



**MOBILE
MARKETING
ASSOCIATION**



Hidden River



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
JULY 2013

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A Glimpse into the 2013 MMA CEO & CMO Summit

Park City, Utah was the backdrop for this year's MMA CEO and CMO Summit. With 200 of the brightest and most influential leaders across the marketing and media space attending, it was truly a meeting of the mobile masters.

At last year's Summit, we learned that marketers were still asking "why" when it came to mobile. Fast forward to 2013, the conversation advanced considerably on how to bolster mobile marketing efforts. A focus of the overall conference was how to bridge the **knowing vs. doing** gap. Brands know that mobile is a strategic investment but ramping up mobile ad spend, the doing, is still a challenge.

We had marketers, agency executives and technology enablers review new trends and innovation in the mobile space, as well as discuss how to grow the mobile marketing industry rapidly but responsibly.

There was an honest conversation about the successes and challenges within the mobile space. While many marketers are still figuring out the ingredients of a successful mobile strategy, other brands are trailblazing with best-in-class campaigns that are mobile first. The Summit even provided a forum to discuss privacy and the recent release of the DAA Mobile Principles.

After two and half days of intimate conversations and meaningful dialogue, it is clear that mobile has evolved into a leading marketing vehicle and marketers are taking its power seriously. With forums like the CEO and CMO Summit, we are able to advance the mobile marketing movement and educate parties across the ecosystem on the value and potential of mobile.

While we are still bridging the knowing vs. doing gap, we have gained 200 powerful advocates that believe the future of media is mobile. Please contact Sheryl Daija, sheryl.daija@mmaglobal.com, for more information on the Summit.

Every Moment is Mobile.

Onwards,

Greg Stuart

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Andy Vogel	Senior Vice President Premium Advertising in the Americas, Smaato	Senior Vice President, Digital and Mobile, Tribune Company	Smaato is a player in global mobile RTB ad exchange.	7/30/13
Carston Ludwig	Vice-President of Sales, EMEA, Smaato	Director of Advertising and Partnerships, Xing	Smaato is a player in global mobile RTB ad exchange.	7/30/13
David Katz	Senior Vice President and General Manager, Mobile, Fanatics	Vice President and General Manager, Groupon Inc	Fanatics is a sports apparel and gear web retailer and has now moved into mobile.	7/30/13
Gary Kovacs	Chief Executive Officer, AVG Technologies	Chief Executive Officer, Mozilla	AVG was founded in 1991 with the express purpose of protecting people around the world using the latest in cutting edge security technologies. It currently provides security on the web and mobile.	7/30/13
Kamal Brar	Asia Pacific General Manager, 10Gen	Lead of Asia Pacific Region Division, MYSQL	10Gen, the company behind MongoDB, is empowering organizations of all sizes to capitalize on the opportunities in mobile and social by enabling new use cases, accelerating time to market and improving user experience.	7/29/13
Justin Smith	Chief Executive Officer, Bloomberg	President, Atlantic Media	Bloomberg L.P. is a private firm founded and owned by New York Mayor Michael Bloomberg. Some of its business dealings go into mobile.	7/29/13
Ross Piper	Vice President, Dropbox	Senior Vice President of enterprise strategy and alliances, Salesforce.com	Dropbox Inc is a file hosting and collaboration firm. It provides customers access to its cloud-based services on the web as well as mobile.	7/29/13
Laura Keeler	Senior Vice President, Creative, DigitasLBi	Creative Partner, Ogilvy & Mather	DigitasLBi a global digital agency network, partners with many marketers and brands in the world.	7/24/13
Dan Sundgren	Chief Evangelist, Add3	Chief Executive Officer, Sundgren Interactive	Add3 is a search marketing agency specializing in search engine optimization, search engine marketing, and online display advertising.	7/23/13
Jeff Hirsh	Chief Marketing Officer, CPX Interactive	Chief Executive Officer, AudienceScience	CPX Interactive is a global digital media company with over a decade of experience connecting consumers with brands.	7/23/13
Bill Nolte	Vice President, Publisher Platform Sales, Videology	Director, Publisher Development at PubMatic	Videology is an online video advertising platform that enables advertisers, agencies and publishers to eliminate waste and improve performance by connecting brands with specific audiences, while concentrating on the advertiser's objective.	7/23/13
Rachel Chalmers	Principal, Ignition Partners	Vice President of Research, 451 Group	Ignition is a venture capital firm dedicated to helping the best entrepreneurs seize opportunity. With over \$2B under management, Ignition invests in communications, internet, software and services across business and consumer targets.	7/19/13
Ray Ozzie	Director, Board of Directors, HP	Software Head, Ray Ozzie	Hewlett-Packard Company or HP is an American multinational information technology corporation headquartered in Palo Alto, California, United States. It provides products, technologies, software, solutions and services to consumers, small- and medium-sized businesses (SMBs) and large enterprises, including customers in the government, health and education sectors.	7/15/13
Jim Skinner	Director, Board of Directors, HP	Chairman, Walgreen	Hewlett-Packard Company or HP is an American multinational information technology corporation headquartered in Palo Alto, California, United States. It provides products, technologies, software, solutions and services to consumers, small- and medium-sized businesses (SMBs) and large enterprises, including customers in the government, health and education sectors.	7/15/13
Dob Bennett	Director, Board of Directors, HP	Former Chief Executive Officer, Liberty Media	Hewlett-Packard Company or HP is an American multinational information technology corporation headquartered in Palo Alto, California, United States. It provides products, technologies, software, solutions and services to consumers, small- and medium-sized businesses (SMBs) and large enterprises, including customers in the government, health and education sectors.	7/15/13

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Keith Fenimore	Chief Marketing Officer, Yappem	Content Creator, E! Entertainment Television	Yappem is a social platform that provides users valuable, real-world rewards for expressing their opinions about their brand experiences.	7/10/13
Paul Deneve	Vice president, Apple	Chief Executive Officer, Yves St. Laurent	Apple Inc., formerly Apple Computer, Inc., is a company that designs, develops, and sells consumer electronics, computer software and personal computers as well as tablets.	7/3/13
Daniel Pipe	Chief Marketing Officer, MPayMe UK	Head of Marketing, Premium Credit Ltd.	MPayMe is an international business technology company. Founded in 2010, MPayMe has developed ZNAP, an innovative mobile business platform.	7/2/13
Doug Aley	Vice President of Product Development, Room 77	Vice President of Product & Corporate Development, Zuilily	Room 77 allows travelers to compare pricing across major online travel agencies, shop across a variety of room types, and book more than 200,000 hotel rooms worldwide.	6/27/13
Geri Suster	Chief Operating Officer, Mobivity	Chief Operating Officer, Ziplocal	Mobivity provides patented mobile marketing tools for local advertisers and custom audience engagement solutions for sports and media producers.	6/27/13
Sean Gorman	Chief Operating Officer, Panopto	Executive, Amazon	Panopto offers video capture, streaming, search and archiving solutions architected with the integration of rich content and user-driven metadata as key enablers for enterprise deployments.	6/26/13
Thomas Nielsen	Senior Vice President, Brightcove	Chief Executive Officer, RealNetworks	Brightcove Inc. (NASDAQ: BCOV), is a leading global provider of cloud content services and offers a family of products used to publish and distribute the world's professional digital media.	6/25/13
Joe Salvador	Chief Video Officer, Altitude Digital	Co-Founder and Vice President, Visualising	Altitude Digital is a leader in online display and video advertising technology.	6/25/13
Tim McMahon	Director of Operations, Altitude Digital	Head Baseball Coach, Heritage High School	Altitude Digital is a leader in online display and video advertising technology.	6/25/13
Rob Rosenthal	Vice President of Sales East, Hybris	Vice President of Worldwies Sales, Zilliant	Hybris delivers enterprise software and on-demand solutions for multi-channel commerce, master data management and order management.	6/24/13
Elena Parker	Creative Technologist, Campfire	Videographer, Food52	Campfire develops direct-to-mobile interactive rich media content, small games and custom made applications for mobile devices.	6/20/13
Shawn Kardell	User Experience Officer, Digitara	Senior User Experience Consultant, Ewantage Consulting	Digitaria is a pioneer in digital marketing and technology, providing unique, innovative solutions to an array of clients around the world.	6/19/13
Christine Bensen	Senior Vice President of Media Strategy, iCrossing	EVP, Media and Analytics, Moxie	iCrossing, a digital marketing company, holds its own marketing platform, which can be tailored for clients.	6/18/13
Sabine Cummins	Vice President of Media Central, iCrossing	Media, Director Razorfish	iCrossing, a digital marketing company, holds its own marketing platform, which can be tailored for clients.	6/18/13
Ryan Sousa	Senior Vice President of Engineering, Medio	Vice President of Global Business Intelligence, Expedia	Medio enables businesses to acquire higher value customers and improve both their retention and lifetime value by providing an optimized and personalized mobile experience.	6/13/13
Kirby Winfield	Chief Executive Officer, Dwellable	President/Chief Executive Officer, AdXpose	Dwellable is a vacation rental search service. Dwellable has apps for Android and iPhone that aggregates rentals from several different sources to give you a comprehensive list of availabilities.	6/11/13
David Hostetter	Senior Vice President of Engineering, Augme Technologies Subsidiary, Hipcricket	Chief Technology Officer, Fabric Worldwide	Hipcricket is the one-stop mobile marketing and advertising company that empowers brands, agencies and media properties to engage customers, drive loyalty and increase sales.	6/7/13
Tony Kippen	Vice President of Analytics, Augme Technologies Subsidiary, Hipcricket	President/Chief Executive Officer, Megode Systems	Hipcricket is the one-stop mobile marketing and advertising company that empowers brands, agencies and media properties to engage customers, drive loyalty and increase sales.	6/7/13

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Jason Eglit	Chief Financial Officer, WhitePages	Principal, Bayside Capital	WhitePages is the leading provider of contact information for people and businesses in the U.S.	6/6/13
Virl Hill	Director of Business Development, Microsoft	CEO, Blade Games World	Microsoft is a veteran software company, best known for its Microsoft Windows operating system and the Microsoft Office suite of productivity software.	6/6/13
Scott Pulsipher	President, Needle	General Manager, Amazon Webstore	Needle offers the leading sales chat platform for web, social and mobile commerce.	6/4/13
Lars Dalgaard	Partner, Andreessen Horowitz	Founder, SuccessFactors; Executive Board Member, SAP	Andreessen Horowitz is a venture capital firm.	5/30/13
Charles Giancarlo	Board of Directors, Imperva	Managing Director, Silver Lake (current)	Imperva is a data security company that provides high-value business data protection.	5/30/13
Nick Lenaeus	Regional Director, Whitlock	Regional Sales Head, Avaya	Whitlock delivers rollabout, tablet and hand-held solutions for videoconferencing and data sharing.	5/30/13
Lisa Jackson	Vice President of Environmental Initiatives, Apple	Administrator, The U.S. Environmental Protection Agency	Apple is a corporation that designs, develops, and sells consumer electronics, computer software and personal computers.	5/28/13
Tom Lane	Open Source Database Specialist, Salesforce.com	Red Hat	Salesforce.com is an enterprise cloud computing company that provides business software on a subscription basis.	5/25/13
Michael K. Bynum	President, Mobivity	President & Chief Executive Officer, Phone Directories Company	Mobivity provides patented mobile marketing tools for local advertisers and custom audience engagement solutions for sports and media producers.	5/22/13
Tom Tolbert	Executive Vice President & Chief Sales Officer, Mobivity	Chief Executive Officer, Front Door Insights	Mobivity provides patented mobile marketing tools for local advertisers and custom audience engagement solutions for sports and media producers.	5/22/13
Kevin Merritt	Chief Executive Officer, Socrata	Executive, VeriSign	Socrata is a government data analytics startup.	5/21/13
David Elton	General Manager, Arkadium	Advisory Board Member, Canadian Video Games Awards	Arkadium is a game development studio, creator of largest library of casual games in the world.	5/15/13
Sherrie McAvoy	Board of Directors, Numerex	AERS Partner, Deloitte & Touche LLP (current)	Numerex is an enterprise machine-to-machine (M2M) technology company.	5/13/13
David O'Callaghan	Senior Vice President of Global Channels and Alliances, VMware	Channel Executive, Cisco	VMware, Inc. is an American software company that provides cloud and virtualization software and services.	5/10/13
Robert Daleo	Board of Directors, Citrix	Chief Financial Officer, Thomson Reuters Corporation	Citrix is software company that provides server and desktop virtualization, networking, SaaS, and cloud computing technologies.	5/10/13
Gary Beyer	Chief Executive Officer, Gibberin	Vice President of Business Development, CDG	Gibberin is a viral communications platform based on spoken messages.	5/8/13
Don Dodge	Board of Advisors, Jawfish Games	Google Developer Advocate (current)	Jawfish Games is a leader of multiplayer, real-time tournaments for mobile and web.	5/7/13
Ron Doornink	Board of Advisors, Jawfish Games	Chief Executive Officer, Activision Publishing	Jawfish Games is a leader of multiplayer, real-time tournaments for mobile and web.	5/7/13
Scott Greenburg	Board of Advisors, Jawfish Games	Partner, K&L Gates (current)	Jawfish Games is a leader of multiplayer, real-time tournaments for mobile and web.	5/7/13
Adam Gries	Board of Advisors, Jawfish Games	Founder, Smart Bites	Jawfish Games is a leader of multiplayer, real-time tournaments for mobile and web.	5/7/13
Martin Tobias	Board of Advisors, Jawfish Games	Venture Partner, Ignition (current)	Jawfish Games is a leader of multiplayer, real-time tournaments for mobile and web.	5/7/13

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Jon Rubinstein	Board of Directors, Qualcomm	Chief Executive Officer, Palm Inc.	Qualcomm is a global semiconductor company that designs, manufactures and markets digital wireless telecommunications products and services.	5/6/13
Brian Kaminsky	Executive Vice President of Operation, Clear Channel Media and Entertainment	Chief Operating Officer, Huffington Post AOL	Clear Channel Media and Entertainment is a leading media and entertainment company, provides multi-platform advertising and marketing.	5/3/13
Christine King	Boad of Directors, Qlogic	Chief Executive Officer, Standard Microsystems Corporation (current)	QLogic is a leading provider of data center networking, data migration and storage networking infrastructure solutions.	5/3/13
Eric Raab	Chief Information Officer, Yodle	Chief Technology Officer, M5 Networks	Yodle is a leader in local online marketing, connects consumers to small businesses cost-effectively.	5/2/13
Eric Benazech	Chief Revenue Officer, nFluence Media	Business Development Director, Aimia Inc.	nFluence Media helps companies to have fast, valuable conversations with consumers, allowing for accurate advertising.	5/1/13
Doug Smith	Vice President of Global Partner Sales, Virtual Instruments	Channel Executive, VMware	Virtual Instruments is a leader in Infrastructure Performance Management for the physical, virtual, and cloud computing environments.	5/1/13

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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 8/1/13	Stock Price 7/1/13	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
Indexes		S&P 500	1,706.87	1,614.96	5.7%	1,709.67	1,343.35				
		NASDAQ Composite	3,675.74	3,434.49	7.0%	3,694.19	2,810.80				
		Russel 3000	1,020.42	962.22	6.0%	1,022.04	792.85				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 47.70	\$ 46.23	3.2%	\$ 48.63	\$ 30.25	\$23,958	\$21,618	\$4,252	5.1X
Airtel	BHARTIARTL.BO	BSE	5.70	4.98	14.3%	6.90	4.16	22,768	36,057	14,766	2.4X
America Movil	AMX	NYSE	1.07	1.11	-3.8%	1.35	0.93	50,816	84,949	60,621	1.4X
Apple Inc.	AAPL	NASDAQ	456.68	409.22	11.6%	705.07	385.10	414,863	389,215	169,404	2.3X
AT&T	T	NYSE	35.72	35.30	1.2%	39.00	32.71	189,709	261,004	127,468	2.0X
Buongiorno (Acquired by Nippon Telegraph & Telephone Corp)	NTT	NYSE	51.40	51.93	-1.0%	55.16	45.71	68,010	150,139	127,096	1.2X
CenturyLink	CTL	NYSE	36.32	35.15	3.3%	43.43	32.05	22,121	42,433	18,279	2.3X
China Mobile	CHL	NYSE	53.68	51.57	4.1%	59.73	47.74	215,790	151,731	84,978	1.8X
Fiserv, Inc.	FISV	NASDAQ	96.88	87.29	11.0%	99.88	67.95	12,603	16,236	4,624	3.5X
Google	GOOG	NASDAQ	904.22	887.88	1.8%	928.00	623.41	245,155	195,712	56,594	3.5X
Microsoft	MSFT	NASDAQ	31.67	34.36	-7.8%	36.43	26.26	263,810	202,635	77,849	2.6X
Motorola Solutions	MSI	NYSE	55.32	57.98	-4.6%	64.72	45.61	14,707	14,003	8,674	1.6X
Neustar, Inc.	NSR	NYSE	80.71	72.35	11.6%	83.85	51.01	17,060	18,020	9,004	2.0X
Nokia	NOK	NYSE	3.97	3.86	2.8%	4.90	2.17	14,867	12,200	34,831	0.4X
Omnicom	OMC	NYSE	64.80	62.72	3.3%	70.50	45.11	16,666	20,603	14,387	1.4X
Publicis Groupe	PUB.PA	Paris	80.71	72.35	11.6%	83.85	51.01	17,060	18,020	9,004	2.0X
Samsung	005930.KS	005930.KS	1,139.20	1,171.02	-2.7%	1,492.09	1,033.16	167,803	147,699	188,384	0.8X
Sprint	S	NYSE	7.18	7.07	1.6%	7.50	4.00	21,727	38,458	35,404	1.1X
Telefonica S.A.	TEF	NYSE	14.36	13.03	10.2%	15.49	10.64	65,345	155,079	79,420	2.0X
Telenor	TELNF	OTC	22.13	19.89	11.3%	23.05	17.31	34,522	41,910	17,535	2.4X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	14.60	14.75	-1.0%	17.80	13.51	12,848	10,675	6,037	1.8X
Vodafone Group	VOD	NASDAQ	30.35	28.74	5.6%	30.80	24.42	147,043	193,274	69,586	2.8X
WPP Group	WPPGY	NASDAQ	91.33	87.17	4.8%	92.27	61.68	24,349	29,746	16,578	1.8X
Yahoo!	YHOO	NASDAQ	27.96	25.24	10.8%	29.83	14.59	30,270	27,867	4,823	5.8X
					Average			88,078	94,970	51,650	2.2X
					Median			27,310	40,184	26,555	2.0X
Mid-Cap (\$2B - \$10B)											
Alcatel-Lucent	ALU	NYSE	\$ 2.49	\$ 1.79	39.1%	\$ 2.62	\$ 0.91	\$5,800	\$8,717	\$18,868	0.5X
BlackBerry	BBRY	NASDAQ	8.76	10.29	-14.9%	18.32	6.22	4,592	1,768	11,349	0.2X
Dentsu	4324.JP	TSE	32.20	34.64	-7.0%	38.42	22.00	9,215	9,807	23,002	0.4X
Gemalto	GTOFF	OTC	111.44	90.91	22.6%	111.85	69.58	9,808	9,377	2,910	3.2X
GFK Retail and Technology UK	GFK.DE	Xetra	50.25	48.30	4.0%	60.11	43.51	1,834	2,471	1,958	1.3X
Interpublic Group of Companies	IPG	NYSE	16.50	14.71	12.2%	17.43	9.38	6,965	8,354	7,033	1.2X
LG	LPL	NYSE	25.10	24.33	3.2%	34.04	20.71	8,980	11,259	27,146	0.4X
Oi	OIBR	NYSE	1.81	1.64	10.2%	4.47	1.47	2,168	15,593	13,995	1.1X
Pandora Media Inc.	P	NYSE	18.76	18.95	-1.0%	20.54	7.08	3,279	3,204	472	6.8X
TIM	TSU	NYSE	19.07	18.69	2.0%	22.80	16.39	9,221	10,233	9,357	1.1X
VIVO S.A. (formerly Telefonica Brazil)	VIV	NYSE	18.81	20.21	-6.9%	23.48	18.48	7,179	7,655	N/A	N/A
ZTE	000063.SZ	Shenzhen	2.54	2.08	21.8%	2.63	1.22	7,129	7,129	13,518	0.5X
Zynga	ZNGA	NASDAQ	3.03	3.07	-1.3%	4.03	2.09	2,375	1,260	1,122	1.1X
					Average			6,042	7,448	10,894	1.5X
					Median			6,965	8,354	10,353	1.1X

NOTES:

- (1) Market Capitalization is calculated using month end stock price and fully diluted shares.
- (2) Enterprise Value is calculated using cash and debt from the last reported balance sheet to the SEC.
- (3) Revenue is calculated on a "Net Sales" basis and covers the last twelve month reported to SEC except for VIV; OIBR; BGO & BNG, which are calendar 2011.

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								(in Millions)			
Indexes		S&P 500	1,706.87	1,614.96	5.7%	1,709.67	1,343.35				
		NASDAQ Composite	3,675.74	3,434.49	7.0%	3,694.19	2,810.80				
		Russel 3000	1,020.42	962.22	6.0%	1,022.04	792.85				
Small-Cap (< \$2B)											
2Ergo Group PLC	RGO	LSE	\$ 0.03	\$ 0.05	-40.3%	\$ 0.76	\$ 0.02	\$11	\$10	\$9	1.1X
Axiom Corporation	ACXM	NASDAQ	25.75	23.67	8.8%	26.47	15.72	1,903	1,943	1,094	1.8X
Atrinsic, Inc	ATRN	OTC	0.00	0.00	14.3%	0.03	0.00	0	2	33	0.1X
Augme Mobile	AUGT	OTC BB	0.31	0.40	-23.5%	2.15	0.26	40	40	27	1.5X
Bango	BGO	LSE	2.77	2.82	-1.8%	4.40	2.47	126	123	25	5.0X
Blue Calypso Holdings, Inc.	BCYP	OTC	0.14	0.16	-12.5%	0.90	0.09	19	20	0	N/A
Boingo wireless	WIFI	NASDAQ	7.01	6.32	10.9%	9.71	5.35	250	159	101	1.6X
Cincinnati Bell	CBB	NYSE	3.48	3.07	13.4%	5.89	2.83	724	2,982	1,437	2.1X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	0.60	0.41	46.1%	0.74	0.14	56	56	4	13.9X
Digimarc Corporation	DMRC	NASDAQ	20.84	21.04	-1.0%	26.79	17.68	151	117	39	3.0X
Glu Mobile	GLUU	NASDAQ	2.75	2.35	17.0%	5.50	1.99	188	167	85	2.0X
Internetq Plc	INTQ	LSE	4.95	4.85	2.0%	5.57	2.69	191	182	95	1.9X
Lenco Mobile	LNCM	OTC	0.05	0.07	-28.6%	0.22	0.01	4	15	15	0.9X
Marchex	MCHX	NASDAQ	6.07	6.01	1.0%	6.44	2.99	171	154	139	1.1X
MDC Partners	MDCA	NASDAQ	24.91	18.72	33.1%	25.05	9.24	782	782	1,118	0.7X
MEDL Mobile	MEDL	OTC BB	0.29	0.33	-12.1%	0.51	0.07	13	12	3	4.6X
Millennial Media	MM	NYSE	9.34	8.64	8.1%	16.86	5.87	743	609	194	3.1X
Motricity	MOTR	NASDAQ	4.94	3.51	40.7%	9.65	3.26	23	19	86	0.2X
Openwave (Now Unwired Planet)	UPIP	NASDAQ	2.01	1.93	4.1%	2.47	1.17	201	172	0	N/A
Opera Software ASA	OPERA.OL	Oslo	8.06	7.81	3.2%	8.22	4.87	985	932	231	4.0X
Poynt Corporation	PYN.V	TSXV	0.02	0.02	0.0%	0.05	0.01	8	10	2	4.9X
Single Touch	SITO	OTC BB	0.64	0.65	-2.3%	0.95	0.20	84	88	7	12.6X
Smith Micro Software Inc	SMSI	NASDAQ	1.02	1.13	-9.7%	1.89	1.00	38	14	45	0.3X
SoundBite Communications	SDBT	NASDAQ	4.99	4.99	0.0%	5.13	2.05	82	66	48	1.4X
Tanla Solutions Limited	TANLA	NSE	0.04	0.06	-22.0%	0.16	0.04	4	4	24	0.2X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	2.84	2.45	15.9%	3.21	1.32	152	247	460	0.5X
ValueClick	VCLK	NASDAQ	25.10	24.50	2.4%	32.25	15.04	1,913	1,888	686	2.8X
Velti	VELT	NASDAQ	1.11	1.41	-21.3%	10.43	0.98	73	137	260	0.5X
					Average	1.6%		319	391	224	2.8X
					Median	1.5%		105	120	47	1.7X

NOTES:

- (1) Market Capitalization is calculated using month end stock price and fully diluted shares.
- (2) Enterprise Value is calculated using cash and debt from the last reported balance sheet to the SEC.
- (3) Revenue is calculated on a "Net Sales" basis and covers the last twelve month reported to SEC except for VIV; OIBR; BGO & BNG, which are calendar 2011.

Source: Thomson Reuters and Hidden River, LLC analysis

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout July 1-31, 2013.

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
07/31/2013	Myriad Interactive	MyMobiPoints (from Brazo Technologies, LLC)	Myriad Interactive produces applications with large features for mobile users.	
07/30/2013	Gozoop	Red Digital	Red Digital is a Mumbai-based social agency.	\$1.1
07/29/2013	DropBox	Endorse	Endorse is a Mobile Coupon Company.	
07/29/2013	Cisco	Sourcefire	Sourcefire, Inc develops network security hardware and software.	\$2,700.0
07/29/2013	AT&T	Long Lines Wireless Carrier	Long Lines is a Wireless Carrier in Iowa.	
07/29/2013	Sunrise Communications AG	Ortel Mobile Switzerland GmbH	Bern-based provider of prepaid telecommunications services.	
07/26/2013	Kaseya	Rover Apps	Rover Apps is a software maker that specializes in mobile device management for BYOD users.	
07/25/2013	AHALife.com	Kaptur	Kaptur is a fast growing NYC-based startup that enables you to collect everyone's photos from any event.	
07/24/2013	Bullhorn Inc	Easy Software Solutions LLC	TimeshEASY was developed for small to medium sized staffing firms to replace paper timesheets and the inherently inefficient process associated with live signatures and paper faxes.	
07/24/2013	Shareholders	Microlog Corp of Maryland	Microlog Corp is the spinoff of its Microlog Corp of Maryland unit, a developer of Integrated Voice Response and Computer Telephony Integration Solutions software.	
07/23/2013	To The New	Techsailor	Techsailor is a Singapore-based company offering social, location and mobile media services.	
07/19/2013	Apple Inc.	Locationary Inc.	Locationary is the creator of Saturn, the management and exchange platform for local business places data.	
07/19/2013	NHN Corp.	Dancing Anchovy Ent*	Dancing Anchovy Ent develops mobile gaming for the iOS and Android.	
07/19/2013	Apple Inc.	Hopstop	Hopstop is a Transit-navigation appmaker that specializes in Mass transit directions.	
07/18/2013	Shopzilla	Zappli	Zappli is a Mobile Commerce Company.	
07/18/2013	Pub Crawl Holdings, Inc (Mobile Dynamic Marketing)	Career Start Inc.	Pub Crawl Holdings, Inc is a provider of staffing and PEO services.	
07/17/2013	[x+1] Inc	Wireless Developer Inc	Wireless Developer Inc. is an East Lansing based developer of mobile marketing technology software.	
07/17/2013	Yahoo! Inc	AdMovate	AdMovate is a mobile advertising startup.	
07/16/2013	mobiletouch ag	Swisscom-Canon Repair Center	Swisscom is an Ostermundigen based provider of information technology and computer consulting services.	
07/16/2013	Baidu	NetDragon	Netdragon Websoft Inc is a Chinese company that develops and operates massively multiplayer online games in addition to making mobile applications.	\$1,900.0
07/16/2013	Media6Degrees	EveryScreen Media	Mobile media buying and targeting platform.	

* Note: NHN acquired 50.1% of Dancing Anchovy Ent.

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)
07/16/2013	Yahoo!	Astrid	Astrid is an app developer.	
07/15/2013	txtNation Ltd.	24gmedia Ltd	24gmedia Ltd is a developer of mobile application software.	
07/15/2013	Matomy Media Group	MobAff LLC	MobAff taps into mobile result driven distribution network for its services.	
07/12/2013	AT&T	Leap Wireless	Operator of Cricket prepaid mobile service.	\$1,200.0
07/10/2013	Softbank Corp.	Sprint Nextel	Sprint Nextel is a U.S. mobile carrier.	\$21,600.0
07/03/2013	GreatApps.com Inc	Greatbooks.com	Greatbooks.com is a Jericho-based multi-media company.	
07/02/2013	Yahoo! Inc	Bignoggins Productions Inc.	Bignoggins is a San Jose based developer of applications software. It has created apps in iTunes for Fantasy sports.	
07/01/2013	Sunrise Communications AG	Lebara GmbH	Lebara is a Zurich based provider of telecommunications services, from Lebara Mobile.	
06/28/2013	T-Mobile	Spectrum from US Cellular*	Please see notes.	\$308.0
06/28/2013	Reputation.com	PaperKarma	Mobile app built to help users identify and then stop spammy snail mail.	
06/27/2013	Reputation.com	Readabl Inc	Developer of mobile software.	
06/26/2013	Youth Pulse	Thumb Inc	Developer of mobile software.	
06/26/2013	EMN8	Snapfinger	Restaurant search and remote ordering site for take-out, delivery and catering.	
06/20/2013	Fixmo Inc	Perlego Systems	Provider of end-to-end mobile device management software.	
06/19/2013	Zynga	Spooky Cool Labs	Developer of social-game software.	
06/19/2013	TripAdvisor	GateGuru	Mobile application providing real-time travel information.	
06/17/2013	Automattic	Poster	Mobile app provider.	
06/14/2013	OpenTable	JustChalo	Silicon Valley-based mobile payments startup.	\$11.0
06/14/2013	Plum District	Spotivate	Tools to help parents discover the best local family experiences.	
06/13/2013	Lumi Mobile	Interactive Meetings Limited	Technology company that provides market leading and proprietary audience engagement solutions.	
06/11/2013	Google	Waze	Social mapping start-up.	\$1,100.0
06/07/2013	Thomvest Seed Capital & Cartesian Capital	Public Mobile	Toronto-based wireless carrier.	
06/05/2013	PlayHaven	Staq	//staq is a game management platform.	
06/04/2013	OnMobile	Livewire Mobile	Provider of end-to-end managed mobile entertainment solutions.	
05/29/2013	HarvestMark	ShopWell	Developer of a personalized nutrition app.	

* Note: T-Mobile announced that it is planning to acquire \$308 million worth of spectrum from US Cellular to expand its 4G LTE network.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout July 1-31, 2013.

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
05/28/2013	Refinery29	SocialBomb	Connects mobile phones, blu-ray players, and computers.	
05/23/2013	Yahoo	PlayerScale	Developer of software infrastructure for cross-platform gaming.	
05/22/2013	LinkedIn	Maybe	Social polling startup.	
05/22/2013	GiftCards.com	Giftly	Developer of native mobile applications.	
05/22/2013	Adobe	Thumb Labs	Bootstrapped mobile app design agency.	
05/22/2013	Betaworks	Piictu	Talk and play with friends via mobile pictures.	
05/22/2013	Net Element International	Aptito	Hospitality software: menus, reservation, ordering.	
05/21/2013	Mobivity	Front Door Insights	Offers mobile marketing services.	
05/20/2013	Sprint	Handmark	Mobile app developer and advertising.	
05/20/2013	Payvia	Mogreet	Delivers campaigns via text, video, and picture messaging.	
05/20/2013	Yahoo	Tumblr	Microblogging platform and social networking website.	\$1,100.0
05/19/2013	Accenture	Acquity Group	Brand eCommerce™ and digital marketing company.	\$316.0
05/17/2013	GrubHub	Seamless*	Web and mobile online food delivery.	
05/16/2013	TELUS	Mobilicity	Unlimited talk, text, and data plans.	
05/16/2013	Aruba Networks	Meridian	Enterprise mobile software for location-based businesses.	
05/15/2013	DocuSign	Cartavi	Cloud-based document sharing.	
05/15/2013	lotum	Freeconference.com	Offers conference call.	
05/14/2013	Barracuda Networks	SignNow	Offers tools to e-sign digital files.	
05/13/2013	Dyn	Trendslide	Dashboard solution for SaaS, e-commerce, and Media sites.	
05/12/2013	Yahoo	Loki Studios	Location-based mobile gaming company.	
05/09/2013	Yahoo	GoPollGo	A real-time polling tool.	
05/09/2013	Yahoo	MileWise	App for airline miles as well as hotel and credit card points.	
05/01/2013	Yahoo	Astrid	A social to-do list app.	

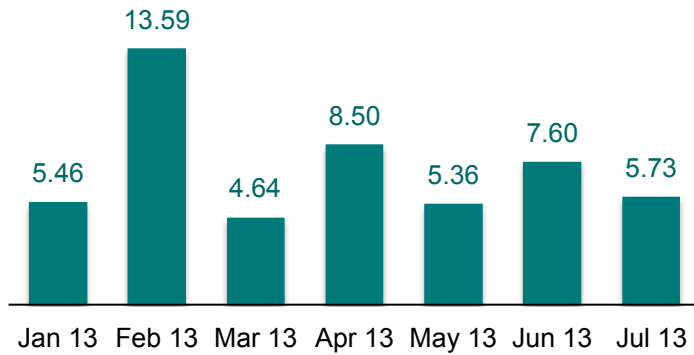
* Note: GrubHub and Seamless activity was actually a merger.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

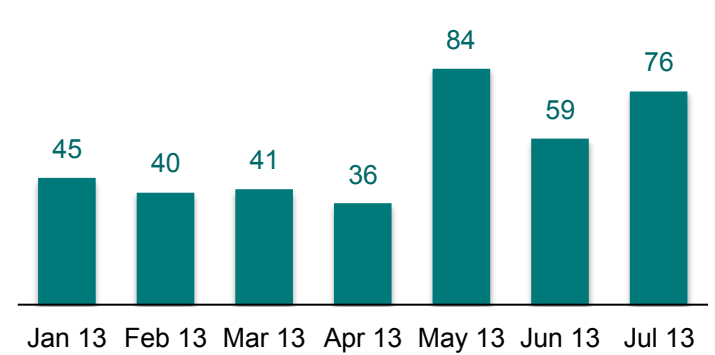
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Financing Transactions Overview

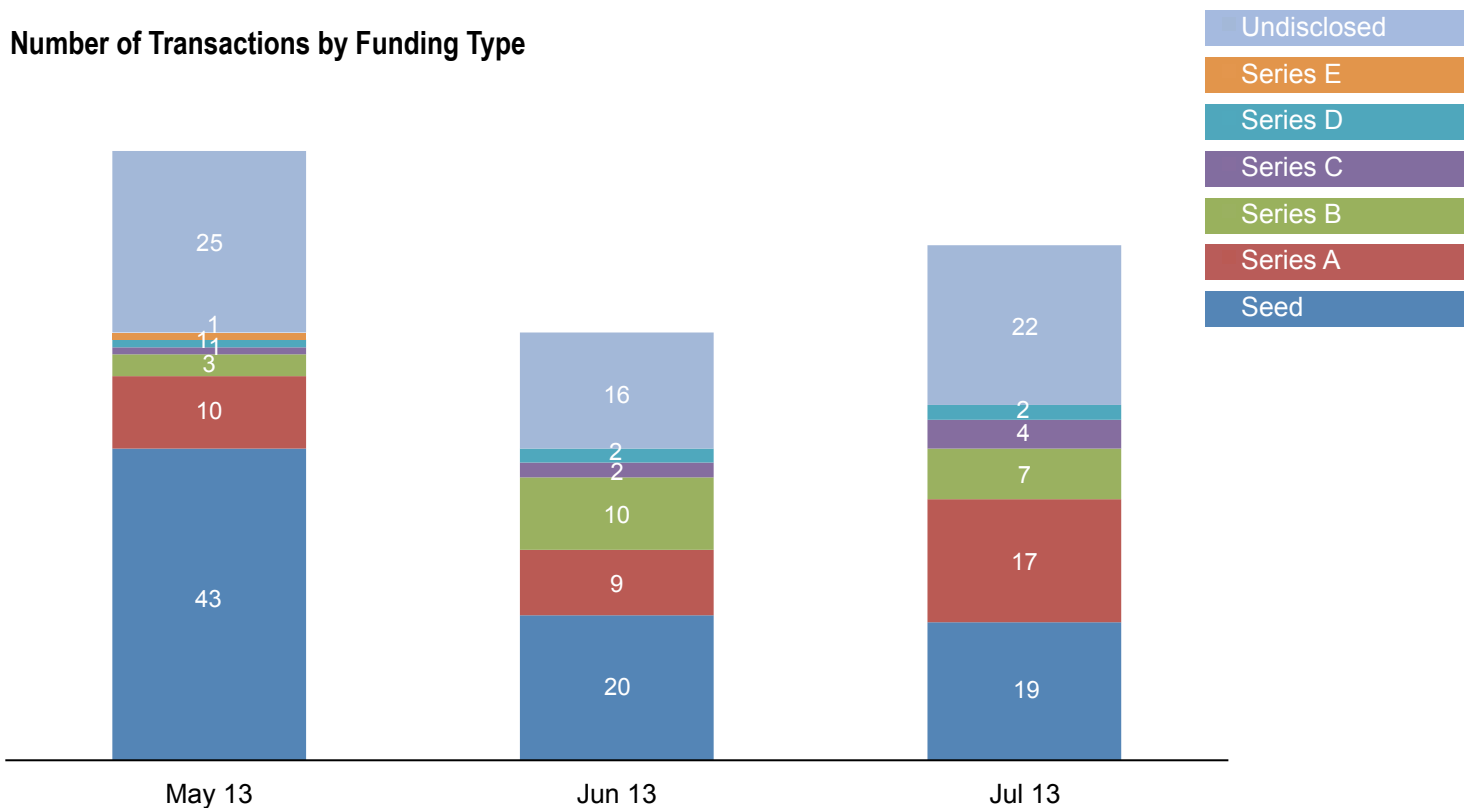
Average Value of Transactions (\$MM)



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 July 1-31, 2013.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Whill	Private	WHILL designs and creates next generation personal mobility with unmatched design and functions.	7/31/13	\$1.1	Seed	Itochu Technology Ventures, 500 Startups, SunBridge Global Ventures, Eric Kwan
4Info	Private	4Info is a mobile advertising technology company that makes mobile measurable.	7/31/13	\$8.0	Undisclosed	Draper Fisher Jurvetson (DFJ), Gannett, Mezzanine Capital, US Venture Partners
ChoreMonster	Private	ChoreMonster 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.	7/31/13	\$1.5	Undisclosed	Detroit Venture Partners, CincyTech
Flywheel	Private	Flywheel is developing a taxi cab application for the mobile phone.	7/31/13	\$14.8	Series B	Craton Equity Partners, Shasta Ventures, RockPort Capital
GrandCru	Private	GrandCru's goal is a startup game developer based in Helsinki creating social and mobile games	7/29/13	\$8.5	Undisclosed	IDInvest Partner, Qualcomm Ventures, Nokia Growth Partners
Kiwi	Private	Kiwi is an Android focused gaming company.	7/29/13	\$9.0	Undisclosed	Sequoia Capital
Jifiti	Private	Jifiti is a startup trying to reintroduce thoughtful gifting. Has recently debuted its mobile app's interface	7/29/13	\$2.5	Seed	Simon Property Group, Schottenstein Stores, Jesselson Capital
Smile Family	Private	Smile Family develops mobile social networking app for moms (first available for Android) which provides smart babybooks to track development stage of your child.	7/29/13	\$1.2	Series A	Undisclosed
Trover	Private	Trover allows users to explore places through photos with its mobile only On-to-go Discovery Access.	7/26/13	\$2.5	Series A	General Catalyst Partners, Benchmark Capital, Individual Investors
Seworks	Private	Seworks is a mobile security specialist company.	7/26/13	\$2.0	Series A	Undisclosed
MobileSpaces	Private	MobileSpaces helps enterprises mobilize their applications, govern their data, and respect the privacy of their employees. MobileSpaces offers a BYOD policy management solution that protects mobile enterprise data against loss and leakage.	7/24/13	\$8.6	Series B	Marker, Accel Partners
Easy Taxi	Private	Easy Taxi was founded by Tallis Gomes in Rio de Janeiro, Brazil in 2011 and is a leading mobile Taxi apps. Present in 11 countries, Easy Taxi connect drivers and passengers in a smooth, easy and safe way.	7/24/13	\$10.0	Series B	Undisclosed
QWASI Technology	Private	Qwasi focuses on building the technology that powers So.Lo.Mo giving brands the tools to interact with their consumers in meaningful ways, by optimizing Social, Local, and Mobile touch points.	7/24/13	\$2.5	Seed	Undisclosed
Dash	Private	Dash creates apps that integrate with bar and restaurant payment systems. Once your credit card info is inside Dash and you are at a Dash-equipped location, you don't have to give your credit card up and you can pay your tab without getting the bartender's attention.	7/22/13	\$0.7	Seed	Caerus Ventures, Brooklyn Incubatee
Yapta	Private	Yapta is a travel Website and browser add-on that lets one to track flight prices as they change and alerts you when the price for a particular flight drops. With its app, customers can see discounts on particular routes that have been purchased.	7/22/13	\$4.2	Series D	Undisclosed
Smartsy	Private	Smartsy looks into ways publishers can create and amplify consumer engagement. This includes QR codes and watermarks.	7/22/13	\$0.6	Seed	Undisclosed
Ohlalapps	Private	Ohlalapps is the smart and easy way to create your mobile applications to better connect with your customers and grow your business through smartphones and tablets.	7/22/13	\$0.4	Venture	Undisclosed
Yapert	Private	Yapert is a new Interactive Mobile Magazine built for fans to engage with musicians, celebrities, athletes, fitness stars and designers.	7/19/13	\$1.2	Seed	Tech Coast Angels, Desert Angels, Pasadena Angels
KLab	Private	Klab, based in Japan, focuses on social interaction via the gaming platform on mobile.	7/19/13	\$9.3	Undisclosed	Oak Capital, HakuHodo
Apportable	Private	Apportable has created a platform converts iOS games to Android automatically, without extensive changes to the original Objective-C or C++ code.	7/18/13	\$2.4	Seed	Google Ventures

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
Weathermob	Private	Weathermob lets users share, discover, and discuss the weather with people from around the world using smartphones.	7/18/13	\$0.7	Angel	Mark Hastings, Victoria Hackett, Lord Waheed Alli, Drew Volpe
Resultly	Private	Resultly is a website and mobile app for streaming results. Resultly allows you to follow virtually any interest you have from across the internet and be notified in realtime of new information or changes about your interest.	7/18/13	\$0.5	Undisclosed	Undisclosed
Concept.io	Private	Concept.io is the creator of Swell, a mobile app that streams personalized audio news and information. Swell helps you discover new content and expand your mind on the go.	7/18/13	\$5.4	Series A	Google Ventures, Interwest Partners, Correlation Ventures and Draper Nexus Ventures
Swell	Private	Swell is an app developer that brings a Pandora-like experience to news and talk radio content.	7/18/13	\$5.4	Series A	Draper Fisher Jurveston, Google Ventures, InterWest Partners, Correlation Ventures, Draper Nexus Ventures
Mavenir Systems	Private	Mavenir Systems, Inc. is an innovator of mobile infrastructure solutions for use by mobile operators to offer LTE and cloud-based communications services.	7/18/13	\$0.7	Series F	Austin Ventures, North Bridge Venture, Partners
Jana	Private	Jana helps global organizations learn, educate and grow in emerging economies by leveraging the power of the mobile phone. Through a network of over 2.1 billion mobile phone subscribers across almost 100 developing countries, txteagle leverages the emerging market community for two inter-related services.	7/17/13	\$15.0	Series B	Orange-Publicis Venture Fund
Xamarin	Private	Xamarin was founded in May of 2011 in Boston, Massachusetts. Its mission is to produce software development tools in the world, and to make it fast, easy and fun to build great mobile apps.	7/17/13	\$16.0	Series B	Charles River Ventures, Ignition Partners, Floodgate
Inkling Systems	Private	Inkling brings interactive learning content to tablet devices like the iPad. Inkling engages students and provides authors and publishers with an exciting new way to bring content to market.	7/17/13	\$16.0	Series C	Sequoia Capital, Felicis Ventures, Tenaya Capital, Jafco Ventures
On-Ramp Wireless	Private	On-Ramp Wireless is a global player in wide-area machine-to-machine connectivity.	7/17/13	\$15.0	Undisclosed	Undisclosed
Proven	Private	Proven is an exclusive staffing partner to progressive businesses.	7/17/13	\$1.0	Undisclosed	Undisclosed
Vivino	Private	Vivino is the producer of a free app that allows users to track tasted wine and discover new ones with ease.	7/17/13	\$10.3	Series A	Balderton Capital, Creandum, Seed Capital, Janus Friis
Withings	Private	Withings is the maker of digital health tracking devices.	7/17/13	\$30.0	Undisclosed	Undisclosed
KeepSafe	Private	KeepSafe is responsible for creating a password-locked photo gallery on people's phones.	7/16/13	\$3.4	Undisclosed	Undisclosed
Together Mobile	Private	Together is a mobile based company that focuses on attention economy.	7/16/13	\$5.0*	Undisclosed	National Securities Corporation
Appcelerator	Private	Appcelerator offers enterprise SaaS platform built from the ground up for mobile. The Appcelerator Platform enables enterprises to create, deliver and analyze their entire mobile application portfolio.	7/16/13	\$12.1	Undisclosed	EDB Investments, The Social Internet Fund, Translink Capital, Sierra Ventures, Mayfield Fund, Storm Ventures, Relay Ventures, eBay, RedHat
Scoopshot	Private	Scoopshot allows users to connect mobile photographers and news media worldwide.	7/16/13	\$1.2	Undisclosed	Yuri Arcurs
Medl Mobile	Private	MEDL Mobile Inc. is an American mobile application developer and mobile marketing firm based in Fountain Valley, California. The company designs, develops and markets mobile applications for iPhone/iPod Touch, iPad and Android.	7/16/13	\$2.0	Series A	Mishaal Alireza
AdBrain	Private	Adbrain created the Adbrain Engine that builds a customer's profile looking at their PC, mobile, and tablet usage, bringing all of that information into one place	7/16/13	\$1.5	Seed	Nick Hynes, Notion Capital, Anil Hansjee, Sacha Carton, Tobin Ireland, Chris Mairs, Ivan Mazour

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

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Sauce Labs	Private	Sauce specializes in cloud-based testing platform which allows developers to automatically or interactively test mobile and web applications on more than 150 browsers / OS combinations including iOS, Android & Mac OS X.	7/16/13	\$5.0	Series C	Undisclosed
Taxi Beat	Private	Taxibeat is a smartphone application that transforms the taxi-hailing process into a direct marketplace between taxi drivers and passengers.	7/15/13	\$2.0	Undisclosed	Undisclosed
Waygo	Private	Waygo is a simple, mobile translation service that would help travelers order food, interpret signs, get directions, and easily navigate around another country without knowing the language.	7/15/13	\$0.9	Seed	Undisclosed
Judo Payments	Private	Judo Payments provides mobile payment solutions to thousands of businesses across the UK.	7/15/13	\$5.0	Seed	Undisclosed
Symptify	Private	Symptify LLC is the creator of the Symptify symptom algorithm and its mobile application, Symptify.	7/13/13	\$0.3	Seed	Code Particle
GroundCntrl	Private	GroundCntrl is a task management platform for the mobile workforce.	7/12/13	\$0.5*	Undisclosed	Undisclosed
SoThree	Private	SoThree is building a mobile platform called Umamo. Umamo takes insightful content found online and then has professional voice actors tell the story.	7/12/13	\$1.0	Seed	Birchmere Ventures, Digital Garage
UpTo	Private	UpTo shares what you're going to be up to, see what friends are up to and discover new events. UpTo integrates with your calendar to make sharing simple.	7/12/13	\$0.5	Series A	Venture Investors
Pet Hub	Private	PetHub helps lost pets get home faster and safer with digital ID pet tags that are priced at \$13.	7/12/13	\$1.7	Series A	Undisclosed
Axwave	Private	Axwave is the creator of GSOUND, a mobile app that brings people closer to the movies, music and TV shows they love. The company is committed to creating world-transforming innovation.	7/11/13	\$0.8	Seed	Undisclosed
Just.me	Private	Just.me is a company developing technologies in the social and mobile spaces.	7/11/13	\$0.5	Undisclosed	Undisclosed
Mind Pirate	Private	Mind Pirate creates games beyond touchscreen-only design and tap into the full range of mobile sensing capabilities that are compatible with smartphones and tablets.	7/11/13	\$2.5	Seed	Bessemer Venture Partners, Signia Venture Partners
FreedomPop	Private	FreedomPop's partnered with 4G Wimax and 4G LTE mobile broadband networks to deliver the fastest high speed Internet available and offer the flexibility of wireless Internet	7/11/13	\$5.0	Series A	Undisclosed
Instacart	Private	Instacart (YC S12) is a same-day grocery delivery startup offering delivery in as little as 1 hour. Focused on delivering groceries and home essentials, the company is looking to expand to other verticals very soon.	7/10/13	\$8.5	Series A	Khosla Ventures, Canaan Partners, SV Angel, Paul Buchheit, Sequoia Capital, Haystack
SilverCar	Private	SilverCar is a startup looking to improve the rental car experience at airports	7/10/13	\$5.0	Undisclosed	Undisclosed
Life360	Private	Life360, is a mobile family locator utility similar to Foursquare.	7/10/13	\$10.0	Series B	Bessemer, BMW, Seraph Group, Fontinalis Partners (Bill Ford's fund) and 500 Startups
Movidiu	Private	Movidiu focuses on mobile imaging, video and vision experiences.	7/10/13	\$16.0	Series D	Draper Fisher Jurvetson, Atlantic Bridge, Capital-E, AIB Seed Capital Fund
Yottaa	Private	Yotta is a Boston-based startup that helps businesses speed up and monitor their websites for optimum performance.	7/10/13	\$16.0	Series C	Intel Capital, Stata Venture Partners, General Catalyst Partners
MegaBits	Private	MegaBits creates massively multiplayer mobile games based on real-world physical locations. Based on the wildly popular monster training genre, MegaBits allows users to catch, train and battle monsters found in the real world.	7/9/13	Undisclosed	Seed	AlphaLab

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

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Wing Ma'am	Private	Wing Ma'am wants to inspire unity and encourage participation in the LGBT community by focusing on the ways women connect in the real world. The Wing Ma'am mobile app safely connects users with other LGBT women and notifies them of related events going on in their city.	7/9/13	Undisclosed	Seed	Alphalab
NQ Mobile Inc.	Private	NQ Mobile Inc. (NYSE: NQ) is a leading global provider of mobile Internet services focusing on security, privacy and productivity.	7/9/13	\$10.0	Undisclosed	Undisclosed
Nestio	Private	Nestio is a real-time real estate platform for renters and agents	7/9/13	\$1.5	Angel	David Tisch, Jerry Colona, David Cohen, Rick Webb, Greg Barton, Stuart Litwin, Lazerow Ventures, Quotidian Ventures, Ludlow Ventures, Scout Ventures, Meridian Development Partners, and Narbona Hill Corporation.
Gsound	Private	G SOUND is the first mobile app that enables users to identify, get more information about and purchase movies, music & TV shows by recording just a few seconds of sound.	7/9/13	\$0.8	Angel	Undisclosed
Rallyhood	Private	Rallyhood is an Austin-based startup making a mobile app to help groups create personalized social sites.	7/8/13	\$1.7	Series A	Undisclosed
Shazam	Private	Shazam connects more than 300 million people, in more than 200 countries and 33 languages, to the music, TV shows and brands.	7/8/13	\$44.0	Undisclosed	America Movil
Greencar	Private	Greencar is a company that connects people's interactions by seamlessly connecting their mobile devices.	7/5/13	Undisclosed	Seed	500 Startups
Empowered Careers	Private	Empowered Careers develops and implements mobile technology products to accommodate evolving academic trends and student needs.	7/5/13	\$4.4	Series A	Undisclosed
Touchbase Technologies	Private	TouchBase's technology enables a way for unique codes on physical objects to be read by any touchscreen device without the use of the camera or NFC technology.	7/5/13	\$5.5*	Undisclosed	Undisclosed
Pixate	Private	Pixate was founded in May 2012 by Paul Colton and Kevin Lindsey with the goal of enabling designers and developers alike to quickly and easily create native mobile interfaces.	7/3/13	\$3.8	Series A	Accel Partners
Kongregate	Private	Kongregate is a casual gaming social network where gamers can gain ranking and earn awards.	7/2/13	\$10.0	Series C	Undisclosed
Justin.tv	Private	Justin.tv is an online community for live streaming service. Users can share events, classes, parties, ideas, to anyone in over 250 countries while chatting in real-broadcast with others.	7/2/13	\$8.3	Undisclosed	Bessemer Venture, Alsop Louie Partners, Thrive Capital
Aegis Mobility	Private	Aegis Mobility is a privately held company founded in 2006. It develops innovative solutions that enable people to manage their mobile communications based on activity, location, and time, putting people in control of their lives while enhancing their mobile experience and ensuring their personal privacy.	7/2/13	\$1.3	Series B	Undisclosed
Fotopedia	Private	Fotopedia is media company, built for the mobile era.	7/1/13	\$5.3	Series A	Undisclosed
Outbox	Private	Outbox digitizes your postal mail then puts it online for access via web, iPhone, Android or iPad.	7/1/13	\$5.0	Series A	Founders Fund, Correlation Ventures, TDF Ventures, WTI, Expansion VC, and Peterson Ventures
RollApp	Private	RollApp virtualizes apps on its servers, and allows users to access them without installing any special browser plugins.	7/1/13	\$1.0	Undisclosed	Undisclosed
Gramble World BV	Private	Gramble World BV is a Dutch company that develops cross platform social gaming experience where developers can utilize the value-adding tools and publish only quality games in a clutter-free 'blue ocean' environment.	7/1/13	\$1.4	Seed	Undisclosed
Notegraphy	Private	Notegraphy is a web and mobile application that rethinks the way people write and share text online through design.	7/1/13	\$0.3	Seed	Kibo Ventures

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

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Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
Smadex	Private	Smadex is a Mobile Demand Side Platform that allows advertisers and agencies to create and distribute rich media advertising on smartphones or tablets.	7/1/13	\$0.8	Series A	Cabiedes & Partners, Trovit, 101 Startups
Brit + Co.	Private	Brit Morin, Brit + Co. is an online community and e-commerce platform that provides tools to teach, inspire and simplify everyday life.	6/27/13	\$6.3	Series A	Oak Investment Partners, Index Ventures, Lerer Ventures, Cowboy Capital, Marissa Mayer, Aileen Lee
Contentful	Private	Contentful is a flexible and future-friendly content platform that helps editors to manage and developers to serve content into mobile or web applications.	6/27/13	Undisclosed	Seed	Balderton Capital, Point Nine Capital, Alexander Bruehl, Francesco Cesarini, Daniel Heaf, Karen McGrane, Todd Tran, Michael Wolfe
ChupaMobile	Private	ChupaMobile is a community marketplace for Mobile App Components.	6/27/13	\$0.4	Seed	Semyon Dukach
Clinkle	Private	Clinkle's goal is to modernize the way people transact, by creating a next generation payment platform that will change the way people pay for things.	6/27/13	\$25.0	Seed	Peter Thiel, Diane Greene, Jim Breyer, Marc Benioff, Owen Van Natta, Ross Perot, Jr.
Appington	Private	Appington helps game companies sell more in-app purchases and increase gamer retention.	6/26/13	\$1.2	Seed	Tandem Capital, Matthew Welty
Artisan Mobile	Private	Artisan's patent-pending Mobile Experience Management platform brings all the power of customer experience management and website optimization to the world of mobile apps.	6/26/13	\$5.5	Series A	FirstMark Capital, Amish Jani
Biba Systems	Private	Biba is a free, mobile-first business app that helps people get in touch instantly.	6/26/13	\$15.0	Series B	InterWest Partners, Bruce Cleveland, Benchmark Capital, Kevin Harvey, Trinity Ventures, Enrique Salem, Gary Griffiths
LocalVox	Private	LocalVox is a local, social & mobile marketing platform that helps local businesses market themselves online, across a network of publishers, social media, search, mobile, email newsletters & even their own website.	6/26/13	\$1.3*	Undisclosed	Undisclosed
SPARQCode	Private	SPARQCode's mission is to create and develop the best tools and services for mobile sales lead generation.	6/26/13	\$0.7	Series A	Undisclosed
TopLine Game Labs	Private	TopLine Game Labs will help the company grow the team, launch new products and applications, and develop the business.	6/26/13	\$25.0	Undisclosed	Cantor Ventures
Revel Systems	Private	Revel Systems provides an iPad point of sale solution that is mobile, cloud-based, and secure.	6/26/13	\$10.1	Series B	Tim Tighe, Sean Tomlinson
access mobile	Private	access.mobile (AM) is a global mobile technology business based in Denver, Colorado (USA) with a local presence in Uganda, Rwanda and Tanzania.	6/26/13	\$0.1*	Undisclosed	Undisclosed
Ludei	Private	Ludei is a development platform that provides developers with the tools, APIs and services to deliver and monetize HTML5 apps and games via the various native app stores throughout the world from a single code base.	6/26/13	\$1.5	Seed	Kibo Ventures, VitaminaK
Soundwave	Private	Soundwave is a music discovery app that shows you what music people are listening to and where in real-time.	6/26/13	\$1.3	Seed	ACT Venture Capital, Matthew Le Merle, Enterprise Ireland
Kony Solutions	Private	Kony is a leading mobile enterprise application development platform (MADP) provider, with more than 70 of the Fortune 500 among its customers.	6/25/13	\$18.3	Series D	Telstra, Mark Sherman
LISNR	Private	Lisnr is a mobile application that gives users a new way to connect with their favorite artists.	6/25/13	\$0.5	Seed	TAR Angel Network
StrikeAd	Private	StrikeAd is a mobile demand side platform, a single point where agencies and advertisers can plan, execute and evaluate all their mobile advertising.	6/25/13	\$1.9*	Series A	Undisclosed

* Note: LocalVox still seeking \$1,185,564 in funding.

* Note: access mobile funding listed as partial close.

* Note: StrikeAd still seeking \$2,725,100 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout July 1-31, 2013.

Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
Invi	Private	invi is a Next Generation Instant Messenger.	6/25/13	\$6.0	Seed	Alpha Investment, UpWest Labs, A-Grade Investments, Ashton Kutcher, Horizons Ventures, Atlantic Bridge
Snapchat	Private	Snapchat is a photo messaging application.	6/24/13	\$60.0	Series B	Institutional Venture Partners, General Catalyst Partners, Benchmark Capital, Lightspeed Venture Partners, SV Angel, Mitchell Lasky
Apptive	Private	Apptive enables SMBs with mobile apps that increase accessibility, loyalty and revenue via its dead-simple EasyApp platform.	6/24/13	\$0.4	Seed	Undisclosed
Sway Medical Technologies	Private	Sway Medical Technologies is mobile software company focused on the development of medical grade mobile applications.	6/21/13	\$0.8	Series A	OKAngel Sidecar Fund
Tempo AI	Private	Tempo AI is a mobile productivity application that helps organize your day and prepare you for what's next.	6/21/13	\$10.0	Series A	Relay Ventures, Sierra Ventures, Mayfield Fund, Horizon Ventures, Qualcomm, SingTel Innov8, Miramar Venture Partners, SRI International, Golden Venture Partners, Seavest Capital Partners, ENIAC Ventures
Skillz	Private	Skillz is the world's only cash tournament platform for mobile games of skill.	6/20/13	\$5.5	Series A	Atlas Venture, Jeffrey Fagnan
SocialRadar	Private	SocialRadar is building technology that makes people aware of the people and connections around them.	6/20/13	\$12.8	Series A	New Enterprise Associates, Grotech Ventures, SWaN Venture, Legend Ventures, Dave Morin, Steve Case, Ted Leonsis, Kevin Collieran
adeven	Private	adeven is the leading mobile analytics and business intelligence company.	6/20/13	\$4.3	Series B	Iris Capital, Target Partners, Capnamic Ventures
AppGeek	Private	AppGeek is a crowd-sourced app discovery engine based on two fundamental beliefs. The first – Smartphone users can improve their individual performance by using apps best suited to their personality and interests. The second belief- the best app recommendations come from people who share your specific personality and goals.	6/20/13	\$0.0*	Seed	Incubes
APPCityLife	Private	APPCityLife provides a mobile and cloud platform to the city IT stack that rewards people in the community for participating in everyday activities such as transit, bike trails, museums, parks and everything else a community has to offer.	6/20/13	\$0.4	Seed	Undisclosed
Mobivity	Public	Mobivity provides patented mobile marketing tools for local advertisers and custom audience engagement solutions for sports and media producers.	6/20/13	\$10.9	Undisclosed	Undisclosed
Aloomba	Private	Aloomba is a leading provider of turn-key, best-in-class mobile applications for music, food, conference and community focused events in the U.S. and abroad.	6/19/13	\$0.5	Undisclosed	Undisclosed
Graphite Software	Private	Graphite Software is working to re-define mobile device security.	6/19/13	\$4.4	Undisclosed	Celtic House Venture Partners, Brian Antonen
Personetics	Private	Personetics offers a predictive interaction solution designed specifically for the financial services industry. The company is dedicated to helping all types of financial institutions deliver a more personalized customer experience across all service channels, especially online, mobile and tablet.	6/19/13	\$11.5	Series B	Lightspeed Venture Partners, Yoni Cheifetz, Sequoia Capital, Shmil Levy, Carmel Ventures
PokitDok	Private	PokitDok Mobile saves users money on healthcare expenses by securing the price for a service in advance, whether you pay with insurance, HSA or out of pocket.	6/19/13	\$4.0	Undisclosed	New Atlantic Ventures, Rogers Ventures, Subtraction Capital, FFP Holdings
Epion Health	Private	Epion Health is leveraging the power of mobile devices at the point of care to deliver interactive solutions to both patients and providers.	6/18/13	Undisclosed	Seed	Healthbox Boston

* Note: AppGeek transaction amount rounded, actual amount received \$15,000.

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Muzy	Private	Muzy is a new kind of blog for creative and visual people, where you can post, enhance, create, and share photos, thoughts, drawings, animations, collages, and all kinds of creative stuff.	6/18/13	\$4.4	Undisclosed	WPP Ventures, Thomas Bedecarre
PlayPowerLabs	Private	Playpower Labs, a Carnegie Mellon educational research initiative, is developing an online platform of web and mobile applications for students in grades K-8.	6/18/13	\$0.0*	Seed	Kaplan EdTech Accelerator
Donde	Private	Dónde (formerly Brandtree) offers mobile product & store locators for brands and chains looking to increase local retail sales and gain real-time marketing insights.	6/15/13	\$0.0*	Seed	Brandery
WorldDesk	Private	WorldDesk lets you to carry your entire workspace around on any device, in the cloud or served over your company network.	6/13/13	\$1.3	Undisclosed	Lough Shore Investments
CopiaMobile	Private	CopiaMobile, Inc. is the leading provider of shopper engagement solutions featuring new mobile technologies for the retail industry.	6/13/13	\$14.0	Undisclosed	Undisclosed
Wrapp	Private	Wrapp is a social gifting service for celebrating friends' occasions with free and paid gifts from attractive brands.	6/13/13	\$15.0	Series B	Qualcomm Ventures, American Express Greylock Partners, Atomico, Creandum, SEB Private Equity
Scondoo	Private	Scondoo is a mobile shopping app that helps users discover deals and sale items for their groceries.	6/13/13	\$1.3	Seed	Point Nine Capital, Heilemann Ventures
Encap	Private	Encap AS, a technology company, provides solutions for online user security. The company provides mobile phone based products for user security services. It develops security services for the telecom, bank, and finance industries.	6/13/13	\$2.0	Seed	ProVenture Seed
TapCommerce	Private	TapCommerce is the leader in mobile retargeting. We're trusted by the most successful mobile brands to deliver customers, revenue, and return on investment across mobile platforms.	6/12/13	\$1.2	Undisclosed	RRE Ventures, ENIAC Ventures, NextView Ventures, Metamorphic Ventures
LOC-AID Technologies	Private	LOC-AID Technologies, Inc. is a mobile location data gateway, manages multi-carrier complexity for mobile brands and operates the most secure, privacy-protected location aggregation platform for wireless providers.	6/11/13	\$4.1	Undisclosed	Undisclosed
Tow Choice	Private	Tow Choice uses is an instant bidding platform that is designed to eliminate the costs and inefficiencies of tow truck dispatch centers using mobile and instant bidding technologies.	6/11/13	\$0.0*	Seed	Blue Startups
iZettle	Private	iZettle, the social payments company, creates services for person-to-person and business-to-consumer commerce.	6/10/13	\$6.6	Series C	Banco Santander
Ballparc	Private	Ballparc develops cloud-based, mobile-enabled software solutions for the parking management industry.	6/7/13	Undisclosed	Undisclosed	Bullpen Capital, Stuart McWhorter, ParkIT Ventures, Ted Sanft, Michael Thompson
ChowNow	Private	ChowNow is a next-generation meal ordering platform that utilizes the latest web, mobile and social networking technologies to expand restaurant's online ordering capabilities and customer reach.	6/7/13	\$1.2*	Undisclosed	Undisclosed
JiWire	Private	Jiwire is a leader in connecting advertisers to today's On-The-Go Mobile Audience.	6/7/13	\$4.0*	Undisclosed	Undisclosed
Twilio	Private	Twilio, the cloud communications company, is reinventing telecom by merging the worlds of cloud computing, web services and telecommunications.	6/7/13	\$70.0	Series D	Redpoint Ventures, Draper Fisher Jurvetson (DFJ), Bessemer Venture Partners
Fastly	Private	Fastly delivers the world's only real-time content delivery network. Fastly enables a next-generation of businesses to give their users the best online and mobile experience.	6/6/13	\$10.0	Series B	August Capital, David Hornik
Omsignal	Private	Omsignal has developed a revolutionary line of bio-sensing clothing that connect seamlessly with mobile devices.	6/6/13	\$1.0	Seed	Real Ventures, Golden Venture Partners, David Cohen

* Note: PlayPowerLabs transaction amount rounded, actual amount received totaled \$20,000.

* Note: Donde's transaction amount rounded, actual amount received totaled \$20,000.

* Note: Tow Choice transaction amount rounded, actual amount received totaled \$20,000.

* Note: ChowNow still seeking \$805,099 in funding.

* Note: JiWire still seeking \$1,998,988 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
Shopgate	Private	Shopgate is a powerful and innovative mobile commerce platform for online retailer.	6/6/13	\$7.0	Series B	Northcap Partners, Creathor Venture Management
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.	6/5/13	\$12.0	Series B	NewSpring Capital, Michael DiPiano, Longworth Venture Partners, Paul Margolis, Sigma Prime Ventures, Robert Davoli
Opanga Networks	Private	Opanga Networks is the leading innovator of pragmatic video optimization solutions that convert surplus network capacity in real time to efficiently pre-position high-quality content to any device.	6/5/13	\$0.1*	Undisclosed	Undisclosed
YouAppi	Private	youAPPI, Connecting People With Apps - develops an engagement, acquisition and retention solution for publishers and mobile apps.	6/5/13	\$1.0	Seed	Gililot Capital Partners
Handshake	Private	Handshake is a sales order management platform that lets your team write and receive orders on the iPad, iPhone and Web. Handshake is used globally by sales reps and teams selling B2B, to present their catalog, manage their customers and streamline their order fulfillment process.	6/4/13	\$1.5	Seed	Undisclosed
Canvas Solutions	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.	6/3/13	\$4.0	Series C	Osage Ventures, Motorola Solutions Venture Capital
Shopmium	Private	Shopmium is a France-based, mobile shopping service that enables large consumer brands to engage directly with users through special offers and coupons pushed to their smartphones.	6/3/13	\$5.6	Series B	Ventech
AppLift	Private	AppLift is a mobile games marketing platform.	6/2/13	\$13.0	Series A	Prime Ventures
Qriously	Private	Qriously taps the value of opinions for research and advertising. It works by replacing ads with questions in smartphone apps, leveraging the existing mobile ad infrastructure.	5/31/13	\$3.5	Series A	Spark Capital, Accel Partners
Fanatix	Private	Fanatix is a social platform for sports with mobile applications. The platform makes it easy to discover relevant content and share it with friends and other fans.	5/31/13	\$1.0	Undisclosed	Undisclosed
Roximity	Private	Roximity is a location based alert and deals platform. Roximity enables merchants to send targeted messages to potential customers as they pass by their stores.	5/31/13	\$0.02*	Seed	Undisclosed
Payfirma	Private	Payfirma develops payment processing applications to enable businesses to accept credit & debit cards in their stores, online and on their mobile devices.	5/30/13	\$1.0	Seed	Undisclosed
Zoobe	Private	Zoobe helps people express themselves creatively to enhance their online and mobile relationships.	5/30/13	\$1.3*	Seed	Christophe Maire Dario Suter Udo Schloemer Lars Dittrich
RadPad	Private	RadPad is a mobile-focused rental marketplace that makes it incredibly easy for landlords and property managers to easily list their pad, vet prospective renters and schedule appointments.	5/30/13	\$0.2	Seed	Tom McInerney Chris Ovitz Amplify LA
Weotta	Private	Weotta cleans, classifies, and connects the real world around us, turning unstructured place and event data into contextually relevant results.	5/30/13	Undisclosed	Undisclosed	Google Ventures Slow Ventures TenOneTen Ventures
Clip	Private	Clip enables businesses and consumers to make transactions by turning their mobile device into a card terminal.	5/29/13	\$1.5	Undisclosed	Alta Ventures Mexico, Accion International, 500 Startups, Karl Mehta
CoTap	Private	CoTap's mission is to help people work together better by simplifying mobile communication in the workplace.	5/29/13	\$5.5	Series A	Charles River Ventures, Emergence Capital Partners
lotum	Private	lotum is a mobile conference calling company. Their flagship product, Calliflower, is a presence-driven conferencing service that combines text chat, document sharing and audio conferencing with rich, visual features to deliver an engaging and easy to use experience, mobile or web.	5/29/13	\$2.7*	Undisclosed	Undisclosed

* Note: Opanga Networks still seeing \$2,000,879 in funding.

* Note: Roximity transaction amount rounded, actual amount received totaled \$18,000.

* Note: Zoobe transaction amount rounded, actual amount received totaled \$1,290,000.

* Note: lotum transaction amount rounded, actual amount received totaled \$2,650,000.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
SOLOMO Tech	Private	SOLOMO Technology is a B2B mobile software company that provides professional services, custom mobile development, and a proprietary SaaS called SOLOMO Exchange.	5/29/13	\$1.7	Seed	Don Layden Wisconsin Investment Partners
Wongnai	Private	Wongnai.com is a Thailand-based restaurant review website and mobile application, much like Yelp in the US.	5/29/13	Undisclosed	Series A	Recruit Strategic Partners
DoYouRemember	Private	DoYouRemember is the first social website and series of mobile apps created to bring together people who are passionate about nostalgia.	5/28/13	\$1.0	Seed	Undisclosed
Appurify	Private	Appurify provides the most powerful continuous integration platform on real mobile devices.	5/28/13	\$4.5	Series A	Google Ventures Foundation Capital Webb Investment Network Felicis Ventures Jay Jamison Raymond Tensing Abraham Elias
SamEnrico	Private	SamEnrico is a self-publishing suite and Newsstand which allows authors, publishers, bloggers and writers to create and distribute newspapers, magazines and books in a variety of formats for sale on digital newsstands and on the leading portable content devices.	5/28/13	Undisclosed	Seed	SEW Capital
Fandium	Private	Fandium is an all-inclusive social game-day destination for sports fans, available as an iOS and Facebook app.	5/24/13	\$1.3	Seed	Undisclosed
Glyphr	Private	Glyphr is developing a 3D augmented reality application that turns mobile advertisements into "meaningful engagement" and enables brands to give their audience an "immersive interactive experience."	5/24/13	\$0.0*	Seed	StartFast Venture Accelerator
Runscope	Private	Runscope was started with the idea that depending on a web service API in a mobile or web application should be as easy as depending on code running locally.	5/24/13	\$1.1	Undisclosed	Undisclosed
WinkApp	Private	WinkApp, a Tel Aviv, Israel-based developer of a mobile app that links printed content to digital content.	5/24/13	Undisclosed	Undisclosed	Wadi Ventures
Cubic Telecom	Private	Cubic Telecom is a global leader in the mobile communications industry, whose success is driven by our unique platform architecture and our partnerships with strategic providers and brands right across the globe.	5/24/13	\$5.2	Series B	ACT Venture Capital Enterprise Ireland Qualcomm Inc
Fieldwire	Private	Fieldwire is a mobile first, geo-tagged task management platform for the field.	5/23/13	Undisclosed	Seed	AngelPad
SensorTower	Private	Sensor Tower helps mobile companies acquire more users organically.	5/23/13	Undisclosed	Seed	AngelPad
Gamgee	Private	Gamgee is a stealthy mobile health care startup.	5/22/13	\$2.0	Undisclosed	Khosla Ventures
Orchestrate.io	Private	Orchestrate.io provides an API service that eliminates the need to deploy databases when building new applications or adding new features to existing applications.	5/22/13	\$3.0	Seed	True Ventures, Frontline Ventures, Resonant Venture Partners
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.	5/22/13	\$9.0	Undisclosed	Undisclosed
Swivl	Private	Swivl makes hardware with connected apps and services for instructors to create media rich video from anywhere with a mobile device.	5/22/13	\$0.5	Seed	Grishin Robotics
WedPics	Private	WedPics is a mobile & web-based photosharing app created specifically to capture the entire wedding experience.	5/21/13	\$1.1	Seed	Jed Carlson
App.io	Private	App.io, previously Kickfolio, allows developers to test drive their iOS apps in any browser, on any device.	5/21/13	\$1.1*	Seed	Quest Venture Partners 500 Startups PALgenesis Ankur Pansari Maneesh Arora Scrum Ventures

* Note: Glyphr transaction amount rounded, actual amount received totaled \$18,000.

* Note: App.io transaction amount rounded, actual amount received totaled \$1,080,000.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Sensopia	Private	Sensopia MagicPlan, the first application that can automatically measure, draw and publish a floor plan, just by taking pictures with an iOS device.	5/20/13	\$1.2	Series A	Partech International Tekton Ventures Normandy Ventures
iVengo	Private	i-Vengo-new solution for the mobile advertising market, with a global network of major advertising agencies and advertisers.	5/20/13	\$0.3*	Seed	Moscow Seed Fund
GetMyRx	Private	GetMyRx helps streamline medication purchase and eliminate prescription leakage by enabling patients to order medications through a mobile app directly from the doctor's office.	5/19/13	\$0.7	Seed	Undisclosed
Gliph	Private	Gliph helps people complete transactions on Craigslist and throughout the web using privacy services and secure communication tools.	5/18/13	\$0.0*	Seed	Undisclosed
CrowdOptic	Private	CrowdOptic is a revolutionary new mobile phone app that lets fans point their phone at the action during a live event and see up to the moment highlights, messages to the fanbase, real-time player stats and much more.	5/17/13	\$1.0	Undisclosed	Silicon Valley Bank Ray Lane
Argus Labs	Private	Argus Labs is a mobile sensing and machine learning start-up that is building Jini.	5/17/13	\$0.6	Seed	Young Sohn
Nexx Studio	Private	Nexx Studio is an independent iOS game development and publishing company. The company is currently focusing on game development for the platform but will be moving into other application categories in the near future.	5/17/13	\$0.3	Seed	Tan Swee Yeong
AirWatch	Private	AirWatch is a leading provider of enterprise-wide Mobile Device and WLAN Management solutions.	5/16/13	\$25.0	Undisclosed	Accel Partners
StepLeader	Private	StepLeader builds innovative digital solutions to help publishers and advertisers create new revenue opportunities in an ever-changing environment of mobile technology, Smart TV applications and more.	5/15/13	\$4.4	Undisclosed	River Cities Capital Funds, Bull City Venture Partners
GLIIF, LLC	Private	GLIIF, LLC has developed a patent pending technology that allows for branded print to web interface for advertising and marketing purposes and provides a secure interface for eCommerce and mCommerce financial transactions.	5/15/13	\$0.3	Seed	Debt Funded
Numbrs AG	Private	Numbrs provides worldwide access to people accounts. Anywhere, any time.	5/15/13	\$7.7	Series A	Undisclosed
Atlantis	Private	Atlantis Co. Ltd. provides a free ad server and ad market place for both the PC and mobile market in Japan.	5/15/13	\$20.0	Series D	Adams Street Partners, El Dorado Ventures, Partech International, Cisco Systems
NewsBreak Media Networks	Private	NewsBreak targets mobile, hard-to-reach consumers who are ready to take action.	5/14/13	\$0.0*	Seed	JumpStartFoundry
5o9	Private	3PMobile® 5o9 builds software targeted to businesses who want to extend their Web services to mobile users. Our solution is designed to balance the need for user data privacy and control, with the need for enterprise commerce and convenience.	5/14/13	\$0.1	Seed	Undisclosed
Rightware Oy	Private	Rightware® is the market leader in 3D User Interface technology, serving mobile, automotive and other embedded industries with its Kanzi® solution for rapid 3D user interface design and deployment.	5/14/13	\$5.2	Series B	InVenture, Nexit Ventures
EyeVerify	Private	EyeVerify has created the patented Eyeprint Verification System, a simple, safe replacement for entering passwords on smartphones.	5/13/13	\$2.3	Series A	Undisclosed
Lua Technologies	Private	Lua is the simplest way for mobile workforces to effectively communicate, coordinate, and stay accountable.	5/13/13	\$1.6*	Seed	Undisclosed
SnowShoe	Private	SnowShoe develops innovative technology solutions for mobile platforms.	5/13/13	\$0.1*	Seed	TechStars Boulder
Zoove	Private	Zoove operates a national directory of vanity mobile phone numbers, called StarStar Numbers, that lets brands easily connect with people – anytime, anywhere, on any mobile phone.	5/13/13	\$15.3	Series E	Rogers Ventures, Panorama Capital, Worldview Technology Partners, Highland Capital Partners

* Note: i-Vengo transaction amount rounded, actual amount received totaled \$250,000.

* Note: Gliph transaction amount rounded, actual amount received totaled \$18,000.

* Note: NewsBreak transaction amount rounded, actual amount received totaled \$15,000.

* Note: Lua Technologies still seeking \$365,417 in funding.

* Note: SnowShoe transaction amount rounded, actual amount received totaled \$118,000.

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Wochit	Private	Wochit produces ever-fresh, studio-quality news video content about any topic as it happens. Web sites, mobile applications, news services, blogs and other publishing entities can utilize this platform for new revenue opportunities and better audience engagement.	5/13/13	\$4.8	Series A	Redpoint Ventures, Cedar Fund, Greycroft Partners
Any.DO	Private	Any.DO is a free to-do list that helps you get things done with your friends in a simple and elegant way.	5/13/13	\$3.5	Seed	Genesis Partners, Innovation Endeavors, Joe Lonsdale, Blumberg Capital, Joe Greenstein
OwnerListens	Private	OwnerListens is a mobile application that empowers business owners to collect and respond to customer feedback in real-time.	5/13/13	\$1.1	Seed	Promus Ventures, Menlo Ventures, Commerce Ventures
ubitus	Private	ubitus Inc. provides a software platform for fixed-mobile convergence applications.	5/13/13	\$15.0	Undisclosed	Samsung Ventures
Akimbo Financial	Private	Akimbo has created technology and is focusing marketing efforts on the new adopters of prepaid, especially those between the ages of 18-30.	5/13/13	\$0.9*	Seed	Graham Weston, Tom O. Turner
Butucu	Private	Butucu allows businesses to interact with their in-store customers via mobile web by allowing them to push custom content, like coupons and incentivized surveys, and proving a live chat/help desk.	5/10/13	\$0.0*	Seed	Summer@Highland
Instrumagic	Private	instruMagic develops music-playing apps for non-musicians.	5/10/13	\$0.0*	Seed	DreamIt Ventures New York
Miner	Private	Miner is a location-based mobile marketing & commerce platform.	5/10/13	\$0.0*	Seed	DreamIt Ventures New York
WeDidIt	Private	WeDidIt is a web platform and mobile app for nonprofit fundraising.	5/10/13	\$0.0*	Seed	DreamIt Ventures New York
Cover	Private	Cover provides mobile payment solutions to restaurants.	5/9/13	\$1.5	Seed	O'Reilly AlphaTech Ventures, Josh Spear, Dave Eisenberg, Ben Leventhal, Naval Ravikant, Andrew Kortina, James Altucher, Mike Greenfield, John McDonald, Chris Muscarella, Ed Zimmerman, Scott Belsky
Dekko	Private	Dekko was founded on the belief that society is entering an amazing transition in how we experience our technology.	5/9/13	\$1.3	Undisclosed	Bessemer Venture Partners, EchoVC Partners, Undisclosed
Extreme Reach	Private	Extreme Reach enables advertisers and agencies to manage, execute, and track advertising campaigns across all video mediums (broadcast, cable, website, mobile, VOD).	5/9/13	\$50.0	Undisclosed	Spectrum Equity
LiquidSpace	Private	LiquidSpace is a real-time trusted-sharing marketplace for people to confidently choose a better space to work or meet by the hour or day – online or from an iPhone, iPad or Android.	5/9/13	\$1.3	Series B	Steelcase, CBRE Group
RingDNA	Private	RingDNA offers intelligent telephony for companies interested in improving sales, marketing and support performance through access to real-time consumer data.	5/9/13	\$1.9	Seed	Undisclosed
Chromatik	Private	Chromatik is a digital learning platform redefining how people practice, perform, and learn music.	5/8/13	\$5.7*	Undisclosed	Undisclosed
Industry Dive	Private	Industry Dive was formed in January 2012 to provide industry-specific mobile apps and websites for executives.	5/8/13	\$0.5	Seed	Undisclosed
Velti PLC	Private	Velti PLC is the leading global provider of mobile marketing and advertising technology, working to reinvent marketing for the mobile era.	5/8/13	\$24.8	Seed	Undisclosed
NowThisNews	Private	NowThis News is a digital video news outlet that provides original news content for mobile devices and social platforms.	5/8/13	\$4.8	Undisclosed	Bedrocket Media Ventures, Oak Investment Partners, Lerer Ventures, SoftBank Capital

* Note: Akimbo transaction amount rounded, actual amount received totaled \$850,000.

* Note: Butucu transaction amount rounded, actual amount received totaled \$18,000.

* Note: instruMagic transaction amount rounded, actual amount received totaled \$25,000.

* Note: Miner transaction amount rounded, actual amount received totaled \$25,000.

* Note: WeDidIt transaction amount rounded, actual amount received totaled \$25,000.

* Note: Chromatik still seeking \$3,099,999 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout July 1-31, 2013.

Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
Fastback Networks	Private	Fastback Networks was founded with a vision to deliver innovative technology for the mobile infrastructure of the future, enabling network operators to deliver new services, tap new markets and monetize a new generation of mobile applications.	5/7/13	\$15.0	Undisclosed	Matrix Partners, Foundation Venture Capital Group, Granite Ventures, Juniper Networks
TheScore	Private	TheScore's mission is to provide a full digital service to sports fans, delivering a personalized user experience across all major mobile platforms through our mobile apps and website.	5/7/13	\$16.0	Undisclosed	Relay Ventures, Levam Holdings, Rogers Ventures
QuickMobile	Private	QuickMobile is transforming meetings and events around the world.	5/7/13	\$3.2	Undisclosed	BDC Venture Capital
Adtile	Private	Adtile creates visually appealing mobile advertising solutions.	5/7/13	\$2.7	Seed	Undisclosed
FTBpro	Private	FTBpro is the largest fan-generated media platform in online football, enabling millions of fans across destination sites, mobile apps and social networks to contribute, participate, write and share their opinions.	5/7/13	\$5.8	Undisclosed	Battery Ventures, Gemini Israel Funds
Coda Payments	Private	Coda Payments offers a convenient way for customers to make purchases online using their pre- or post-paid mobile accounts, while helping mobile operators manage a sophisticated margin differentiation program.	5/7/13	Undisclosed	Undisclosed	Venture Lab
FeedHenry	Private	FeedHenry provides a cloud Mobile Application Platform that simplifies the development, integration, deployment and management of secure mobile apps for business.	5/3/13	\$9.0	Undisclosed	Intel Capital, Marcos Battisti, ACT Venture Capital, VMWare, Enterprise Ireland, Kernel Capital
Canvas	Private	Canvas subscribers will be able to use their mobile devices to collect data in a simple form or survey fashion but will do so in a manner in which takes full advantage of the unique data collection capabilities that are available on today's modern handsets.	5/3/13	\$4.0	Series C	Osage Venture Partners Motorola Solutions Venture Capital
GripeO	Private	GripeO is a website and mobile application available to both consumers and businesses. Consumers can quickly submit product or service complaints in one consolidated location.	5/2/13	\$0.1	Seed	Z80 Labs Technology Incubator
Leap2	Private	Leap2 is a software developer that is revolutionizing mobile search by combining instant web with social media content.	5/1/13	\$1.6	Undisclosed	Dundee Venture Capital, OpenAir Ventures, Linseed Capital, Wichita Technology Corporation
BuzzTable	Private	BuzzTable hopes to bring you closer to the restaurants you love, just like the food that brings friends and family together at the table.	5/1/13	Undisclosed	Seed	Bing Fund
Truly Wireless	Private	TrulyWireless has built an enterprise phone system that's cheaper than traditional systems and runs entirely on smartphones.	5/1/13	Undisclosed	Seed	AngelPad
SnakkMedia	Private	Snakk is an Auckland, New Zealand-based company specialising in smartphone & tablet advertising, mobile rich media ad serving, mobile site and app monetisation.	5/1/13	\$5.3	Series A	Undisclosed
Vivify	Private	Vivify Health delivers, through common and non-proprietary consumer mobile electronics, a cloud-based, device-agnostic, and ecosystem-connected Remote Care Management platform.	5/1/13	Undisclosed	Undisclosed	Ascension Health Ventures
GetOne Rewards	Private	GetOne Rewards LLC develops software and mobile applications for retail sectors.	5/1/13	\$0.5*	Seed	Undisclosed
NowThis News	Private	NowThis News is a digital video news outlet that provides original news content for mobile devices and social platforms.	5/1/13	\$4.8	Undisclosed	Undisclosed
Pogoseat	Private	Pogoseat is an enterprise solution for sports teams and concert venues that enables their fans to upgrade their seats and purchase unique experiences during events.	5/1/13	Undisclosed	Seed	AngelPad
Roobiq	Private	Roobiq is a mobile CRM using natural language voice interaction and providing sales reps with location and context aware reminders.	5/1/13	Undisclosed	Seed	AngelPad
Proteus	Private	Proteus is pioneering Intelligent Medicine: personalizing therapy by connecting it to your mobile phone via the Internet.	5/1/13	\$62.5	Series F	Oracle, Novartis
LoyalBlocks	Private	LoyalBlocks is a startup that makes a mobile-focused technology platform for brick-and-mortar businesses looking to encourage customer loyalty.	5/1/13	\$9.0	Series A	General Catalyst Partners Founder Collective Gemini Israel Ventures

* Note: GetOne Rewards LLC transaction amount rounded, actual amount received totaled \$515,000.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout July 1-31, 2013.

Financing Transactions

DEBT FINANCINGS

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
Intelligent Mechatronic Systems	Private	MS is a leader in telematics and infotainment technologies, including the convergence of both technologies in delivering the ultimate Connected Car™ experience.	7/29/13	\$4.0	Debt	BEST Funds
CrowdOptic	Private	CrowdOptic lets enterprises and photographers collaborate in real time by simply using an image.	7/18/13	\$1.5	Debt	Undisclosed
Appconomy	Private	Appconomy designs, develops and sells mobile apps and app components, and AppCommerce capabilities that power the economies of people, businesses and enterprises.	7/9/13	\$3.0	Debt	Undisclosed
Perlego Systems	Private	Perlego is provider of end-to-end mobile device management software.	6/28/13	\$0.6	Debt	Undisclosed
AppTap	Private	AppTap is the leading provider of mobile app discovery and advertising solutions for web publishers, mobile operators, and app developers.	6/19/13	\$0.8	Debt	Undisclosed
Elastic Path	Private	Elastic Path builds commerce software that powers the next generation of digital experiences, helping businesses generate more revenue from their goods, services, and content.	6/15/13	\$8.0	Debt	Wellington Financial
Mobilligy	Private	Mobilligy helps consumers get control of their bills. Our free mobile payment solution provides consumers a unified hub from which to manage and pay all of their bills, with no third party fees or agreements necessary.	6/11/13	\$0.4	Debt	Undisclosed
Solavei	Private	Solavei, LLC operates a social networking and commerce platform that enables users to connect, share, and capitalize on social networks. It creates an economic linkage between mobile service, social commerce, and social-networking technology.	6/3/13	\$10.9	Debt	Undisclosed
ChatID	Private	ChatID is a universal platform that powers chat communication between brands and consumers anywhere around the web, and from any mobile device.	5/31/13	\$1.3*	Debt	Undisclosed
Mimvi	Public	Mimvi, Inc. is a mobile-first technology company that leverages proprietary and patented search, discovery, and recommendation technology.	5/28/13	\$0.4*	Debt	Undisclosed
Pontiflex	Private	Pontiflex powers a new kind of mobile advertising platform: Signup Ads.	5/21/13	\$1.5	Debt	Undisclosed
Axial Exchange	Private	Axial Exchange builds mobile software that help patients, physicians and other health professionals engage jointly in the recovery plan and stay well between encounters.	5/16/13	\$1.0*	Debt	Undisclosed
MoBeam	Private	Mobeam, inc. is transforming mobile commerce with its unique and patented light based communications technology.	5/15/13	\$2.0*	Debt	Undisclosed
iMemories	Private	iMemories brings families and friends together by providing a single Web destination to enjoy, share and celebrate their most treasured moments captured via videos and photos.	5/15/13	\$1.9	Debt	Undisclosed
Blue Skies Networks	Private	Blue Sky Network is a satellite tracking and communications solutions provider: hardware, software, service, and support for aviation, land mobile, and marine—a true one-stop shop.	5/14/13	\$1.0	Debt	Undisclosed
Comcast	Public	Comcast is one of the leading providers of cable, entertainment and communications products and services in the United States.	5/8/13	\$725.0	Debt	Undisclosed
Inkling Systems	Private	Inkling is the world's first end-to-end platform for mobile learning content. Inkling makes it easy to bring rich, interactive learning content to tablet devices like iPad.	5/6/13	\$0.0	Debt	Undisclosed
Warp 9	Private	Warp 9, Inc. is the premier provider of e-commerce services for midsize online sellers.	5/1/13	\$0.1*	Debt	Undisclosed

* Note: ChatID. Transaction amount rounded, actual amount received totaled \$1,250,000.

* Note: Mimvi. Transaction amount rounded, actual amount received totaled \$425,000.

* Note: Axial Exchange. Transaction amount rounded, actual amount received totaled \$1,040,000.

* Note: MoBeam. Transaction amount rounded, actual amount received totaled \$1,980,000.

* Note: Warp 9. Transaction amount rounded, actual amount received totaled \$70,000.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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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

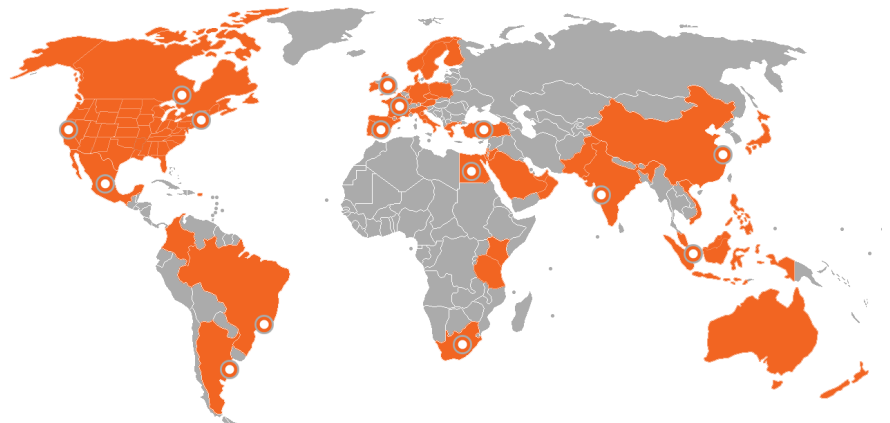
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Mobile Marketing Association

Calendar of Events

AUGUST 22–23, 2013

MMA Forum Singapore 2013: Deconstructing Mobile Singapore

As mobile devices continue to evolve with new and powerful technologies there are new and exciting opportunities for marketers to disrupt the traditional approaches to marketing and hence we have themed this year's event as 'Deconstructing Mobile.'

With representation from across the mobile marketing landscape, this event is the place to be understand best practices in mobile marketing, connecting and learning from experts and peers in the industry and hear first-hand future opportunities for marketing using the mobile media channel.

<http://www.mmaglobal.com/events/forums/singapore2013/overview>

SEPTEMBER 24–25, 2013

SM2: Smarter Mobile Marketing New York City

Every Moment is Mobile is official theme of the MMA's annual Advertising Week conference. Mobile has sparked a new world of media in which every object is a medium and every place an opportunity for a message. SM2 will provide marketers the knowledge to effectively allocate resources and establish the right infrastructure to leverage mobile.

Join us at the Highline to learn how Every Moment is Mobile.

www.mmaglobal.com/events/sm2/2013/overview

NOVEMBER 11–12, 2013

MMA EMEA Forum London, UK

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

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

www.mmaglobal.com/events/forums/london2013/overview

Hidden River

About Hidden River

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

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

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

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

Executive Contacts

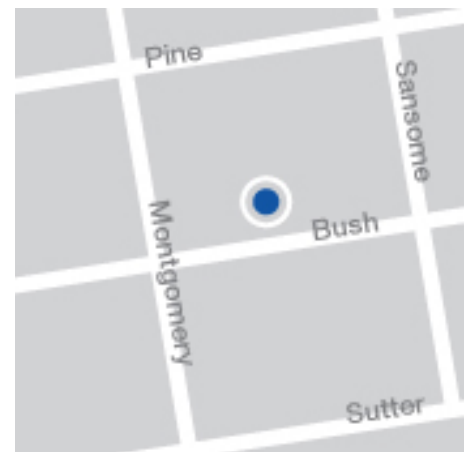
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DEDICATED
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STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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