



PHUNWARE

Transforming Mobile Engagement through AI-Powered Solutions



Investor Presentation
November 2024

NASDAQ:PHUN

Forward Looking Statements

This presentation includes forward-looking statements. All statements other than statements of historical facts contained in this presentation, 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 presentation 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 presentation. 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 presentation, those results or developments may not be indicative of results or developments in subsequent periods.

Some of the World's Leading Brands



Investment Highlights

- Solid financial position & balance sheet
- New management team & board appointments
- Rapid business expansion
- Building on +15 years experience developing Mobile apps quickly and efficiently
- Diverse portfolio of clients, including Fortune 500 companies, across diverse industries
- AI-Driven SaaS Mobile Cloud Platform
- Launching generative & edge AI platform to provide cost-efficient plug & play solution
- Productivity solution to optimize business processes and reduce costs

\$110.0 Million*
Cash & Equivalents

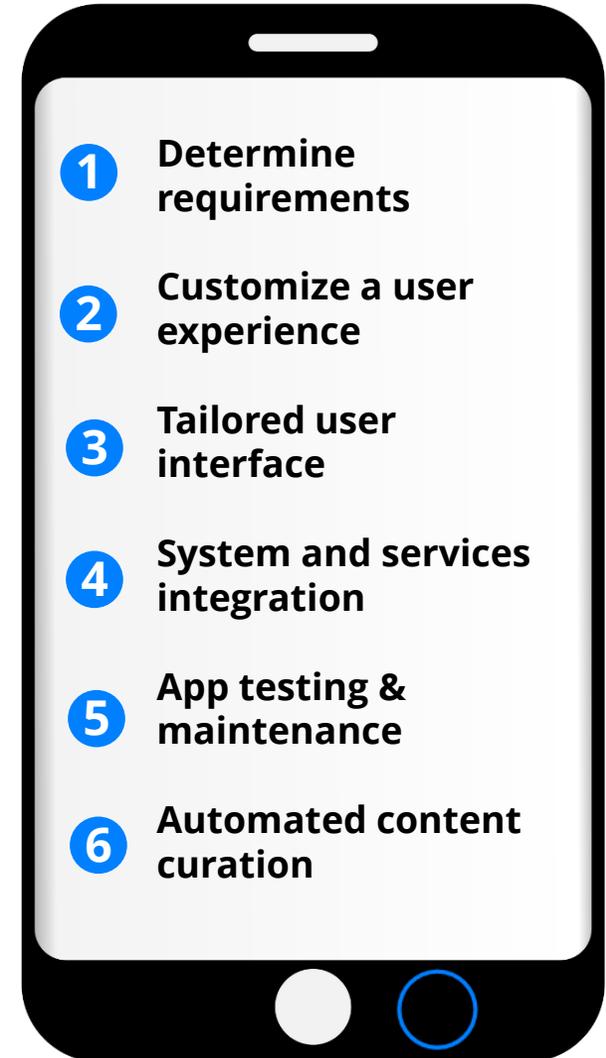
\$0.0 Million
Debt

*As of 11/6/24 and after the end the third quarter and based on proceeds from the Company's use of the at-the-market (ATM) financing facility.

The AI Value Proposition

Phunware is a mobile enterprise cloud platform specializing in AI-driven solutions that enable businesses to create dynamic, scalable mobile applications.

- Generative AI for rapid, customizable app development
- Modular design for easy integration
- Proven track record with leading global brands



Market Opportunity

Tapping into Ongoing Demand for Mobile Apps

Enterprise & Consumer Apps

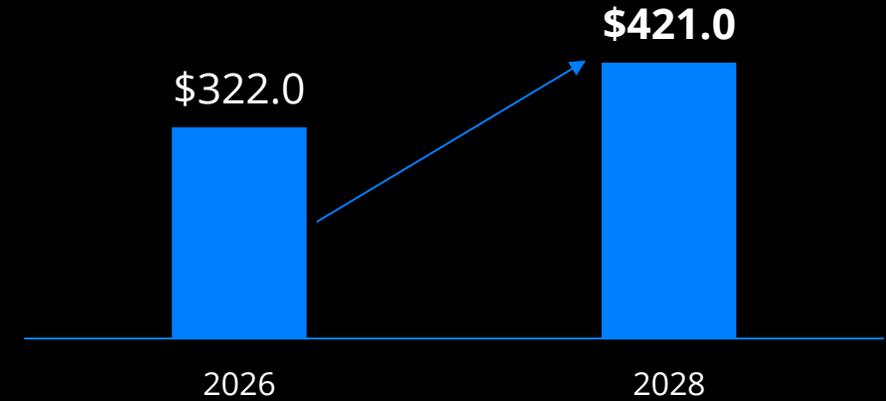
Businesses across sectors like retail, fintech, and media are increasingly adopting mobile apps.

Expanding Mobile Ad Spend

Programmatic ad spending is expected to exceed \$250 billion by 2025, and Phunware is set to capitalize on it through our integrated ad tools.

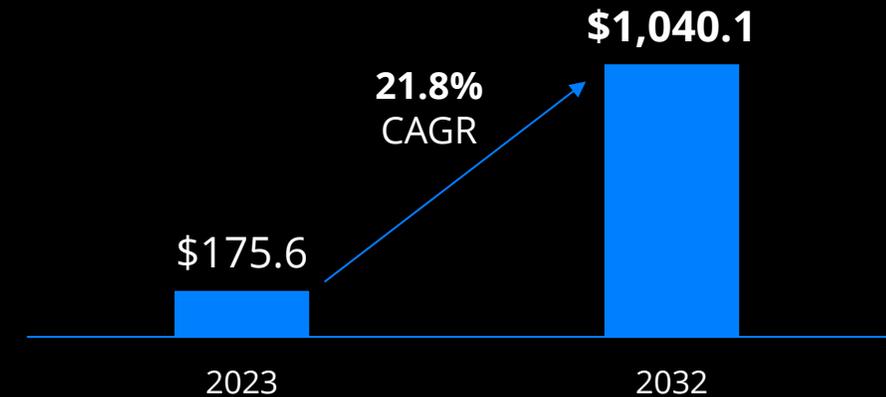
Global Mobile App Market¹

\$ in Billions



Global Mobile Advertising Market²

\$ in Billions



Competitive Advantage

AI-Driven Customization

Rapid app creation with hyper-personalized experiences.

Modular & Flexible Platform

Allows businesses to add and scale features as needed.

Integrated Monetization Tools

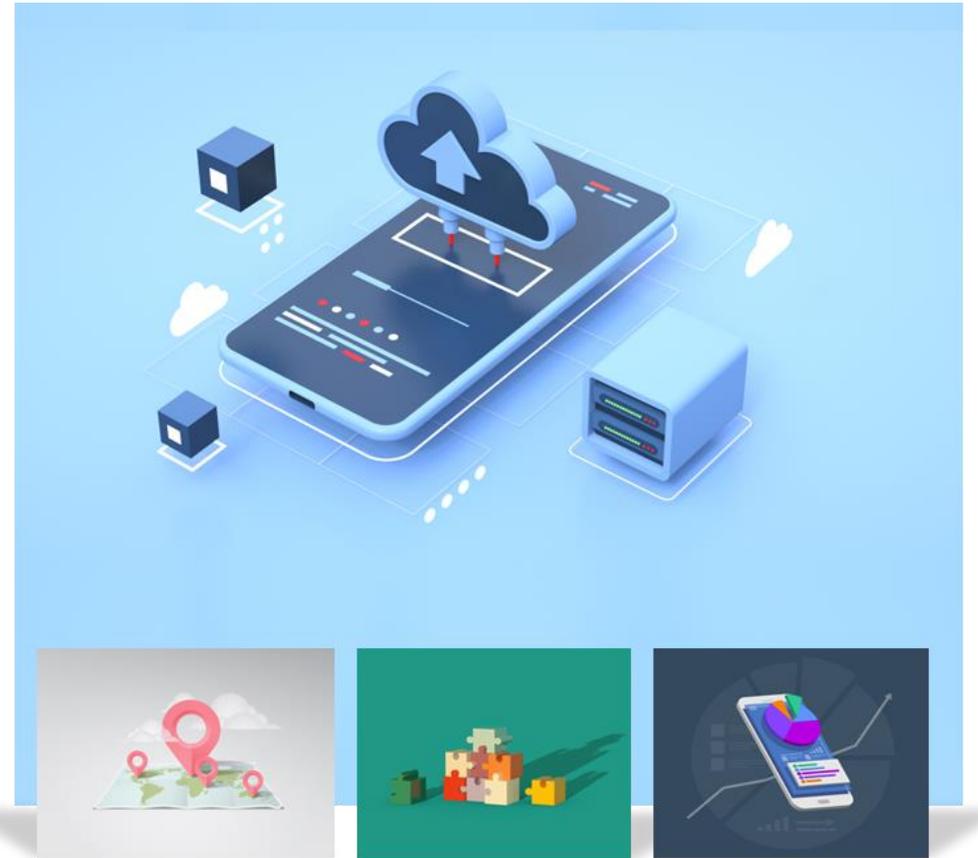
Built-in programmatic ad tools that generate revenue.

Patented Location Services

Superior, real-time 'indoor navigation' with one-meter accuracy.

Cross-Industry Scalability

Phunware serves multiple industries, providing more growth opportunities compared to niche competitors.



Products, Services & Customer Segments

Phunware offers out-of-the box and plug-and-play mobile app solutions, with the ability to develop tailored solutions that address specific business opportunities and challenges.

Out-of-the Box Mobile App Solutions

Large Enterprises for Diverse Industries

Out-of-the-box solutions for enterprises with complex mobile application needs, including advanced security, scalability, and seamless integration capabilities.

Plug-and-Play Mobile App Solutions

Small-to-Medium Sized Businesses

Phunware will leverage generative and edge AI to provide a plug-and-play platform, empowering SMBs to rapidly and cost-effectively develop mobile applications.

Customized Advertising Services

For Business of all Shapes & Sizes

Phunware's full-service, targeted, and personalized ad solutions offer unparalleled support, delivering high-quality premium ads designed to maximize ROI and drive business growth.

Growth Strategy

Phunware's strategy focuses on expanding both organically and through acquisitions.

Acquisitions

Pursuing strategic acquisitions to boost market presence.

Product Roadmap

Launch of our AI-driven SaaS platform in 2025, tailored for rapid deployment across industries.

New Verticals

Expanding footprint in high-growth sectors like healthcare and real estate, further diversifying revenue streams.



Investment Highlights

Our Next Generation AI-Driven SaaS Platform will Capture Significant Sectors of Multi-Billion Dollar Global Mobile App Market



Why Invest in Phunware?

Financial Stability

Strong balance sheet and scalable revenue model.

Strong Management Team

Committed to driving innovation, ensuring the effective and efficient implementation of strategies, and revenue growth.

Proven Track Record

15 years of expertise in mobile app development.

Industry Disruption

Leveraging AI to transform mobile engagement, delivering cost savings and faster development cycles.

Join Phunware in driving the next phase of mobile innovation

Investor Relations

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