



## **Merriman Capital Private Company Spotlight Series:**

**You are invited to join us for an exclusive conference call with**

**Matt Caspari, Founding CEO of Phonio**

Phonio provides a mobile-based platform enabling influencers to instantly deliver audio content to mass audiences via mobile phone calls. The company recently had a lengthy write-up in TechCrunch:

<http://techcrunch.com/2014/10/14/phonio/>

**When:** Tuesday, October 21st, 2014 @ 10:30 AM PST/ 1:30PM EST

**Topic:** Phonio's market opportunity and strategy moving forward

**Dial in:** The dial in is **1-866-206-0240** and **password is 58248461**

### **Items to discuss include:**

- What is Phonio?
- Who can you tell us about that's been partnering with you?
- What are some expansion opportunities? Any new verticals?
- What are the avenues for monetization?
- What is management's strategy going forward?
- What does the competitive landscape look like?
- Are there exit strategies?
- What are some of the possible externalities that come as this technology takes off?





## **Important Disclosures & Disclaimers Regarding this Report**

This report contains general information only, does not take account of the specific circumstances of any recipient and should not be relied upon as authoritative or taken in substitution for the exercise of judgment by any recipient. Each recipient should consider the appropriateness of any investment decision having regard to their own circumstances, the full range of information available and appropriate professional advice. The information and opinions in this report constitute judgment as at the date of this report, have been compiled or arrived at from sources believed to be reliable and in good faith (but no representation or warranty, express or implied, is made as to their accuracy, completeness or correctness) and are subject to change without notice.

Merriman Capital, Inc. (“Merriman”) and/or its affiliates may amend, supplement or update the contents of this report in such form and in such timescales as the Firm deems appropriate. Merriman reserves the right to express different or contrary recommendations and opinions for different timescales or for other types of investment client. This advertisement does not constitute or form part of, and should not be construed as, any offer for sale or subscription of, or any invitation to offer to buy or subscribe for, any securities, nor should it or any part of it form the basis of, or be relied on in any connection with, any contract or commitment whatsoever. Merriman accepts no liability whatsoever for any loss or damage arising from any use of this report or its contents. Nothing in this report constitutes legal, accounting or tax advice. This report may provide addresses of, or contain hyperlinks to, Internet web sites. The content of linked third party web sites is not in any way incorporated into this document and Merriman assumes no responsibility for this content. Recipients who choose to access such third-party web sites or follow such hyperlinks do so at their own risk.

This report is for the use of the addressees only, is supplied to you solely in your capacity as an investment professional or knowledgeable and experienced investor for your information and may not be reproduced, sold, redistributed or passed on to any other person or published, in whole or in part, for any purpose, without the prior, written consent of Merriman Capital, Inc. The Firm may distribute reports such as this in hard copy or electronically. Merriman and/or any of its clients may undertake or have undertaken transactions for their own account in the securities and/or strategies mentioned in this report or any related investments prior to your receipt of it.