partners
Uber	Private	Uber is a mobile app connecting passengers with drivers for hire.	12/12/14	\$600.0	Undisclosed	Baidu
Avi Networks	Private	Avi Networks is a Silicon Valley startup led by veterans with proven track record in building virtualization, networking and software solutions.	12/11/14	\$33.0	Series A	Greylock Partners, Lightspeed Venture Partners, Menlo Ventures, Hitachi Metals America

*Note: Omni Water Solutions is still seeking \$1,350,204 in funding.

*Note: Affinity Networks is still seeking \$500,000 in funding.

*Note: STAND is still seeking \$1,200,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout December 1-31, 2014.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Kamcord	Private	Kamcord allows users to unlock their mobile gaming moments. Allow users to record and share their awesome gameplays. Without having to leave your game.	12/11/14	\$15.0	Undisclosed	GungHo Online Entertainment, Tencent Holdings, Wargaming Group
Kinsa	Private	Kinsa is bringing health into the mobile era, to give families the tools they need to stay healthy.	12/11/14	\$9.6	Series A	Kleiner Perkins Caufield & Byers, FirstMark Capital, Andy Palmer
Quick Left	Private	Quick Left Inc. is a leading provider of innovative software development services and tools.	12/11/14	\$0.5	Undisclosed	Lighter Capital
Drivemode	Private	Drivemode has developed a radically simple, automotive grade interface for your Android device to keep you connected with the functions you need while driving.	12/11/14	\$2.0	Seed	Undisclosed
Jolla	Private	Jolla is an independent designer and developer for mobile devices and open Sailfish OS.	12/11/14	\$12.4	Series B	Undisclosed
Hinge	Private	Hinge is a social discovery network helping users meet new people through friends.	12/11/14	\$12.0	Series A	Shasta Ventures
Canvas	Private	Canvas makes it easy to publish data collection apps on wireless Smartphones and other mobile devices such as laptops, tablets, bar code scanning devices, and Netbooks.	12/10/14	\$9.0	Undisclosed	River Cities Capital Funds, Osage Partners, Camber Capital
ToyTalk	Private	ToyTalk blends art and technology to create a whole new experience in mobile family entertainment.	12/10/14	\$15.0	Undisclosed	Undisclosed
Happn	Private	Happn is a location-based mobile dating application that enables its users to build connections based on real-time interactions.	12/10/14	\$8.0	Series A	FundersGuild, Fabrice Grinda, DN Capital, Alven Capital
Connect	Private	Connect is a social address book and friend finder application.	12/10/14	\$10.3	Series A	Fosun International, Marc Benioff
Gallop Labs	Private	Gallop is a growth hacking platform, leveraging first party data to draw insights using machine intelligence and making them actionable for marketers.	12/10/14	\$2.0	Seed	Jennifer Lum, Albert Lai, Allen Lau, Mantella Venture Partners, Golden Venture Partners
Spare5	Private	Spare5 is designed to be the default "do work now" app for every smartphone owner on the planet.	12/9/14	\$3.3	Seed	New Enterprise Associates, Foundry Group, Madrona Venture Group
Foap	Private	Foap offers smartphone users and photographers the opportunity to earn money from their photos.	12/8/14	\$2.3	Seed	Niklas Östberg, Jeff Zucker, Jordan Rednor, Gary Vaynerchuk
Catalia Health	Private	Catalia Health provides interactive coaches that build upon years of work in the psychology of human-robot interaction to create a level of patient engagement that is impossible to achieve with only a screen-based interface.	12/5/14	\$0.2	Seed	Silicon Valley Bank, IDEO
Chiron Health	Private	Chiron Health connects physicians with their patients through secure video conferencing for routine follow-up appointments.	12/5/14	\$1.1	Seed	Capital Factory, Russell Hinds, Wendy Smith, Donald Craven, Andrew O'Hara, Stephen Collins, Undisclosed
Immediately	Private	Immediately is a mobile-first email experience that helps users know about opportunities and react to them, no matter whether you are in front of your computer or walking your dog.	12/5/14	\$0.8	Seed	Christopher Yeh, Amir Banifatemi, Bee Partners, Jeffrey Richards, Robin Pimentel, K5 Ventures, Wasabi Ventures, Maxfield Capital, Undisclosed
Space Ape Games	Private	Space Ape Games is a Mobile & Social Gaming startup.	12/5/14	\$7.0	Undisclosed	Northzone Ventures, Accel Partners, Initial Capital, Connect Ventures
Uber	Private	Uber is a mobile app connecting passengers with drivers for hire.	12/4/14	\$1,200.0	Series E	New Enterprise Associates, Lone Pine Capital, Valiant Capital Partners, Qatar Investment Authority
CloudMosa	Private	CloudMosa's mission is to accelerate web experience on mobile devices through cloud computing.	12/3/14	\$18.0	Undisclosed	Inventec
AppInTop	Private	AppInTop is an automated system for mobile advertising.	12/3/14	\$6.0	Series A	Run Capital
Artiphon	Private	Artiphon is pioneering new categories of musical devices, combining emerging technologies and familiar playing techniques, building musical instruments with universal appeal.	12/2/14	\$0.7*	Seed	500 Startups, Dave McClure, Eric Ries, Steve Case
NowSecure	Private	NowSecure provides mobile security insights to Fortune 1000 companies and end users from 188 countries.	12/2/14	\$12.5	Series A	Bain Capital Ventures, Jump Capital, Math Venture Partners

*Note: Artiphon still seeking \$35,000 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
Vouchr	Private	Vouchr is re-imagining gifting for consumers, local merchants and enterprises by creating an engaging, fun and social gift card solution for the next generation of mobile wallets.	11/26/14	\$1.5	Undisclosed	Kima Ventures
Applause	Private	Applause (formerly uTest) is leading the app quality revolution by enabling companies to deliver digital experiences that win - from web to mobile to wearables and beyond.	11/26/14	\$0.8	Undisclosed	Salesforce
Recsolu	Private	Recsolu is a web and mobile recruitment software, services and consulting company.	11/25/14	\$6.0	Series A	First Analysis, Generation Partners
SimilarWeb	Private	SimilarWeb offers research tools that helps users understand the traffic of the websites they visit and discover related sites.	11/25/14	\$15.0	Series D	Lord David Alliance, Naspers
Yplan	Private	YPlan is tonight's going out app, live in San Francisco, New York, Las Vegas and London.	11/25/14	\$24.0	Series B	BaltCap, General Catalyst Partners, Wellington Partners, Octopus Investments
Muzik	Private	Muzik is a technology company pioneering a new space called Social Smartware.	11/25/14	\$10.0	Undisclosed	Undisclosed
Breakr	Private	Breakr is a multi-platform network for generation-z and millennials that helps connect fans to their fandom. Across mobile, website and OTT devices Breakr is building a distribution network around content, conversation and e-commerce.	11/21/14	\$0.1*	Seed	Ray Marks, Craig Rosen, Alex Danovich, Sam Danovich, Chava Josey
SimplyTapp	Private	SimplyTapp provides cloud based mobile payment solutions for banks, payment card issuers, transit authorities and retailers.	11/21/14	\$6.0*	Undisclosed	Undisclosed
Memoir	Private	Memoir is a smart phone application that allows its users to share photos with their friends.	11/21/14	\$5.5	Series A	Redpoint Ventures, Thrive Capital, Lerer Hippeau Ventures, BoxGroup, Founder Collective, Ryan Sarver
Altair Semiconductor	Private	Altair is a fabless semiconductor company based in Israel that is developing state of the art, ultra low power mobile WIMAX silicon solutions optimized for handsets and handheld devices.	11/20/14	Undisclosed	Undisclosed	SanDisk Ventures
Flywheel	Private	Flywheel is a mobile app that allows users to hail a cab, track a ride, and make payments.	11/20/14	\$12.0	Undisclosed	TCW Craon Equity Investors, Shasta Ventures, RockPort Capital
HONK	Private	HONK is the on-demand mobile app for tow, tire change, jump start, fuel and lock out services nationwide, 24 hours a day, 7 days a week.	11/20/14	\$1.8	Seed	Double M Capital, Venture51, Expansion Venture Capital, Karlin Ventures
WeMail	Private	WeMail was created by a team of YC alumni designers and engineers. We live and breathe email, and are constantly seeking new ways to improve email on mobile.	11/20/14	\$1.0	Undisclosed	Y Combinator
Breezeworks	Private	Breezeworks' mission is to put cutting-edge mobile technology in the hands of service professionals like you. We build products that improve your quality of life and help you serve your customers better.	11/19/14	\$5.0	Series A	Obvious Corp, Evan Williams
Clef	Private	Clef is leveraging the mass adoption of smartphone technology to make an identity platform for the modern web, creating a totally new approach to logging in online.	11/19/14	\$1.6	Seed	Morado Venture Partners
Dispatch	Private	Dispatch provides enterprises with a mobile extension for their existing systems and offers a self-serve set of products and APIs for marketplaces and developers.	11/19/14	\$3.1	Seed	Promus Ventures, GrandBanks Capital, Salesforce Ventures, LAUNCH Fund, Kima Ventures, Ray Lane, Mark Goldstein
Parkifi	Private	Parkifi is making parking less of a hassle with our real time parking occupancy platform.	11/19/14	\$0.6*	Seed	Galvanize VC, Jon Borgen, Impact Engine, Carey Brennan, Ron Sachs
Shift	Private	Shift Payments is working to make it as easy to spend digital currencies, cryptocurrencies and loyalty points as it is to spend regular, fiat money.	11/19/14	\$23.8	Series A	DFJ, Highland Capital Partners, SV Angel, Great Oaks Venture Capital
V-Key	Private	V-Key employs intrusion protection and intelligence technology solutions to aid companies in securing their mobile applications.	11/19/14	\$12.0	Series B	Ant Financial Services Group, IPV Capital
Craftsy	Private	Craftsy is the premier destination for learning, inspiration, and supplies for passionate enthusiast makers.	11/17/14	\$50.0	Series D	Stripes Group, Foundry Group, Tiger Global Management, Adams Street Partners, Access Venture Partners, Silicon Valley Bank, Undisclosed

*Note: Breakr is still seeking \$275,000 in funding.

*Note: SimplyTapp is still seeking \$2,499,997 in funding.

*Note: Parkifi is still seeking \$112,500 in funding and has a pre-money valuation of \$2,500,000.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Apio Systems	Private	Apio is creating a proprietary mobile-based platform that uses smart phones and tablets to deliver situational awareness to drivers.	11/14/14	\$5.0	Series A	Verizon Ventures, Lerer Hippeau Ventures, Undisclosed
Snaapiq	Private	Snaapiq turns mobile photography into a game with fun & simple photo contests. Share snaaps, compete against friends, and explore the Snaapiq community.	11/14/14	\$0.2	Seed	Undisclosed
Blue Triangle	Private	Blue Triangle Technologies develops eRevenueView, a performance analysis service for site performance, related abandonment, and more.	11/13/14	Undisclosed	Undisclosed	CIT GAP Fund
Wildcard	Private	Wildcard is a seamless replacement for the Internet on your phone.	11/13/14	\$10.0	Undisclosed	General Catalyst Partners, Lerer Hippeau Ventures, SoftBank Capital, SV Angel, Undisclosed
Scopely	Private	Scopely is a mobile entertainment network that co-develops social multi-player games.	11/13/14	\$35.0	Series A	Knoll Ventures, Sands Capital Ventures, The Chernin Group, Greycroft Partners, Highland Capital Partners, Evolution Media Capital
Mobiquity	Private	Mobiquity is a strategy-led, implementation driven Mobile Computing professional services firm focused on architecting, developing and deploying custom mobile solutions for the Global 2000.	11/12/14	\$3.0	Undisclosed	Undisclosed
Kinsa	Private	Kinsa is bringing health into the mobile era, to give families the tools they need to stay healthy.	11/11/14	Undisclosed	Seed	Thomas Fallows
Sunshine	Private	Sunshine is a weather network built entirely on mobile.	11/11/14	\$1.4*	Seed	Ullas Naik, Great Oaks Venture Capital, Henry McNamara, Panos Papadopoulos
WeDidIt	Private	WeDidIt is transforming the world of fundraising by helping nonprofits empower anyone to become a fundraiser on their behalf.	11/11/14	\$0.7*	Seed	Rishi Nangalia, 500 Startups, Todd Geismann, Denmark West, John O'Connell, Dreamit Ventures Austin, Kent Charugunda
Gemr	Private	Gemr is a mobile native application that allows users to easily find, collect, trade or sell an item simply by snapping a picture and sharing it with a community of interested peers.	11/7/14	\$4.9	Series A	Gary Sullivan, James Hawkes, Undisclosed
Chime	Private	Chime partners with FDIC-insured banks to design and deliver innovative financial services products for a mobile generation.	11/6/14	\$8.0	Seed	Crosslink Capital, Homebrew Ventures, Forerunner Ventures, PivotNorth Capital
Sandboxx	Private	Sandboxx is a platform that integrates mobile social technology with the military and veteran community.	11/6/14	\$0.7*	Seed	Thomas Arrix, Thomas Joyce, Anthony Scaramucci
Parenthoods	Private	Parenthoods is a local community that provides parenting advice, tips, styles, and stories from real parents.	11/6/14	\$1.3	Seed	David Breger, Oliver Jung, Paul Buchheit, Justin Kan, 500 Startups, Liberty City Ventures
NetSpeed Systems	Private	NetSpeed Systems provides scalable, coherent, on-chip network IPs to SoC designers for a wide range of markets from mobile to high-performance computing and networking.	11/5/14	Undisclosed	Series B	Walden-Riverwood Ventures, Intel Capital
Changelane	Private	Changelane's first solution is to reinvent regular routine maintenance – such as an oil change – bringing it to your office or the end of your driveway at the tap of a button, delivered by a mobile bay that many say looks like an Apple store on wheels.	11/4/14	\$0.2*	Seed	Undisclosed
Incoming Media	Private	Incoming is founded by industry leaders in embedded machine learning, data science, data networking, and mobile and digital video and uniquely combines these disciplines to intelligently pre-position (i.e., push) video content onto mobile devices.	11/4/14	Undisclosed	Undisclosed	Intel Capital
Kash	Private	Kash is a mobile payment company that gets rid of credit cards and middle-men that stand between bank accounts and retailers.	11/4/14	\$2.0	Seed	Draper Associates, Green Visor Capital, Structure Capital
Gigya	Private	Gigya offers a Customer Identity Management Platform that businesses can use to identify customers, aggregate data & personalize campaigns.	11/4/14	\$35.0	Series F	Intel Capital, Mayfield Fund, Greenspring Associates, DAG Ventures, Benchmark, Advance Publication, Adobe Systems

*Note: Sunshine is still seeking \$150,000 in funding.

*Note: WeDidIt still seeking \$540,000 in funding.

*Note: Sandboxx is still seeking \$1,300,000 in funding.

*Note: Changelane is still seeking \$1,300,000 in funding.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
VideoSelfie	Private	VideoSelfie is a mobile video messaging app for iOS devices.	10/31/14	\$0.9	Seed	East Ventures, Klab Ventures, Cyberagent Ventures, 500 Startups
Abacus Labs	Private	Abacus is a simple, fast way for businesses to reimburse their employees for company expenses.	10/30/14	\$3.5	Seed	Bessemer Venture Partners, General Catalyst Partners, CrunchFund, FundersClub, Google Ventures, Homebrew Ventures, Sherpaloo Ventures
Linkable Networks	Private	Linkable Networks is the bridge between advertisers, consumers, and financial institutions, delivering to advertisers unprecedented accountability from online, mobile, email, print, TV, and radio advertising through online and in-store purchasing.	10/30/14	\$8.0*	Undisclosed	Undisclosed
uBeam	Private	uBeam is a wireless power startup that transmits power over-the-air to charge electronic devices.	10/30/14	\$10.0	Series A	Ludlow Ventures, CrunchFund, Andreessen Horowitz, Upfront Ventures, Founders Fund, Marissa Mayer, Tony Hsieh, Troy Carter, Mark Cuban, Ellen Levy, Shawn Fanning
Lassy Project	Private	Lassy Project is a Mobile app that helps parents track the whereabouts of their children and inform the community and police when a child is missing.	10/29/14	\$1.1*	Seed	David Cohen, Walter Winshall, Nicole Glaros, Techstars Austin, RMR Capital, Pilot House Ventures Group
Fleksy	Private	Fleksy offers an innovative keyboard designed to make typing on any touchscreen device fast, accurate, and easy.	10/28/14	\$2.0	Undisclosed	Thanos Triant, Militelto Capital, Highland Capital Partners, Middleland Capital, Eniac Ventures, Digital Garage
Adsquare	Private	adsquare is a mobile audience targeting platform that enables mobile ad networks and publishers to optimize the effectiveness of ads.	10/28/14	\$4.3	Series A	Berlin Ventures, Target Partners
Sandstone Diagnostics	Private	Sandstone's Trak mobile app allows their customers to monitor their key fertility stats over time, identify sources of fertility impairment, and take steps to improve their health and chances of conception.	10/27/14	\$1.2*	Seed	LaunchCapital, Life Science Angels, June Fallon, Astia Angel
Beekley	Private	Beekley by HiBeek is a mobile app for small restaurant businesses that brings in new customers by sending ads to their phones, and keeps customers coming back with loyalty rewards.	10/24/14	\$0.0*	Seed	Blue Startups
InTouch	Private	InTouch allows users to automatically view up-to-date information of contacts on their mobile and online.	10/24/14	\$0.0*	Seed	Blue Startups
Mozido	Private	Mozido provides a platform of cloud-based, white-label, mobile payment, shopping and marketing solutions with real-time customer analytics.	10/24/14	\$185.0	Series B	MasterCard, Wellington Management Company, Sheikh Nahyan, Julian Robertson
Tissue Analytics	Private	Tissue Analytics provides remote management of wound healing through image analysis of mobile-generated photos.	10/22/14	\$0.0*	Seed	DreamIt Ventures Philadelphia
Urban Airship	Private	Urban Airship provides an easy, affordable way to deliver real-time push notifications and in-app purchase content for mobile developers.	10/22/14	\$12.1*	Undisclosed	Undisclosed
XAPPedia	Private	XAPPedia exists to give consumers a voice and connect them directly with brands. We are a technology company that provides interactive audio services.	10/22/14	\$2.0*	Undisclosed	Undisclosed
YieldMo	Private	YieldMo is rethinking mobile advertising to optimize yield for publishers, ROI for marketers, and the experience for consumers.	10/22/14	\$10.0	Undisclosed	Time Warner Investments, Google Ventures, Union Square Ventures
youAPPi	Private	youAPPi revolutionizes the way mobile applications and users meet, interact and monetize.	10/22/14	\$3.0	Series A	Gilott Capital Partners, 2B Angels, Flint Capital
Flint Mobile	Private	Flint Mobile, Inc. is a startup that provides a secure way to use mobile devices to accept credit cards and to acquire customers through social and online marketing.	10/22/14	\$9.4	Series C	Verizon Ventures, Peninsula Ventures, True Ventures, Storm Ventures, Digicel

*Note: Linkable Networks still seeking \$11,962,728 in funding.

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

*Note: Sandstone Diagnostics still seeking \$315,000 in funding.

*Note: Beekley transaction amount rounded, actual amount received was \$20,000.

*Note: InTouch transaction amount rounded, actual amount received was \$20,000.

*Note: Tissue Analytics transaction amount rounded, actual amount received \$25,000.

*Note: Urban Airship still seeking \$7,977,182 in funding.

*Note: XAPPedia is still seeking \$1,550,000 in funding.

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Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
Glamsquad	Private	Glamsquad is a New York-based on-demand beauty business.	10/22/14	\$7.0	Series A	Montage Ventures, Lerer Hippeau Ventures, SoftBank Capital
MediaHound	Private	MediaHound web and mobile apps improve search, sharing, and discovery across content sources and devices, providing a unified entertainment user experience.	10/21/14	\$4.5	Undisclosed	Kleiner Perkins Caufield & Byers
VOIQ	Private	VOIQ empowers thousands of individuals to earn money making calls and millions of businesses to benefit from an on-demand, mobile callforce.	10/21/14	\$0.1*	Seed	Andres Barreto, Charlie Kemper, Mario Tapia, Jack Basavaiah, Steven Lee
Magic Leap	Private	Magic Leap is a proprietary wearable technology that will enable humans to interact with digital devices in a completely visually cinematic way.	10/21/14	\$542.0	Series B	Legendary Entertainment, Qualcomm Ventures, Andreessen Horowitz, KPBC Holdings, Google
Osmo	Private	Osmo is reimagining Entertainment with Education. Digital with Physical.	10/21/14	\$12.0	Series A	K9 Ventures, Upfront Ventures, Accel Partners
LISNR	Private	Lisnr gives artists a new way to connect with their fans. By installing Lisnr on your mobile device, you'll unlock exclusive content created by the artists you love, just by listening to your favorite music.	10/20/14	\$0.1	Seed	R/GA Connected Devices Accelerator
Fresvii	Private	Fresvii's AppSteroid is a mobile cloud platform designed for smartphone game developers.	10/20/14	\$1.8	Undisclosed	Nissay Capital
Sworl	Private	Sworl started when Tom Riley and Steve Dodd, longtime picture framing colleagues, had a brainstorm: "How can we do framing from mobile devices?" What they had in mind—printing, framing and delivering iPhone photos—simply didn't exist.	10/18/14	\$0.3	Undisclosed	Adrian Hanauer, Nick Hanauer, Greg Slyngstad, Mike Slade, Pete Higgins
Wilshire Axon Sports	Private	Wilshire Axon Sports mission is to provide the best suite of tools for teams to connect with their fans. Focused completely on driving revenue, they marry advanced technology with breathtaking design all delivered through the mobile device.	10/17/14	\$2.0	Series A	Mosaik Partners, KGC Capital
Quantified Care	Private	Quantified Care is committed to helping clinicians and their patients learn about and adopt evidence-based mobile medical apps and devices that have the potential to improve quality of care while lowering costs.	10/16/14	\$0.1*	Seed	John Cammack, Ken Karpay, Thierry Marbach, Maury Weinstein, Paul Grossinger
Shelfbucks	Private	Shelfbucks aims to level the playing field between physical and online retail.	10/16/14	\$2.1*	Undisclosed	Undisclosed
Pulse.io	Private	Pulse.io provides a mobile app performance service that helps developers identify issues slowing down their production apps.	10/16/14	\$0.1*	Seed	Partech International, Camp One Ventures
Quantance	Private	Quantance manufactures semiconductors that increase data speed and battery life in mobile devices.	10/14/14	\$6.0*	Undisclosed	Undisclosed
Complex Polygon	Private	Complex Polygon is a product studio that designs, builds and launches mobile applications with the purpose of bringing people closer together.	10/14/14	\$1.7	Seed	Greylock Partners, First Round Capital, Khosla Ventures, CrunchFund, SV Angel, Lowercase Capital, Sherpa Ventures, Undisclosed
Let	Private	Let is a teen social networking app with a focus on gamification.	10/14/14	\$0.6	Seed	David Graham, Breega Capital
GoGoGab	Private	GoGoGab delivers rich second screen experiences to accompany content you already love watching.	10/13/14	\$0.3*	Seed	Structure Capital
Hello Doctor	Private	Hello Doctor is a free mobile app that empowers people to control their health.	10/13/14	\$0.7	Undisclosed	BlueRun Ventures
Petcube	Private	Petcube is a home gadget that lets you watch, talk and play laser games with your pet through mobile app anytime, anywhere.	10/13/14	\$0.9*	Seed	SOSventures, Almaz Capital Partners, A Ventures Capital
Pressly	Private	Pressly is a mobile publishing platform that gives publishers and marketers an easy way to engage a growing mobile audience.	10/13/14	\$0.8*	Seed	John Ruffolo, Karamdeep Nijjar, Kevin Swan, Christopher Arsenault, David Crow

*Note: VOIQ still seeking \$1,080,000 in funding.

*Note: Quantified Care still seeking \$675,000 in funding.

*Note: Shelfbucks still seeking \$7,899,581 in funding.

*Note: Pulse.io still seeking \$675,000 in funding.

*Note: Quantance still seeking \$2,999,987 in funding.

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

*Note: Petcube still seeking \$312,500 in funding.

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout December 1-31, 2014.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Totspot	Private	Totspot is a mobile marketplace for moms to shop and sell kids fashion.	10/13/14	\$1.8	Seed	GGV Capital, 500 Startups, Queensbridge Venture Partners
JustFamily	Private	JustFamily is a mobile and web application purposefully designed to help families stay close.	10/10/14	\$3.5	Undisclosed	Undisclosed
mParticle	Private	mParticle is a mobile technology company based in New York City.	10/10/14	\$1.5	Seed	Bowery Capital, Harbinger Venture Management, Battery Ventures
All4Staff	Private	All4Staff replaces the tedious, paper-heavy HR onboarding process with one that is mobile-friendly, efficient, and error-free.	10/9/14	\$0.3	Seed	Undisclosed
Chat Sports	Private	Chat Sports delivers personalized, mobile sports news in one social feed.	10/9/14	\$0.7*	Seed	Rothenberg Ventures
Avaamo	Private	Avaamo provides secure mobile messaging for businesses.	10/8/14	\$6.3	Seed	WI Harper, Rembrandt Venture Partners, Streamlined Ventures, Eleven Two Capital, Ovo Fund
Comply365	Private	Comply365 is a software company that offers a full suite of enterprise mobility software and solutions.	10/8/14	\$12.0	Undisclosed	Drive Capital
HangIt	Private	HangIt plans to launch its open, turnkey service later this year for free to app developers and publishers to enable advanced location based messaging and marketing in any app.	10/8/14	\$6.2	Seed	Undisclosed
Product Hunt	Private	Product Hunt surfaces the best new products, every day. It's a place for product-loving enthusiasts to share and geek out about the latest mobile apps, websites, hardware projects, and tech creations.	10/8/14	\$6.1	Series A	Andreessen Horowitz, A Grade Investments, Betaworks, Cowboy Ventures, CrunchFund, Greylock Partners, Ludlow Ventures, Slow Ventures, SV Angel
Inbox	Private	Inbox Messenger is a mobile messaging app designed to cultivate meaningful conversations with your friends.	10/6/14	\$1.0	Seed	Undisclosed
Square	Private	Square is a merchant services aggregator and mobile payment company that aims to simplify commerce through technology.	10/6/14	\$150.0	Undisclosed	Government of Singapore Investment Corporation, Goldman Sachs, Rizvi Traverse Management
FlameStower	Private	Flamestower efficiently captures excess heat to power your mobile device, using a sophisticated thermal energy generator.	10/3/14	\$0.6*	Seed	StartX
Tourlandish	Private	Tourlandish is a mobile marketplace for 'things-to-do.'	10/3/14	\$0.1*	Seed	Undisclosed
UrbanBuddy	Private	UrbanBuddy is evolving local hospitality with a new mobile app for hotels - an on-the-go concierge service.	10/3/14	\$0.1*	Seed	Undisclosed
AppBoy	Private	Appboy is an SDK and web offering that enhances mobile apps to help developers expand, engage and understand their user base.	10/2/14	\$15.0	Series B	InterWest Partners, Icon Venture Partners, Blumberg Capital, T5 Capital, IDG Ventures
BYNDL	Private	BYNDL Creates Vending Industry's First Mobile Payment and Customer Engagement Platform.	10/1/14	\$1.5	Seed	Rudy Gadre, Serena Glover, Gerald McIntyre, Peter Amalraj, Kenneth Leiter, TIE Angels Group Seattle
Tile	Private	Tile is a location-tracking device and app for tracing valuable items if they are lost.	10/1/14	\$9.5	Series A	Michael Lazerow, Bob Lee, Charles Huang, AME Cloud Ventures, Nick Woodman, GGV Capital, Kass Lazerow, Chris Hulls, Slow Ventures, Rothenberg Ventures, Tandem Capital
Remerge	Private	Remerge offers a platform for app advertisers to efficiently segment, manage and retarget their app's user base	10/1/14	\$1.0	Seed	WestTech Ventures, Point Nine Capital
StepLeader	Private	StepLeader was formed in 2004 when it developed the nation's first news app for local media. Today, the company offers solutions and thought-leading expertise to help trusted content producers deliver their stories across mobile apps, mobile websites and smart TV apps.	9/30/14	\$0.5*	Undisclosed	Undisclosed

*Note: Chat Sports still seeking \$80,000 in funding.

*Note: Flamestower is still seeking \$1,400,000 in funding.

*Note: Tourlandish still seeking \$696,000 in funding.

*Note: UrbanBuddy still seeking \$900,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout December 1-31, 2014.

S-1 Filings

S-1 FILINGS: FILED

Company	Date Filed	Description
Momo Inc.	11/7/14	Momo is a revolutionary mobile-based social networking platform.
Workiva, Inc.	10/17/14	Workiva, Inc. pioneers a cloud-based and mobile-enabled platform for enterprises to collaboratively collect, manage, report and analyze critic.
WeWearables	9/8/14	WeWearables, Inc. is an online retail provider of digital fitness and wireless sensor healthcare products.

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout December 1-31, 2014.

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.

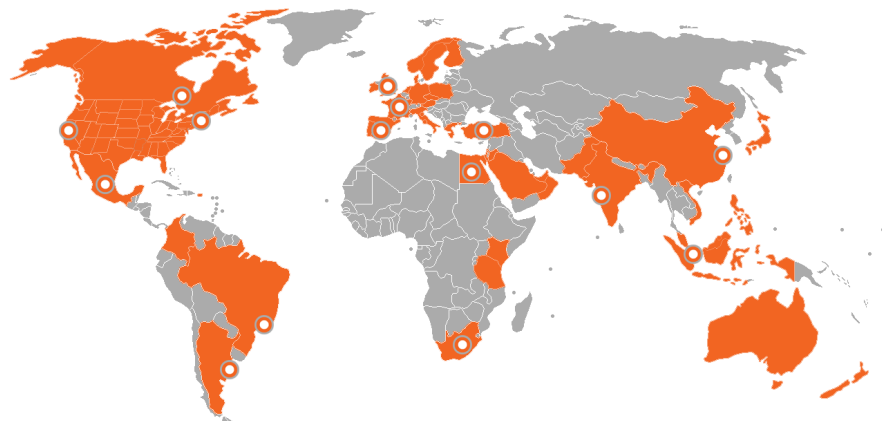
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Mobile Marketing Association

Calendar of Events

MARCH 17–18, 2015

MMA Forum New York

New York, USA

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

JULY 26–28, 2015

CEO & CMO Summit

Sonoma, CA, USA

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

PREMIER GLOBAL
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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

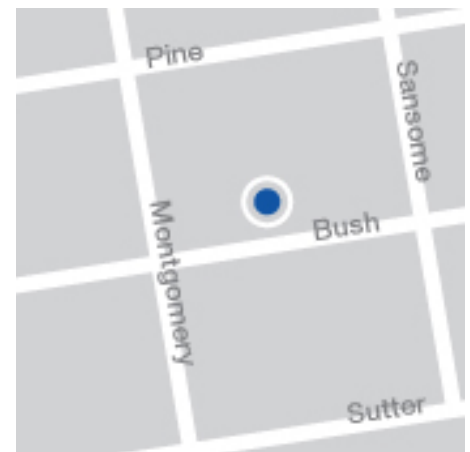
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STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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