UNION SQUARE ADVISORS

SECOND HALF • 2020

Union Square Advisors is a leading technology-focused investment bank that offers strategic mergers & acquisitions advice and execution, agented private capital financing, and debt capital markets advisory services.

Founded in 2007, Union Square
Advisors works with leading
public and private technology
companies, private equity,
venture capital, and family offices
across the technology landscape
with a primary focus on Software,
Software-Enabled Services, IT
Infrastructure and Internet/Digital
Media/Marketing Technology.

120+ transactions valued in excess of \$105 billion

PRIMARY FOCUS

Software



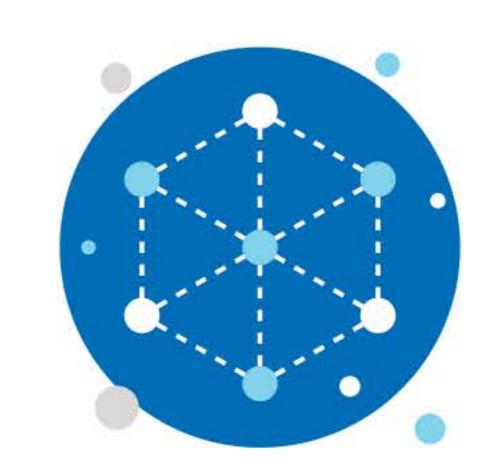
Enterprise Digital
Transformation
Digitization of enterprise workflows and increasing cloud adoption within the enterprise

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



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 220+ 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, Partner and President

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

• **Experience:** 30 years of technology investment banking and advisory experience at Morgan Stanley, Deutsche Bank and Credit Suisse



Wayne Kawarabayashi, Partner, Head of Mergers & Acquisitions, Chief Operating Officer

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

• **Experience:** 25 years of technology investment banking and advisory experience at Barclays and Lehman Brothers



Dean Riskas, Vice Chairman

Bank of America

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

• **Experience:** 35+ year track record providing or privately placing debt and equity financing; former President, North America, of TriplePoint Capital



Michael Meyer, Partner, Head of Capital Markets michael.meyer@usadvisors.com | 212-376-1725

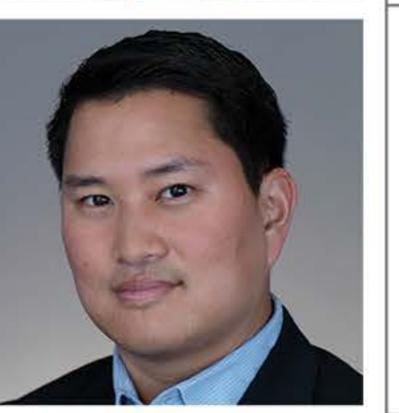
• Experience: 30+ years of Leveraged Finance, Global Credit and Fixed Income with Blackstone, KKR & Co., RBC Capital Markets, and



Devon Ritch, Partner, Mergers & Acquisitions

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

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

• **Experience:** 15+ years of technology investment banking and advisory experience at Greenhill & Co., Lehman Brothers, and Deutsche Banc Alex. Brown



Mark Villanueva, Managing Director, Capital Markets mark.villanueva@usadvisors.com | 212-376-1719

• **Experience:** 15+ years of leveraged finance and liability management experience at Eaglehill Advisors, Citigroup and Weil, Gotshal & Manges. At Weil, Mark practiced law in finance and restructuring transactions.



Andrew Atherton, Manager Director, Software andrew.atherton@usadvisors.com | 415-501-8022

• **Experience:** 15+ years of technology investment banking and principal investing experience at RBC Capital Markets, Goldman Sachs and Raymond James

"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

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

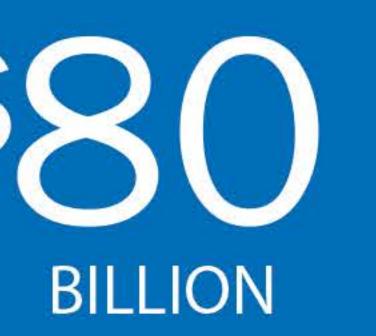
Union Square Advisors LLC, is a registered broker-dealer and member of FINRA and SIPC.

UNION SQUARE ADVISORS

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







Buy-side Advisory Capital Markets Sell-side Advisory

"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

in its sale to

cloudbees ARISTA

inmoment SAILTHRU

in its sale to

Campaign Monitor

cedexis

in its sale to

in its investment in

図 Signal Sciences

in its \$775MM

acquisiton of

GUIDEWIRE

in its \$275MM

acquisition of

PERMIRA

in its majority stake acquisition of

LVLX

DELL) &

SILVERLAKE

in the \$67BN

acquisition of

EMC²

INVESTMENT BOARD

in their \$5.3BN

acquisition of

Informatica

investment in

in its \$100MM

chorus

Financial Advisor in connection with Credit Facilities of \$2.7BN

MONDEE

actifio

in its growth financing from

in its \$100MM financing with



Crestline



in its \$50MM

financing with

in its financing with

Globetouch

Morgan Stanley

HERMES GROWTH PARTNERS

aryaka

THIRD POINT

in its \$70MM financing with

SEQUOIA些

springcm

in its \$245MM

Docu Sign

TRACE3

in its strategic

investment from

CAPITAL

Boardvantage

in its \$200MM

Nasdag

H. I. G.

NICE®

Software*

in its majority sale to

DASSAULT SYSTEMES

INTERACTIVE

in its \$1.4BN

sale to

Genesys

DemandTec*

in its \$440MM

sale to

CITRIX®

HeyWire

in its sale to



RIGHT HEMISPHERE

in its \$380MM*

sale to

SAP

ebay enterprise

in its \$925MM

acquisition of

SIRIS

acquisition of

Digital River®

in its \$4.2BN acquisition of

mware

formation of

Pivotal

Consistently Achieving Optimal Outcomes for Our Technology Clients

Pre-eminent Advisor to the Industry's Highly Active Buyers Across Corporates and Private Equity Firms

Bringing Clarity to Complex Transactions

The transactions above represent a select sample of our total volume

* Transaction value per 451 Research



© Electric Cloud

in its sale to

Mattersight®

in its \$115MM

sale to

in its \$435MM

H. I. G.

CAPITAL

tealeaf

in its \$500MM*

sale to

in its majority sale to

MDP

₹% coupa

clearwater

in its \$215MM acquisition of

exari

CYENCE

VISTA

in its \$720MM majority stake

acquisition of mediaocean

in its \$840MM

VISTA EQUITY PARTNERS

qualtrics

in its \$45MM equity financing

