

UNION SQUARE ADVISORS

Union Square Advisors LLC is a leading technology-focused investment bank that offers strategic mergers & acquisitions advice and execution as well as agented private capital financing services.

Founded in 2007, Union Square Advisors works with leading public and private technology companies, private equity and venture capital firms across the technology landscape with a primary focus on Software, Software-Enabled Services, Big Data/Analytics, Cyber-security, IT Infrastructure, Mobility, IoT, Internet/Digital Media and Marketing Technology/E-Commerce.

80+ transactions valued in excess of \$90 billion

PRIMARY FOCUS

Software



Enterprise Digital Transformation

Digitization of enterprise workflows and increasing cloud adoption within the enterprise

Big Data and Advanced Analytics
Data explosion continues to accelerate, augmented by next-gen analytics including machine learning



Morphing Security Landscape

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



IT Infrastructure



NPM/APM, Visibility and, now, ITOA

Once distinct silos are converging as visibility becomes increasingly important



IT-as-a-Service Disrupts Layer 4 - 7

IT stack is increasingly becoming software-based



Converged Solutions Reach Critical Mass

Scalable systems that fit the needs of next-gen applications and data centers

Internet & Digital Media



AdTech Meets MarTech

Enterprise players are building comprehensive solutions via strategic acquisitions

Mobile-First Approach
Strong monetization and user engagement across multiple key domains



Vertical Marketplace Models

Network effects crucial to adoption/long-term success

Our senior bankers have a collective 200+ years of experience. Our partners and managing directors are intimately involved in every transaction.



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



Ted Smith, President

ted.smith@usadvisors.com | 415-501-8007

• **Experience:** 25+ years of technology investment banking and advisory experience at Morgan Stanley, Deutsche Bank and Credit Suisse



Dean Riskas, Partner, Head of Capital Markets

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

• **Experience:** 30+ year track record providing or privately placing debt and equity financing; former President, North America, of TriplePoint Capital



Wayne Kawarabayashi, Partner, Head of Mergers & Acquisitions

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

• **Experience:** 21+ years of technology investment banking and advisory experience at Barclays and Lehman Brothers



Jace Kowalzyk, Partner, Head of IT Infrastructure

jace.kowalzyk@usadvisors.com | 415-501-8050

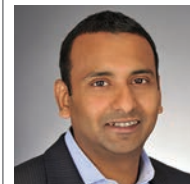
• **Experience:** 17+ years of advisory investment banking experience covering IT Infrastructure and Software at Piper Jaffray and ThinkEquity



Paul Inouye, Partner, Head of Internet

paul.inouye@usadvisors.com | 415-501-8030

• **Experience:** 28+ year of technology investment banking and advisory experience at Morgan Stanley, Lehman Brothers and Moelis & Co.



Yogesh Amle, CFA, Managing Director, Head of Software

yogesh.amle@usadvisors.com | 415-501-8060

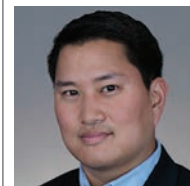
• **Experience:** 15+ years of technology investment banking and advisory experience at J.P.Morgan, Barclays Capital and Citi



Devon Ritch, Managing Director, Mergers & Acquisitions

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

• **Experience:** 15+ 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.



Phillip Kim, Managing Director, Merger & Acquisitions

phillip.kim@usadvisors.com | 212-376-1777

• **Experience:** 14+ years of technology investment banking and advisory experience at Greenhill & Co., Lehman Brothers, and Deutsche Banc Alex. Brown

Our culture of entrepreneurship enables us to better understand our clients' needs

UNION SQUARE ADVISORS

SAN FRANCISCO
600 Montgomery Street
22nd Floor
San Francisco, CA 94111
415.501.8000

NEW YORK
70 E. 55th Street
Suite 1800
New York, NY 10022
212.376.1700

www.usadvisors.com

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

UNION SQUARE ADVISORS

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

IN THE LAST TWO YEARS **28** DEALS














WORTH MORE THAN

\$75 BILLION

Strategic Sell-side / Buy-side

Transactions with Financial Sponsors

Financings / Special Situations

<p>Lionbridge</p> <p>in its \$435MM sale to</p> 	<p>syncplicity</p> <p>in its sale to</p> 	<p>INTERACTIVE INTELLIGENCE</p> <p>in its \$1.4BN sale to</p> 	<p>HeyWire</p> <p>in its sale to</p> 	<p>H. I. G. CAPITAL</p> <p>in its acquisition of</p> 	<p>PERMIRA</p> <p>in its \$925MM acquisition of</p> 	<p>Vista Equity Partners</p> <p>in its \$720MM acquisition of</p> 	<p>springcm</p> <p>in its \$25MM financing</p> 	<p>aryaka</p> <p>in its \$45MM equity financing</p>  
<p>DELL & SILVERLAKE</p> <p>in the \$67BN acquisition of</p> 	<p>Olapic</p> <p>in its \$130MM sale to</p> 	<p>Boardvantage</p> <p>in its \$200MM sale to</p> 	<p>GUIDEWIRE</p> <p>in its acquisitions of</p>   	<p>PERMIRA</p> <p>in their \$5.3BN acquisition of</p> 	<p>SIRIS Capital Group, LLC</p> <p>in its \$840MM acquisition of</p> 	<p>Vista Equity Partners</p> <p>in its \$4.2BN acquisition of</p> 	<p>Airspan</p> <p>in its \$30MM equity financing</p>	<p>Seven Lakes Technologies</p> <p>in its \$20MM equity financing</p> 
<p>Cloudant</p> <p>in its sale to</p> 	<p>tealeaf</p> <p>in its sale to</p> 	<p>DemandTec</p> <p>in its \$440MM sale to</p> 	<p>RIGHT HEMISPHERE</p> <p>in its sale to</p> 	<p>TPG</p> <p>in its acquisition of</p>  	<p>Hellman & Friedman</p> <p>in its \$640MM acquisition of</p> 	<p>Apax PARTNERS</p> <p>in its \$203MM acquisition of</p> 	<p>vmware</p> <p>creation of the Pivotal Initiative with</p> 	<p>qualtrics</p> <p>in its \$70MM equity financing</p> 

We have a strong track record of delivering superior outcomes for our clients

Consistently Achieving Optimal Outcomes for Our Technology Clients

Pre-eminent Advisor to the Industry's Most Active Private Equity Firms

Bringing Clarity to Complex Transactions

The transactions above represent a select sample of our total volume