

UNION SQUARE ADVISORS

3rd 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, Cyber-security, IT Infrastructure, Mobility, IoT, Internet/Digital Media and Marketing Technology/E-Commerce.

100+
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:** 30 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:** 35+ 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:** 23+ 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:** 18+ 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:** 29+ years 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:** 16+ 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:** 15+ years of technology investment banking and advisory experience at Greenhill & Co., Lehman Brothers, and Deutsche Banc Alex. Brown

"Union Square stands out as a senior team of bankers, unparalleled in their commitment to delivering the best outcome, quality of their execution, persistence and being a true partner in the process. I greatly value our partnership and appreciate how invaluable they have been to Actifio"

- Ash Ashutosh, Founder and CEO

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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

30
DEALS

WORTH
MORE
THAN

\$75
BILLION

Sell-side Advisory

Buy-side Advisory

Growth Capital

 in its sale to 	 in its \$245MM sale to 	 in its \$115MM sale to 	 in its majority sale to 	 in its \$275MM acquisition of 	 in its growth investment in 	 in the \$67BN acquisition of 	 in its \$100MM financing with 	 in its \$50MM financing with
 in its sale to 	 in its sale to 	 in its strategic investment from 	 in its \$435MM sale to 	 in its acquisition of 	 in its acquisition of 	 in its \$925MM acquisition of 	 in its financing with 	 in its \$25MM financing with
 in its \$1.4BN sale to 	 in its sale to 	 in its \$130MM sale to 	 in its \$200MM sale to 	 in its \$720MM majority stake acquisition of 	 in their \$5.3BN acquisition of 	 in its \$840MM acquisition of 	 in its \$45MM equity financing 	 in its \$35MM financing with
 in its \$150MM* sale to 	 in its \$500MM* sale to 	 in its \$440MM sale to 	 in its \$380MM* sale to 	 in its \$77MM acquisition of 	 in its \$4.2BN acquisition of 	 formation of 	 in its \$20MM financing with 	 in its \$70MM financing with

"They were great partners over the years providing trusted strategic advice and experienced M&A prowess throughout our recent sale process."

- Greg Buchholz
Founder, President &
COO, SpringCM

"We really enjoyed working with Union Square Advisors who were deeply committed to helping us achieve a tremendous financial outcome for SpringCM and our shareholders."

- Dan Dal Degan
CEO, SpringCM

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