

# Phunware Wins Contract Extension for Smart Shopper Solution on Mobile

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, announced today a [Multiscreen-as-a-Service \(MaaS\)](#) contract extension by one of the largest, privately held real estate companies in the United States (the “Customer”) for its [Smart Shopper Solution](#) to enhance their retail shopping experience on mobile. The Customer specializes in shopping, entertainment and residential developments, while also developing parks, plazas integrated with retail environments and mixed-use developments that feature a blend of shopping, dining and entertainment alongside residential living.

“Real estate companies, real estate investment trusts and retailers are great partners for Phunware because there is a growing trend in favor of mixed-use development blending business, retail and residential living in pedestrian-friendly environments,” said [Randall Crowder](#), COO of Phunware. “These types of complex user experiences demand the kind of tech-enabled mobile engagement that our MaaS platform was specifically designed to achieve, and it’s increasingly clear that the [COVID-19 pandemic](#) has greatly accelerated adoption curves for digital transformation on mobile as businesses of all types look to foster [Healthy Spaces](#) for their customers to work, live and shop again.”

Phunware's [MaaS Smart Shopper Solution](#) on [Apple iOS](#) and [Google Android](#) helps real estate developers, real estate investment trusts and retailers transform their guest and shopper experiences with contextually-triggered messaging, real-time mapping, navigation and directions, concierge services, parking and valet assistance, location sharing, geofence-based commerce offers and more. In addition to the needs of consumers and luxury residents, the same indoor-outdoor MaaS navigation technology can also help retail store associates in speeding their restocking activities and order fulfillment completion times as well.

Key features of Phunware's [Smart Shopper Solution](#) include, but are not limited to:

- [Location Based Services](#) - Enables indoor-outdoor mapping, navigation and directions through static or real-time, blue dot positioning to help shoppers, residents and associates locate items within malls, stores, outlets and shops.
- [Mobile Engagement](#) - Leverages app user location and profile data to personalize 1:1 interactions and campaigns in order to maximize revenue opportunities.
- [Audience Building & Engagement](#) - Builds app user bases and then engages them with relevant brand messages and interactions for audiences of interest.
- [Big Data](#) - Uncovers deep insights about consumers, guests and residents to then identify, target and convert high-value segments based on their context, behavior and preferences.

[Click here](#) to learn more about how Phunware facilitates digital transformation in real estate,

retail and [mixed-use living](#) by enabling a [Smart Shopper Solution](#) on mobile.

## **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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