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## **Mobee Closes \$5M Series A Financing**

**Brands, retail & asset management firms will look to the leader in real-time crowdsourced data collection for timely insights into the "why" driving revenue**

BOSTON, Mass. - August 25, 2015

Mobee, the leader in Real-time Crowdsourced Data & Insights For Brands, Retail & Asset Management Firms, has closed on a \$5M Series A financing. The financing was led by Flint Capital ([www.flintcap.com](http://www.flintcap.com)) and Flint Capital's Partner, Sergey Gribov, will be joining Mobee's Board of Directors. Funds will be used to expand market reach and client engagement as well as continuing Mobee's rapid evolution of industry-leading technology for crowdsourced intelligence gathering. That real-time technology offers direct visibility to the retail store, aisles and shelves providing alerts and data and analysis tools for an immediate view into brand and retail execution, performance and competition. With a national reach, Mobee is poised to collect thousands of geo-located data points and photographs in a matter of hours, not months.

Existing investors Stage 1 Ventures, Atlas Venture, and InterWest Partners also participated in this round.

"I am thrilled to have Flint Capital on the Mobee team and to have Sergey join our Board of Directors. Flint brings a pragmatic and supportive approach to venture investing and have been a pleasure to work with through this financing," said Hal Charnley, Mobee's President/CEO.

"Mobee personifies the type of investment that we seek at Flint. A young, vibrant team with a firm grasp of their market and the ability to dominate their category. As a Boston-based firm, we're excited to have an investment in our own backyard," said Sergey Gribov, Flint's Partner.

### About Mobee

Mobee was founded in 2011 with a vision to use mobile technology and the power of the crowd to collect the world's offline data. Mobee is the leader in real-time crowdsourced data & insight for brands, retail and asset management firms. Mobee

provides direct visibility to the stores, aisles and shelves, real-time alerts and data and analysis tools, providing immediate view into retail execution, performance and competition. With a national reach, Mobee is poised to collect thousands of geo-located data points and photographs in a matter of hours, not months. Brands & retailers can now get real-time insights into the leading drivers, “the whys,” of their retail sales across critical performance insights including; new product launch, competitive intelligence, seasonal program check, in-store promotions & displays, product availability & shelf positioning, product demonstrations, sales associate training & customer messaging. For more information visit us at <http://www.getmobee.com>

#### About Flint Capital

Flint Capital is a \$100 million international investment fund with offices in USA (Boston and Palo Alto), Israel and Europe. It was founded in 2013 to support the best entrepreneurs, wherever they are. Flint is a multi-stage venture fund, which focuses on investments in mobile, SaaS, Advertisement, Financial as well as Security and Enterprise sectors of high technology. More information can be found at [www.flintcap.com](http://www.flintcap.com).