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Phunware Integrates Blockchain-Enabled Data Exchange with Programmatic Advertising Platforms

Integration Enables a Virtuous Shared Value Ecosystem that Reimagines 1:1 Engagement Between Brands and Consumers

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 announced the integration of its [blockchain-enabled data exchange](#) with an initial set of supported programmatic advertising platforms including [Beeswax](#) and Phunware.

[Phunware’s data exchange](#) aims to disrupt the status quo and [eliminate advertising fraud](#) by offering transparency to brands on the [data](#) they purchase and [compensating](#) consumers for the use of their [data](#). Support for leading advertising platforms such as Beeswax enables brands to deliver targeted media using [Phunware’s data](#) and receive transparent reporting.

“By integrating our [blockchain-enabled data exchange](#) with programmatic advertising platforms, we empower brands with end-to-end transparency from audience design to audience activation while also compensating consumers for the use of their data,” said [James Gray, Director of Product at Phunware](#).

Beeswax was selected as the first programmatic advertising platform to enable integration support for its unique bidder-as-service architecture and support for use cases such as log-level data. Additional integrations with advertising platforms and data platforms are planned to broaden adoption of a shared value ecosystem.

Through the integration, brands and marketers can easily design custom audiences using [Phunware’s data exchange](#) and seamlessly deliver them to supported programmatic advertising platforms for activation. Brands gain access to unique predefined segments (demographic, interest, purchase intent) and custom location-based segments that are not typically found on [Demand Side platforms \(DSPs\)](#). For customer campaigns activated with Phunware data, supported advertising platforms provide daily impression logs that enables Phunware to reward consumers with [PhunCoin](#), a digital asset, for the use of their data.

Phunware is offering \$10,000 of free data exchange credit to each of the first 10 Beeswax customers for use through the end of 2019. Visit <https://go.phunware.com/beeswax-integration> for more details on the offer. To learn more about the [Phunware data exchange](#), visit data.phunware.com or download the [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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PR & Media Inquiries:

Brent Brightwell

bbrightwell@phunware.com

T: (512) 537-8301

Investor Relations:

Brendhan Botkin

bbotkin@phunware.com

T: (512) 394-6837

Source: Phunware, Inc.