

**May 27, 2010**

## **BOKU Secures Strategic Investment from Andreessen Horowitz**

Leading mobile payments provider and top VC firm cement advisory relationship with strategic investment

May 27, 2010 – SAN FRANCISCO, CA – BOKU, Inc., a global leader in mobile payments, announced today that it has secured funding from the venture capital firm Andreessen Horowitz. Silicon Valley technology veterans Marc Andreessen and Ben Horowitz, founders of the firm, will also advise BOKU on strategic matters, industry insight and tactical direction.

The funding will continue the expansion of BOKU, which has established itself as an industry leader in mobile payments, serving more than 60 countries and reaching a potential 1.8 billion customers worldwide.

“BOKU has experienced tremendous growth since its launch last year and has developed relationships with leading game and application developers to offer direct mobile payments processing,” said Mark Britto, CEO of BOKU, Inc. “Our relationship with Andreessen Horowitz will add tremendous strategic value to the company while also allowing us to continue to expand to meet market demand.”

“Andreessen Horowitz looks to help talented entrepreneurs build great companies around great technologies, and we did an extensive review of the mobile payments space and the players before deciding to work with BOKU,” said Marc Andreessen, co-founder and general partner at Andreessen Horowitz. “We feel that BOKU’s management team along with the company’s market-leading merchant relationships, global coverage, and technology will be a powerful combination as they continue their aggressive growth plans in a rapidly changing space.”

Marc Andreessen and Ben Horowitz created their firm in 2009 with the mission of investing in motivated entrepreneurial teams with strong vision and exciting products. Current investments include video-conferencing company Skype, and social gaming company Zynga, among others. Prior to forming Andreessen Horowitz, the founders started successful companies, including Netscape and

Opsware, which was later purchased by Hewlett Packard. As industry veterans, they have created numerous products and services, run operating businesses at high levels of scale, angel invested in more than 50 tech startups, and served on a broad cross-section of company boards.

BOKU, which launched in June 2009, has seen tremendous growth in the last year. Since launch, the company has developed mobile payment processing relationships with leading game and application developers, including nearly 100% of the top applications for virtual goods and currencies purchased on Facebook. BOKU's mobile payment service, Paymo, is enabled across over 200 carriers worldwide in more than 60 countries, and reaches a potential 1.8 billion customers. In January, the company announced \$25 million in Series C funding led by DAG ventures.

#### **ABOUT BOKU**

BOKU is creating the standard for online payments using your mobile phone, making it easy to pay for digital goods and social experiences across the web. With a strong focus on reliability and security, BOKU's goal is to bring bank-grade payments technology and mobile users together on the web, creating a trusted, viable and accessible market for consumers, publishers and carriers alike. Based in San Francisco with offices in Europe, Asia and Latin America, BOKU reaches over 2 billion consumers worldwide, and is funded by leading Silicon Valley entrepreneurs and venture capitalists Benchmark Capital, Index Ventures, Khosla Ventures, DAG Ventures and Andreessen Horowitz. For more information, please visit [BOKU.com](http://BOKU.com). BOKU and Pay by Mobile are registered trademarks or trademarks of BOKU, Inc., and/or its subsidiaries. All other brand names, product names, or trademarks belong to their respective holders. BOKU reserves the right to alter product offerings and specifications at any time without notice.