



2nd QUARTER • 2018

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, Cybersecurity, IT Infrastructure, Mobility, IoT, Internet/Digital Media and Marketing Technology/E-Commerce.

95  
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

#### 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



### 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

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- **Experience:** 22+ years of technology investment banking and advisory experience at Barclays and Lehman Brothers



#### Jace Kowalzyk, Partner, Head of IT Infrastructure

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



#### Paul Inouye, Partner, Head of Internet

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



#### Devon Ritch, Managing Director, Mergers & Acquisitions

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- **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

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- **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



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



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

26  
DEALS

WORTH  
MORE  
THAN

\$70  
BILLION

Strategic Sell-side / Buy-side

Transactions with Financial Sponsors

Financings / Special Situations

|   |  |  |  |  |   |   |  |  |  |
|---|--|--|--|--|---|---|--|--|--|
| <div>Pending</div> <div>Mattersight®</div> <div>in its \$115MM sale to</div> <div>NICE®</div>                                   | <div> cedexis</div> <div>in its sale to</div> <div>CITRIX®</div>                         | <div> GUIDEWIRE</div> <div>in its \$275MM acquisition of</div> <div>CYENCE</div>           | <div> kinvey</div> <div>in its sale to</div> <div>Progress®</div>                          |  | <div>HGGC</div> <div>in its growth investment in</div> <div>denodo®</div>                                   | <div>TRACE3</div> <div>in its strategic investment from</div> <div>H. I. G. CAPITAL</div>                 | <div>H. I. G. CAPITAL</div> <div>in its acquisition of</div> <div>Quicken</div>                            | <div>MONDEE </div> <div>in its \$50MM financing with</div> <div>Morgan Stanley</div>   | <div>Globetouch</div> <div>in its financing with</div> <div>HERMES GROWTH PARTNERS</div>   |
| <div>Lionbridge</div> <div>in its \$435MM sale to</div> <div>H. I. G. CAPITAL</div>   | <div> &amp;<br/>SILVERLAKE</div> <div>in the \$67BN acquisition of</div> <div>EMC²</div> | <div> INTERACTIVE INTELLIGENCE</div> <div>in its \$1.4BN sale to</div> <div>Genesys®</div> | <div> HeyWire</div> <div>in its sale to</div> <div>salesforce</div>                        |  | <div>PERMIRA </div> <div>in its \$925MM acquisition of</div> <div>ebay enterprise®</div>                    | <div> Vista Equity Partners</div> <div>in its \$720MM acquisition of</div> <div>mediaocean</div>          | <div>PERMIRA </div> <div>in their \$5.3BN acquisition of</div> <div>informatica</div>                      | <div> riversand</div> <div>in its \$35MM financing with</div> <div>Crestline</div>   | <div>springcm</div> <div>in its \$25MM financing with</div> <div>Crestline</div>   |
| <div> GUIDEWIRE</div> <div>in its acquisitions of</div> <div>FIRSTBEST</div> <div>eagleeye ANALYTICS</div> <div>Millbrook</div> | <div>Olapic</div> <div>in its \$130MM sale to</div> <div>Monotype</div>                  | <div>Boardvantage</div> <div>in its \$200MM sale to</div> <div>Nasdaq</div>                | <div>Lionbridge</div> <div>in its \$77MM acquisition of</div> <div>CLS COMMUNICATION</div> |  | <div>SIRIS Capital Group, LLC</div> <div>in its \$840MM acquisition of</div> <div>Digital River®</div>      | <div> Vista Equity Partners</div> <div>in its \$4.2BN acquisition of</div> <div>TIBCO®</div>              | <div>PERMIRA</div> <div>in its \$250MM acquisition of</div> <div>Metalogix</div>                           | <div>aryaka</div> <div>in its \$45MM equity financing</div> <div>THIRD POINT VENTURES</div> <div>T... CAPITAL PARTNERS</div> | <div>Seven Lakes Technologies</div> <div>in its \$20MM financing with</div> <div>CARRICK </div> <div>Investing more than capital</div> |
| <div> Cloudant</div> <div>in its \$150MM* sale to</div> <div>IBM</div>  | <div> tealeaf.</div> <div>in its \$500MM* sale to</div> <div>IBM</div>                   | <div> DemandTec®</div> <div>in its \$440MM sale to</div> <div>IBM</div>                    | <div> RIGHT HEMISPHERE®</div> <div>in its \$380MM* sale to</div> <div>SAP</div>            |  | <div>TPG</div> <div>in its acquisition of</div> <div>PRIMEDIA</div> <div>Rent.com®<br/>an eby company</div> | <div>Hellman &amp; Friedman</div> <div>in its \$640MM acquisition of</div> <div>ib Internet Brands®</div> | <div>Apax PARTNERS</div> <div>Bankrate®</div> <div>in its \$203MM acquisition of</div> <div>netQUOTE</div> | <div>vmware®</div> <div>in regards to the creation of the Pivotal Initiative with</div> <div>EMC²</div>                      | <div>sage</div> <div>in the sale of its stake in</div> <div>swiftpage®</div>   |

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

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