Nasdaq: PHUN

Everything You Need to Succeed on Mobile
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Phunware is reimagining how brands engage consumers, channel partners and employees in a mobile-first world by making every interaction and engagement contextual, personal and relevant.
Investment Highlights

● **Revenue at an Inflection Point:**
  Q2 to Q3  50% Growth
  Q3 to Q4  150%+ Growth to $5M+
  Q1 and Q2  250%+ YoY Growth

● **Healthy Balance Sheet** – $3M Debt | $40M+ War Chest

● **Indirect Channel Activation** – Carrier (NYSE: CARR), Cox, HID, Accion

● **Blockchain Ecosystem Launch** – PhunWallet, PhunCoin, PhunToken

● **Lyte by Phunware** – High performance computer systems

● **Stock Performance** – Strong price appreciation, volume and liquidity
Who We Are

Phunware is the pioneer of Multiscreen-as-a-Service (MaaS) — the only fully integrated enterprise cloud platform for mobile that enables brands to engage, manage and monetize their anytime / anywhere users worldwide.

- 1T+ transactions per year
- 15B+ unique devices reached
- Hundreds of millions of videos served
- Tens of millions of application downloads
- Thousands of branded applications launched
- Tested and scalable to 25 million concurrent users
Phunware’s MaaS platform is a fully-integrated enterprise cloud platform for mobile that provides the products, solutions, data and services for brands to engage, manage and monetize their anytime / anywhere users worldwide. Software subscriptions, inclusive of our industry solutions, are powered by the MaaS platform at scale.

Phunware’s Customer Data Platform (CDP) is utilized by many of the world’s top brands, offering data-enriched advertising opportunities to deliver personalized media to better reach and acquire customers on a 1:1 basis.

Leveraging over a decade of experience and our position as a public company, Phunware is commercializing a truly decentralized data economy that rewards you for being you, because the future of blockchain rests with real companies solving real problems in the real world.

Lyte by Phunware is the hardware component of our business that distributes high performance computing platforms which help enable a network of decentralized oracles, validators and nodes to efficiently bridge the gap between Web2 data and Web3 applications on both desktop and mobile.
Software Subscriptions & Services
**MaaS Overview**

**Capabilities**

**Analytics**
Analyze real-time mobile app data

**Audience Monetization**
Auction mobile app content with ads

**Content Management**
Manage and distribute mobile app content

**Developer Tools**
Build native mobile apps with SDKs

**Location Based Services**
Real-time indoor blue-dot positioning and navigation

**Mobile Engagement**
Location-aware mobile app notifications

**Audiences**
Target mobile media at scale globally

**Targeted Media**
Work with our team to develop and launch targeted mobile campaigns

**Data Exchange**
Share data, build audiences and reward ecosystem stakeholders with digital assets

**Datasets**
Mobile data for analytics and data science

**PhunWallet**
Manage personal data and digital assets

**Verticals**

Advocacy
Aviation
Healthcare
Hospitality
Media & Entertainment
Residential
Retail
Smart City
Smart Campus
Smart Workplace
How We Work with Customers

For brands without an existing mobile app

INDUSTRY-SPECIFIC APP TEMPLATES
Customizable and packed with features out-of-the-box

For brands with an existing mobile app

A-LA-CARTE PHUNWARE MODULES
Can be easily integrated into existing apps

For brands wanting advanced features and/or custom user interface

CUSTOM SOLUTIONS
Can be created by Phunware's Professional Services team
Target industries include healthcare, hospitality, political advocacy, media, corporate campuses and government. Customers require best-in-class enterprise grade native mobile presence, need to get there quickly and do not have the internal developer expertise to create and continually optimize applications.
Top Tier Customers

Healthcare
- Baptist Health South Florida
- Mount Sinai
- Cedars Sinai
- NYU Langone Health
- Kaiser Permanente
- Yavapai Regional Medical Center
- Parkview Health
- Dignity Health
- Atrium Health
- Wake Forest Baptist Health
- Children's of Indiana
- Cook Children's
- Phoenix Children's
- Virginia Hospital Center

Media & Entertainment
- CW
- WGN
- ESPN
- NBC
- AMC
- NBCUniversal
- CBS
- AT&T Stadium
- ViacomCBS
- Univision
- FIFA Women's World Cup
- Premier League
- ESPN
- NFL
- International Action
- Sprint Football
- Hollywood

Smart City, Smart Campus, Smart Workplace
- Norfolk Southern
- Intel
- PwC

Hospitality
- Atlantis
- Norwegian Cruise Line
- Wynn Las Vegas

Retail & Residential
- Lowes
- Caruso
- Kohl's
- Reserve
- One Buffalo Residences
- ECHO
- Brickell City Centre
- PETER COOPER Village
- Jade Residences
## Integrations

<table>
<thead>
<tr>
<th>Location Hardware</th>
<th>Analytics</th>
<th>Ads / Marketing</th>
<th>Enterprise</th>
<th>Authentication</th>
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<tbody>
<tr>
<td>Radius Networks</td>
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### App Performance
- Firebase
- New Relic
- Xamarin
- Unity

### Physical Access
- HID
- SALTO
- C-CURE 1000
- CBS All Access
- SyncBAK

### Social
- Facebook
- Instagram
- Twitter
- YouTube
Application Transactions
Engage, manage and monetize users based on who they tell us they are, not who we think they are. Phunware’s Customer Data Platform (CDP) helps brands target custom, relevant audiences.

**Consumption**
Device technographics and apps or app genres consumers use

**Location**
Country, state, city and places (POI) visited

**Lifestyle**
Characteristics and behaviors that define key life events

**Intent**
Actions consumers are likely to take

**Interest**
Types of interests consumers exhibit

**Personal**
Demographics, psychographics and socioeconomics

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Blockchain & Crypto
PhunCoin + PhunToken | PhunWallet

Phunware is the FIRST publicly traded company to launch its own cryptocurrency

Phunware’s blockchain-enabled data exchange and mobile loyalty ecosystem are powered by two unique digital assets that help eliminate untrustworthy intermediaries and directly connect brands with consumer audiences of interest that have voluntarily opted in with their personal data and information in exchange for a benefit.

**Brands**

Dramatically increase brand and consumer protection while achieving substantially higher ROI on auditable media spend with consumers that have voluntarily opted in to engage through open and transparent 1:1 interactions.

**Consumers**

Regain complete control of their identities, including their personal data and information, through an open, transparent and auditable ecosystem that they have opted in to at their own selection in return for compensation.
Phunware’s Phlywheel

MISSION: Deploy a self-sustaining, virtuous ecosystem that reimagines mobile engagement by decentralizing data and empowering consumers.

**Brands**
- Full suite of Phunware SDKs
- Vertical Solutions

**Consumers**
- Better mobile experiences

**Brands**
- Better data
- Less fraud
- Verifiable audiences
- Auditable records

**Consumers**
- Monetize personal data
- Targeted ads
- PhunCoin dividends

**PhunWallet**
- Digital asset wallet
- Brand discovery
- Rewards / Benefits
- Manage digital self secured by Self-Sovereign ID

**PhunCoin**
- Better data
- Less fraud
- Verifiable audiences
- Auditable records

**PhunToken**
- Drive profitable behavior
- Increase retention

**Hello**
Data collection via collaboration & compensation

**Goodbye**
Data collection via exploitation & surveillance

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Lyte by Phunware
Lyte by Phunware

- Acquisition of Lyte Technology closed on October 21, 2021
- Added 41 team members to Phunware
- Expanded Phunware’s footprint into the $32 billion high performance personal computer market
- Complementary and synergistic go-to-market opportunities, with no overlap in the companies’ relevant partner or customer bases
- Lyte’s customers represent gamers, developers, content creators, crypto enthusiasts and personal productivity workers who support the adoption, scale and infrastructure required for Phunware in order to deploy its decentralized data economy powered by PhunCoin and PhunToken
Closing Summary
# Financial Overview

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<th>FY20</th>
<th>FY21</th>
<th>FY22 Projected</th>
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<tr>
<td><strong>Net Revenues</strong></td>
<td>$10.0M</td>
<td>$10.6M</td>
<td>$25.0M</td>
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<td><strong>250%+ YoY Growth</strong></td>
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<tr>
<td><strong>PHUN Market Cap</strong></td>
<td>$202.3 million</td>
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<td>(as of May 3, 2022)</td>
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<td><strong>PHTK Market Cap</strong></td>
<td>$73.6 million</td>
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<td>(as of May 3, 2022)</td>
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<tr>
<td><strong>Cash</strong></td>
<td>$10.8 million</td>
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<td><strong>Bitcoin (BTC)</strong></td>
<td>650+</td>
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<tr>
<td><strong>Ethereum (ETH)</strong></td>
<td>1,200+</td>
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<tr>
<td><strong>Debt</strong></td>
<td>$3.5 million</td>
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Phunware Leadership Team

Alan S. Knitowski
President & CEO
Founder and CEO, Vovida Networks (acquired by Cisco Systems)
Founder and Director, Telverse Communications (acquired by Level 3 Communications)
Cisco Systems, Nortel Networks, US Army, Curo Capital, Ecewa Capital Group
MSIE, Georgia Tech, MBA, UC Berkeley and BSIE, University of Miami (FL)

Randall Crowder
COO
Sole Founder and Managing Partner, Novê Ventures
Co-Founder and Managing Partner, TEXO Ventures
Co-Founder, Texas Venture Labs at McCombs School of Business at UT-Austin
Executive Director, Central Texas Angel Network (CTAN)
BS, United States Military Academy at West Point and MBA, McCombs School of Business at UT-Austin
Kauffman Fellow

Matt Aune
CFO
Global Technology Finance Lead, Sony Computer Entertainment
Head of Worldwide Financial Planning and Analysis, Midway Games
MBA, San Diego State University and BA, UC San Diego

Luan Dang
CTO
Founder, EVP and CTO, Vovida Networks (acquired by Cisco Systems)
Advisor and Architect, Telverse Communications (acquired by Level 3 Communications)
Advisor, Bifone (acquired by Hewlett-Packard)
Cisco Systems, Nortel Networks, Unisys, Curo Capital, Sagoso Capital
MSCS, Stanford and BSCE, UC San Diego

Christopher Olive
EVP & General Counsel
Partner, Bracewell LLP
Associate, Jones Day
20 years experience with complex transactions, markets and products
Captain, U.S. Army Judge Advocate General’s Corps; U.S. Army ROTC graduate
LL.M. (Banking & Finance Law), University of London; J.D., Southern Methodist University School of Law; BBA (Finance), University of Miami (FL)

Matt Lull
EVP & CCO
CEO, Simplikate Systems (acquired by Phunware)
25-year veteran of technology-based solutions
Merged web company he founded with other web shops into USWeb, culminating in IPO valuation over $1B within 2 years
BBA Marketing, UT-Austin

Tushar Patel
EVP Corp. Development
CEO, Simplikate Systems (acquired by Phunware)
Managing Director of Technology Strategy for Cloud Innovation Partners, Citrix Systems
Advisor, Bond Growth Equity
Consultant, Accenture
BBA, University of Miami (FL)
Phunware Demos

Smart Hospitality Solution
https://youtu.be/5E9mNXoFnNk

Smart Workplace Solution
https://youtu.be/tJ7l49NwToE

Digital Front Door
https://youtu.be/6nqEU908d-w
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