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Phunware Releases Loyalty SDK to Enable PhunToken Issuances by Third-Party Mobile Applications

AUSTIN, Texas, April 14, 2021 (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, today announced that it has released its Loyalty Software Development Kit ("SDK") for [Apple iOS](#) and [Google Android](#) on GitHub to support the issuance of [PhunToken](#) by third-party mobile applications.

This important milestone, in support of the broader launch of Phunware's [Multiscreen-as-a-Service \("MaaS"\) Mobile Loyalty Ecosystem](#), helps brands incentivize engagement and drive customer loyalty. By integrating this lightweight SDK, any mobile application publisher can track and reward in-app customer behavior on Apple iOS and Google Android.

"In order to drive the mainstream adoption of blockchain, it's imperative that we make it both simple and convenient for companies and consumers to enjoy the benefits of cryptocurrencies without asking them to fundamentally change their behavior," said [Randall Crowder](#), COO of Phunware. "Our MaaS Loyalty SDK allows brands to seamlessly introduce additional functionality within their existing mobile application portfolios in order to reward app users for actions, including referring, sharing and engaging with content that is designed to promote increased brand awareness."

In support of its [MaaS Customer Data Platform \(CDP\)](#), Phunware plans to release its Data SDK later this month to give mobile application publishers the ability to reward consumers for the value of their data by issuing [PhunCoin](#). Both PhunToken and PhunCoin will be managed by [PhunWallet](#) on Apple iOS and Google Android, which will be made available for download following application approvals by the Apple App Store and Google Play, respectively.

[Click here](#) to get started today and learn how [PhunToken](#) can help drive not only engagement, but also profitable behavior.

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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