



TELENAV INVESTOR PRESENTATION

Craig-Hallum Conference, New York
September 18, 2014

Safe Harbor Statement

In this presentation, we will make forward-looking statements about our business, including statements regarding, among others, the company's expected financial performance; expected profitability or loss; product and business strategies; and strategic relationships. We wish to caution you that such statements are just predictions based on management's current expectations or beliefs, are subject to risks and uncertainties, and that actual events or results may differ materially.

We refer you to documents that we file with the Securities and Exchange Commission, including our most recent Annual Report on Form 10-K and Quarterly Report on Form 10-Q where we discuss important risks in greater detail in "Risk factors" and elsewhere. You should review our SEC filings carefully and with the understanding that our actual future results may be materially different from what we expect.

We assume no duty to confirm, update or revise the financial forecast for the year, or any other forward looking information in this call as a result of new developments or otherwise.

Use of Non-GAAP Financial Measures

In this presentation, we will be discussing our results on a GAAP as well as a non-GAAP basis, including adjusted EBITDA. These non-GAAP measures, also sometimes called pro forma results, exclude stock based compensation expense, capitalized software and developed technology amortization expenses, and other items such as legal settlements and restructuring costs, net of taxes. Adjusted EBITDA, while generally a measure of profitability, can also represent a loss, consistent with our guidance for fiscal first quarter and full year 2015. Adjusted EBITDA measures our GAAP net income (loss) excluding the impact of stock-based compensation expense, depreciation, amortization, interest income, other expense, provision (benefit) for income taxes, and other items such as legal settlements and restructuring costs, net of tax. We use these additional non-GAAP measures as we believe they give useful operating information in addition to the GAAP results. A reconciliation of GAAP to non-GAAP measures are available in our earnings press release and on our investor relations webpage.

Sale of the Enterprise Business

As previously announced, due to the sale of the Enterprise business that closed effective April 1, 2013, the results of operations of that business are presented as discontinued operations. All financial metrics reported in this presentation exclude discontinued operations relating to the Enterprise business.

LEADING GLOBAL PROVIDER OF LOCATION-BASED SERVICES

TELEN^{AV}



MOBILE

- Pioneer of cloud-based navigation
- White-label premium nav supplier (ie; ATT, USCC)
- Award-winning global Scout branded nav app



AUTO

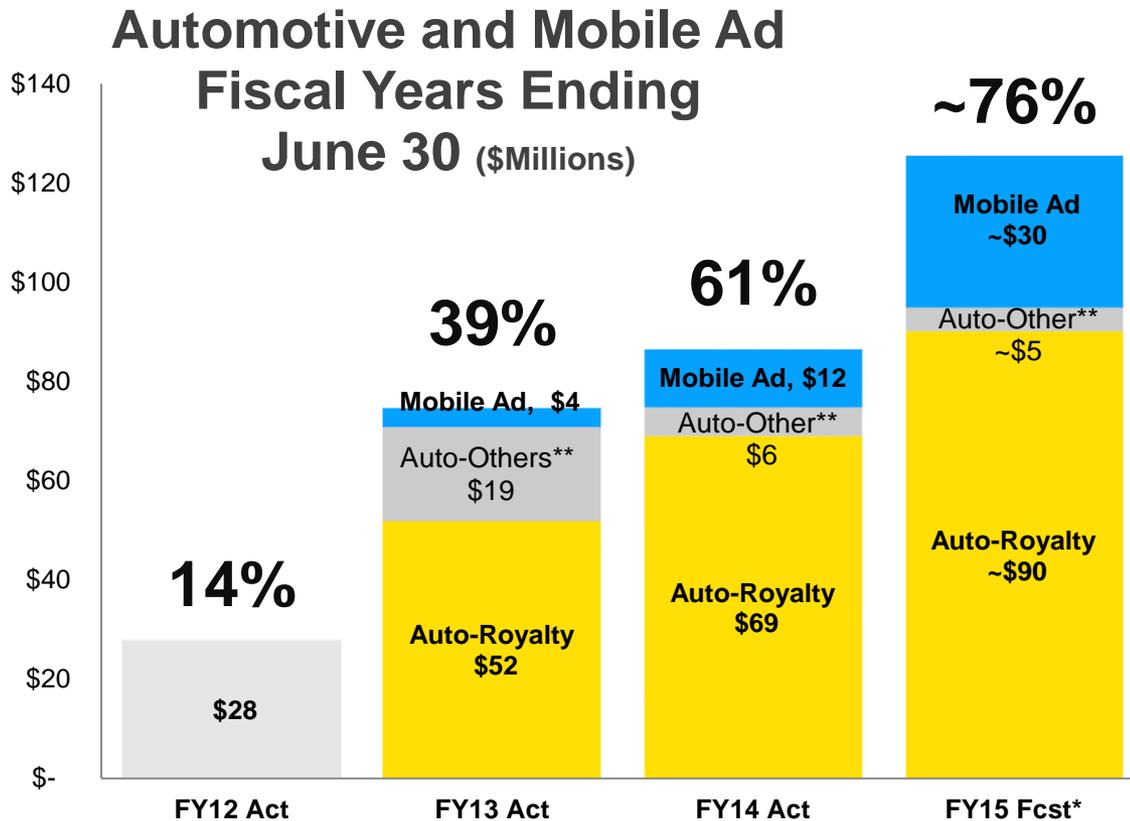
- Leading supplier of embedded/connected navigation (2 of top 5 global OEMS)
- Global cloud-based service capabilities
- Silicon Valley innovation combined with auto grade performance



ADS

- Expertise in location data accuracy
- Targeted location-based ads yield higher CPM and conversion rates
- Scalable platform for national brands and channel partners

DELIVERING GROWTH IN AUTOMOTIVE AND MOBILE ADVERTISING, MORE SCALE WITH DIVERSIFICATION



AUTOMOTIVE NAV



MOBILE ADS



Percent of total revenue

*Midpoint of guidance as of July 31, 2014

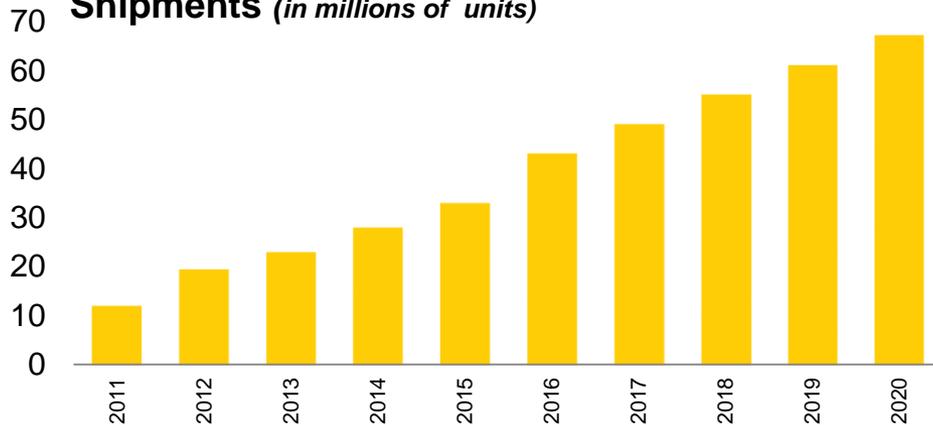
Other includes customized engineering and replacement orders

AUTOMOTIVE



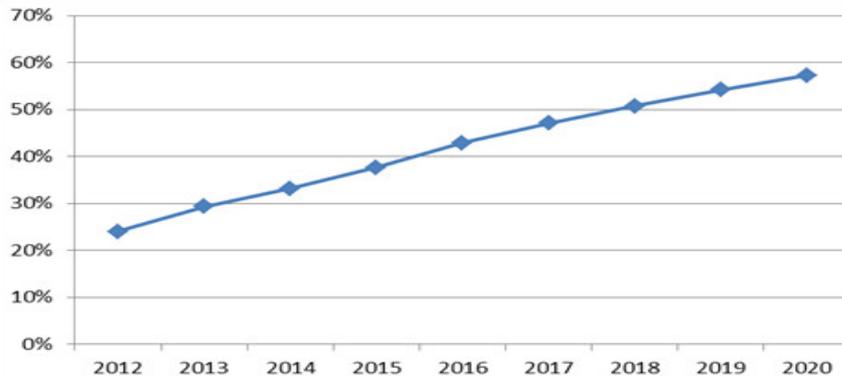
EMBEDDED/CONNECTED NAV: LARGE GROWTH POTENTIAL

Global Embedded Navigation Shipments (in millions of units)



Total global shipments expected to grow from 19.5 Million in 2012, to 67 Million in 2020.

Global Embedded Navigation Attachment Rates



Attach rates for navigation expected to grow from 24% in 2012 to 57% in 2020.

Source: Strategy Analytics embedded nav forecast, July 2013

AUTOMOTIVE TRENDS

CONSUMERS



Smartphones have reset customer expectations



Purchase decisions changing- led by technology and smart phone integration vs HP/MPG



Navigation embraced as a daily use trusted advisor

AUTOMOTIVE TRENDS

AUTOMOTIVE OEMS



Sourcing hardware and software separately for infotainment to close gap between auto & consumer electronics



Moving towards one global supplier to minimize integration cost and offer consistent experience across geographies



Color displays becoming standard due to lower cost, rear view camera legislations, and customer demand



Car becoming connected with embedded modems for safety/security features and dynamic cloud based services like traffic & local search



Autonomous and electric vehicles require 100% embedded navigation



Most major OEMs have R&D centers in Silicon Valley



New revenue streams: Connected services, advertising and m-commerce

WHY WE ARE WINNING

Product Leader in Automotive Navigation

PRODUCTS

- ✓ Personalized HMI for the entire vehicle canvas (HUD, cluster, head unit)
- ✓ Leading cloud-based connected navigation
- ✓ Automotive grade navigation proven with Ford Sync and GM/Delphi deployments
- ✓ Top ranked navigation user experience
- ✓ Content agnostic to provide best quality/price options. OSM+ for freshest map content updated in real time
- ✓ Multi-platform support (OS agnostic)

WHY WE ARE WINNING

Product Leader in Automotive Navigation

COMPANY

- ☑ Silicon Valley innovation combined with automotive reliability
- ☑ Strong local development and product teams in North America, Europe and China to support OEMs global initiatives
- ☑ 15 years of connected nav and 5 years of automotive nav experience
- ☑ History of customer collaboration and thought leadership
- ☑ Pioneering new business models: Advertising, Mobile Commerce

MOBILE ADVERTISING

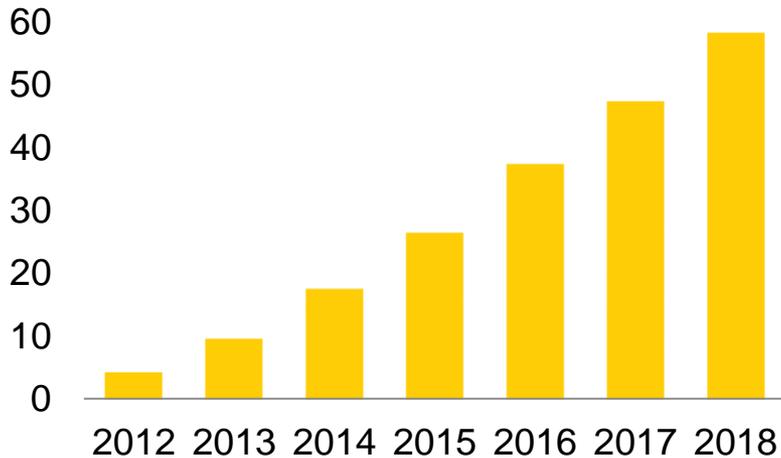


THE MOBILE ADVERTISING MARKET

Large, Fast-Growing Opportunity

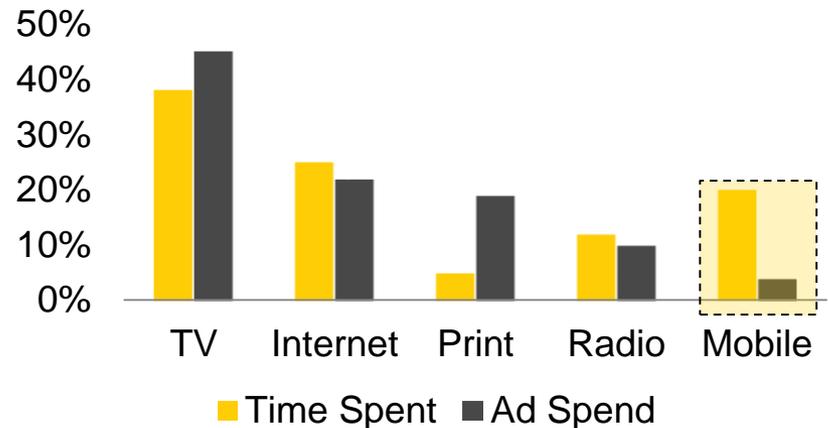
US Mobile Ad Spending

(in billions of \$)



eMarketer, June 2014

% of Time Spent in Media vs. % of Advertising Spending, USA 2013

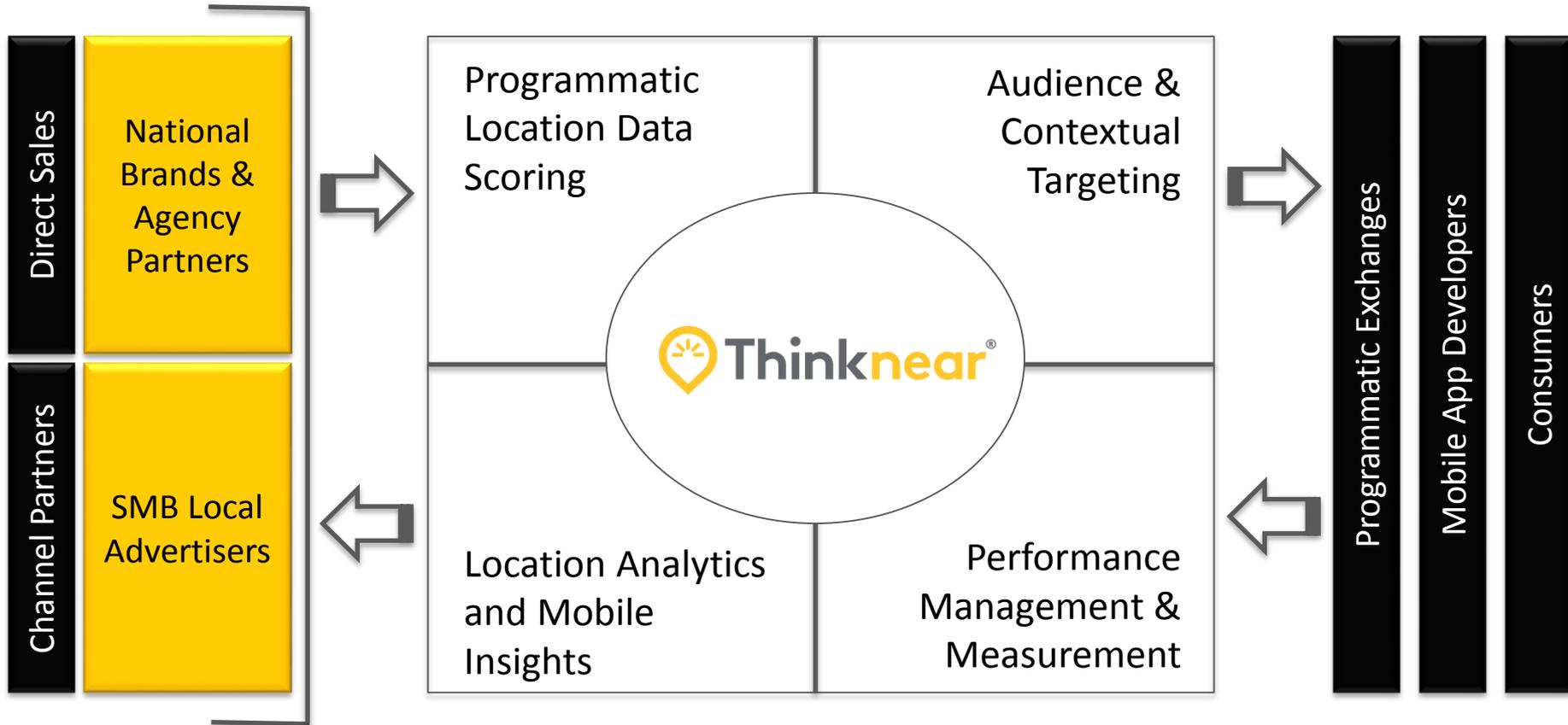


Mary Meeker, Kleiner Perkins May 2014

Mobile advertising spend continues to exceed expectations

Mobile has largest gap in Ad Spend vs. Time Spent due in part to lack of ROI metrics

SCALABLE AD PLATFORM FOCUSED ON LOCATION



THINKNEAR MOBILE ADS

Highlights



- Access to 150 billion+ monthly location-enabled ad impressions
- Seven offices in U.S.
- Customers include several hundred local advertisers and over 60 national advertisers
- Launched industry standard Location Score Index in 2014
- 200% revenue growth yoy in FY14
- ~150%* anticipated growth rate for FY15

*Guidance as of July 31, 2014

WHY WE ARE WINNING:

Aligned With Local Advertising Trends

COMPETITIVE ADVANTAGE

- ✓ **Ability to scale for national brands**
Wide national distribution of ad campaigns across thousands of apps
- ✓ **Ad agencies drive adoption**
Customer satisfaction promotes awareness to new customers
- ✓ **Repeat and longer duration campaigns**
Core component of mobile ad strategy and budget for brands
- ✓ **Ability to scale for large campaigns**
Access to significant location-enabled ad inventory
- ✓ **Mobile leader in data accuracy**
Proprietary Location Score™ technology
- ✓ **Robust reporting metrics**
Allows for ROI spend evaluation
- ✓ **Higher conversion rates**
Location-based ads are better targeted
- ✓ **Early market leader**
Direct competitors playing “technology catch-up”
- ✓ **Unique Search and Display offering**
Ads support comprehensive campaign approach

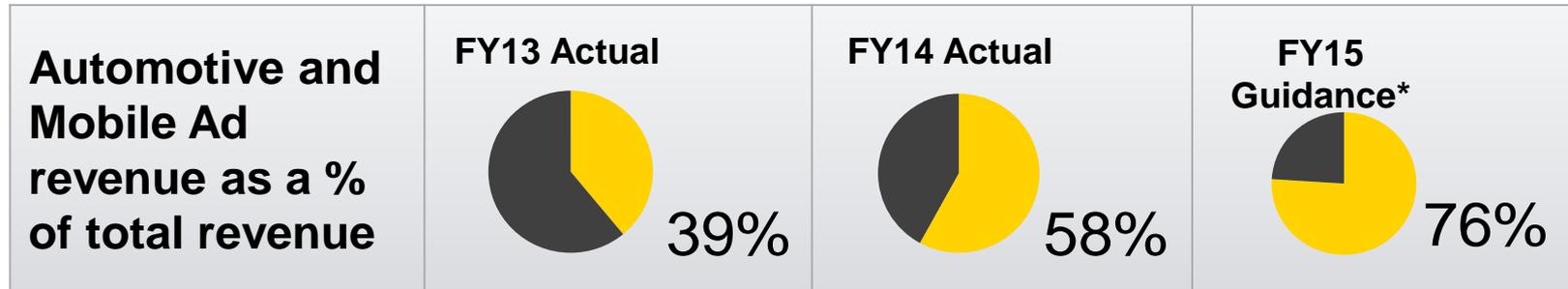


TELENAV INVESTOR PRESENTATION

FINANCIAL OVERVIEW

FY13/14/15 REVENUE GROWTH IN AUTOMOTIVE AND ADVERTISING

Revenue model evolving to healthy high growth initiatives



Successful in diversifying revenue base into Automotive and Mobile Advertising

*Guidance as of July 31, 2014

FY14 ACTUAL AND FY15 OUTLOOK

	FY4Q14A	FY2014A	FY1Q15E*	FY2015E*
Total Revenue	\$34.4M	\$150.3M	\$34M - \$36M	\$160M - \$170M
Automotive Revenue	\$18.0M	\$75.2M	~55% of total revenue	55%-60% of total revenue
Advertising Revenue	\$3.8M	\$11.7M	~13% of total revenue	17%-20% of total revenue
Gross Margin	55%	60%	52%-53%	51%-52%
GAAP net loss	(\$18.0)M	(\$29.5)M	(\$12)M-(\$13)M	(\$40)M-(\$45)M
Adjusted EBITDA	(\$7.4)M	(\$12.1)M	(\$8)M-(\$9)M	(\$25)M-(\$30)M

*Guidance for FY1Q15 and FY2015 was as of July 31, 2014

INVESTMENT HIGHLIGHTS

- ✓ **Large, Growing Markets:** Mobile Advertising and Connected Cars
- ✓ **Proven Leadership:** Mobile Navigation, Personalized Connected Automotive Navigation, success in Mobile Advertising
- ✓ **Delivering Strategic Growth & Diversification:** Automotive and Advertising expected to be ~76% of FY15 revenue*
- ✓ **Financial Strength:** Strong Balance Sheet, \$137M Cash & Equivalents, No Debt

*Guidance as of July 31, 2014

THANK YOU