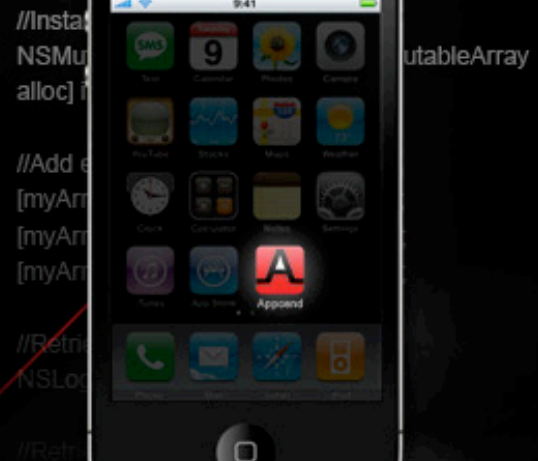


# Appscend Mobile Platform Whitepaper





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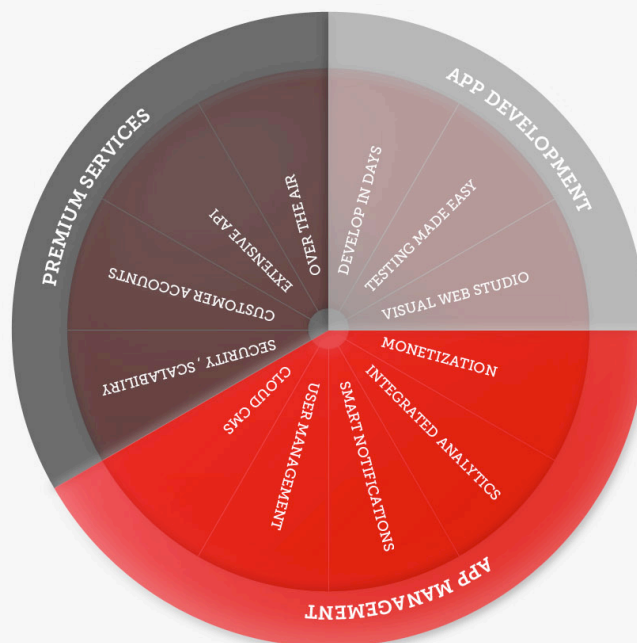
## Overview

### About the company

Appscend is the world's first **performance oriented** mobile application platform. Specifically it is the first platform to reunite the fastest development technology available on the market today with a complete list of backend technologies that ensure app & user management, a powerful push platform and application analytics.

We started our journey in late 2008, developing mobile and web solutions and soon realized that in a market that is growing so fast, tool fragmentation will become a significant problem for companies trying to embrace mobility.

The idea of creating a unified solution powerful and scalable enough to match the ever-growing demand for mobile solutions quickly emerged, and came to life at the beginning of 2011 when the platform was publically launched.



Appscend's Mobile Ecosystem



Appscend’s software components work together to create a powerful mobile ecosystem generating additional value and unprecedented actionable insights for companies developing their mobile strategy. Our vision is to empower companies and organizations to create mobile, interactive experiences that drive engagement in a simple and fast manner.

Today Appscend is helping hundreds of companies and organizations worldwide to develop, deploy and manage mobile applications throughout industry verticals ranging from insurance to automotive, media or education.

The 250 apps released so far on Appscend reach over 400.000 customers worldwide helping organizations big or small to leverage in their favor the fastest growing market in the digital sector.

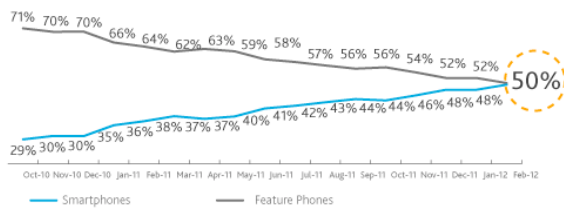
## The Amazing Mobile Application Market

The mobile application market for both consumers and enterprises has grown from virtually 0 back in 2008 to a value that will surpass 100 BN USD by 2015.

As of February 2012, smartphone penetration has surpassed 50% in the US and Western Europe, with an estimated penetration of 66% by the end of 2012 – beginning of 2013.

### U.S. Smartphone Penetration

February 2012, Nielsen Mobile Insights

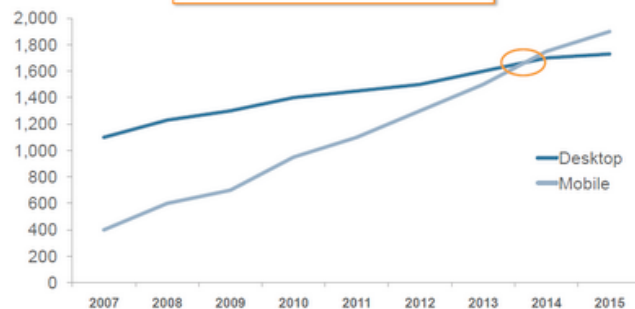


Read as: During February 2012, 50 percent of US mobile subscribers owned a smartphone

Source: Nielsen



### Number of Global Users (Millions)



By 2014 more users will be accessing the web from their smartphones than from a desktop computer. With these market dynamics ignoring mobility is no longer an option for any business or organization



## The Appscend Mobile Platform

### Cross platform development – 5X faster

Ignite Markup is a very simple markup language that empowers any developer, regardless of his technical background can use to create feature-rich, multiplatform apps faster than ever before! Thanks to the clean structure and simple tags it uses, development gets a boost start with basically no learning curve whatsoever.

#### Key benefits of using Ignite Markup

- ✓ 100 % native mobile apps covering key platforms: iOS & Android
- ✓ 5X faster development => faster time to market
- ✓ No learning curve => use your existing staff.

Learning the basics of Ignite Markup should be no challenge at all for any developer – from PHP, Ruby or Java to just about anyone who ever used HTML to create a simple webpage. Just because Ignite Markup is so simple, it doesn't mean it's not powerful enough to handle complex, rich functionality! Custom interface elements, access to device resources like geo-location or camera, In-App Purchases, ads, native forms or flow control – wrapped into a few simple lines of XML with Ignite Markup.

#### Appscend's solution

IgniteMarkup - simple XML flavour empowering rich, multiplatform app experiences



Apps Integrated with top online, social services, RSS or XML data feeds



Complete cloud-based set of services for building, managing and monetizing apps



Multiplatform apps, engaging users into interactive experiences



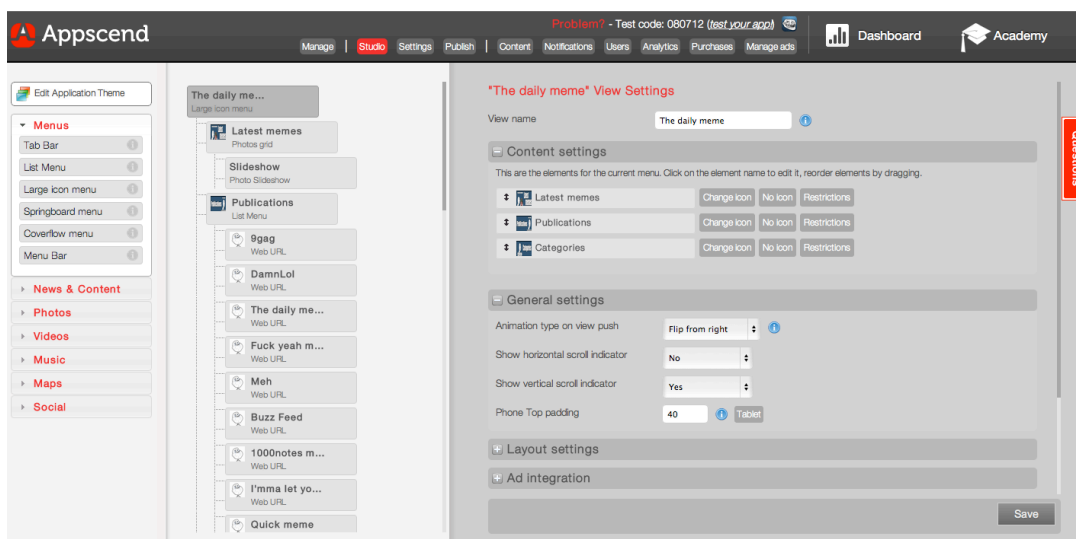
## Prototype, Develop & Deploy – Code Free!

### Key benefits of using the Visual Studio

- ✓ 100 % code free environment covering key platforms: iOS & Android
- ✓ No learning curves => use your existing staff.
- ✓ Versatile and flexible environment empower rich and unique apps.

The visual app development interface is the most simple and straightforward way of prototyping your application without spending hundreds of hours buried in code. This unique environment enables you to focus on your business objectives not on the heavy and time consuming coding process.

It's easier than ever to deploy apps that connect to virtually any multimedia content source, or 3<sup>rd</sup> party databases over the web and bring information feeds, photos, videos and audio items in your app in a heartbeat.





## Test instantly, on your device

### Key benefits of using Catalyst

- ✓ Get the full experience of the app on your device
- ✓ Share the app with co-workers, clients or shareholders.
- ✓ Track progress over your entire development straight from your device

Appscend offers a unique and interactive method to test the app you are developing by using “Catalyst”, an application where you will be able to preview your work and test your app at every given moment and also share it with your co-workers, stakeholders or friends.



Test your app while you're building it



## Cloud Based Content Management System

Appscend's cloud based Content Management System you will be able to update your content and data on the fly and distribute information worldwide seamlessly via a global Content Delivery Network.

### Key benefits of using Appscend's Cloud CMS

- ✓ Scalable and secure backend for all your data & information
- ✓ Update your application in minutes
- ✓ No more resources wasted on backend development.

All of your app's data is safely stored in the Amazon cloud so you are always safe from server crashes or system outages. Plus, you don't have to worry about traffic affecting performance – aim for millions of users, we'll handle the infrastructure for you!

The screenshot shows the Appscend CMS interface. At the top, there's a navigation bar with the Appscend logo, a user profile, and various menu items like Manage, Studio, Settings, Publish, Content, Notifications, Users, Analytics, Purchases, and Manage ads. Below the navigation bar, there's a sidebar with a graduation cap icon and text: "Using the CMS Content Management", "First Steps with Appscend", and "To learn more about using Appscend to build great apps, head over to the Academy!". The main content area is titled "Problem? Content management" and displays a table of "Your current categories".

Name	Linked views	Content sources	Category ID	Options
Latest	Latest memes, Latest memes	9gag, danmlol, knowyourmeme, quickmeme, 1000notes, weknowmemes	5382	Edit
Publications			5383	Edit
Forever alone	Forever alone, Forever alone	Forever alone	5387	Edit
Y U NO	Y U NO, Y U NO	Y U NO	5390	Edit
Scumbag Steve	Scumbag Steve, Scumbag Steve	Scumbag Steve	5391	Edit
Philosoraptor	Philosoraptor, Philosoraptor	Philosoraptor	5392	Edit





## Push Notifications, beyond the loudspeaker

Push notifications are a vital component of your application's success. Today up to 80% of your application's users will quit using the app after 2-3 times, so

### Key benefits of using Appscend's smart messaging system

- ✓ Action based Push Notifications will boost app's ROI
- ✓ Segment your audience and engage your users on a personal level
- ✓ Increase loyalty and engagement of your user base.

Using Appscend's advanced messaging platform you can go beyond the traditional text-based, no-action notifications! Get your user's attention with Push Notifications and, once they enter your app, display your custom HTML5 promo screen connected with native app actions – call, download, navigate, engage.

With our platform you can take this interaction even further, by targeting your notifications using geo-location filters, gender and age selection, and even schedule your messages for a specific date in the future.

Appscend

Manage | Studio | Settings | Publish | Content | Notifications | Users | Analytics | Purchases | Manage ads

Dashboard | Academy

Problem? - Test code: 080712 (test your app)

Problem? - Smart Push Notifications

New Smart Notification

Campaign title

Notification text

No action | Video | Load URL | External link | Expert

Send to:  Everyone  Canadian girls  young males  18-25 male  18-25

Send now | Schedule...

Send

APN Text Messages

Text	Date	Status	Options
Chris Hansen Cat Meme Now Live!	2012-03-05 16:53:54	sent to users	Delete

Questions



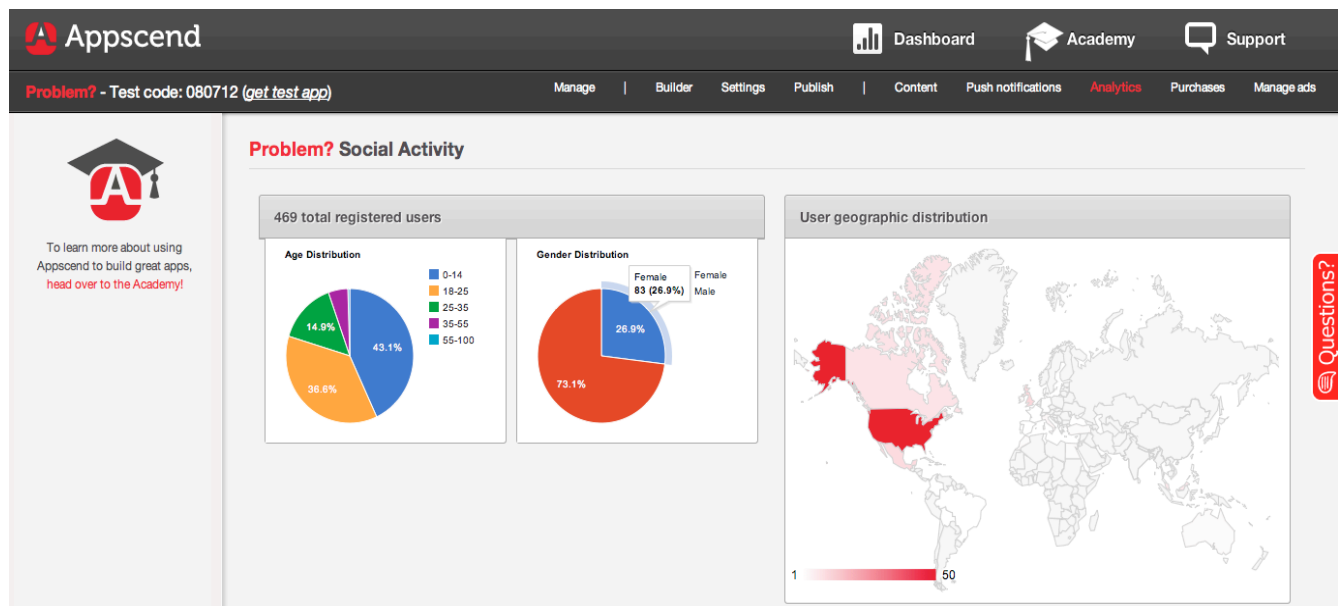
## Advanced User Demographics & Management

Understanding more about your users as well as their activity within the mobile application is a key competitive advantage that will help you accelerate and improve your business results.

### Key benefits of using Appscend's user demographics panel

- ✓ Action based Push Notifications will boost app's ROI
- ✓ Segment your audience and engage your users on a personal level
- ✓ Increase loyalty and engagement of your user base.

For each user that logs into your Appscend app, we retrieve demographical data – gender, location and age group. Additionally, you can store your own custom data attached to every user; set and retrieve it inside your app, use it to create custom segments relevant to you. Use the data you have about your users to create custom segments and user groups. Get up-to-date reports and use groups to send targeted Push Notifications for the best results!



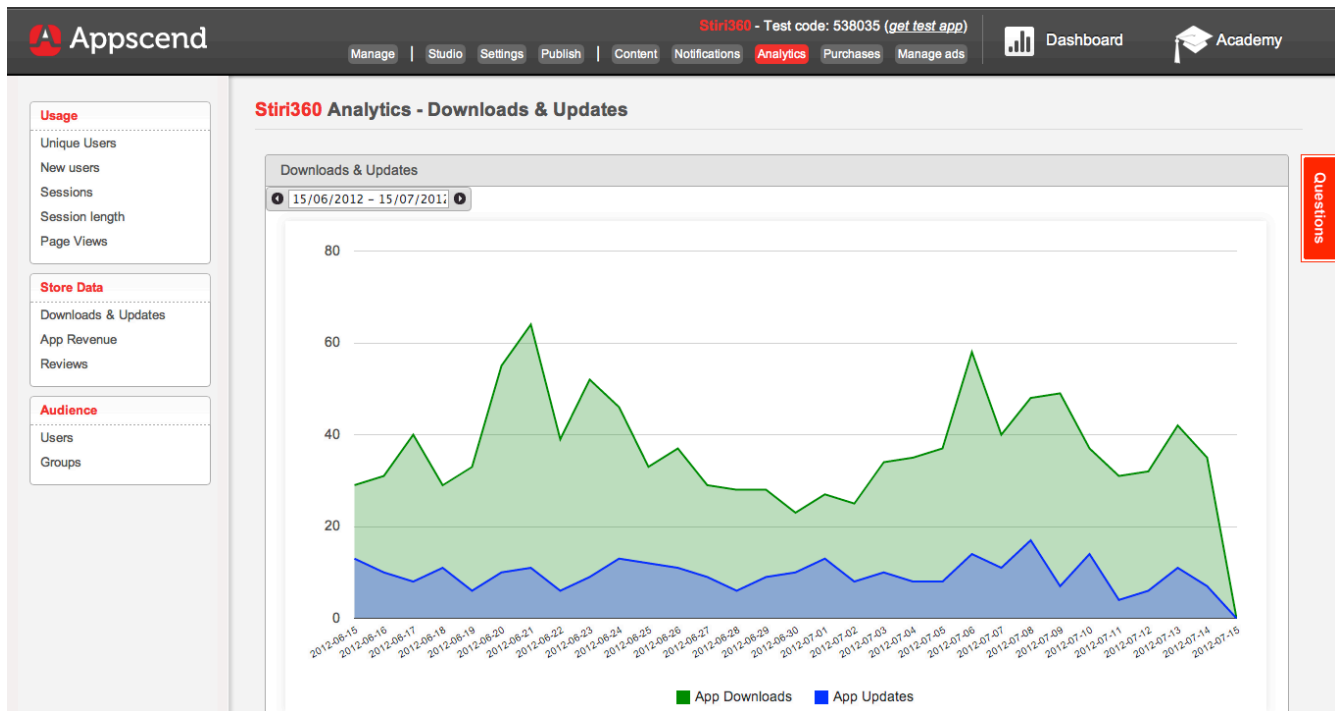


## App Analytics 360

All your data in one place: Measuring your app's evolution is a key part of your success. Appscend's analytics will provide you with daily information about the number of downloads, sessions, session length, page views and detailed geographical repartition of your application's user base.

### Key benefits of using Appscend's analytics panel

- ✓ Centralized information about your app's usage.
- ✓ Deep insights on your app's performance
- ✓ Geographic distribution of your app's downloads and users
























## Ads, In-app-Purchases and Subscriptions

Whenever you deploy an application with Appscend, your ROI is our top priority. That's why when you are using Appscend you have access to In App Purchases, Subscriptions and your very own Ad Server right out of the box

Using our AdServer you can start advertising inside your application from day one. Choose from a wide variety of top ad-networks: iAd, AdMob, Millennial Media, MdotM, InMobi, or run your very own campaigns using house ads using any

Select Ad Network

<input checked="" type="radio"/> 	 	Mobclix iOS Application ID <input type="text" value="9AEC3AA6-1932-454F-9B23"/>	<input type="button" value="Sign up"/>
<input type="radio"/> 	 	AdMob iOS Ad Unit ID <input type="text"/>	<input type="button" value="Sign up"/>
<input type="radio"/> 	 	Millennial Media iOS APID <input type="text"/>	<input type="button" value="Sign up"/>
<input type="radio"/> 	 	Jumptap Publisher ID <input type="text"/> Jumptap iOS Site ID <input type="text"/>	<input type="button" value="Sign up"/>
<input type="radio"/> 	 	InMobi iOS Application ID <input type="text"/>	<input type="button" value="Sign up"/>
<input type="radio"/> 			<input type="button" value="Read more"/>
<input type="radio"/> 	 	<input type="text" value="320x50"/> <input type="text" value="320x250"/> <input type="text" value="728x90"/> <input type="text" value="120x60"/> <input type="text" value="468x60"/> test1 <input type="button" value="edit"/> <input type="button" value="remove"/> <input type="button" value="preview"/> <input type="button" value="add banner"/>	



# Appscend Platform Presentation

In app purchases and subscriptions offer your users the easiest way to pay for virtual goods inside your application, without having to input any card information. Subscriptions will enable you to create a stable revenue channel and a great way of delivering premium content additional features or virtual goods to your app's users.

The screenshot shows the Appscend dashboard with the 'Edit Product' form. The top navigation bar includes the Appscend logo, a 'Problem?' link with a test code '080712 (test your app)', and a 'Dashboard' link. The main navigation menu contains 'Manage', 'Studio', 'Settings', 'Publish', 'Content', 'Notifications', 'Users', 'Analytics', 'Purchases', and 'Manage ads'. The 'Purchases' menu item is highlighted in red.

The 'Edit Product' form includes the following fields and options:

- Product name:** Text input field with an information icon.
- Product bundle ID:** Text input field with an information icon.
- Product description:** Text area with an information icon.
- Product image:** File upload button labeled 'Choose File' with 'No file chosen' and an information icon.
- Price Tier:** Dropdown menu showing 'Tier 1' with an information icon. Below it are links for 'See Pricing Matrix' and 'Learn more'.
- Product type:** Dropdown menu showing 'Non-consumable'.
- Product trial:** Input field with '0' and a 'Days' dropdown menu with an information icon.

A 'Save!' button is located at the bottom left of the form. A 'Back to Products' button is located at the top left of the form area.



For any additional details please contact us as we are looking forward to discussing the next steps for this successful project implementation.

Yours truly,

Claudia Docuz

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