



AUGME[®]

TECHNOLOGIES

Investor Presentation – September 2012

Robert Hussey, Chief Executive Officer

Ivan Braiker, President

Nathan Bradley, Chief Technology Officer

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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
- \$25+ million annualized revenue run rate

Leader In Mobile Marketing, Advertising & CRM

- Passed the industry-leading 200,000+ campaign count, and recorded a 52 percent increase in campaigns in Q1 F2013 when compared to Q4 F2012
- 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 & service delivery

Fast Growing Market

- Projected \$6.7B mobile ad spending in the U.S. by 2017 (BI Intelligence)
- U.S. smartphone penetration is now over 50% and growing (Nielsen)

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 with enhanced AD SERVE®
- Plan, execute, and measure ROI



Our IP is a competitive barrier

- Augme owns 13 patents and has over 80 patents pending in the U.S. and Internationally.
 - 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 / 7,957,401 / 7,606,217 / 7,676,599 / 7,460,480 / 7,782,878 / 8,219,642

Augme's Market Leadership

95%+

Renewal Rate

Across

15+

Industries

Servicing **350+** Clients



CPG

Healthcare

Broadcast &
Media

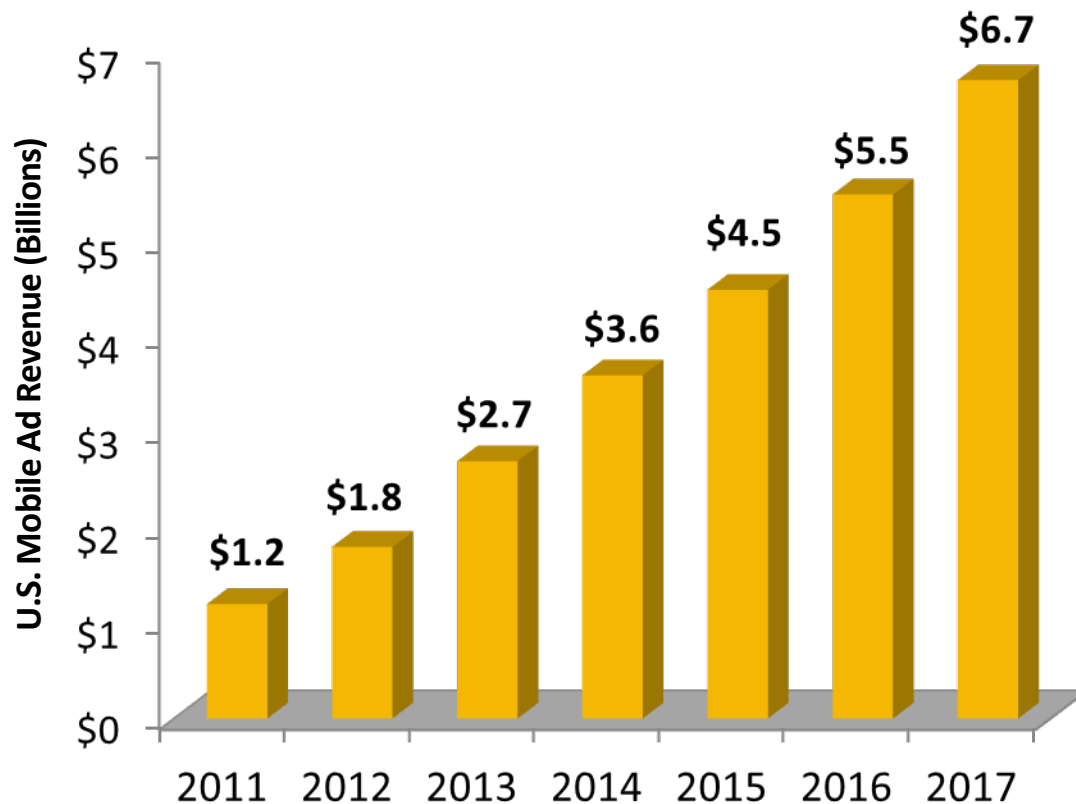
QSR

Retail

Automotive

Mobile Marketing & Ad Spend to Cross \$6B Mark

U.S. Mobile Ad Forecast
(Billions)



Source: BI Intelligence, 2012

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

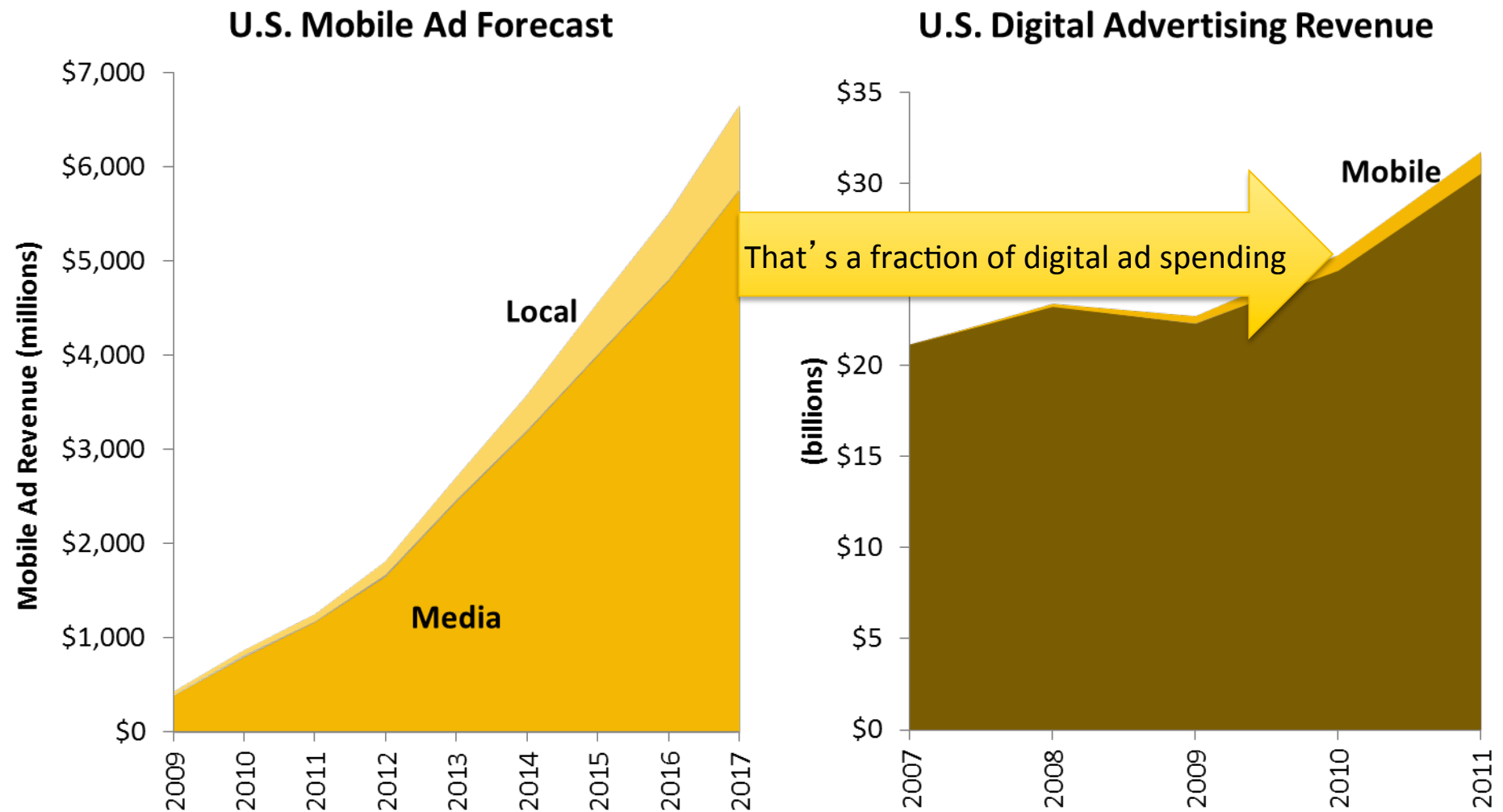
+35% increase
in mobile marketing and
advertising spending
budgeted by advertisers
and agency executives in
2012.

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

89%
of smartphone users
notice mobile ads

Source: Google in partnership with Ipsos
Media CT, April 2012

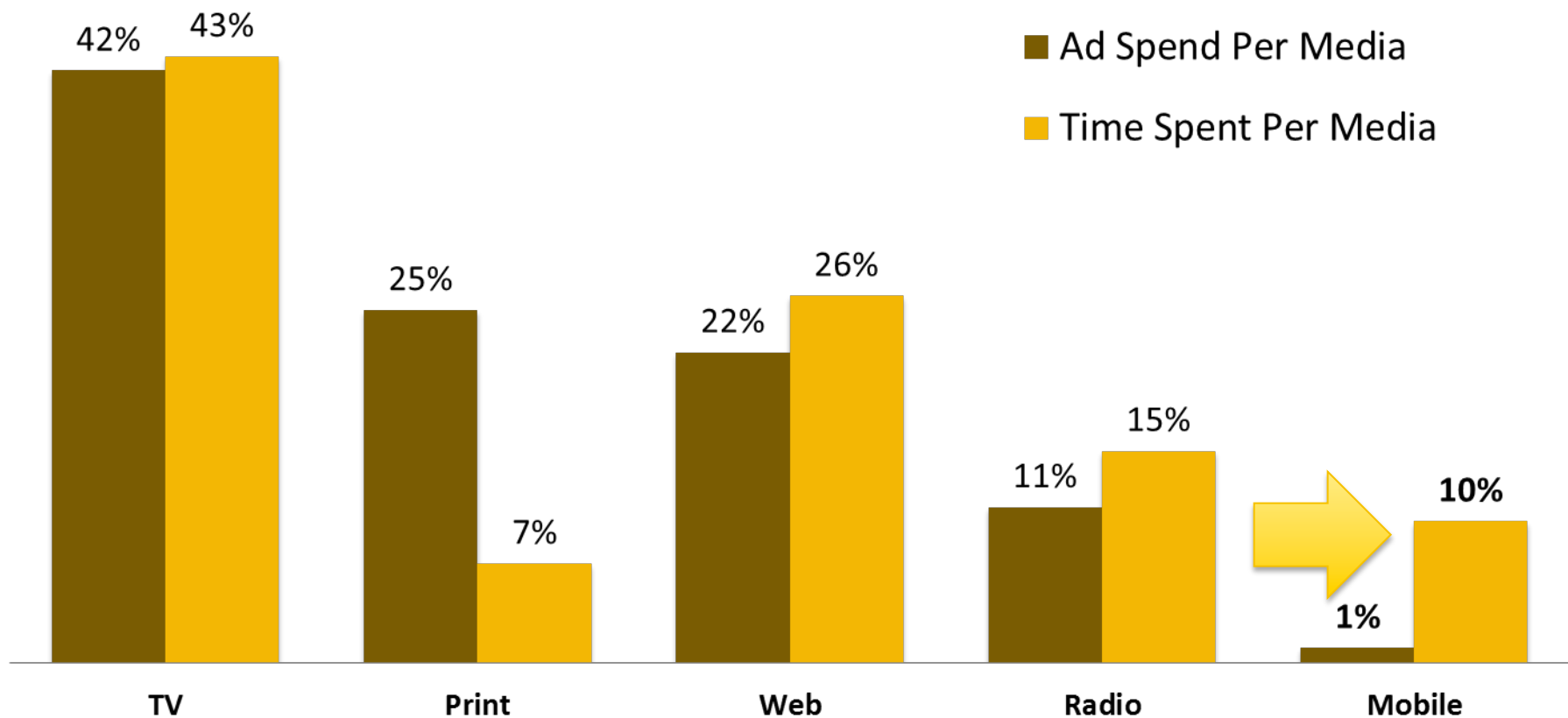
Mobile Ad Spending is Small but Growing



Source: IAB, BIA-Kelsey, BI estimates

Ad Spending Hasn't Caught Up with Time Spent

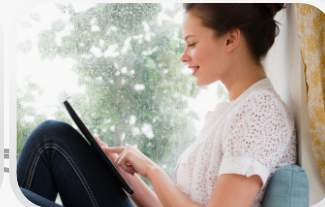
2011 U.S. Ad Spending vs. Consumer Time Spent By Media



Source: Mary Meeker (KPCB), eMarketer, IAB

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 / 7,957,401 / 7,606,217 / 7,676,599 / 7,460,480 / 7,782,878 / 8,219,642

Augme's Differentiator in Mobile Advertising is...

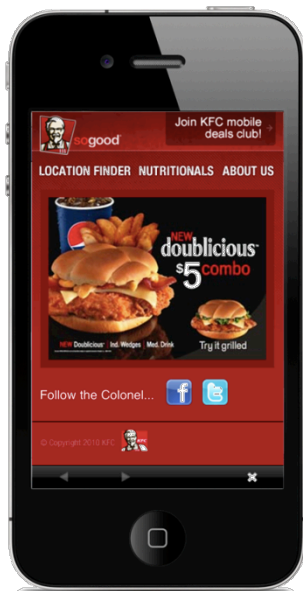


Augme's Competition Stops After the 1st Click

Augme's Unique Post-Click Engagement Platform

1 - Capture

User's information into AD LIFE® platform (Phone #, email, personal info, etc..)



2 - Re-Engage

Users with AD LIFE® products

- Mobile coupons, QR codes & offers
- SMS VIP clubs
- MMS



3 - Analyze

All campaigns from one single interface:

- Mobile Advertising
- Mobile Marketing (Mobile Web, SMS, etc)



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

AD SERVE®

- 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 + Hipcricket	●	●	●	●	●	●
Amobee	●	○	○	◐	◐	○
Google - AdMob	●	○	○	●	●	●
Apple - iAd	●	○	○	◐	●	●
InMobi	●	○	○	◐	◐	◐
Kony	○	●	○	◐	◐	○
Millennial Media	●	○	○	◐	◐	◐
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



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

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> 

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 / 7,957,401 / 7,606,217 / 7,676,599 / 7,460,480 / 7,782,878 / 8,219,642

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 Singular Asset: Patent Portfolio

Augme's patents are foundational

- Device detection
- Content targeting & rendering
- Mobile Marketing Technologies

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

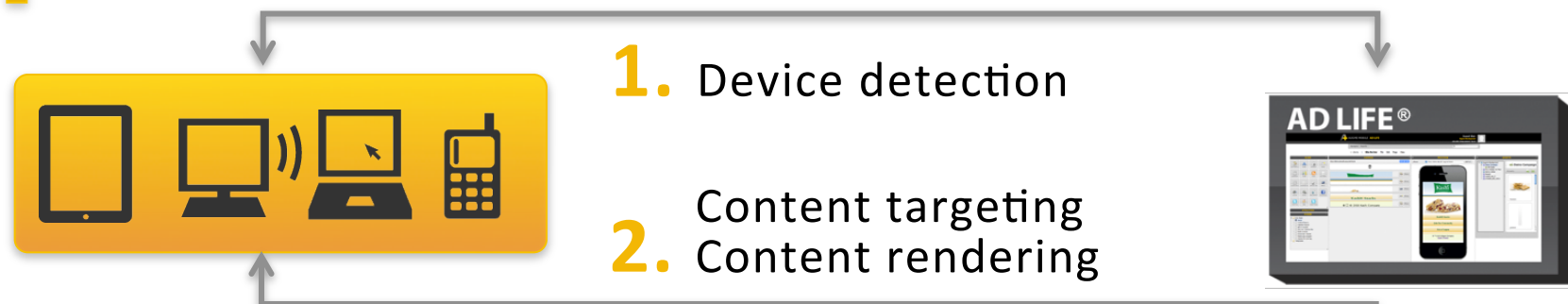
- Cloud-based platform enables rapid growth
- Patented technology produces faster sales & implementations

Monetization opportunities include

- Licensing, collaboration and litigation (13 patents issued, over 80 pending)
- 5 outstanding lawsuits

Portfolio status

- Pandora, Velti, Millennial Media and Gannett lawsuits recently filed and in discovery phase



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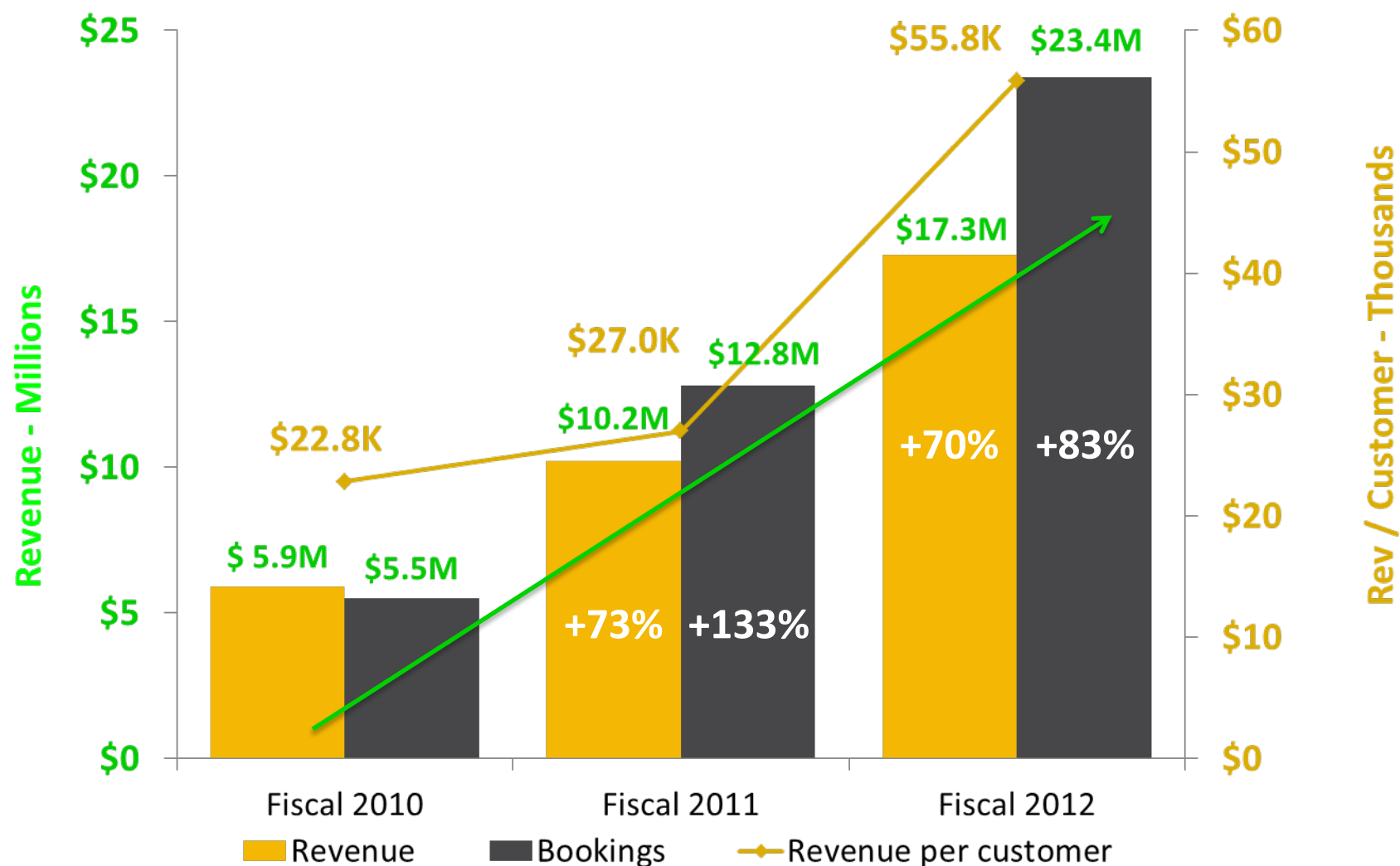
Monetization Opportunities

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%

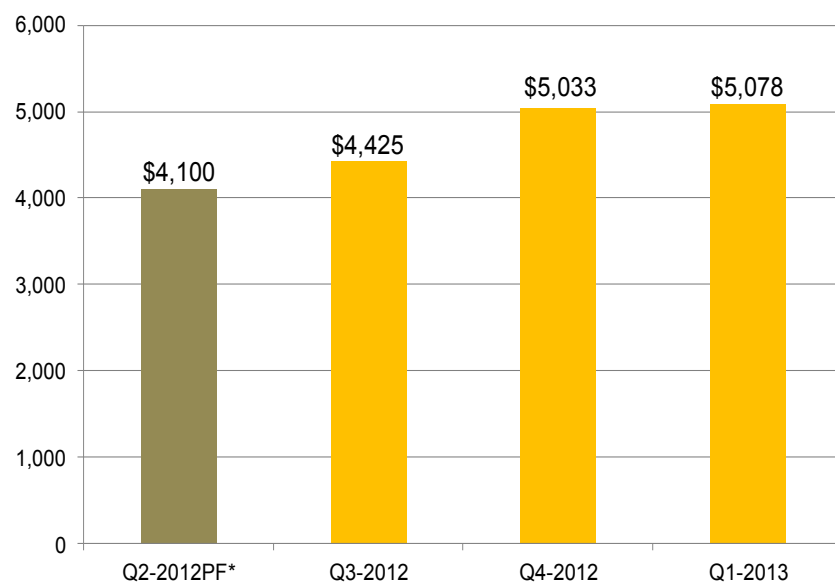


Hipcricket & Augme mobile marketing and mobile advertising network pro forma revenues. All periods are fiscal year

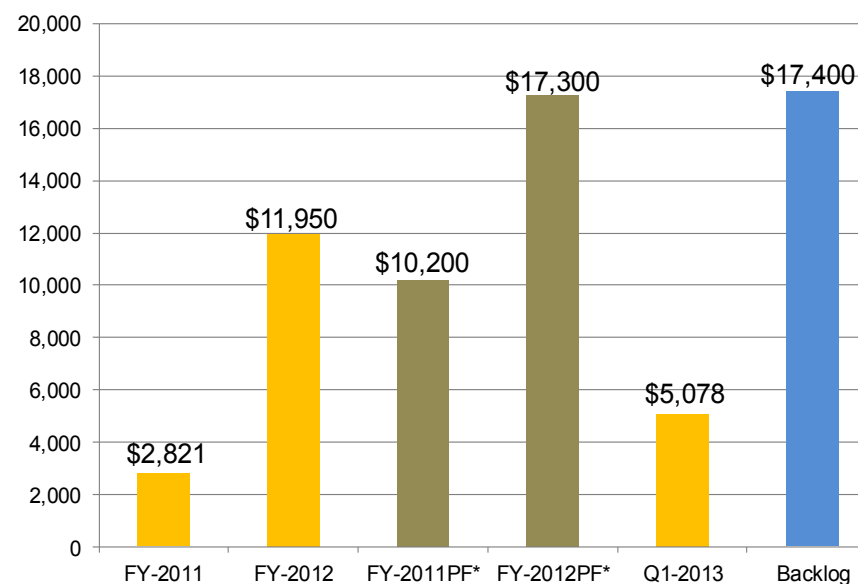
Rapidly Rising Revenue Visibility

(\$ 000' s)

Quarterly Revenue



Annual Revenue



■ Reported
■ Backlog

■ Pro-Forma For
Acquisitions*

* Acquisition of JAGTAG closed on July 22, 2011, Hipcricket acquisition closed August 25, 2011, both during Augme's Q2-FY2012 ended August 31, 2011.













* Note: Fiscal Year ends February 28

Strong Balance Sheet to Support Growth

\$000s

Fiscal quarter ended	2/29/2012	5/31/2012
Cash	\$11,429	\$3,243
Total assets	\$100,592	\$96,829
Current liabilities	\$30,214	\$29,771
Deferred revenue	\$1,054	\$860
Shareholders equity	\$69,215	\$66,965
Total liabilities & equity	\$100,592	\$96,829

Executive Management Team

Name	Title	Experience
Robert Hussey	CEO & Director	 
Ivan Braiker	President & Director	 
Tom DeLuca	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, brand management, advertising agency, sales, marketing, M&A and finance

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

- Hipcricket + Augme has grown 5X in 3 years
- \$25+ million annualized revenue run rate

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Technology Services & Intellectual Property Leader

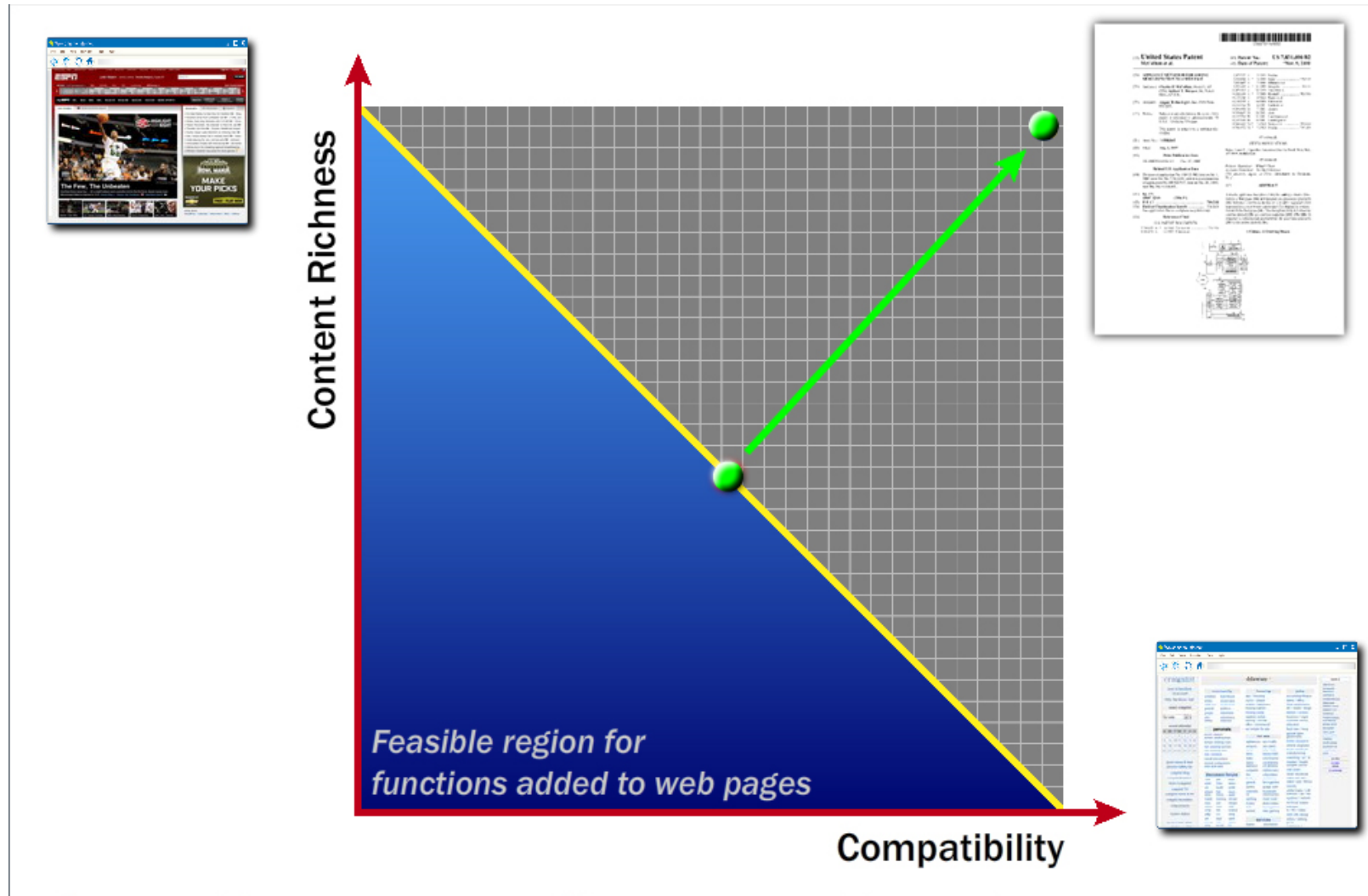
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Fast Growing Market

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Appendix

How Function Is Added To Web Pages



Patent & Trademark Enforcement

1. **Augme Technologies vs. Time Warner / AOL / Platform A.** Augme filed **September 10, 2008** 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.**



2. **Augme Technologies vs. AOL, Inc. & Gannett, Inc.** originally filed on **April 29, 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.**



3. **Augme Technologies vs. Pandora** On **April 29, 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.**



4. **Augme Technologies vs. Velti** On **March 09, 2012** Augme filed a case US District Court of Delaware. In this case, Augme charges that Velti's technology infringes upon **Augme's '691 '721 and '636 patents.**

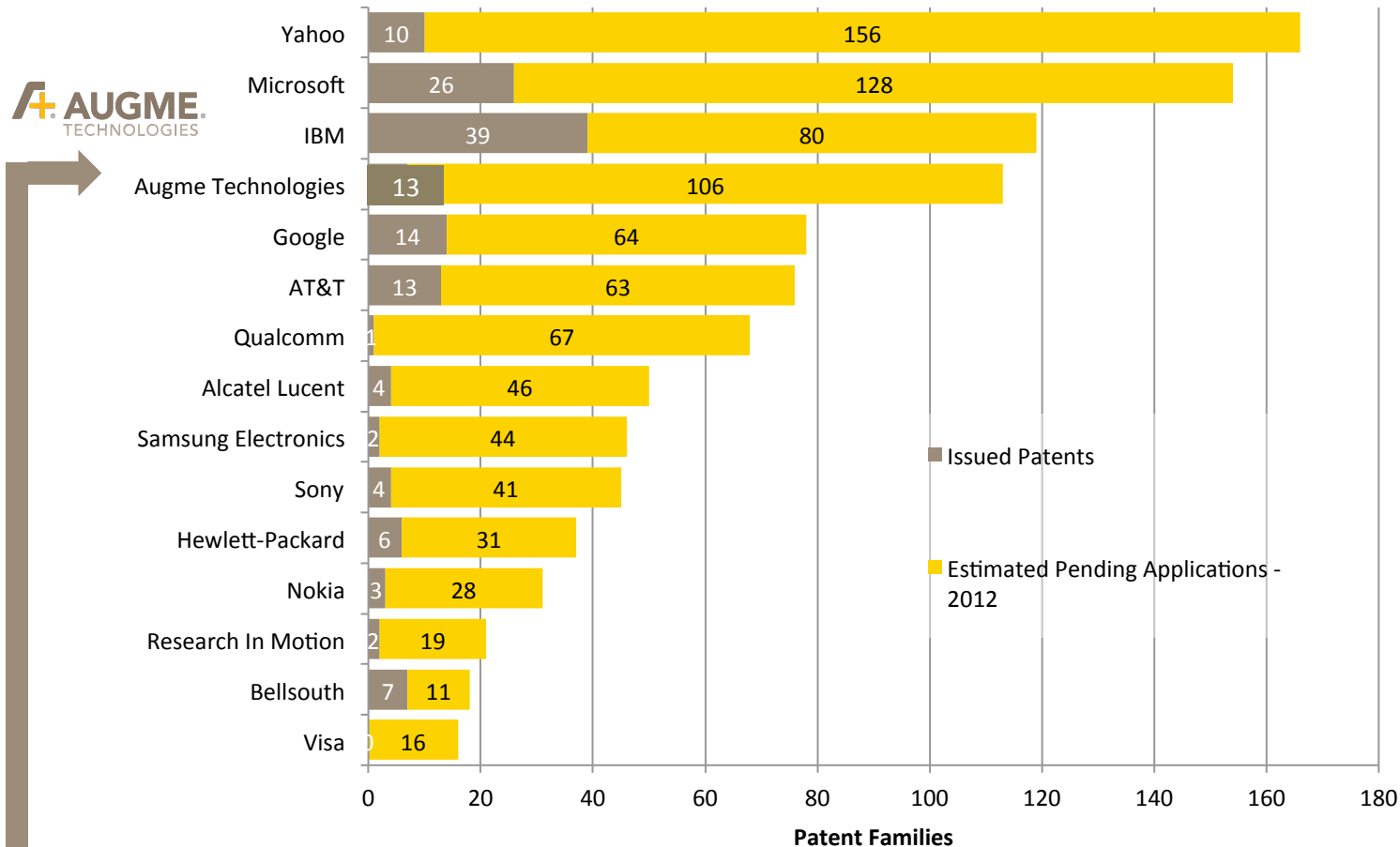


5. **Augme Technologies vs. Millennial Media** On **April 05, 2012** Augme filed a case US District Court of Delaware. In this case, Augme charges that Millennial Media's technology infringes upon **Augme's '691 '721 and '636 patents .**



Potential Impact on Competitive Ranking

Largest 15 Patent Family Portfolios – 2012 Projection



TOP 5 MOBILE MARKETING IP LEADERS

AUGME'S PATENT PORTFOLIO GROWTH SHOULD PROPEL THE COMPANY INTO THE TOP 5 IN 2012

Top Companies Generating IP Relevant to Augme's Landscape®

Top 15 Ranked Assignees

Based on Score-Adjusted Portfolio Size and Strategic Fit

1 **YAHOO!**

2 **Google**

3 **IBM**

4 **Microsoft®**

5 **at&t**

6 **hp HEWLETT®
PACKARD**

7 **SONY**

8 **QUALCOMM®**

9 Alcatel·Lucent 

10  **BELLSOUTH®**

11 **NOKIA**

12  **AUGME®
TECHNOLOGIES**

13 **ERICSSON** 

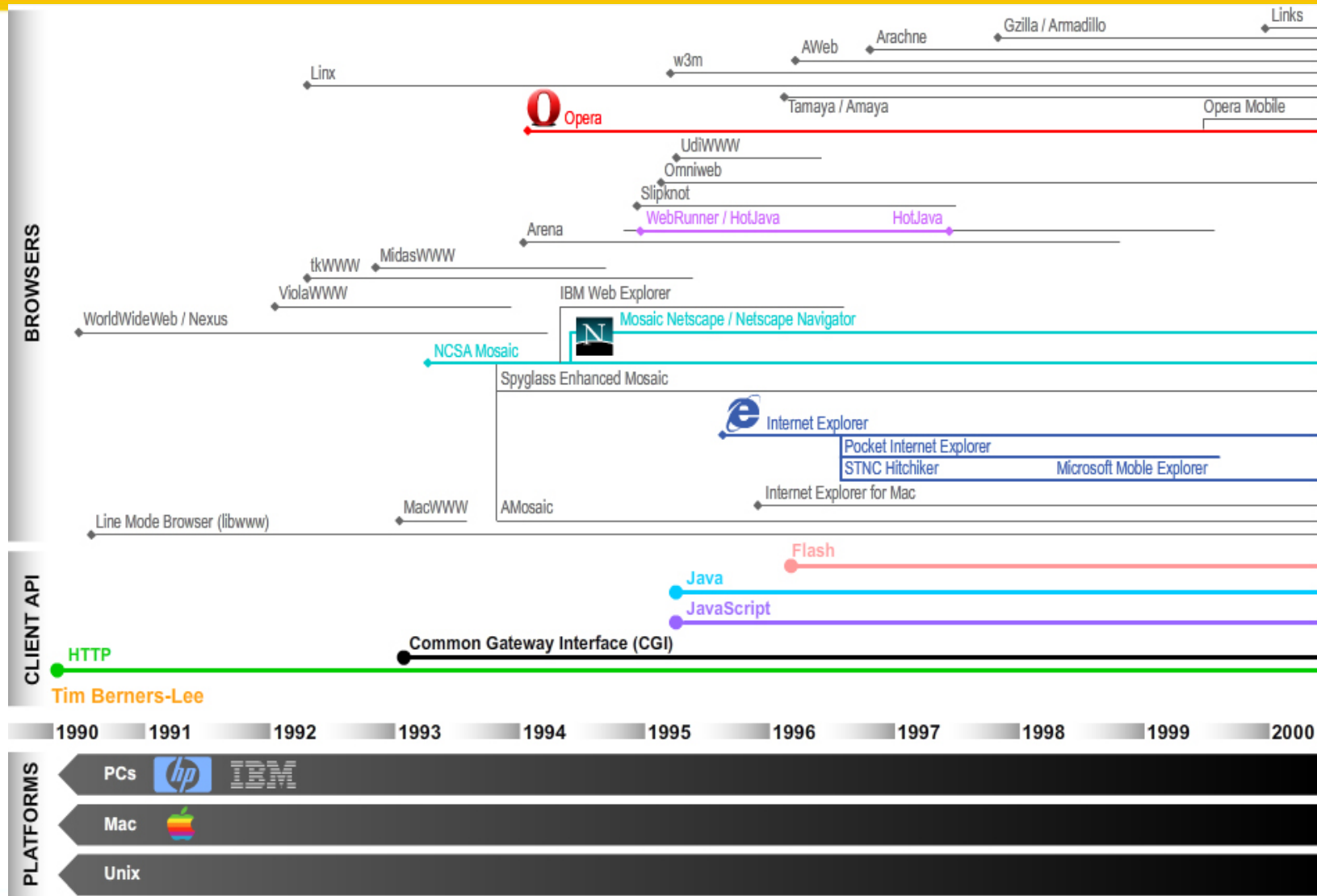
14  **SAMSUNG**

15  **PALM®**

*AUGME IS AMONG
THE LEADING
MOBILE
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INDUSTRY LEADERS
WHEN COMPARED
BY INTELLECTUAL
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History of Internet and Introduction of Protocols



Augme's Technology Landscape

Populated with Internal IP Data

