

Union Square Advisors is a leading technology-focused investment bank that offers strategic mergers & acquisitions advice and execution, agented private capital financing, and debt capital markets advisory services.

Founded in 2007, with offices in San Francisco and New York, Union Square Advisors works with leading public and private technology companies, private equity, venture capital, and family offices. Our expertise spans many aspects of the technology landscape, including Enterprise Software and Infrastructure. FinTech, Healthcare IT, Internet+ Digital Media, eCommerce, Consumer Software, AloT and Industrial Software and other key segments.



Customer Engagement

MarTech, SalesTech and Customer Service capabilities focused on optimizing the complete B2B & B2C customer journey

Industrial Digitalization

Digital transformation

turing and broader

underway for Industrial

OEMs & tech in manufac-

industrials sector, creating

processes - catalyzed by

Al and smart automation

Enterprise Digital

Digitization of enterprise

workflows and increasing

cloud adoption within

Transformation

the enterprise

increasing interconnectivity,

societal patterns, and

rapid changes to industries,



Healthcare IT

With dramatic shifts in

business, clinical and

care delivery models,

the health care sector is

technologies to optimize

Converged Solutions

Reach critical mass,

applications and

data centers

scalable systems that

fit the needs of next-gen

increasingly leveraging

software and other

both outcomes and

operations

AloT and Big Data Technology themes converging as the proliferation of distributed connected devices (IoT, edge) enlarges the digital surface area in which software (AI) can optimize and automate business processes

KEY THEMES



eCommerce & CX Brands are flourishing, online consumer behaviors are evolving, and marketers / brands require an omni-channel view of customers driven by AI and deep analytics



Traditional financial lending, digital currencies, GRC and other segments players create real disruption



Morphing Security



Landscape New paradigms around threat detection, protection, mitigation and remediation in security

Our senior bankers have a collective 275+ years of experience. Our partners and managing directors are intimately involved in every transaction.



Experience: 30+ years of technology investment banking and advisory experience at Morgan Stanley, Deutsche Bank and Credit Suisse



Michael Meyer, Partner, Head of Capital Markets michael.meyer@usadvisors.com 212-376-1725

Experience: 30+ years of Leveraged Finance, Global Credit and Fixed Income with Morgan Stanley, RBC Capital Markets, and Bank of America



andrew.atherton@usadvisors.com

Raymond James



phillip.kim@usadvisors.com

banking and advisory experience at Greenhill & Co., Lehman Brothers, and Deutsche Banc Alex. Brown

Todd Holman, Managing Director, Internet & Digital Media todd.holman@usadvisors.com 415-501-8025

Experience: 10 years in the finance sector with M&A advisory, debt and equity transaction experience across the technology sector at RBC Capital Markets

Erich Fritz, Managing Director, Software

Experience: 12 years of investment banking experience focused on the software, AloT and industrial technology segments at Baird, Jefferies, RBC Capital Markets and UBS

SAN FRANCISCO

1 Embarcadero Center Suite 950 San Francisco, CA 94111 415.501.8000

NEW YORK 1350 Avenue of the Americas Suite 700 New York, NY 10019

212.376.1700

Celebrating 15 Years







Ted Smith, Partner and President ted smith@usadvisors.com 415-501-8007



Andrew Atherton, Partner, Software

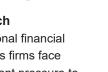
Experience: 16+ years of technology investment banking and principal investing experience at RBC Capital Markets, Goldman Sachs and

Phillip Kim, Managing Director, Mergers & Acquisitions





-



FinTech

services firms face significant pressure to deliver new capabilities across payments, wealth management,

as next- generation

BILLION

erich.fritz@usadvisors.com 415-501-8035

LEADERSHIP

















Carter McClelland, Chairman

carter.mcclelland@usadvisors.com 212-376-1750

Experience: 40+ years of investment banking and advisory experience at Morgan Stanley, Deutsche Bank and Bank of America

Wayne Kawarabayashi, Partner, Head of Mergers & Acquisitions, Chief Operating Officer

wayne.kawarabayashi@usadvisors.com 212-376-1730

Experience: 26+ years of technology investment banking and advisory experience at Barclays and Lehman Brothers

Devon Ritch, Partner, Mergers & Acquisitions

devon.ritch@usadvisors.com 415-501-8040

Experience: 20+ years of technology investment banking and advisory experience at RBC Capital Markets. Earlier, Devon practiced M&A law as an Associate at Wilson Sonsini Goodrich & Rosati.

Dean Riskas, Vice Chairman

dean.riskas@usadvisors.com 415-501-8080

Experience: 35+ year track record providing or privately placing debt and equity financing; former President, North America, of TriplePoint Capital

Emily Anderson, Managing Director, Head of Sponsor Coverage emily.anderson@usadvisors.com 212-376-1760

Experience: 16+ years of transaction advisory experience at CODE Advisors, Goldman Sachs, and Ernst & Young

Will Andereck, Managing Director, Software will.andereck@usadvisors.com 415-501-8023

Experience: 13+ years of investment banking experience at Union Square Advisors, focused on buyside & sellside transactions and private capital financings in enterprise software

Michael Moore, Managing Director, Capital Markets michael.moore@usadvisors.com 212-376-1740

Experience: 14+ years of Leveraged Finance experience primarily focused on the technology and consumer industry verticals at Citigroup

www.usadvisors.com

Union Square Advisors LLC, is a registered broker-dealer and member of FINRA and SIPC.

UNION **SOUARE** ADVISORS

Consistently Achieving Optimal Outcomes for Our Private and Public Technology Clients

Pre-eminent Advisor to the Industry's Highly Active **Buyers Across Corporates and Private Equity Firms**



Bringing Clarity to Complex Transactions

* Transaction value per 451 Research The transactions above represent a select sample of our total volume