

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



Big Data and Advanced Analytics

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

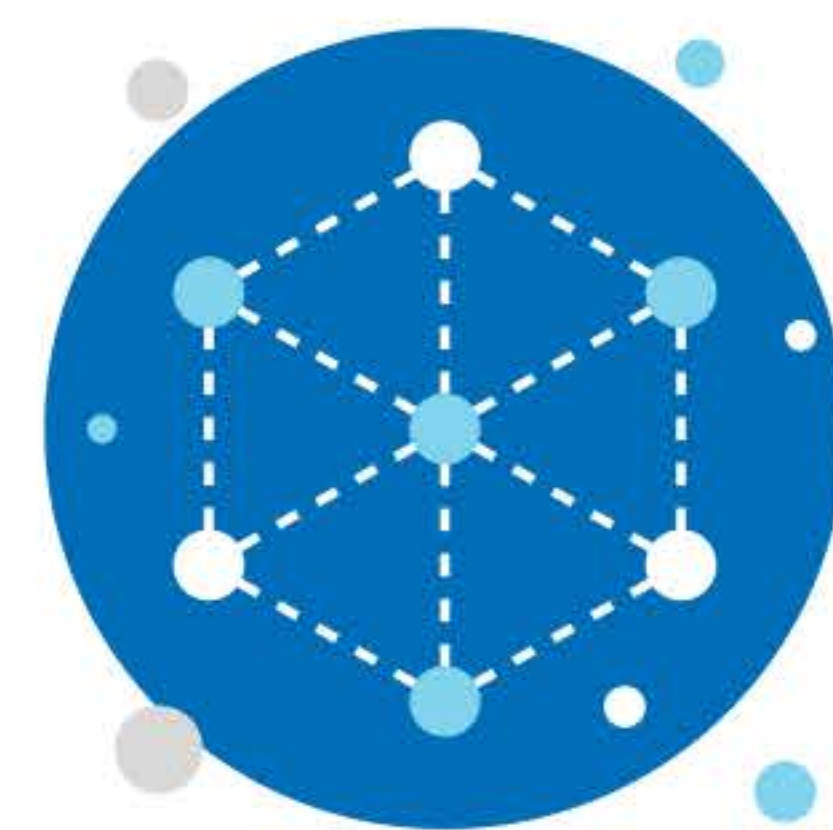


Morphing Security Landscape

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

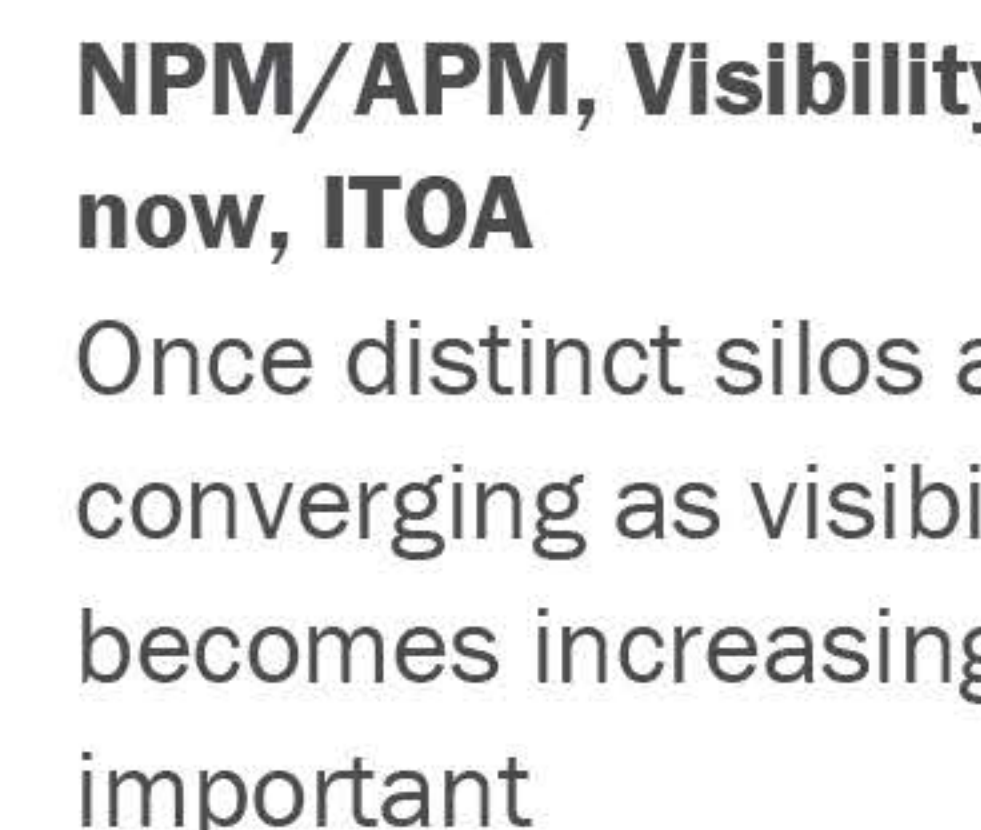


IT Infrastructure



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

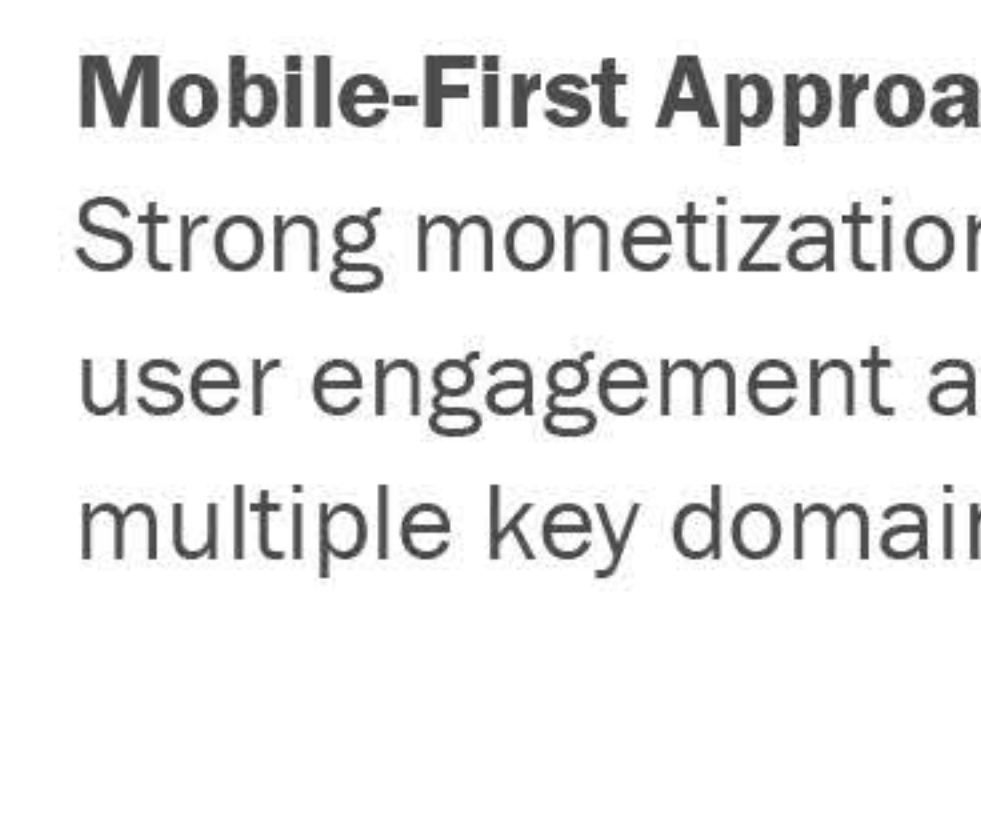


Internet & Digital Media



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 220+ 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, 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

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 Bank of America



Devon Ritch, Partner, Mergers & Acquisitions

devon.ritche@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

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- **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

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- **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, Managing Director, Software

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- **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

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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

IN THE LAST FOUR YEARS

50+
DEALS

TOTALING
OVER

\$80
BILLION

Sell-side Advisory

Buy-side Advisory

Capital Markets

“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

 big switch networks

in its sale to

ARISTA

 Electric Cloud

in its sale to

cloudbees

inmoment

in its majority sale to

MDP

 SAILTHRU

in its sale to

Campaign Monitor

PERMIRA

in its investment in

clearwater

 fastly

in its \$775MM acquisition of

Signal Sciences

PERMIRA

in its majority stake acquisition of

lytx

 SEP SUMERU EQUITY PARTNERS

in its \$100MM investment in

social chorus

 Informatica

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

springcm

in its \$245MM sale to

DocuSign

Mattersight

in its \$115MM sale to

NICE

 Centric Software

in its majority sale to

DASSAULT SYSTEMES

 cedexis

in its sale to

CITRIX

coupa

in its \$215MM acquisition of

exari

GUIDEWIRE

in its \$275MM acquisition of

CYENCE

 DELL &

SILVERLAKE

in the \$67BN acquisition of

EMC²

MONDEE

in its growth financing from

TCW
Morgan Stanley

actifio

in its \$100MM financing with

Crestline

TRACE3

in its strategic investment from

H. I. G. CAPITAL

Lionbridge

in its \$435MM sale to

H. I. G. CAPITAL

 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 majority stake acquisition of

mediaocean

PERMIRA

 CPP INVESTMENT BOARD

in their \$5.3BN acquisition of

Informatica

MONDEE

in its \$50MM financing with

Morgan Stanley

Globetouch

in its financing with

HERMES GROWTH PARTNERS

Boardvantage

in its \$200MM sale to

Nasdaq

tealeaf

in its \$500MM* sale to

IBM

DemandTec

in its \$440MM sale to

IBM

 RIGHT HEMISPHERE

in its \$380MM* sale to

SAP

 SIRIS Capital Group, LLC

in its \$840MM acquisition of

Digital River

 VISTA EQUITY PARTNERS

in its \$4.2BN acquisition of

TIBCO

vmware

formation of

Pivotal

aryaka

in its \$45MM equity financing

THIRD POINT VENTURES

CAPITAL PARTNERS

qualtrics

in its \$70MM financing with

SEQUOIA

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