Nasdaq: PHUN

Everything You Need to Engage Anyone Anywhere

April 2023
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Phunware reimagines how brands engage consumers, partners, and employees in a mobile-first world by making every interaction contextual, personal, and relevant.
About Phunware

Phunware is the pioneer of the Location Based SaaS Platform — the only fully integrated enterprise cloud platform for mobile that enables brands to engage, manage and monetize their anytime / anywhere users worldwide.

- Publicly Traded (NASDAQ: PHUN)
- Over 110M sq ft of wayfinding coverage deployed
- 5K+ branded applications launched
- Tens of millions of application downloads
- Hundreds of millions of videos served
- Tested and scalable to 25 million concurrent users

FOUNDED
February 2009

STRUCTURE
Delaware “C” Corporation

HEADQUARTERS
Austin, TX

OFFICES
San Diego, CA
Miami, FL

WEBSITE
phunware.com
Phunware Business Units

SaaS Platform
> Engage, Manage & Monetize

Phunware's Location Based SaaS Platform is a fully-integrated enterprise cloud platform for mobile that provides industry solutions, data, and services for brands to engage, manage, and monetize their anytime, anywhere users worldwide.

Lyte by Phunware
> Enable & Empower

Lyte by Phunware builds, markets and distributes high performance computing platforms for demanding consumers and professionals, but leverages Phunware's strategic supplier relationships to minimize manufacturing risk.
Location Based SaaS Platform
Our modules help customers better understand their users, and provide the tools to engage them at the right time in the right context.

**Phunware’s Value Proposition**

<table>
<thead>
<tr>
<th><strong>Location Based Services</strong></th>
<th><strong>Content Management</strong></th>
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<tbody>
<tr>
<td>Real-time indoor blue-dot wayfinding and navigation</td>
<td>Manage and distribute mobile app content</td>
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<tr>
<th><strong>Mobile Engagement</strong></th>
<th><strong>Data &amp; Analytics</strong></th>
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<tr>
<td>Location-aware mobile app notifications</td>
<td>Analyze real-time mobile app data</td>
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<th><strong>Targeted Media</strong></th>
<th><strong>Interoperability</strong></th>
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<tr>
<td>Work with our team to develop and launch targeted campaigns for your mobile app</td>
<td>Integrate third-party point solutions</td>
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Phunware’s Location Based SaaS Platform drives profitability, productivity and efficiency by integrating and automating disparate point solutions to tech-enable contextual engagement in mobile-first ecosystems.
Notable Customers

Healthcare

- Baptist Health South Florida
- Mount Sinai
- Cedars Sinai
- NYU Langone Health
- MD Anderson Cancer Center
- Yavapai Regional Medical Center
- VHC Health
- Mayo Clinic
- GBMC Healthcare
- Dignity Health
- Wake Forest Baptist Health
- Children's of Alabama
- Phoenix Children's
- Kaiser Permanente
- Parkview Health
- Sentara
- Nicholas Children's Health System

Smart City, Smart Campus, Smart Workplace

- Norfolk Southern
- Intel
- PwC
- Atlantis
- Norwegian Cruise Line
- Wynn Las Vegas
- Wailea Beach Resort
- Marriott
- Gaylord Hotels
- Ryman

Hospitality

Retail & Residential

- Lowe's
- Caruso
- Kohls
- Reserve
- Brickell City Centre
- One Buffalo Heights
- Echo
- IUSE
- Regent Square
- Peter Cooper Village
- Jade Residences
Flexible Engagement Model

For brands without a mobile app

INDUSTRY-SPECIFIC APP SOLUTIONS
Optimized apps that come pre-integrated with all Phunware Modules

For brands with an existing mobile app

A-LA-CARTE PHUNWARE MODULES
Features and functionality for developers to build with or integrate into existing apps

For brands wanting advanced features and/or custom user experiences

ON-DEMAND CUSTOM SOLUTIONS
Designed and developed by Phunware's Professional Services team
Scalable SaaS Pricing

Phunware annual SaaS licenses include any infrastructure, configuration and integration support required on a three-to-five year term agreement.

Configurations & Integrations
- Symplr
- Epic
- Sulto
- HID

Mapping, customer branding and third-party integrations (e.g. EHR, PMS, POS, Access Control, etc.)

Beacons & Deployment
- Beacon
- Access Point

Installed, configured, and scaled to size of any navigable indoor and outdoor space

SaaS Platform

Fully-integrated enterprise cloud platform for mobile that engages and monetizes users anytime, anywhere
Target Markets

Integration Platform as a Service (iPaaS)

- $3.7B
  - 30% CAGR

Location Based Services (LBS)

- $27.3B
  - 23.5% CAGR

Mobile Apps

- $187B
  - 13.4% CAGR
Target Industries

Target industries include healthcare, hospitality, smart spaces as well as sports and entertainment venues. 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.
Phunware has transitioned from selling enterprise custom development direct to co-selling innovative SaaS solutions with industry partners, but Phunware expects rapid growth once these partners are converted into true indirect channels.

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<tr>
<th>2009 - 2020</th>
<th>Direct</th>
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<td>Statements of Work</td>
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<td>Low-Margin</td>
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<td>Non-Recurring Revenue</td>
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<td>Custom Focus</td>
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<td>Notable Customers</td>
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<th>2020 - 2023</th>
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<td>Ideal Channels</td>
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Phunware’s primary competitors are industry-specific vendors with limited mobile engagement and integration support as well as wayfinding point solutions that rely on less accurate technology for location-based services.
# Competitive Advantage

<table>
<thead>
<tr>
<th>Competitor Categories</th>
<th>Example Companies</th>
<th>Location Based Services</th>
<th>Mobile Engagement</th>
<th>Integration Support</th>
<th>Relevant Experience</th>
<th>Low Client IT Requirements</th>
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<tbody>
<tr>
<td>Industry-Specific Platforms</td>
<td>PHUNWARE</td>
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<td>Industry-Specific Apps</td>
<td>GOZIO Health</td>
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<td>Integrators, Consulting Firms</td>
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<td>Enterprise IT Solutions &amp; Tools</td>
<td>SAP salesforce</td>
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<td>Custom Developers, Low Code &amp; Template Apps</td>
<td>Flutter</td>
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**Competitive Advantage Image:**

- Industry-Specific Platforms: PHUNWARE, GOZIO Health, Connextent
- Industry-Specific Apps: hudini purple
- Wayfinding & Mapping Vendors: ATRIUS Pointra, MazeMap, oriant
- Integrators, Consulting Firms: hapi, rodden
- Enterprise IT Solutions & Tools: SAP salesforce, IBM
- Custom Developers, Low Code & Template Apps: Flutter, Road Native, APADM.
Lyte by Phunware

- Acquisition of Lyte Technology closed on October 21, 2021
- Added $15 million in annual revenue to Phunware
- Gave Phunware entry 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, and personal productivity workers
Inorganic Growth Strategy

Phunware’s Board of Directors has formed a Strategic Transactions Committee to review potential acquisition targets with the following criteria:

- Generates $5-$30M in ARR with Gross Margins above 50% and are breakeven or profitable
- Broadens the SaaS Platform with complementary capabilities
- Offers technology that will accelerate our product roadmap
- Operated by well-respected and seasoned leaders who are excited about a structured earn out
Financial Overview

$21.8M
Fiscal year 2022
Net Revenues

$6.5M
Fiscal year 2022
Platform Revenues

53.8%
Fiscal year 2022
Platform Gross Margin

105% YoY Growth

Phunware Leadership Team

Russ Buyse
CEO

- COO, GlobalID
- COO, Praxent
- COO and VP Engineering, Mutual Mobile
- VP of Products, Reachforce
- VP of Engineering, Pearson
- VP of Product Development, ESP Solutions Group
- Dir of Engineering, PerformanceRetail
- Manager, Tivoli
- Manager, Vignette
- BA Computer Science, UT-Austin

Randall Crowder
COO

- Sole Founder and Managing Partner, Novē 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
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