

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, AloT and Industrial Software and other key segments.



Customer Engagement

MarTech, SalesTech and Customer Service capabilities focused on optimizing the complete B2B & B2C customer journey



Healthcare IT

With dramatic shifts in

business, clinical and

care delivery models,

the health care sector is

technologies to optimize

increasingly leveraging

software and other

both outcomes and

operations

processes

KEY THEMES

AloT and Big Data

Technology themes

proliferation of distributed

edge) enlarges the digital

software (AI) can optimize

and automate business

surface area in which

connected devices (IoT,

converging as the

Industrial Digitalization Digital transformation underway for Industrial OEMs & tech in manufacturing and broader industrials sector, creating rapid changes to industries, societal patterns, and processes - catalyzed by increasing interconnectivity, Al and smart automation

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



Converged Solutions Reach critical mass, scalable systems that fit the needs of next-gen applications and data centers



eCommerce & CX Brands are flourishing, online consumer behaviors are evolving, and marketers / brands require an omni-channel view of customers driven by AI and deep analytics



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





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



Our senior bankers have a collective 275+ years of experience. Our partners and managing director are intimately involved in every transaction.



Ted Smith, Partner and President ted.smith@usadvisors.com 415-501-8007

Experience: 30+ years of technology investment banking and advisory experience at Morgan Stanle Deutsche Bank and Credit Suisse



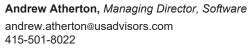
Michael Meyer, Partner, Head of Capital Markets michael.meyer@usadvisors.com 212-376-1725

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



Dean Riskas, Vice Chairman dean.riskas@usadvisors.com

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



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

Todd Holman, Managing Director, Internet & Digital Media todd.holman@usadvisors.com

415-501-8025

Experience: 10 years in the finance sector with M advisory, debt and equity transaction experience across the technology sector at RBC Capital Mark

Erich Fritz, Managing Director, Software

erich.fritz@usadvisors.com 415-501-8035

Experience: 12 years of investment banking experience focused on the software, AloT and industrial technology segments at Baird, Jefferies **RBC Capital Markets and UBS**

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Celebrating 15 Years





EXCEEDING



BILLION

LEADERSHIP

DE	копір					
s rs		Carter McClelland, <i>Chairman</i> 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				
t nley,		 Wayne Kawarabayashi, Partner, Head of Mergers & Acquisitions, Chief Operating Officer wayne.kawarabayashi@usadvisors.com 212-376-1730 Experience: 26+ years of technology investment banking and advisory experience at Barclays and Lehman Brothers 				
rica		 Devon Ritch, Partner, Mergers & Acquisitions devon.ritch@usadvisors.com 415-501-8040 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. 				
۶r		 Phillip Kim, Managing Director, Mergers & Acquisitions phillip.kim@usadvisors.com 212-376-1777 Experience: 18+ years of technology investment banking and advisory experience at Greenhill & Co., Lehman Brothers, and Deutsche Banc Alex. Brown 				
t C		Emily Anderson, Managing Director, Head of Sponsor Coverage emily.anderson@usadvisors.com 212-376-1760 Experience: 15+ years of transaction advisory experience at CODE Advisors, Goldman Sachs, and Ernst & Young				
VI&A ∵kets		 Will Andereck, Managing Director, Software will.andereck@usadvisors.com 415-501-8023 Experience: 13+ years of investment banking experience at Union Square Advisors, focused on buyside & sellside transactions and private capital financings in enterprise software 				
5,		 Michael Moore, Managing Director, Capital Markets michael.moore@usadvisors.com 212-376-1740 Experience: 14+ years of Leveraged Finance experience primarily focused on the technology and consumer industry verticals at Citigroup 				
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SOUARE ADVISORS

Consistently Achieving Optimal Outcomes for Our Private and Public Technology Clients

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

Sell-Side	in its sale to	in its sale to	NcoPhotonics	MONDEE	in its sale to	in its \$202MM sale to	InsideView in its sale to DEMANDBASE
	in its sale to	inmoment in its majority sale to MDP	springcm in its \$245MM sale to Docu Sign	Centric Software in its majority sale to	in its sale to	Lionbridge in its \$435MM sale to H. I. G. CAPITAL	in its \$1.4B sale to
Buy-Side	OSPREY TECHNOLOGY in its \$1.1B merger with BLACK SKY	PERMIRA in its investment in clearwater	feastly. in its \$775MM acquisiton of Signal Sciences	PERMIRA in its majority stake acquisition of Lytx.	in its \$215MM acquisition of	GUIDEWIRE in its \$275MM acquisition of	SILVERLAKE in the \$67B acquisition of EMC ²
Capital Markets	Aspiration INTERPRIVATE	NIKOLA LABS in its \$29MM financing from G2 VENTURE FARTNERS Triangle Peak Triangle Peak	In its \$30MM debt refinancing from	in its \$100MM growth investment led by Great Hill PARTNERS	AUTHENTICID in its \$100MM financing by LONG RIDGE	SEP SUMERU EQUITY PARTNERS in its \$100MM investment in Social	Financial Advisor in connection with Credit Facilities of \$2.7B

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

Bringing Clarity to Complex Transactions

