

SIONICMOBILE®

Founded:	February 2010
Address:	909 West Peachtree Street NW, Atlanta, GA 30309 USA
Phone/Fax:	(404) 228-1475 [p] (404) 963-1945 [f]
Websites:	www.sionicmobile.com www.ionRewards.com
Headcount:	28 full-time employees and contractors
Executives:	Ronald Herman, Founder/Chairman & CEO Robert Burroughs, EVP Products Andrew Choi, VP Solutions Development William Brown, VP Marketing Lori Frans, VP Support Services
Board:	Ronald Herman - Chairman, CEO William E. Clift – (retired), CTO Cingular Wireless Bill Lamar – CMO (retired), McDonald’s USA Robert G. Hisaoka – Chairman, CEO - RGH Management Services, LLC. Patrick Gahan - Principal, Alder Group William Mills – Advisory Board - Principal, William Mills Agency
Counsel:	Corporate/Securities – Morris, Manning & Martin, LLP Patents & Trademarks – Meunier Carlin & Curfman, LLC Payments - Dykema Cox Smith
Accounting:	Bennett Thrasher
Public Relations:	William Mills Agency
Capitalization:	+\$14 million private equity
IP:	Patent 9,542,691; Patents pending – Multiple, non-disclosed. Trademarks – Sionic Mobile; ION Loyalty; ION Rewards; ION Local; ION Give; GeoSense; It pays to pay with your phone; Mobile Rewards Marketplace; ION Commerce Engine.
Bank/Payments:	FBO/Clearing/Commercial accounts and Full Liability Submitter exclusively through J.P. Morgan Chase.
Product:	ION Commerce Engine: mobile payments, rewards, e-gift cards and mobile ads for SMB and enterprise merchants. Mobile Rewards Marketplace: nationwide merchant locations where consumers receive instant rewards when paying with a loyalty app on their phones.
Industry:	Mobile marketing & commerce; Customer loyalty/retention
Client value:	Helps merchants reduce fees, increase traffic & sales, get customers back more often.
Partner value:	Incremental net revenue, loyalty beyond the channel experience, access to more point of presence resources for earning and redemption of rewards
Target markets:	SMB & enterprise merchants in North America.
Business model:	Merchants pay us 1% of mobile checkout amounts as a success fee.