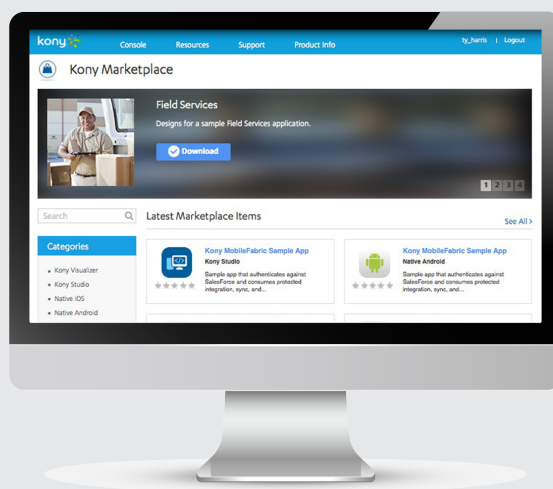


## Online app exchange by Kony and its partners

An online exchange enabling the business to take advantage of “ready-to-run” apps, modules, design templates and components from Kony and Kony’s rich partner ecosystem of third-party Independent Software Vendors (ISVs) and System Integrators (SIs). Users can discover pre-built apps, accelerator apps, design templates and modules that can be reused and assembled using Kony Modeler, Visualizer and Studio.

### The Kony Marketplace is comprised of:

- **Exchange:** Online market to explore accelerators, app designs, solutions and modules developed by Kony and its partners.
- **Community Forum:** Connect and collaborate with proven developers, IT admins and architects of leading mobile apps.
- **Rich Ecosystem:** Discover your solution with “Ready-to-Run” apps or modules that solve a specific business problem.
- **Blogs & Tutorials:** Browse blogs to keep up-to-date on the latest trends in mobile app development or view tutorials.



## The most comprehensive ecosystem of pre-built apps, accelerators, modules and components for rapid app configuration and assembly:



### Ready-to-Run Apps

- Out-of-the-box and in full working order apps
- Configure and assemble on Kony Modeler with no coding required



### Accelerator Apps & Models

- Discover and integrate new functionality to enhance your apps
- Code samples, sample apps, videos and tutorials
- Use within Kony Modeler or Studio



### App Designs

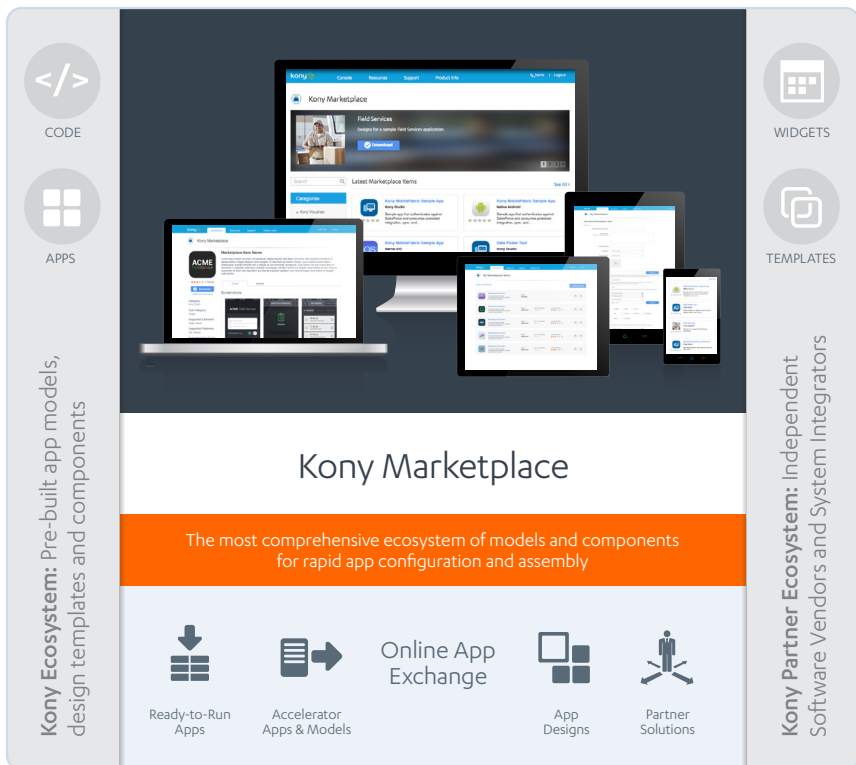
- Designs and templates for app branding
- Created by and used within Kony Modeler and Visualizer
- Customizable to meet your app and branding requirements



### Partner Solutions

- Discover partner service offerings and solution capabilities

Take advantage of “ready-to-run” apps, modules, design templates and components from Kony and Kony’s rich partner ecosystem of trusted developers



### System Integrators (Sis):

- Build brand awareness
- Distribution channels for vertical and horizontal solutions
- Promote service offerings
- Co-marketing

### Independent Software Vendors (ISVs):

- Build brand awareness
- Distribution channel for products
- 100% reuse of code and app models
- Acceleration of purchasing cycle
- Co-marketing

### Rich Ecosystem:

- Access to diverse collection of apps and models
- Discover and use apps and models built on Kony’s proven technology
- Variety of ready-to-run apps to support horizontal and vertical markets

### Productivity & Efficiency:

- Access to code samples and accelerator apps to kickstart development efforts
- Reusable app designs that integrates directly into development environment

## Part of the Kony Mobility Platform

The Kony Marketplace is part of an integrated platform that supports the entire application software development lifecycle (SDLC) and empowers enterprises to quickly define, design, build, integrate, deploy, and manage multi-edge app experiences.



Kony is the fastest-growing, cloud-based enterprise mobility solutions company and an industry leader among mobile application development platform (MADP) providers. Kony empowers today’s leading organizations to compete in mobile time by rapidly delivering multi-edge mobile apps across the broadest array of devices and systems, today and in the future. Kony offers ready-to-run business mobile apps to help organizations better engage with customers and partners, as well as increase employee productivity through mobile device access to company systems and information. Powered by Kony’s industry-leading Mobility Platform, enterprises can design, build, configure, and manage mobile apps across the entire software development lifecycle, and get to market faster with a lower total of ownership.

For two years in a row (2013 and 2014), Gartner has named Kony a Leader in its Magic Quadrant for Mobile Application Development Platforms. Gartner also gave Kony the highest scores in 3 of 4 enterprise mobility use cases in their latest Mobile Application Development Platform Critical Capabilities Report, released December 2014. In addition to these recognitions, Kony was also honored in the Mobile Star Awards for achievements in enterprise application development; named the first place winner in CTIA’s MobITs Awards in the Mobile Applications, Development & Platforms category, and included on the Inc. 500|5000 list of fastest growing private companies in America.

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