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Phunware Releases New Blockchain-Enabled Data Exchange Capabilities

Delivers New Feature Sets for Political and Advocacy Solutions within Phunware's Multiscreen-as-a-Service (MaaS) Platform

AUSTIN, Texas--(BUSINESS WIRE)-- [Phunware, Inc. \(NASDAQ: PHUN\)](#) (the "Company"), a fully-integrated enterprise cloud platform for mobile that provides products, solutions, data and services for brands worldwide, today released a new version of its [Blockchain-Enabled Data Exchange](#) with both Congressional District and Language targeting.

Phunware works with all [Political and Advocacy Groups](#) to enable them to build, manage and engage their audiences of constituents and voters, whether local, regional, national or international in nature. In May 2019, Phunware first extended its [MaaS platform capabilities](#) to allow customers to create unique audiences for real-time targeting and 1:1 interactions both indoors and outdoors. A month later it then launched its [Blockchain-Enabled Data Exchange and Mobile Loyalty Ecosystem](#). These new platform releases, combined with today's announcement, fully integrates all of the new feature capabilities into the Company's [Knowledge Graph](#) and [Data Ontology](#) offerings via a fully self-service [MaaS Audience Manager](#) interface.

Key features of the current platform release include: (1) the ability to calculate instant device reach counts within specific congressional districts, (2) the ability to join these polygons with other audience segments including interest, issue, intent or language, and (3) the ability to save these settings into unique audiences for media activation via data-enriched media campaigns. Digital marketers and advocates can select from one to many of the 435 congressional districts, add them into a custom audience and then further refine that audience using device language information.

"We are extremely excited to be releasing the next iteration of our MaaS Data Exchange," said [Matthew Lindenberger, EVP of Product Management & Engineering of Phunware](#). "These new capabilities and features unlock powerful targeting capabilities for marketers seeking to reach custom audiences. The combination of congressional district geography boundaries, coupled with device language, gives marketers and advocates the ability to ensure that their message is delivered in the appropriate language to the right mobile audience in the right location at the right time."

Audiences created using this module of the Company's enterprise platform for mobile are automatically included into the blockchain-enabled processing engine of its [MaaS Data Exchange](#), which ensures that all devices voluntarily present in these audiences will be an included part of the value chain accruing balances of [PhunCoin](#) compensation. Phunware customers that service political and advocacy groups are already leveraging this new capability for media campaign activities, including [VoteMAP](#). The Company intends to distribute these audiences more broadly via its data monetization partners, including [Lotame](#) and [LiveRamp](#), during the fourth quarter of 2019.

Phunware has enabled political and advocacy groups the ability to segment and target their audiences to meet campaign goals and objectives. To see how customers have used these solutions to reach their constituents and voters, download our [Congressional Campaign](#) and [State Senate](#) case studies. To learn more about Phunware's MaaS Data Exchange, read the [Phunware Data Exchange Feature Sheet](#).

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 & Phun](#)) 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 more than [one billion active devices touching its platform each month](#). For more information about how Phunware is transforming the way consumers and brands interact with mobile in the virtual and physical worlds, visit <https://www.phunware.com>, <https://www.phuncoin.com>, <https://www.phuntoken.com>, and follow @phunware, @phuncoin and @phuntoken on all social media platforms.

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