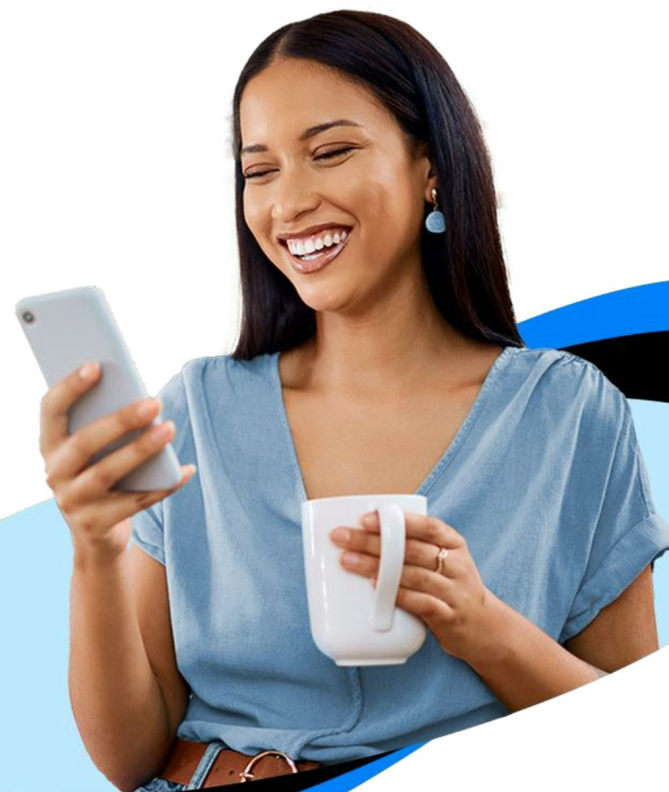




PHUNWARE

**Leading Provider of
Enterprise Cloud Solutions
for Mobile Applications**



Investor Presentation
October 2024

NASDAQ:PHUN

Forward Looking Statements

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. The forward-looking statements contained in this presentation are based on our current expectations and beliefs concerning future developments and their potential effects on us. Future developments affecting us may not be those that we have anticipated. These forward-looking statements involve a number of risks, uncertainties (some of which are beyond our control) and other assumptions that may cause actual results or performance to be materially different from those expressed or implied by these forward-looking statements. These risks and uncertainties include, but are not limited to, those factors described under the heading “Risk Factors” in our filings with the Securities and Exchange Commission (SEC), including our reports on Forms 10-K, 10-Q, 8-K and other filings that we make with the SEC from time to time. Should one or more of these risks or uncertainties materialize, or should any of our assumptions prove incorrect, actual results may vary in material respects from those projected in these forward-looking statements. We undertake no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required under applicable securities laws. These risks and others described under “Risk Factors” in our SEC filings may not be exhaustive. By their nature, forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. We caution you that forward-looking statements are not guarantees of future performance and that our actual results of operations, financial condition and liquidity, and developments in the industry in which we operate may differ materially from those made in or suggested by the forward-looking statements contained in this presentation. In addition, even if our results or operations, financial condition and liquidity, and developments in the industry in which we operate are consistent with the forward-looking statements contained in this presentation, those results or developments may not be indicative of results or developments in subsequent periods.

Our Pedigree: Some of The World's Leading Brands



Mobile is Dead

Long Live Mobile!

Gen 1	Gen 2	The Future
Bespoke mobile apps delivered as services for \$\$\$\$\$	Mobile apps delivered on platform for \$\$\$ with lower fidelity and poorer user experience	Mobile apps built by AI using our body of UX knowledge and beautiful design created over 15+ years

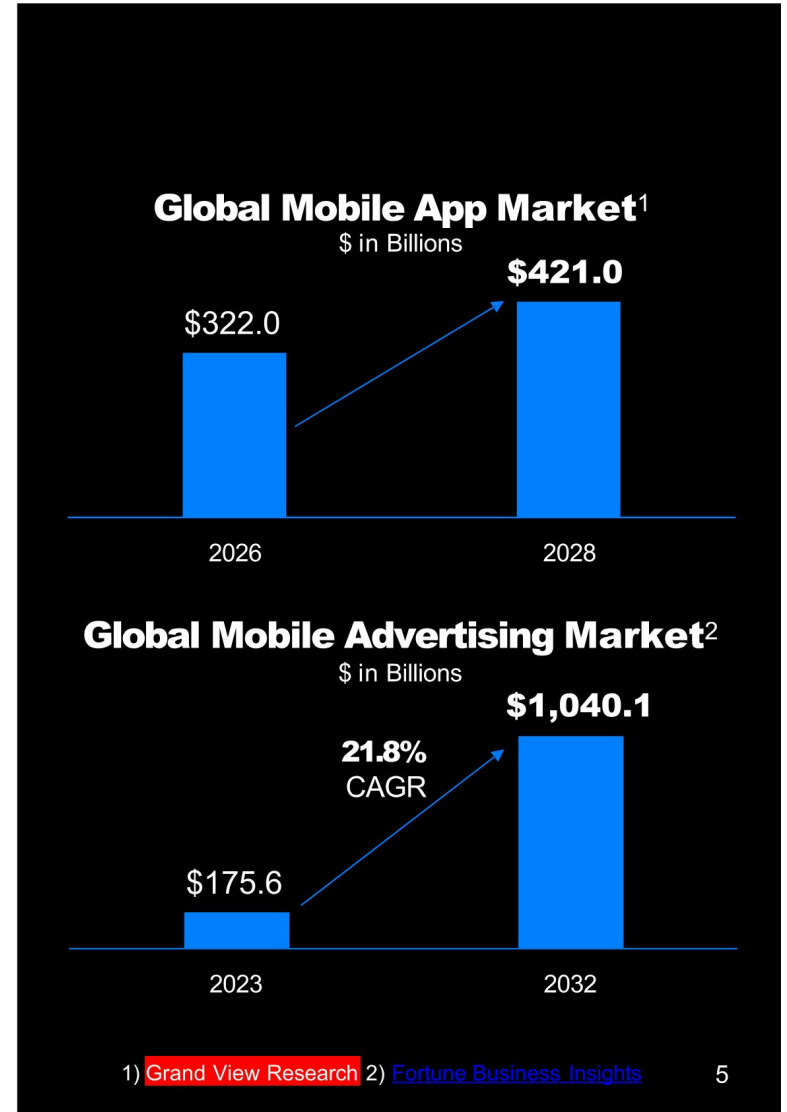
Phunware is Tapping into the Ongoing Demand for Mobile Apps

Build and Deliver: Enterprise & Consumer Apps

We solve the problem of "How do I get started in mobile with an investment that makes sense for my business?"

Create Discovery and Adoption

Once the app is live, we help our customers find their audience.

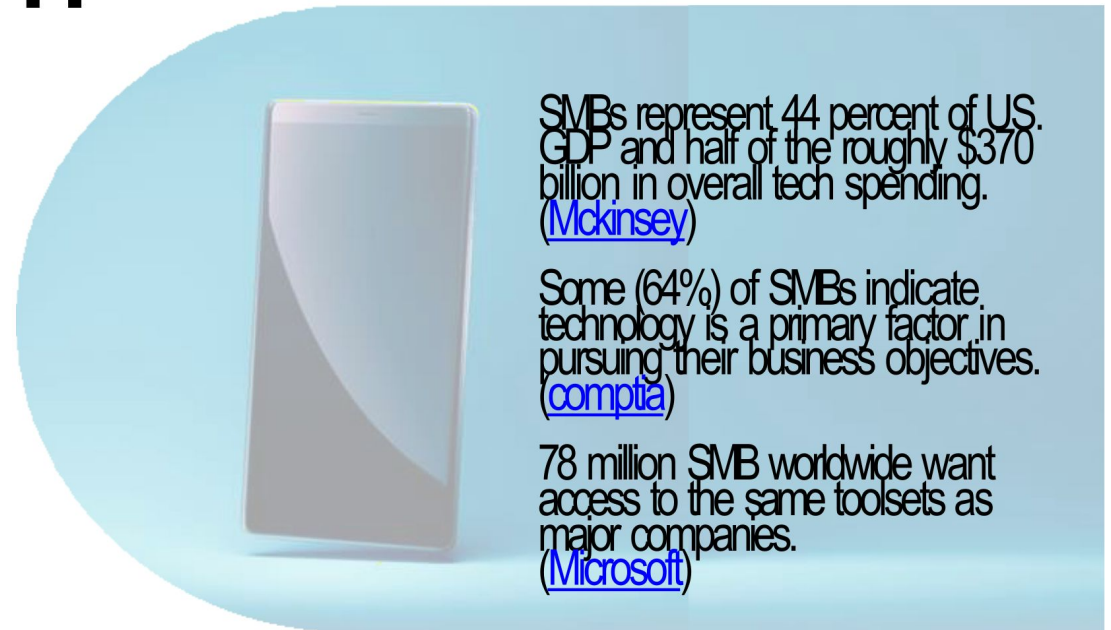


No One is Serving SMB Well:

Generative AI is the Key to Providing Broad Access to Mobile Applications

Our next generation AI-powered Software-as-a-Service (SaaS) platform delivers apps **in hours**, not weeks, based on limited inputs

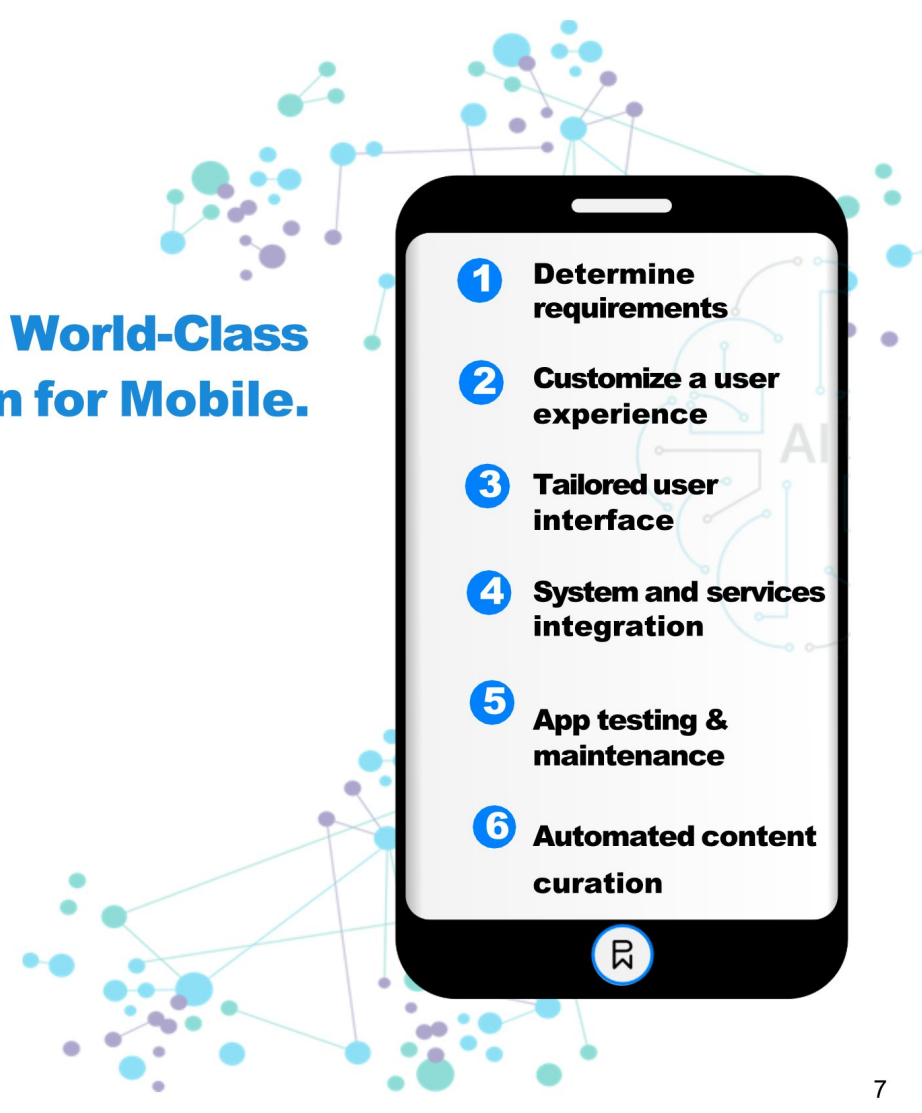
- AI-Driven Customization
- End-to-End Modular Design
- Advanced Location-Based Services
- Programmatic Advertising
- Data Analytics



The AI Value Proposition

Generative AI Democratizes Access to World-Class Design, Content Strategy and Creation for Mobile.

- Our self-service framework empowers businesses of any size enabling the creation of custom, sophisticated mobile experiences with ease
- We integrate critical business systems to unify the entire customer journey into one app
- Our audience-building offerings drive adoption and use like no other platform

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- 1 Determine requirements**
 - 2 Customize a user experience**
 - 3 Tailored user interface**
 - 4 System and services integration**
 - 5 App testing & maintenance**
 - 6 Automated content curation**

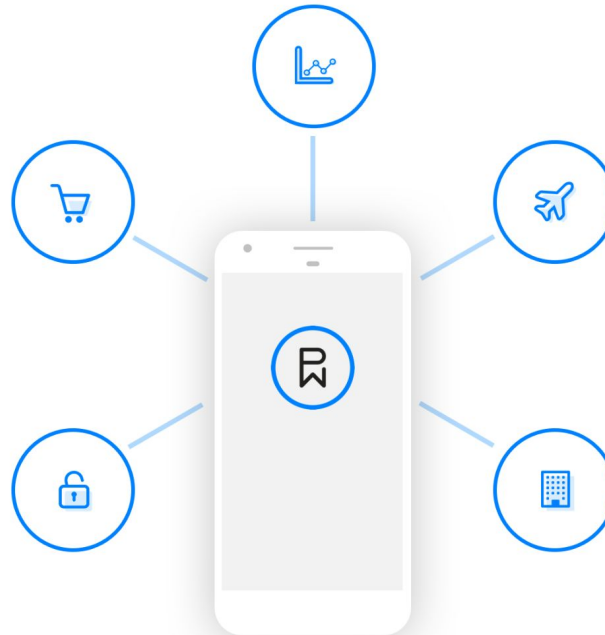
What We Do

Generative AI-Enabled App Development

We do it for you. With a few simple inputs, we give you the benefit of our years of experience serving some of the best brands in the world.

Cloud Service and Domain Hosting Integration

You don't have to change your underlying tech stack to work with us.



Winning Support

We help you listen to and respond to the evolving needs of your customers.

Marketing & Promotion

We help you build your audience by using our performance marketing platform to integrate our solution into the way you communicate with your customers.

Why We Can Win



15 Years In Mobile App Development

Phunware has been providing custom mobile app development services for the past 15 years, honing its expertise in the industry.



Massive Body of Knowledge

Phunware has worked with a diverse range of clients, from small businesses to large enterprises, across the globe.



Intelligent Flexibility

The intelligence built into both our platform and our organization is unparalleled

Phunware's extensive experience and global reach in the mobile app development industry have positioned it as a trusted partner for businesses looking to leverage the power of mobile technology.

We Simply Have a Better Offering

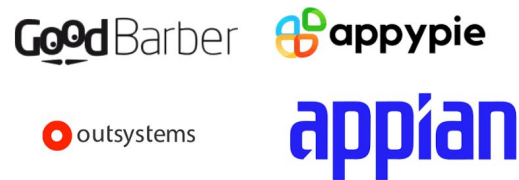
Traditional App Development Firms

Custom-built solutions for enterprises that require high costs and long development cycles.



Low-Code/No-Code Platforms

Generic platforms that enable basic app development but lack industry-specific features and personalization capabilities.



Industry-Specific Platforms

Focused solutions (e.g., hospitality-only or healthcare-only) with limited flexibility to expand beyond a niche market.



Our Revenue Channel Activation



Enterprise Customers

- \$350K average contract value
- 50% of Anticipated Sales
- B2B demand generation motion



SMB Customers

- \$100K average contract value
- 40% of Anticipated Sales
- Digital marketing/self-service model



Channel Partnerships

- \$100K average contract value
- 10% of Anticipated Sales
- Channel activation and management motion accessing primarily SMB customers

Investor Relations

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