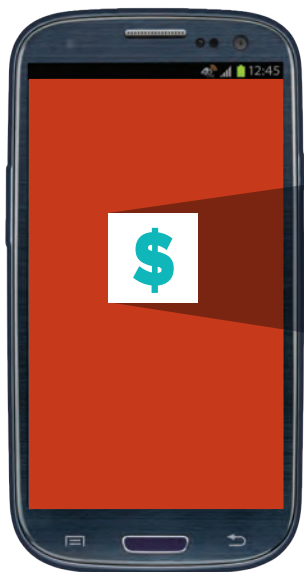


THE NEXT WAVE IN MOBILE: THE HOME SCREEN



1" x 1" = \$16 BILLION

It has been valued at \$16B per square inch, and the race is on to claim it.

* Bessemer Venture Partners, May 2013



JUNE 2009
 HTC was the first to take advantage of **htc sense**
 1st OEM to launch home screen solution

NOVEMBER 2009
Microsoft with **Windows 7** and its Live Tiles
 1st O/S to launch a home screen solution

MARCH 2010
mobile posse signed several new carrier partners to our home screen platform
 1st provider to launch cross O/S & cross OEM support

JUNE 2012
mobile posse **REACHES 15M ACTIVE USERS**
 1st solution to reach 15M active users

JULY 2012
 Google rolls out **Google Now**
 Leading O/S launches "Card"-based home screen solution

OCTOBER 2012
Microsoft rolled out a new version of Live Tiles powering **Windows 8**
 O/S boosts solution with new features

FEBRUARY 2013
htc BlinkFeed™
 HTC introduced BlinkFeed as the home screen for the latest version of Sense
 1st OEM to launch personalized content solution

APRIL 2013
Facebook released Home
 1st top 10 app to launch home/lock screen solution

SEPTEMBER 2013
Locket reaches 100K downloads

FEBRUARY 2013
SAMSUNG launches MyMagazine
 2nd OEM to add home/lockscreen content

APRIL 2013
mobile posse releases Active Home Screen SDK
 Any app can now add best-in-class home screen power

OCTOBER 2013
MOTOROLA Motorola launches Active Display
 2nd O/S launches with lock screen solution

OCTOBER 2013
AVIATE Andreessen-funded home screen start up manages apps

NOVEMBER 2013
mobile posse **REACHES 40 BILLION HOME SCREEN EXPERIENCES SERVED**
 Releases first ever research report focused on the mobile home screen

DECEMBER 2013
 Cover launches in Play Store

MAY 2014
BESSEMER VENTURE PARTNERS **\$1B per 1/4"**
 home screen . . . most valuable real estate in the world

JANUARY 2014
YAHOO! Acquires Aviate