

Sionic Mobile Corporation – Fact Sheet

- Founded:** February 2010
- Address:** 909 West Peachtree Street NW, Atlanta, GA 30309 USA
- Phone/Fax:** (404) 228-1475 [p] | (404) 963-1945 [f]
- Websites:** SionicMobile.com | IONrewards.com | MobileRewardsMarketplace.com
- Headcount:** 30 full-time employees and contractors
- Executives:** Ronald Herman, Founder/Chairman & CEO
Nat Milburn, Chief Development Officer
Donald Westcott, Chief Compliance Officer
Robert Burroughs, EVP Products
Andrew Choi, VP Solutions Development
William Brown, VP Marketing
Lori Frans, VP Support Services
Joe Lazewski, VP Strategic Accounts
- 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
- Counsel:** Patents & Trademarks – Meunier Carlin & Curfman, LLC
Payments - Dykema Cox Smith
- Accounting:** Bennett Thrasher
- Public Relations:** William Mills Agency
- Capitalization:** +\$22 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 with J.P. Morgan Chase
- Product:** 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 across all channels
- Business model:** Merchants pay us a small percentage of mobile checkout amounts as a marketing fee