



AUGME[®]

TECHNOLOGIES

Investor Presentation – April 2012

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Enabling Mobile Marketing and Advertising

Via its Hipcricket one stop solution, Augme drives revenue and customer loyalty for brands, media companies and enterprises

Investment Highlights

Rapid Growth and Increasing Margin

- Hipcricket + Augme has grown 5X in 3 years
- \$20+ million annualized revenue run rate

Leader In Mobile Marketing, Advertising & CRM

- Passed the industry-leading 150,000 campaign count, and recorded a 76 percent increase in campaigns in 2011 when compared to 2010
- Exclusive mobile marketing provider to many Fortune 100 brands

Technology Services & Intellectual Property Leader

- Cloud-based platform facilitates rapid growth
- Patented technology enables faster sales & implementations

Fast Growing Market

- Projected \$10.8B mobile marketing and advertising industry by 2016 (eMarketer)
- Advertisers intend to increase mobile marketing budget by 35% in 2012

Preeminent One Stop Mobile Marketing Solution Provider

Core features support business growth

- All mobile marketing and advertising solutions under one roof
- AD LIFE® SaaS mobile platform
- Plan, execute, and measure ROI



Our IP is a competitive barrier

- Augme owns 7 patents and has 33 patents pending with the USPTO
 - Covers device detection, content rendering, targeted marketing and mobile marketing analytics



AD LIFE® and Augme IP applies to:



All wireless devices



Every delivery channel



All Wi-Fi

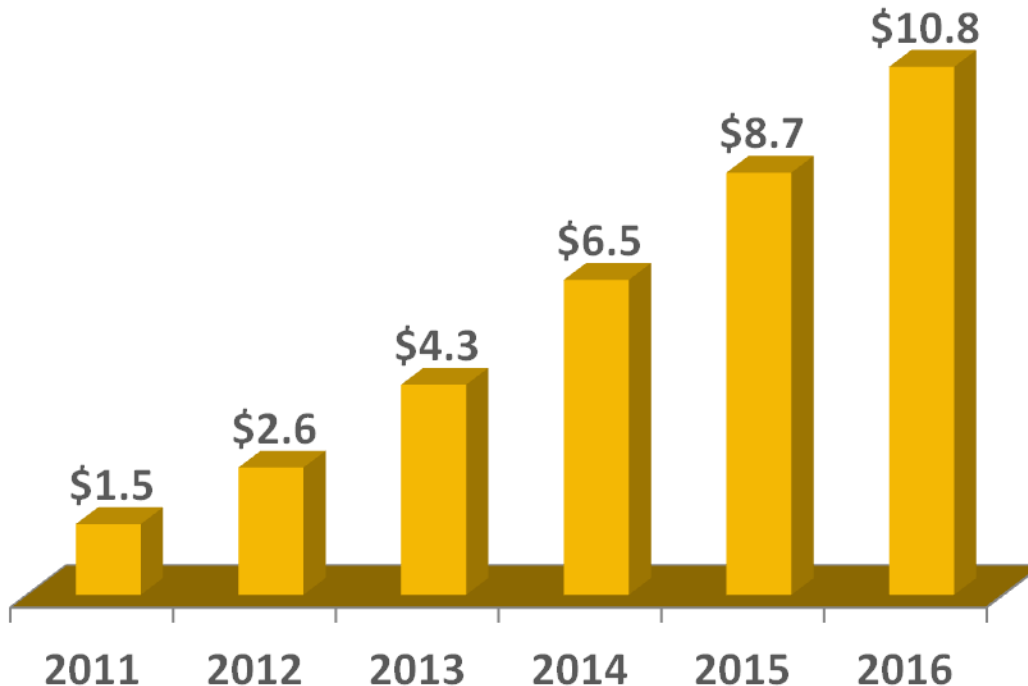


Every TV and radio station

Solutions protected under U.S. Patent #'s 6,594,691 / 7,269,636 / 7,783,721 / 7,831,690 / 7,958,081 / 8,069,168 / 8,069,169

Mobile Marketing & Ad Spend to Cross \$10B Mark

US Mobile Ad Spending, 2011-2016
\$ Billions



Source: eMarketer, Jan. 2012

Note: Includes display (banner, rich media and video), search and SMS/MMS/P2P messaging

+35% increase
in mobile marketing and
advertising spending
budgeted by advertisers
and agency executives in
2012.

Razorfish's Paul Gelb:
***"Mobile Ad Spend Will
Overtake TV"***

***Digital chief cites rocketing
smartphone growth***

Source: ADWEEK

Source: Digiday's semi-annual Mobile State
of the Industry survey, Dec. 2011

Augme's Market Leadership

95%+

Renewal Rate

Across

15

Industries

Servicing > 300 Clients

Kellogg's

CBS

McDonald's
i'm lovin' it

MillerCoors

Pfizer

CLOROX

Clear Channel

KRAFT

COSTCO
WHOLESALE

Ford

Johnson & Johnson

AD LIFE® Platform Consolidates Data From All Sources

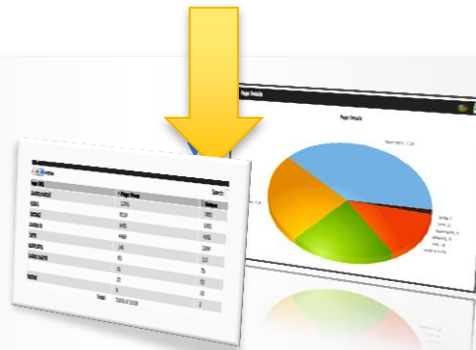
1 Consumers engage with available mobile technologies



2 All data from any interaction is captured into the **AD LIFE®** Platform



3 Augme clients can view campaign results in real time and optimize performance



Solutions protected under U.S. Patent #'s 6,594,691 / 7,269,636 / 7,783,721 / 7,831,690 / 7,958,081 / 8,069,168 / 8,069,169

Augme's Post Click Engagement Platform is Superior

1 Advertise

With Hipcricket

2 Promote

With mobile web,
video & rich media

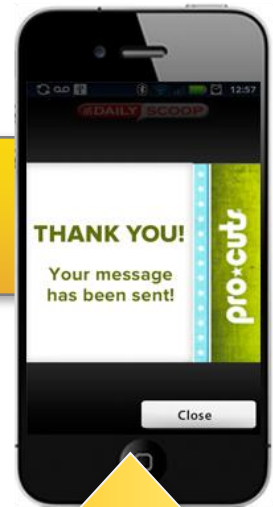
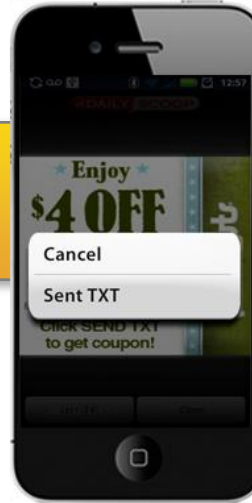
3 Capture

We continue where our
competition stops with
data collection

4 Re-Engage

With customers

Robust



Limited



*Augme's
competition has
limited capabilities
and loses the
customer after the
first click*

*Augme re-engages
the user, resulting in
higher advertising
rates*

Augme's Unique Asset: AD LIFE® Platform

Services

Strategic Services

Mobile Marketing Strategy

- Opportunity assessment and business case development
- Program management of mobile marketing execution
- Product planning

Creative Services

Graphic Design

- Graphic-rich content and mobile web sites
- Customized QR codes
- Mobile banner ad design

Integration Services

Custom and API Integration

- Mobile messaging integration
- Email integration
- Mobile website integration
- IVR Integration
- Website integration

Account Management

Support and Service

- Day-to-day account support
- Marketing and strategic project management
- Plan execution

Products

Mobile Advertising

Display/SMS

- Rich Media
- Video
- Messaging
- Hispanic
- Display
 - WAP
 - In Apps
 - In Game

Mobile SiteBuilder

WAP/XHTML

- Site builder
- Content management
- Content handling
- Content rendering
- Video transcoding
- mCommerce

Mobile Messaging

SMS/MMS

- Alerts
- Consumer Interactions
- CRM
- SMS coupons
- MMS Video
- MMS Coupons

QR Codes

2D/QR Codes

- Go to website
- App download
- Initiate a call
- Send an SMS
- Save a contact
- Send a tweet
- Facebook like

Mobile Applications

Mobile/TV/Tablets

- iOS
- iPad
- Android
- RIM
- WM

Mobile SocialConnect

Facebook, Twitter

- Facebook SocialConnect
- Applications
- Widgets
- Database building

Analytics

Dashboard

- Personalized web-based reports
- Aggregated and summarized views
- Multichannel Analytics

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Successful Campaigns for Fortune 100 Companies



- Client since 2010 with multi-year contract
- **15.4% conversion rate**
- Leads delivered to local dealers to be followed up upon within minutes



- Client since 2009 with multi-year contract
- **> 400K users in database**
- **172 local databases**










- Client since 2010 with multi-year contract
- **>6M videos viewed on YouTube**
- Leveraged mobile to develop a creative and powerful campaign to better engage with consumers



- Client since 2010 with multi-year contract
- **Millions of mobile engagements across any mobile channel**
- Hipcricket selected as “agency of record” for all mobile marketing campaigns

Competitive Landscape

Mobile Advertising and Mobile Marketing Competitive Landscape

	Mobile Advertising Capabilities	Mobile Marketing Capabilities	Post Click Engagement Capabilities	Format Flexibility (SMS, MMS, Video, etc)	Data and Analytical Tools	IP Strength and IP Ownership
 AUGME TECHNOLOGIES 	●	●	●	●	●	●
[a-mo-bee]	●	○	○	◐	◐	○
Google admob	●	○	○	●	●	●
	●	○	○	◐	●	●
InMobi	●	○	○	◐	◐	◐
 kony	○	●	○	◐	◐	○
 millennialmedia	●	○	○	◐	◐	◐
mojiva	●	○	○	◐	◐	◐
 Usablenet	○	◐	○	◐	◐	○
 velti	●	●	●	●	◐	○

● = Strong, ◐ = Capable, ○ = Weak or None

Acclaim for Augme & Hipcricket

Mobile Marketer

Hipcricket is **Mobile Service Provider of the Year**, with notable efforts such as Macy's Backstage Pass and Le Club Perrier to its credit

Bloomberg Businessweek

*"These days small businesses are sharpening their focus on hyper-local advertising and marketing, an **attractive option that presents an opportunity to engage with customers at the optimum time and place**"*



Hipcricket named one of three **"Mobile Marketing & Advertising Agency of the Year"** finalists in the GSMA's Annual Global Mobile Awards, out of pool of 600 entrants

AdAge

*"Think of Augme as an **aQuantive*** of mobile, part agency services and many parts ad technology"*









*"Hipcricket's recent acquisition by Augme Technologies is expected to further consolidate the company's position as **an industry powerhouse in mobile marketing**"*

*Seattle-based digital advertising company acquired by Microsoft for \$6B in 2007

Augme's Growth Strategy

Multi-faceted monetization through IP and Hipcricket operating business

Products	Mobile Advertising	Sales	Channel	IP	M&A
<p>Expand AD LIFE® platform and capabilities</p> 	<p>Enhance post-click engagement model</p> 	<p>Expand sales team and deepen market penetration</p> 	<p>Continue to pursue partners</p> 	<p>Expand, enforce & license Augme's Intellectual Property</p> 	<p>Pursue strategic acquisitions</p> 

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Augme's Revenue Model

	Range per deal	
Marketing campaign	\$25,000 - \$50,000	Per campaign
Self served SaaS	\$20,000 - \$50,000	Annual fee per license
Managed SaaS	\$50,000 - \$150,000	Annual fee per license
Mobile advertising	\$10,000 - \$1,000,000	Per media buy
Website mobilization	\$15,000 - \$600,000	Template plus custom work

Augme's Unique Asset: Patent Portfolio

Augme's patents are foundational

- Device detection
- Content targeting
- Content rendering

Partnered with world class IP professionals from ipCapital Group and Goodwin Procter

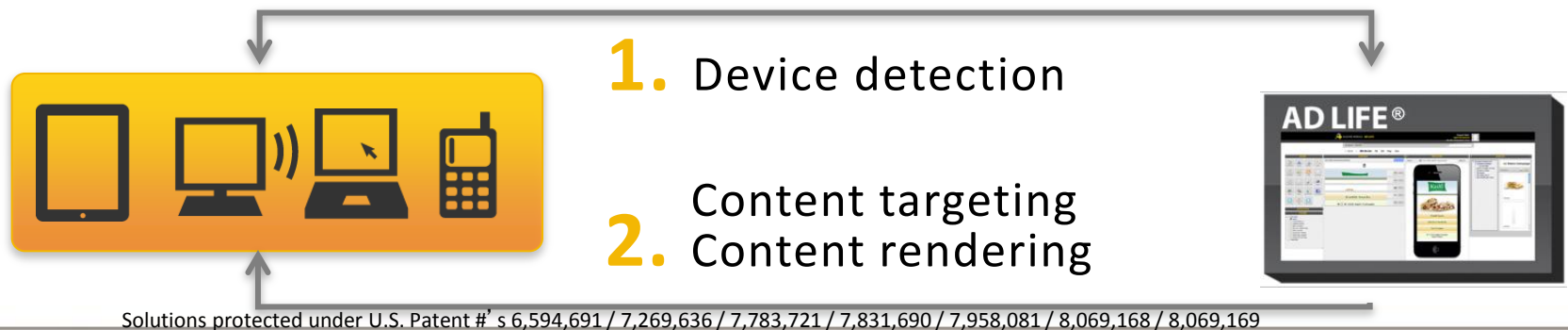
- Cloud-based platform enables rapid growth
- Patented technology produces faster sales & implementations

Monetization opportunities include

- Licensing, collaboration and litigation (7 patents issued, 33 pending)
- 5 outstanding lawsuits

Portfolio status

- Yahoo and AOL in discovery phase
- Pandora and Gannett lawsuits recently filed
- Recent favorable Markman rulings boost and have accelerated Augme's IP monetization strategy



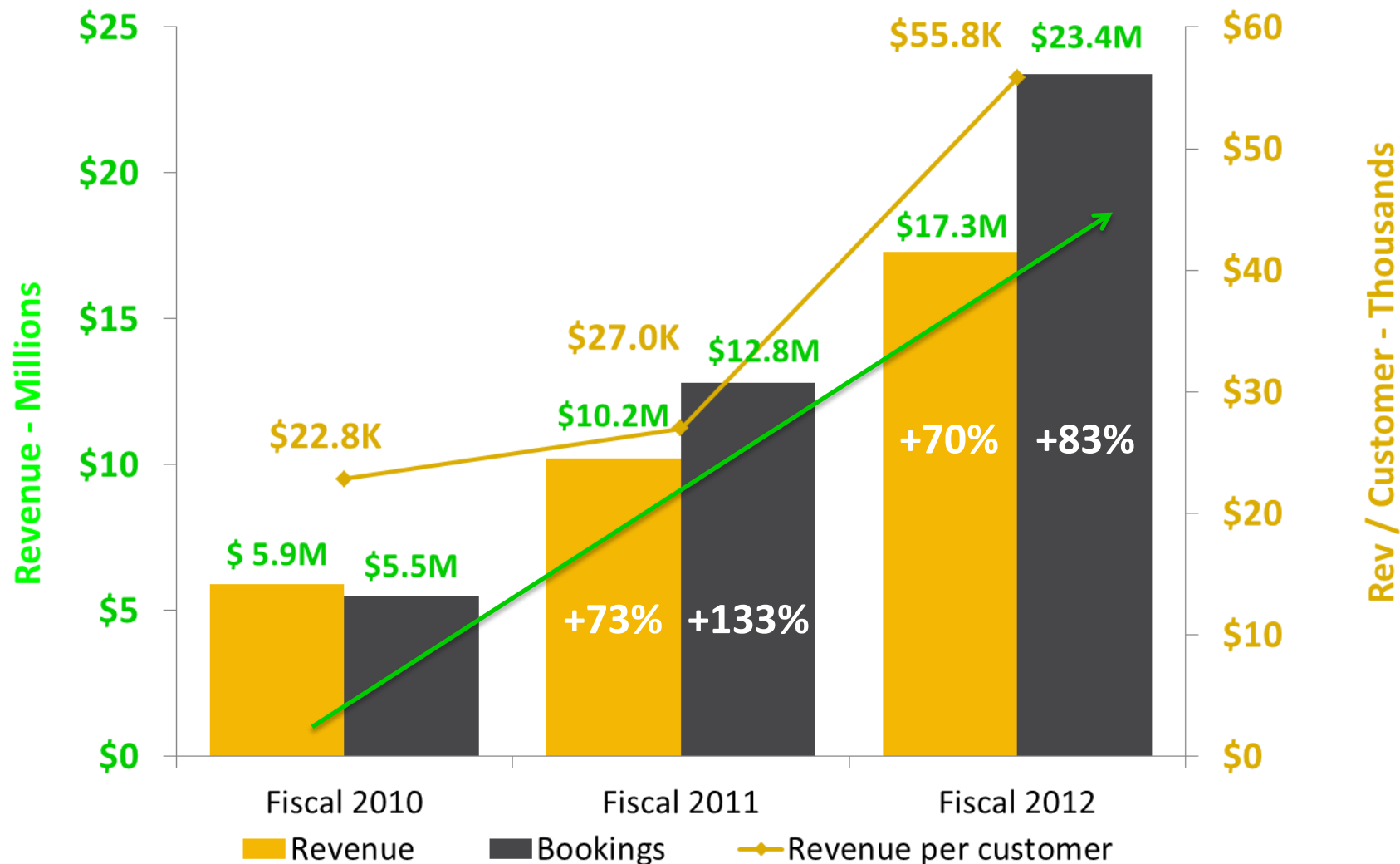
Monetization Opportunities

FOUNDATIONAL PATENTS

Market Segments	Content Targeting	Content Rendering	Device Detection
Search Market Players	\$	\$	\$
Media Appliance Market Players	\$	\$	\$
Ad Network & Platform Operations	\$	\$	\$
Demand Side Destination Providers	\$	\$	\$
Open Source Software Providers	\$	\$	\$
Targeting & Retargeting Operations	\$	\$	\$
Mobile Marketing & Software Providers	\$	\$	\$
Internet Targeting Hardware Providers	\$	\$	\$
Mobile Equipment and/or Chipset Manufacturers	\$	\$	\$

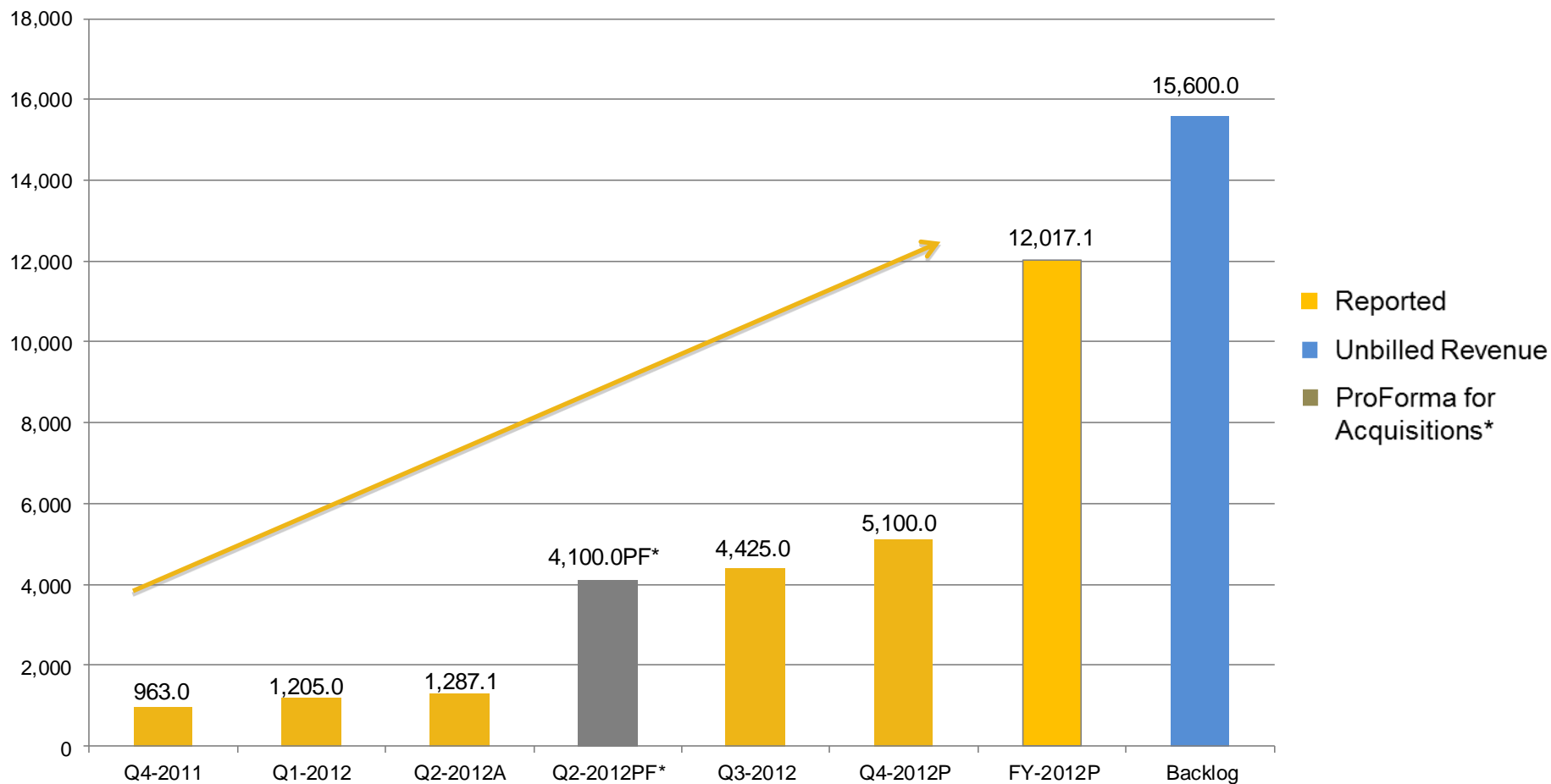
Augme's Growth

Revenue – 3YR CAGR – 71%
Bookings – 3YR CAGR – 106%



Hipcricket & Augme mobile marketing and mobile advertising network pro forma revenues. All periods are fiscal year

Rapidly Rising Revenue Visibility



* Acquisition of JAGTAG closed on July 22, 2011, Hipcricket acquisition closed August 25, 2011, both during Augme's Q2 ended August 31, 2011













P : Preliminary results for Q4 and fiscal year ended February 29, 2012

Strong Balance Sheet to Support Growth

\$000s

Fiscal quarter ended	2/28/2011	11/30/2011
Cash	\$11,182.4	\$16,947.4
Total assets	\$32,030.9	\$108,141.9
Current liabilities	\$740.1	\$29,369.8
Deferred revenue	\$1,190.2	\$1,037.8
Accrued liabilities	---	\$92.4
Shareholders equity	\$30,100.6	\$78,679.6
Total liabilities & equity	\$32,030.9	\$108,141.9

Executive Management Team

Name	Title	Experience	
Paul Arena	CEO & Chairman		
Ivan Braiker	President & Director		
Eric Harber	COO		
Tom Virgin	CFO		
Nathaniel Bradley	CTO		
Jeff Hasen	CMO		

Hipcricket and Augme Employees

C-Level

- 100+ years of combined Mobile DNA
- Breadth of experience in general management, strategy, M&A, finance, product, sales and marketing

Director -Level

- 300+ years of combined Mobile DNA across
- Breadth of experience in leading product management, engineering, marketing and client services teams

Manager -Level

- 400+ years of combined Mobile DNA
- Industry expertise spans mobile, telecommunications, Internet, e-commerce, media, advertising, pharmaceutical & consumer

Key Takeaways

Rapid Growth and Increasing Margin

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Appendix

Patent & Trademark Enforcement

1. **Augme Technologies vs. AOL / Tacoda.** Augme filed a case in August 9, 2007 in Southern District of New York, the case was assigned to the Court of Hon. Judge Colleen McMahon. In this case, Augme charges that AOL acquired Tacoda for \$275m for technology that infringes upon Augme's '691 and '636 patents.



2. **Augme Technologies vs. Time Warner / AOL / Platform A.** Augme filed Jan 26, 2009 a case against Time Warner Corp (TWX) / AOL / Platform A in the U.S. District Court, Central District of California. It was moved at AOL's request to the U.S. District Court, Southern District of New York, Court of Judge Sweet. At issue is ongoing and past infringement upon the Augme '691, '636 patents, BoomBox® and BoomBox Radio® Trademarks.



3. **Augme Technologies vs. AOL, Inc. & Gannett, Inc.** originally filed on July 27, 2011 in the Eastern District of Virginia and the case was moved at AOL's request to U.S. District Court of New York. The case was filed by Augme charging that Gannett and AOL Infringe upon Augme's '721 and '690 Patents.



4. **Augme Technologies vs. Yahoo!** On November 16, 2009 Augme filed a case in the Northern District of California. In this case, Augme charges that Yahoo! acquired Blue Lithium for \$325m for technology that infringes upon Augme's '691 and '636 patents.



5. **Augme Technologies vs. Pandora** On April 30, 2011 Augme filed a case US District Court of Delaware. In this case, Augme charges that Pandora's technology infringes upon Augme's '690 patent.

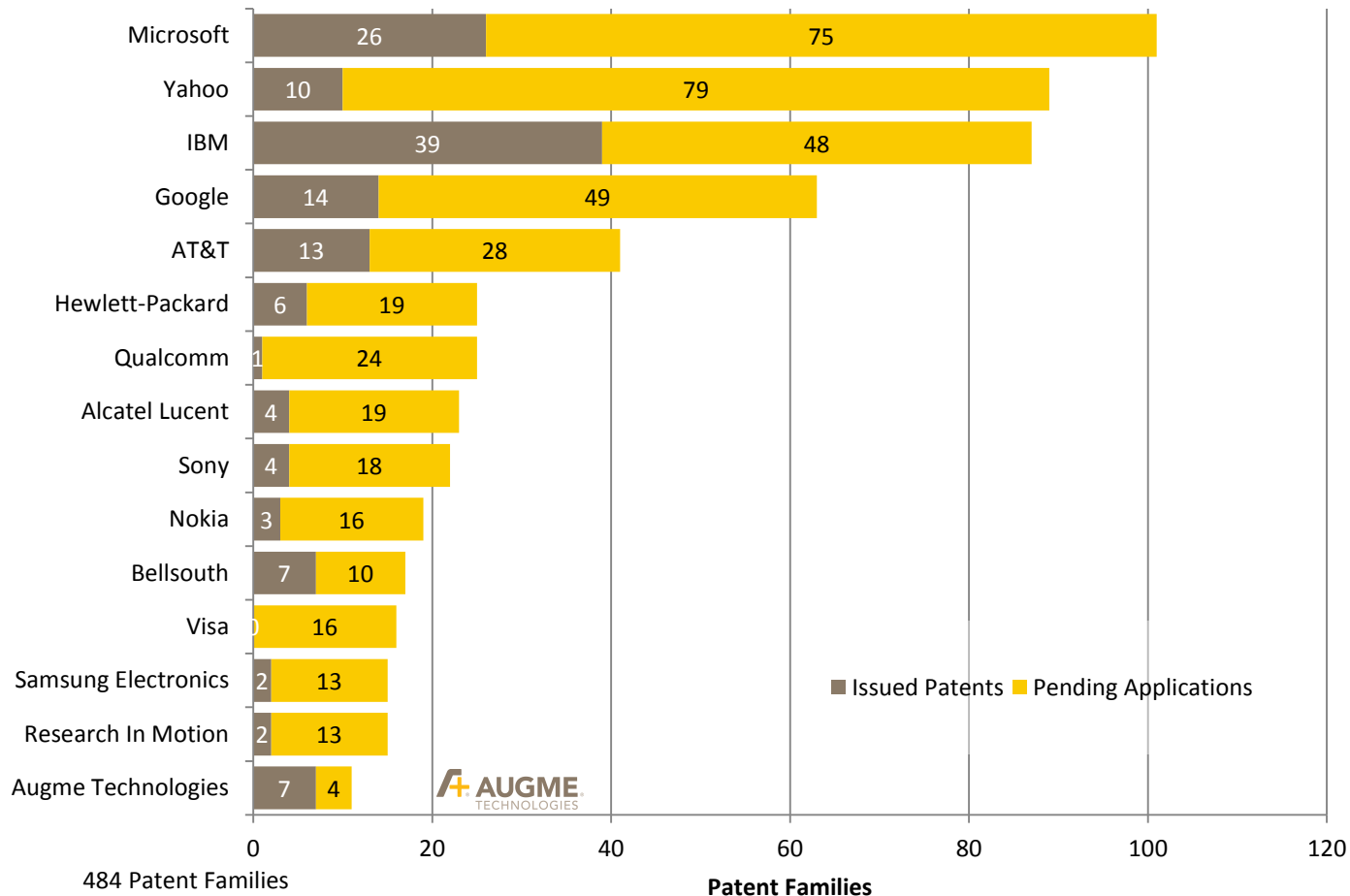


6. **Augme Technologies vs Lucid Media** originally filed on July 27, 2011 in the Eastern District of Virginia the case was moved at AOL's request to U.S. District Court of New York filed by Augme charging that Lucid Media Infringes Augme's '721 and '690 Patents .



Companies Generating IP Relevant to Augme's ipLandscape®

Largest 15 Patent Family Portfolios



By sheer count of patent families, Microsoft, Yahoo, IBM, and Google all hold youthful and sizable portfolios

Top Companies Generating IP Relevant to Augme's Landscape®

Top 15 Ranked Assignees

Based on Score-Adjusted Portfolio Size and Strategic Fit

- | | | | |
|---|---|----|--|
| 1 |  | 9 | Alcatel·Lucent  |
| 2 |  | 10 |  |
| 3 |  | 11 |  |
| 4 |  | 12 |  |
| 5 |  | 13 | ERICSSON  |
| 6 |  HEWLETT
PACKARD | 14 |  |
| 7 |  | 15 |  |
| 8 |  | | |

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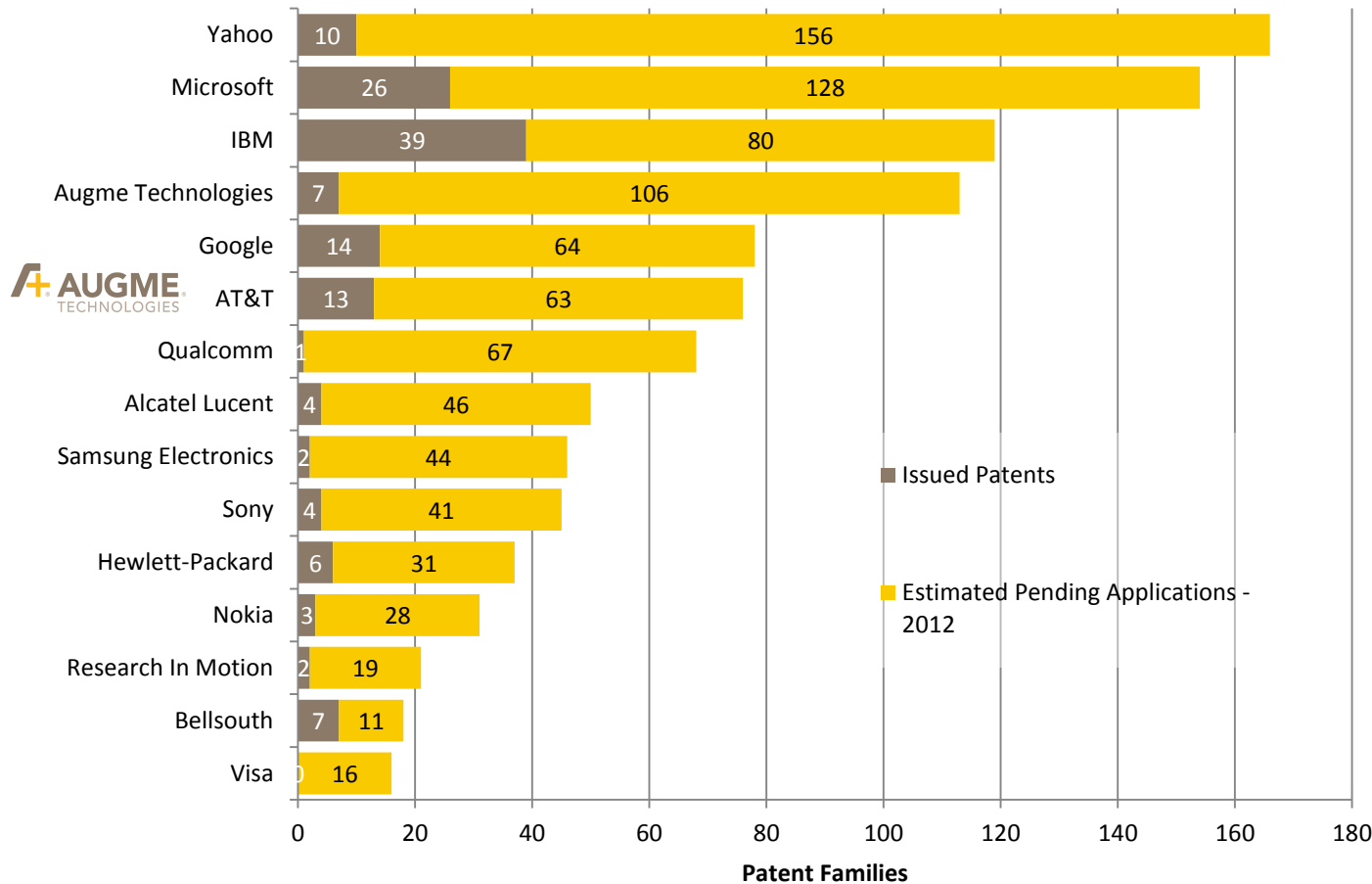
Ranking uses the following logic:

- Portfolio size is adjusted upward for each issued patent. The adjustment is tied to the patent score

- Match to ipLandscape® is considered alongside the adjusted portfolio size

Potential Impact on Competitive Ranking

Largest 15 Patent Family Portfolios – 2012 Projection



If Augme files 100 patent families in 2012 and competitors file at a consistent rate (forecast using simple regression for 2010-2012 data):

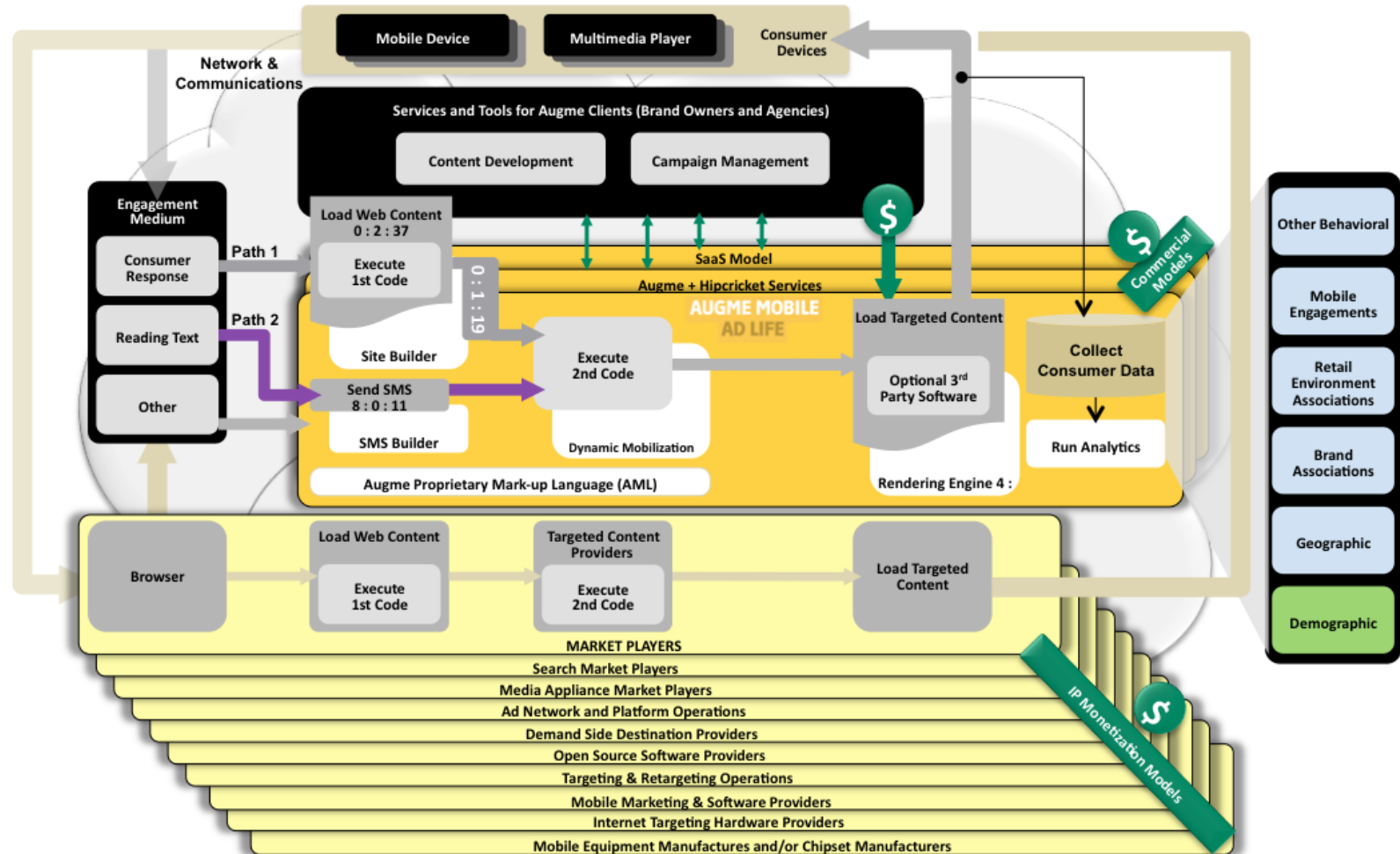
Augme moves past Google to join the top 4

The number of patent families in this space held by top assignees more than doubles

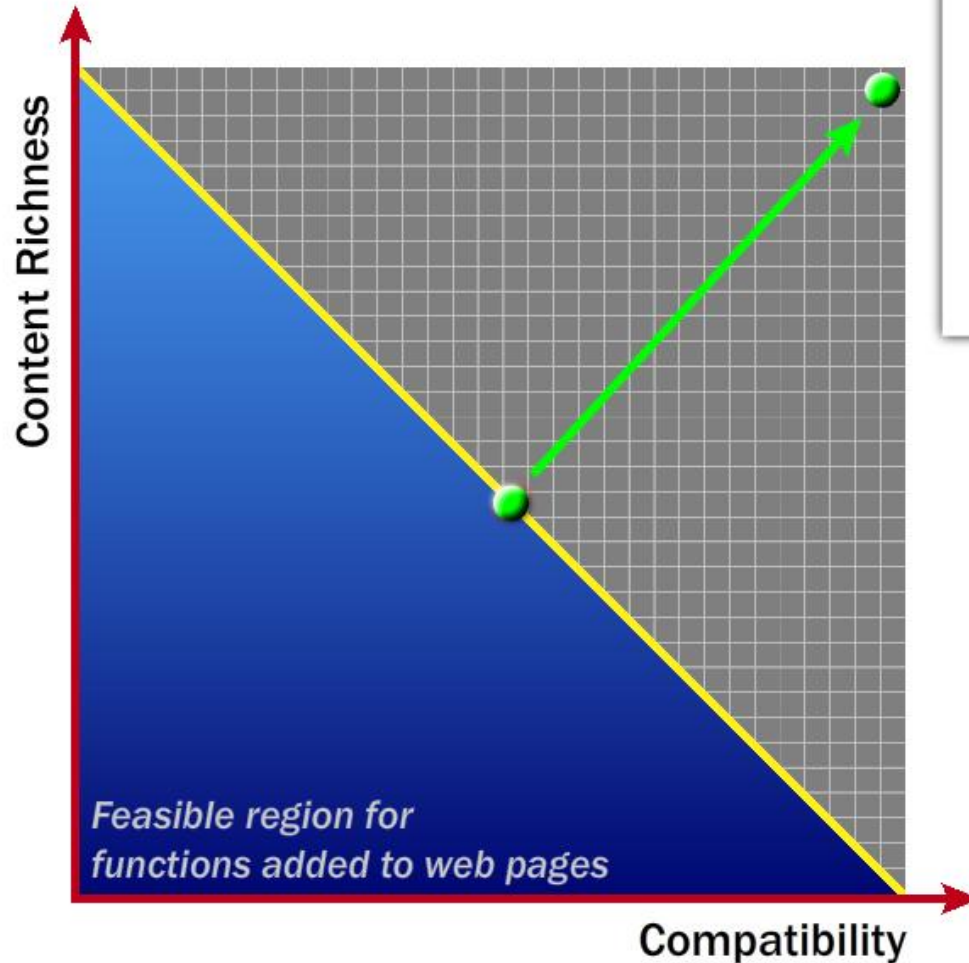
1,038 Patent Families

Augme ipLandscape®

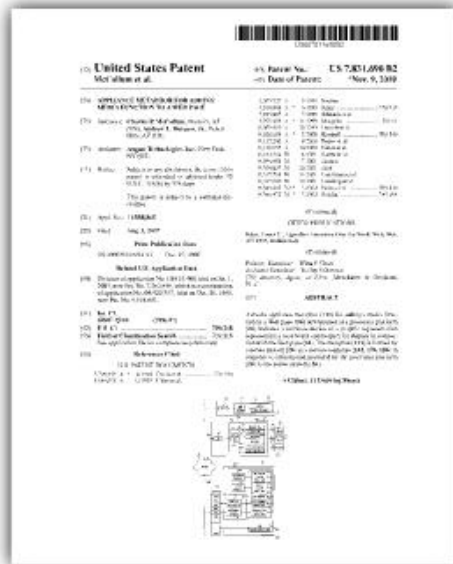
Populated with Internal IP Data



How Function Is Added To Web Pages



Customizing A Service Response



First Processor Platform



Server System



Second Processor Platform
(User's Computer)

**Service Response:
Customized to the Web Page
Diverse Platforms
Diverse Web Browsers
Conforms with User Preferences**

History of Internet and Introduction of Protocols

