Phunware

Corporate Overview

Content Summary

1. **About Phunware**

2. **The Phunware Platform**
   Modules to Enhance an Existing App

3. **Audience Building and Monetization**

4. **Vertical Application Solutions**
   Licensable and Ready-for-Market

5. **Related Experience**

6. **Appendix**
   Phunware Methodology, Staffing and Quality Assurance

What is Phunware?

Phunware's platform and solutions help brands **engage, manage** and **monetize** their users.

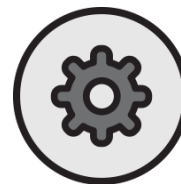|				
Modules to enhance an existing app	**Ready-for-market licensable app portfolios**	**Audience building, engagement and monetization**	**Data licensing for user engagement and acquisition**	**Services and support**

Covering the Mobile Lifecycle

Strategize

Application experience definition: devices, operating systems, feature sets and use cases

Engage + Monetize

Application usage: triggers for engagement and interaction

APPLICATIONS

DATA

MEDIA
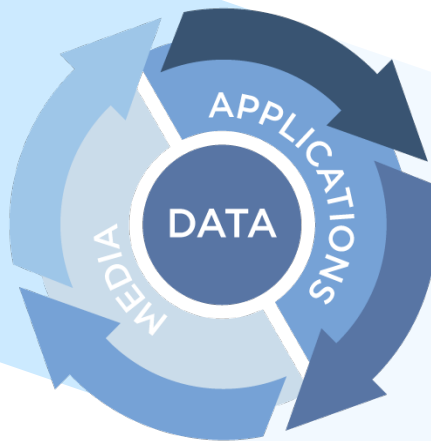
Create

Application portfolio completion: build, buy or lease

Launch

Application discovery: user acquisition and audience building

The Phunware Platform

Our platform touches about 1 in 10 devices globally.

1 in 10

Thousands of branded applications launched

1000s

More than 1 billion monthly unique devices

1B+

Hundreds of millions of videos served

100Ms

The Phunware Platform
Modules to Enhance an Existing App

Platform Overview

	Custom and Semi-Custom Branded Applications *WWE, CW, Fox, Revolt, NBC Sports, NASCAR, Etc.*		
Application Portfolio Services	Custom and Semi-Custom Branded Applications *WWE, CW, Fox, Revolt, NBC Sports, NASCAR, Etc.*		
Vertical Application Solutions	Aviation (Airports)	Healthcare (Hospitals / Health Systems)	Sports (Stadiums / Arenas)
	Retail (Malls / Shopping Centers)	Real Estate (Resorts / Hotels / Condos)	Other (Museums / Schools / etc.)
Horizontal Application Platform Products	Location-Based Services	Analytics	Marketing Automation
	Alerts and Notifications	Content Management	Audience Building, Engagement and Monetization

PHUNWARE DATA

Virtual Applications
Live Event Flagship Portfolios

◀ • • • ▶

Physical Applications
Venue Portfolios

◀ • • • ▶

Phunware IDs
Indoors and Outdoors

Location-Based Services
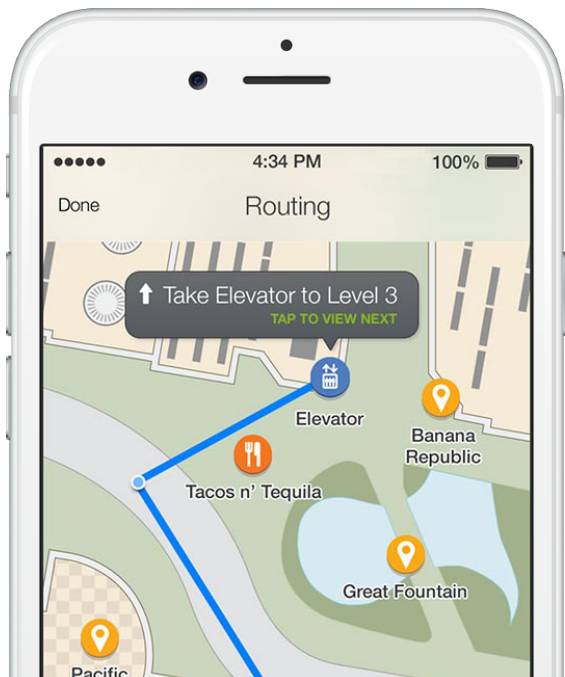
Mapping, Navigation and Wayfinding

- Multi-campus / multi-building, indoor and outdoor

- Based on blueprints and architectural plans

- Familiar smartphone user interface supports zoom, rotation, outdoor contextual references and custom points of interest

- Custom standard and accessible routes

- Easily update maps in the cloud to accommodate construction, staff-only areas, facility closures, etc.
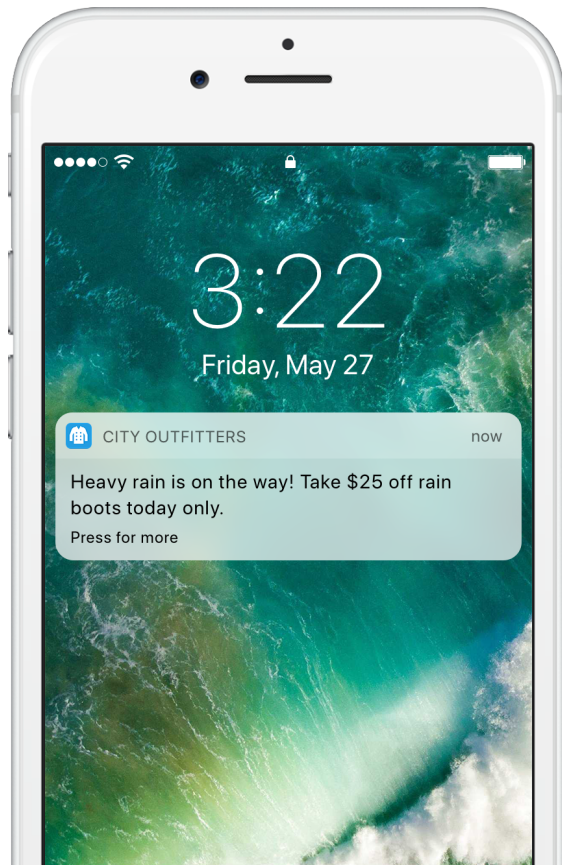
Indoor Blue-Dot Positioning

- Pinpoint indoor location to latitude, longitude and floor level

- Route to your destination in real time

- Smooth, GPS-like user experience

Help app users with indoor and outdoor navigation to, from and within your location.

Mobile Marketing Automation

- Collect users' in-app and location analytics to understand their behavior patterns

- Leverage users' profile data to personalize campaigns and maximize revenue opportunities

- Send messages to your entire install base or 1:1 to individual users

- Track engagement and attribution through your app users' journey

3:22

Friday, May 27

CITY OUTFITTERS   now

Heavy rain is on the way! Take $25 off rain boots today only.

Press for more

Mobile Marketing Automation

Easy campaign creation and management

Select broadcast, beacon or geofence campaign type

Create a customized message

Select app users to receive message

Schedule message ahead of time

© 2009-present Phunware, Inc.

Alerts and Notifications

Drive users back into your app for increased engagement and revenue
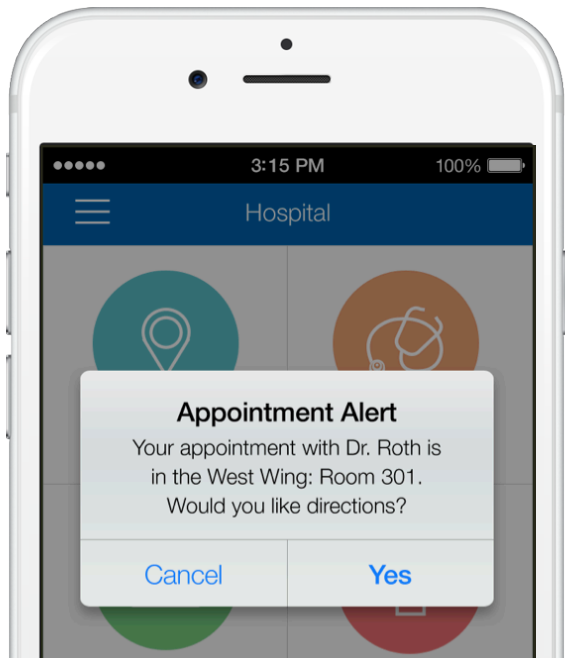
- Easily create and manage campaigns
- Send instantly or schedule for the future
- Segment your audience for precise personalization
- Link push notifications to targeted promotions
- Access an analytics dashboard with location reporting
- Built to scale

COMMON USE CASES

- Appointment reminders
- Announcements and events
- Coupons and promotions

- App updates
- Surveys
- Billing notifications

App Content Management

Manage your app's content from anywhere—without involving IT or republishing to the app marketplace.

- Manage, curate, load and store media, meta-data and content with an intuitive web-based portal

- Instantly publish across multiple platforms and devices
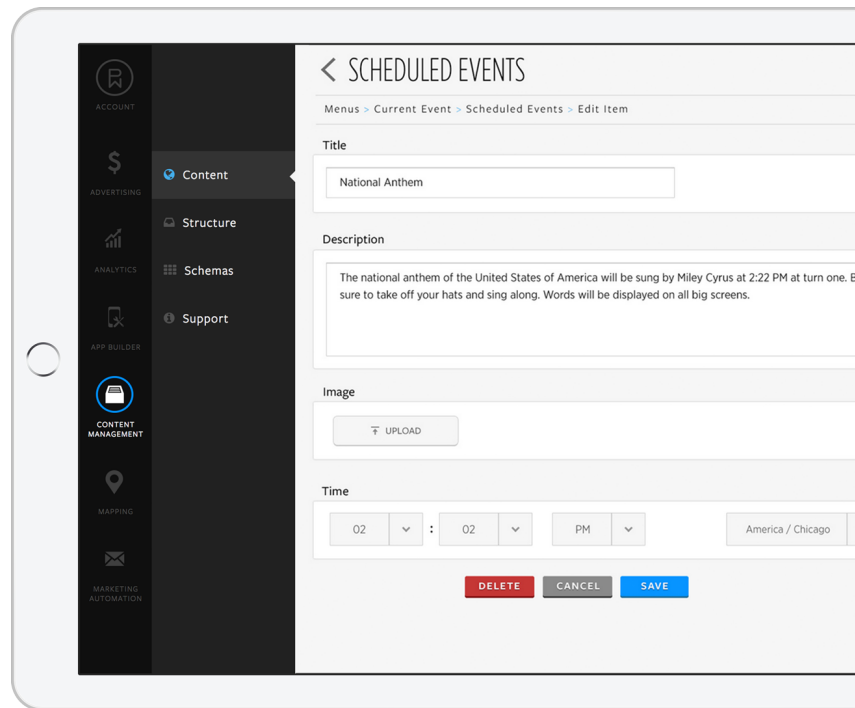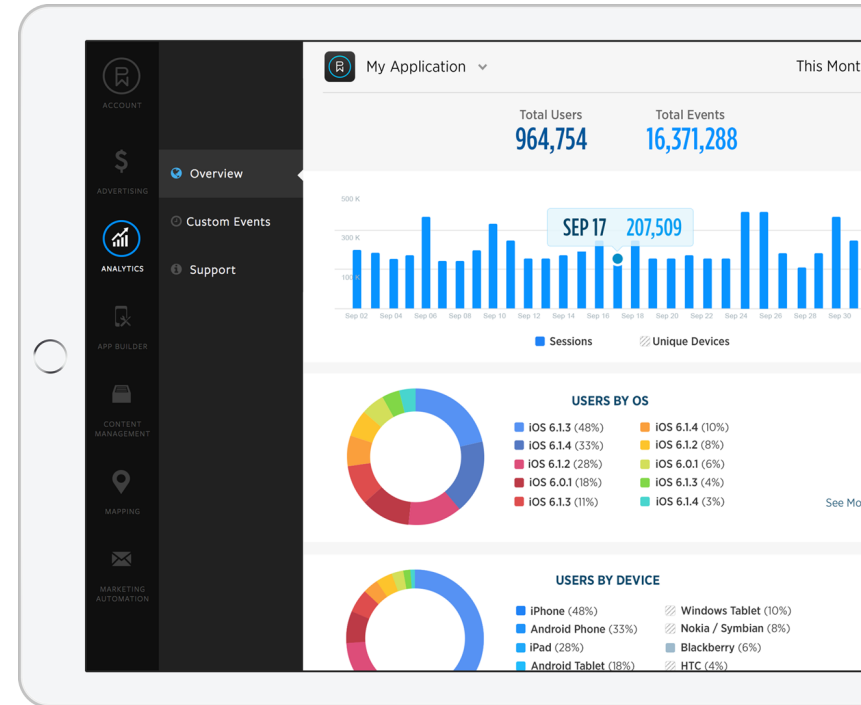
App Analytics

Connect the dots between app users, locations, devices, promotions and more.

- Customizable dashboard

- App session and usage analytics, timed event analytics and aggregated user analytics

- Comprehensive location-based metrics: dwell time, pathing between locations, entry and exit, etc.

Phunware Data

Leverage data from 800+ million devices touching the Phunware platform for hyper-granular audience targeting and insights.

- Understand how your users move throughout your property and where they go when they're not there

- Pinpoint users' home and work locations, overlaying demographic data to gain insight into age, gender and household income

- Identify groups to target for user acquisition campaigns

- Endless use cases and opportunities

Location Device ID Data

Accurate User Profile

Demographic Data From CRM

Audience Building and Monetization

Audience Building and Monetization

Phunware can increase your mobile ROI by helping you acquire and monetize users for your app.

Audience Building

Build, retain and engage your audience through effective mobile advertising

Audience Monetization

Monetize your app with ads— all while maintaining a smooth user experience
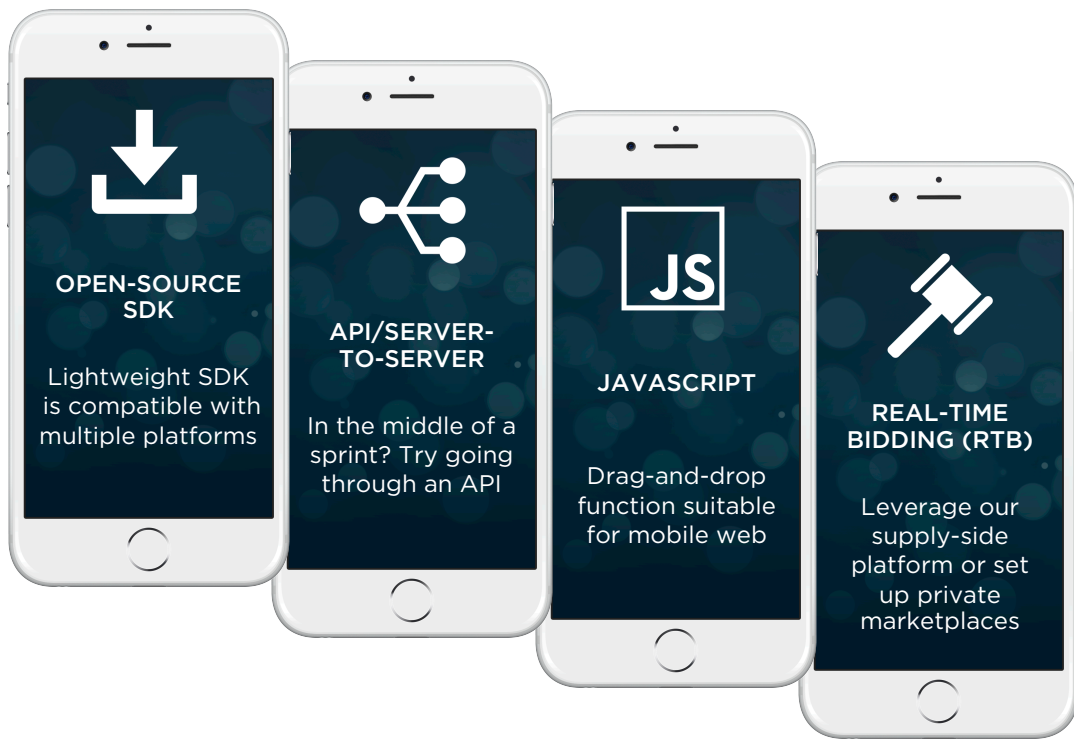
Audience Building

- Build, retain and engage your audience by running data-driven mobile advertising campaigns

- Drive more app downloads to grow your user base and only pay when your app is downloaded and opened

- Quality of installs and customer service certified by leading independent attribution platform, TUNE

- For branding, deliver campaigns that engage users with high-impact creative, such as mobile-first rich media, video and award-winning Phusion™ app integrations
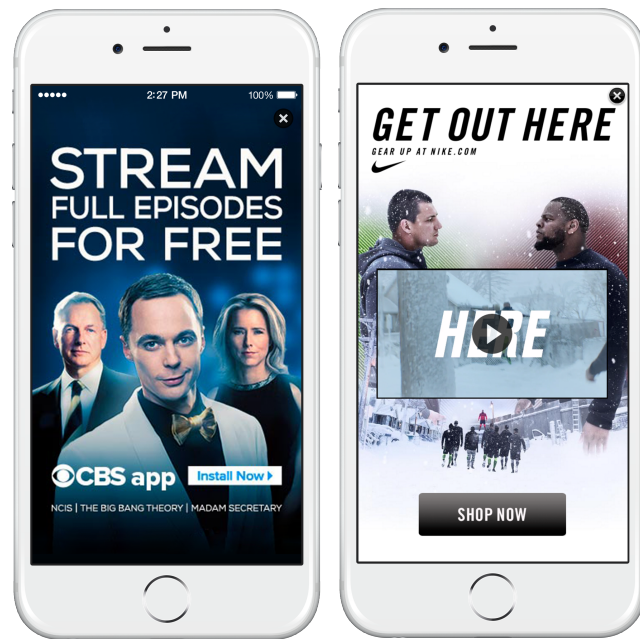
Audience Monetization

- Monetize your app with fluid, non-disruptive ad experiences

- Serve ads in rich media, video, native and other ad formats

- Integrate easily via a variety of methods and start serving high-quality ads from top brands

OPEN-SOURCE SDK

Lightweight SDK is compatible with multiple platforms

API/SERVER-TO-SERVER

In the middle of a sprint? Try going through an API

JS

JAVASCRIPT

Drag-and-drop function suitable for mobile web

REAL-TIME BIDDING (RTB)

Leverage our supply-side platform or set up private marketplaces

Vertical Application Solutions
Licensable and Ready-for-Market

Residential and Mixed-Use Properties

Differentiate the resident experience with lifestyle management on demand.

- **Resident App:** Submit work orders, receive package deliveries, check amenity availability via video feed, manage visitor lists and much more.

- **Staff Dashboard:** Automated resident communications, request management, app content management and more.

- **Sales Tools:** Branded mobile app with floor plans and pricing.

Guest services

Retail

Attractions

Restaurant

Third-party integrations

4TH & WEST

AMENITIES   CALENDAR   CAMERAS

DELIVERIES   MANAGEMENT   MESSAGES

MESSAGE BOARD   VALET   PROFILE
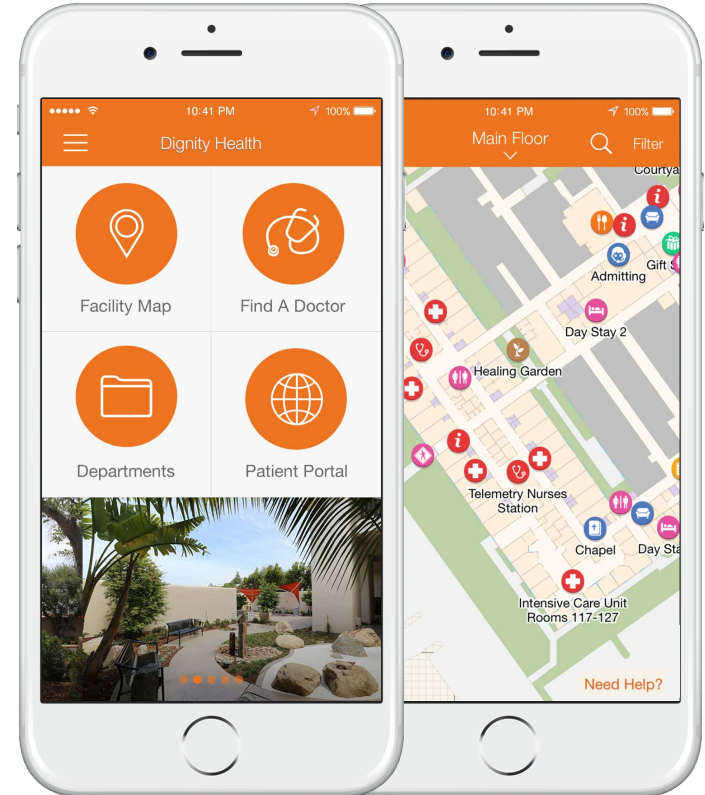
VISITORS   WORK ORDERS   SETTINGS

Healthcare

Improve the patient journey before, during and after medical visits.

- **Capabilities:** Mapping, wayfinding and real-time navigation, alerts and notifications, in-app promotions, analytics and app content management.

- **Formats:** Mobile application, web or tablet-based kiosk.

Shopping Centers

Guide and delight shoppers and keep them coming back.

- **Capabilities:** Directory of retailers, in-app promotions and monetization opportunities, content management, dynamic indoor and outdoor maps, parking reminders, analytics, marketing automation and more.

- **Shoppers:** Stay informed and engaged with mall amenities and events.

- **Retailers:** Increase exposure with in-app promotion of sales and specials.
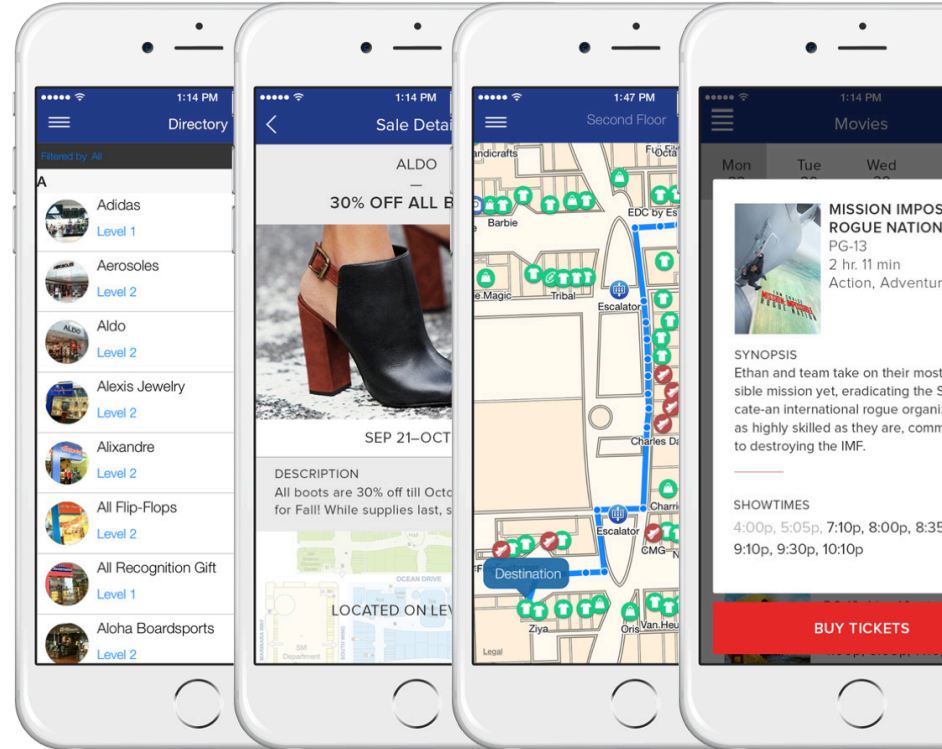
Aviation

Drive non-aeronautical revenue while enhancing the passenger experience.

- **Capabilities:** Flight tracking, in-app monetization and promotions, mapping, wayfinding and blue-dot positioning, alerts and notifications, analytics and app content management.

- **Passengers:** Receive on-demand information about flights, concessions, retailers and more.

- **Retailers and Concessionaires:** Increase revenue with location-based promotions and in-app advertising. Understand campaign performance and the customer journey with advanced analytics.
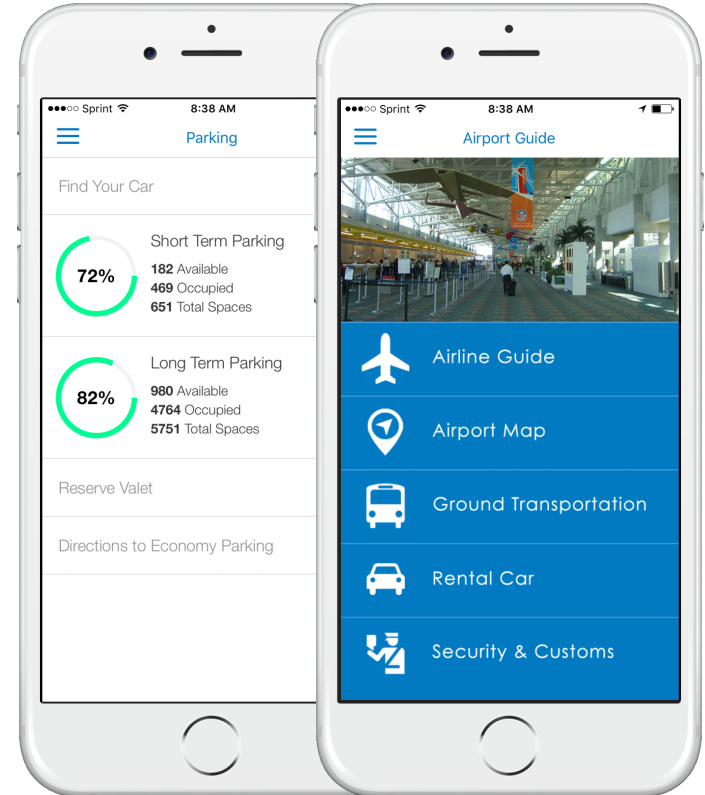
Stadiums and Arenas

Your fans' companion for the big event.

- **Capabilities:** In-app maps, turn-by-turn directions, push notifications, video streaming with on-demand replays and more.

- **Fans:** Engage more deeply with the event and navigate the venue with ease.

- **Venue Managers:** Make real-time updates to venue directories, news, offers and dynamic content. Promote events with mobile marketing automation.
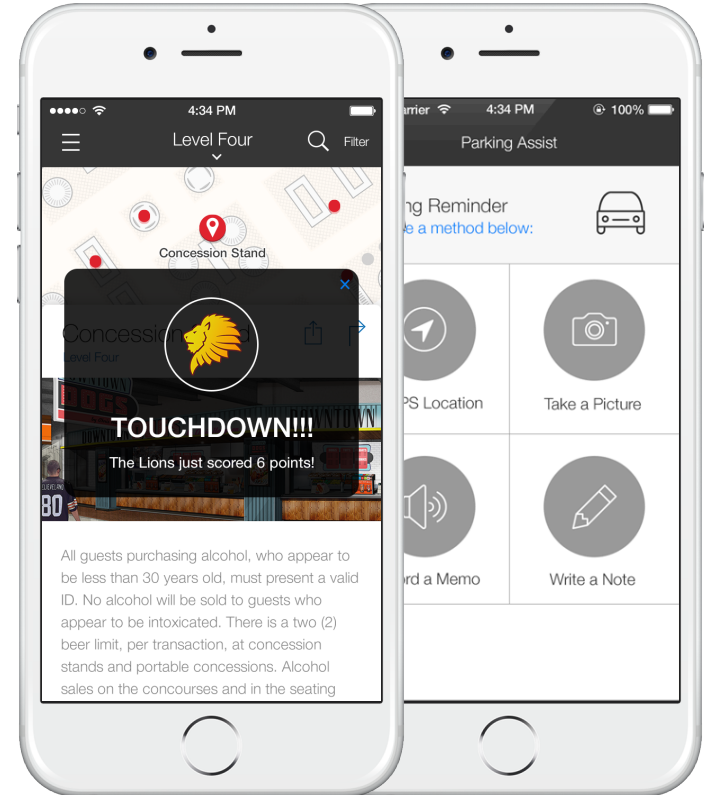
Retail Stores

Send timely, location-aware, personalized campaigns to boost foot traffic, revenue and customer loyalty.

- **Capabilities:** Geo-fencing via GPS, Wi-Fi or beacons, alerts and notifications and wayfinding.

- **Shoppers:** Receive compelling and contextually relevant offers.

- **Retailers:** Drive engagement and revenue, uncover user behavior insights and exceed shoppers' personalization expectations.
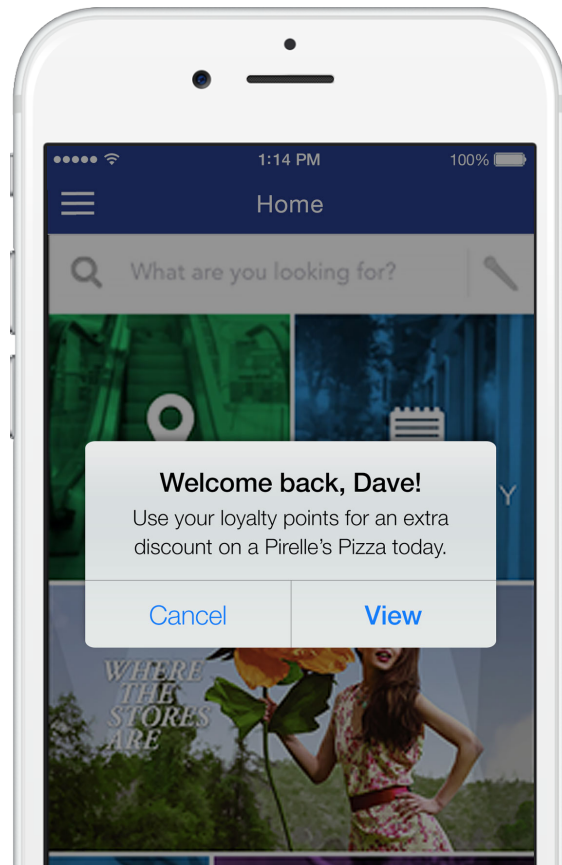
Application Portfolio Services

The Phunware Process

1

Discover ▶

We have collaborative discussions to define features, goals and focus for initial release.

2

Create ▶

Our solutions come pre-packaged with powerful features. We will work with you to create fully branded mobile and tablet solutions. Customizations and integrations are also available.

3

Evaluate ▶

As your application is built, our QA and Design teams test it for quality.

4

Launch ▶

Your Program Manager coordinates your app's review and launch across multiple marketplaces and assists with app install campaigns as needed.

5

Support ●

We support you after launch and explore roadmap planning, often rolling out new features and new releases. Phunware's commitment to innovation makes your app "future proof."

Integrations

- Featured content
- Social media
- Video streaming
- Loyalty and rewards programs
- Strategy, design, development, quality assurance (QA) and program management
- Premium live event and flagship application support

Appendix

About Phunware

Phunware is the pioneer of Multiscreen as a Service (MaaS)—the only fully integrated customer engagement platform that enables brands to engage, manage and monetize their anytime / anywhere users worldwide.

- 1 trillion+ transactions per year
- 1 billion+ monthly unique devices
- Hundreds of millions of videos served
- Tens of millions of application downloads
- Thousands of branded applications launched
- ~200 employees
- $90M+ in financing raised to date

Founded
February 2009

Structure
Delaware "C" Corporation

Headquarters
Austin, TX

Offices
Newport Beach, CA
San Diego, CA
Miami, FL
London, UK

Legal
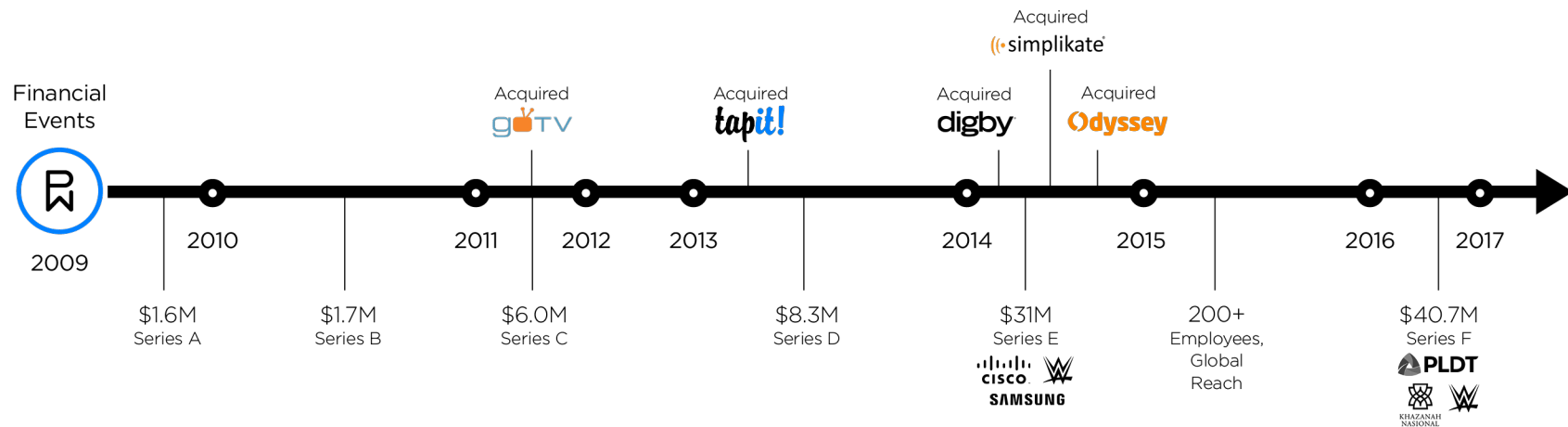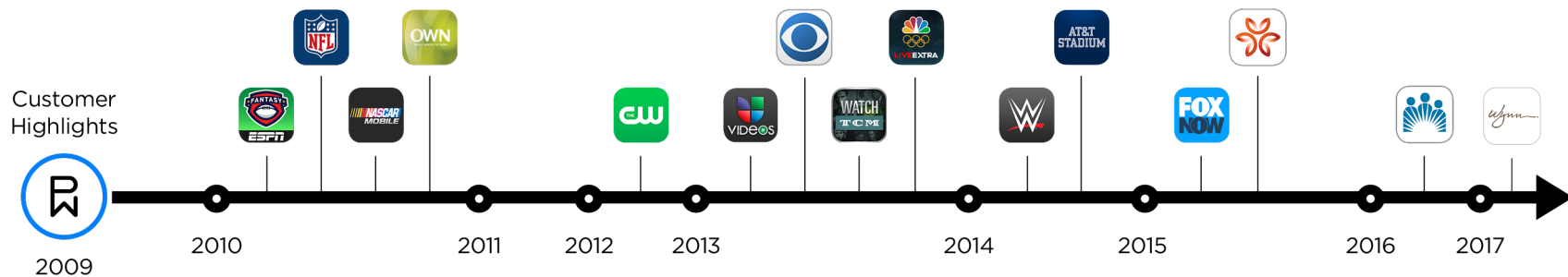Wilson, Sonsini, Goodrich
& Rosati, Palo Alto, CA

Audit
Ernst & Young

Website
www.phunware.com

Phunware Timeline

Customer Highlights

2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017

Financial Events

Acquired
simplikate

Acquired
goTV

Acquired
tapit!

Acquired
digby

Acquired
Odyssey

2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017

$1.6M
Series A

$1.7M
Series B

$6.0M
Series C

$8.3M
Series D

$31M
Series E

CISCO W
SAMSUNG

200+
Employees,
Global
Reach

$40.7M
Series F

PLDT
KHAZANAH
NASIONAL W

Customer Traction

Solution Licensing
Vertical Application Solutions

Platform Licensing
Horizontal Application Platform Products

Audience Building and Monetization
Transactional Targeting

Phunware's platform products and solutions are used by thousands of top brands worldwide.

Awards and Recognition

Forbes

America's Most Promising Companies
2014 (#36) and 2015 (#58)

Deloitte

Technology Fast 500™
2014 (#4), 2015 (#93) and 2016 (#165)

USA Today

Entrepreneur of the
Year Finalist 2014

Honor Roll: 2013, 2014,
2015, 2016 and 2017

2015, 2016

2014, 2015, 2016

Executive Team

Alan S. Knitowski
CEO

Founder and CEO, Vovida Networks (acquired by Cisco Systems)

Founder and Director, Telverse Communications (acquired by Level 3 Communications)

Director, vCIS (acquired first by Internet Security Systems and then IBM)

Cisco Systems, Nortel Networks, US Army, Curo Capital, Ecewa Capital Group

MSIE, Georgia Tech, MBA, UC Berkeley and BSIE, University of Miami (FL)

Luan Dang
CTO

Founder, EVP and CTO, Vovida Networks (acquired by Cisco Systems)

Advisor and Architect, Telverse Communications (acquired by Level 3 Communications)

Advisor, Bitfone (acquired by Hewlett-Packard)

Cisco Systems, Nortel Networks, Unisys, Curo Capital, Sagoso Capital

MSCS, Stanford and BSCE, UC San Diego

Randall Crowder
COO

Co-Founder and Managing Partner, TEXO Ventures

Sole Founder and Managing Partner, Novē Ventures

Director of The Crypto Watch

Executive Director, Central Texas Angel Network (CTAN)

Founder of Texas Venture Labs (TVL)

BS, United States Military Academy at West Point and MBA, McCombs School of Business at UT-Austin

Kauffman Fellow and member of the Young Entrepreneur Council (YEC)
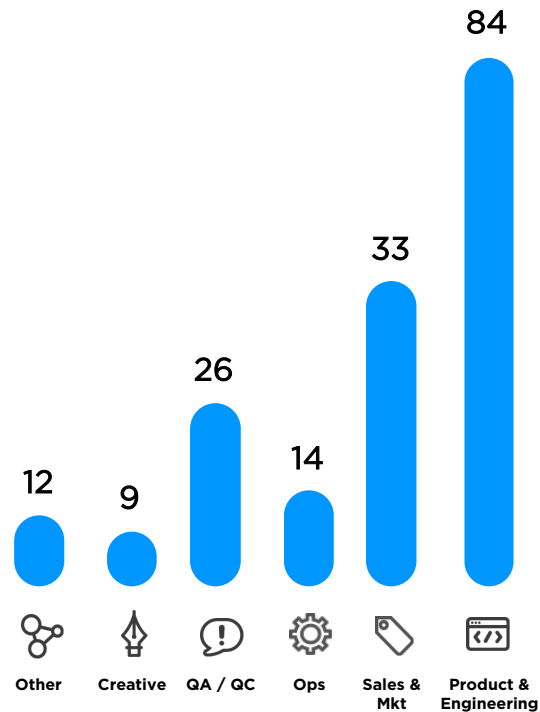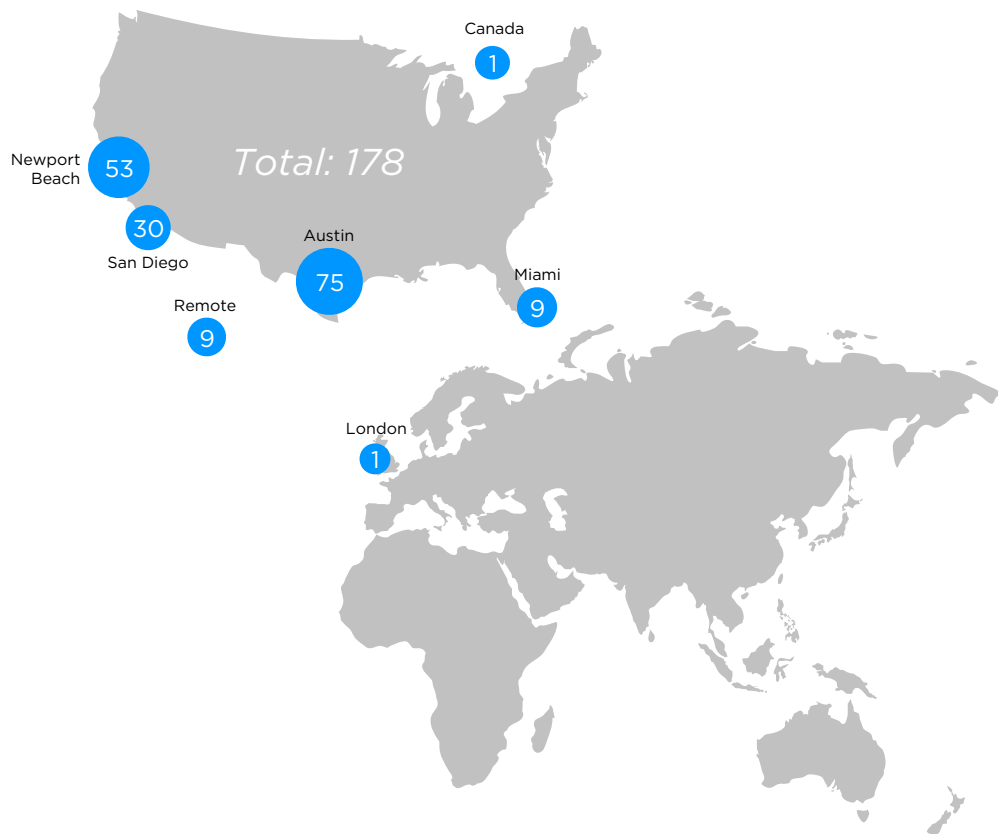
Matt Aune
CFO

Global Technology Finance Lead, Sony Computer Entertainment

Head of Worldwide Financial Planning and Analysis, Midway Games

MBA, San Diego State University and BA, UC San Diego

Resources and Geography

Canada
1

Newport Beach
53

San Diego
30

Austin
75

Remote
9

Miami
9

London
1

Total: 178

12	9	26

Other   Creative   QA / QC   Ops   Sales & Mkt   Product & Engineering
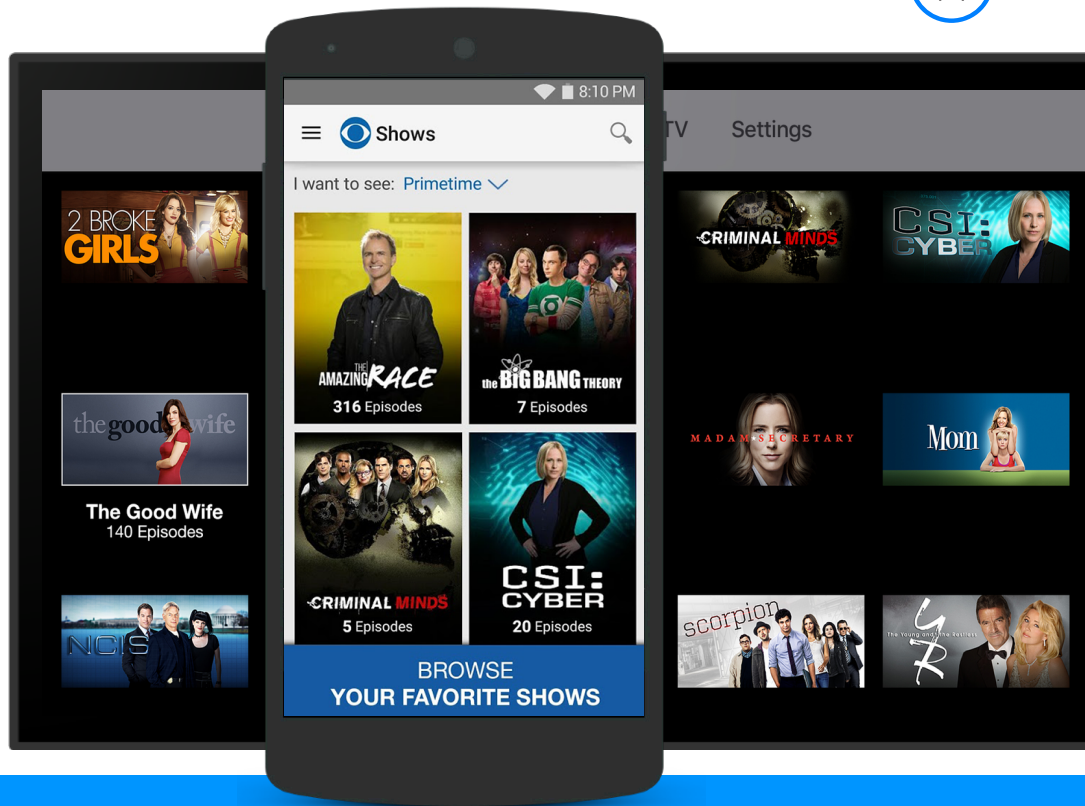
12   9   26   14   33   84

Related Experience

CBS All Access

- Joint project between Phunware team and CBS Interactive team.

- Launched in Q1 2016.

- One of the Top 10 most installed apps in the Apple TV Store.

- Over 7,500 episodes on demand.

- Live local CBS TV stations.

Dignity Health Compass

- Uses GPS, Wi-Fi and beacon technology to help patients, visitors, employees, physicians and volunteers navigate through hospital facilities.

- Puts a wealth of information at the user's fingertips, including directions from home to the hospital, physician and department information, and an up-to-date news feed.

Dignity Health
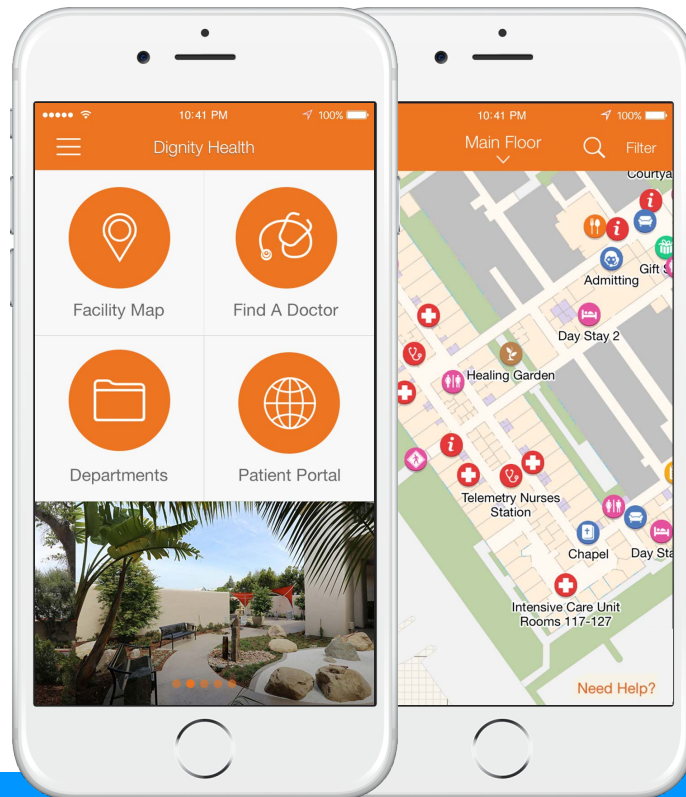
Macerich

- **Profile:** One of the leading owners, operators and developers of retail real estate in the US.

- **Portfolio:** 58 apps individually branded for each shopping center in the Macerich portfolio.

- **Innovation:** Unified branding, yet enough flexibility to allow each individual property to incorporate its own style, maps and events.

The Grove, Los Angeles

- **Profile:** The Grove is an upscale Los Angeles-based shopping center and one of the largest malls in the world.

- **Overview:** App for iOS and Android helps shoppers easily locate and navigate to the Grove's stores and restaurants and learn about on-site events.

- **Innovation:** In addition to an interactive map that helps shoppers find what they're looking for, The Grove app gives reward points to users who check in at the shopping center, take photos while there and share the app with friends.

- Other features include an event calendar, social tools, VIP concierge and more.
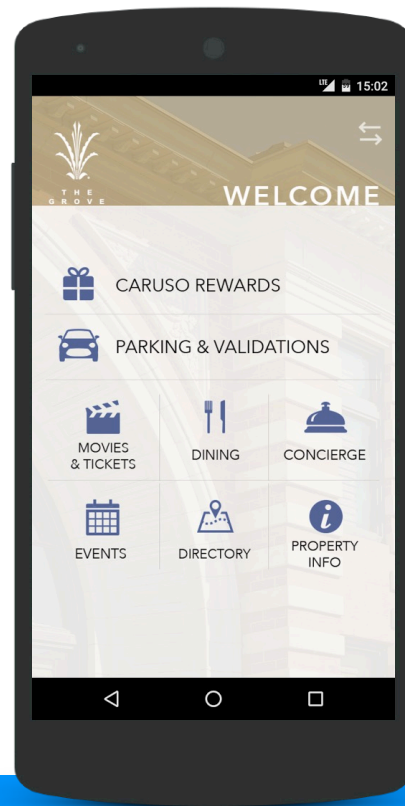
NEMA, San Francisco

- **Profile:** NEMA San Francisco is a luxury residential building run by Crescent Heights. It is located in in a trendy and affluent neighborhood between the Twitter and Uber headquarters.

- **Overview:** Scalable, customizable resident portal and app to support Crescent Heights' 23 existing luxury properties and accommodate new properties as they are added.

- **Innovation:** NEMA app pioneered the use of beacons for location marketing in a residential application. As residents come within range of a beacon, they may receive relevant pop-up notifications such as a reminder to join an upcoming resident wine country getaway or a notification about a change to the on-site yoga schedule.
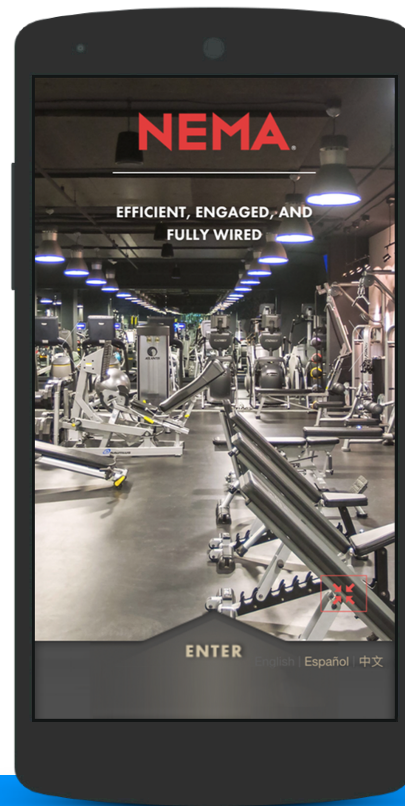
Jade Ocean, Miami

- **Profile:** Jade Ocean is a resort-style, 50-story condo property overlooking the Atlantic Ocean in southern Florida.

- **Overview:** App acts as customer relationship management (CRM) platform for the property and a seamless lifestyle management tool for residents.

- **Innovation:** App and web portal allows logged-in users to see live camera views of amenities and services. Ex: check for available lounge chairs before heading down to the beach, check valet station for car, etc.
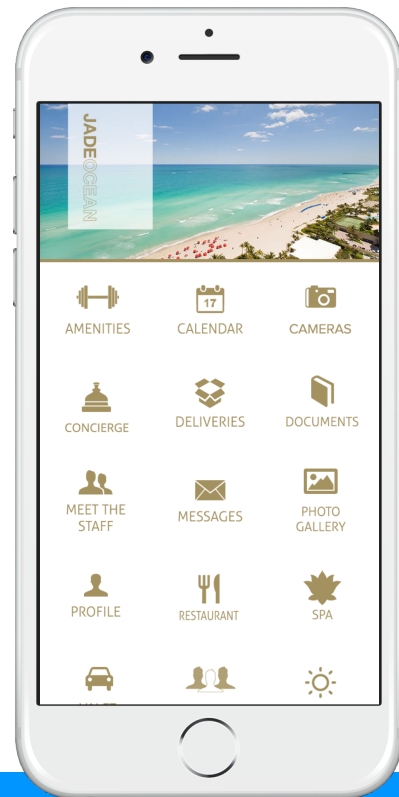
JADE
OCEAN

NASCAR Sprint Cup Mobile

- Advanced data feeds on car position telemetry linked to real-time notification system.

- Race Buddy in-car cameras stream in-car video and audio in real time for "races in your pocket."

- Pit Pass shows real-time race progress and positions.

- More than 8 million messages and alerts delivered per race.
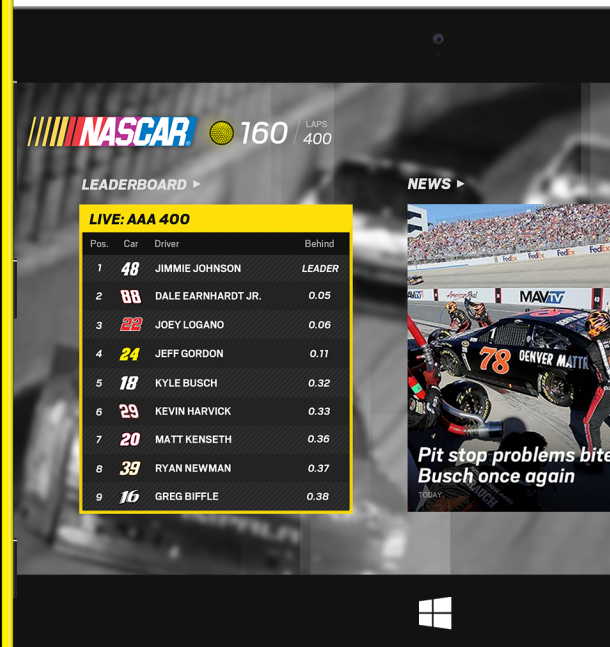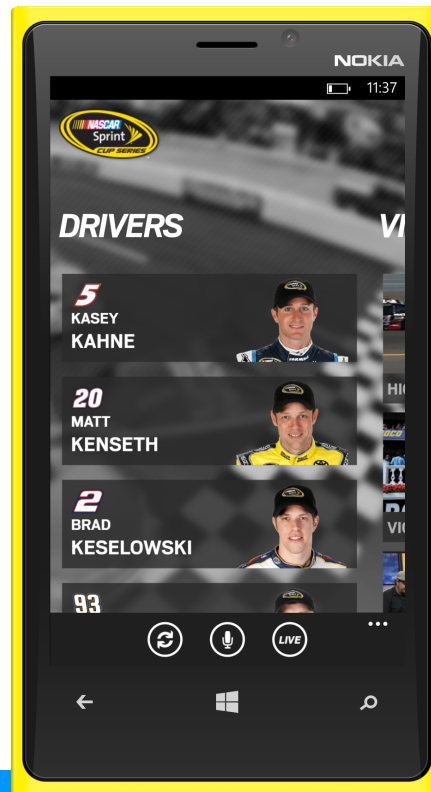
La Musica

- Mobile radio streaming service with over 23 million songs.

- Live stream Latin radio stations (US and Puerto Rico).

- Visual stream of featured artists.

- "Hand-curation" feature allows users to configure up to five favorite music genres and allocate a percentage of their playlists to each one.
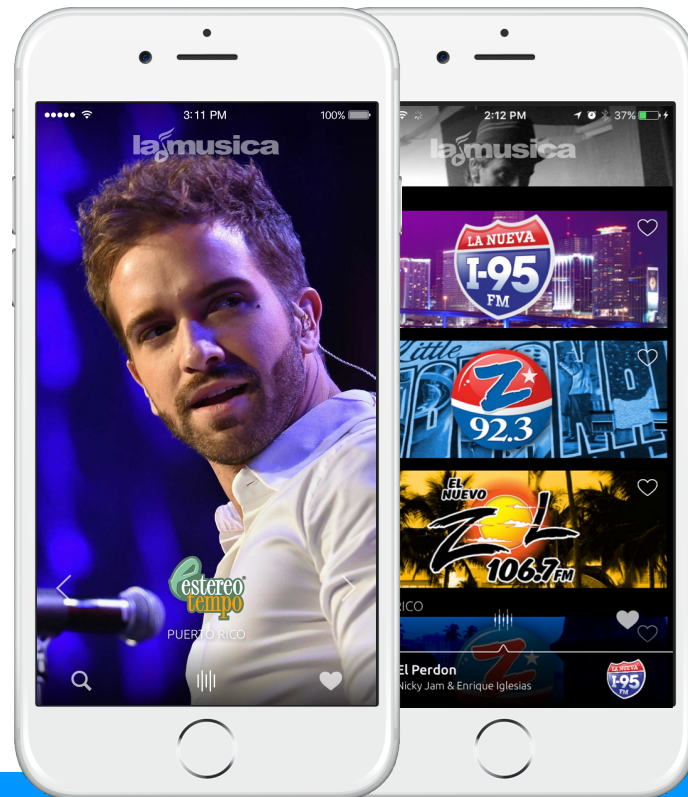
NBC Live Extra: Sochi

- Largest mobile viewing audience to date for a live event (2+ million).

- Streamed 500+ hours of live content during the Olympics (vs. 200 across all TV networks).

- Complete UI/UX redesign, five third-party integrations and 20+ new sports in four months.

- First mobile application to include Nielsen tags.

- Over 7 million iOS and 2.5 million Android active users during the Olympics.

- Downtime of less than 0.01% achieved for entire duration of coverage.
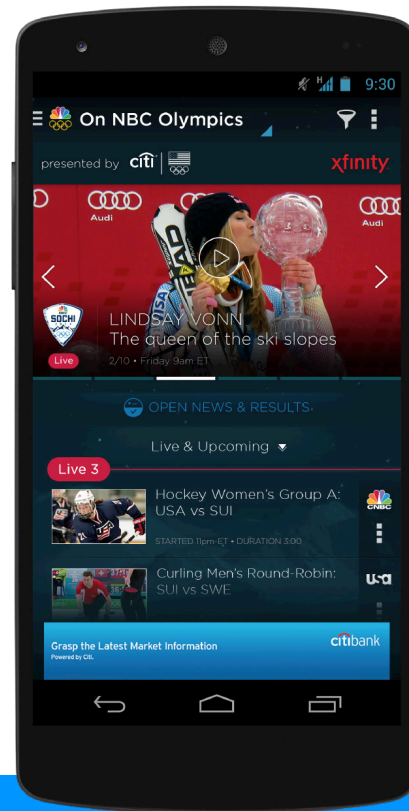
The CW

- Full episodes of every primetime show on The CW.

- Extended video clips, previews, behind-the-scenes extras and cast interviews.

- Set reminders for broadcast showtimes.

- Watch previews directly from the Schedule page.

- Connect with Facebook fan pages to like and comment on posts.
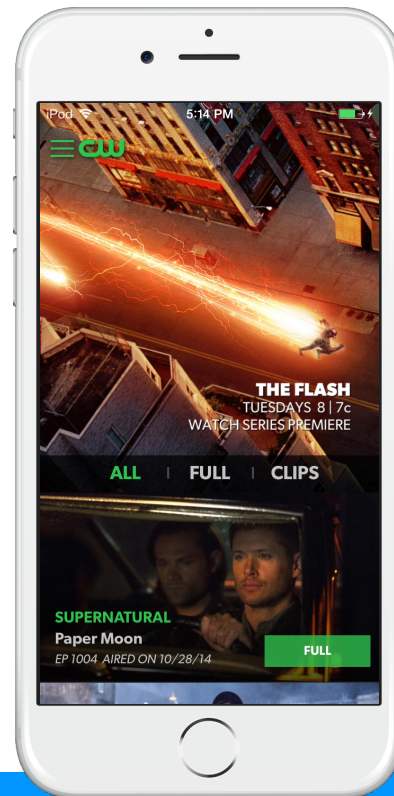
FOX NOW

- New content available each time users engage.

- Interactive features allow users to "favorite" shows and configure notification frequency by program.

- Fully integrated with Google Chromecast.
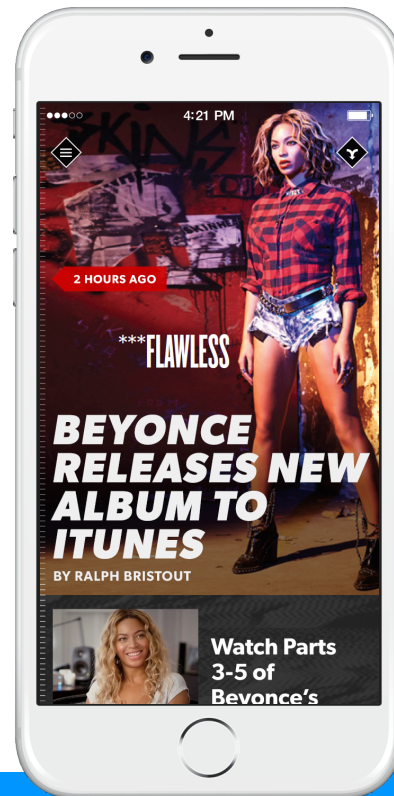
- App featured at 2015 Google I/O.
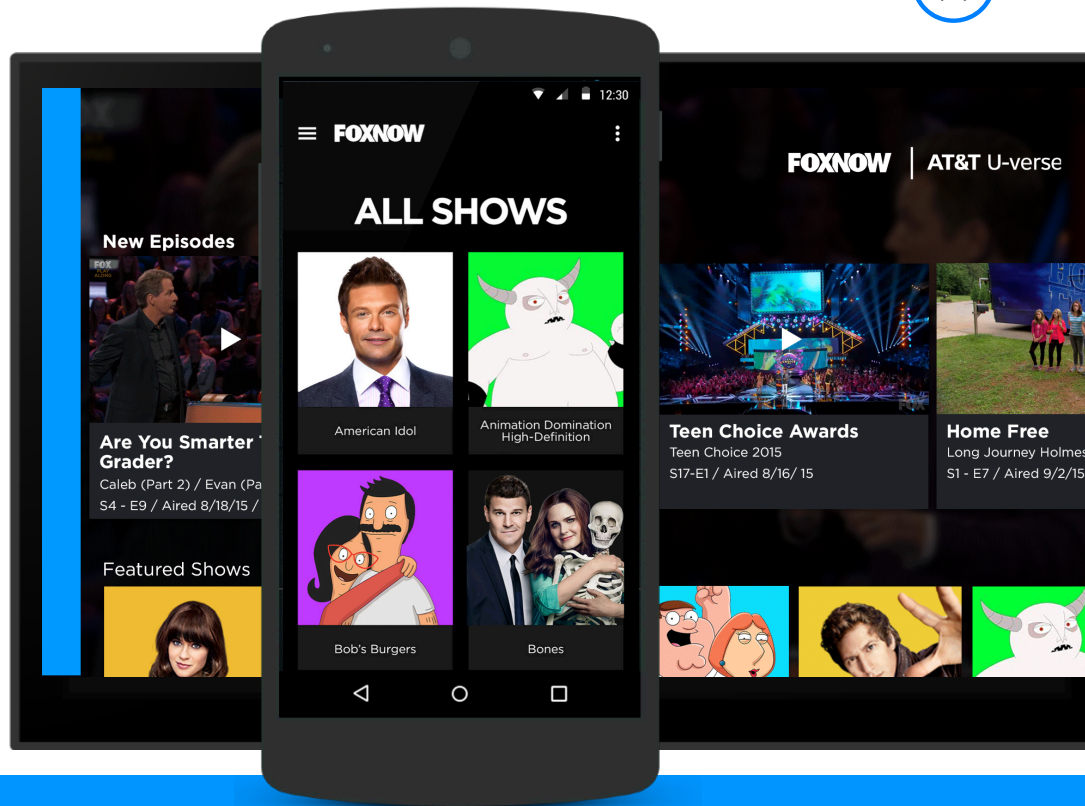
REVOLT TV

- Browse the latest breaking news.

- Watch the latest on-demand videos from REVOLT TV, check out news on latest artists and watch broadcasts live.

- New episode reminders for fans' favorite REVOLT shows: In Harms Way, The Gate, and REVOLT Authorized.

AMC: The Walking Dead Story Sync

- Interact with the latest episode of *The Walking Dead* while watching.

- Join the community of fans weighing characters' decisions and re-watching intense scenes.

- Complete a Story Sync to find out which character you're most like and whether you would have survived the episode.

- Track Story Sync results throughout the season with a Facebook login.

- View In-Sync photo gallery slideshows.
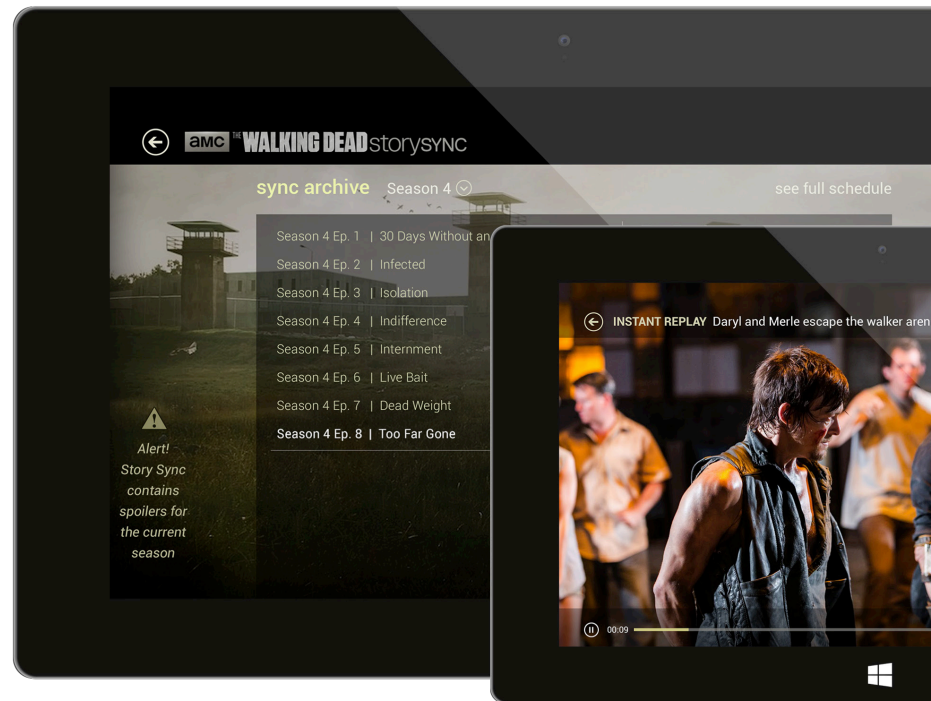
Univision: UVideos

- Second-screen companion to Univision shows.

- View, comment on and share videos in real time via Facebook and Twitter.

- See the daily TV schedule of Univision, Telefutura and Galavision.

- Login with your cable provider account and enjoy full episodes of your favorite novelas and shows.

Watch TCM

- Watch live streams of the East- and West-Coast feeds of Turner Classic Movies.

- Watch two different movies live at any time, uncut and commercial-free.

- Interactive two-month schedule to plan your viewing.

- Subscribe to stars and be notified when they are available.

- Get alerts when films are available on demand.

- "Enhanced Viewing" displays interesting facts and other viewers' comments.
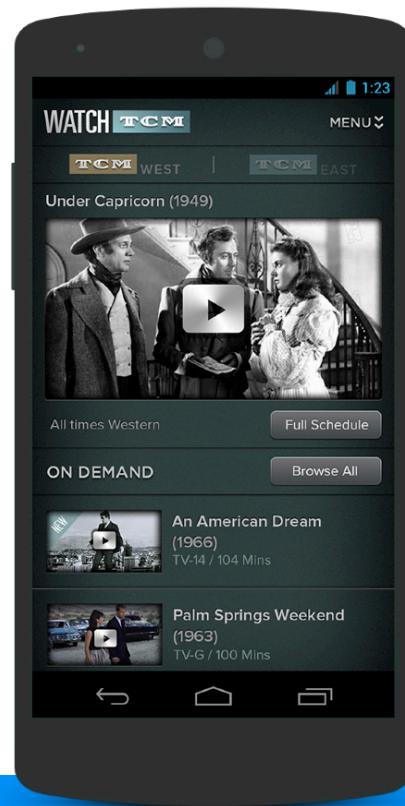
WWE "Tough Enough"

- Fans can decide who will be the next WWE Superstar or Diva by voting in real time via the app.

- Second-screen experience with content synched to the Tuesday night show.

- Breaking news updates and live show results.
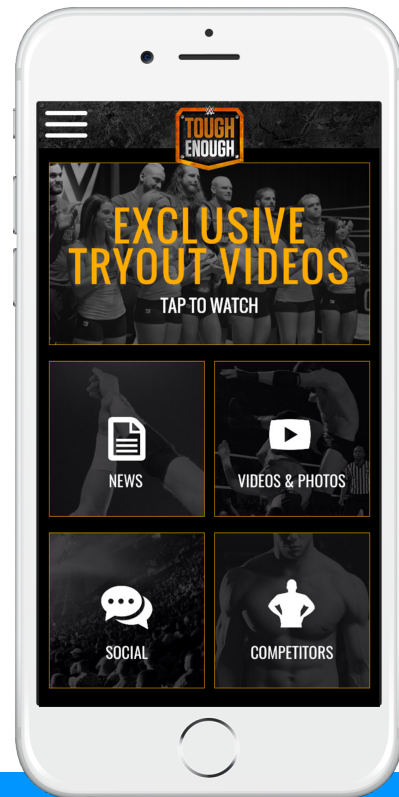
WWE WrestleMania 30 and WrestleMania Axxess

- Digital experience to complement live events, powered by **120+ beacons.**

- Executed in **less than 30 days.**

- **Location-triggered updates** on WWE trivia and Superstar news.

- **Real-time event alerts** ("The Undertaker is signing autographs now!").

- Indoor **wayfinding** to route fans to points of interest.

- Rich, actionable **user analytics** for marketing optimization
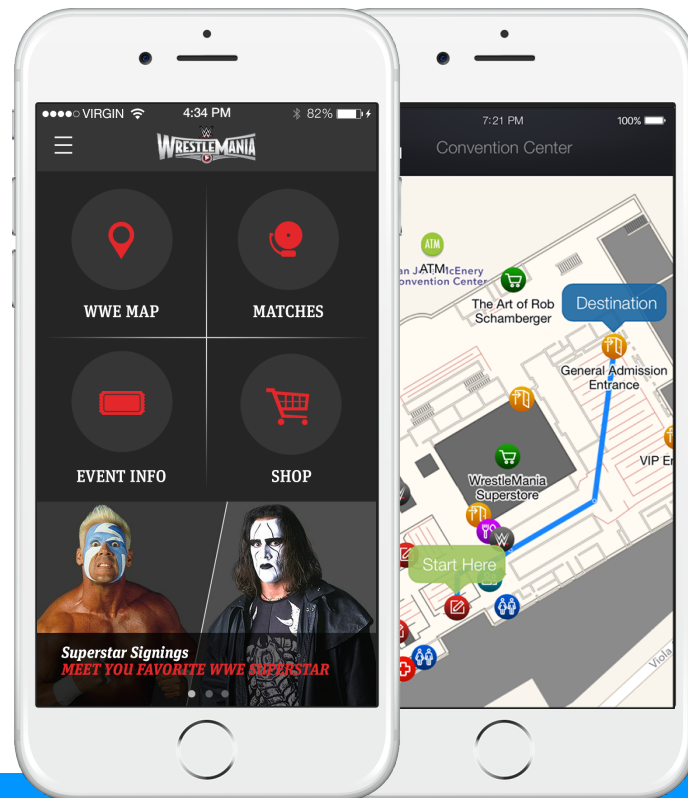
CBS Interactive: Colbr

- Companion app to promote *The Late Show with Stephen Colbert.*

- Videos and podcasts available for download.

- Twitter integration so fans can follow Colbert from the app.
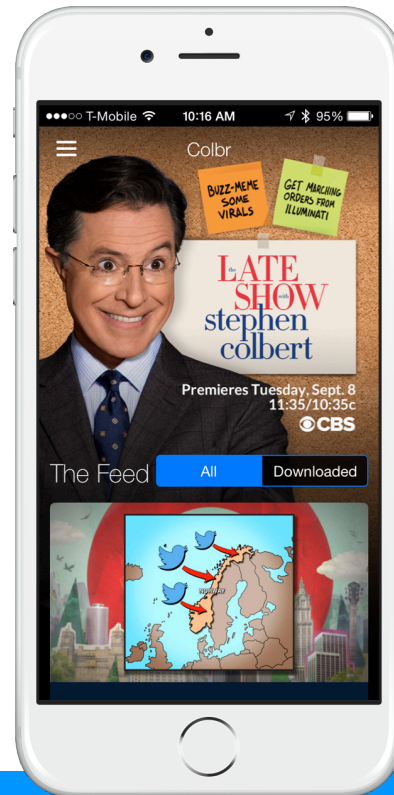
Colbr

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