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Phunware Releases Data SDK for Third-Party Mobile Applications to Reward Consumers with PhunCoin

AUSTIN, Texas, April 21, 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 Data Software Development Kit (“SDK”) for [Apple iOS](#) and [Google Android](#) on GitHub so third-party mobile applications can reward consumers with [PhunCoin](#) for their data.

This important milestone, in support of the broader launch of Phunware’s [Multiscreen-as-a-Service \(“MaaS”\) blockchain-enabled Customer Data Platform](#), helps brands empower consumers to take control of and be compensated for their data. By integrating this lightweight SDK, any mobile application publisher can monetize and reward their audiences by signing them up to be compensated any time their data is purchased by brands.

“It’s no secret that data has become the most valuable asset on the planet, yet consumers continue to be exploited for this vital resource without consideration and often without permission,” said [Alan S. Knitowski](#), President, CEO and Co-Founder of Phunware. “As a pioneer in customer data monetization, we look forward to leveraging PhunCoin to usher in a new era of transparency and accountability that enables consumers to determine not only what data they share and who they share it with, but also what that data is worth.”

This release comes just one week after Phunware [announced](#) the launch of its Loyalty SDK on [Apple iOS](#) and [Google Android](#) to give mobile application publishers the ability to track and reward consumers for their engagement by issuing [PhunToken](#). Both PhunCoin and PhunToken will be managed by [PhunWallet](#), which will be made available for download in the coming weeks following application approvals by the Apple App Store and Google Play.

[Click here](#) to get started today and learn how [PhunCoin](#) can help empower and engage mobile audiences at scale.

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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