



**MOBILE
MARKETING
ASSOCIATION**



Hidden River



MOBILE SMART FUNDAMENTALS

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Mobile as a New Year's Resolution Motivator

With time spent on mobile consistently on the rise and consumers using mobile for a range of activities and actions, smartphones and tablets have transformed into more than just technology. Mobile devices are considered a motivator to keep users focused, informed and entertained.

In a recent survey that the Mobile Marketing Association and SessionM jointly conducted, as per the [mPulse research series](#), we asked respondents to share how mobile has influenced their New Year's resolutions. And of those that kept their resolutions, 70 per cent indicated that mobile apps helped move them closer to their goals.

50 per cent stated that mobile apps work as a constant reminder to keep them focused and change their behaviors. Additionally, 39 per cent believed apps that track their progress (i.e. fitness) provide a boost of motivation.

While consumers gravitate to the social space to share most details of their lives, resolutions are still personal and predominantly private. 11 per cent of respondents indicated that sharing milestones were helpful in achieving their goals.

With people setting resolutions across a number of different areas, eating healthier, financial management, couponing and even expanding their social life; there is a monumental opportunity for brands to engage with consumers via mobile apps to help usher them to their goals. If marketers support customers' New Year's resolutions, they can use mobile to strengthen their relationship and move closer to consumers than ever before.

Greg Stuart

CEO, Mobile Marketing Association

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Ville Heijari	General Manager (Europe), Playhaven	Senior Vice President of Brand Marketing, Rovio	PlayHaven is a Lifetime Value (LTV) Maximization Platform that enables mobile game creators to completely control and balance their in-game marketing and monetization needs.	2/21/13
John McAdam	Board of Directors, Apptio	Chief Executive Officer, F5 Networks (Current Position)	Apptio is the leading independent provider of on-demand Technology Business Management (TBM) solutions for managing the business of IT.	2/20/13
John Gillespie	Senior Vice President of Worldwide Sales & Business Development, Zettics	IBM	Zettics provides a robust big data analytics solution to carriers that delivers immediate, actionable insights on data activities (web, application, audio, video, p2p, VoIP, etc).	2/20/13
Mike Crane	Vice President of Business Development, Zettics	Guavus	Zettics provides a robust big data analytics solution to carriers that delivers immediate, actionable insights on data activities (web, application, audio, video, p2p, VoIP, etc).	2/20/13
John Tremblay	Vice President of Product, Zettics	NxStage	Zettics provides a robust big data analytics solution to carriers that delivers immediate, actionable insights on data activities (web, application, audio, video, p2p, VoIP, etc).	2/20/13
Max Pellegrini	Division President (Mobile Entertainment), RealNetworks	Chief Executive Officer & Chairman, Dada.net	RealNetworks, Inc. (RealNetworks) is a provider of network-delivered digital media products and services.	2/20/13
Betsy Flounders Novak	Director of Brand Partnerships, Rovio	Vice President of Sales (West), Rhythm New Media	Rovio is an industry-changing entertainment media company based in Finland, and the creator of the globally successful Angry Birds franchise.	2/14/13
Matt Pfeffer	Brand Partnerships and Advertising Director (East Coast), Rovio	Regional Vice President (New York), Millennial Media	Rovio is an industry-changing entertainment media company based in Finland, and the creator of the globally successful Angry Birds franchise.	2/14/13
Todd Tran	Head of EMEA & APAC Brand Advertising Partnership, Rovio	EMEA General Manager, Apple (mobile advertising business)	Rovio is an industry-changing entertainment media company based in Finland, and the creator of the globally successful Angry Birds franchise.	2/14/13
Raphaelle Tripet	Director Ad Sales (Europe), Rovio	Head of Strategic Sales (Europe), InMobi	Rovio is an industry-changing entertainment media company based in Finland, and the creator of the globally successful Angry Birds franchise.	2/14/13
Panayoti Haritatos	Vice President of Mobile Division, Kongregate	General Manager, Zynga	Kongregate is a casual gaming social network where gamers can gain ranking and earn awards.	2/4/13
Alicia Keys	Global Creative Director, BlackBerry	N/A*	A global leader in wireless innovation, revolutionized the mobile industry with the introduction of the BlackBerry solution in 1999.	1/30/13
Charles Yim	Chief Operating Officer, PlayHaven	AdMob	PlayHaven is a Lifetime Value (LTV) Maximization Platform that enables mobile game creators to completely control and balance their in-game marketing and monetization needs.	1/30/13
Will O'Brien	Senior Vice President of Corporate & Business Development, Big Fish Games	Vice President & General Manager of Cloud Gaming, Big Fish Games	Big Fish Games is a game development studio and a game distribution platform for third party developers.	1/22/13
Andy Kleinman	Chief Business Officer, Scopely	General Manager, Zynga	Scopely is a Los Angeles-based startup that's trying to build a mobile gaming platform and publishing network.	1/18/13
Red Russak	Sales Manager, Apptentive	Founder, StartupSeattle	Apptentive creates in-app feedback tools, enabling developers to easily engage customers for positive ratings, feedback and customer research.	1/17/13
Steven Neuman	Lead UX designer, Yabbly	Ubermind	A social network. A chat platform. A feedback application. A game. A CMS or easy website builder.	1/5/13

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

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout February 1-28, 2013.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Zachary Cohn	Partner, Liffitt	Founder, Hacker News Seattle Meetup	LIFFFT brings the speed and innovation of technology startups to major brands. We work with these brands on product strategy, software development, and design thinking to foster internal innovation and reduce time to market.	1/3/13
Chris Clark	Active Partner & Chief Designer, Black Pixel	Senior Product Designer, Square	Black Pixel create iOS and Mac apps.	1/2/13
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

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 3/1/13	Stock Price 2/1/13	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
Indexes		S&P 500	1,518.20	1,513.17	0.3%	1,543.47	1,266.74				
		NASDAQ Composite	3,169.74	3,179.10	-0.3%	3,227.31	2,726.68				
		Russel 3000	903.45	900.60	0.3%	918.41	747.18				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 39.83	\$ 38.34	3.9%	\$ 39.93	\$ 29.52	\$19,977	\$17,946	\$4,404	4.1X
Airtel	BHARTIARTL.BO	BSE	5.67	6.19	-8.5%	6.90	4.16	21,517	34,638	14,680	2.4X
America Movil	AMX	NYSE	1.04	1.28	-18.7%	1.42	1.03	53,527	83,809	59,432	1.4X
Apple Inc.	AAPL	NASDAQ	430.47	453.62	-5.1%	705.07	429.98	404,236	364,416	164,687	2.2X
AT&T	T	NYSE	36.01	35.51	1.4%	38.58	29.95	197,753	263,395	114,652	2.3X
Buongiorno (Acquired by Nippon Telegraph & Telephone Corp)	NTT	NYSE	45.32	41.73	8.6%	48.31	41.35	59,968	165,575	121,492	1.4X
CenturyLink	CTL	NYSE	34.89	41.15	-15.2%	43.43	32.05	21,835	42,229	17,320	2.4X
China Mobile	CHL	NYSE	54.72	54.95	-0.4%	59.73	49.37	219,971	163,104	82,050	2.0X
Fiserv, Inc.	FISV	NASDAQ	81.50	81.35	0.2%	83.43	64.48	10,881	13,753	4,482	3.1X
Google	GOOG	NASDAQ	806.19	775.60	3.9%	808.97	556.52	215,656	173,105	51,379	3.4X
LG	LPL	NYSE	28.21	26.06	8.2%	34.04	16.58	10,095	12,129	26,489	0.5X
Microsoft	MSFT	NASDAQ	27.95	27.93	0.1%	32.95	26.26	234,116	179,992	72,930	2.5X
Motorola Solutions	MSI	NYSE	62.03	58.87	5.4%	62.51	44.49	17,119	15,429	8,698	1.8X
Neustar, Inc.	NSR	NYSE	65.63	67.35	-2.5%	67.06	43.73	13,784	13,629	8,562	1.6X
Nokia	NOK	NYSE	3.59	4.00	-10.3%	5.57	1.63	13,444	10,739	39,279	0.3X
Omnicom	OMC	NYSE	57.24	54.53	5.0%	58.16	45.11	14,963	18,107	14,219	1.3X
Publicis Groupe	PUB.PA	Paris	65.63	67.35	-2.5%	67.06	43.73	13,784	13,629	8,562	1.6X
Samsung	005930.KS	005930.KS	1,425.90	1,313.22	8.6%	1,492.09	948.45	210,034	204,273	169,520	1.2X
Sprint	S	NYSE	5.80	5.69	1.9%	6.04	2.30	17,462	33,603	35,345	1.0X
Telefonica S.A.	TEF	NYSE	13.11	14.35	-8.6%	16.96	9.72	59,652	59,652	81,157	0.7X
Telenor	TELNF	OTC	21.43	22.48	-4.7%	22.49	14.26	33,426	41,664	17,751	2.3X
TIM	TSU	NYSE	21.96	22.14	-0.8%	33.04	16.39	10,618	10,618	9,641	1.1X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	16.58	15.59	6.4%	17.80	10.75	14,590	12,190	5,577	2.2X
Vodafone Group	VOD	NASDAQ	25.41	27.30	-6.9%	30.07	24.42	124,341	172,756	71,754	2.4X
WPP Group	WPPGY	NASDAQ	79.61	79.32	0.4%	82.21	57.02	20,139	25,366	16,048	1.6X
Yahoo!	YHOO	NASDAQ	21.94	19.76	11.0%	22.28	14.35	24,162	20,069	4,987	4.0X
					Average			79,117	83,301	47,119	1.9X
					Median			21,676	34,121	22,120	1.9X
Mid-Cap (\$2B - \$10B)											
Alcatel-Lucent	ALU	NYSE	\$ 1.41	\$ 1.74	-19.0%	\$ 2.48	\$ 0.91	\$3,280	\$5,089	\$18,798	0.3X
BlackBerry	BBRY	NASDAQ	13.26	13.03	1.8%	18.32	6.22	6,950	4,219	12,604	0.3X
Dentsu	4324.JP	TSE	31.45	27.78	13.2%	31.65	22.00	8,749	8,925	23,885	0.4X
Gemalto	GTOFF	OTC	90.82	92.91	-2.2%	98.17	55.32	7,994	7,629	2,706	2.8X
GFK Retail and Technology UK	GFK.DE	Xetra	55.84	58.69	-4.8%	60.11	43.51	2,039	2,670	1,907	1.4X
Interpublic Group of Companies	IPG	NYSE	12.79	12.25	4.4%	12.89	9.04	5,294	5,901	6,956	0.8X
Oi	OIBR	NYSE	3.66	4.10	-10.7%	5.90	3.59	4,384	16,471	14,231	1.2X
Pandora Media Inc.	P	NYSE	12.30	11.45	7.4%	15.25	7.08	2,092	2,011	383	5.2X
ValueClick	VCLK	NASDAQ	26.41	20.32	30.0%	27.53	13.80	2,000	2,006	674	3.0X
VIVO S.A. (formerly Telefonica Brazil)	VIV	NYSE	23.32	22.72	2.6%	28.32	18.48	8,898	9,299	17,165	0.5X
ZTE	000063.SZ	Shenzhen	1.59	1.75	-9.0%	2.89	1.22	4,475	7,756	14,483	0.5X
Zynga	ZNGA	NASDAQ	3.43	2.66	28.9%	15.91	2.09	2,051	867	1,144	0.8X
					Average			4,851	6,070	9,578	1.4X
					Median			4,430	5,495	9,780	0.8X

NOTES:

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		Russel 3000	903.45	900.60	0.3%	918.41	747.18				
Small-Cap (< \$2B)											
2Ergo Group PLC	RGO	LSE	\$ 0.17	\$ 0.21	-22.3%	\$ 1.08	\$ 0.15	\$11	\$10	\$13	0.7X
Acxiom Corporation	ACXM	NASDAQ	18.20	18.30	-0.5%	19.02	12.66	1,344	1,418	1,109	1.3X
Atrinsic, Inc	ATRN	OTC	0.01	0.01	-21.3%	0.23	0.00	0	2	33	0.1X
Augme Mobile	AUGT	OTC BB	0.37	0.47	-22.2%	2.57	0.27	48	46	24	2.0X
Bango	BGO	LSE	3.70	3.27	13.0%	3.72	2.15	168	165	25	6.7X
Blue Calypso Holdings, Inc.	BCYP	OTC	0.22	0.27	-20.7%	1.05	0.10	31	32	0	N/A
Boingo wireless	WIFI	NASDAQ	6.10	7.90	-22.8%	13.25	6.00	215	121	100	1.2X
Cincinnati Bell	CBB	NYSE	3.01	4.81	-37.4%	5.89	2.92	610	3,405	1,474	2.3X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	0.29	0.25	14.4%	1.25	0.20	7	7	4	1.7X
Digimarc Corporation	DMRC	NASDAQ	22.69	21.51	5.5%	30.25	17.68	165	133	44	3.0X
Glu Mobile	GLUU	NASDAQ	2.24	2.41	-7.1%	5.90	1.99	148	125	87	1.4X
Internetq Plc	INTQ	LSE	4.50	3.68	22.3%	4.55	2.69	156	152	78	1.9X
Lenco Mobile	LNCM	OTC	0.06	0.09	-30.2%	0.22	0.01	5	18	9	1.8X
Marchex	MCHX	NASDAQ	3.82	3.83	-0.3%	4.88	2.99	107	72	143	0.5X
MDC Partners	MDCM	NASDAQ	13.75	12.94	6.3%	13.75	9.24	428	1,152	1,073	1.1X
MEDL Mobile	MEDL	OTC BB	0.33	0.21	57.1%	1.09	0.07	14	13	3	4.0X
Millennial Media	MM	NYSE	9.08	11.43	-20.6%	27.90	8.78	720	582	178	3.3X
Motricity	MOTR	NASDAQ	0.38	0.42	-8.1%	1.45	0.33	18	21	93	0.2X
Openwave (Now Unwired Planet)	UPIP	NASDAQ	2.03	2.07	-1.9%	3.19	1.17	184	127	0	4217.7X
Opera Software ASA	OPERA.OL	Oslo	6.23	6.35	-1.9%	7.75	4.87	745	688	216	3.2X
Poynt Corporation	PYN.V	TSXV	0.02	0.02	0.0%	0.14	0.01	8	10	2	4.6X
Single Touch	SITO	OTC BB	0.80	0.92	-13.0%	0.95	0.15	106	107	6	16.9X
Smith Micro Software Inc	SMSI	NASDAQ	1.45	1.58	-8.2%	2.74	1.10	52	20	43	0.5X
SoundBite Communications	SDBT	NASDAQ	2.92	3.00	-2.7%	3.15	2.05	48	24	46	0.5X
Tanla Solutions Limited	TANLA	NSE	0.08	0.10	-24.7%	0.17	0.07	8	8	24	0.3X
Telecom Argentina S.A.	TEO	NYSE	12.82	15.92	-19.5%	19.27	9.12	1,235	1,235	4,771	0.3X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	2.29	2.42	-5.4%	2.89	1.10	123	239	487	0.5X
Velti	VELT	NASDAQ	3.94	3.98	-1.0%	14.65	3.07	256	278	260	1.1X
					Average	-6.2%		248	365	370	158.5X
					Median	-6.2%		115	114	45	1.4X

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
02/28/2013	Facebook	Atlas Advertiser Suite*	Media measurement platform.	
02/27/2013	Practice Fusion	100Plus	Developer of mobile application.	
02/26/2013	Quadrant 4 Systems Corp	BlazerFish LLC	Developer of mobile utility software.	
02/20/2013	Millennial Media	Metaresolver	Mobile media buying and targeting platform.	
02/19/2013	SEVEN Networks	SNRLabs	Develops software for smart phones and mini laptops.	
02/16/2013	Opera Software	Skyfire Labs	Developer of mobile browser Skyfire.	\$155.0
02/14/2013	XinLab Inc (DBA VuClip)	Jigsee Inc	Developer of mobile video streaming software.	
02/14/2013	Side.Cr LLC	Heyride Inc	Developer of mobile application software.	
02/14/2013	Vimeo	Echograph	GIF-making application.	
02/13/2013	NetApp Inc	IonGrid Inc	Developer of mobile file management software.	
02/13/2013	ProcessOne	Boxcar	Provides real time push notifications.	
02/12/2013	Yahoo!	Alike	Local discovery mobile application.	
02/11/2013	GoDaddy	M.dot	Developer of a mobile website building application.	
02/11/2013	MediaShift	Travora Media	Provides desktop and mobile solutions for travelers.	
02/04/2013	Jawbone	Massive Health	Developer of mobile application.	
02/04/2013	Jawbone	Visere	Developer of mobile application.	
02/04/2013	Mercury Active	Riptide Games	Developer of games for mobile devices.	
01/31/2013	FIS	mFoundry Inc	Developer of mobile financial and banking software.	\$120.0
01/31/2013	IPG Mediabrands	Mnet Mobile	Full-service mobile solutions provider.	
01/30/2013	AppBin Fund	Bluecloud Solutions LLC	Developer of mobile software.	
01/29/2013	Twitter Inc	Crashlytics Inc	Developer of mobile applications software.	
01/25/2013	Aarki	Mobspire	Mobile advertising start-up.	
01/24/2013	Guavus	Neuralitic	Developer of mobile data intelligence software.	
01/24/2013	Automattic Inc	Simperium Inc	Developer of mobile application software.	
01/24/2013	ServicePower Technologies PLC	Stratix Corp-Software Division	Provider of managed mobile services.	
01/23/2013	Cisco	Intucell	Mobile networking specialist	\$475.0

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
01/22/2013	Samsung Venture Invest Corp	Fixmo Inc	Developer of mobile assurance software.	
01/22/2013	Etsy Inc	Lascaux Co Inc	Developer of mobile application software.	
01/22/2013	AT&T	Alltel U.S. Wireless Operations	Wireless service provider.	\$780.0
01/16/2013	ePrize	Mozes	Mobile engagement services.	
01/11/2013	Groupon Inc	Glassmap	Developer of location-based deals discovery application.	
01/09/2013	Brightree LLC	CareAnyware	Home care technology company that delivers web-based and mobile applications for agency management, clinical, financial and knowledge-based services.	
01/08/2013	Essence Digital	Point Reach	Mobile advertising start-up.	
01/08/2013	InMobi	Overlay Media	Mobile data analytics startup.	
01/02/2013	Phunware	TapIt!	Mobile Advertising Network	
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).	

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

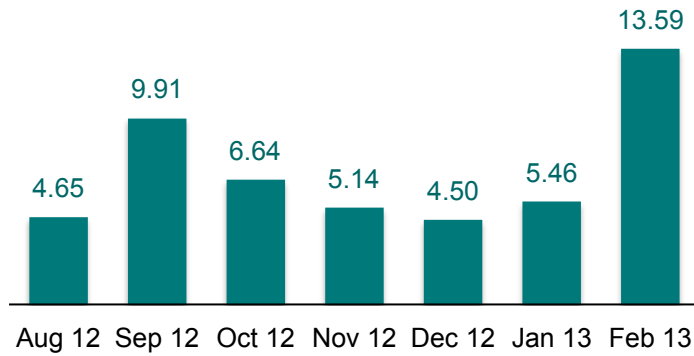
* Note: Yahoo released a statement confirming the five-person OnTheAir team would focus on the Internet company's mobile offerings.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

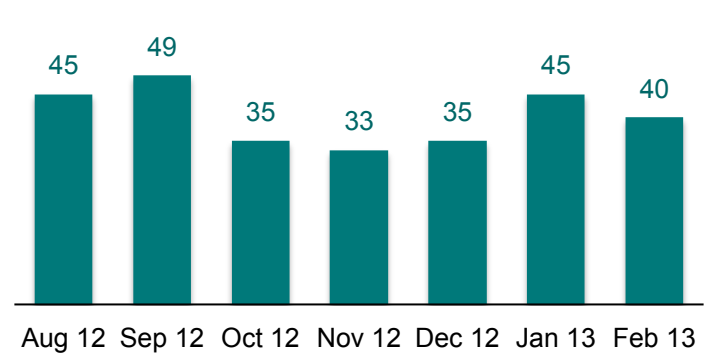
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Financing Transactions Overview

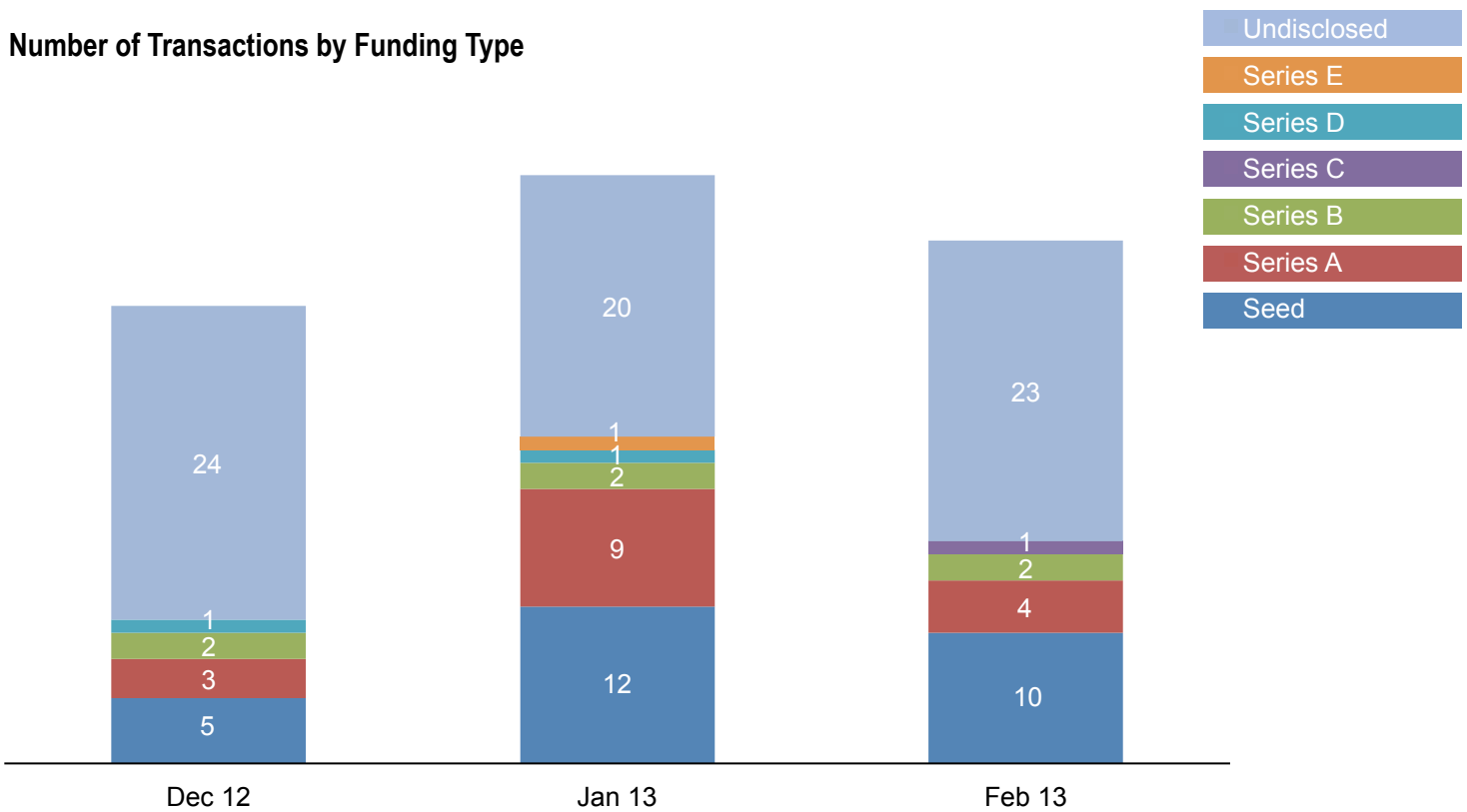
Average Value of Transactions (\$MM)



Number of Transactions



Number of Transactions by Funding Type



Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout February 1-28, 2013.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
CS Networks	Private	CS Networks Premium SMS Gateway provides secure, reliable and high throughput capacity for sending and receiving SMS to wireless service providers, mobile operators, MVNOs, enterprises and bulk sms aggregators.	2/28/13	\$6.6	Series A	Galeb Group
Sonar	Private	Sonar is a social discovery application.	2/28/13	Undisclosed	Undisclosed	Bing Fund
Armor5	Private	Armor5, Inc. is a cloud service provider that's solving the problem of secure mobile access to enterprise data and applications in a new way.	2/27/13	\$2.0	Undisclosed	Trinity Ventures, Citrix Systems, Nexus Venture Partners
LocalResponse	Private	LocalResponse is a social advertising platform that aggregates public posts and 'check-ins' across multiple platforms to help brands and businesses identify intent and respond to it.	2/27/13	\$1.5	Seed	Cava Capital, Extreme Venture Partners, Verizon, Advancit Capital
Robotoki	Private	Robotoki is an independent game studio in Los Angeles.	2/26/13	Undisclosed	Undisclosed	NEXON
AirWatch	Private	AirWatch is the leader in enterprise-grade Mobile Device Management, Mobile Application Management and Mobile Content Management solutions designed to simplify mobility.	2/25/13	\$200.0	Series A	Insight Venture Partners
Polar	Private	Polar is a super-fast and easy way to create and vote on great-looking photo polls. Get their free iPhone app.	2/25/13	\$1.2	Seed	Battery Ventures, AME Cloud Ventures, Greylock Partners Israel, Morado Ventures
Adizio	Private	Adizio is a self serve Ad buying platform, that enables the smaller brand, digital agency and marketer to run Online and Mobile display campaigns.	2/25/13	\$0.4	Undisclosed	Midven, Playfair Capital, Doug Scott
TopBlip	Private	iOS app that allows its users to share their music like never before.	2/25/13	\$1.5	Seed	Undisclosed
Altobridge	Private	Altobridge develops and deploys technology for mobile networks to help them cut the cost of delivering mobile voice and data.	2/25/13	\$7.8	Undisclosed	Intel Capital, International Finance Corporation
uBank	Private	uBank is a mobile payment service that currently targets Russia and the wider CIS region.	2/25/13	\$8.0	Series A	Runa Capital
Warply	Private	Warply, an Athens, Greece-based provider of a mobile marketing toolbox.	2/23/13	\$0.5	Seed	Undisclosed
Fortumo	Private	Fortumo is a developer-friendly mobile payments provider. They enable app and game developers to monetize their users through mobile operator billing in more than 60+ countries.	2/22/13	Undisclosed	Undisclosed	Intel Capital, Greycroft Partners
PushToTest	Private	PushToTest is a leader in proof of performance for mobile and social media apps.	2/22/13	\$0.2	Undisclosed	FundersClub
Drawbridge	Private	Drawbridge has developed the first self-learning ad technology that leverages insights from cross-device behavior to enable advertisers and marketers to reach targeted mobile audiences.	2/21/13	\$14.0	Series B	Northgate Capital, Kleiner Perkins Caufield & Byers, Sequoia Capital
Playnomics	Private	Playnomics, a San Francisco-based startup that helps mobile game developers earn more from their existing players.	2/20/13	\$5.0	Series B	Vanedge Capital, FirstMark Capital, XSeed Capital
Gashie	Private	Gashie is a platform that allows users to make free, mobile-to-mobile calls, low-cost international calls, text and photo sharing using any device.	2/16/13	\$0.01*	Seed	Fundable
Seeds	Private	Seeds is a revolutionary social game that facilitates direct mobile-to-mobile microlending from the developed to the developing world, or even in your own backyard.	2/16/13	\$0.02*	Seed	Fundable
Leanplum	Private	Leanplum is a platform for optimizing mission-critical metrics of your mobile app.	2/14/13	Undisclosed	Undisclosed	TechStars Boulder, Kima Ventures, VoIVoda Ventures, Undisclosed
Verve Mobile	Private	Verve Mobile is a pioneering leader in location-based mobile advertising.	2/13/13	\$14.0	Series C	Nokia Growth Partners, BlueRun Ventures, Qualcomm
Social Point	Private	Social Point is one of the top 5 global developers of social games. Their games are played by over 30 million monthly active users on Facebook and mobile platforms.	2/13/13	\$3.9	Undisclosed	Greylock Partners

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

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

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Financing Transactions

Company Information	Status	Company Description	FUNDING				VC's
			Announced	Transaction Amount (in \$M)	Funding Round		
KnexxLocal	Private	KnexxLocal was founded to help local businesses connect with more customers. With Instamomial™, KnexxLocal's free mobile app, local businesses can get more word-of-mouth referrals, take control of their online reputation, and increase online visibility.	2/12/13	\$1.1	Seed	Round 13 Capital, Imperial Capital Group, Undisclosed	
Mobilewalla	Private	Mobilewalla is the neutral data destination for consumers and the mobile industry insiders seeking insights into the app market.	2/12/13	\$4.0	Undisclosed	Madrone Venture Group, Indian Angel Network, Infocomm Investments, Venkat Raju, Rajan Anadan, Sharad Sharma	
Relay	Private	Relay helps users discover the newest and best visual entertainment from around the web with a beautiful and simple mobile app.	2/12/13	\$0.7	Undisclosed	Valar Ventures, The Social+Capital Partnership, Graph Ventures, Real Ventures	
Ping4	Private	Ping4 is an innovative software communications company focusing on advanced geo-mobile communications for the smartphone market.	2/11/13	\$4.0	Undisclosed	Undisclosed	
Snapchat	Private	Snapchat is a photo messaging application.	2/11/13	\$13.5	Series A	Benchmark Capital, Mitchell Lasky	
TradeSync	Private	TradeSync's mobile apps and SaaS solutions synchronize B2B processes such as purchasing, sales, service, and invoicing, within and across companies.	2/11/13	\$1.4	Undisclosed	Undisclosed	
iMomentous	Private	iMomentous is a mobile talent solutions company. Their products help enterprises to attract, recruit, engage and retain the right people.	2/8/13	\$0.3	Undisclosed	Ben Franklin Technology Partners	
Numenta	Private	Numenta has developed core technology in machine intelligence based on a theory of the neocortex. Numenta's first product based on this technology is a cloud-based prediction engine for streaming data.	2/8/13	\$6.0	Undisclosed	Undisclosed	
Parkmobile	Private	Parkmobile is a leading global provider of seamlessly integrated end-to-end solutions for mobile payments, parking guidance using business analytics and parking.	2/8/13	\$6.3	Undisclosed	BCD Holdings, Parkmobile Group, Fontinalis Partners, Bluefield Investments	
Rumble News	Private	Rumble is a complete technology platform that combines great design, smart analytics, and flexible monetization for newspapers to activate their mobile strategy.	2/8/13	\$0.2	Undisclosed	Ben Franklin Technology Partners	
tapCLIQ	Private	tapCLIQ is a mobile engagement and advertising platform that offers contextual interaction at moments when user is most receptive.	2/8/13	\$0.1	Undisclosed	Ben Franklin Technology Partners	
Bee Cave Games	Private	Bee Cave Games is a social and mobile games developer.	2/8/13	\$1.4	Undisclosed	Undisclosed	
Workshirt	Private	Workshirt helps people capture and share the big events in their lives. Their first product, HitchedPic, is a mobile app that captures the wedding from a unique perspective.	2/7/13	\$0.03*	Seed	AlphaLab	
Timbre	Private	Timbre is a location-based live music discovery app that connects fans and bands.	2/7/13	\$0.4	Seed	Atlas Venture, Boston Seed Capital, Bantam Group	
Urban Airship	Private	Urban Airship enables brands to build relationships with their always-connected customers through services that streamline delivering highly targeted, cross-platform mobile push messages and Apple Passbook passes.	2/6/13	\$25.0	Undisclosed	August Capital, John Johnston, Foundry Group, Jason Mendelson, Intel Capital, True Ventures	
Sprinklr	Private	Sprinklr was founded on the core idea that it is not only possible for large enterprises to successfully adapt to the realities of a world dominated by mobile, social, and network-empowered customers, but to also dramatically thrive in it.	2/5/13	\$15.0	Undisclosed	Intel Capital, Battery Ventures	
Game Insight	Private	Game Insight is a mobile/social gaming company that exclusively produces free-to-play games for such platforms as Facebook, iPad, iPhone, Android, Amazon, and Windows 8.	2/5/13	\$25.0	Undisclosed	IML.VC	
YEVVO	Private	YEVVO is a free platform for live social video broadcasting, from one mobile device to an unlimited number of mobile devices and vice versa.	2/3/13	\$0.2	Seed	Undisclosed	
Truphone	Private	Truphone is a UK-based mobile network that lets its users make free or low-cost calls to other mobile devices.	2/1/13	\$118.0	Undisclosed	Roman Abramovich	

* Note: Figure rounded, actual transaction amount: \$25,000.00

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Financing Transactions

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			Announced	Transaction Amount (in \$M)	Funding Round	VC's
LiveSchool	Private	LiveSchool, Inc. sells subscriptions to a tablet-based application for tracking and managing student data.	1/31/13	\$1.7	Series A	Undisclosed
Digit Game Studios	Private	Digit is building a new breed of online games called 'Seamlessly Cross-Platform'. This new gaming technology allows players to play their game on any device, including iOS, Android, Browser and Social platforms (such as Facebook) and move between devices seamlessly.	1/30/13	\$2.5	Series A	Delta Partners
Tomfoolery	Private	Tomfoolery are building apps for work. Currently they are in stealth mode.	1/30/13	\$1.7	Seed	Morado Venture Partners, Sam Pullara, Andreessen Horowitz, Jerry Yang, Brad Garinghouse, David Tisch
N-Trig	Private	N-Trig is the provider of DuoSense digitizer technology combining pen and zero-pressure touch for mobile computers into a single device.	1/29/13	\$11.3	Undisclosed	Undisclosed
SALT Technology	Private	SALT Technology is offering a full suite of white label mobile payment solutions: the SALT Payment Platform; a secure mobile wallet called the SALT Personal Payment Profile; and even merchant acquiring through SALT Merchant Services.	1/29/13	\$2.0	Undisclosed	Undisclosed
Pluto Media	Private	Pluto Media is committed to bringing the best educational games to children around the world. They integrate technology with world-class creative talent to develop products that foster children's creativity, curiosity, and knowledge of the world around them.	1/29/13	\$0.5	Seed	Rob Hutter, Jennifer Carolan, Peter Relan, Webvan
WatchDox	Private	WatchDox enables organizations to access, share and control their critical documents wherever they go: on any tablet, smartphone, or PC, even those beyond the IT department's control.	1/29/13	\$12.0	Undisclosed	Millennium Technology Value Partners, The Blackstone Group, Gemini Israel Funds, Shasta Ventures
Stuffle	Private	Stuffle is like a mobile flea market: Offer your stuff by posting a picture, a title, a short description and a price. Rummage around for offers nearby. Bargain for deals via private messages. Just pay when you pick up your purchases or agree with the seller on your own terms.	1/29/13	\$0.7	Series A	High Tech Gruenderfonds
Advanova	Private	Advanova GmbH, an Erlangen, Germany-based developer of software that allows medical professionals to access a patient's electronic record on a mobile device.	1/28/13	Undisclosed	Series A	Bayern Kapital, High Tech Gruenderfonds
Vendly	Private	Vendly is a marketplace in your pocket for you and your friends to sell and buy anything from each other and everyone else.	1/27/13	\$0.2	Seed	UDD Ventures
OLO	Private	OLO is a mobile and online ordering provider in the restaurant industry. Over 2 million customers order through OLO's online and mobile ordering programs.	1/26/13	\$5.0	Series B	PayPal, RRE Ventures, Core Capital Partners
Order Mapper	Private	Order Mapper Inc. is a Platform as a Service ("PaaS") startup founded in 2009. They make it easy for people to order virtually any physical good or service from almost any business from a mobile device such as a smartphone or tablet.	1/25/13	\$0.6	Undisclosed	Vegas TechFund, Undisclosed
True Office	Private	True Office creates data-rich, mobile games that help companies reduce risk and save money. They are securely delivered via the cloud to mobile devices and web browsers and generate real-time testing, assessment and risk analytics.	1/25/13	\$3.0	Series A	Rho Ventures, Contour Venture Partners, Partnership for New York City Fund
Bloodhound	Private	Bloodhound is the complete mobile solution for events. Load up any trade show or conference to view the schedule, floor map, exhibitors, and attendees.	1/24/13	\$3.9*	Undisclosed	Undisclosed
AppNexus	Private	AppNexus is a leader in real-time advertising technology, serving the largest and most innovative companies in the ecosystem on both the buy and sell side.	1/24/13	\$75.0	Series D	Tribeca Venture Partners, Technology Crossover Ventures, Venrock
Atlas Powered	Private	Atlas is a time management and collaboration platform for mobile that centralizes all your calendars, contacts, tasks, and notes making collaboration on mobile shockingly simple - no email required.	1/23/13	\$0.7	Undisclosed	Tech Coast Angels, Pasadena Angels, Maverick Angels
JobApp	Private	JobApp is a leading provider of cloud-based recruiting and talent management software platforms for hourly and decentralized workers across all service industries.	1/23/13	Undisclosed	Undisclosed	Frontier Capital
Tappr	Private	Tappr offers mobile payment services.	1/23/13	\$2.0	Seed	Undisclosed

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Apperian	Private	Apperian is a mobile application management (MAM) company. The Apperian EASE platform delivers enterprise mobility services that enable many of the world's largest corporations to securely manage the full lifecycle of mobile apps for iOS, Android and Blackberry.	1/23/13	\$4.6	Undisclosed	Intel Capital
Shodogg	Private	Shodogg is a patent pending technology that allows any mobile device to wirelessly /stream/ direct any content to any second screen that is web enabled without wires or boxes.	1/23/13	\$2.8	Seed	Seth Green RSL Venture Partners
Repunch	Private	Repunch is a digital loyalty platform for local retailers. Their mobile and web products allow consumers and merchants to benefit from each other in a number of ways.	1/22/13	Undisclosed	Seed	Undisclosed
payleven	Private	Payleven is a device that attaches to your smartphone or tablet with iOS or Android which allows credit card processing.	1/21/13	Undisclosed	Undisclosed	Undisclosed
Cellrox	Private	Cellrox introduces the next generation of technology that enables employees and corporations to share a single fully functional mobile device without compromising security, performance or user experience.	1/21/13	\$4.7	Series A	Runa Capital, Previz Venture Partners, Columbia Technology Ventures
Top Hat Monocle	Private	Top Hat Monocle is a web- and mobile-based classroom response system that engages students and provides professors with the real-time feedback on student understanding.	1/19/13	\$1.1	Undisclosed	Felicio Ventures
MobileSpan	Private	MobileSpan was founded in 2011 to help enterprises transition from a Desktop-centric world to an always-on, any content, any screen, BYOD world.	1/18/13	\$2.3	Series A	True Ventures, Greylock Partners, K9 Ventures, Alchemist Accelerator, Undisclosed
Celtra	Private	Celtra provides a Web based self-service platform for creation, ad trafficking, tracking and optimization of rich media mobile display advertising ads.	1/17/13	\$4.0	Undisclosed	SoftBank Capital, GrandBanks Capital, Fairhaven Capital
Kiip	Private	Kiip designs mobile gaming advertising technologies.	1/17/13	Undisclosed	Undisclosed	Interpublic Group
OpenX	Private	OpenX is a global leader in digital and mobile advertising technology.	1/17/13	\$22.5	Series E	Samsung Ventures, Accel Partners, Index Ventures, SAP Ventures, Mitsui Global Investment, Presidio Ventures
Phonitive	Private	Phonitive specializes in developing innovative softwares for mobile and tactile devices.	1/17/13	\$0.5	Seed	Capitole Angels, DP Invest
Wanderful Media	Private	Wanderful Media is a company that is reinventing local discovery shopping. Providing reach into more than 80 percent of U.S. markets, Wanderful Media helps retailers bring consumers into local stores and gives consumers the most convenient way to discover local merchandise.	1/16/13	Undisclosed	Undisclosed	Undisclosed
ChowNow	Private	ChowNow is an online ordering system for restaurants. Provides custom mobile apps, Facebook ordering and website ordering widgets.	1/16/13	\$3.0	Undisclosed	GRP Partners, Daher Capital, Double M Capital
LoopMe	Private	LoopMe is global leader in mobile advertising inbox technology and uses social preference targeting to improve customer experience and results for advertisers and publishers.	1/16/13	\$0.5	Seed	Russell Buckley, John Taysom, Torben Maajaard, Peter Barry
Pontiflex	Private	Pontiflex powers a new kind of mobile advertising platform: Signup Ads.	1/15/13	\$6.2*	Undisclosed	Undisclosed
Kwarter	Private	Kwarter builds fun, social, and rewarding mobile experiences to engage viewers and celebrate TV's most powerful moments.	1/14/13	\$5.0	Undisclosed	Undisclosed
Binary Event Network	Private	Binary Event Network ("BEN") combines a global financial trading platform with proprietary real-time pricing content to create a new category of consumer facing applications for the web and mobile devices.	1/11/13	Undisclosed	Undisclosed	Guggenheim Partners, Cinnober Financial Technology, Broadhaven Capital Partners
Gimmie	Private	GimmieWorld is a Mobile Reward Layer that overlays ontop of mobile apps. It provides real rewards from physical and online stores to users of existing apps or games, which are achieved based on their engagement.	1/11/13	\$0.5	Seed	WaveMaker Labs, Singapore National Research Foundation
DataCoup	Private	Datacoup is a free web & mobile application that empowers consumers with their own personal data.	1/11/13	\$0.3	Seed	Undisclosed

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			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Access 360 Media	Private	Access 360 Media is a media network that connects to young adult consumers (P12-34), in the places and through the communication platforms that matter most to them - Retail, Online and Mobile.	1/10/13	\$2.3*	Undisclosed	Undisclosed
Choremonster	Private	Choremonster is a social gaming company that combines digital gaming with a Web-services facet through a suite of mobile and Web applications that allows parents and children ages 6-12 to collaborate interactively to complete household tasks.	1/10/13	\$0.4	Seed	Vine Street Ventures, Undisclosed
UIEvolution	Private	UIEvolution produces mobile convergence technology, providing software products and services to global brands and service providers offering rich application experiences for mobile and embedded digital devices.	1/10/13	\$2.0	Undisclosed	Undisclosed
Vobi.com	Private	Vobi.com is a cloud-based collaboration startup which will sell its services through mobile operators.	1/4/13	\$1.5	Series A	Trailblazer Capital
Remitty	Private	Remitty enables convenient international money transfers from a customer's mobile phone in the USA to a mobile phone abroad.	1/3/13	\$2.6	Undisclosed	Trilogy Equity Partnership
Front Flip	Private	Front Flip is the next generation of loyalty marketing. Not just another punch card on a mobile app. Instead, they help businesses create profitable, long-term relationships with their customers through fun experiences, instant promotions, rich customer analytics and targeted mobile campaigns.	1/1/13	\$3.8	Series B	Undisclosed
AppGratis	Private	Premium app discovery network spanning 40 countries, 6 million iOS users, delivering 100 million app installs yearly.	1/1/13	\$13.5	Series A	Iris Capital
Appicasa	Private	Appicasa is a mobile game management platform aims to help game publishers and studios to increase in-app purchase revenue through user segmentation and event-based promotions.	1/1/13	\$0.5	Seed	Undisclosed
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; Investor; 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; Entrepia
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	Andreessen 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

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

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Financing Transactions

Company Information	Status	Company Description	FUNDING				VC's
			Announced	Transaction Amount (in \$M)	Funding Round		
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	
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*	

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

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

* 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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Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
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 web-site 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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout February 1-28, 2013.

Financing Transactions

DEBT FINANCINGS

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
DeviceFidelity	Private	DeviceFidelity, Inc. develops plug-and-play technologies that empower a variety of institutions to deploy their services and applications on millions of mobile phones worldwide.	2/19/13	\$1.0	Debt	Undisclosed
Sotera Wireless	Private	Sotera Wireless, Inc. is a medical device company dedicated to the development, marketing and sale of a new generation of comprehensive vital signs monitoring.	1/25/13	\$5.8	Debt	Undisclosed
Fotobabble	Private	Fotobabble is a social media software service that makes photos, the most shared social content, and makes it more engaging and personal by adding the energy and emotion of human voice.	1/24/13	\$0.3*	Debt	Undisclosed
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

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

* Note: Fotobabble still seeking \$385,999 in funding.

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout February 1-28, 2013.

Mobile Marketing Association

About Mobile Marketing Association

The Mobile Marketing Association (MMA) is the premier global non-profit trade association representing all players in the mobile marketing value chain. With more than 700 member companies, the MMA is an action-oriented organization with global focus, regional actions and local relevance. The MMA's primary focus is to establish mobile as an indispensable part of the marketing mix. The MMA works to promote, educate, measure, guide and protect the mobile marketing industry worldwide. The MMA's global headquarters are located in the United States and it has regional chapters including North America (NA), Europe, Middle East and Africa (EMEA), Latin America (LATAM), and Asia Pacific (APAC) branches. For more information, please visit www.mmaglobal.com.

MMA members include agencies, advertisers, hand held device manufacturers, carriers and operators, retailers, software providers and service providers, as well as any company focused on the potential of marketing via mobile devices.

Executive Contacts

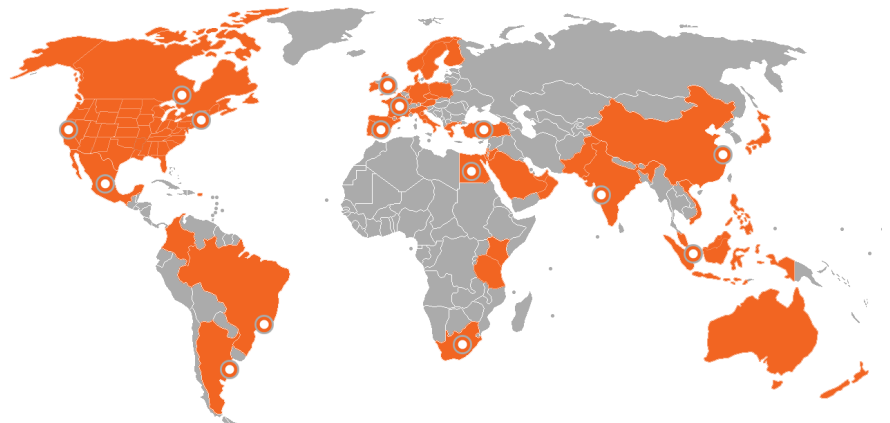
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Mobile Marketing Association

Calendar of Events

APRIL 2013

MMA APAC Forum: Singapore

More details forthcoming.

www.mmaglobal.com/events/forums

MAY 8–10, 2013

MMA North America Forum: New York

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

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

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

JUNE 16–23, 2013

Cannes International Festival of Creativity: Mobile Circus Comes to Town Cannes, France

More details forthcoming.

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

JULY 21–23, 2013

Mobile CEO and CMO Summit Park City, Utah

More details forthcoming.

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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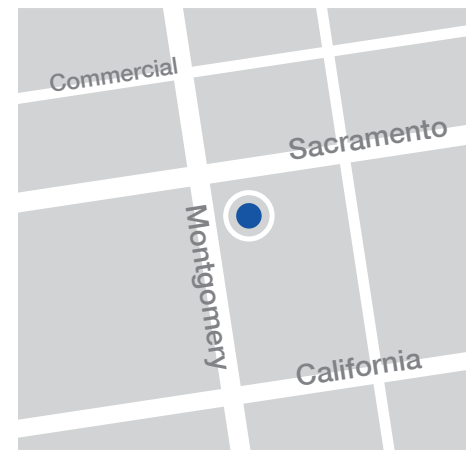
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DEDICATED
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MOBILE ECOSYSTEM

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STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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