PHUNWARE

Nasdaq: PHUN

Everything You Need to Engage Anyone Anywhere

April 2023

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This presentation includes forward-looking statements. All statements other than statements of historical facts contained in this presentation, 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.

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Phunware reimagines how brands engage consumers, partners, and employees in a mobile-first world by making every interaction contextual, personal, and relevant.

About Phunware

Phunware is the pioneer of the Location Based SaaS Platform — the only fully integrated enterprise cloud platform for mobile that enables brands to **engage**, **manage** and **monetize** their anytime / anywhere users worldwide.

- **Publicly Traded** (NASDAQ: PHUN)
- **Over 110M sq ft** of wayfinding coverage deployed
- **5K+ branded applications** launched
- **Tens of millions** of application downloads
- **Hundreds of millions** of videos served
- Tested and scalable to **25 million concurrent users**

FOUNDED
February 2009

STRUCTURE
Delaware "C" Corporation

HEADQUARTERS
Austin, TX

OFFICES
San Diego, CA
Miami, FL

WEBSITE
phunware.com

Phunware Business Units

SaaS Platform
> Engage, Manage & Monetize

Phunware's Location Based SaaS Platform is a fully-integrated enterprise cloud platform for mobile that provides industry solutions, data, and services for brands to engage, manage, and monetize their anytime, anywhere users worldwide.

Lyte by Phunware
> Enable & Empower

Lyte by Phunware builds, markets and distributes high performance computing platforms for demanding consumers and professionals, but leverages Phunware's strategic supplier relationships to minimize manufacturing risk.

Location Based SaaS Platform

Phunware's Value Proposition

Our modules help customers better understand their users, and provide the tools to engage them at the right time in the right context.

Location Based Services
Real-time indoor blue-dot wayfinding and navigation

Content Management
Manage and distribute mobile app content

Mobile Engagement
Location-aware mobile app notifications

Data & Analytics
Analyze real-time mobile app data

Targeted Media
Work with our team to develop and launch targeted campaigns for your mobile app

Interoperability
Integrate third-party point solutions

Phunware's Platform

Phunware's Location Based SaaS Platform drives profitability, productivity and efficiency by integrating and automating disparate point solutions to tech-enable contextual engagement in mobile-first ecosystems

Media

- Data Management Platform
- Demand Side Platform
- Supply Side Platform

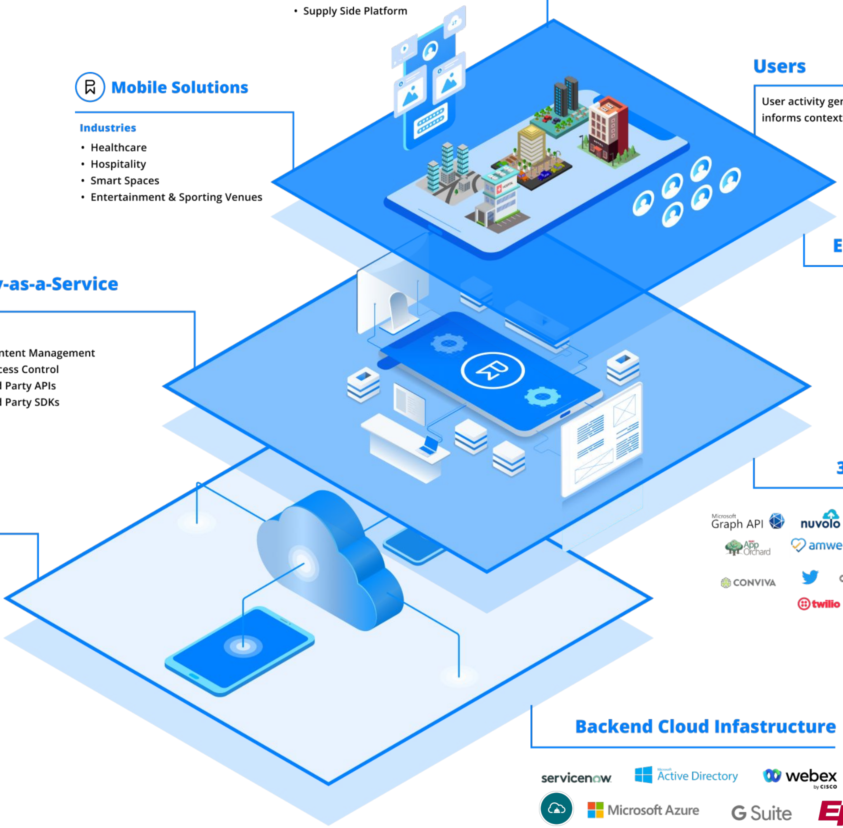
Users

User activity generates data that further informs contextual engagement

Mobile Solutions

Industries

- Healthcare
- Hospitality
- Smart Spaces
- Entertainment & Sporting Venues



Environment Infrastructure

Interoperability-as-a-Service

APIs & SDKs

- Analytics
- Mapping
- Location Based Services
- Engagement
- Content Management
- Access Control
- 3rd Party APIs
- 3rd Party SDKs

3rd Party Software

Mobile Platform as-a-Service

Modular App Framework

- EHR
- PMS
- POS
- CRM
- Productivity Platform
- Communication Tools

Backend Cloud Infrastructure

Notable Customers

Healthcare

Baptist Health South Florida
Mount Sinai
Cedars Sinai
NYU Langone Health
MD Anderson ~~Cancer~~ Center
Yavapai Regional Medical Center
VHC Health
Miami Children's Hospital
Mayo Clinic
GBMC Healthcare
Dignity Health
Cook Children's Health Care System
Wake Forest Baptist Health
Children's of Alabama
Phoenix Children's
Kaiser Permanente
Parkview Health
Sentara
Nicklaus Children's Health System

Smart City, Smart Campus, Smart Workplace

Norfolk Southern
intel
pwc
City of Pasadena Est. 1893

Hospitality

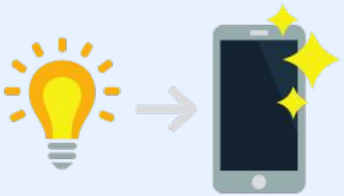
Atlantis Paradise Island Bahamas
NCL Norwegian Cruise Line
Wynn Las Vegas
Wailea Beach Resort Marriott Maui
Marriott
Gaylord Hotels
Ryman Hospitality Properties, Inc. A Real Estate Investment Trust

Retail & Residential

Lowe's
Caruso
Kohl's
The Reserve at Marina Palms
Brickell City Centre
One Buffalo Heights
X Miami
Echo Brickell
Muse
Regent Square
Peter Cooper Village
Jade Residences

Flexible Engagement Model

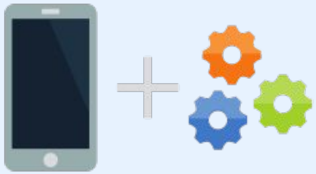
For brands without a mobile app



INDUSTRY-SPECIFIC APP SOLUTIONS

Optimized apps that come pre-integrated with all Phunware Modules

For brands with an existing mobile app



A-LA-CARTE PHUNWARE MODULES

Features and functionality for developers to build with or integrate into existing apps

For brands wanting advanced features and/or custom user experiences

ON-DEMAND CUSTOM SOLUTIONS

Designed and developed by Phunware's Professional Services team

Scalable SaaS Pricing

Phunware annual SaaS licenses include any infrastructure, configuration and integration support required on a three-to-five year term agreement.

Configurations & Integrations

Mapping, customer branding and third-party integrations (e.g. EHR, PMS, POS, Access Control, etc.)

Beacons & Deployment

Beacon

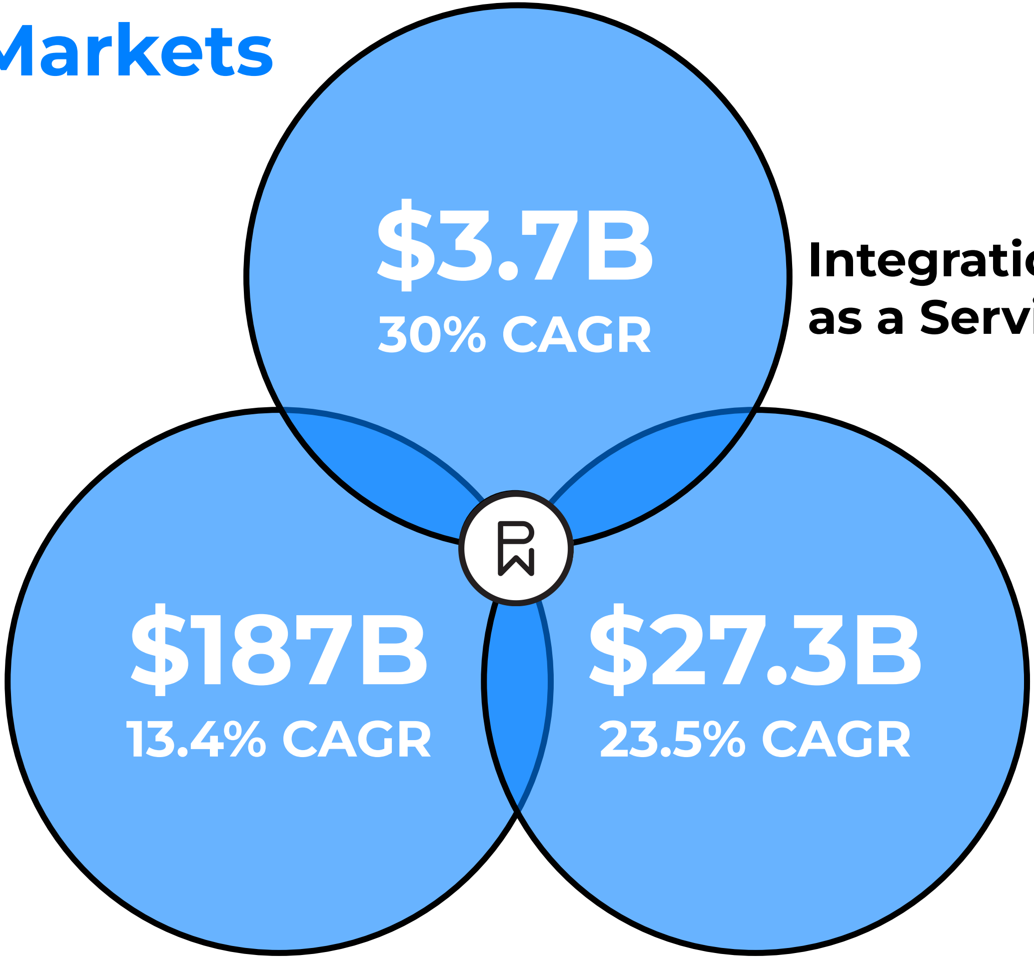
Access Point

Installed, configured, and scaled to size of any navigable indoor and outdoor space

SaaS Platform

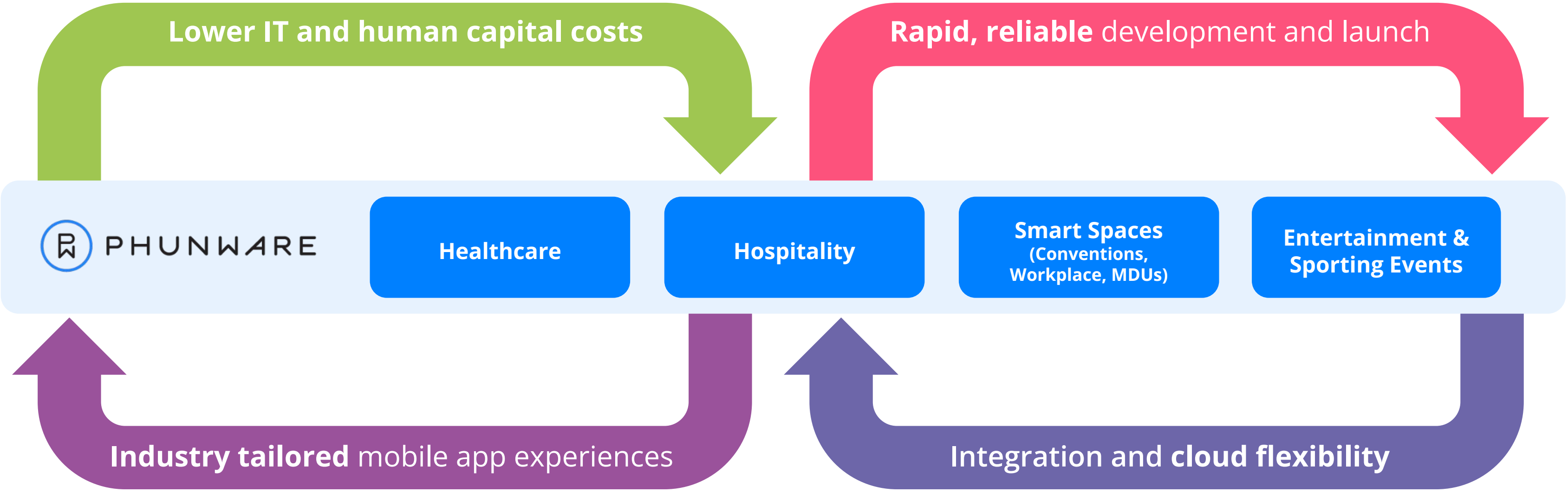
Fully-integrated enterprise cloud platform for mobile that engages and monetizes users anytime, anywhere

Target Markets



Target Industries

Target industries include healthcare, hospitality, smart spaces as well as sports and entertainment venues. Customers require best-in-class enterprise-grade native mobile presence, need to get there quickly, and do not have the internal developer expertise to create and continually optimize applications.



Go-To-Market Strategy

Phunware has transitioned from selling enterprise custom development direct to co-selling innovative SaaS solutions with industry partners, but Phunware expects rapid growth once these partners are converted into true indirect channels

2009 - 2020 | Direct

Statements of Work

Low-Margin

Non-Recurring Revenue

Custom Focus

Notable Customers

- NFL
- Nascar
- Olympics
- Fox

2020 - 2023 | Co-selling

comport Technology Solutions, SIEMENS, Cisco Meraki, Cisco webex

SIRIUS A CDW Company, enlighted A Siemens Company, e+, HID

noviant, ORACLE, PRESIDIO Future. Built., AcuityBrands

PRIMUSTECH, TD SYNNEX, Diversified., Connection we solve IT

SALTO, LUTRON, verizon, InfiniteLeap

INGRAM MICRO, Cox Prosight, avia, GAIN Innovation

World Wide Technology, Humm, kontakt.io, Allied Automation

Accionlabs, VIZZIA, convergint, Red River

2024 - UTC | Indirect

Software Licenses

High-Margin

Recurring Revenue

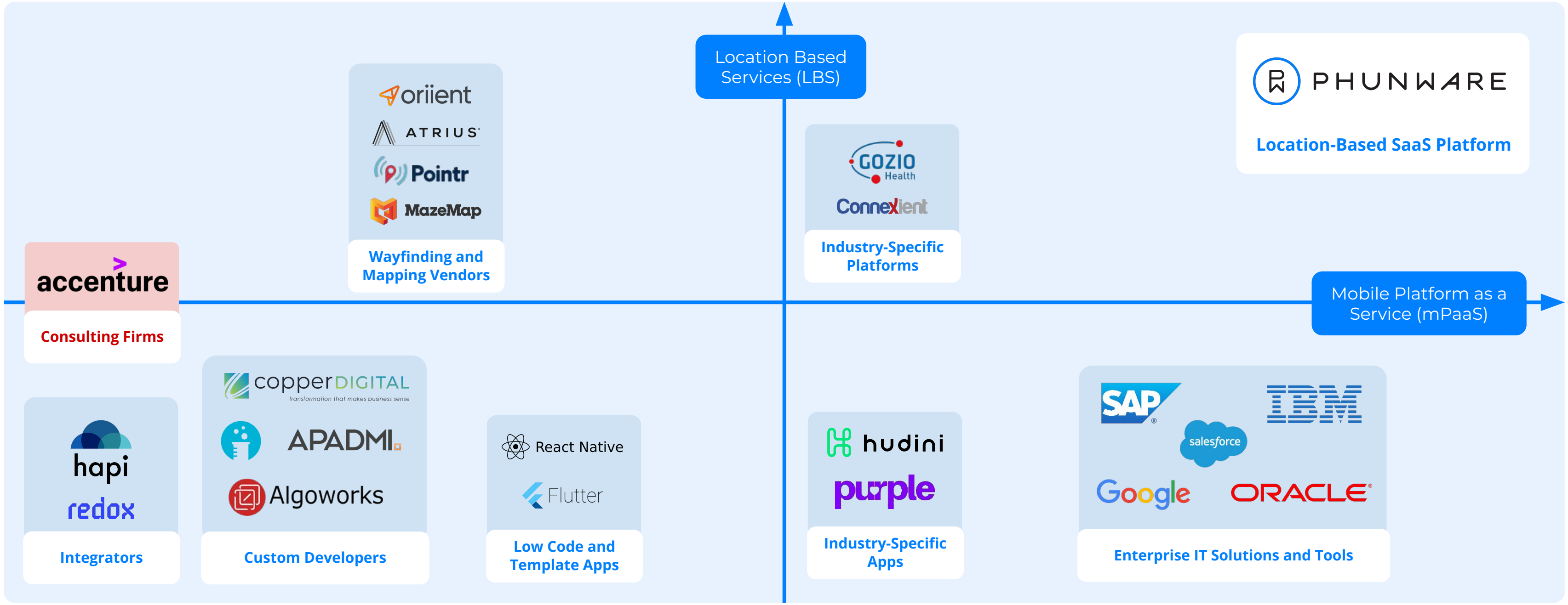
Platform Focus

Ideal Channels

- Hardware Vendors
- Software Developers
- Consultants / SIs
- Telecom Carriers

Competitive Landscape

Phunware's primary competitors are industry-specific vendors with limited mobile engagement and integration support as well as wayfinding point solutions that rely on less accurate technology for location based services.



Competitive Advantage

Competitor Categories	Example Companies	Location Based Services	Mobile Engagement	Integration Support	Relevant Experience	Low Client IT Requirements
PHUNWARE						
Industry-Specific Platforms	GOZIO Health, Connexient					
Industry-Specific Apps	hudini, purple					
Wayfinding & Mapping Vendors	ATRIUS, Pointr, MazeMap, oriient					
Integrators, Consulting Firms	hapi, redox, accenture					
Enterprise IT Solutions & Tools	SAP, salesforce, IBM					
Custom Developers, Low Code & Template Apps	Flutter, React Native, APADMI					

Lyte by Phunware

Lyte by Phunware

- Acquisition of Lyte Technology closed on October 21, 2021
- Added $15 million in annual revenue to Phunware
- Gave Phunware entry into the $32 billion high performance personal computer market
- Complementary and synergistic go-to-market opportunities, with no overlap in the companies' relevant partner or customer bases
- Lyte's customers represent gamers, developers, content creators, and personal productivity workers

LYTE
by PHUNWARE

Summary

Inorganic Growth Strategy

Phunware's Board of Directors has formed a Strategic Transactions Committee to review potential acquisition targets with the following criteria:

- Generates $5-$30M in ARR with Gross Margins above 50% and are breakeven or profitable
- Broadens the SaaS Platform with complementary capabilities
- Offers technology that will accelerate our product roadmap
- Operated by well-respected and seasoned leaders who are excited about a structured earn out

Financial Overview

105% YoY Growth

$21.8M

Fiscal year 2022
Net Revenues

$6.5M

Fiscal year 2022
Platform Revenues

53.8%

Fiscal year 2022
Platform Gross Margin

- As of December 31, 2022 unless otherwise indicated. Please reference Phunware's 10-K filed at www.sec.gov.

Phunware Leadership Team

Russ Buyse
CEO

COO, GlobaliD

COO, Praxent

COO and VP Engineering, Mutual Mobile

VP of Products, Reachforce

VP of Engineering, Pearson

VP of Product Development, ESP Solutions Group

Dir of Engineering, PerformanceRetail

Manager, Tivoli

Manager, Vignette

BA Computer Science, UT-Austin

Randall Crowder
COO

Sole Founder and Managing Partner, Novē Ventures

Co-Founder and Managing Partner, TEXO Ventures

Co-Founder, Texas Venture Labs at McCombs School of Business at UT-Austin

Executive Director,
Central Texas Angel Network (CTAN)

BS, United States Military Academy at West Point and MBA, McCombs School of Business at
UT-Austin

Kauffman Fellow

Matt Aune
CFO

Global Technology Finance Lead, Sony Computer Entertainment

Head of Worldwide Financial Planning and Analysis,
Midway Games

MBA, San Diego State University and BA, UC San Diego

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