



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, HealthTech, Internet+ Digital Media, eCommerce, Consumer Software, AIoT & Industrial Technology, GRC, Back-Office Software and other key segments.

## KEY THEMES



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



**AIoT and Big Data**  
Technology themes converging as the proliferation of distributed connected devices (IoT, edge) enlarges the digital surface area in which software (AI) can optimize and automate business processes



**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



**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, AI and smart automation



**HealthTech**  
Technology that bridges the gap between providers, patients, Pharma, and Payors. Underlying solutions that improve outcomes, decrease costs, and engage patients / members. Shifted emphasis to specialty drugs and personalized medicine



**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



**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



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

## LEADERSHIP

Our senior bankers have a collective 300+ years of experience. Our partners and managing directors are intimately involved in every transaction.



**Carter McClelland, Chairman and Co-Founder**  
carter.mcclelland@usadvisors.com  
212-376-1750  
50+ years of investment banking and advisory experience on Wall Street, including Morgan Stanley, Deutsche Bank and Bank of America



**Ted Smith, President and Co-Founder**  
ted.smith@usadvisors.com  
415-501-8007  
30+ years of technology investment banking and advisory experience at Morgan Stanley, Deutsche Bank and Credit Suisse



**Mike Meyer, Chief Executive Officer, Head of Capital Markets**  
michael.meyer@usadvisors.com  
212-376-1725  
30+ years of leveraged finance, global credit and fixed income with Morgan Stanley, RBC Capital Markets and Bank of America



**Wayne Kawarabayashi, Chief Operating Officer, Head of Mergers & Acquisitions**  
wayne.kawarabayashi@usadvisors.com  
212-376-1730  
28+ years of technology investment banking and advisory experience at Barclays and Lehman Brothers



**Devon Ritch, Partner, Mergers & Acquisitions**  
devon.ritch@usadvisors.com  
415-501-8040  
19+ years of technology investment banking and advisory experience at RBC Capital Markets; practiced M&A law as an Associate at Wilson Sonsini Goodrich & Rosati



**Phillip Kim, Managing Director, Mergers & Acquisitions**  
phillip.kim@usadvisors.com  
212-376-1777  
18+ years of technology investment banking and advisory experience at Greenhill & Co., Lehman Brothers and Deutsche Banc Alex. Brown



**Emily Anderson, Managing Director, Software**  
emily.anderson@usadvisors.com  
415-501-8045  
18+ years of transaction advisory experience at CODE Advisors, Goldman Sachs and Ernst & Young



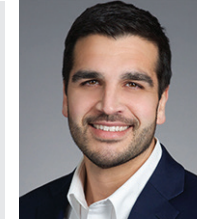
**Will Andereck, Managing Director, Software**  
will.andereck@usadvisors.com  
415-501-8023  
13+ years of technology investment banking and advisory experience at Union Square Advisors focused on the enterprise software sector



**Todd Holman, Managing Director, Internet & Digital Media**  
todd.holman@usadvisors.com  
415-501-8025  
13+ years of technology investment banking and advisory experience at RBC Capital Markets



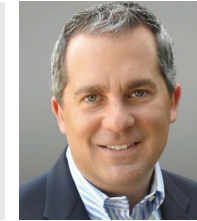
**Zeke Navar, Managing Director, Head of HealthTech**  
zeke.navar@usadvisors.com  
415-501-8030  
25+ years of investment banking experience, most recently having led the HealthTech practices at Crosstree Capital, JMP, H2C and GCA (d.b.a. Houlihan Lokey)



**Christopher Appaneal, Managing Director, Software**  
christopher.appaneal@usadvisors.com  
212-376-1770  
14+ years of M&A and capital advisory experience focused primarily on the enterprise software and data & analytics sectors at TD Securities, Raymond James and Bank of America Merrill Lynch



**Todd Meadow, Managing Director, Capital Markets & Head of Sponsor Coverage**  
todd.meadow@usadvisors.com  
212-376-1720  
20+ years of investment banking experience in M&A, debt and equity financings, and GP liquidity at Devon Park, Lazard, Nomura and Goldman Sachs



**Jon Shalowitz, Managing Director, Software**  
jon.shalowitz@usadvisors.com  
415.501.8050  
30+ years of entrepreneurial, executive, and M&A advisory experience, most recently as Managing Director at Woodside Capital Partners, focusing on enterprise SaaS, AI, and infrastructure software



**185+**  
TRANSACTIONS

EXCEEDING

**\$120**  
BILLION



**SAN FRANCISCO**  
1 Embarcadero Center  
Suite 950  
San Francisco, CA 94111  
415.501.8000

**NEW YORK**  
1350 Avenue of the Americas  
Suite 700  
New York, NY 10019  
212.376.1700

**www.usadvisors.com**  
Union Square Advisors LLC,  
Member of FINRA and SIPC.











































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

Bringing Clarity to Complex Transactions

Sell-Side

|  |  |  |   |   |   |   |   |   |   |
|--|--|--|---|---|---|---|---|---|---|
| <br>in its sale to<br> | <br>in its sale to<br> | <br>in its sale to<br> | <br>in its sale to<br>          | <br>in its sale to<br>        | <br>in its sale to<br>          | <br>in its sale to<br>        | <br>in its \$918M sale to<br> | <br>in its sale to<br>        | <br>in its \$202M sale to<br> |
| <br>in its sale to<br> | <br>in its sale to<br> | <br>in its sale to<br> | <br>in its majority sale to<br> | <br>in its \$245M sale to<br> | <br>in its majority sale to<br> | <br>in its \$435M sale to<br> | <br>in its \$1.4B sale to<br> | <br>in its \$200M sale to<br> | <br>in its \$440M sale to<br> |

Buy-Side

|   |  |  |  |  |  |   |  |   |  |
|---|--|--|--|--|--|---|--|---|--|
| <br>in its majority investment in<br> | <br>in its investment in<br> | <br>in its \$775M acquisition of<br> | <br>in its majority stake acquisition of<br> | <br>in its \$215M acquisition of<br> | <br>in its \$275M acquisition of<br> | <br>in the \$67B acquisition of<br> | <br>in its \$925M acquisition of<br> | <br>in its \$720M majority stake acquisition of<br> | <br>in their \$5.3B acquisition of<br> |
|---|--|--|--|--|--|---|--|---|--|

Capital Markets

|  |  |   |   |  |  |  |  |   |   |
|--|--|---|---|--|--|--|--|---|---|
| <br>in its \$70M+ financing from<br> | <br>in its \$460M financing from<br> | <br>in its \$40M growth investment from<br> | <br>in its \$80M financing led by<br> | <br>in its \$125M financing from<br> | <br>in its \$107M financing from<br> | <br>in its \$100M growth investment led by<br> | <br>in its \$100M financing by<br> | <br>in its \$100M investment in<br> | <br>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.

UNION SQUARE ADVISORS

\* Transaction value per 451 Research The transactions above represent a select sample of our total volume