

# UNION SQUARE ADVISORS

1st QUARTER • 2018

Union Square Advisors LLC is a leading technology-focused investment bank that offers strategic mergers & acquisitions advice and execution as well as agent 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



**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

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



### 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



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



**Vertical Marketplace Models**  
Network effects crucial to adoption/long-term success

**AdTech Meets MarTech**  
Enterprise players are building comprehensive solutions via strategic acquisitions



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**  
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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.



**Yogesh Amle, CFA, Managing Director, Head of Software**  
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• **Experience:** 15+ years of technology investment banking and advisory experience at J.P.Morgan, Barclays Capital and Citi



**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

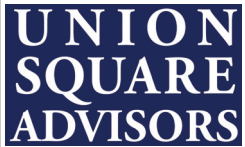
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Union Square Advisors LLC, is a registered broker-dealer and member of FINRA and SIPC.



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

"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

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

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