

# Corporate Fact Sheet

(October, 2011)



## THE BUSINESS

Ruckus Wireless™ (Ruckus) is a venture-backed, global Wi-Fi technology company and a leading provider of advanced mobile internetworking products and solutions. The company is credited with developing the industry's first adaptive wireless system that helps providers and enterprises deliver more reliable connectivity to an ever-increasing population of Wi-Fi-enabled devices.

A pure-play wireless company, Ruckus designs, manufactures and markets unique Smart Wi-Fi systems for service providers and enterprises based on a wide range of patented technologies that deliver unique value, such as extending signal range and automatically adapting to changes in the wireless environment to provide more reliable connectivity and consistent performance at longer ranges.

Formed in June 2004, the company has become one of the fastest growing privately-held wireless technology innovators. Since 2006, Ruckus has seen 1,146% growth in sales with an 88% compound annual growth rate (CAGR).

With R&D operations in Sunnyvale, CA; Shenzhen, China; Bangalore, India; and Taipei, Taiwan, Ruckus is a highly diversified and global business.

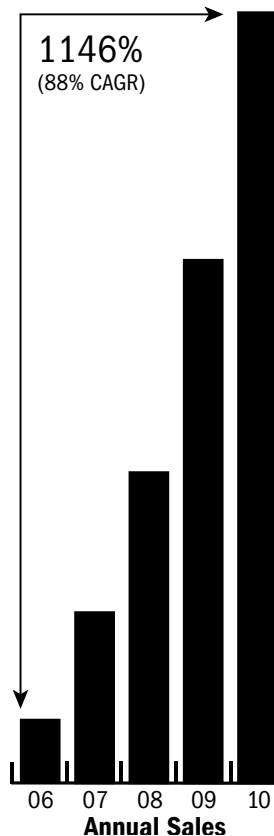
Ruckus Wireless sells its award-winning Wi-Fi systems to mobile operators and broadband service providers to support applications such as 3G offload, wireless broadband access and managed wireless LAN services. For enterprises, Ruckus offers complete indoor and outdoor Smart WLAN systems based on innovative adaptive antenna technology.

This unique technology continuously forms and directs signals over the best performing paths – avoiding interference and obstacles in real time – enabling unprecedented support for multimedia applications such as wireless IP-based video.

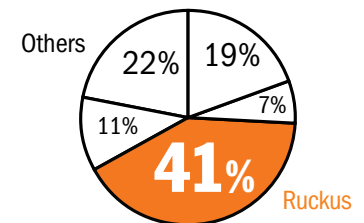
Critically acclaimed for its excellence in engineering, Ruckus products and staff have garnered more than 30 industry awards over the last



Formed	June, 2004
Headquarters	Sunnyvale, California
Status	Privately held
Capitalization	\$51 million
Market	Mobile Internet infrastructure
Founders	William Kish and Victor Shtrom
Development centers	Shenzhen (China), Taipei (Taiwan), Bangalore (India) and Sunnyvale (US)
President and CEO	Ms. Selina Lo
Investors	Sequoia, Sutter Hill, Investor AB, Motorola Ventures, T-Ventures, Telus, Firelake Capital, Focus Ventures
Customers	8,000+ mobile carriers, broadband service providers and medium/large enterprises
Product(s)	Smart Wi-Fi access points, controllers, and WLAN management systems
Patents	47 granted to date (80 pending)
Employees	340+
Unit Shipments	3,000,000 units worldwide
Channel Partners	More than 2,500 worldwide

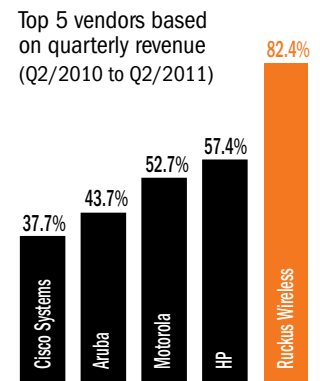


## 2010 Carrier Wi-Fi Market Share



Source: DellOro Group, 2010

## Worldwide WLAN Growth

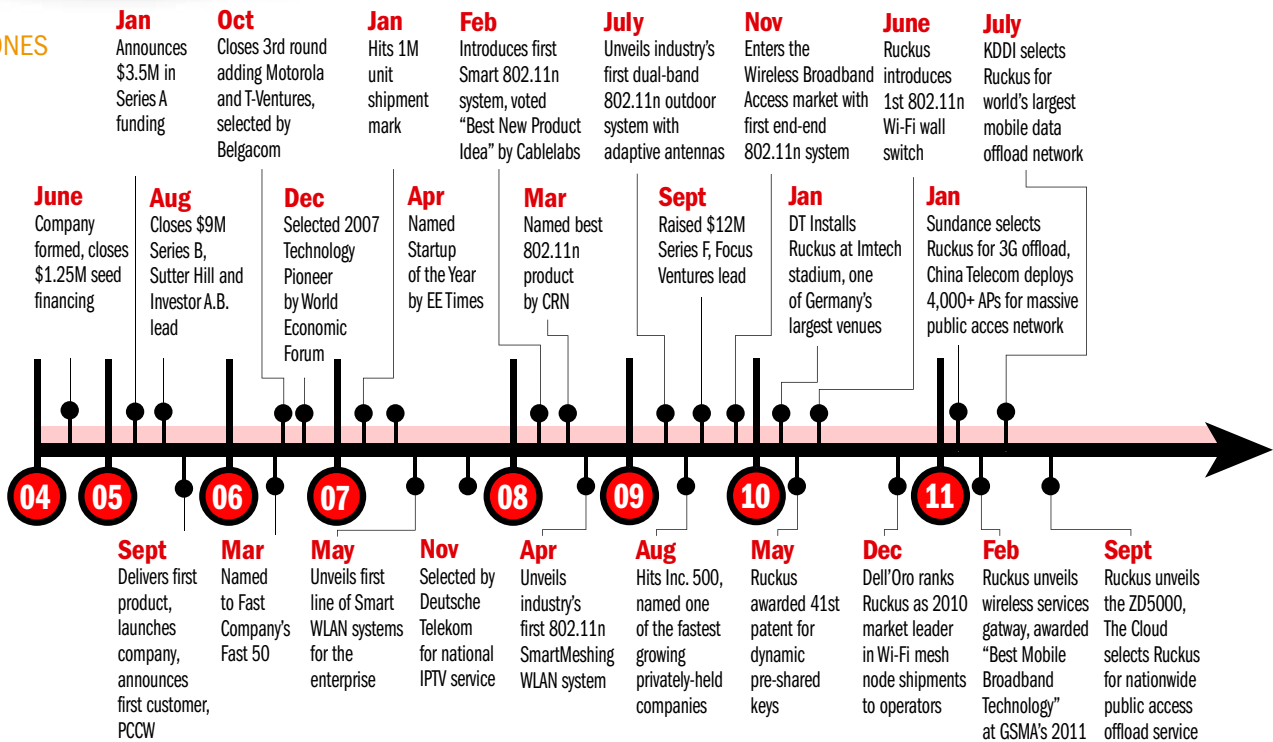


Source: Gartner, 2011

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## THE MILESTONES



two years. The company is also credited with having the world's largest Wi-Fi deployment in India through Tikona Digital Systems, which has installed over 45,000 mesh nodes across 35 cities to provide last-mile wireless access to hundreds of thousands of subscribers. In Japan, KDDI, the national telecommunications provider, is using Ruckus Smart Wi-Fi to build the world's largest mobile data offload network with over 120,000 Wi-Fi locations.

The company sells its products worldwide through both direct and indirect channels. Enterprise wireless LAN systems are sold exclusively through a vast global network of more than 2,500 accredited channel partners, systems integrators and distributors, while the company's mobile Wi-Fi systems are sold directly to global carriers. To date, the company has shipped over 3 million Smart Wi-Fi systems worldwide.

Ruckus has a large and diverse base of world-class service provider and enterprise customers including KDDI (Japan), The Cloud (UK), PCCW (Hong Kong), Swisscom (Switzerland), Belgacom (Belgium), China Telecom, Deutsche Telekom (Germany), Telecom Austria, SingTel (Singapore), TeliaSonera (Nordic), Telstra, Cablevision, CenturyLink, Bright House Networks, Marriott, Fairmont Hotels, and many more.

### SERVICE PROVIDERS



### ENTERPRISE



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## THE MARKETS

The Mobile Internet is changing everything – propelling the global Wi-Fi market into exponential growth, both indoors and out.

Originally, Wi-Fi served as a simple, easy to use and low cost technology for “bursty” consumer data applications. However, as people attempted to apply conventional Wi-Fi to stream real-time video or access graphic-rich multimedia content – often over extended distances – problems quickly became evident. Interrupted video, dropped connections and limited range have now simply become unacceptable to enterprises, operators and their users.

Meanwhile a wave of powerful, Wi-Fi-enabled smart devices and tablet computers are flooding service provider and enterprise networks. ABI Research forecasts that by 2012, nearly 500 million dual-mode (GSM/Wi-Fi) phones will reach the market, making Wi-Fi the de facto standard for mobile connectivity.

This is driving strong growth in carrier Wi-Fi. In-Stat expects worldwide hotspots increase to over 1.2 million venues in 2015 from under 421,000 in 2010. Wi-Fi usage is also anticipated to follow a similar growth curve, increasing to 120 billion connects in 2015 from 4 billion connects in 2010.

These devices are causing users to demand more reliable, longer range and faster Wi-Fi connections and has placed tremendous new strains on enterprise WLAN networks and operator cellular infrastructure – both of which must now support more simultaneous

users running more sophisticated and latency-sensitive applications across geographic areas.

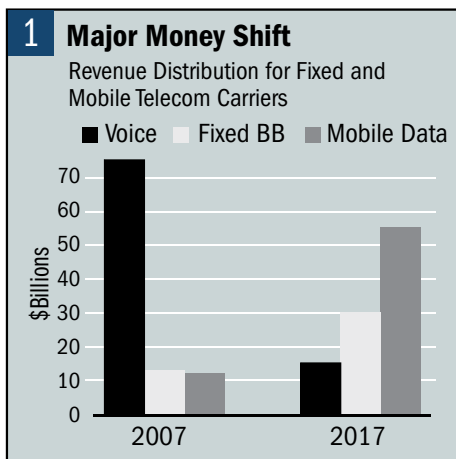
Consequently, the carrier Wi-Fi market is now poised for remarkable growth as new data-hungry devices pressure traditional cellular networks. Wi-Fi is viewed as the ideal technology to complement the buildout of evolving cellular networks to solve capacity and coverage problems that can’t be addressed by expensive and limited licensed spectrum.

For Wi-Fi to become a strategic utility to support these new markets and applications, it must evolve from a best-effort technology to a deterministic one that can deliver reliable performance, extended reach and automatic adaptation to changes in the environment. Ruckus Smart Wi-Fi solutions are designed just for this purpose.

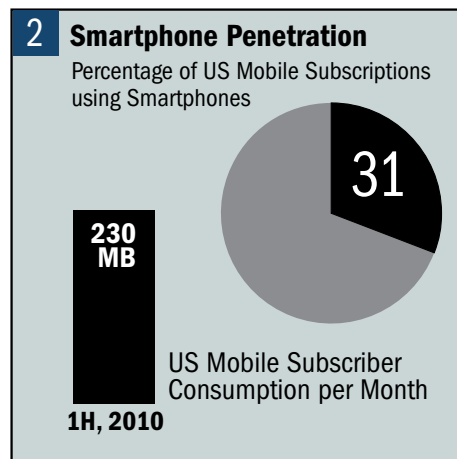
Carriers and enterprises are now using Ruckus Smart Wi-Fi products to address the next phase of wireless connectivity where reliability is critical, such as last-mile access in high-density communities, managed WLAN services and offloading data traffic from 3G/4G infrastructures.

Enterprises are using Ruckus products and technology to build more robust, adaptive and affordable wireless LAN environments within hotels, hospitals, schools, warehouses, branch offices and other locations where IT resources are sparse but requirements for a secure and robust Wi-Fi infrastructure remains high.

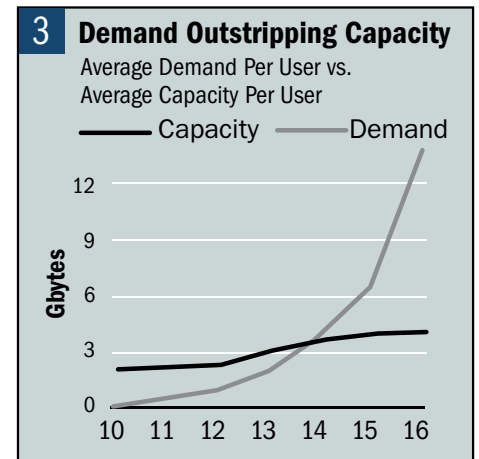
The Mobile Internet is driving enterprises and carriers to rethink the strategic role of Wi-Fi



Source: OEDC, 2009



Source: Chetan Sharma, 2010



Source: Rysavy Research, 2010

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## THE TECHNOLOGY

At the heart of all of Ruckus Wireless products is its patented Smart Wi-Fi technology. Smart Wi-Fi is a collection of unique technology breakthroughs in the areas of adaptive RF control (BeamFlex), sophisticated application-aware QoS (SmartCast), advanced security mechanisms (SmartSec) and resilient Wi-Fi meshing (Smart Mesh Networking).

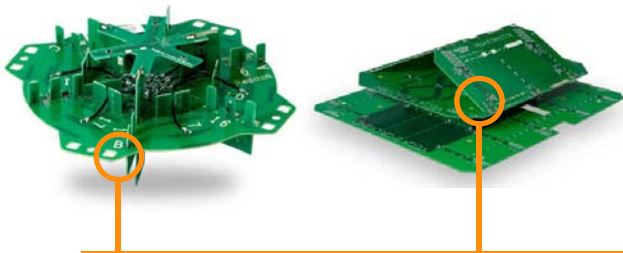
Integrated within Ruckus Smart Wi-Fi systems, these technologies ensure reliable and predictable performance, essential for supporting the most challenging applications.

BeamFlex is the industry's most advanced Wi-Fi smart antenna implementation. Combining a compact internal antenna array with expert control software, BeamFlex continuously ranks the antenna configurations for each receiving device and reconfigures itself in real-time to bypass interference and physical barriers.

BeamFlex steers Wi-Fi signals around interference to ensure predictable performance at a greater range. It also eliminates dead spots, increasing the range and performance of the Wi-Fi network from 200 to 300 percent. High-gain directional antennas provide up to 9dBi of antenna gain and 17dB of interference rejection. Highly sensitive antenna elements also deliver the industry's most sensitive Wi-Fi receiving capabilities. BeamFlex allows long-range reception of Wi-Fi signals down to -100 dBm. This results in the most reliable Wi-Fi system available today.

SmartCast is an advanced traffic management engine providing myriad unique functions such as content parsing, multicast

### Patented BeamFlex Miniaturized Adaptive Antenna Arrays



High gain, directional antenna elements are automatically controlled by an expert software system. This provides the ability to constantly adapt to a changing Wi-Fi environment by picking the best signal path on a per packet basis for any type of traffic at any given time to any given client.



### BEAMFLEX

Patented RF smart antenna array and expert control software provides interference rejection, dynamic signal path selection and controls – constantly forming and directing Wi-Fi signals over the best path.



### SMARTCAST

Patented smart traffic management system that automatically processes, classifies, queues and schedules packets for transmission over the smart antenna array.



### SMARTSEC

Collection of advanced security mechanisms such as the ability to generate pre-shared keys, role-based user access, wireless client isolation and wireless intrusion detection dynamically.



### SMARTMESH

Sophisticated RF routing mechanism that provides backbone connectivity without Ethernet cabling. Uses adaptive antenna system to create a reliable internetwork of Wi-Fi links between access points.



### FLEXCONNECT

Patented technologies combined to eliminate tedious user complexity while simplifying the administration and troubleshooting of Wi-Fi-enabled smart phones and tablet devices.

conversion, application classification, and quality of service controls. Unlike other quality of service implementations, SmartCast provides automatic flow classification, software pre-queuing per station and per packet scheduling of traffic over the smart antenna array.

SmartSec, a unique collection of advanced security capabilities, enables dynamic generation of pre-shared encryption keys, role-based user access, Layer 2/3 client isolation, robust link layer encryption and wireless intrusion detection.

Smart Mesh Networking changes the fundamental economics of WLAN deployment. Smart Mesh Networking uses Ruckus-patented Smart Wi-Fi and expert RF routing technologies for creating long-range, reliable and adaptive Wi-Fi trunk connections between mesh APs, obviating the need for cabling Ethernet to every AP.

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## THE PRODUCTS

Ruckus Wireless offers a wide-range of purpose-built Smart Wi-Fi products for both enterprises and service providers. Completely standards based, these products are developed using patented Wi-Fi technology designed to increase the range, reliability and performance of Wi-Fi. Its critically acclaimed adaptive antenna arrays use state-of-the-art signal control techniques to automatically avoid RF interference and enable real time selection of the best signal path for each Wi-Fi transmission, thereby ensuring the best connection possible.

### For the Enterprise

ZoneFlex, Ruckus' flagship line of indoor-outdoor wireless LAN products, delivers the industry's first centrally-controlled Smart WLAN system with support for adaptive antenna technology. ZoneFlex fills a market gap between high-end, costly and complex WLAN switching systems and cheap, low-end consumer-grade solutions.



ZoneFlex is a simple, yet feature-rich WLAN system designed specifically for enterprises needing an easy-to-use Wi-Fi system that is reliable and extensible. ZoneFlex uniquely combines powerful smart antenna array technology, wireless meshing and advanced security features at a low total cost of ownership.

The ZoneFlex line includes high-density ZoneFlex 802.11a/b/g/n Smart Wi-Fi APs and the ZoneDirector line of Smart LAN controllers for managing from six to 1000 APs. ZoneFlex delivers complete security, reliable Wi-Fi performance, QoS, extended range, and multimedia support.

Designed to be simple and easy to use, non-wireless experts can install and operate ZoneFlex products quickly and easily to create an industrial-strength, secure multimedia WLAN in a matter of minutes.

### For mobile operators

For broadband carriers and mobile operators, Ruckus has developed a unique line of indoor and outdoor 802.11a/g/n access points that enable service providers to add reliable Wi-Fi coverage and capacity quickly while complementing existing 3G and future 4G cellular networks.

These Smart Wi-Fi products include purpose-built customer premise equipment (CPE), 802.11a/b/g/n wireless mesh access points, point-to-point and point-to-multipoint Wi-Fi bridges, system-wide Wi-Fi management and the industry's first wireless services gateway (WSG).



### Wireless services gateway

Purpose-built, multi-mode platform that scales to support tens of thousand of APs and hundreds of thousands of clients - providing seamless integration of wireless services directly into mobile operator core infrastructure



### Smart Wi-Fi controllers

Ultra simple to use Smart WLAN hardware and software enables reliable Smart Mesh networks – scalable from 6 to 1000 APs at the industry's most compelling price points.



### Smart Wi-Fi access points

Indoor/outdoor 802.11a/b/g/n Smart Wi-Fi access points, bridges and CPE provide extended range (2 to 4x) and automatic interference avoidance to deliver unprecedented reliability.



### Remote Wi-Fi management

Carrier-class, enterprise-ready remote Wi-Fi management platform provides granular control over and visibility into discrete APs or entire Smart WLAN systems.

The Ruckus WSG is a purpose-built, multi-mode gateway platform that provides seamless integration into mobile operators' core infrastructure. The WSG integrates unique functions not found in any single platform today including Wi-Fi gateway, 3G data offload, 3GPP tunnel termination (TTG/PDG), security, unified authentication/charging and element management functionality.

Combined, these products help operators to better monetize explosive data traffic by offering services such as last-mile Wi-Fi access, small cell backhaul, wholesale data offloading and managed Wi-Fi services.

FlexMaster is a complete management platform for building and managing carrier-grade Wi-Fi service infrastructures. FlexMaster lets organizations remotely manage individual Ruckus APs as well as entire ZoneFlex WLANs over any private, public or hybrid IP WAN. Companies can upgrade all Ruckus access points, ZoneDirector controllers or groups of devices. FlexMaster lets companies create unique configuration parameters on a bulk basis and load different versions of firmware for each group of devices.

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## THE TEAM

### Selina Lo, President and CEO



Known for her ability to create new markets, cultivate innovative new technologies and capitalize on emerging trends, Ms. Lo was the former VP within Nortel Networks' Content Business Unit, which acquired Alteon WebSystems for \$7.8 billion. At Alteon, Ms. Lo was the VP of Marketing. Prior to Alteon, Ms. Lo was the VP of Marketing at the Centillion Business Unit of Bay Networks. Ms. Lo's career includes several management roles at N.E.T. and HP. She holds a B.S. degree in Computer Science from UC Berkeley. She has a lot of shoes.

### William Kish, Co-Founder and CTO



A co-founder of Ruckus Wireless, Mr. Kish has extensive experience in developing networking systems with specific expertise in system and software architecture. His work includes development of 802.11, ATM, Ethernet, IP, SONET and optical DWDM networking equipment. Prior to Ruckus, Mr. Kish was a member of the technical staff at Lightera/Ciena. He also held engineering positions at Berkeley Networks and FORE Systems. He holds a BS in Electrical and Computer Engineering from Carnegie Mellon University in Pittsburgh, PA. He climbs rocks.

### Victor Shtrom, Co-Founder and Chief RF Architect



When it comes to radio frequencies, Victor is all-knowing. Having founded Ruckus Wireless with Bill Kish, Victor heads the development and RF architecture of Ruckus Wireless products. He's knows more about beamforming, MIMO, UWB, OFDM, GSM, TDMA, CDMA and any other wireless acronym you can think of - than anyone we know. Victor has a Ph.D. in Communications Theory from the University of Cincinnati, in Ohio. He played in a rock band call WildWeeds when he was young.

### Bart Burstein, Senior VP, Field Operations and Bus. Development



Mr. Burstein has over 20 years of experience in strategic development and business operations of high technology companies. Most recently, Mr. Burstein was the VP of Business Development for Nortel's Intelligent Internet Business Unit. Prior to that, Mr. Burstein was the VP of Business Development at Alteon WebSystems. Mr. Burstein has held management positions with UB Networks, Maspar Corporation and Evans & Sutherland Computer Corporation. He drives a mini-Cooper.

### Seamus Hennessy, Chief Financial Officer



With 11 years of experience in financial management, administration and accounting, Seamus (Shay-Mus) Hennessy is an expert at helping fast growth technology companies scale. Most recently, he was the CFO at Aerohive. Before that, Mr. Hennessy was the CFO of Bubble Motion and prior to that the VP Finance of NetScaler, an application networking company. Mr. Hennessy holds a BBS with Honors from the University of Limerick, Ireland. He's very Irish.

### Niv Hanigal, VP of Product Management



Nobody knows more about Wi-Fi products and technology than this guy. Mr. Hanigal has over 10 years of experiencing directing and managing all aspects of the product lifecycle from hardware to software, firmware to protocols. Before joining Ruckus, Mr. Hanigal worked at Juniper Networks and before that Avaya. He was born in Israel and got his MBA at Stanford University's School of Business. His undergraduate degree is in Computer Science and Economics from Tel Aviv University. He's semi funny.

### Rob Mustarde, VP of Sales



Mr. Mustarde has more than 15 years of sales, marketing and management experience in the high technology and networking industries. Prior to joining Ruckus, he served as the vice president (EMEA) for Riverbed Technology. Previously, he created and directed the Northern European region for Peribit Networks (now part of Juniper). Before Peribit, Mr. Mustarde was the VP of Sales (EMEA) for Alteon WebSystems. He has an Honours Degree in Aeronautical Engineering from the University of Bristol in the UK. He likes Rugby but is not very good at it.

### Steve Martin, VP of Engineering



With more than 15 years of engineering experience in the networking industry with companies such as Airespace (acquired by Cisco Systems), 3Com and US Robotics Corporation, Mr. Martin is an expert in networking hardware and software design and development as well as life cycle product management. Before joining Ruckus, Martin was an engineering executive within Cisco's wireless networking group. Prior to that, Martin was VP of hardware and engineering for Airespace. He holds an M.S. in Telecom Systems from DePaul University. He's a racing fool.

### Fred Harried, VP of Operations



Fred has over 20 years of experience in manufacturing, operations, material planning, and procurement and logistics experience. He's spent much of his career constructing and managing large-scale offshore manufacturing operations and working with third-party contract manufacturing. Fred has held senior management positions at some of the world's leading technology companies, including 2Wire, Western Digital, TeraStor, and Seagate Technology. He hails from Watsonville, California, and has been known to enjoy an artichoke or three.

### Denis Maynard, VP, Worldwide Sales



Mr. Maynard is an expert at making smaller companies big. His experience includes leading and scaling technology companies such as Omneon (now Harmonic), Qlogic, Banyan and Syntrex to success to which he is no stranger. At Qlogic, Mr. Maynard delivered 24 sequential quarters of profitability, watching revenue grow from \$300M to nearly \$600M in five years. Mr. Maynard received his business administration degree from Pepperdine University and his success from the school of hard knocks. He enjoys smiling for no apparent reason.