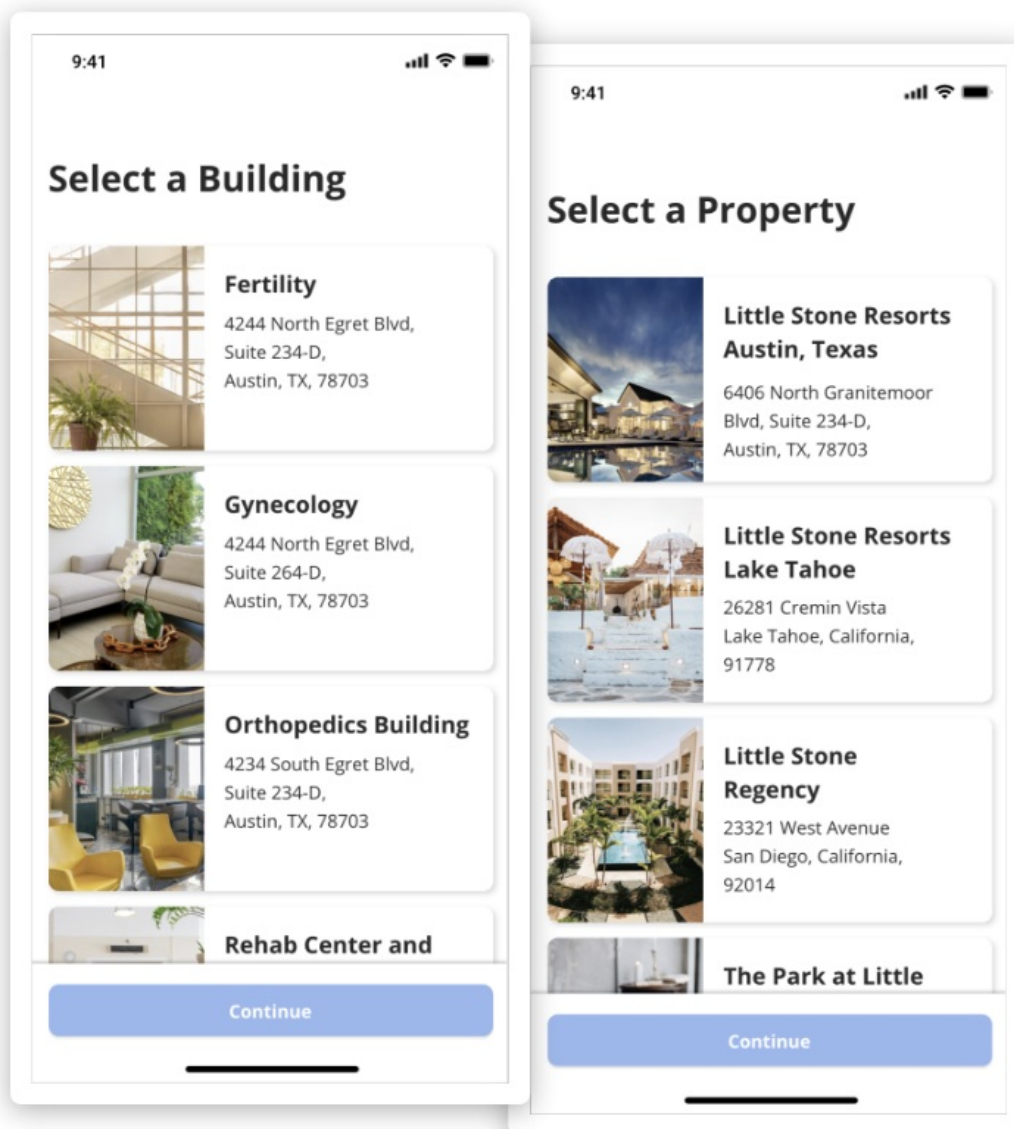


January 19, 2023



Phunware Releases Experience Optimizer for Mobile Applications

AUSTIN, Texas, Jan. 19, 2023 (GLOBE NEWSWIRE) -- [Phunware, Inc. \(NASDAQ: PHUN\)](#) (the "Company"), a fully-integrated enterprise cloud platform for mobile that provides products, solutions, data and services for brands worldwide, announced today that the [Phunware Experience Optimizer](#) is now available for customers to contextually engage users based on location, persona or brand.



Phunware's Experience Optimizer enables a single mobile application to autonomously deliver any number of experiences by seamlessly configuring and launching a unique

JavaScript Object Notation (JSON) that contains specific information on layout, features, themes, content and maps. Although each experience is launched from a single mobile application, every experience will load and function like its own native mobile application.

“This technology is critical to scaling our target customers because it enables healthcare systems to optimize the patient experience for different hospital buildings just as easily as it can curate unique experiences across sub-brands for large hospitality companies without requiring the download or management of multiple mobile applications,” said **Randall Crowder, COO of Phunware**. “We also see a lot of potential for this technology to support not only a digital chamber of commerce for businesses in a Smarty City, but also politicians who could aggregate and coordinate their advocacy efforts by city, state or party.”

By leveraging Phunware’s Multiscreen-as-a-Service (“MaaS”) platform, the Phunware Experience Optimizer also gives customers the ability to extend the capabilities of their mobile applications with additional features such as Phunware’s patented Location Based Services (LBS) as well as integrations to 3rd-party business systems such as property management systems (PMS), electronic health records (EHR), point-of-sale systems (POS) and data management platforms (DMP).

[Click here](#) to learn more about how Phunware facilitates digital transformation across industries such as healthcare, hospitality and advocacy.

Safe Harbor Clause and Forward-Looking Statements

This press release includes forward-looking statements. All statements other than statements of historical facts contained in this press release, including statements regarding our future results of operations and financial position, business strategy and plans, and our objectives for future operations, are forward-looking statements. The words “anticipate,” “believe,” “continue,” “could,” “estimate,” “expect,” “expose,” “intend,” “may,” “might,” “opportunity,” “plan,” “possible,” “potential,” “predict,” “project,” “should,” “will,” “would” and similar expressions that convey uncertainty of future events or outcomes are intended to identify forward-looking statements, but the absence of these words does not mean that a statement is not forward-looking.

The forward-looking statements contained in this press release are based on our current expectations and beliefs concerning future developments and their potential effects on us. Future developments affecting us may not be those that we have anticipated. These forward-looking statements involve a number of risks, uncertainties (some of which are beyond our control) and other assumptions that may cause actual results or performance to be materially different from those expressed or implied by these forward-looking statements. These risks and uncertainties include, but are not limited to, those factors described under the heading “Risk Factors” in our filings with the Securities and Exchange Commission (SEC), including our reports on Forms 10-K, 10-Q, 8-K and other filings that we make with the SEC from time to time. Should one or more of these risks or uncertainties materialize, or should any of our assumptions prove incorrect, actual results may vary in material respects from those projected in these forward-looking statements. We undertake no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required under applicable securities laws. These risks and others described under “Risk Factors” in our SEC filings may not be exhaustive.

By their nature, forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. We caution you that forward-looking statements are not guarantees of future performance and that our actual results of operations, financial condition and liquidity, and developments in the industry in which we operate may differ materially from those made in or suggested by the forward-looking statements contained in this press release. In addition, even if our results or operations, financial condition and liquidity, and developments in the industry in which we operate are consistent with the forward-looking statements contained in this press release, those results or developments may not be indicative of results or developments in subsequent periods.

About Phunware, Inc.

Everything You Need to Succeed on Mobile — Transforming Digital Human Experience

Phunware, Inc. (NASDAQ: PHUN), is the pioneer of Multiscreen-as-a-Service (MaaS), an award-winning, fully integrated enterprise cloud platform for mobile that provides companies the products, solutions, data and services necessary to engage, manage and monetize their mobile application portfolios and audiences globally at scale. Phunware's Software Development Kits (SDKs) include location-based services, mobile engagement, content management, messaging, advertising, loyalty (PhunCoin & PhunToken) and analytics, as well as a mobile application framework of pre-integrated iOS and Android software modules for building in-house or channel-based mobile application and vertical solutions. Phunware helps the world's most respected brands create category-defining mobile experiences, with approximately one billion active devices touching its platform each month when operating at scale. For more information about how Phunware is transforming the way consumers and brands interact with mobile in the virtual and physical worlds, visit <https://phunware.com> and follow @phunware on all social media platforms.

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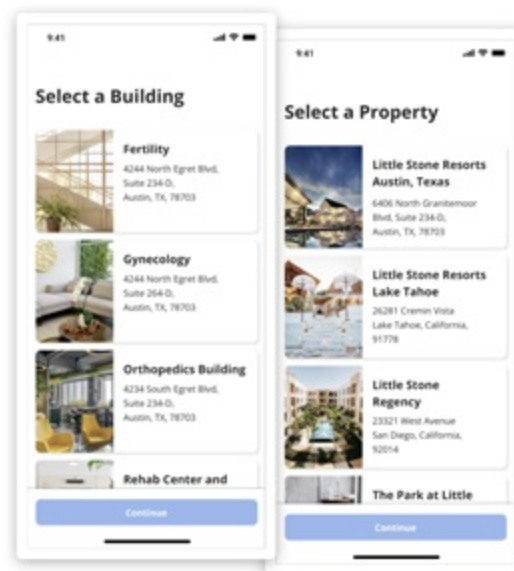
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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/70616bbf-893c-4dfa-b98e-b24bf34c7c3c>



Source: Phunware, Inc.

Phunware Experience Optimizer



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