



mobidia

Know Your Data

*Corporate Update
November 2014*

Mobidia Provides Mobile Measurement Data



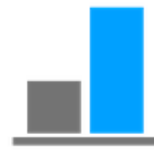
Real Usage From Real Users

Get everyday usage, from everyday users in the wild, at scale. No projections or surveys.



Largest Global Sample

Get global usage in 200+ countries. Pivot by country, state*, metro*, carrier, platform, cohort, and more.



App Usage vs Downloads

Move beyond app downloads and “intent”. Get engagement and retention* for any app, anywhere, any time.



Complete Network Visibility

See when, where, how customers are using apps, networks & plans. Regardless of connection: Cellular, Wi-Fi, Roaming, or Airplane mode.

** Available Q1'15*

Make Better & Faster Decisions with Mobidia Data



Gain deeper understanding of users & publishers

- Analyze cohorts to understand what other apps your users (or your competitors' users) are using
- Gain insight into app marketshare and top app categories
- Understand app usage by platform
- Pivot by devices, platforms, countries, regions



Benchmark against competitor apps

- Track game play minutes & sessions (day/wk/mth)
- Track usage of Apps and Games globally
- See top App rankings and top mobile games



Discover up-and-coming hits

- Analyze popular and long-tail apps ranked by usage
- Understand usage within categories of apps and publishers
- Identify mobile app trends and app competition



Understand app life cycle, churn, retention

- Spot trends in app installs, uninstalls, re-installs, and daily/weekly/monthly usage patterns over time
- Better understand app loyalty, app user habits and retention over time

Get Mobile App, Network, Plan, & Device Insights



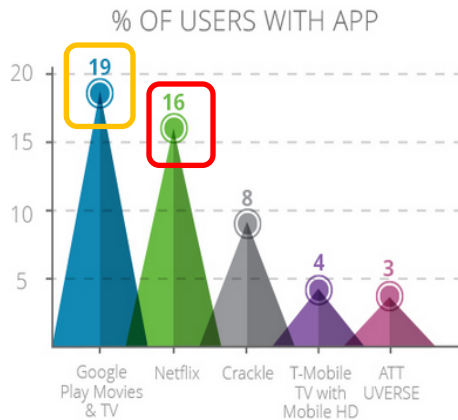
Get Actual Usage data from millions of users vs. app download, store ranks, and projections.



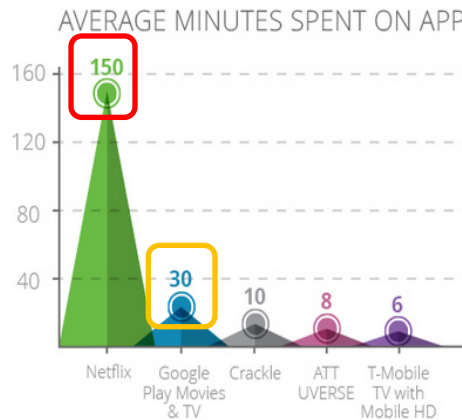
Get data in Any country and 18+ months of look back data vs. slow/paid panels in a handful of countries.



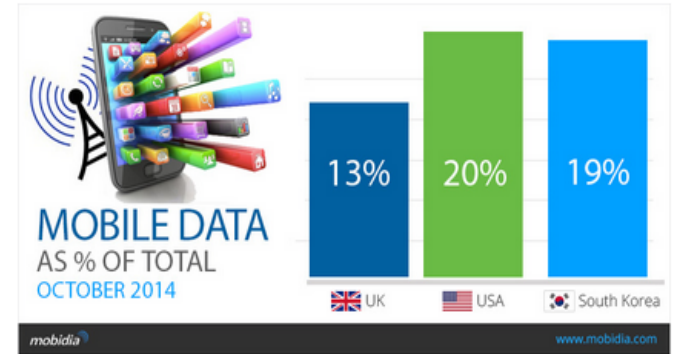
Get data on Any App & Network vs. silos of data on some apps or some networks. No SDK or DPI required.



VS



Downloads don't equal usage
(despite what App Store / Download providers claim)



WiFi dominates mobile usage
(despite what Carriers & VPN/DPI providers claim)

The Best Companies Rely on Mobidia's Data and Insights

Mobidia C



Steadfast Financial LP



Mobidia is a Recognized Leader in Mobile Measurement



THE WALL STREET JOURNAL.



Forbes



ABIresearch®

FORRESTER®



FierceWireless

Jefferies



BGR

YAHOO.



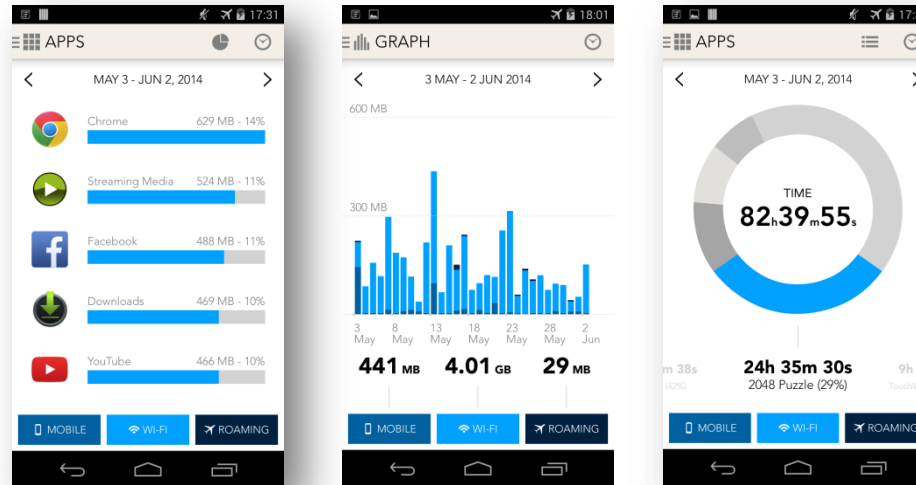
Cult of Mac



THE HUFFINGTON POST

Powered by Patent-pending Technology

What makes us different? Crowd-Sourced, Global, Mega-panel



★★★★★ 4.6 Avr. rating (125K+ reviews), 9M+ downloads

- Wildly popular free Android & iOS app
“My Data Manager” drives data quality & value
- Saves subscribers money on phone bill
- Decreases operator’s customer care costs
- Global appeal, available in 14 languages

Millions of Anonymous, Opt-In Users Feed Mobidia Mobile Insights Daily

My Data Manager is Promoted by Leading Mobile Operators and OEMs around the World

My Data



Carriers promote My Data Manager (at no cost to Mobidia) to Improve Customer Service, and Reduce Churn and Write-Offs on Excessive Data Bills

Crowd-Source Reach: Global, Diversified, Growing

15M downloads, +8-10K/ day of My Data Manager

250 Billion records of App Usage
Growing by over **400M records daily**
= Deep Insights into users and markets

200+ Countries

Insights on 3M Apps, any app used in the wild

18+ Month historical look-back

Real data from real users in the wild. On and off-network.
Mobidia is the only provider of this data at scale.



New Innovation #1: Shared Data Plans

Launching
Dec 2014

- Growing market opportunity
 - ◆ Major carriers in NA & Europe rolling out Shared Data plans
 - ◆ ATT/VZW claim over 50% of subscribers are on shared plans
- Major differentiator
 - ◆ Operators slow to address making it simple to manage Shared Data plans
 - ◆ Limited 3rd party app solutions b/c of on-device and server expertise required
- Beyond bill shock, but related
 - ◆ Easy add for Mobidia
 - ◆ Less techie, more about money
 - ◆ Family managers = big user market base
- Network effect to grow crowd-sourced users
 - ◆ Teams sign up not individuals
 - ◆ Or individuals with multiple devices
- **New Data – group usage, family managers**

CREATE GROUP

JUDY SMITH 760-987-5554

JOE SMITH 760-987-5553

ADD NEW MEMBER

e.g. 776-453-5412

DONE

1
4 GHI
7 PQRS

CREATE GROUP

DEFINE GROUP

GROUP NAME

e.g. Smith Family

MY MOBILE NUMBER

e.g. 776-453-5412

DATA PLAN LIMIT (GB)

e.g. 10 GB

STARTING DATE

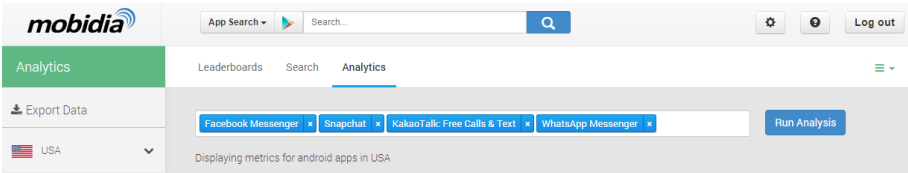
5/15/2014

NEXT

New Innovation #2: App Dashboard

Public Dashboard =
Live on Mobidia.com

Customer Dashboard =
Beta release
(Launching Q1'15)

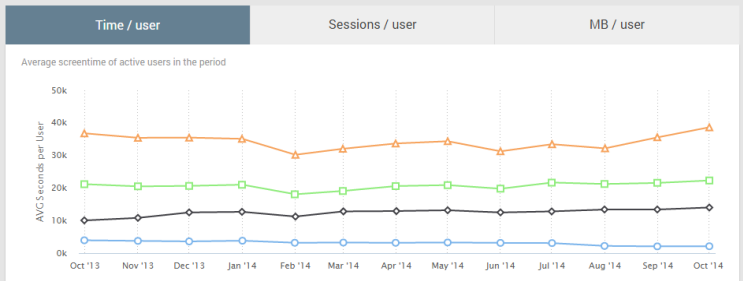
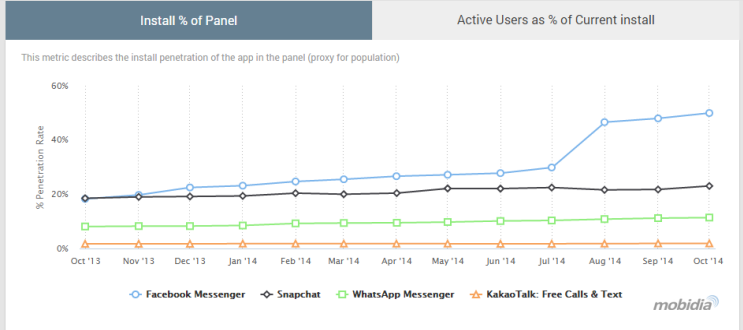


Top iOS Apps for October 2014

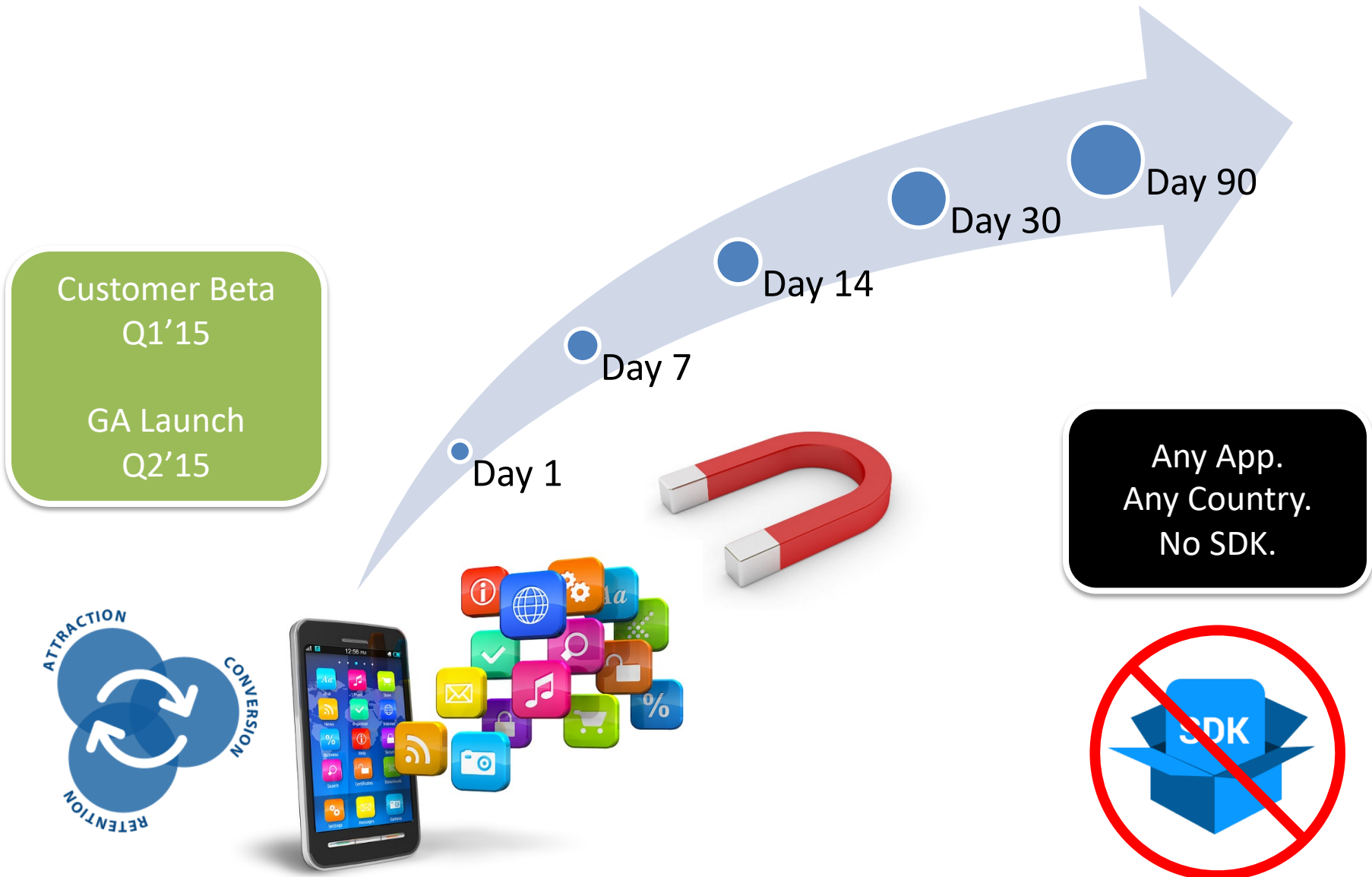
Ranked by Monthly Active Users

IOS [dropdown] APPS [dropdown] MORE DATA INSIGHT






USA	UK	South Korea
#1 = Facebook	#1 = Facebook	#1 = KakaoTalk Messenger
#2 = YouTube	#2 = Facebook Messenger	#2 = 네이버 - NAVER
#3 = Facebook Messenger	#3 = WhatsApp Messenger	#3 = Facebook
#4 = FaceTime	#4 = FaceTime	#4 = YouTube
#5 = Instagram	#5 = YouTube	#5 = KakaoStory
#6 = Snapchat	#6 = Instagram	#6 = 네이버 지도 - Naver Map
#7 = Google Maps	#7 = Google Maps	#7 = Facebook Messenger
#8 = Pandora Radio	#8 = Twitter	#8 = BAND - Group sharing, communicati...
#9 = Twitter	#9 = Snapchat	#9 = FaceTime
#10 = Google™	#10 = eBay	#10 = 멜론(MeiOn)
#11 = The Weather Channel and weather.c...	#11 = BBC News	#11 = 네이버 웹툰 - Naver Webtoon
#12 = Pinterest	#12 = Google™	#12 = 다음 - 뉴스, 브라운지, 프로야구 (Dau...



New Innovation #3: App Retention & Lifecycle

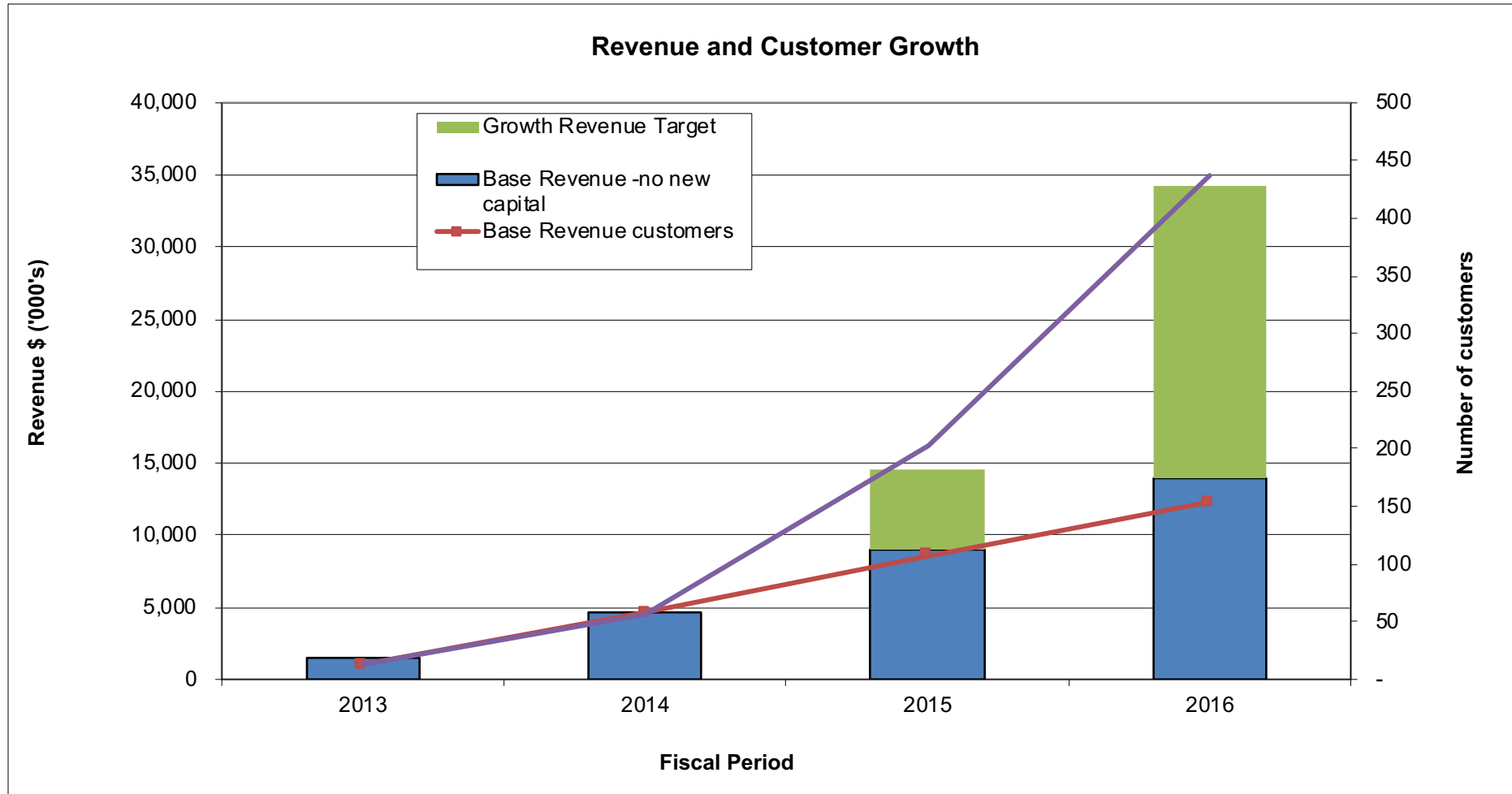


Business Model: Recurring Customer Subscriptions

Vertical	Mobidia Value Prop	Lighthouse Customers
Carriers/ OEMs	They know activity on their network, but not on WiFi or competitor networks	
Hedge Funds	Inform global investment decisions in companies with material mobile elements (e.g. FB, LNKD, TWTR, NFLX, Baidu, etc.)	
Mobile Gaming	Finding the next blockbuster, biz model shifting to freemium, tracking user engagement & loyalty is key	
Social Messaging	They know activity in their apps, but not competitor apps or market trends	
Tech & Market Analysis	Market intelligence, trends and data that is not available through their sources	
In Progress	New verticals in pipeline: e.g. Retail Banking, Real Estate, Travel, Retail, etc. New product offers launching (dashboard, app retention, app install source & attribution, etc.)	<p>Big opportunity – Mobile ad revenue forecast to grow to \$28B. Analytics spend at 2% = \$560M market</p>

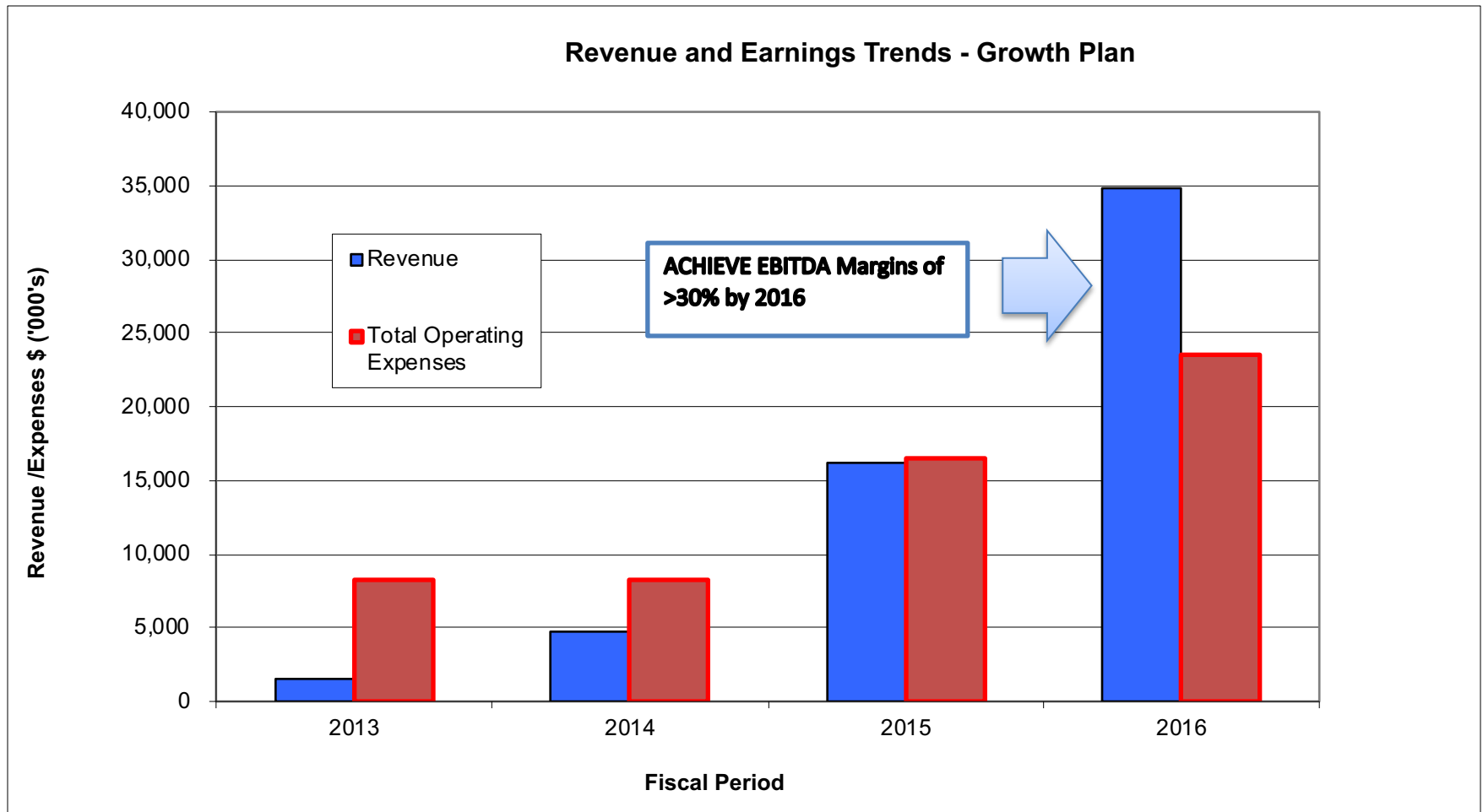
Recurring Revenue Model

Assumes up to 100 New Wins/Year, 85% Retention Rate



Significant Operating Leverage

High Profit Margin %



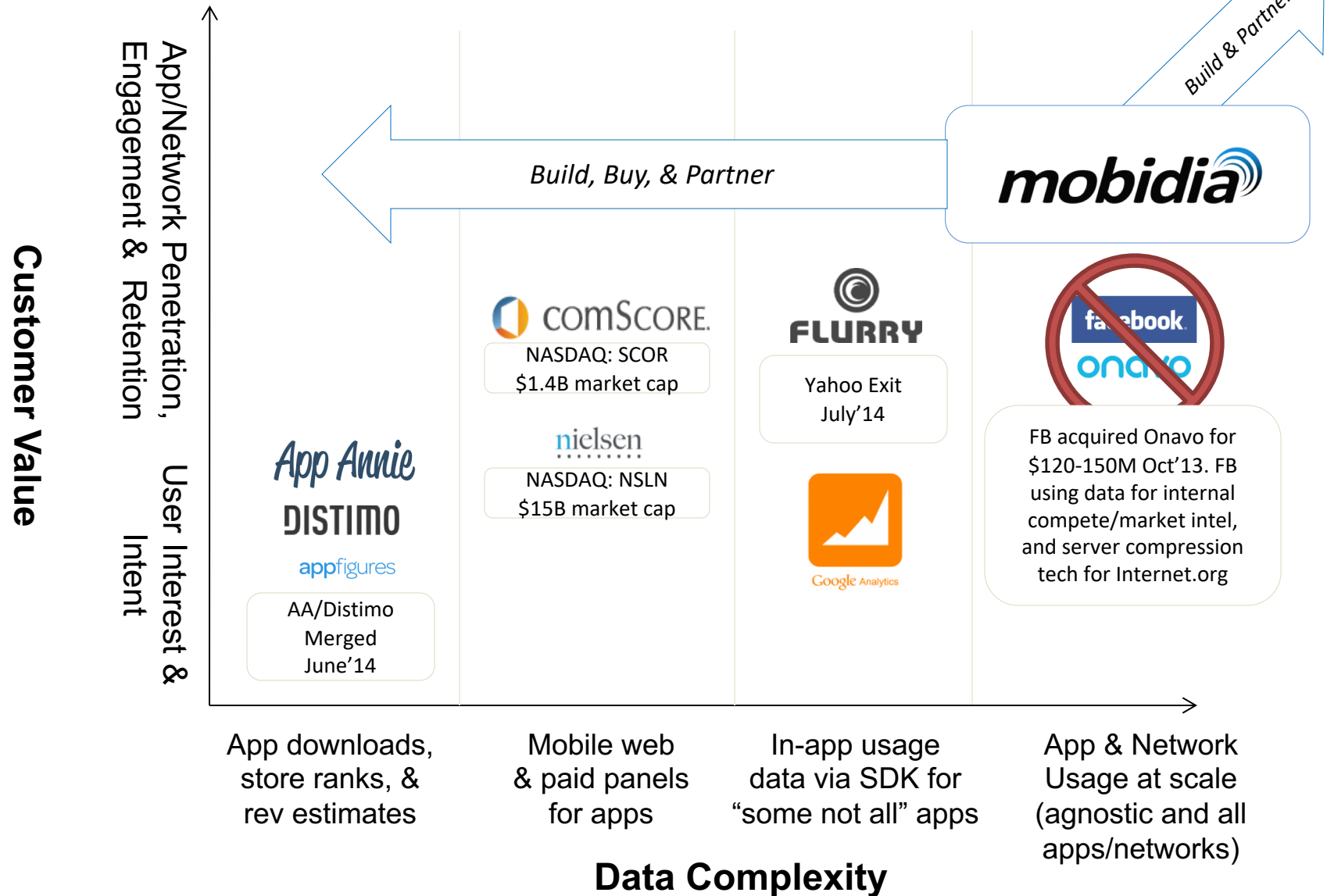
Five Year Earnings Trends

2012-2016







	Actual 2012	Actual 2013	Forecast 2014	Forecast 2015	Forecast 2016
INCOME STATEMENT					
License	0	524,268	338,451	313,928	250,248
Analytics	72,812	955,359	4,242,791	14,267,355	33,939,089
Other	10,148	711	0	0	0
Revenue	82,960	1,480,338	4,581,243	14,581,283	34,189,337
Operating Expenses					
General & Admin	1,238,599	1,306,187	1,391,280	2,984,816	3,442,159
Sales & Marketing	1,041,328	1,229,469	3,557,765	7,376,583	10,954,049
Engineering	1,178,816	1,481,872	1,659,626	3,265,960	4,144,191
Delivery	0	396,066	648,210	1,338,906	4,120,807
Total Operating Expenses	3,458,743	4,413,594	7,256,881	14,966,264	22,661,206
Interest, depreciation and other	635,121	325,117	24,413	12,000	12,000
Income (Loss) before taxes	(4,093,788)	(3,268,283)	(2,700,051)	(396,981)	11,516,131

Assumes injection of
capital to accelerate
organic growth

Market Position & Strategy



2014 Milestones: Prove strategy & scale business

-  Deliver \$5M+ of TCV Bookings
-  4x customer base (15 to 60+), and establish marquee vertical customers (e.g. roadmap collaboration)
-  Cross 9M+ downloads
-  Ship My Data Manager Shared Data Plan support
-  Protect & Validate IP (file patent, and license IP)
-  Web dashboard & metrics/reporting enhancements

Experienced Team Knows Mobile & Data



Derek Spratt CEO & President

- Successful serial entrepreneur
- Intrinsic, PCS Wireless
- Multiple board seats, investments
- Personally invested in Mobidia



Chris Hill SVP Marketing, Biz Dev

- 20+ years in mobile
- Microsoft, GE
- Multiple start-up experiences



Kevin McGuire SVP and GM

- 15+ years in mobile & data
- Microsoft, QNX, Motricity, Adenyo, Newbridge
- Multiple mobile & analytics start-ups and exits, 9 patents

Notable Board Members & Advisors

- Kent Thexton, Chairman
 - Redknee, Sierra Wireless, Seven, O2
- Linda Summers, Advisor
 - Ex-Skype Exec
- Clarence Chandran, Advisor
 - Ex-COO Nortel Networks

Summary Cap Table

Summary Cap Table				
	Preferred Shares	Common Shares	Total	
VC's				
BC ADVANTAGE	3,655,208		3,655,208	
BC DISCOVERY	4,784,588		4,784,588	
BDC	3,213,129		3,213,129	
HARMONY	1,999,998		1,999,998	
Total VC's	13,652,923	0	13,652,923	40%
Management	769,999		769,999	2%
Founders shares		4,112,783	4,112,783	12%
6 Institutional Investors	3,743,074	0	3,743,074	11%
High Net Worth Individuals	12,067,465		12,067,465	35%
	30,233,461	4,112,783	34,346,244	
Additional shares due to anti-dilution	84,374		84,374	0.2%
Total	30,317,835	4,112,783	34,430,618	

Total raised to date - \$35.8M, ~\$1M Cash on Hand.
Existing shareholders continue to be supportive given growth prospects

SAAS “Like” Plays and Analytics

Drive High Valuations



Facebook’s \$120-150 Million Onavo acquisition – Onavo’s revenue rumored to be \$1-2M at time of acquisition, no longer sell their data leaving Mobidia without a direct competitor



App Annie acquires competitor Distimo and raises another \$17M, EV >\$100M according to TechCrunch based on \$10-20M TTM rev.



Twitter acquires GNIP bringing valuable data in-house. Terms not disclosed. Twitter allowed GNIP firehouse access to its data and messaging analytics as a revenue growth area.



Playhaven/Kontagent merge to form Upsight, focused on creating the leading analytics and marketing platform for mobile games.



Unity acquires Playnomics and Applifier to expand beyond its game engine into discovery, and predictive analytics for game developers; insights into how users behave, engage, retain, churn.

SAAS Comparables

Valuation Range: From 2.2 to 13.7 X Trailing Revenues

Company Name	Ticker	Share Price	Market Cap	EV	TTM Revenue	TTM EBITDA	Trailing Twelve Months				EV/EBITDA	
							EV/TTM Revenue	Gross Margin	EV/TTM EBITDA	EBITDA Margin	EV/2013A EBITDA	EV/2014E EBITDA
							(x)	(%)	(x)	(%)	(x)	(x)
U.S. Listed SaaS Vendors												
Salesforce.com, Inc	NYSE:CRM	\$61.27	\$37,619.6	\$39,134.8	\$4,830.9	\$349.6	8.1x	76%	111.9x	7%	62.0x	38.7x
NetSuite Inc.	NYSE:N	\$91.48	\$6,934.1	\$6,722.2	\$491.9	\$38.6	13.7x	68%	174.2x	8%	138.1x	136.2x
Concur Technologies, Inc.	NasdaqGS:CNQR	\$99.59	\$5,665.1	\$5,524.5	\$693.1	\$30.8	8.0x	67%	179.4x	4%	45.9x	42.0x
athenahealth, Inc.	NasdaqGS:ATHN	\$137.81	\$5,215.1	\$5,316.7	\$697.8	\$84.0	7.6x	59%	63.3x	12%	45.4x	37.6x
The Ultimate Software Group, Inc.	NasdaqGS:ULTI	\$146.65	\$4,157.4	\$4,060.1	\$478.3	\$67.2	8.5x	59%	60.4x	14%	42.6x	31.9x
Average							9.2x	66%	117.8x	9%	66.8x	57.3x
Median							8.1x	67%	111.9x	8%	45.9x	38.7x
<US \$400 MM Revenue												
Marketo, Inc.	NasdaqGS:MKTO	\$31.19	\$1,262.8	\$1,144.1	\$119.7	-\$46.8	9.6x	63%	nmf	nmf	nmf	nmf
LogMeIn, Inc.	NasdaqGS:LOGM	\$49.68	\$1,206.4	\$987.8	\$196.2	\$18.1	5.0x	88%	54.7x	9%	29.3x	20.3x
Constant Contact, Inc.	NasdaqGS:CTCT	\$32.92	\$1,033.5	\$893.3	\$326.6	\$33.6	2.7x	72%	26.6x	10%	18.3x	13.8x
E2open, Inc.	NasdaqGM:EOPN	\$21.71	\$625.9	\$570.7	\$79.0	-\$23.2	7.2x	61%	nmf	nmf	nmf	nmf
LivePerson Inc.	NasdaqGM:LPSN	\$10.68	\$579.1	\$494.1	\$202.1	\$7.2	2.4x	76%	69.0x	4%	23.1x	21.5x
Marin Software Incorporated	NYSE:MRIN	\$12.44	\$419.4	\$322.1	\$91.5	\$18.1	3.5x	61%	17.8x	20%	nmf	nmf
Rally Software Development Corp.	NYSE:RALY	\$11.25	\$279.8	\$187.9	\$85.2	-\$20.5	2.2x	76%	nmf	nmf	nmf	nmf
Average							4.7x	71%	42.0x	11%	23.6x	18.5x
Median							3.5x	72%	40.6x	10%	23.1x	20.3x
Total Average							6.5x	69%	84.1x	10%	50.6x	42.7x
Total Median							7.4x	68%	63.3x	9%	44.0x	34.7x

Growth Capital Acceleration – Use of Proceeds

- Accelerate business and enterprise value
 - ◆ Speed innovation to delight end-users and fuel data capture
 - ◆ Continue to build industry leading analytics platform and team
 - ◆ Scale a global sales and marketing force

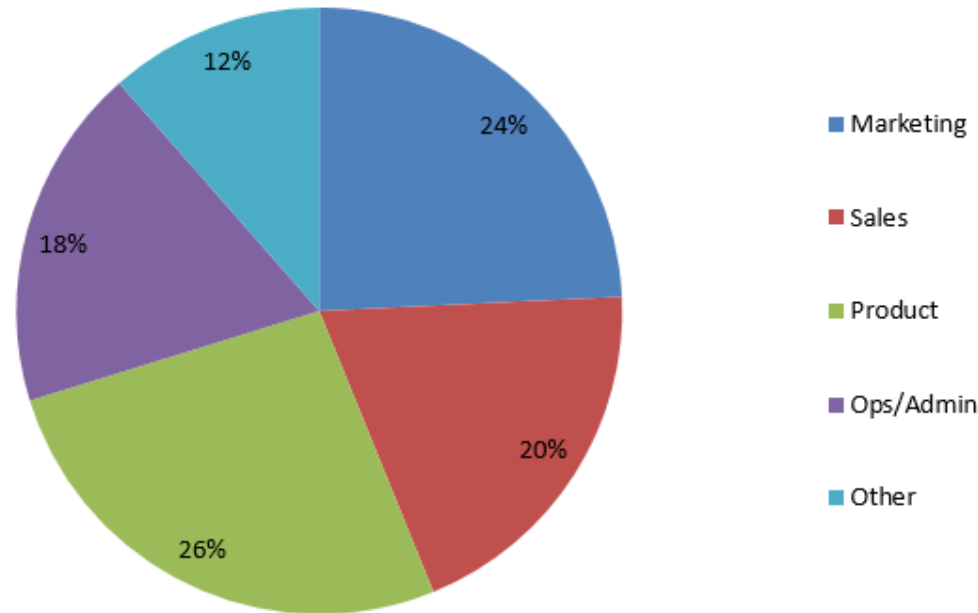
- Drive organic growth to achieve market dominant position, accelerate:
 - ◆ Sales & Marketing = grow awareness and engagement
 - ◆ Analytics platform = innovation and monetization
 - ◆ Product & Offers = new insights, metrics, forecasts; license 3rd party data
 - ◆ User reach & engagement = direct and indirect (SDK) panel growth
 - ◆ Market expansion = reach customers in EUR/APAC/LATAM
 - ◆ Partnerships & Alliances = cement leadership position, fend off competitors

- “Take-charge” options through inorganic growth opportunities
 - ◆ M&A
 - ◆ Roll-up competitors

Growth Capital Deployment Model

Grow: Revenue, Product, Platform and Users

2015 Spending Increase (sample model)



Growth Capital Investment of \$5-10M accelerates organic growth trajectory; while exploring targeted “tuck-in” inorganic growth opportunities through build/buy/partner assessments

Multiple Growth & Strategic Paths

Market Researchers	Network Operator Solutions	Digital & Mobile Measurement	Usage/App Instrumentation	App Platforms and App Leaders	Hedge Funds & Analysts	Mobile Media & Advertising
<ul style="list-style-type: none">•Nielsen•Kantar•Ipsos•GfK•IHS•Etc.	<ul style="list-style-type: none">•Amdocs•ALU•Comverse•Guavas•Zettics•Etc.	<ul style="list-style-type: none">•Axiom•Experian•Hitwise•Webtrends•comScore•Unity•Yahoo/Flurry•Etc.	<ul style="list-style-type: none">•VC-backed: AppAnnie, others•Norton•McAfee•AVG•Etc.	<ul style="list-style-type: none">•Social Networking•Mobile Gaming•Social Messaging•Etc.	<ul style="list-style-type: none">•Buy-side•Sell-side	<ul style="list-style-type: none">•Ad Networks•Ad Platforms•Ad Buying•Ad Tracking•Analytics & measure

Quickly evolving mobile market offers many opportunities for partners, VARs, investment, combinations, JV's, and exits

Expected consolidation and investment broadly within mobile analytics and measurement

Just added unity and Flurry to measure

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