

UNION SQUARE ADVISORS

FIRST HALF • 2021

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, with offices in San Francisco and New York, Union Square Advisors works with leading public and private technology companies, private equity, venture capital, and family offices. Our expertise spans many aspects of the technology landscape, including Enterprise Software and Infrastructure, FinTech, Healthcare IT, Internet+Digital Media, eCommerce, Consumer Software and other key segments.

140+
transactions exceeding
\$110 billion

KEY THEMES



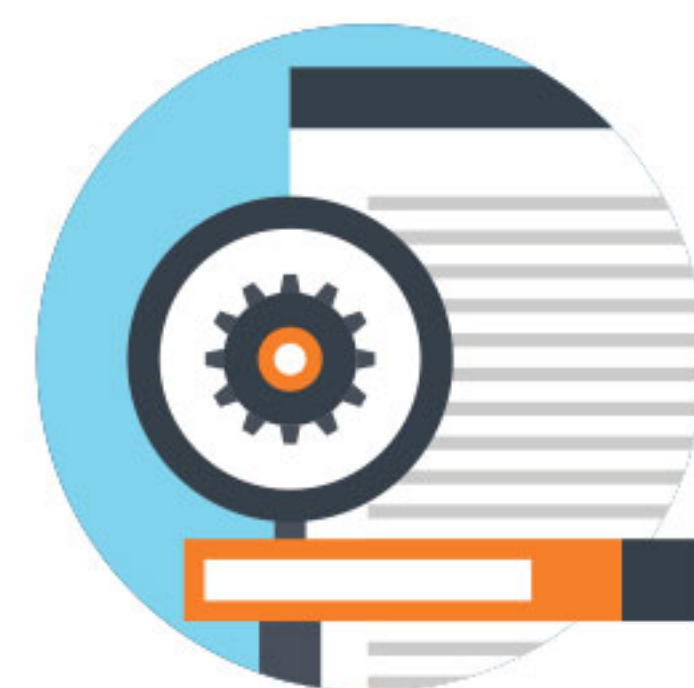
Enterprise Digital Transformation

Digitization of enterprise workflows and increasing cloud adoption within the enterprise



eCommerce

Direct-to-Consumer brands are flourishing, online consumer behaviors are evolving, and marketers / brands require an omni-channel view of customer experience driven by AI and deep analytics



AdTech Meets MarTech

Enterprise players are building comprehensive solutions via strategic acquisitions

Big Data and Advanced Analytics

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



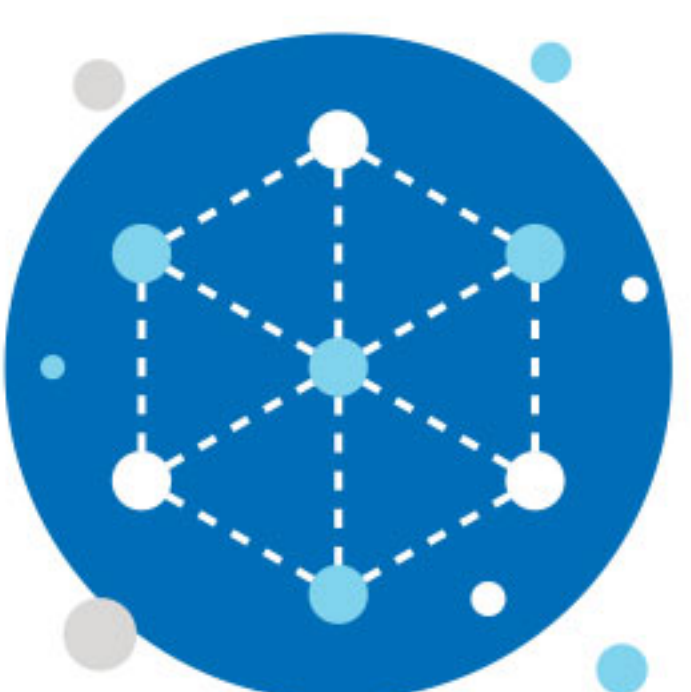
Healthcare IT

With dramatic shifts in business, clinical and care delivery models, the health care sector is increasingly leveraging software and other technologies to optimize both outcomes and operations



Converged Solutions

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



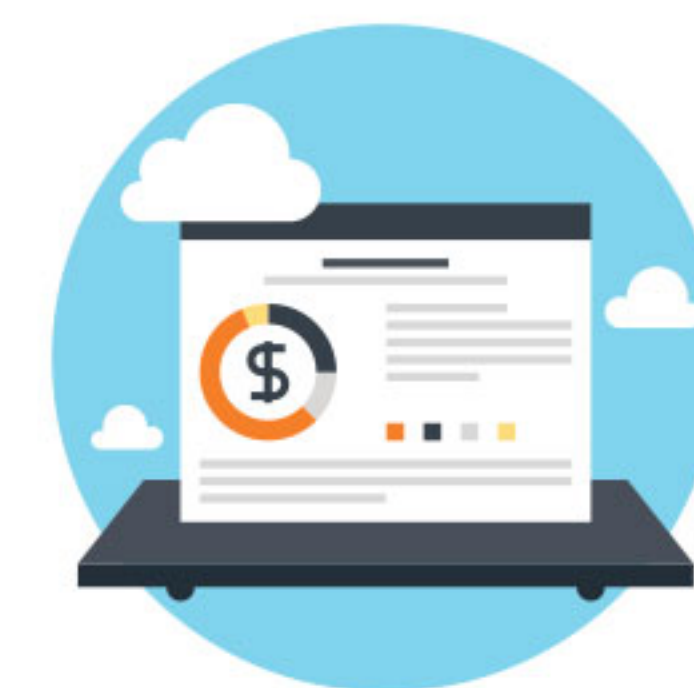
Morphing Security Landscape

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



FinTech

Traditional financial services firms face significant pressure to deliver new capabilities across payments, lending, digital currencies, wealth management, GRC and other segments as next-generation players create real disruption



Vertical Marketplace Models

Network effects crucial to adoption/long-term success

LEADERSHIP



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, Partner and President

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- **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

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



Michael Meyer, Partner, Head of Capital Markets

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- **Experience:** 30+ years of Leveraged Finance, Global Credit and Fixed Income with Morgan Stanley, RBC Capital Markets, and Bank of America



Devon Ritch, Partner, Mergers & Acquisitions

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- **Experience:** 20+ 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.



Dean Riskas, Vice Chairman

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



Phillip Kim, Managing Director, Merger & Acquisitions

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- **Experience:** 18+ years of technology investment banking and advisory experience at Greenhill & Co., Lehman Brothers, and Deutsche Banc Alex. Brown



Mark Villanueva, Managing Director, Capital Markets

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- **Experience:** 16+ 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, Managing Director, Software

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- **Experience:** 16+ years of technology investment banking and principal investing experience at RBC Capital Markets, Goldman Sachs and Raymond James



Emily Todd Anderson, Managing Director, Head of Sponsor Coverage

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- **Experience:** 15+ years of transaction advisory experience at CODE Advisors, Goldman Sachs, and Ernst & Young

Our senior bankers have a collective 250+ years of experience. Our partners and managing directors are intimately involved in every transaction.

UNION SQUARE ADVISORS

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Union Square Advisors LLC,
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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 FIVE YEARS

60+
DEALS

TOTALING
OVER

\$80
BILLION

Sell-side Advisory

Buy-side Advisory

Capital Markets

“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

 in its sale to 	 in its merger with for up to 1.3B	 in its sale to 	 in its acquisition by 		 in its \$1.1B merger with 	 in its investment in 	 in its \$775MM acquisiton of 		 in its \$100MM investment in 	 Financial Advisor in connection with Credit Facilities of \$2.7B
 in its \$245MM sale to 	 in its majority sale to 	 in its majority sale to 	 in its sale to 		 in its \$215MM acquisition of 	 in its \$275MM acquisition of 	 in the \$67B acquisition of 		 in its growth financing from 	 in its \$100MM financing with
 in its strategic investment from 	 in its \$435MM sale to 	 in its \$1.4B sale to 	 in its sale to 		 in its \$925MM acquisition of 	 in its \$720MM majority stake acquisition of 	 in their \$5.3B acquisition of 		 in its \$50MM financing with Morgan Stanley	 in its \$100MM financing by
 in its \$200MM sale to 	 in its sale to 	 in its \$440MM sale to 	 in its \$380MM* sale to 		 in its majority stake acquisition of 	 in its \$4.2B acquisition of 	 formation of 		 in its \$45MM equity financing 	 in its \$70MM financing with

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