



Mobile Technology Sector

Quoted Company Analysis

Second Quarter 2015

Sector Valuation Metrics

Company	Share Price Local	Market Cap	Net Debt	Enterprise	Revenue		EV/Revenue		EV/Revs		EV/EBITDA		Revenue Growth		EBITDA Margin		% Revs
	30-Jun-15	(\$m) ⁽¹⁾	(\$m) ⁽²⁾	Value (\$m)	CY15E (\$m)	CY2014	CY2015E	Recurring	CY2014	CY2015E	CY2014	CY2015E	CY2014	CY2015E	CY2014	CY2015E	Recurring ⁽³⁾
Selected Large Cap																	
Gemalto	79.88	7,930	(597)	7,333	3,275	2.3x	2.2x	NA	13.9x	14.0x	3.2%	5.6%	16.6%	16.0%			NA
DeNa	24.06	2,971	(563)	2,408	1,449	1.7x	1.7x	1.7x	6.5x	6.4x	-28.1%	-3.0%	25.9%	26.2%			95%
PayPoint	9.91	1,060	(65)	995	201	5.0x	5.0x	5.9x	10.7x	10.7x	4.5%	-44.1%	46.4%	46.5%			84%
Average									10.4x	10.3x				29.6%	29.6%		89.7%
Total (Large Cap)		11,961	(1,225)	10,736													
Selected Mid Cap																	
Glu Mobile	6.21	747	(71)	676	223	6.4x	3.0x	3.4x	NM	68.6x	111.3%	24.2%	-13.7%	4.4%			88%
Myriad Mobile	5.30	625	(15)	610	40	14.1x	15.2x	27.8x	NM	47.7x	-6.9%	NA	-16.2%	31.8%			55%
Telit Communications	2.90	523	5	528	294	2.2x	1.8x	51.3x	20.9x	17.5x	20.9%	19.3%	10.4%	10.3%			4%
Monitise	0.11	366	(225)	141	148	1.0x	1.0x	1.8x	NM	NM	35.4%	-9.1%	-38.8%	-47.9%			54%
NetQin Mobile	5.28	326	(97)	230	332	1.2x	0.7x	1.3x	NM	NM	68.9%	35.4%	0.7%	-20.1%			54%
Globo	0.52	304	(49)	255	141	2.7x	1.8x	22.6x	5.3x	3.8x	48.8%	9.1%	50.3%	47.8%			8%
Average									13.1x	34.4x			-1.2%	4.4%			43.7%
Total (Mid Cap)		2,892	(452)	2,440													
Selected Small Cap																	
Millennial Media	1.62	227	(49)	177	296	0.7x	0.6x	NA	NM	NM	14.3%	10.4%	-3.5%	-44.6%			NA
InternetQ	2.62	164	1	164	176	1.2x	0.9x	5.8x	5.9x	4.1x	26.8%	6.2%	19.9%	23.1%			16%
IMImobile	146.50	137	(22)	115	98	1.2x	1.2x	1.3x	6.5x	6.5x	14.2%	13.7%	18.2%	18.2%			90%
Bango	1.11	91	(9)	82	8	6.0x	9.8x	71.3x	NM	NM	-39.0%	NA	-39.8%	-80.0%			14%
Net Mobile	6.27	87	9	96	183	0.6x	0.5x	NA	62.7x	8.1x	13.7%	NA	0.9%	6.5%			NA
eServGlobal	0.33	68	(1)	67	29	2.2x	2.3x	5.8x	NM	NM	-6.8%	3.9%	-2.4%	1.3%			40%
Hi Media	1.09	54	(56)	(2)	220	NM	NM	0.0x	NM	0.5x	-10.0%	-28.8%	5.2%	-2.0%			55%
Voltari Corp	5.65	51	(6)	45	12	5.1x	3.7x	NA	NM	NM	39.2%	NA	-228.2%	-195.6%			NA
Seamless Distribution	7.95	40	(13)	27	25	1.1x	1.1x	4.9x	NM	NM	0.8%	NA	-51.9%	-86.3%			22%
Mobile Tornado Group	0.07	26	10	36	3	8.7x	12.5x	23.2x	NM	NM	-30.7%	56.8%	-68.8%	-143.4%			54%
Artidium Group	0.06	23	(1)	23	NA	1.6x	NA	NA	26.3x	NA	-5.3%	NA	6.1%	NA			100%
Vipera	0.04	17	(1)	16	8	7.1x	2.0x	40.4x	NM	NM	252.7%	NA	-3.2%	-12.3%			5%
Cliq Digital	2.24	15	18	34	63	0.5x	0.5x	NA	3.9x	2.2x	-8.6%	4.7%	12.5%	24.3%			NA
Zamano	0.10	15	(6)	9	26	0.4x	0.3x	NA	2.7x	2.6x	23.9%	NA	15.9%	13.4%			NA
Crimson Tide	0.02	14	(0)	14	2	7.0x	7.0x	7.8x	30.5x	25.7x	0.5%	7.7%	23.0%	27.2%			89%
Yoc	2.38	8	1	10	12	0.6x	0.8x	2.0x	NM	NM	-21.4%	14.9%	-16.7%	-6.1%			39%
Mobile Streams	0.06	4	(5)	(1)	63	NM	NM	0.0x	NM	NM	-6.6%	-40.2%	5.4%	1.4%			100%
Velti	0.01	1	(8)	(8)	150	NM	NM	-0.1x	0.2x	NM	42.9%	-45.3%	-29.4%	0.6%			84%
Average									17.3x	7.1x			-18.7%	-26.7%			54.5%
Total (Small Cap)		1,041	(138)	903													
Sector Total		15,895	(1,815)	14,079													

(1) Excludes treasury shares

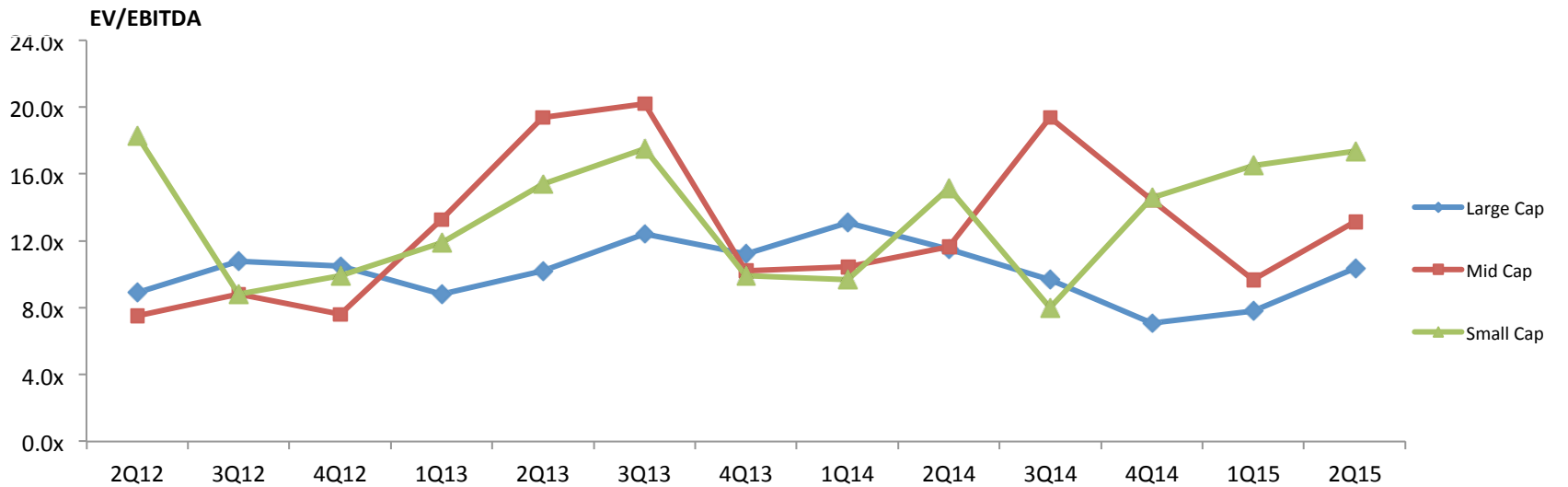
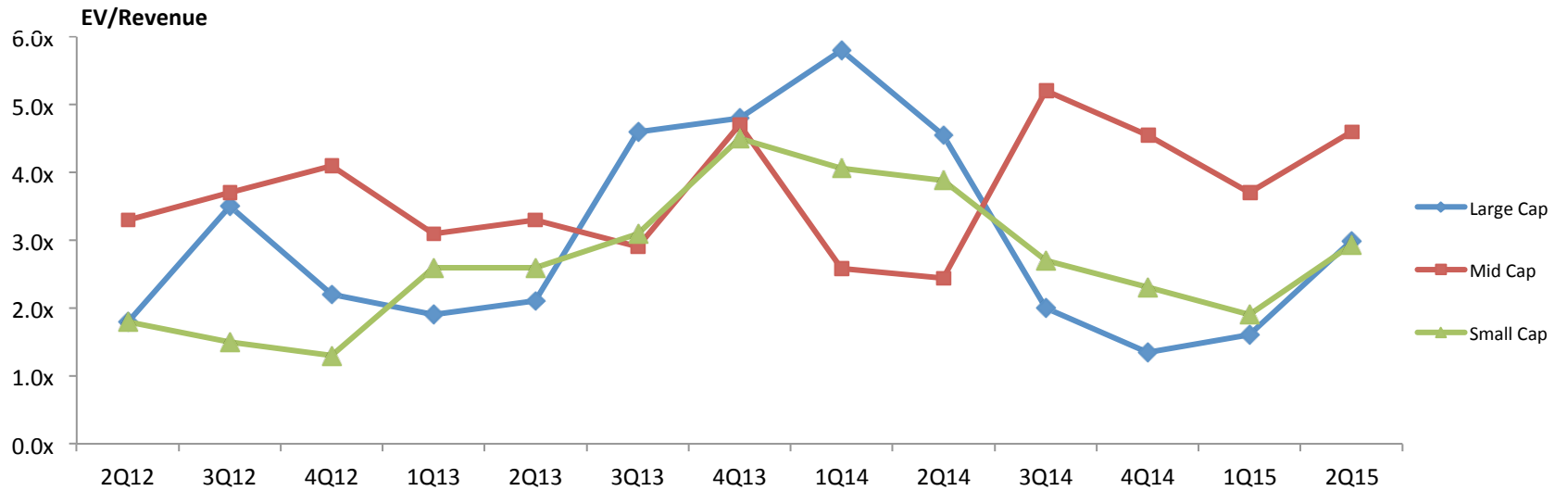
(2) Net financial debt minus marketable securities and collaterals.

(3) Recurring revenues (maintenance, subscriptions, SaaS etc) where reported for last full year

(4) For companies having financial year end as February and March, FY12 and FY13E correspond to FY13/12 and FY14/13 respectively

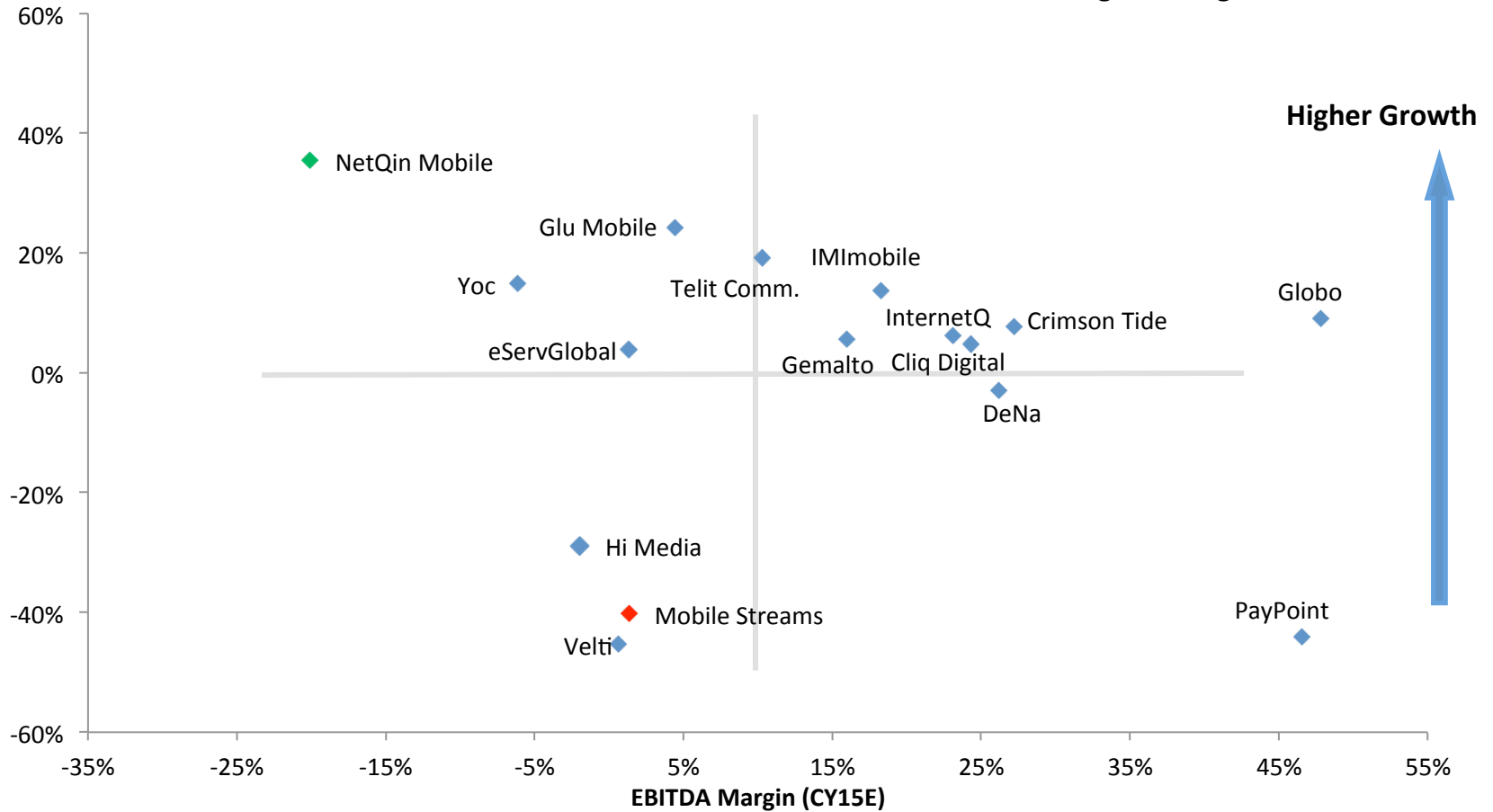
(5) Company; HippCriket on account of it being acquired by Aurea post its filing for bankruptcy has been taken-off from the list.

(6) NM - not meaningful and NA - not available



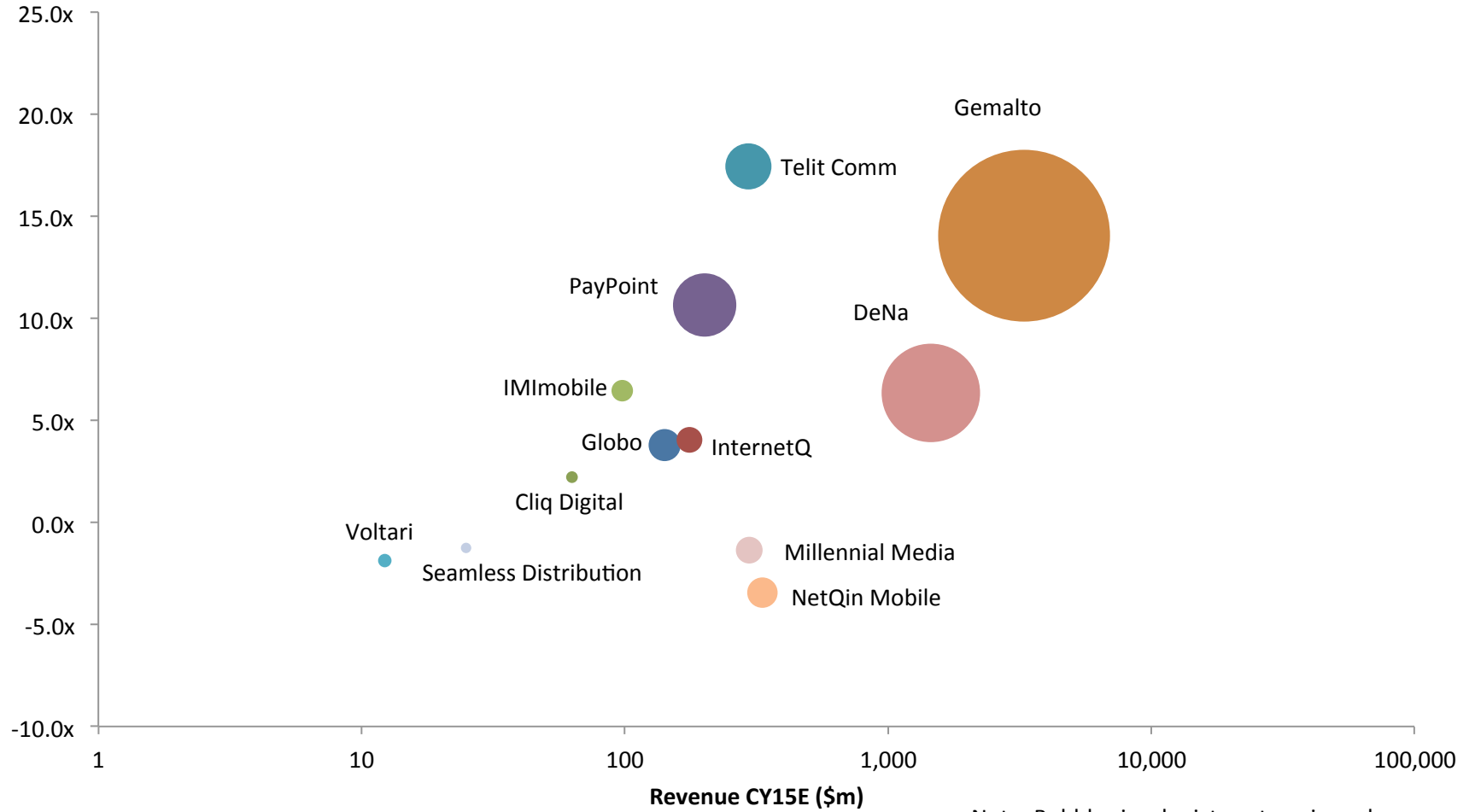
Performance Quadrants: Revenue Growth & Operating Margin

Revenue Growth
(FY14-15E)

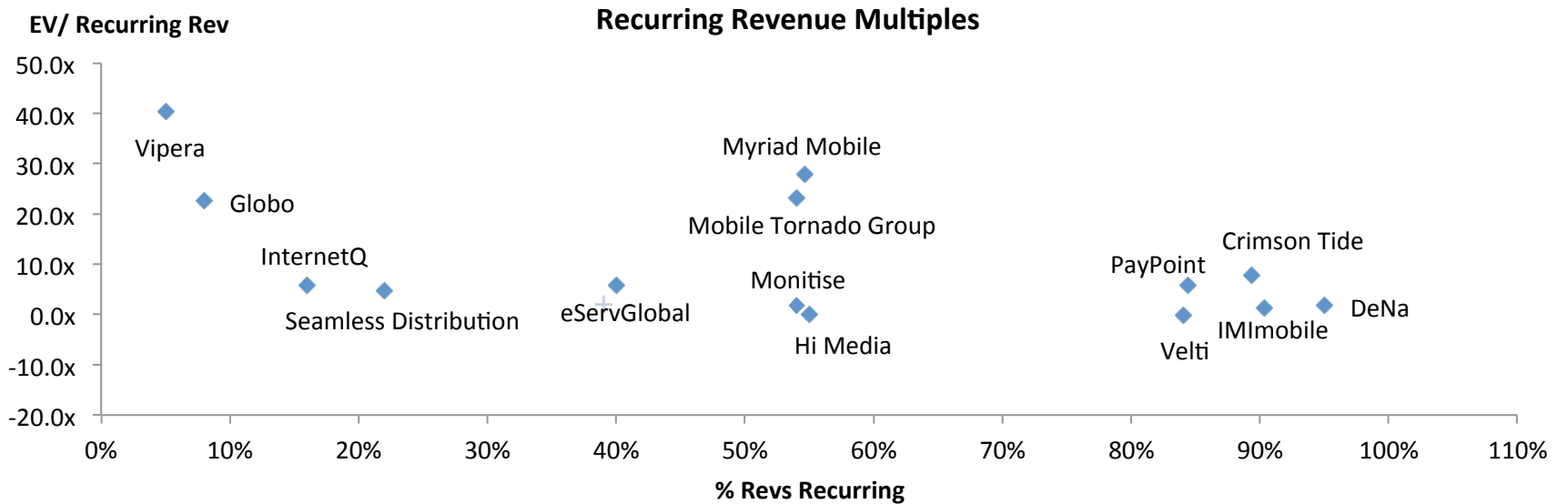
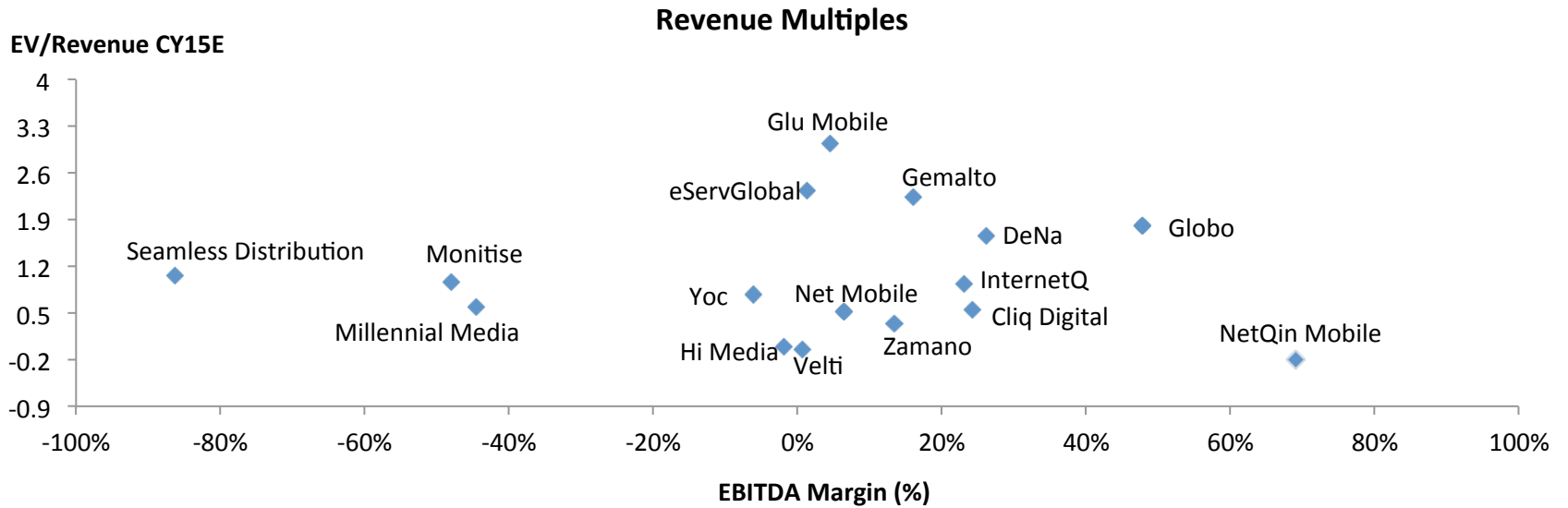


- ◆ Largest % Share price increase (last quarter)
- ◆ Largest % Share price decrease (last quarter)

EV/EBITDA CY15E

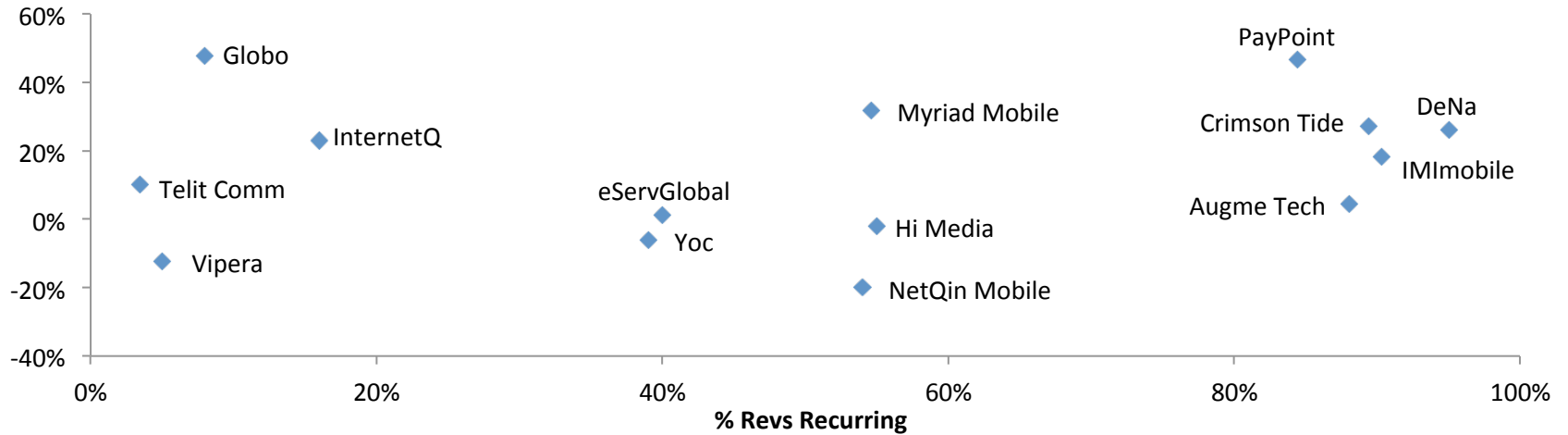


Note: Bubble size depicts enterprise value



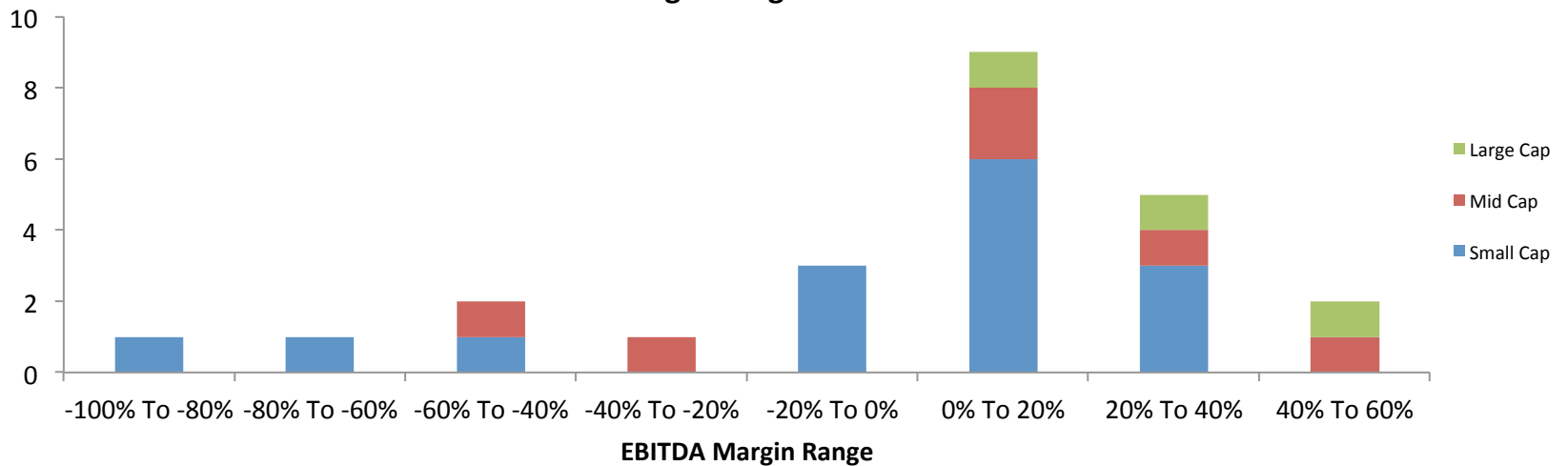
EBITDA Margin CY15E

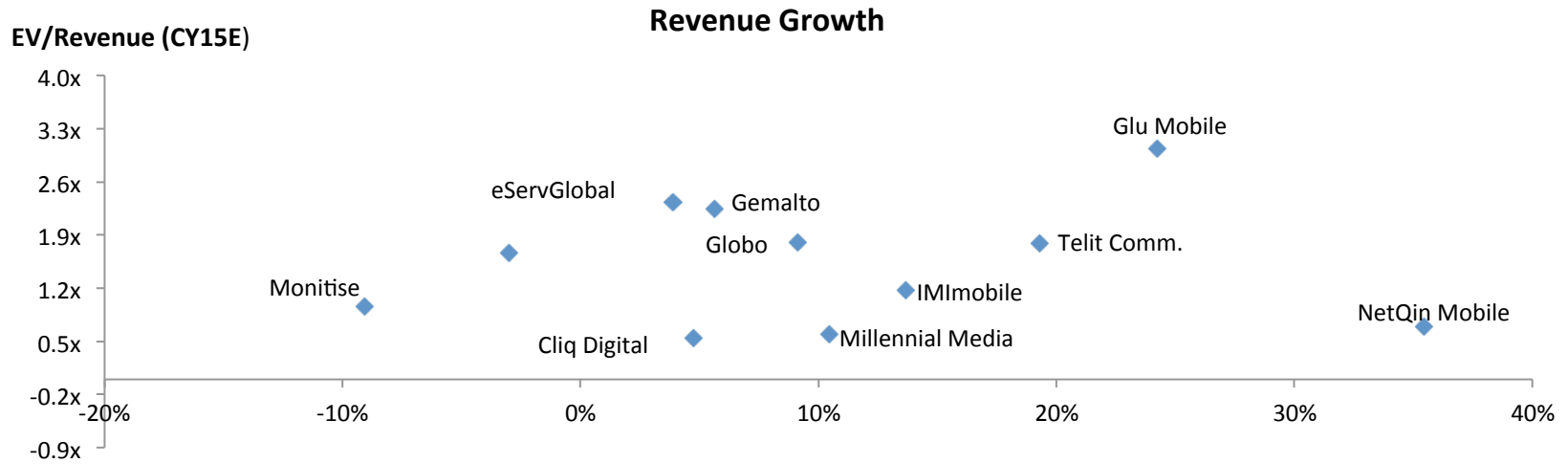
Recurring Revenue as a Driver of Operating Margins



Number of Companies

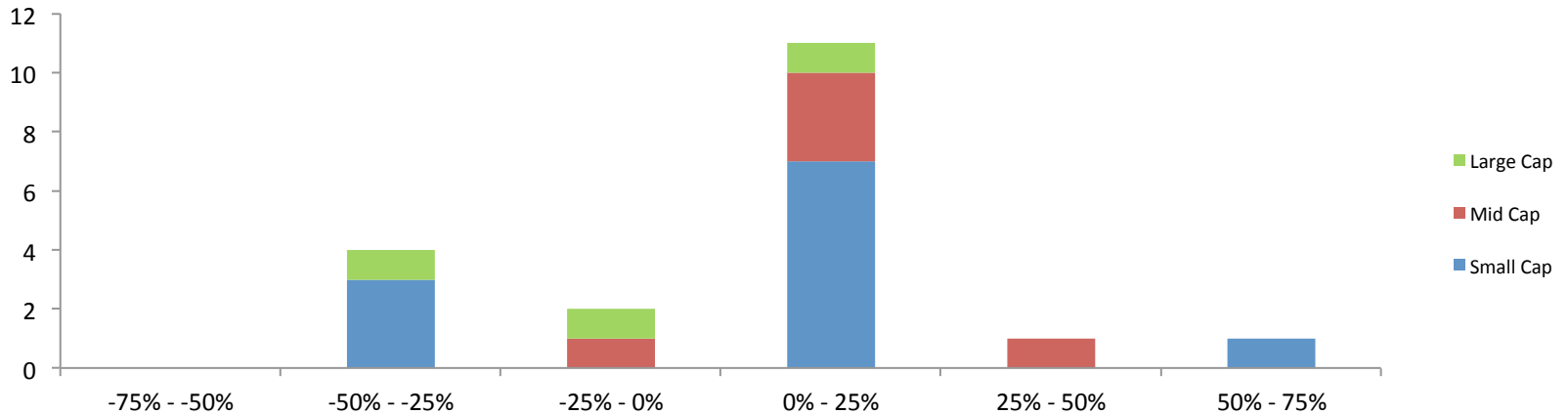
EBITDA Margin Range Distribution





Revenue Growth (FY14-15E)

Revenue Growth Distribution



Selected Mobiletech Deals – Second Quarter 2015

Date Announced	Buyer	Seller	Seller Description	Deal Size	Seller Revenue/ Profit	Revenue Multiple	Target Sector	Commentary
30/06/2015	Champion Solutions Group (USA)	allAware Inc. (software IP and talent assets) (USA)	The software IP and talent assets of allAware, which provides Microsoft Azure and Microsoft Enterprise Mobility Suite (EMS) Web-based and mobile application development services and software for businesses and non-profits. Acquisition includes Web-based messaging middleware that enables mobile app development, mobile messaging applications, server health and performance monitoring SaaS and mobile payments applications.	Not disclosed	n/a	n/a	Mobile development talent & IP assets	With this transaction, Champion expands its Microsoft Office capabilities outside of the Office 365 space. It acquires several software assets that will be added to its software portfolio.
30/06/2015	MAG Interactive (Sweden)	Delinquent (UK)	Develops and provides mobile free-to-play casual video games for consumers.	Not disclosed	n/a	n/a	Mobile games	A 'strategic' investment designed to widen MAG's footprint in casual mobile gaming and enable them to launch new games in new categories. 12 staff.
26/06/2015	Lyft Inc. (USA)	Leo [aka Camoji] (USA)	Provides a disappearing photo messaging and group chat mobile application for consumers. Also provides a photo GIF creation mobile app called Camoji.	Not disclosed	n/a	n/a	Instant messaging	Lyft buys Camoji for the team behind it with experience in location- based technology. 3 staff.
18/06/2015	Google Inc. (USA)	Agawi Inc. (USA)	Provides a mobile application streaming service that enables Web-based apps to be accessed on mobile phones without first downloading them. Acquisition was reported by TheInformation.com on 6/18/15.	Not disclosed	n/a	n/a	Search engine & online directory	Agawi technology will be integrated into Google as part of its efforts to encourage people to use the web and away from downloading apps. Agawi team to join Google.
18/06/2015	AGS LLC [aka American Gaming Systems] [Apollo Global Management] (USA)	RocketPlay (UK)	Provides social media casino-style games mobile applications for consumers.	Not disclosed	n/a	n/a	Social gaming	Transaction broadens and diversifies AGS' product portfolio. AGS view RocketPlay as 'the perfect example of a new channel and player base' in which they can introduce their full complementayr range.
16/06/2015	Limeade Inc (USA)	9Slides Inc (USA)	Delivers mobile technology for employees to watch video presentations, answer quizzes to test their knowledge, and even create their own presentations to share	Not disclosed	n/a	n/a	Employee engagement	Limeade to rebrand the 9slides technology and offer it as an add-on product to its well-being and engagement platform.
15/06/2015	Comverse Inc. (USA)	Acision (UK)	Provides managed SMS group and individual messaging services for businesses, enterprises and telecom VARs. Also provides SMS messaging software.	\$210m	\$191m/ \$61m	1.1x	Instant messaging	Acision's diverse portfolio of mobile monetization and enterprise messaging solutions complements Comverse's digital services platform. Comverse plans to rebrand the company to reflect a new marketing position later this year.
15/06/2015	Snapdeal.com (India)	Letsgomo Labs (USA)	Provides mobile application development services for enterprises. Services include development of mobile apps and mobile-friendly websites. Also provides related mobile marketing and customer analytics services.	Not disclosed	n/a	n/a	Mobile application development	With this acquisition, Snapdeal will focus on strengthening the organisation's mobile technology capabilities. Building a robust mobile commerce platform has been a key focus area for Snapdeal.
11/06/2015	DIMOCO [aka Direct Mobile Communications GmbH] (Austria)	Mpulse France [Mpulse] (France)	Provides software as a service (SaaS) for businesses in France to manage mobile payments and messaging for their customers. Software features include mobile payment management, messaging, CRM and marketing.	Not disclosed	n/a	n/a	Mobile payment and messaging SaaS	Following the share deal transaction, Mpulse France will be renamed to DIMOCO France E.U.R.L. and will move its company seat from Metz to Paris. Charles Baudin has been appointed as the President of DIMOCO France.
10/06/2015	WhitePages Inc. (USA)	NumberCop (USA)	Provides an anti-spam caller ID mobile application that enables consumers and businesses to identify and block spam, fishing scams and other high-risk calls and text messages.	Not disclosed	n/a	n/a	Anti-spam caller ID application	NumberCop's phone and text scam protection solutions will enable Whitepages to boost its phone reputation services and expand Whitepages' spectrum of Caller ID based risk intelligence for both businesses and consumers.

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09/06/2015	Verve Wireless Inc. [dba Verve Mobile] (USA)	Fosbury (USA)	Provides location-based mobile content distribution SaaS and SDK that enables beacon-triggered mobile messages, video, advertising, push notifications and mobile payments for businesses.	Not disclosed	n/a	n/a	Mobile content distribution SaaS	Acquisition further links Verve Mobile's mobile marketing to offline retail performance. The integrated solution combines the advantages of location based mobile offers with beacon technology.
04/06/2015	LogMeIn Inc. [NASDAQ:LOGM] (USA)	Zamurai Corporation (USA)	Provides mobile team collaboration file sharing application that enables employees to share sketches, images and ideas using virtual whiteboard during and after Web conference meetings for businesses.	Not disclosed	n/a	n/a	Mobile applications	LogMeIn will incorporate Zamurai's features into its join.me application. The Zamurai team and product will be used to accelerate join.me's mobile-first innovation. 12 staff.
02/06/2015	Microsoft Corporation (USA)	6Wunderkinder GmbH [dba Wunderlist] (Germany)	Provides free and subscription-based iOS, Android, Web, Windows and Kindle applications that enable consumers and businesses to organize tasks, event reminders and share to-do lists.	Not disclosed	n/a	n/a	Mobile task planning applications	The addition of Wunderlist fits with Microsoft's acquisition ambition to reinvent productivity for a mobile-first, cloud-first world. Wunderlist team to join Microsoft.
29/05/2015	Daum Kakao Corp. (South Korea)	Path, Inc. (USA)	Provides a mobile instant messaging application to enable social media texting as well as photo and other file sharing with social contacts for consumers.	Not disclosed	n/a	n/a	Instant messaging	Acquisition forms part of Daum Kakao's global expansion efforts. Daum Kakao expects to improve Path's service quality by utilizing its extensive experience in successfully operating high traffic social networking services in Korea.
29/05/2015	salesforce.com (USA)	Tempo.ai (USA)	Provides consumers and professionals with mobile calendaring application that integrates data from multiple platforms. Deployed applications will be discontinued on June 30, 2015.	Not disclosed	n/a	n/a	CRM SaaS	By joining Salesforce, the Tempo team will be enabled to continue their mission on a larger scale. The Tempo app is to be discontinued, with no new users accepted following the announcement.
28/05/2015	Optimal Payments Plc (Isle of Man)	FANS Entertainment Inc (Canada)	Provides a mobile-platform for venues, arenas, stadiums, sports teams, artists, promoters and festivals to develop fan engagement	\$13m	n/a	n/a	Online payments	Acquisition further strengthens Optimal Payments' position in the mobile sector of the online payments industry and also provides an entry point into the events market.
27/05/2015	Mblox (USA)	4INFO (SMS business line) (USA)	4info's SMS business line, which provides SMS-based mobile content delivery and ad distribution services for publishers, advertisers and consumers. Consumer content includes sports, entertainment, financial data and news.	Not disclosed	n/a	n/a	SMS	The transaction allows both Mblox and 4INFO to advance their agendas in their respective core businesses. Mblox significantly expands its customer base with this acquisition.
26/05/2015	Snapdeal.com (India)	MartMobi Inc. [aka MartMobi Technologies] (USA)	Provides subscription-based, mobile application and mobile website development services for businesses globally.	Not disclosed	n/a	n/a	Mobile application development	With this deal, Snapdeal strengthens its mobile commerce capabilities by bringing on-board the MartMobile team who have created mobile specific platforms and solutions for businesses globally.
18/05/2015	Private Group led by Orient Hongtai (Beijing) Investment Management Co Ltd (China)	China Mobile Games and Entertainment Group Ltd (China)	Develops and publishes mobile games	\$673m (approx.)	n/a	n/a	Mobile games	Under the terms of the proposal, Orient Hongtai offered to acquire all of the outstanding shares of the Company, including ordinary shares represented by American Depositary Shares (ADSs), for US\$1.5357 in cash per Class A or Class B ordinary share, or US\$21.50 in cash per ADS.
14/05/2015	Sizmek Inc. [fka MediaMind Technologies] (USA)	StrikeAd LLC (USA)	Provides mobile marketing campaign management and analytics SaaS for businesses globally. Also provides related managed mobile marketing campaign and analytics services.	\$9.5m	\$11m	0.9x	Marketing analytics SaaS	Sizmek's second mobile acquisition in a year increases its addressable market and provides Sizmek with programmatic and mobile-specific expertise. StrikeAd platform to be integrated into the Sizmek MDX platform. 60 staff.

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12/05/2015	Dropbox Inc. (USA)	Umano (USA)	Provides a subscription-based digital library of audio news articles on a variety of subjects accessible through a mobile iOS and Android application for consumers. Consumers can also submit online articles to be transferred to audio content.	Not disclosed	n/a	n/a	News application	Umano team to join Dropbox, with the service shutting down. The deal follows several acquisitions by Dropbox in recent months.
07/05/2015	AVG Technologies NV (Netherlands)	Privax International Ltd (Canada)	Provides mobile security services	\$60m	n/a	n/a	Mobile security	Privax further strengthens AVG's expanding mobile security offerings through providing a privacy subscription service.
06/05/2015	Sichuan Youli Investment Holding Co Ltd (China)	Beijing Zhongqing Longtu Network (China)	Develops and operates browser and mobile games	CNY 9.6bn	n/a	n/a	Mobile games	Consideration to be satisfied via an assets swap and through the issue of shares.
06/05/2015	RockYou Inc. (USA)	PlayHaven [Science] (USA)	Provides mobile game advertising and marketing SaaS to enable game app monetization for game developers, marketers and businesses.	Not disclosed	n/a	n/a	Mobile advertising	Strategic' acquisition which furthers RockYou's move into mobile gaming and advertising. 16 staff.
05/05/2015	G5 Entertainment AB (Sweden)	Taploft sp. z.o.o. (Brave Tribe video game) (Poland)	The Brave Tribe (aka Farm Clan) iOS, Android and Kindle mobile video game designed by Taploft, which designs and develops video games with an emphasis on mobile platforms.	Not disclosed	n/a	n/a	Mobile entertainment	G5 Entertainment acquires all the rights to the Brave Tribe game. G5 Entertainment originally published the game as a 3rd party game, and brought the game to iOS, Android, and Amazon application stores.
04/05/2015	Google Inc. (USA)	Timeful Inc. (USA)	Provides an iOS calendar analysis, time management and scheduling application for consumers.	Not disclosed	n/a	n/a	Mobile application	Timeful features to be integrated into Google Apps, with the app remaining available. Timeful employees to join Google.20 staff.
30/04/2015	Ex Libris Ltd. [Golden Gate Capital] (Israel)	oMbiel Ltd. (UK)	Provides mobile and cross-device SaaS that enables SMS notifications, information retrieval and recruitment and alumni services primarily for educational institutions as well as local government agencies.	Not disclosed	n/a	n/a	SMS MMS	The oMbiel solution expands the Ex Libris suite of products to address higher education's growing need to engage with students via mobile devices. Integration fuels the growth of campusM in terms of product development and market reach.
29/04/2015	Tencent Holdings Ltd (Cayman Islands)	Glu Mobile Inc (USA)	Develops, publishes, and markets a portfolio of games for the smartphones and tablet devices users	\$126m	n/a	n/a	Mobile games	Tencent Holdings acquires 14.6% of Glu Mobile to expand in the US gaming market. The company will pay \$6 per share for its stake.
24/04/2015	Infosys Technologies Limited (India)	Kallidus Inc. [dba Skava] (USA)	Provides mobile e-commerce websites and mobile retail app development services, as well as mobile e-commerce SaaS and hosted services that enable digital shopping across mobile, tablet, desktop and in-store for retailers.	\$120m	n/a	n/a	Mobile application development	The acquisition forms part of Infosys' recent \$320m recent spend on M&A and forms part of their strategy to help clients bring new digital experiences to customers through IP led technology offerings.
23/04/2015	Canon Europe Ltd (UK)	Lifecake Ltd (UK)	Develops software to digitally store photos and videos into a private story on phones, tablets, computers and books	Not disclosed	n/a	n/a	Mobile application	Deal marks a major step in the development of Canon's digital consumer services business. Lifecake team to join Canon.
22/04/2015	Fyber GmbH [fka SponsorPay GmbH] [RNTS Media NV] (Germany)	Falk Realtime Ltd. (Germany)	Provides mobile, online display and video advertising SaaS and online ad exchange for businesses and Web publishers.	\$11.6m	n/a	n/a	Mobile advertising SaaS	Fyber strengthens its position in as a leading independent full stack Supply-Side Platform. The company will integrate Falk Realtime's ad server and programmatic ad exchange. Falk Realtime team to join Fyber.
14/04/2015	BlaBlaCar (France)	Carpooling.com (Germany)	Provides a mobile and online ride-sharing service application for drivers and passengers to connect and share rides in Europe and globally through www.carpooling.com and related sites.	Not disclosed	n/a	n/a	Mobile applications	BlaBlaCar acquires one of its biggest rivals in Germany in a significant deal for the company. Carpooling.com team to join BlaBlaCar.

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Date Announced	Buyer	Seller	Seller Description	Deal Size	Seller Revenue/ Profit	Revenue Multiple	Target Sector	Commentary
14/04/2015	Microsoft Corporation (USA)	Datazen Software [fka ComponentArt] (Canada)	Provides mobile BI analytics, mobile enterprise data management and data visualization software and mobile apps for businesses.	Not disclosed	n/a	n/a	Mobile applications	Microsoft expands its BI access to mobile workers. Over time Microsoft plan to integrate Datazen technology with Power BI to give customers another hybrid bridge for their on-premises investment to the cloud.
14/04/2015	Localytics (USA)	Splitforce Inc. (USA)	Provides A/B testing and related analytics SaaS for iOS, Android and Unity mobile apps for software developers and businesses.	Not disclosed	n/a	n/a	Mobile marketing	With this acquisition Splitforce co-founders join the Localytics team, bringing additional data science expertise to fuel the company's predictive app marketing capabilities. 6 staff.
07/04/2015	Early Warning Services LLC [dba Early Warning] (USA)	Authentify Inc. (USA)	Provides telephone-based and mobile identity and access management (IAM), voice biometrics authentication, two-factor authentication, SMS password reset, telephone number data analytics and transaction verification SaaS and mobile apps for businesses and financial institutions.	Not disclosed	n/a	n/a	IAM & authentication SaaS	The acquisition enables Authentify to provide layered digital multi-factor authentication through one integration platform. Benefits include improved mobile security and strengthened authentication events.
02/04/2015	Check Point Software Technologies Ltd. (USA)	Lacoon Mobile Security (USA)	Provides mobile threat management software for businesses. Customers download the software to individual mobile devices. The software then monitors and reports on security information such as new and unfamiliar applications, as well as information around configuration, logs and events. Customers pay a monthly fee per mobile device covered.	\$80m	\$1m	80.0x	Mobile security	Deal expands Check Point's mobile security portfolio by adding advanced mobile application threat emulation, behavioural risk analysis and real-time anomaly detection capabilities.

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