

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, HealthTech, Internet+ Digital Media, eCommerce, Consumer Software, AloT & Industrial Technology, GRC, Back-Office Software and other key segments.

KEY THEMES



HealthTech

Technology that bridges

the gap between provid-

and Payors. Underlying

ers, patients, Pharma,

solutions that improve

outcomes, decrease

costs, and engage

patients / members.

Shifted emphasis to

specialty drugs and

personalized medicine

Converged Solutions

Reach critical mass,

applications and

data centers

scalable systems that

fit the needs of next-gen

EXCEEDING

Customer Engagement

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



Industrial Digitalization Digital transformation underway for Industrial OEMs & tech in manufacturing and broader industrials sector, creating rapid changes to industries, societal patterns, and processes - catalyzed by increasing interconnectivity, AI and smart automation



TRANSACTIONS

Enterprise Digital Transformation Digitization of enterprise workflows and increasing cloud adoption within the enterprise



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

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



FinTech

Traditional financial services firms face significant pressure to deliver new capabilities across payments. lending, digital currencies, wealth management, GRC and other segments as next-generation players create real disruption



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





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LEADERSHIP Our senior bankers have a collective 300+ years of experience. Our partners and managing directors are intimately involved in every transaction.

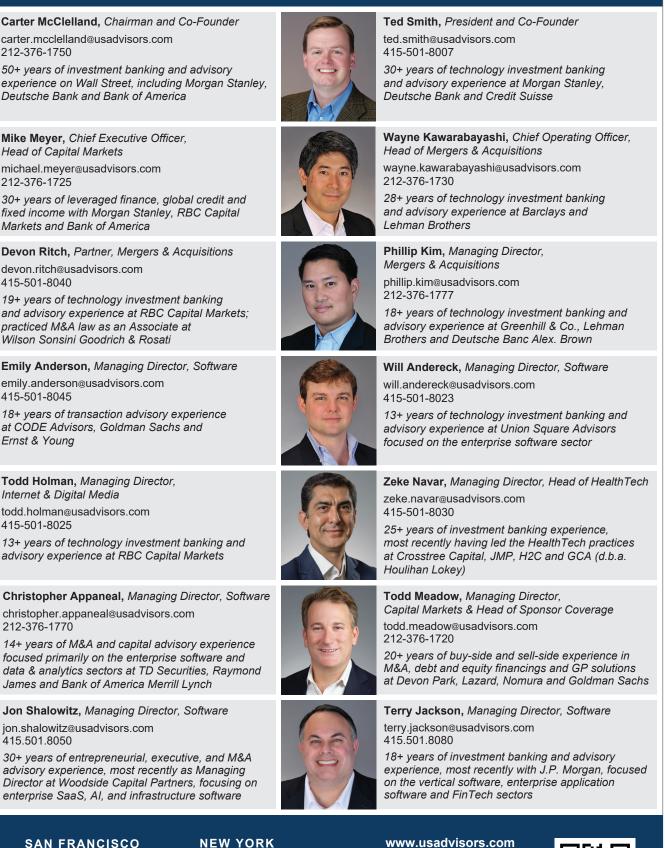


50+ years of investment banking and advisory Deutsche Bank and Bank of America

Mike Mever. Chief Executive Officer. Head of Capital Markets

fixed income with Morgan Stanley, RBC Capital Markets and Bank of America

devon.ritch@usadvisors.com



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

Internet & Digital Media todd.holman@usadvisors.com

focused primarily on the enterprise software and

30+ years of entrepreneurial, executive, and M&A advisory experience, most recently as Managing

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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**

Sell-Side	Science Exchange in its sale to Waud Capital	in its sale to	hearsay in its sale to yext	in its sale to riskonnect. a portfolio company of	Paperspace in its sale to	in its sale to	in its sale to
	InsideView in its sale to	actifio in its sale to Google	in its sale to	inmoment in its majority sale to MDP	springcm in its \$245M sale to Docu Sign	Centric Software in its majority sale to	Lionbridge in its \$435M sale to H. I. G.
Buy-Side	CARLYLE in its majority investment in EXIGER	PERMIRA in its investment in clearwater	fastly. in its \$775M acquisiton of Signal Sciences	PERMIRA in its majority stake acquisition of Lytx .	in its \$215M acquisition of	GUIDEWIRE in its \$275M acquisition of CYENCE	SILVERLAKE in the \$67B acquisition of EEMC ²
Capital Markets	A - B WWWWWWWWWWWWWWWWWWWWWWWWWWWWWWWWWW	Synamedia in its \$460M financing from Adams Street	in its \$40M growth investment from	in its \$80M financing led by	SoundHound in its \$125M financing from	COLLABORATIVE DISTRICTURAL CAPITAL OF STRUCTURAL CAPITAL OF STRUCTURAL CAPITAL OF STRUCTURAL CAPITAL OF STRUCTURAL CAPITAL	in its \$100M growth investment led by

Union Square Advisors has advised on a coveted list of important transactions, spanning mergers, acquisitions, capital raises and special situations.

Bringing Clarity to Complex Transactions



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