



2011 Corporate Responsibility

Report



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CEO and Founder

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2011 Corporate Responsibility Report

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1 Report Scope

This report covers the operations of Mobixell Networks Inc. and its subsidiaries for the year ending December 31, 2010. A copy of this report is available in PDF format online at <http://www.mobixell.com/corporate-responsibility>. All targets and performance reported herein refer to the performance of Mobixell Networks as a whole.

2 About this Report

The purpose of this report is to provide an objective account of our company's impact on the jurisdictions in which we operate. The contents of the report were derived from a process of review involving both internal and external constituents. The report has not been audited by an independent auditor.

3 CEO Introduction

Welcome to Mobixell Networks 2011 Corporate Responsibility Report. This report is a comprehensive and objective review of our Company's economic, social, and environmental impact on the jurisdictions in which we operate.

In January 2010, Mobixell acquired 724 Solutions, combining Mobixell's unique video and rich media solutions, with 724 Solution's leading mobile broadband and mobile Internet capabilities.

Mobixell's mission is to help mobile operators to offer their subscribers next generation, enriched and personalized services, while reducing their Total Cost of Ownership (TCO). We are committed to deliver and support mobile operators with innovative tools and technology that maximize network utilization and management efficiency, balanced with the optimum Rich Media User Experience.

Our corporate responsibility program consists of a series of social, environmental, and community-focused initiatives.

In the beginning of 2010, Mobixell acquired 724 Solutions Inc., to create a leading company in the area of Rich Media Mobile Internet. Mobixell believes that the integration of the expertise and cultures of the two companies will produce a flexible and innovative corporation with openness, curiosity, and business responsibility, which will make it an ideal partner for the mobile operators worldwide. Mobixell's expertise in Rich Media and Mobile Video, together with 724 Solutions' advanced mobile Internet and mobile broadband platform provide operators with what they need most – support in their ability to provide superb access services to their customers, in response to the tremendous explosion of data traffic – specifically video traffic.

We appreciate the support of all of our stakeholders and hope that you will enjoy reading about our Corporate Responsibility commitments and progress.

Amir Aharoni
CEO

4 Mobixell Profile

Mobixell develops and delivers Rich Media Mobile Data solutions for Mobile Operators, enabling them to provide broadband and Internet access to their subscribers, with excellent user experience and additional value added services. Mobixell's Rich Media Mobile Internet offering includes Mobile Internet/Broadband solutions, Mobile Video, and Mobile Messaging

Mobixell's solutions enable operators and content providers to introduce multimedia based services to subscribers, and maximize their revenue streams by delivering optimized, high-quality, rich media content while ensuring the best quality of experience. One of the main issues that mobile operators providing broadband and Internet access are faced with, is the increasing volume of video traffic. Mobixell's Rich Media Mobile Data offering enables operators to effectively manage the video traffic while providing superior service to their subscribers.

Mobixell solutions have been delivered to over 350 mobile operators and content providers worldwide, including top-tier carriers on five continents, such as Vodafone, Verizon, TIM, Orange, Swisscom, Telefonica, and Bharti/Airtel.

Founded in 2000, Mobixell is headquartered in San Jose, CA with offices in North America, Europe, APAC, Japan, and Israel. Mobixell's solutions are also distributed by leading global system integrators, messaging, and media platform vendors.

Mobixell is a privately held company, backed by leading international venture capital funds, including Intel Capital, APAX Partners, and Siemens

Please see www.mobixell.com for more information.

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Mobixell's companywide Mission and Strategy statements guide our focus and objectives.

Our Mission

Mobixell enables operators to strike the perfect balance between network optimization and user experience, and between data traffic control and premium services revenue generation.

Our Strategy

Focus on providing Rich Media Mobile Data , Mobile Broadband, and IP Messaging solutions to mobile and converged operators.

Mobixell Networks Approach and Values are reflected in our everyday work and interaction with customers, partners, and each other.

Our Approach

Leverage People, Keep it Simple, Stay Focused, Do the Right Thing.

Our Values

- Open, honest, and direct communications
- Responsibility and accountability
- Embrace diversity
- Respect the world around us
- Work together as a team
- Innovate with simplicity
- Share rewards and recognition

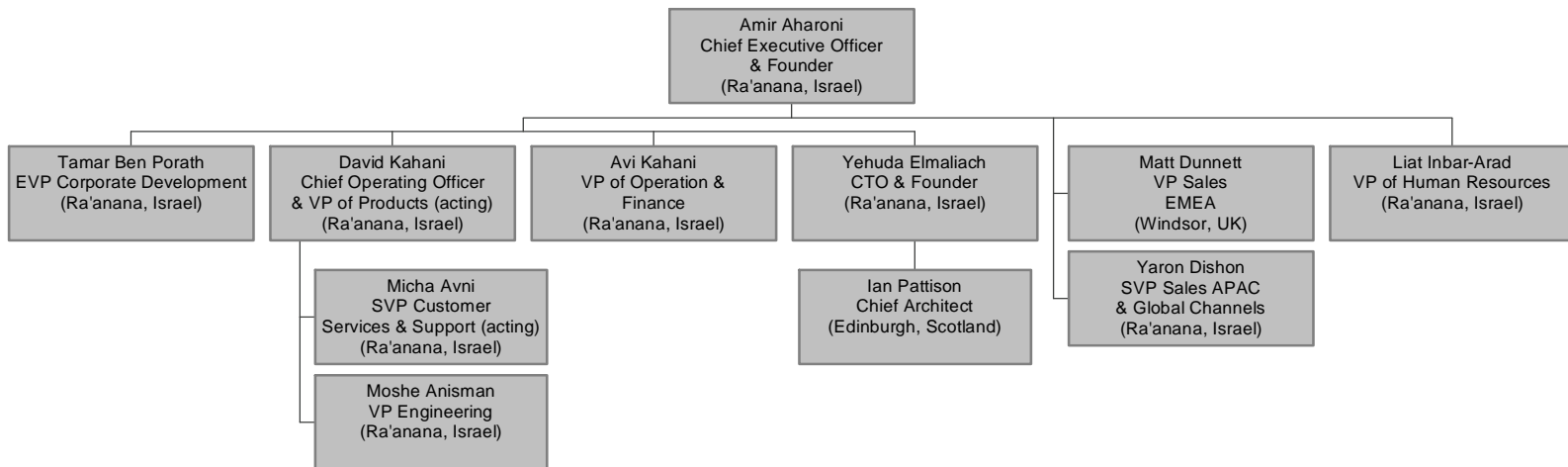
5 Corporate Responsibility Management

One of the tenets of our approach to business is that we do the right thing, and one of our principle values is to respect the world around us. We fundamentally believe that behavior in keeping with these principles is essential to the long term success and sustainability of our business and, therefore, it is in the best interests of our stakeholders.

In 2011, our key guiding document for employees, “Welcome to Mobixell”, was posted on our internal portal and was reviewed by all employees, including new employees as they joined the organization. We have informally surveyed a sample of employees to determine their understanding of the key principles included within the document.

During the year ahead, we intend to ensure that our employee base has a greater awareness of our corporate responsibility objectives and that employees as individuals, and the company as a whole, will be more engaged in the corporate responsibility domain.

Executive Accountability for corporate responsibility initiatives:



Members of the Mobixell Networks management team have responsibility for aspects of our corporate responsibility program that fall within their respective

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areas of the business. Amir Aharoni, our CEO, has overall responsibility for the Corporate Responsibility program.

The management team is responsible for the production of the annual Corporate Responsibility Report.

6 Supply Chain

As a software company, Mobixell Networks does not source a significant amount of hard goods, other than IT and development systems that are utilized internally and a small amount of computer hardware that is procured on behalf of our customers. We do not manufacture any of this equipment, but rather procure it from third parties, including primarily HP and Cisco. Given the relative size of our company versus these industry leaders, we are not in a position to effectively dictate terms to them.

In addition, we monitor the Corporate Responsibility programs of our principal suppliers:

- HP: Global Citizenship - www.hp.com/hpinfo/globalcitizenship
- Cisco: Corporate Social Responsibility - www.cisco.com/web/about/citizenship/index.html

7 Our People

Mobixell Networks has approximately 200 employees based in 19 countries for whom we strive to provide fair, safe, and flexible workplaces. We also believe that it is critical to maintain an environment of open communications, which we achieve through a series of periodic Town Hall meetings and regular biweekly update mails. We maintain policies and processes on our internal portal available for all of our employees. We endorse an “open door” policy under which each employee is encouraged to address any of our management team members regarding professional and personal issues.

We monitor employee satisfaction on a regular basis through formal and informal communication, such as a designated survey within our mid-year performance review form and periodical round table sessions.

In 2009, we began tracking the gender and ethnic categories of our employees and this will serve as a baseline to help increase representation in the under-represented groups. The distribution of our employees is reflected in Figures 1 and 2 below.

Figure 1 – 2010 Gender Distribution

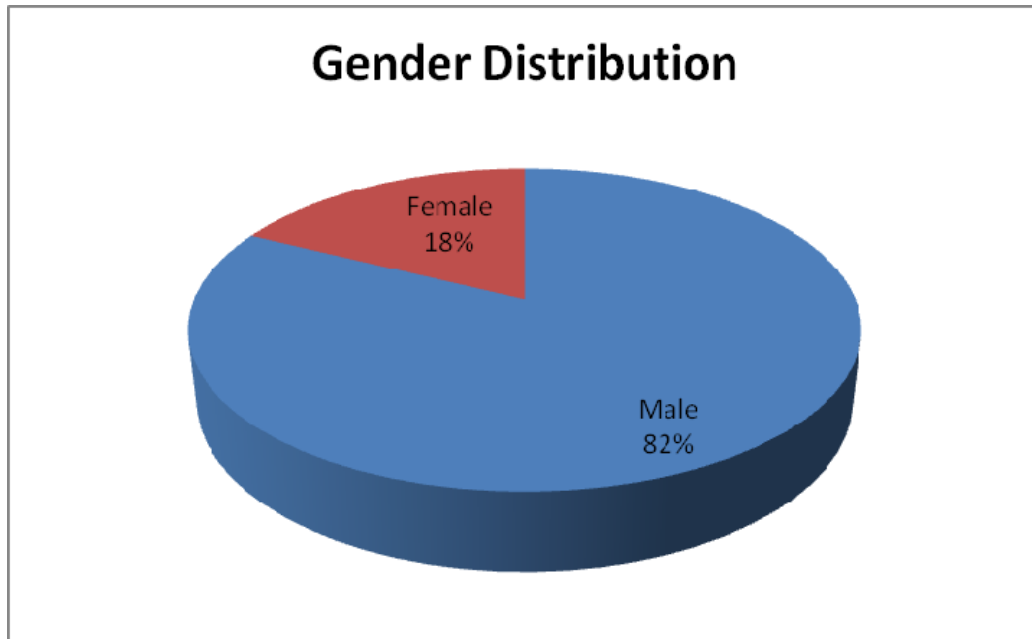
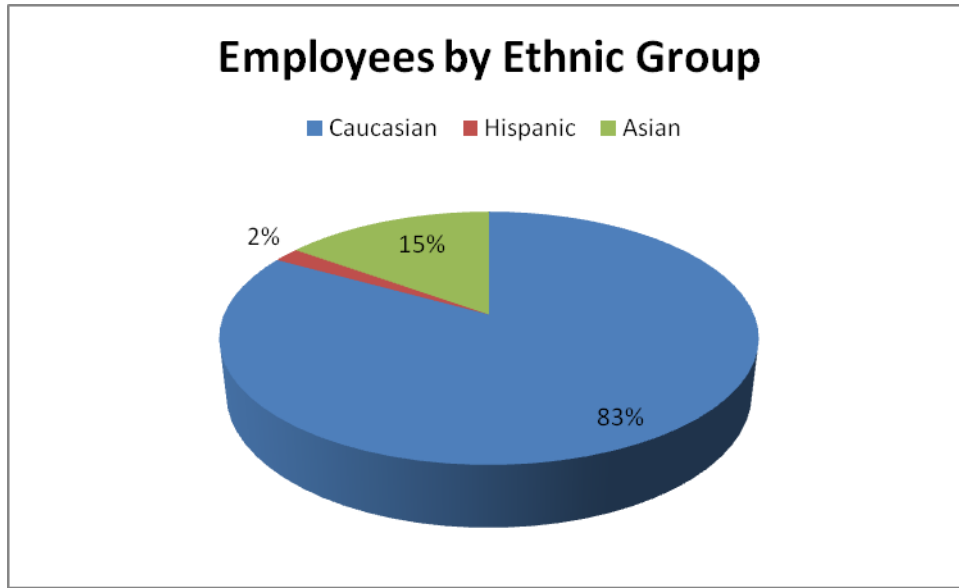


Figure 2 – 2010 Ethnic Distribution



Mobixell has encouraged flexible working alternatives for our employees, including part-time work, equipping employees to be able to work from home, and having flexible work hour arrangements.

8 The Environment

By the nature of our business as a software company our operations have a minimal direct impact on the environment, but we do have an indirect impact on the environment through our employee's business travel requirements.

In all aspects of our business, we seek to minimize our use of natural resources and energy, and to utilize recycling to the extent possible in the disposal of waste and to dispose of e-Waste in a responsible manner. Examples are the introduction of ceramic cups for hot beverages which dramatically decreased the use of paper cups, the organized commercial recycling of paper and bottles/cans, batteries, and more. Another initiation which was set up in the past year was the formation of an herb garden which serves our employees as a substitute for using industrial tea bags.

Most of our e-Waste is disposed of from our headquarters in Ra'anana, Israel.

When business travel is required, by policy, we require the minimum number of employees to travel, we require economy air travel and we encourage employees to use public transportation and share rental cars when possible.

www.mobixell.com/company/responsibility.asp.

9 Giving Back to our Community

We believe that it is important to seek opportunities to effectively contribute to the communities in which we live and do business. The company works to accommodate the time required by those undertaking community volunteer roles through flexibility in work hours. In addition, in 2008 the company funded employees' volunteer work in a special education dormitory in our neighboring city of Kfar Saba which was conducted during normal work hours.

Mobixell makes an effort to use every opportunity to support diverse organizations for the disabled population or children at risk, and as such buys most of the holiday gifts to employees from these types of foundations. Also, towards some of last year's holidays, we have organized contributions of groceries and sweets to families in need.

For more information, contact: corporateresponsibility@mobixell.com