



Cordially Invite You To



Thursday, May 19, 2011
Tribeca Grand Hotel
2 Avenue of the Americas, New York, NY

AGENDA

3:00-3:30 pm: Registration & Networking

3:30-3:45 pm: Setting the Stage: M&A Trends in Mobile to Think About in 2011

Presenter: Pratik Patel, VP, Gridley & Company LLC

3:45-4:15 pm: The Next Tipping Point: The Connected Experience

Presenter: Gigi Wang, Chief Research Officer, Yankee Group

4:15-5:15 pm: Mobile Advertising and Measurement: What's Hot, What's Not, and What's Different

Panel Moderator: Linda Gridley, President & CEO, Gridley & Company

Panelists: Michael Baker, CEO, DataXu

Ernie Cormier, President & CEO, Nexage

Larry Freed, President & CEO, ForeSee Results

Eric Litman, Chairman & CEO, Medialets

Nihal Mehta, CEO & Co-Founder, LocalResponse

Howard Morgan, Managing Partner, First Round Capital

Shiven Ramji, VP, Mobile Media & Advertiser Products, The Nielsen Company

Mihir Shah, President & CEO, Tapjoy

John Zieser, Chief Development Officer and General Counsel, Meredith

5:15-6:15 pm: Bridging the Digital Divide: A View to the Future of Mobile Transactions

Panel Moderator: Andy Castonguay, Research Director, Yankee Group

Panelists: Damien Balsan, Head of NFC Business Development North America, Nokia

Alberto Jimenez, Head of Mobile Money, IBM

Mark Johnson, Partner, TTV Capital

Dom Morea, SVP NFC and Mobile Payments, First Data Corporation

Mike Wehrs, President & CEO, Scanbuy

6:15-6:30 pm: Wrap Up: Terry Waters, President & CEO, Yankee Group

6:30-7:30 pm: Cocktails & Networking

Space is limited. Please RSVP as soon as possible to:
Elena Goyanes: 212-400-9711 or egoyanes@gridleyco.com



Gridley &
Company^{LLC}

EVENT THEMES

The genesis for this event was listening to emerging interest from large industry leaders in building up their mobile capabilities. We got the sense that they wanted to form partnerships and potentially make acquisitions, but weren't exactly sure who the best companies were to do that with and what the right prioritization might be. So, we thought that it made sense to get these leaders in the advertising, media, information, and payments sectors together with emerging private companies and active investors in the mobile industry to share thoughts and converse. We are thrilled to have Yankee Group as our co-host as they bring valuable insights, as well as in-depth research in the industry, to our event.

The Next Tipping Point: The Connected Experience

The evolution of ubiquitous wired or wireless connectivity around the world has been the largest technology revolution in history. As connectivity and mobility become fundamental - like electricity - there is a new, and even larger, revolution on the horizon which Yankee Group calls the Connected Experience that will change the very nature of how we as consumers live, work, learn and play. This revolution is characterized by the millions of connected consumers opting for unlimited-use network plans, bringing personal mobile devices to work, and using social networks 'on the go' for work and play. In this session, we will take a look at how the 'connected experience' is driving a \$2 trillion market opportunity for players in the ecosystem over the next several years.

Mobile Advertising and Measurement: What's Hot, What's Not, and What's Different

Over the past two years, we have seen tremendous growth in the online display advertising market. Venture capital dollars have poured into companies chasing this opportunity, which can top \$100 billion over the next few years. With over 300 million mobile users in the U.S. alone and over 8 million iPads sold since the beginning of the year, it seems logical that the mobile advertising market is about to explode. "The year for mobile" is finally here. We're not kidding this time. This session features a panel of industry leaders to offer a broad perspective on the issue. These panelists will talk about key attributes that make the mobile opportunity different from online, key trends to watch out for, what's working and what's not working, etc.

Bridging the Digital Divide: A View to the Future of Mobile Transactions

The mobile phone is dramatically shifting the retail landscape, empowering the consumer to make real-time purchase decisions with dynamic product and pricing information at their fingertips. Given the unique attributes of mobile devices as both Web browser and purchase instrument (e.g. NFC, web purchases, etc), this panel will explore how key stakeholders such as card networks, retailers, device manufacturers and application developers are capitalizing on the digitally enabled consumer as they enable the bridging of the physical and virtual retail experiences today and in the future.

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