

FEBRUARY 2013



Formed	June, 2004
Headquarters	Sunnyvale, California
Status	Publicly held (NYSE: RKUS)
Market	Mobile Internet infrastructure
Founders	William Kish and Victor Shtrom
R&D centers	Shenzhen (China), Taipei (Taiwan), Bangalore (India) and Sunnyvale (US)
President /CEO	Ms. Selina Lo
2012 revenue	\$215 million
4Q12 revenue	\$62 million
Customers	21,700 mobile carriers, broadband service providers and medium/large enterprises
Product(s)	Smart Wi-Fi access points, controllers, and WLAN management systems
Patents	75 granted to date
Employees	669
Notable customers	KDDI, Time Warner Cable, Mandarin Oriental Hotel Group, Marriott, Towerstream, O2 Telefonica, Axtel, Bright House Networks, PCCW, Oi, Marston's, Waterstones Book Stores

Corporate Fact Sheet

THE BUSINESS

Ruckus Wireless™ (NYSE: RKUS) is a global supplier of carrier-class, Smart Wi-Fi products and technologies. Ruckus competes in the global market for mobile Internet infrastructure and enterprise wireless LAN systems. The company is credited with developing the industry's first adaptive Wi-Fi technology for carriers.

Formed in June 2004, Ruckus is one of the fastest growing wireless technology companies in the world, experiencing rapid revenue growth. From 2009 to 2012, Ruckus realized a compound annual growth rate of 69% with revenues reaching \$215 million in 2012.

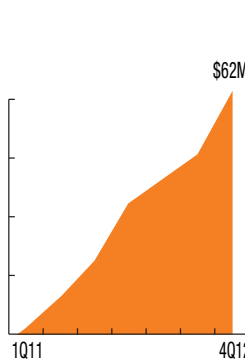
Patented technologies integrated into Ruckus Smart Wi-Fi products enable unprecedented reliability, range, speed and scale of Wi-Fi services. These technologies uniquely focus and steer Wi-Fi signals over the best performing paths and channels — adapting to environmental changes and avoiding interference, obstacles and obstructions that degrade Wi-Fi performance.

Ruckus markets and manufactures a complete line of advanced indoor and outdoor wireless systems — ZoneFlex™ and SmartCell™ — for service provider and enterprise customers to support applications such as WLAN access, mobile data offload, public access, and managed wireless LAN services.

The company sells its products worldwide through both direct and indirect channels. Ruckus Smart Wi-Fi systems are sold exclusively to enterprises through a vast global network of accredited channel partners, systems integrators and distributors. To date, the company has shipped millions of units to over 21,700 customers worldwide.

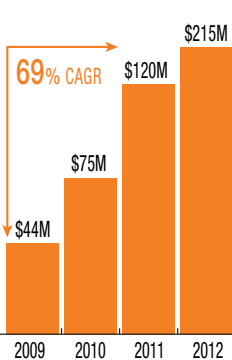
Carriers and corporations use Ruckus products to solve capacity, reliability and coverage challenges caused by increasing volumes of traffic, devices and of users accessing wireless networks.

Quarterly Revenue Growth

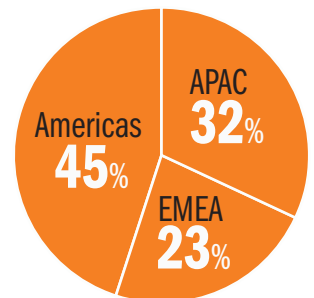


Source: Ruckus Wireless

Annual Revenue Growth



2012 Revenue Distribution

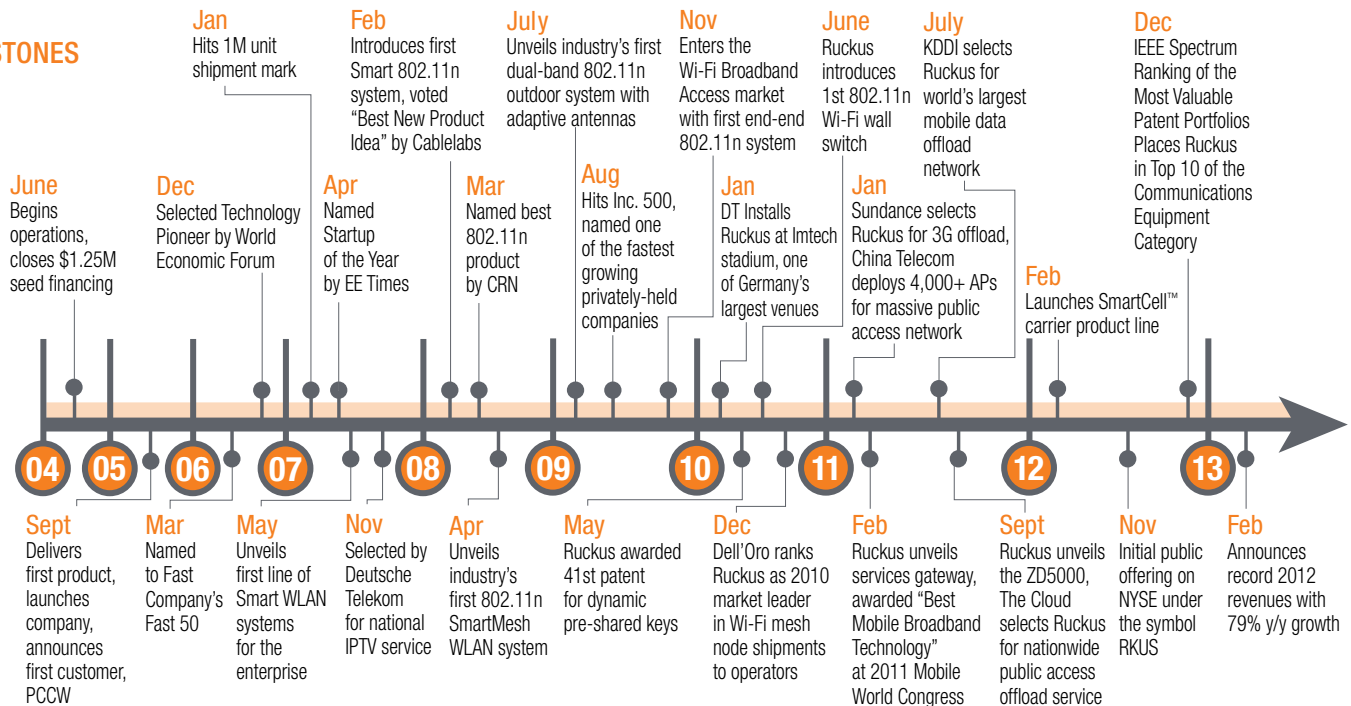


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THE MILESTONES



A highly diversified and global business, Ruckus operates research and development centers in Sunnyvale, CA; Shenzhen, China; Bangalore, India; and Taipei, Taiwan.

Critically acclaimed for its excellence in engineering, Ruckus has garnered more than 35 industry awards for industry-leading product performance and company success.

The company is also credited with having the world's largest Wi-Fi deployment in India through Tikona Digital Systems, which has installed more than 40,000 mesh nodes across 25 cities to provide last-mile wireless access to hundreds of thousands of subscribers. And in Japan, KDDI, is using Ruckus to build a mobile data offload network with over 120,000 Wi-Fi locations.

Ruckus has a large and diverse base of world-class service provider and enterprise customers including KDDI (Japan), The Cloud, a BSKYB company (UK), O2 Telefonica (UK), Time Warner Cable (US), Oi (Brazil), PCCW (Hong Kong), Cincinnati Bell (US), Airtel Africa, China Telecom, Vodafone (UK), SingTel (Singapore), Telstra, Cablevision, CenturyLink, Bright House Networks, Marriott, Fairmont Hotels, Marston's PLC, City of San Jose, Waterstones Book Stores and many more.

SERVICE PROVIDERS



ENTERPRISES



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THE MARKETS

The increased adoption and use of mobile devices, such as smart phones, tablets and laptops, is causing significant growth in wireless traffic. As a result, service providers and enterprises are struggling to address both the increased demands on their networks and the significant investment required to upgrade network capacity and provide ubiquitous wireless connectivity.

Service providers and enterprises need solutions that meet these capacity and coverage demands while providing them the ability to address three basic issues: interference, integration and scalability.

According to Signals Research Group, mobile data traffic in the United States is expected to grow anywhere from fifty-three times to one hundred fifty-three times between 2010 and 2020. To meet this demand, mobile service providers are adding macro network capacity by increasing cell site density, investing in new cellular technology, such as long term evolution, or LTE and LTE Advanced, and acquiring additional spectrum.

Meanwhile, Signals Research Group also projects that the U.S. cellular network capacity will grow by only approximately twenty-five times, or 25x, over the same time period. While this capacity gap is significant in itself, it actually doesn't factor in the peak usage demands that must be considered when designing and upgrading networks or capacity deficits outside the U.S.

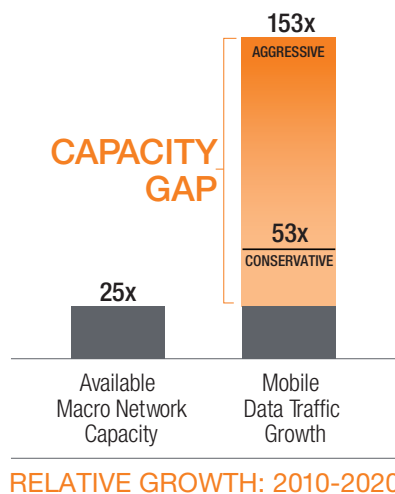
As a result of this capacity gap, mobile service providers must find new ways to inject capacity into their wireless networks. The capacity gap is also opening up new business opportunities for other providers, such as cable companies, wholesale operators and fixed-line carriers, to add reliable Wi-Fi access services to their service portfolio.

Capacity challenges are also experienced by enterprises in a variety of industries such as hospitality, education, healthcare, warehousing and logistics, corporate enterprise, retail, state and local government and public venues, such as stadiums, convention centers, airports and outdoor public areas.

With increased data traffic growth, enterprises experience widely fluctuating network load, both in number of users and amount of traffic and are faced with a range of operating conditions.

Wi-Fi is a conceptually attractive solution to increase capacity, improve wireless network performance, expand coverage footprint, deliver new services and better accommodate traffic growth. Mobile devices are increasingly equipped with Wi-Fi, and many devices now rely on Wi-Fi as their primary Internet connection. Wi-Fi also operates over unlicensed, widely available spectrum and functions well both indoors and outdoors.

However, the ability of service providers and enterprises to deliver robust and pervasive connectivity over Wi-Fi has been constrained by the limitations of basic, or conventional, Wi-Fi technology.



The **carrier Wi-Fi market** is forecasted to grow from \$296 million in 2011 to **\$2.8 billion by 2016** while the **enterprise WLAN market** is expected to grow from \$3.4 billion in 2011 to **\$6.9 billion by 2016**.

Mobile data traffic in the US is expected to grow anywhere from **53x to 153x** over the next decade while **US cellular capacity** (best case) is expected to **only grow by 25x** over the same period.

THE TECHNOLOGY

Ruckus has developed leading carrier-class Wi-Fi products and technology, which we refer to as Smart Wi-Fi, that enable service providers and enterprises to benefit from advanced levels of performance and integration capabilities that are not possible with basic Wi-Fi.

Wi-Fi standards and network equipment were originally designed to allow simple, easy-to-use and low cost connectivity in the lower interference environments, such as the home. As a result, basic Wi-Fi products suffer from a number of inadequacies for addressing today's wireless challenges such as interference, scalability and support for a large number of concurrent users.

At the heart of all Ruckus products is patented Smart Wi-Fi technology developed to solve these problems. Smart Wi-Fi is a collection of patented technology breakthroughs such as: adaptive RF control (BeamFlex), predictive channel selection (ChannelFly), resilient and self optimized meshing (SmartMesh), automatic user device configuration (Zero IT config) and dynamic Wi-Fi security (Dynamic pre-shared keys)

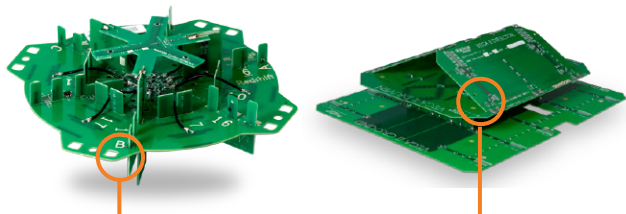
Integrated within Ruckus Smart Wi-Fi systems, these technologies deliver reliable and predictable performance, essential for supporting the most challenging applications.

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 obstructions.

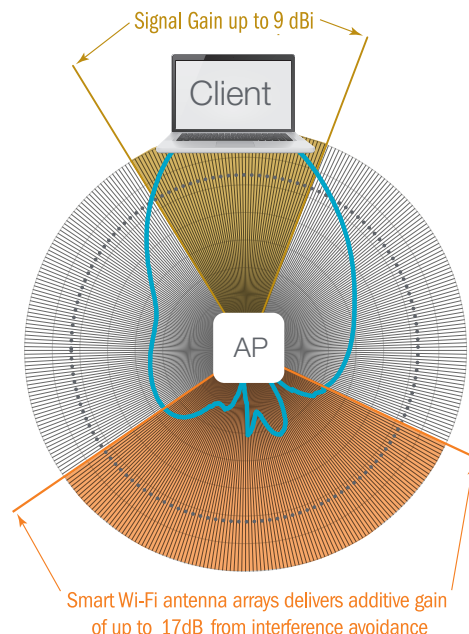
BeamFlex steers Wi-Fi signals around interference to deliver predictable performance at greater ranges. It also eliminates dead spots, increasing the range and performance of the Wi-Fi network up to 300 percent. High-gain directional antennas provide up to 9dBi of antenna gain and 17dB of interference rejection.

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.



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 some of the most reliable Wi-Fi systems available today.

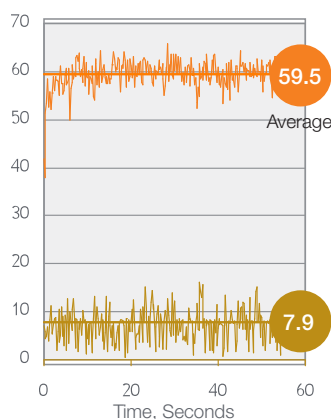
Smart Meshing changes the fundamental economics of WLAN deployment. Smart Mesh Networking uses Ruckus-patented Smart Wi-Fi and expert RF routing technologies to create long-range, reliable and adaptive Wi-Fi trunk connections between mesh APs, eliminating having to cable Ethernet to all APs.

802.11n Laptop Comparison With and Without Interference

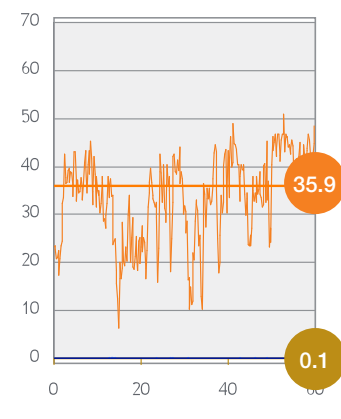
Source: Ruckus Wireless

Ruckus

Throughput, Mbps



Competitor



— No interference
— With 190+ interfering APs

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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 delivering the best connection possible.

For Enterprises

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 smart antenna array

technology, wireless meshing and advanced security features at a low total cost of ownership.

Designed for simplicity and ease of use, 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 1,000 APs. ZoneFlex delivers strong security, reliable Wi-Fi performance, QoS, extended range, and unmatched multimedia support.

For Service Providers

For broadband carriers, MSOs and mobile operators, Ruckus has developed a unique line of SmartCell products that enable carriers to inject Wi-Fi capacity into their existing 3G/4G mobile infrastructures with seamless operation with existing core infrastructure services.

These Smart Wi-Fi products include purpose-built 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 small cell edge gateway with multi-RAN support, called the SmartCell 200.



SmartCell APs and Gateway

Purpose-built, edge gateway platform that is massively scalable, seamlessly integrating into mobile core infrastructure and multi-radio (cellular/Wi-Fi/backhaul) outdoor access points for injecting capacity quickly and easily.



ZoneDirector 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.



ZoneFlex 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.



FlexMaster 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 SmartCell 200 is a purpose-built gateway platform that provides seamless integration into mobile operators' core infrastructure. SmartCell integrates unique functions not found in any single platform today including Wi-Fi gateway, 3G/4G data offload, backhaul, 3GPP tunnel termination (TTG/PDG), security, unified authentication/charging and multi-radio access support for Wi-Fi and cellular.

The SmartCell 8800 access point is a modular, multi-radio access point that combines 802.11n (3x3:3) Wi-Fi with 3G/4G cellular access and 802.11n (5GHz) backhaul into a single, low profile unit. Managed by the SmartCell 200 gateway, the SmartCell 8800 leverages an adaptive antenna array to deliver unprecedented range and performance.

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.

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THE TEAM



Selina Lo, President and CEO

Formerly VP of Marketing at Alteon WebSystems. Senior management positions at Centillion Networks, Bay Networks. Holds B.A. degree in Computer Science from UC Berkeley. She has a lot of shoes. A lot.



Seamus Hennessy, Chief Financial Officer

Formerly CFO at Aerohive Networks. Was also CFO at Bubble Motion and VP of Finance at NetScaler. Holds a BSS with Honors (he wanted you to know this) from the University of Limerick. And yes, he's Irish. Go figure.



Steve Martin, SVP of Engineering

Before Ruckus, Steve was an engineering executive within Cisco's wireless business unit. He was also the VP of Engineering at Airespace and has worked at 3Com and US Robotics. He holds an M.S. in Telecom Systems from DePaul University and races Corvettes like a mad man.



William Kish, Co-Founder and CTO

Before Ruckus, Bill 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 Computer Engineering from Carnegie Mellon University. He's wicked smart but climbs really big rocks.



Giri Iyer, Customer Support

Giri is a customer support guru. With 20+ years of experience in customer support, previously Giri was VP of Global Customer Advocacy at Infoblox. He has held senior management position at fast growing companies including Alteon WebSystems and Auspex System. He has a Bachelors Degree in Computer Science from Columbia University and a Masters in Computer Science from Cal State Chico.



Denis Maynard, VP, Sales and Field Operations

Denis is an expert at leading and scaling technology companies such as Omneon, Qlogic, Banyan and Syntrex. His experience also includes helping big companies, like Cisco, get even bigger. Denis studied business administration at Pepperdine University. He loves hair products.



Scott Maples, VP of Legal and General Counsel

Before Ruckus, Scott worked as legal counsel for Microsoft Corporation. Prior to that, Scott was the VP of Business and Legal Affairs at Virgin Interactive Entertainment. He received his J.D. from UC Berkeley (Boalt Hall School of Law) and a B.A. in Computer Science from UC Santa Barbara.



Bart Burstein, SVP, Field Ops and Bus. Development

Formerly Bart was the VP of Business Development for Nortel's Intelligent Business Unit. Prior that Bart was VP of Business Development at Alteon WebSystems and has held management positions with Maspar Corporation and Evans & Sutherland. He runs incessantly.



Fred Harried, VP of Operations

Fred has spent much of his carrier constructing and managing large-scale offshore manufacturing operations. He's held management positions with 2Wire, Western Digital, TeraStor and Seagate. He has great hair and likes to work with his hands.



Niv Hanigal, VP of Product Management

Prior to Ruckus, Niv worked at Juniper Networks and before that Avaya. He knows pretty much every networking product and architecture on the market. He was born in Israel and received his MBA from Stanford. Yes, Stanford. He has a B.A. in Computer Science and Economics from Tel Aviv University. He's serious on the outside.



Rob Mustarde, VP of Marketing

Before Ruckus, Rob was the VP of EMEA Sales for Riverbed Technology and held management positions at Perabit (now Juniper) and Alteon WebSystems. He has a degree in Aeronautical Engineering from the University of Bristol. He commits to memory every joke he's ever heard.



Kathleen Swift, VP of Human Resources

Before Ruckus, Kathleen was the VP of Human Resources at Complete Genomics, Inc. She's also held management positions at Opnext, Extreme Networks and Terayon. And she's happy-go-lucky.