



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
SEPTEMBER 2015

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Best of the Best

Our 2015 Global Smarties™ Awards Gala ran in NYC last week at Pier Sixty and was a truly exceptional evening. Our emcee, Jason Jones and guest presenters, helped us recognize excellence and innovation in mobile with finalists from across the globe, including Malaysia, Russia, Brazil and Turkey to name just a few of the countries represented.

The Smarties Awards program and Case Study Hub are central to the MMA's mission to support brand success with mobile. The winners announced at the Gala (you can read the [full press release here](#)) have already been curated into individual case studies and added to the MMA [Case Study Hub](#), with more finalists to be added shortly—adding to what is a unique industry resource (552 case studies currently available)—an inspiration hub like no other!

In addition to being able to help set the bar across so many different areas of mobile marketing and then showcase how that's being achieved for others to emulate and build upon, the Smarties also allows us to recognize some key contributors to the industry as whole.

The Industry Awards were handed to an impressive group of trailblazers and disruptors, including:

- **Marketer of the Year:** Walmart
- **Leadership of the Year:** The Coca-Cola Company
- **Agency of the Year:** Mindshare
- **Media Company of the Year:** Pandora
- **Technology Enabler:** Criteo

In the coming weeks, furthering the MMA's ongoing effort to establish best practices and identify the major trends in mobile, the MMA in collaboration with Millward Brown will also publish the Global Trends Report, examining common characteristics from winners of 2015 Global Smarties and Cannes Mobile Lions awards.

We look forward to continuing to share great insights and best practices from the innovative work submitted by this year's Smarties Awards winners.

Best,

Greg Stuart

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Greg Stuart
CEO, Mobile Marketing Association
greg@mmaglobal.com

Todd Parker
Managing Director, Hidden River
tparker@hiddenriverllc.com

Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Chris Handley	Vice President of Product Management & Analytics, INRIX	Group Head of Analytics, Vodafone	INRIX offers real-time traffic information solutions that help develop traffic data and traffic speed for freeways, highways and arterials.	9/23/15
Arielle Zuckerberg	Associate Partner, Kleiner Perkins Caufield & Byers	Product Manager, Humin	Kleiner Perkins Caufield & Byers (KPCB) is a well known Silicon Valley venture capital firm, due in large part to their past success. They were early investors in many significant companies, including Amazon, AOL, Compaq, Electronic Arts, Google, Intuit, Macromedia, Netscape, Segway, and Sun Microsystems.	9/23/15
Girish Lakshman	President, Fulfillment, Sears	Vice President, Worldwide Strategy and Technology, Amazon	Sears is an American multinational department store chain headquartered in Hoffman Estates, Illinois, in Greater Chicago.	9/23/15
Mayur Kamat	Vice President, Whitepages	Product Manager - Google Hangouts, Google	Whitepages is a provider of identity information for people and businesses, and a developer of mobile apps and business services.	9/23/15
DJ Schwend	Board of Advisors, Broadside Digital	Interaction Designer, Tableau Software (Current)	Broadside Digital is a boutique mobile app developer near Seattle, Washington.	9/23/15
Bradley Schick	Board of Advisors, Broadside Digital	Chief Technical Officer & Vice President of Engineering, Skytap	Broadside Digital is a boutique mobile app developer near Seattle, Washington.	9/23/15
Mark Newton	Vice President of Engineering, Novinium	W.L. Gore & Associates	Novinium brings together the industry's most experienced cable rejuvenation specialists.	9/23/15
Jim Souders	Chief Operating Officer, Adaptiva	General Manager & Vice President of Sales, Dorado Software	Adaptiva provides systems management software solutions such as hierarchy simplification, client health assurance, and PC power management.	9/23/15
Dan Rawson	Head of Customer Logistics & Supply Chain Ecosystems, Flipkart	General Manager, North America Fulfillment, Amazon	Flipkart is an online shopping destination for electronics, books, music and movies.	9/21/15
Ravi Byakod	Director of Engineering & Accounting, Flipkart	Head of Engineering, Google for Work Technology and Solutions, Google	Flipkart is an online shopping destination for electronics, books, music and movies.	9/21/15
Anand Lakshminarayanan	Head of Product Management for Digital Goods and Services, Flipkart	Group Program Manager, Microsoft	Flipkart is an online shopping destination for electronics, books, music and movies.	9/21/15
Dawn Airey	Chief Executive Officer, Getty Images	Senior Vice President EMEA, Yahoo!	Getty Images provides stock photos and imagery collections for advertising and graphic design as well as print and online publishing.	9/20/15
Jonathan Klein	Chairman, Getty Images	Chief Executive Officer, Getty Images	Getty Images provides stock photos and imagery collections for advertising and graphic design as well as print and online publishing.	9/20/15
Gary Nafus	Chief Revenue Officer, Marchex	Managing Director, Americas, Kenshoo	Marchex is a mobile advertising company providing a software suite for businesses that depend on consumer phone calls to drive sales.	9/17/15
Matt Muilenburg	Senior Vice President, Customer Evangelist, Marchex	Vice President, Global OEM Solutions, CDK Global	Marchex is a mobile advertising company providing a software suite for businesses that depend on consumer phone calls to drive sales.	9/17/15
Chris Lehane	Head of Policy, Airbnb	Owner, Fabiani & Lehane	Airbnb is a trusted community marketplace for people to list, discover, and book unique accommodations around the world — online or from a mobile phone.	8/27/15
Monica Enand	Board of Directors, Auth0	Founder, Zaproved (Current)	Auth0 makes it easy for developers to add authentication services into various products, reducing the burden of implementing robust security.	8/27/15
Peter van Hardenberg	Board of Directors, Auth0	General Manager, Heroku Postgres, Heroku	Auth0 makes it easy for developers to add authentication services into various products, reducing the burden of implementing robust security.	8/27/15
Aashish Dhamdhare	Vice President of Marketing, LiquidPlanner	Director, Strategic Marketing & Demand Generation, Apptio	LiquidPlanner is predictive project management for modern business. Our software enables people, teams and business leaders to do great work.	8/27/15
Abid Hussain	Chief Commercialization Officer, OSSIA	Chief Marketing Officer, Arrayent	Ossia is an open music marketplace where independent and do-it-yourself musicians can quickly and easily take advantage of digital distribution without the costs or technical overhead normally associated with such an endeavor.	8/27/15

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Rob Mee	Chief Executive Officer, Pivotal	Co-Founder, Pivotal	Pivotal is a data analytics, cloud computing and software development firm.	8/18/15
Marty Weiner	Chief Technology Officer, Reddit	Founding Engineer and Architect, Pinterest	Reddit is an online community where users submit, vote, and comment on content, stories, and discussions.	8/18/15
Nick Macey	Senior Vice President & Head of Product, Living Social	Chief Product Officer, Rosetta Stone	Living Social is the marketplace to buy and share the best things to do in your city and beyond.	8/18/15
Sean Rad	Chief Executive Officer, Tinder	Founder & President, Tinder	Tinder is a mobile dating application.	8/13/15
Michael Sheridan	Chief Financial Officer, DocuSign	Chief Executive Officer, FireEye	DocuSign empowers anyone to transact anything, anytime, anywhere, on any device. Securely.	8/13/15
Chad Cohen	Chief Financial Officer, Adaptive Biotechnologies	Chief Financial Officer, Zillow	Adaptive Biotechnologies is a commercial-stage, start-up biotechnology organization.	8/10/15
Marcelo Calbucci	stepped down; still works with TechStars & SXSW Accelerator as advisor	CTO, EveryMove	EveryMove is a health & fitness startup Techstars Seattle grad backed by BlueCross BlueShield Venture Partners, Premera Blue Cross, & Blue Cross Blue Shield of Nebraska. It raised \$3.5M in 2013. Focus turning towards B2B operations, away from roots as business to consumer company.	7/20/15
Rakesh Narasimhan	Executive VP & General Manager, BlackSky Global	Group VP & General Manager, Citrix	Imaging-as-a-service company with goal of providing high resolutions images of the globe. Planning a 60-satellite constellation to capture images of 95% of Earth's populated areas.	7/20/15
Phil Libin	Executive Chairman, Evernote	CEO, Evernote	Offers closed source freemium suite of software & services designed for notetaking & archiving.	7/20/15
Chris O'Neill	CEO, Evernote	Global Business Operations, Google X	Offers closed source freemium suite of software & services designed for notetaking & archiving.	7/20/15
Gail Cottle	Strategic & Advisory Board Member, Point Inside	President, Nordstrom Product Group	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Dan Fishback	Strategic & Advisory Board Member, Point Inside	CEO, DemandTec	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Jeff Handler	Strategic & Advisory Board Member, Point Inside	SVP of Marketing, Meijer & Sports Authority	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Gihad Jawhar	Strategic & Advisory Board Member, Point Inside	VP, Digital at Lowe's	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Jeff Jones	Strategic & Advisory Board Member, Point Inside	EVP & Chief Marketing Officer, Target	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Charlotte Yates	Strategic & Advisory Board Member, Point Inside	CEO, Telwares Inc.	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Nat Burgess	Strategic & Advisory Board Member, Point Inside	President, Corum Group	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Patrick Giusti	Strategic & Advisory Board Member, Point Inside	VP of Sales, Oracle	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Sunir Kapoor	Strategic & Advisory Board Member, Point Inside	CEO, E-Stamp	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
John St. Amand	Strategic & Advisory Board Member, Point Inside	CEO, Movik	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Thomas Reinemer	Strategic & Advisory Board Member, Point Inside	EVP of Business Development, EDGAR Online	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Doug Tudor	Strategic & Advisory Board Member, Point Inside	SVP, Asurion	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Dr. Tom Furness	Senior Scientific Advisor, Envelop VR	Professor (Industrial & Systems Engineering, Electrical Engineering, Mechanical Engineering, Human Centered Design & Engineering), University of Washington	Creates new ways for businesses & consumers to use VR as a platform to work, create, & play. Raised \$2M from angel investors Hank Vigil, Sujal Patel, Rudy Gadre, Geoff Entress	7/20/15

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Steve Karr	Marketing Director, Zooppa	Marketing, AssureState, Wexley School for Girls	Global social network for creative talent that partners with brands & agencies to launch user-generated advertising projects.	7/20/15
Andy Shouse	Chief Program Officer, Washington STEM	Senior Program Officer, National Research Council's Board on Science Education	Non-profit trying to get more kids engaged in science, technology, engineering, & math education.	7/20/15
Erik Prusch	CEO, Outerwall	CEO, Clearwire	Operates kiosks including Coinstar & Redbox	7/20/15
Stephen Lawer	Senior Vice President of Engineering, Cyanogen	Vice President of Traffic, Amazon	Cyanogen makes modified versions of Android for mobile devices. Secured \$80M in funding in early 2015, partially from Chinese manufacturer Foxconn, to increase market share.	7/8/15
Karthick Iyer	Vice President of Global Systems, Cyanogen	Vice President of Engineering, Qualcomm	Cyanogen makes modified versions of Android for mobile devices. Secured \$80M in funding in early 2015, partially from Chinese manufacturer Foxconn, to increase market share.	7/8/15
Bill Veghte	CEO, SurveyMonkey	COO & Head of Strategy, HP	Online survey website	7/8/15
Sheryl Sandberg	Board Member, SurveyMonkey	COO, Facebook	Online survey website	7/8/15
Emily Greer	Board Member, PlayFab	CEO, Kongregate	Seattle-based backend service for live gaming. Raised \$7.2M early 2015 from Benchmark Capital, Madrona Venture Group	7/8/15
Matt Augustine	CTO, PlayFab	Lead Developer, PlayFab	Seattle-based backend service for live gaming. Raised \$7.2M early 2015 from Benchmark Capital, Madrona Venture Group	7/8/15
Tadataka Yamada	Life sciences team venture partner, senior advisor on buyout team	CEO & scientific officer, Takeda Pharmaceuticals	Health-focused venture capital firm. Raised \$277M in 2013, \$77M past its goal, to fund future healthcare startups	7/8/15
George Stoeckert	Board Independent Advisor, Onvia	President, Dun & Bradstreet's North America and Internet solutions division	Government business intelligence company	7/8/15
Roger Girard	Chief Strategy Officer, Acucela	CFO, CareCap	Seattle-based clinical-stage biotechnology company	7/8/15
Kelly Maines	Marketing Communications Manager, Mixpo	Freelance: including Microsoft & Telenav; tech trend writer for ReadWrite, VentureBeat, Forbes	Settle startup for creating online video ads	7/8/15
Doug McMaster	Vice President of Managed Cloud Service, 2nd Watch	Division Head: Data Center Services, NTT Communications	Amazon Web Services migration firm. \$10M fundraising round in 2014	7/8/15
Kurt Shintaffer	CFO, Apptio	Senior Vice President of Worldwide Finance and Accounting, Apptio	Bellevue-based enterprise software company	7/8/15
Susana Morgan	SVP of Finance & Investor Relations, Apptio	Senior VP of Finance, Concur	Bellevue-based enterprise software company	7/8/15
Dr. Ron Khormaei	VP of Engineering, Ossia	R&D VP, Clarisonic	Engineering startup working on wireless charging technology known as Cota. Backed by Intel Capital & Japanese wireless carrier KDDI.	7/8/15
Dr. Siamak Ebadi	Senior Lead RF Engineer, Ossia	Senior Antenna Engineer, Intellectual Ventures	Engineering startup working on wireless charging technology known as Cota. Backed by Intel Capital & Japanese wireless carrier KDDI.	7/8/15
Rod Rasmussen	Communications Security, Reliability, & Interoperability Council, FCC	President & CTO, Tacoma	Federal Communications Commission	7/8/15
Yue Zhuge	VP of R&D, Hulu (Beijing)	CEO, Landscape Mobile	Online ad-supported streaming service.	7/8/15
Tom King	Board Member, EnergySavvy	Executive Director, National Grid US	Offers SaaS-based solutions that enable utilities to improve energy efficiency, demand side management, & customer engagement.	7/8/15
Siri Angeles	Director of Marketing, Kitchenbowl	Senior Marketing Manager, Urbanspoon	Brings gourmets & food fanatics together around food photos & gives them opportunity to discover & share each others' recipes.	7/8/15
Jacky Yip	CTO, Kitchenbowl	Software Development Engineer, Amazon	Brings gourmets & food fanatics together around food photos & gives them opportunity to discover & share each others' recipes.	7/8/15
Ted Woolsey	General Manager, Undead Labs	Senior Director, Microsoft Studios	Seattle-based indie game developer	7/8/15
Marc Chouaniere	VP of Marketing	Marketing Manager, Vertafore	Provider of enterprise contract management software in Microsoft Cloud. Raised \$6M from Greycroft Partners & Fidelity Growth Partners India to grow sales & marketing team.	7/8/15

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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 10/1/15	Stock Price 9/1/15	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
Indexes		Russel 3000	1,142.46	1,142.97	0.0%	1,275.89	1,079.87				
		S&P 500	1,923.82	1,917.67	0.3%	2,134.72	1,820.66				
		NASDAQ Composite	4,627.08	4,636.10	-0.2%	5,231.94	4,116.60				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 83.75	\$ 75.99	10.2%	\$ 87.25	\$ 58.51	\$41,770	\$39,250	\$4,350	9.0X
Alcatel-Lucent	ALU	NYSE	3.59	3.23	11.1%	4.96	2.28	10,030	10,080	16,530	0.6X
America Movil	AMX	NYSE	16.80	17.77	-5.5%	25.40	15.60	56,010	87,080	63,255	1.4X
Apple Inc.	AAPL	NASDAQ	109.58	107.72	1.7%	134.54	92.00	624,900	648,570	224,337	2.9X
AT&T	T	NYSE	32.53	32.32	0.6%	36.45	30.97	200,090	295,680	132,987	2.2X
Barti Airtel	BHARTIARTL.BO	BSE	5.18	5.25	-1.3%	4.81	6.89	1,360,000	1,930,000	14,888	2.6x
CenturyLink	CTL	NYSE	24.60	25.90	-5.0%	41.99	24.29	13,850	34,410	17,944	1.9X
China Mobile	CHL	NYSE	59.44	58.94	0.8%	75.52	55.01	243,410	172,620	100,500	1.7X
Dentsu	4324.JP	TSE	51.85	51.85	0.0%	56.86	32.95	14,954	18,370	21,906	0.8X
Fiserv, Inc.	FISV	NASDAQ	87.51	82.87	5.6%	90.54	60.55	20,530	24,020	5,152	4.7X
Google	GOOG	NASDAQ	611.29	597.79	2.3%	678.64	486.23	419,060	357,300	69,611	5.1X
LG	034220.KS	KRX	19.19	19.45	-1.3%	31.59	17.41	8,090,000	9,570,000	28,620,000	0.3X
Microsoft	MSFT	NASDAQ	44.61	41.82	6.7%	50.05	39.72	356,790	292,940	93,580	3.1X
Motorola Solutions	MSI	NYSE	67.76	63.85	6.1%	70.26	56.40	14,010	14,420	5,850	2.5X
Nippon Telegraph & Telephone Corp.	NTT	NYSE	35.86	36.84	-2.7%	40.30	25.07	75,920	106,230	92,980	1.1X
Nokia	NOK	NYSE	6.68	6.11	9.3%	8.58	5.71	24,210	20,130	15,140	1.3X
Omnicom	OMC	NYSE	65.91	65.17	1.1%	80.98	64.03	16,013	19,183	15,220	1.3X
Publicis Groupe	PUB.PA	Paris	60.44	61.99	-2.5%	79.40	49.62	12,580	15,590	8,440	1.8X
Samsung	005930.KS	KRX	952.13	915.43	4.0%	1,283.68	878.17	166,790,000	115,070,000	195,830,000	0.6X
Sprint	S	NYSE	4.05	5.02	-19.3%	6.33	3.10	16,070	47,100	33,770	1.4X
Telefonica Brasil S.A.	VIV	NYSE	9.22	10.71	-13.9%	21.35	8.66	15,570	16,500	9,200	1.8X
Telefonica S.A.	TEF	NYSE	11.91	13.63	-12.6%	16.40	11.79	61,970	125,880	60,330	2.1X
Telenor	TELNF	OTC	18.53	19.71	-6.0%	24.67	18.53	27,830	34,160	14,100	2.4X
Vodafone Group	VOD	NASDAQ	31.00	33.66	-7.9%	39.46	28.63	82,190	121,660	65,470	1.9X
WPP Group	WPPGY	NASDAQ	104.32	99.53	4.8%	123.33	88.15	27,010	32,060	18,450	1.7X
Yahoo!	YHOO	NASDAQ	28.91	31.60	-8.5%	52.62	27.20	27,220	22,640	4,870	4.6X
ZTE	000063.SZ	Shenzhen	15.60	16.59	-6.0%	28.94	11.96	10,717	15,158	13,132	1.2X
					Average			6,616,767	4,783,001	8,354,518	2.3X
					Median			27,830	39,250	18,450	1.8X
Mid-Cap (\$2B - \$10B)											
BlackBerry	BBRY	NASDAQ	\$ 6.08	\$ 7.34	-17.2%	\$ 12.63	\$ 5.96	\$3,190	\$1,510	\$3,030	0.5X
Gemalto	GTOFF	OTC	63.08	69.68	-9.5%	94.00	63.08	5,550	6,270	3,170	2.0X
Interpublic Group of Companies	IPG	NYSE	19.19	18.27	5.0%	22.69	16.37	7,880	9,300	7,600	1.2X
Pandora Media Inc.	P	NYSE	20.72	17.46	18.7%	25.24	13.30	4,400	4,160	1,024	4.1X
Tanla Solutions Limited	TANLA.NS	NSE	0.38	0.40	-5.0%	0.52	0.21	2,510	2,220	3,050	0.7X
Telecom Argentina S.A.	TEO	NYSE	14.33	15.65	-8.4%	26.39	13.36	2,778	2,930	3,870	0.8X
TIM	TSU	NYSE	9.53	11.35	-16.0%	28.00	9.30	4,610	5,370	4,740	1.1X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	8.62	9.59	-10.1%	16.68	8.56	7,590	7,530	5,220	1.4X
Zynga	ZNGA	NASDAQ	2.27	2.50	-9.2%	3.13	2.20	2,100	1,050	752	1.4X
					Average			4,512	4,482	3,606	1.5X
					Median			4,400	4,160	3,170	1.2X

NOTES:

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

Source: Thomson Reuters and Hidden River, LLC analysis

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		NASDAQ Composite	4,627.08	4,636.10	-0.2%	5,231.94	4,116.60				
Small-Cap (< \$2B)											
Axiom Corporation	ACXM	NASDAQ	\$ 19.68	\$ 20.43	-3.7%	\$ 21.47	\$ 15.78	\$1,534	\$1,683	\$1,030	1.6X
Bango	BGO.L	LSE	86.00	96.50	-10.9%	144.00	74.00	45	4,420	4	NA
Blue Calypso Inc	BCYP	OTC	5.00	4.98	0.4%	10.00	3.50	27	25	1	NA
Boingo wireless	WIFI	NASDAQ	8.38	7.37	13.7%	10.42	6.25	310	306	128	2.4X
Cincinnati Bell	CBB	NYSE	3.15	3.32	-5.1%	4.16	2.85	661	2,170	1,290	1.7X
Digimarc Corporation	DMRC	NASDAQ	29.84	37.15	-19.7%	49.25	20.90	241	207	25	8.4X
Glu Mobile	GLUU	NASDAQ	4.15	4.28	-3.0%	7.03	3.27	542	353	263	1.3X
Internetq Plc	INTQ	LSE	355.93	250.50	42.1%	564.94	321.47	94	9,390	148	NA
Oi (Formerly Telemar)	OIBR	NYSE	0.67	0.71	-5.6%	7.00	0.40	473	9,750	7,210	1.4X
Marchex	MCHX	NASDAQ	4.01	3.86	3.9%	5.32	3.15	170	63	159	0.4X
MDC Partners	MDCA	NASDAQ	18.61	19.08	-2.5%	28.65	16.15	942	1,650	1,290	1.3X
MEDL Mobile	MEDL	OTC BB	0.06	0.08	-25.0%	0.26	0.06	3	4	3	1.4X
Millennial Media	MM	NYSE	1.74	1.32	31.8%	2.09	1.18	247	217	285	0.8X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	0.50	0.73	-31.5%	1.68	0.40	14	12	4	3.1X
Neustar, Inc.	NSR	NYSE	26.77	26.03	2.8%	32.66	20.32	1,460	1,860	1,000	1.9X
Opera Software ASA	OPERA.OL	Oslo	5.39	6.16	-12.5%	12.48	5.11	7	7	566	0.0X
Single Touch Systems Inc.	SITO	OTC BB	3.93	3.89	1.0%	6.15	1.50	64	70	14	4.9X
Smith Micro Software Inc	SMSI	NASDAQ	0.81	0.79	2.5%	1.85	0.74	38	26	40	0.7X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	3.46	3.36	3.0%	4.24	2.73	211	303	357	0.8X
Unwired Planet	UPIP	NASDAQ	0.74	0.78	-5.1%	1.86	0.54	83	28	10	2.8X
Voltari Corporation (Formerly Motricity)	VLTC	NASDAQ	6.85	6.51	5.2%	21.75	0.63	62	55	10	5.5X
				Average	-0.9%			344	1,552	659	2.2X
				Median	-2.5%			170	217	148	1.5X

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(1) Market Capitalization is calculated using month end stock price and fully diluted shares.

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(3) Revenue is calculated on a "Net Sales" basis and covers the last twelve months reported to SEC.

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
09/30/2015	Google	Jibe Mobile	Jibe Mobile is a cloud communications company.	
09/30/2015	Demco	Boopsie	Boopsie is a mobile platform for libraries.	
09/28/2015	Digital Guardian	Armor5	Armor5 is a cloud-based provider of zero touch, secure cloud access for all devices.	
09/22/2015	Perk.com	AppRedeem	AppRedeem is a mobile application-based promotion and advertising platform.	\$3.3
09/22/2015	Velocity	Cover	Cover provides mobile payment solutions to restaurants.	
09/17/2015	Altice	Cablevision	Cablevision is a U..S. cable television provider.	\$17,700.0
09/16/2015	News Corp	Unruly	Unruly is the ad tech company that gets videos watched, tracked and shared across the Open Web.	
09/15/2015	Flexera Software	Secunia	Secunia is a company specializing in software vulnerability management.	
09/10/2015	Livespace	YoFloor	YoFloor is a mobile platform that offers a "virtual trial room" for home design decisions.	
09/08/2015	Taptica	AreaOne	Taptica is a leader in Cross-Channel Mobile Advertising Technology.	
09/08/2015	Xinhua Mobile Limited	GINSMS Inc.	GINSMS operates a cloud-based A2P messaging service that allows the termination of SMS to mobile subscribers of more than 200 mobile operators globally.	
09/08/2015	Media General	Meredith	Meredith Corporation, a media and marketing company, engages in book publishing, television broadcasting and integrated marketing.	\$2,400.0
09/08/2015	Cheetah Mobile	QuickPic	QuickPic is a gallery app.	
09/04/2015	Urban FT Group	Wipit	Wipit is empowering cash-preferred consumers. Whether it's from the convenience of a mobile phone or a prepaid card, we are creating innovative new ways to use cash for financial services and load funds at thousands of locations nationwide.	
09/04/2015	BlackBerry	Good Technology	Good Technology is a mobile security company.	\$425.0
09/03/2015	AOL	Millennial Media	Millennial Media is a mobile ad tech company.	\$238.0
09/02/2015	Salesforce	Akta	Akta is a tech-consulting and design firm.	
08/31/2015	AOL	Kanvas Labs	Kanvas Labs is a Photo And Messaging Startup.	
08/27/2015	Tritech Media	TuYu*	TuYu is a SA mobile rewards startup .	
08/27/2015	Life360	Chronos Mobile Technologies	Chronos builds contextually-aware mobile apps.	

*Note: TuYu was partially acquired by Tritech Media.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout September 1-30, 2015.

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
08/20/2015	Oracle	Maxymiser	Maxymiser Ltd., a maker of cloud-based software for mobile marketing.	
08/20/2015	N3twork	Nio Games	Nio games is a mobile game developer.	
08/19/2015	Paypal	Modest	Modest is a mobile commerce platform.	
08/17/2015	DX Groep	OneXS	OneXS Nederland is an innovative provider of telecom, data and internet services.	
08/17/2015	DX Groep	Dean Connect	Dean Connect is the Telecom provider for the business market.	
08/14/2015	Mobikon	Trii.be	Trii.be is a Mobile Customer Feedback Platform.	\$880.0
08/06/2015	Tableau Software	Infoactive	InfoActive is an online platform that gives web publishers tools to create interactive, mobile-friendly infographics with live data.	
08/05/2015	Adidas	Runtastic	Runtastic is a mobile fitness company.	\$239.0
08/05/2015	Opera Mediaworks	Yvolver	Yvolver provides Loyalty 2.0, Predictive Analytics services, and expert advice for mobile app developers.	
08/05/2015	Mobile Embrace	Vizmond Media	Vizmond Media is an online and mobile performance marketing business.	
08/04/2015	Yahoo!	Polyvore	Polyvore is a social shopping site where users can give and receive ideas from the community.	
08/04/2015	Zebra Technologies Corp	ITR Mobility	ITR Mobility is a software development firm.	
08/04/2015	Airtel	YTS Solutions	YTS is a mobile payment start-up.	
08/03/2015	iClick	OptAim	OptAim is a mobile advertising solutions provider.	
07/28/2015	GovDelivery	Textizen	Provider of cloud-based digital communication solutions for government.	
07/24/2015	TUNE	Artisan Mobile	Artisan is a Mobile Experience Management platform.	
07/24/2015	News America Marketing	Checkout 51	Checkout 51 is a Canadian Mobile Couponing Company.	
07/21/2015	Google	Pixate	Pixate is a platform for mobile interaction design.	
07/20/2015	FanDuel	Kotikan	Kotikan is a mobile app developer.	
07/17/2015	Groupon	OrderUp	OrderUp is an on-demand food delivery marketplace for local markets outside of the top metros.	
07/14/2015	Locket	Wish	An intelligent personalization platform that brings breaking news and other content to smartphone lock screens.	

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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M&A Transactions

TRANSACTION DATA

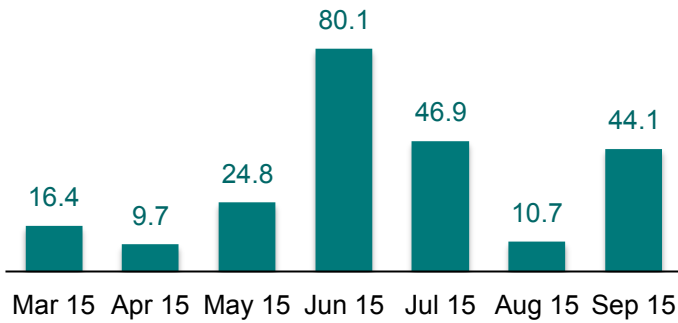
Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
07/14/2015	Match Group	PlentyOfFish	PlentyOfFish is a Canadian online dating service.	\$575.0
07/09/2015	Zealot	ViralNova	ViralNova was started to fill the void that traditional media publications leave, particularly on the fast-growing social Web.	
07/09/2015	SITO Mobile	Hipcricket	Hipcricket provides a unified mobile engagement platform that drives awareness, sales and loyalty for brands.	\$3.7
07/08/2015	TargetX Acquires	Uversity	Uversity is a Mobile and Enrollment Analytics Company in Higher Education.	
07/08/2015	Avast Software	Remotium	Remotium is a Mobile Virtualization Company.	
07/07/2015	Travelport	Mobile Travel Technologies Ltd (MTT)	MTT is a Travel Commerce Platform.	
07/02/2015	PayPal	Xoom	Xoom is an online money transfer company that provides consumer remittance services to the Philippines, India, Latin America, Europe, Australia, Canada, and South Africa.	\$890.0
07/02/2015	Nortek Security	Numera's mPERS (telehealth businesses)	Numera is a longtime mobile health company that offers mobile personal emergency response devices as well as other telehealth tools.	

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

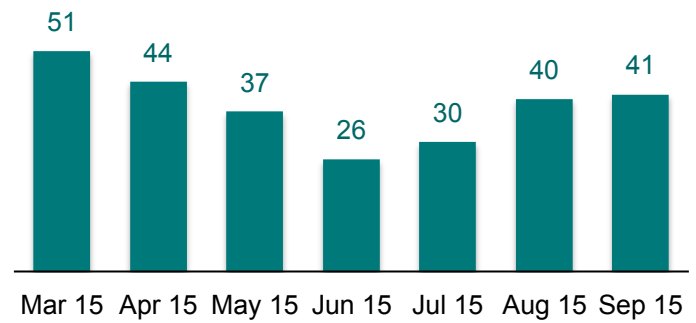
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Financing Transactions Overview

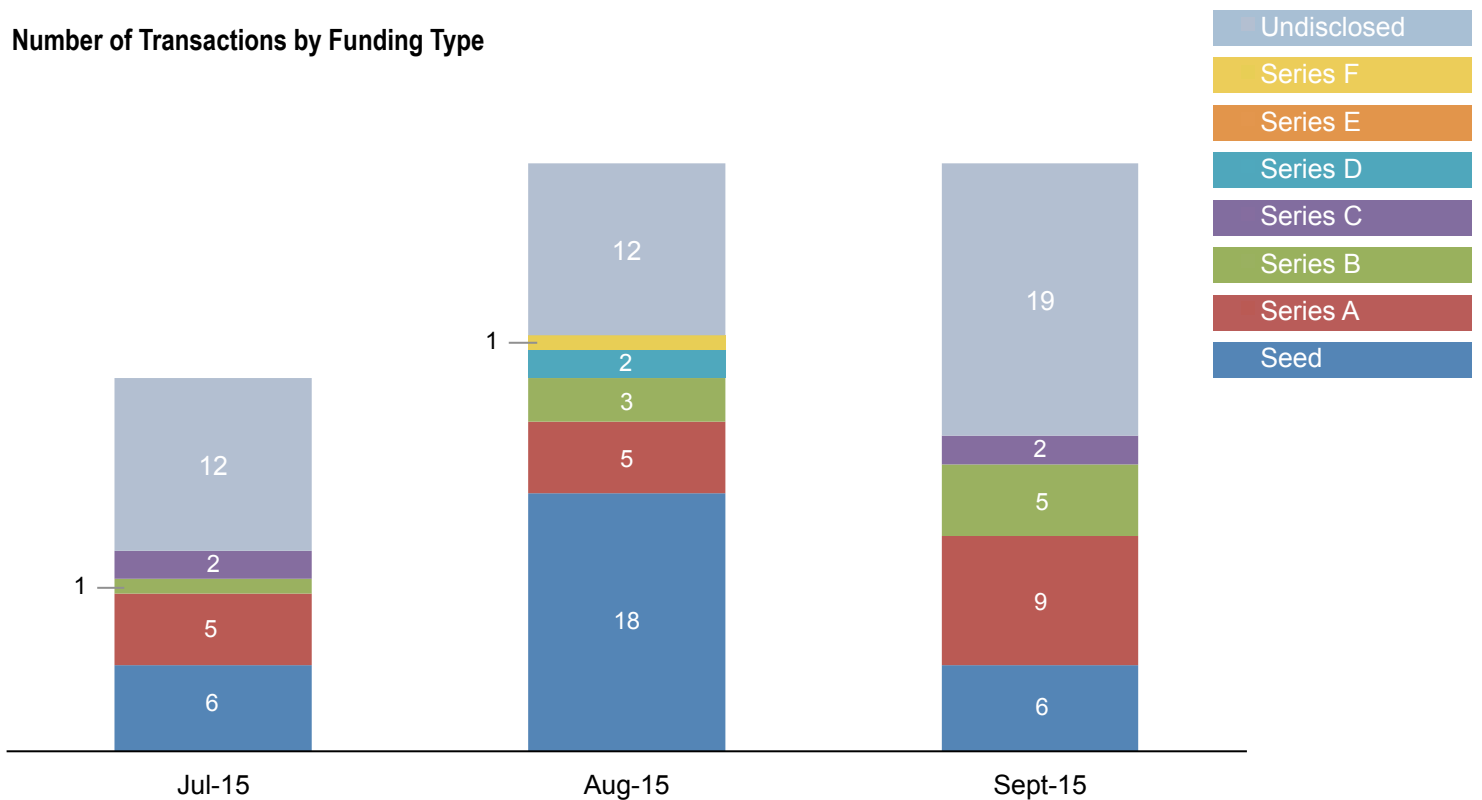
Average Value of Transactions (\$MM)



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 September 1-30, 2015.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Lua Technologies	Private	Lua is a mobile-first enterprise communication solution that powers secure messaging, group calling, and file sharing.	9/30/15	\$1.5*	Undisclosed	Undisclosed
Revegy	Private	Revegy is leading the technology disruption in the sales effectiveness platform community.	9/30/15	\$3.0	Series A	Runa Capital
Wayin	Private	Wayin is a leading mobile and web engagement platform that enables conversations between individuals, brands, and enterprises with their fans, customers and employees.	9/30/15	\$15.4	Undisclosed	U.S. Venture Partners
Yhouse	Private	YHOUSE is China's largest mobile Internet platform high life, under the Club Shanghai Information Technology Co., Ltd., was established in May 2012, as a living experience of domestic high-end mobile community leader.	9/30/15	\$19.0	Series B	SAIF Partners, Undisclosed
Ibotta	Private	Ibotta develops apps that pay users for reading about products on their phone or tablet before buying them in affiliated retail stores.	9/30/15	\$40.0	Series C	James H. Clark
uBeam	Private	uBeam is a wireless power startup that transmits power over-the-air to charge electronic devices.	9/28/15	\$10.0	Undisclosed	Undisclosed
MyCrowd QA	Private	MyCrowd has testers around the world with every device imaginable. Our on-demand platform lets you run mobile tests faster and cheaper than ever before. Test the long-tail of devices cheaper than you thought possible.	9/24/15	\$0.3	Seed	Undisclosed
Skillz	Private	Skillz games currently reach more than 25 million mobile gamers.	9/24/15	\$15.0	Series B	Wildcat Capital Management, the Kraft Group, Sequoia Capital, Undisclosed
Amino	Private	Amino Apps is a mobile-only platform for passionate niche communities	9/24/15	\$6.5	Series A	Venrock
Allset	Private	Allset, a new app for improving the lunchtime experience for diners and restaurants alike, comes from the makers of Settle, a successful restaurant reservation and pre-ordering mobile app in Eastern Europe.	9/23/15	\$1.5	Undisclosed	Alexandr Chernyak, Undisclosed
Expway	Private	Expway, the leading provider of LTE (Long Term Evolution) Multicast solutions.	9/23/15	\$3.3	Undisclosed	Isatis Capital
ACTV8me	Private	The ACTV8me mobile wallet platform enables advertisers to send currency (smart coupons) to a consumer's mobile device at home via television, in the car via radio, on the web, in newspapers and magazines, or while in-store making a purchase decision.	9/18/15	\$3.7*	Undisclosed	Undisclosed
Dwnld	Private	DWNLD is a mobile app platform that enables media companies, brands, and influencers to easily and affordably create beautiful, native mobile apps.	9/18/15	\$12.0	Undisclosed	Greylock Partners
Fragmob	Private	Fragmob architects, designs, and develops fast, extensive tools that enable direct selling companies to realize the benefits of a powerful direct selling mobile solution.	9/18/15	\$3.2	Undisclosed	Global Technology Fund
Tascent	Private	Tascent has 10 patents issued and multiple patents pending related to high throughput iris recognition and mobile multi-biometric platforms.	9/18/15	\$18.5	Series A	Undisclosed
Go2mobi	Private	Go2mobi is a leading provider of mobile advertising solutions to brands, agencies, and programmatic self-serve clients globally.	9/17/15	Undisclosed	Undisclosed	H.I.G. Capital
QuanticMind	Private	QuanticMind, the Platform for Smarter Advertising, is a rapidly growing software-as-a-service company. It is the performance leader in predictive advertising management software for paid search, social, display, and mobile.	9/17/15	\$10.3	Series A	Safeguard Scientifics
Agora	Private	Agora offers real-time voice and video communication solutions. The company provides building blocks to add high definition voice and video communication to any mobile or PC application through SDK and API for developers.	9/16/15	\$20.0	Series B	Morningside Group, IDG Capital Partners, GGV Capital, ShunWei
Flywheel	Private	Flywheel is developing a taxi cab application for the mobile phone.	9/16/15	\$1.0*	Undisclosed	Undisclosed
Ola	Private	Ola is India's most popular mobile application for booking your cab, changing the way you travel in your city, forever.	9/16/15	\$0.2	Undisclosed	Falcon Partners

*Note: Lua Technologies still seeking \$10,004 in funding.

*Note: ACTV8me is still seeking \$1,265,129 in funding.

*Note: Flywheel is still seeking \$24,000,001 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
VOIQ	Private	VOIQ empowers thousands of individuals to earn money making calls and millions of businesses to benefit from an on-demand, mobile callforce.	9/16/15	\$0.2*	Seed	Benjamin Boyer, Boris Silver, Alexander Mittal, Mike Norman, Jonathan Tarud
MoEngage	Private	MoEngage is a Marketing Automation Platform for Mobile Apps. We empower mobile apps to reach the right customer at the right time with the right message and at the right place.	9/15/15	\$4.3	Series A	Helion Venture Partners
uSens	Private	Silicon Valley-based uSens Inc. provides 3D interactive solutions for virtual reality and augmented reality. An innovative start-up, uSens is the first to offer 3D gesture recognition on mobile platforms and first to combine virtual and augmented reality.	9/15/15	\$5.5	Series A	IDG Ventures, Lebox Capital, Undisclosed
HouseCall	Private	HouseCall enables its users to find home service professionals in their locality via a marketplace connected by a mobile app.	9/14/15	\$6.0	Undisclosed	Undisclosed
Chalk Digital	Private	Chalk Digital's diverse, talented team has built the first Do It Yourself Instant Mobile Advertising Platform that enables anyone to Create, Publish and Track the results of a mobile ad campaign.	9/11/15	Undisclosed	Seed	KLab Ventures KK, Tallwave Capital
Chronicled	Private	Chronicled leverages blockchain and smart labels to create an open system of authenticity, ownership, provenance & connectivity for assets.	9/11/15	\$1.4	Undisclosed	Colbeck
IgniteFeedback	Private	IgniteFeedback has elegant one question "toast" surveys that can be implemented in 5 minutes or less. They allow a business to see how they're doing in real-time with frequent reports and a scored bench-marking system which compares your performance to industry norms.	9/11/15	\$0.3	Seed	Frontier Capital
Telepathic	Private	Telepathic is redefining fiction for the Snapchat generation and believes there is a billion-dollar opportunity in bringing lean principles to the development and distribution of mass-market fiction, and in presenting stories as a mobile-first experience.	9/11/15	\$0.3*	Seed	Greylock Partners, 500 Startups, Foundation Capital
CartoDB	Private	CartoDB is a cloud based mapping, analysis and visualization engine that lets users build spatial applications for both mobile and the web.	9/10/15	\$23.0	Series B	Accel Partners, Salesforce Ventures, Earlybird Venture Capital, Kibo Ventures
Apperian	Private	Apperian is a mobile application management platform and enterprise app store for delivering apps to 100% of your targeted users.	9/9/15	\$12.4	Series C	Bessemer Venture Partners, Intel Capital, Kleiner Perkins Caufield & Byers, North Bridge Venture Partners, CommonAngels Ventures, FirstFloor Capital
Shots	Private	Shots is a mobile application that allows its users to stay connected with their friends. This application is recommended for iPhones or Android devices, and it builds a safe and positive global community for its users.	9/9/15	\$4.0	Undisclosed	DCM Ventures
Fresco	Private	Fresco is a New York startup enabling local TV stations to crowdsource videos, while helping citizen journalists get their work seen beyond their own limited social networks.	9/8/15	\$1.2	Seed	Reese Schonfeld, Ross Levinsohn, Jon Miller, Michael Jones, Laurel Touby, Fresco Capital, 1517 Fund, Social Starts
Uber	Private	Uber created a mobile application that allows users to request car service to pick them up wherever they are located.	9/7/15	\$1,200.0	Undisclosed	Baidu, Undisclosed
Wrap Media	Private	Wrap is the mobile, web based native app alternative that delivers app-like experiences in bite size pieces that get and hold attention.	9/4/15	\$12.7	Series B	Raine Ventures, Undisclosed
Letgo	Private	Letgo is a fun and unique way to shop and sell nearby second hand items.	9/3/15	\$100.0	Series A	Naspers
InVenture	Private	InVenture unleashes the potential of developing entrepreneurs to lift themselves and their communities out of poverty by leveraging mobile technology to create credit scores for unbanked individuals globally.	9/2/15	\$10.0	Series A	Data Collective, Zachary Bogue
LotusFlare	Private	LotusFlare's mission is to make mobile internet more accessible. Mobile data connectivity drives economic growth and brings vast social benefits to the world, but two-thirds of the world's population is unable to access this valuable resource.	9/2/15	\$6.0	Undisclosed	The Social+Capital Partnership
Shift	Private	Shift Payments is working to make it as easy to spend digital currencies, cryptocurrencies and loyalty points as it is to spend regular, fiat money.	9/2/15	\$50.0	Undisclosed	Goldman Sachs
Soasta	Private	SOASTA is a leader in cloud and mobile testing. Its web and mobile test automation solution, CloudTest and TouchTest enables developers, QA professionals and IT operations teams to test with unprecedented speed, scale and precision.	9/2/15	Undisclosed	Undisclosed	Accenture

*Note: VOIQ is still seeking \$542,000 in funding.

*Note: Telepathic is still seeking \$744,500 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
Imalence	Private	Almalence is a global leader in computational imaging technologies, used in a wide range of optical systems, from high-end DSLR cameras to mobile phones.	9/1/15	Undisclosed	Undisclosed	Intel Capital
Mobcrush	Private	Mobcrush is a mobile video streaming company that enables mobile users to broadcast, watch and chat about games played and streamed in real-time.	9/1/15	\$11.0	Series A	Kleiner Perkins Caufield & Byers, Raine Ventures, First Round Capital, Lowercase Capital, Rincon Venture Partners, CrossCut Ventures, Advancit Capital
Dumbstruck	Private	Dumbstruck, Inc. develops a mobile application that helps to share content.	8/28/15	\$0.1	Seed	Joe Richardson
Jumpin Labs	Private	Jumpin Labs is a stealth 12-person San Francisco startup reimagining mobile interfaces from the ground up.	8/28/15	Undisclosed	Undisclosed	Draper Associates, Undisclosed
MagicCube	Private	MagicCube secures the e-commerce and m-commerce market allowing for 20% increase in revenue and lowering fraud risk of online and mobile commerce.	8/28/15	\$2.2	Seed	Azure Capital Partners, EPIC Ventures, Bialla Venture Partners
mPulse	Private	mPulse was born out of the healthcare division of mobileStorm helps businesses reach, engage and influence consumer's on mobile devices.	8/28/15	\$1.7	Seed	OCA Ventures, Undisclosed
Tether	Private	Tether's product, GRAVITY, is an industrial-grade, digital tethering solution that automatically preempts key or access card separation and loss—with absolute reliability.	8/28/15	\$0.2*	Seed	Keiretsu Forum - San Francisco
Toast Labs	Private	TOAST is a mobile app for food lovers searching for the best dishes. No more sorting through complaints about service or ramblings on pricing, true foodies can get straight to what matters – the food.	8/28/15	\$0.6*	Seed	BAM Ventures, Undisclosed
Yosi	Private	Yosi provides a digital patient check-in mobile application that transcends existing EHR's limitations.	8/28/15	Undisclosed	Seed	Undisclosed
Friendsy	Private	Friendsy is a mobile social network designed exclusively for college students.	8/26/15	\$0.5	Seed	Lerer Hippeau Ventures, Slow Ventures
ServiceMax	Private	ServiceMax is the complete field service software solution helping companies of all sizes manage contracts, scheduling, and parts, while also providing solutions for social, portals, and analytics — all delivered in the cloud to any mobile device.	8/26/15	\$82.0	Series F	Premji Invest, GE Ventures, Cloud Apps Capital Partners, Emergence Capital Partners, Kleiner Perkins Caufield & Byers, Mayfield Fund, Meritech Capital Partners, Adams Street Partners, Crosslink Capital, QuestMark Partners, Sozo Ventures, Trinity Ventures
Stream.io	Private	Stream.io makes development tools that help companies drastically reduce the amount of time it takes to build feeds for their mobile apps and websites.	8/26/15	\$1.7*	Undisclosed	Foundry Group, Techstars Ventures, Tahoma Ventures, Undisclosed
Spare5	Private	Spare5 is designed to be the default do work now app for every smartphone owner on the planet. A tremendous opportunity exists to better people's lives by making time they spend on mobile devices more valuable.	8/25/15	\$10.0	Series A	Foundry Group, Madrona Venture Group, New Enterprise Associates, Undisclosed
Emberlight	Private	Emberlight turns any light bulb into a smart bulb that can be controlled through their elegantly designed mobile app. Screw their adapter into one of your home's sockets, and 30 seconds later you can program preset lighting, and turn off the lights when you're out of the house.	8/24/15	\$0.8	Seed	Orange Ventures, Flextronics, Undisclosed
Synap	Private	Synap is creating delightful and empowering experiences for customers, by taking full-advantage of the recent advancements in the API ecosystem, mobile platforms, and data analysis.	8/24/15	\$2.0	Seed	Baird Capital, KGC Capital, Undisclosed
Appinside	Private	Appinside is a mobile application security platform which identifies security vulnerabilities. We have developed a unique technology that enables us to scan automatically and without any integration to the development process, mobile apps and find their flaws.	8/21/15	\$2.3	Seed	Accomplice, Undisclosed
Gauss Surgical	Private	Gauss Surgical is developing a mobile vision-based platform for accurate, realtime measurement of surgical blood loss.	8/20/15	\$3.3*	Series A	Undisclosed

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

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

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

*Note: Gauss Surgical still seeking \$695,080 in funding.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Vet24seven	Private	Vet24seven provides animal owners with veterinary consultations via their mobile device from veterinary practices in the Vet24seven Network.	8/20/15	\$1.2	Seed	Launch Capital, Life Science Angels
Greenshoe	Private	Greenshoe's Saida is a lending platform for emerging markets starting in Africa, allowing borrowers to get approved for a loan instantly right from their mobile phone.	8/19/15	\$0.1	Seed	Ycombinator
Instant eSports	Private	Instant eSports is the ultimate one-stop shop for eSports fans. Follow your favorite teams and players, track tournament scores and performance stats, and catch up on the latest eSports news—all on a single mobile app.	8/19/15	\$0.1	Seed	Ycombinator
Kahuna	Private	Kahuna was built to support the multi-device world from Day One. Unlike event-tracking systems, Kahuna automatically combines each user's web and mobile behavior to create a unified customer engagement profile.	8/19/15	\$45.0	Series B	Tenaya Capital, Sequoia Capital, SoftTech VC
ShapeScale	Private	ShapeScale is a scale that allows the user to measure, compare, and track their body shape.	8/19/15	\$0.1	Seed	Ycombinator
Uber	Private	Uber created a mobile application that allows users to request car service to pick them up wherever they are located.	8/19/15	Undisclosed	Undisclosed	Tata Industries
VOIQ	Private	VOIQ empowers thousands of individuals to earn money making calls and millions of businesses to benefit from an on-demand, mobile callforce.	8/19/15	\$0.1	Seed	Ycombinator
RapidSOS	Private	RapidSOS' team has developed mission critical code at two national labs, developed back-end and mobile products for a number of tech start-ups, and collectively has helped commercialize over 70 technology companies.	8/17/15	\$5.0	Undisclosed	Highland Capital Partners, Undisclosed
DispatchHealth	Private	DispatchHealth is a provider of mobile and virtual healthcare. Our skilled providers arrive with the tools necessary to provide advanced medical care in the home or workplace. Each provider is supported by our technological infrastructure that ensures quality and improves outcomes.	8/14/15	\$3.6	Seed	Peter Hudson, Undisclosed
Fresvii	Private	Fresvii's AppSteroid is a mobile cloud platform designed for smartphone game developers. Developers can easily integrate gaming components, reducing development costs without worrying about game server management.	8/14/15	\$4.0	Undisclosed	Undisclosed
PaidEasy	Private	PaidEasy is a mobile payments application that allows people to connect with merchants easy	8/12/15	\$2.0	Undisclosed	Undisclosed
PokitDok	Private	PokitDok Mobile saves you money on healthcare expenses by securing the price for a service in advance, whether you pay with insurance, HSA or out of pocket.	8/12/15	\$34.0	Undisclosed	Lemhi Ventures, New Atlantic Ventures, Rogers Ventures, Subtraction Capital, FFP Holdings
CENX	Private	CENX, Inc., is a pioneer and leader in Carrier Ethernet interconnect systems and services for mobile backhaul and enterprise off-net access.	8/11/15	\$12.5	Series D	BDC Venture Capital, Highland Capital Partners, VMware, Mistral Equity Partners, Verizon Ventures, Mesriow Financial, Ericsson Venture Partners, DCM Ventures, Cross Creek Capital
Super Evil Megacorp	Private	Super Evil Megacorp is developing core games for tablet, mobile, and emerging platforms. With deep technical, design, and operational expertise.	8/11/15	\$26.0	Undisclosed	Signia Venture Partners, General Catalyst Partners, Raine Ventures, Initial Capital, CrossCut Ventures, Index Ventures, Undisclosed
Outbound	Private	Outbound makes it easy to send email and mobile messages based on user actions, then test how much each message helps your business.	8/10/15	\$0.6	Undisclosed	Undisclosed
Skyroom	Private	Skyroom is launching a unique mobile data platform that allows you travel without the fear of running up huge data charges overseas.	8/7/15	\$23.5	Series B	Lenovo, Undisclosed
Cola	Private	Cola is a mobile app that lets you instantly coordinate, collaborate, and chat with friends, family and co-workers.	8/6/15	\$0.5*	Seed	Naval Ravikant, Undisclosed
Virtium	Private	Virtium is a solutions-driven provider of embedded SSD and industrial memory products OEMs trust for their networking, communications, industrial, in-flight entertainment, transportation, gaming and mobile monitoring system applications.	8/6/15	Undisclosed	Undisclosed	L Squared Capital Partners

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

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Amplitude	Private	Amplitude is a scalable analytics platform built to fuel app growth.	8/5/15	\$9.0	Series A	Benchmark Capital, Quest Venture Partners, Data Collective, Merus Capital, Undisclosed
Aquto	Private	Aquto's mission is to change the mobile industry when it comes to how mobile internet services are bought and packaged.	8/5/15	\$8.0	Undisclosed	Undisclosed
Fastly	Private	Fastly delivers the world's only real-time content delivery network.	8/5/15	\$75.0	Series D	ICONIQ Capital, Amplify Partners, August Capital, Battery Ventures, IDG Ventures, O'Reilly AlphaTech Ventures
Improvonia	Private	Improvonia has developed an online web/mobile platform that allows restaurants to place all their orders to all their suppliers.	8/5/15	\$4.0	Series A	BlueRun Ventures
Leanplum	Private	Leanplum is a platform for optimizing mission-critical metrics of your mobile app. We make it easy for product managers to conduct on-the-fly optimization tests and see immediate results with powerful analytics	8/5/15	\$11.6	Series B	Kleiner Perkins Caufield & Byers, Shasta Ventures
Smartvid.io	Private	Smartvid.io is building an enterprise --- class SaaS platform for managing, collaborating , and analyzing industrial videos and photos wh erever they come from --- mobile devices, GoPro cameras or drones (UAVs).	8/5/15	\$3.4	Undisclosed	CommonAngels Ventures, Launchpad Venture Group
Seriously	Private	Seriously is building mobile games designed to be developed into entertainment properties.	8/4/15	\$18.0	Series A	Northzone Ventures, Upfront Ventures, Sunstone Capital, Daher Capital
GottIt!	Private	GottIt! Has re-imagined education with on-demand help. They are pushing the limits of mobile marketplaces, traditional tutoring, and most importantly, the relationship between education and tech.	8/3/15	\$0.1	Seed	Intel Education Accelerator
FreedomPop	Private	FreedomPop is the nations first wireless internet provider committed to delivering 100% free internet with 4G broadband wireless internet access. FreedomPop's partnered with leading wholesale 4G Wimax and 4G LTE wireless internet networks to deliver the fastest mobile broadband internet available and offer the flexibility of wireless internet.	7/31/15	\$10.0	Undisclosed	Axiata, Undisclosed
icejam games	Private	icejam games is a mobile game studio.	7/31/15	\$0.7	Undisclosed	Atlantic Canada Opportunities Agency, Prince Edward Island Department of Economic Development and Tourism
Remitbee	Private	RemitBee is an online and mobile money transfer company allowing people to send money to family and friends in multiple countries.	7/31/15	\$0.1	Seed	500 Startups
Uber	Private	Uber has created a mobile application that allows users to request car service to pick them up wherever they are located.	7/31/15	\$1,000.0	Undisclosed	Undisclosed
Uber	Private	Uber has created a mobile application that allows users to request car service to pick them up wherever they are located.	7/31/15	\$1.0	Undisclosed	Microsoft
Zeotap	Private	Zeotap is a platform for actionable premium data from mobile network operators.	7/31/15	\$6.4	Series A	MoPub, Plista, Lookout Capital
Proven	Private	Proven is the best way to apply to jobs using your mobile phone.	7/28/15	\$0.1	Seed	Kapor Capital, Vast Ventures, Ray Rothrock, Bill Trenchard, Chris Yeh
Yozio	Private	Yozio is a mobile growth engineering company providing an advanced analytics, organic growth marketing platform for mobile marketers.	7/28/15	\$7.0	Undisclosed	Foundation Capital, Illuminate Ventures, AME Cloud Ventures, Webb Investment Network, Undisclosed
Vango	Private	Vango is changing the way users buy original art.	7/27/15	\$0.3	Seed	Social Starts, 500 Startups, TEEC Angel, CLI Ventures
Limelight Health	Private	Limelight Health was founded by health insurance industry experts who see an opportunity to lead the transformation for how we shop and select our health insurance and employee benefits. Using innovative and mobile-first technology, Limelight provides a new platform and solution for the whole insurance industry.	7/21/15	\$3.0	Series A	MassMutual Ventures, Axa Strategic Ventures, Launchpad LA
Sentri	Private	Sentri's HD camera and built-in sensors track your home's vital stats and trends, allowing you to track temperature, humidity, air quality, weather and more from one central dashboard or with our customized mobile app	7/21/15	\$0.7*	Undisclosed	Undisclosed

*Note: Sentri is still seeking \$1,269,587 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout September 1-30, 2015.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
ShoCard	Private	ShoCard is a digital identity that protects consumer privacy and is as easy to understand and use as showing a driver's license.	7/21/15	\$1.5	Undisclosed	Morado Venture Partners, AME Cloud Ventures, Enspire Capital PTE Ltd., Digital Currency Group
AgileMD	Private	AgileMD is a web, mobile, and EHR-integrated application that provides clinicians fast access to guidelines, protocols, and reference information.	7/16/15	Undisclosed*	Seed	Undisclosed
Cinarra Systems	Private	Cinarra is a technology startup that is changing the economics of the mobile industry by redefining the role of the network operators and over-the-top platforms.	7/16/15	\$20.0	Series B	SoftBank Capital, Almaz Capital Partners, Sigular Guff & Company
Guidebook	Private	Guidebook is a web interface enabling organizations to create mobile guides for their customers.	7/16/15	Undisclosed	Series A	Mosaic Ventures, MHS Capital
Malauzai Software	Private	Malauzai Software Inc. builds mobile banking SmartApps for community banks and credit unions for use by their customers and members.	7/16/15	\$11.0	Undisclosed	Undisclosed
Crew	Private	Crew is the online marketplace for creative talent - a trusted community where you can connect with the world's most talented mobile and web creators to build your dream mobile app, website, or brand.	7/15/15	\$7.6	Undisclosed	Accomplish, iNovia Capital, Real Ventures, BOLDstart Ventures, BDC Venture Capital, AngelList, LaunchCapital, LDV Partners
Shelfbucks	Private	Shelfbucks aims to level the playing field between physical and online retail. We will revolutionize the brand to consumer channel through mobile.	7/15/15	\$0.7	Undisclosed	Undisclosed
P97 Networks	Private	PetroZone®, created by P97 Networks, is a cloud based mobile commerce platform which connects consumers with retail fueling merchants and convenience stores across a broad partner ecosystem, including oil company payment networks, merchants, consumer package good companies, automotive companies and banks.	7/14/15	\$1.1	Series A	Undisclosed
Curely	Private	Curely is an online constant care marketplace for doctors and consumers around the globe.	7/9/15	\$2.0	Seed	Exponential Partners
Pickup	Private	PICKUP provides consumers and businesses with the capability to get what they want, when they want it. Our network of owner-operated pickup trucks that leverage mobile technology literally puts, "a pickup in your pocket!"	7/9/15	\$0.6	Seed	Undisclosed
Babbel	Private	Babbel is a comprehensive system for learning languages. Offering fun, multi-media methods and the opportunity to exchange with a community, Babbel has been online since 2008 and boasts over ten million users on the web and on mobile devices.	7/8/15	\$22.0	Series C	Scottish Equity Partners, Reed Elsevier Ventures, Nokia Growth Partners, VC Fonds Technology Berlin
Reveal Mobile	Private	Reveal Mobile builds mobile audience analytics from three distinct sources. We use traditional latitude & longitude, app behaviors, and the world's first beacon-powered audience database.	7/8/15	\$0.8	Undisclosed	Alerion Partners, IDEA Fund Partners, River Cities Capital Funds, Capitol Broadcasting
ShiftMobility	Private	SHIFTMobility's All-In-One platform for the auto industry is unique in its ability to vertically integrate manufacturers, distributors, and repair centers through any mobile device.	7/8/15	\$2.0	Undisclosed	Undisclosed
Bugsnap	Private	Bugsnap detects crashes in web and mobile apps, collecting diagnostic information and notifying your dev team over email, sms or chat.	7/7/15	\$7.2	Series A	Benchmark Capital, Matrix Partners
PubNub	Private	PubNub is a blazingly fast cloud-hosted messaging service for building real-time web and mobile apps.	7/1/15	\$20.0	Series C	Sapphire Ventures, Scale Venture Partners, Relay Ventures

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout September 1-30, 2015.

Financing Transactions

DEBT FUNDING

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
Valencell	Private	Valencell's proprietary Healthsnet technology turns mobile devices into health and fitness devices, addressing the growing demand for seamless monitoring of physical performance, fitness, and health status.	9/11/15	\$2.6	Debt	Undisclosed
Radius Networks	Private	Radius Networks RadBeacon proximity beacons are the industry's first multi-beacons, providing concurrent support for both iBeacon™ and AltBeacon™ proximity technologies, and seamless proximity services across iOS, Android, and other emerging mobile environments.	9/10/15	\$2.1*	Debt	Undisclosed
Common Sensing	Private	Common Sensing Inc. manufactures a diabetes management product. The company offers an insulin pen cap that records a person's insulin intake information and transmits it to a mobile phone or a connected glucose meter.	9/9/15	\$0.9	Debt	Undisclosed
Omsignal	Private	Omsignal has developed a revolutionary line of bio-sensing clothing that connect seamlessly with mobile devices.	9/4/15	\$3.5*	Debt	Undisclosed
Parkifi	Private	Parkifi is making parking less of a hassle with our real time parking occupancy platform. Utilizing our sensor technology we provide real time data to parking lot operators, cities, and mobile applications to let them know where open and available parking spots are.	9/4/15	\$2.0	Debt	Undisclosed
Cignifi	Private	Cignifi is revolutionizing the way financial service companies meet the needs of 2.7 billion people worldwide with a mobile phone but no access to formal financial services. The company has developed the first proven analytic platform to deliver credit and marketing scores for consumers using mobile phone behavior data.	8/18/15	\$0.5	Debt	Undisclosed
Mobilewalla	Private	Mobilewalla is the neutral data destination for consumers and the mobile industry insiders seeking insights into the app market.	8/4/15	\$2.3	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.	7/31/15	\$1.1*	Debt	Undisclosed
Homer Logistics	Private	Homer uses technology to make food delivery faster, safer, and cheaper in the urban environment. Through the use of mobile tracking, routing, and communication, Homer delivers more orders in fewer miles traveled.	7/22/15	Undisclosed	Debt	Brooklyn Bridge Ventures, Two Sigma Ventures, Vayner RSE, Rugged Ventures, Haystack Fund
Emma	Private	Emma is a provider of best-in-class email marketing software and services that help organizations of all sizes get more from their marketing. Email is personal.	7/9/15	\$5.0	Debt	Nashville Capital Network, Square 1 Bank
mParticle	Private	mParticle is a mobile technology company based in New York City.	7/7/15	\$4.3	Debt	Undisclosed
eXacly	Private	eXacly.me makes the world relevant. eXacly.me enables discovery, interaction, personalization and sharing across distributed networks of web sites, Facebook, eXacly.me platform, and soon—mobile.	7/2/15	\$0.6	Debt	Undisclosed

*Note: Radius Networks is still seeking 915,000 in funding.

*Note: Omsignal is still seeking \$4,500,000 in funding.

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout September 1-30, 2015.

S-1 Filings

S-1 FILINGS: FILED

Company	Date Filed	Description
PointClickCare Corp.	9/3/15	PointClickCare Corp. is a leading provider of comprehensive cloud-based software solutions for the North American senior care industry.
SRA Companies, Inc.	7/8/15	SRA is a provider of sophisticated information technology.

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout September 1-30, 2015.

Mobile Marketing Association

About the Mobile Marketing Association (MMA)

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

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

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

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

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

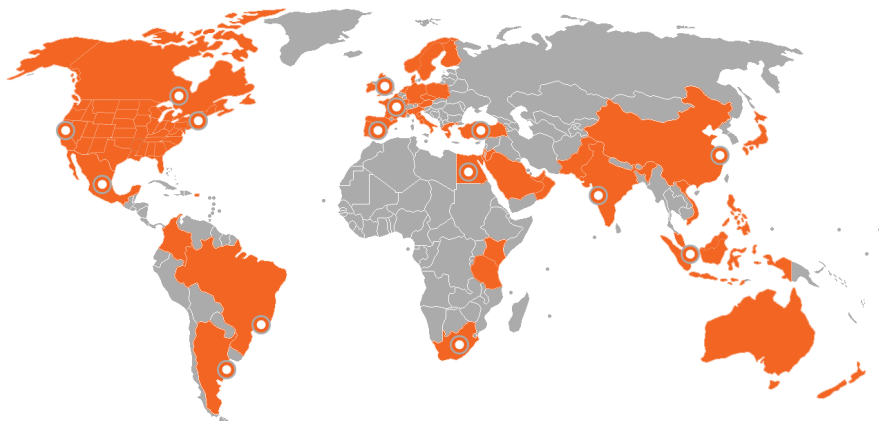
Executive Contacts

Greg Stuart
Global Chief Executive Officer
greg@mmaglobal.com
 +1 631 702 0682

Global Headquarters

Mobile Marketing Association
 41 E. 11th Street
 11th Floor
 New York, NY 10003

 NY+1 646 257 4515
mma@mmaglobal.com



Mobile Marketing Association

Calendar of Events

OCTOBER 15, 2015

APAC Smarties Awards Gala

Jakarta, Indonesia

<http://www.mmaglobal.com/smarties-apac/venue>

JULY 24–26, 2016

MMA CEO & CMO Summit

Sonoma, CA, USA

<http://mmaglobal.com/ceosummit2016>

NOVEMBER 5, 2015

MMA Forum Istanbul

Istanbul, Turkey

<http://www.mmaglobal.com/forumistanbul2015>

Global Events Calendar

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

PREMIER GLOBAL
NON-PROFIT TRADE
ASSOCIATION

Hidden River

About Hidden River

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

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

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

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

Executive Contacts

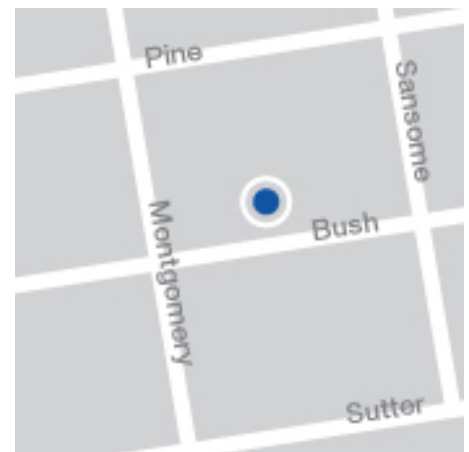
Todd Parker
Managing Director, Hidden River
 tparker@hiddenriverllc.com
 + 1 415 317 2121

DEDICATED
 EXCLUSIVELY TO THE
 MOBILE ECOSYSTEM

San Francisco Office

Hidden River, LLC
 268 Bush Street
 San Francisco, CA 94104

info@hiddenriverllc.com





STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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