# UNION **SQUARE**

2nd QUARTER · 2018

**Union Square Advisors LLC** is a leading technologyfocused 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, Cybersecurity, IT Infrastructure, Mobility, IoT, Internet/Digital **Media and Marketing** Technology/E-Commerce.

transactions valued in excess of \$95 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 A.I. and machine learning



## **Morphing Security** Landscape

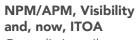
New paradigms around threat detection, protection, mitigation and remediation in security

## IT Infrastructure



## **Converged Solutions Reach Critical Mass**

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



Once distinct silos are converging as visibility becomes increasingly important



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

IT stack is increasingly becoming softwarebased

## 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

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



## Ted Smith, President, Head of Software

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• 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

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• 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: 22+ 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.



#### 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 entrepreneurism enables us to better understand our clients' needs



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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

**DEALS** 

**WORTH** MORE **THAN** 

**BILLION** 

## Strategic Sell-side / Buy-side

Transactions with Financial Sponsors

Financings / Special Situations

Pending

Mattersight

in its \$115MM sale to

**NICE**®

cedexis

GUIDEWIRE

in its \$275MM

acquisition of

CYENCE

**Okinvey** 

in its sale to

Progress

in its growth investment in

**HGGC** 

denodo

PERMIRA

acquisition of

enterprise

SIRIS

in its \$840MM

acquisition of

ebav



H. I. G.



in its acquisition of

Quicken

PERMIRA

in its \$50MM financing with

MONDEE

in its financing with

Globetouch

Morgan Stanley

riversand

in its \$35MM

financing with

Crestline

aryaka

HERMES GROWTH PARTNERS

springcm

in its \$25MM

financing with

Crestline

Seven Lakes Technologies

in its \$20MM

financing with

Lionbridge

in its \$435MM sale to



SILVERLAKE

in the \$67BN

acquisition of

**EMC**<sup>2</sup>

in its sale to

**CITRIX** 

INTERACTIVE INTELLIGENCE

in its \$1.4BN sale to

Genesys

in its \$200MM sale to

Nasdaq



in its sale to

salesforce

in its \$925MM



CAPITAL

CPP INVESTMENT BOARD in its \$720MM in their \$5.3BN acquisition of









in its \$45MM equity financing







**vm**ware

in regards to the creation of the Pivotal Initiative with

**EMC**<sup>2</sup>

sage

in the sale of its stake in

sw!ftpage

"We greatly value our long-term partnership with the Union Square Advisors' team. As Mondee was seeking a minority growth capital

investment, USA was



GUIDEWIRE

in its acquisitions of

**BFIRST**BEST

eagleeye

**Millbroo**k



in its \$130MM sale to

Monotype

Boardvantage

Lionbridge

in its \$77MM acquisition of

CLSCOMMUNICATION



TPG

Hellman & Friedman

Vista Equity Partners

in its \$4.2BN

acquisition of

TIBC

in its \$640MM acquisition of



Apax Bankrate

in its \$250MM

acquisition of

Metalogix

in its \$203MM acquisition of

tenacious and brought to bear their significant collective years of senior advisory experience, extensive network, and insightful strategic advice to deliver the optimal result for the company."

Prasad Gundumogula CEO, Mondee

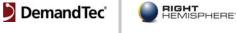
## Cloudant

in its \$150MM\* sale to



in its \$500MM\* sale to





in its \$440MM sale to



in its \$380MM\*

sale to

## PRIMEDIA

in its acquisition of



net Ouote

**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

\* Transaction value per 451 Research