

**Not Only Leading the Way in Developing Apps for Major Brands,  
MEDL Mobile Holdings, Inc. and their Recommendation Engine Technology  
is Leading the Way in Bringing These Apps to the Consumer**

**Services  
Business Services  
(MEDL-OTCBB)**

**MEDL Mobile Holdings, Inc.**

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**Andrew Maltin  
Co-Founder, CEO and Director**

**BIO:**

As an accomplished serial entrepreneur, Andrew is skilled at bringing out the best in any partner, client, employee or idea.

**Company Profile:**

MEDL Mobile, Inc. is an early leader in the emerging mobile applications software market. MEDL is engaged in the monetization of mobile apps through four primary revenue generat-

ing platforms: (i) development of customized apps for third parties to monetize their particular intellectual property, persona or brand, (ii) incubation of apps in partnership with third parties and from a library of more than 84,000 original apps concept submissions, (iii) sale of advertising and sponsorship opportunities directly to brands via mobile advertising networks and (iv) acquisition of apps from other developers and use of a proprietary application programming interface, or API, to make Apps recommendations. MEDL has developed and is developing more than 75 unique mobile apps for customers such as Monster.com, Emirates Airline, Medtronic and Telefonica.

**Interview conducted by:  
Lynn Fosse, Senior Editor  
CEOCFOinterviews.com**

**CEOCFO:** Mr. Maltin, what was your vision when you started MEDL Mobile Holdings and where is MEDL today?

**Mr. Maltin:** My partner and I set out to tap into the innovation which we were witnessing in the mobile space. This was about three and a half years ago and mobile was just starting to capture the excitement and interest of the masses. We initially were looking for a company that could help us build out our own ideas, and one that could advise us on everything from mobile development pricing to go-to-market strategy. We finally realized that we were too early to the market. No such company existed. So we built the company we were looking for.

Because of my partner's and my prior experience, we very quickly attracted the attention of a few top brands. And we had early successes building apps

for clients such as Monster.com and Emirates Airlines. Today, our branded development portfolio has expanded to include such great brands as Taco Bell, Encyclopedia Britannica, The New York Times Company and Teleflora.

Today, we've built more than 100 unique, fully customize applications.

Along the way, we realized that the true challenge facing the mobile market isn't development. It's discovery. We saw the problem when there were less than 100,000 apps. Today, there are nearly one million. It's darned near impossible for an average app to break through that clutter.

So today, half of our team continues to build apps for name brand clients and partners. And the other half of our team is focused on solving the challenges of discovery.

We believe we solved he problem with the creation of our Mobile Brain. A piece of technology that learns what kinds of apps a user likes, and then recommends new apps, from the obvious to the obscure - all of which our Brain tells us this person is going to like. Most of which, this person would never have found on their own.

**CEOCFO:** What is an example of how that could work?

**Mr. Maltin:** It all begins when someone downloads the first MEDL app. Our brain looks at how this user is using this app, and based on that usage, the Brain can make some basic assumptions and can place someone into what we call a Mobile Lifestyle.

Based on the assumptive Mobile Lifestyle, we can start to make recommendations for new apps. As the user downloads these new apps, we can correlate the data and build a more three dimensional picture of this user's Mobile Lifestyle. Even the apps a person doesn't download helps us to predict what this person will like next.

For example, if a user first downloads a Zombie video game, we can start to classify who this user is. We can send recommendations for a variety of young, male targeted apps. If the second app they choose to download turns out to be a fishing app, we get an even better picture.

Not only are we tracking the categories of the apps, we are tracking data points such as time of use, geography, dayparts, and so on. Literally hundreds of measurable data points.

We can even cross reference that data against Facebook and start to make recommendations to your friends. It's very powerful.

**CEOCFO:** Are most people comfortable today with the Big Brother feel on being tracked or is there still some resistance?

**Mr. Maltin:** This is not as big brother as it may sound. The fact is that today, people are overwhelmed. The supply side of the economics have gotten to a point where people have literally far too much choice, and they don't know what to do.

Technology created the abundance of information, and so it makes sense to use technology to help people sort through it.

I use the example of Google back in the day; back in 1997-1998 there were thousands and thousands of websites coming out on the internet. However, nobody could find any of those websites, so along came a little company called Google who went out and said hey we are going to give you guys a way to find these websites. And along the way, we'll use what we

learn about you to make the experience even more targeted to you.

That is very similar to what we are doing in the mobile space, although what we are doing is we are actually doing it before you get to the point of searching for it. We actually are pre-search. If you do not know what you are looking for, we actually say, "We think this is what you would like". It is similar to how Amazon recommendations work, by sending you an email based on your past buying patterns.

**CEOCFO:** What is the process when a company comes to you?

**Mr. Maltin:** For the most part, companies today do not know what they want to do in mobile. They just know that it is important to be in mobile. They are seeing a trend, they are see-

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**- Andrew Maltin**

ing that people are moving away from the web and into mobile, so it is kind of a mad rush to get to the consumers' pocket. We typically work with these companies through a process we call Pre-Development. We use Pre-Dev to learn our customers' business, their market, their audience, and ultimately, how to best approach them with mobile.

In some cases, they come to us and say, "We already have an app, but we just cannot get the traction with it". We can help lay out marketing and media buying. They may not even know where to begin, or how to reach their consumers; What we will do is show them what they need and work with them to determine who their customer is and how to reach them through mobile and what makes the mobile experience unique in the other

type of media that they are using.

**CEOCFO:** How do you keep up with all the changes, technology and trends which come at such a rapid pace?

**Mr. Maltin:** You just have to stay ahead of it. You read a lot, you see what is going on, and you understand what is going on in the market at all times. You attend tradeshow, you meet with the brands that are trying to reach these and also just being in the trenches at this business you are really on top of things. You see what everybody is doing and that is the most important thing is that experience.

**CEOCFO:** How do companies find out about MEDL Mobile?

**Mr. Maltin:** We do quite a bit of PR. We speak at a number of the tradeshow, we advertise and we do out-bound selling. We have a sales department that goes out and reaches a certain demographic of brands that are looking to buy mobile, and just a mixture of all those plus our apps. We have apps for celebrities like DJ Pauly D from the Jersey Shore, and we have done deals with some other big clients like Rampage Jackson or Real Madrid. Big

name brands tend to trust companies that work with other big name brands.

**CEOCFO:** What is special about a MEDL app?

**Mr. Maltin:** I would say our focus on understanding the end user, and then creating an ideal User Experience is what sets us apart. There are lots of technicians in this industry. We start with the end user rather than the technology. Having said that, our project roster has allowed us to attract world class developers. Who in turn push our architects and designers. I'd say we are constantly striving to be the best in the industry and I believe our work shows that.

**CEOCFO:** What is an example of an app your created that is plain and simple but very helpful and an exam-

ple of an app plus that is off the charts?

**Mr. Maltin:** We did a partnership with a company called Walter Foster, which is a 100 year old publishing company. They do the learn-to-draw books. If you have ever been in a Michaels art shop, on one of their shelves you can see the learn to draw horses, learn to draw faces, learn to draw people. What we did was to take that whole experience of learning to draw, and we translated it to the iPad. Now users can actually learn how to draw using an iPad. We have an adult version and one for kids. It's essentially the intersection of technology, art, and education, all wrapped into a cleanly designed, almost familiar interface. The app actually reached #1 on the app store and is currently teaching hundreds of thousands of people to draw.

On the other end of the spectrum, we have some fairly simple games that users just love. I mentioned our relationship earlier with MTV Jersey Shore star, Pauly D. We worked with him to create a throwback, 8-bit video game called Beat the Board Walk that's just simple and fun. But I can tell you, his fans love it.

**CEOCFO:** How do you work with independent app developers?

**Mr. Maltin:** We feel that we understand independent developers because that's who we are. Even though we are now a publicly traded company, our roots are clearly in development and we understand their challenges because they were our challenges.

We are using our MEDL Alliance to reach out to these independent developers and essentially roll-up their distressed intellectual property into a powerful network that helps all ships to rise. There are companies or entrepreneurs who have spent tens if not hundreds of thousands of dollars to build these apps. They put them out on these stores and find out that it is much harder to get traction or to get recognized without any real marketing behind it. They spent \$200,000 and they generated \$700 in revenue.

Therefore, we come in to work with them or to buy or roll-up that particular piece of intellectual property and then re-release it as a MEDL app. We then use our Recommendation Engine to reach millions of customers and help these previously undiscovered apps to find an audience.

**CEOCFO:** What is coming up in the next year or so for MEDL?

**Mr. Maltin:** For us, it is the massive growth using our Recommendation Engine and the network effect that it will have. Hundreds of thousands of apps all cross marketing and pushing each other throughout the network, which we are creating a massive hockey stick growth in terms of revenue and number of users, - which are some of our key metrics.

**CEOCFO:** What is the competitive landscape, in general, before you put in that new phase?

**Mr. Maltin:** Everybody is a competitor; every college kid that can develop an app is a competitor and every brand. We are all fighting for the same real estate on the user's phone. The user continuously buys apps and downloads new apps, but the landscape in terms of the app market is incredible. Just about anybody can get into this space. It is a very low cost to enter the app space. However, to get your app known and marketed it is a different story. Kind of like the early days of the web where you can put a great website out there, but if nobody goes to it, it is really not that great.

**CEOCFO:** "Without action everything is theory", seems to be a key to Medl Mobile success; what is something that you have taken from theory to action that is an example of the process?

**Mr. Maltin:** When we first started the company everywhere I would go, someone would come to me and say, "I hear that you are in the app space. I have a great idea for an app. You should build it and we can share the money." After hearing this dozens of times, I decided, okay. There's a business model here. We built a website and a mobile app called the App

Incubator. It allows anyone with an idea to submit it. If we love it, we will build it and share the revenue with you. We've had more than 85,000 submissions to the incubator. We've built several #1 apps and had lots reach the top of the store. We've also been able to connect the company to fascinating individuals who themselves create whole new avenues for the company.

One of our most popular submissions came from a man who turned out to be a garbage collector with a dream of solving the world's problems. Rob Shoemith, the binman from Coventry, turned into a worldwide media sensation. He got so good at speaking with the press, he came to work for us at MEDL and now he works on our PR team and is a huge asset to the company.

**CEOCFO:** What is the financial picture like today?

**Mr. Maltin:** We did about \$700,000 last quarter in revenue. We definitely are going to have a lumpy quarter, basically, because we did a raise about four months ago and we are still kind of in the build-out phase. However, we are seeing some great numbers as we move forward, so we are feeling really good about it.

**CEOCFO:** In closing, why should potential investors pay attention to MEDL Mobile today?

**Mr. Maltin:** We are in the beginning of something that is bigger than any growth industry or opportunity that any of us has ever seen. It is bigger than the internet, bigger than anything that has ever happened in the past and this mobile is absolutely the real growth area to be in today. It is so Wild West; it has not been figured out yet and there is so much opportunity for companies like ours. We have multiple revenue streams and we have our claws in a number of different fields and different business models. We are just way ahead of the game.



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