

March 26, 2015

Financial Technology Partners LP

FTP Securities LLC

Transaction Profile:



secures \$110,000,000 in financing led by



Courtesy of:



The Only Investment Bank
Focused Exclusively on Financial Technology

www.ftpartners.com



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FinancialForce Secures \$110 million in Financing

Transaction Summary & Overview



CEO: Jeremy Roche
Headquarters: San Francisco, CA
Founded: 2009
Employees: 220

Transaction Summary

- On March 26, 2015, FinancialForce.com announced that it had raised an additional \$110 million in financing led by Technology Crossover Ventures
 - Additionally, Salesforce Ventures, the global corporate investment arm of Salesforce, participated in the round
- FinancialForce plans to use this investment to continue its growth efforts in all areas of its business, including product development, sales, marketing, partnerships and customer support efforts
- The investment is in addition to the recent \$50 million round from Advent International in April of 2014
- As a part of the transaction, Tim McAdam, who is a general partner at Technology Crossover Ventures and has experience scaling cloud-based business, will join FinancialForce's Board of Directors
- The transaction follows a highly successful year for the Company in which it grew its annual run-rate subscription numbers by over 90% and reached \$50 million in run-rate revenues

Previous Equity Financings

Date	Size (\$ mm)	Investors
08/07/14	\$29.0	NA
04/23/14	50.0	Advent International GLOBAL PRIVATE EQUITY
09/26/12	14.5	salesforce ventures
11/24/10	11.8	salesforce ventures
09/30/09	na	salesforce ventures

Company Overview

- Integrated into the Salesforce1 Platform, FinancialForce provides an ERP business solution
 - Solution is housed on a unified cloud platform
 - Offers ERP applications covering the areas of Financial Management, Human Capital Management, Professional Service Automation, Quote to Cash and Supply Chain Management
- FinancialForce allows users to gain a holistic view on the customer experience for their entire organization
- Platform is built to be fully integrated into the Salesforce Customer Success Platform and helps companies generate meaningful relationships between themselves and their customers

FinancialForce Secures \$110 million in Financing

FinancialForce ERP Offerings

- Cloud-based platform allows for a continuous and connected picture of a company's ERP system and its various divisions
- Information is updated real-time to give customers the most up-to-date data on the functioning of their company

- Product is completely integrated into a company's salesforce platform
- Allows for CRM division to more efficiently monitor existing contracts and process new leads

- Advanced quoting product allows sales teams to easily configure, price and quote goods and services
- Product streamlines the processing of revenue generating activities from the initial quote all the way to revenue recognition



- Allows companies to manage workforce across the whole HR spectrum in areas such as benefits and compensation, talent management and workforce analytics

- Product puts many core financial management functions including general ledger, accounts receivable, revenue recognition, spend management and accounts payable directly in company's salesforce platform
- Allows for common Salesforce reporting and analytics for all aspects of business

- Product allows customers to easily manage their entire supply chain from order to procurement in a single closed-loop process
- Quotes, orders, inventory, fulfillment and contracts can all be processed with workflows automated across whole supply chain

- Fully Integrated into a business's salesforce platform, product allows businesses to automate and streamline the management of the business's projects and portfolios
- Key processes, such as billing and invoicing, time and expense management and sales collaboration are fully manage to increase efficiency and profitability

- Allows businesses to fully automate their billing process, merging together the order recording and invoice creation processes
- Invoices are created directly from data recorded on a company's Salesforce Platform simplifying billing into an easy and efficient process

FinancialForce Secures \$110 million in Financing

Management Team



Jeremy Roche, President and CEO

- Currently serves as FinancialForce's President and CEO
- Prior to FinancialForce, he led CODA, a UK-based company that focused on enterprise accounting software



John Bonney, Chief Financial Officer

- As CFO, he is in charge of the Company's global finances and general operations
- Before joining FinancialForce, he was Global VP of Finance & Division CFO for SAP Cloud and was accountable for over \$1.0 billion in subscription revenues annually



Debbie Ashton, Vice President, Product

- She brings over 16 years of experience in the enterprise software industry and is in charge of leading the Company's R&D and customer advocacy departments
- Previously served as Head of Product Development for CODA



Adrian Ivanov, Vice President, Sales

- Currently is in charge of all sales efforts at FinancialForce
- Previously was a member of the executive team at Vontu responsible for the Company's alliances, sales and business development efforts




Tom Brennan, Vice President, Marketing

- Has over 20 years of experience in the financial software industry
- Before FinancialForce, he was a Vice President at CODA in charge of the company's sales and marketing efforts

Overview of FT Partners


Leader in Financial Technology Investment Banking

Financial Technology Partners LP
FTP Securities LLC
is pleased to announce its exclusive role as
sole strategic and financial advisor to



in its sale to

MOELIS CAPITAL PARTNERS



The Only Investment Bank
Focused Exclusively on Financial Technology

Financial Technology Partners LP
FTP Securities LLC
is pleased to announce its exclusive role as
sole strategic and financial advisor to

ShareholderInSite

in its sale to

IPREO



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Financial Technology Partners LP
FTP Securities LLC
is pleased to announce its exclusive role as
sole strategic and financial advisor to




in its Series D financing, including investment from
QUESTMARK PARTNERS
BBVA **edbi**
for total consideration of approximately

\$ 40,000,000




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Financial Technology Partners LP
FTP Securities LLC
is pleased to announce its exclusive role as
sole strategic and financial advisor to



in its 80% majority sale to

HEARST corporation



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Financial Technology Partners LP
FTP Securities LLC
is pleased to announce its exclusive role as
sole strategic and financial advisor to

customcredit@systems
a portfolio company of
Triton Pacific
Capital Partners, LLC
in its sale to
MISYS
a portfolio company of
Vista Equity Partners



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Financial Technology Partners LP
FTP Securities LLC
is pleased to announce its exclusive role as
sole strategic and financial advisor to

Performant

in its debt financing led by
MARSHALL CAPITAL
FUNDING
totaling approximately

\$ 148,000,000



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Financial Technology Partners LP
FTP Securities LLC
is pleased to announce its exclusive role as
sole strategic and financial advisor to

jack henry
& ASSOCIATES INC.
in its acquisition of
iPay Technologies


for total consideration of approximately

\$ 300,000,000



The Only Investment Bank
Focused Exclusively on Financial Technology

Financial Technology Partners LP
FTP Securities LLC
is pleased to announce its exclusive role as
strategic and financial advisor to




in its cash sale to

vantiv

for total consideration of approximately

\$1,650,000,000



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Financial Technology Partners LP
FTP Securities LLC
is pleased to announce its exclusive role as
sole strategic and financial advisor to

YAPSTONE
ePayments as a Service
in its its minority investment led by

ACCEL
PARTNERS

For total consideration of approximately

\$ 50,000,000



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Financial Technology Partners LP
FTP Securities LLC
is pleased to announce its exclusive role as
sole strategic and financial advisor to



in its sale to

WESTERN UNION

For total cash consideration of approximately

\$ 370,000,000




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Financial Technology Partners LP
FTP Securities LLC
is pleased to announce its exclusive role as
sole strategic and financial advisor to

avidxchange
in its agreement of financing with

BOATHOUSE
CAPITAL



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Financial Technology Partners LP
FTP Securities LLC
is pleased to announce its exclusive role as
sole strategic and financial advisor to

ATD
Automated Trading Desk, LLC
in its sale to
citi

for cash and stock consideration
of approximately

\$ 700,000,000



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Financial Technology Partners LP
FTP Securities LLC
is pleased to announce its exclusive role as
sole strategic and financial advisor to

FLEET ONE
in its cash sale to
wex

for total consideration of approximately

\$ 369,000,000



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Financial Technology Partners LP
FTP Securities LLC
is pleased to announce its exclusive role as
sole strategic and financial advisor to

ACCRETIVE HEALTH
results providers trust
in its


\$138,000,000
Initial Public Offering
valuing the equity at approximately

\$ 1,200,000,000




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Financial Technology Partners LP
FTP Securities LLC
is pleased to announce its exclusive role as
sole strategic and financial advisor to



in its sale to

ZYWAVE



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Financial Technology Partners LP
FTP Securities LLC
is pleased to announce its exclusive role as
sole strategic and financial advisor to

lynk
in its sale to

The Royal Bank of Scotland

for cash consideration of approximately

\$ 525,000,000



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Financial Technology Partners LP
FTP Securities LLC
is pleased to announce its exclusive role as
sole strategic and financial advisor to

Performant

in its

\$93,000,000
Initial Public Offering
valuing the equity at approximately

\$ 465,000,000



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Financial Technology Partners LP
FTP Securities LLC
is pleased to announce its exclusive role as
sole strategic and financial advisor to

VeriFone
THE WAY TO PAY™
in its

\$177,000,000
Initial Public Offering
valuing the equity at approximately

\$ 650,000,000




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Financial Technology Partners LP
FTP Securities LLC
is pleased to announce its exclusive role as
sole strategic and financial advisor to

VERUS
in its sale to
sage

for cash consideration of approximately

\$ 325,000,000



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Financial Technology Partners LP
FTP Securities LLC
is pleased to announce its exclusive role as
sole strategic and financial advisor to

AmWINS
Group, Inc.
in its recapitalization by
NMC
NEW MOUNTAIN CAPITAL LLC
valued at approximately

\$ 1,300,000,000




The Only Investment Bank
Focused Exclusively on Financial Technology

Financial Technology Partners LP
FTP Securities LLC
is pleased to announce its exclusive role as
sole strategic and financial advisor to

square
trade - protection
in its recapitalization by
BainCapital
BainCapital Ventures
of approximately

\$ 238,000,000



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Overview of FT Partners

Award-Winning Investment Banking Franchise Focused on Superior Client Results



M&A Advisor
Awards

- | | |
|------|--|
| 2014 | <ul style="list-style-type: none"> ■ Equity Financing Deal of the Year ■ Professional Services Deal of the Year, Above \$100mm |
| 2012 | <ul style="list-style-type: none"> ■ Dealmaker of the Year ■ Professional Services Deal of the Year, Above \$100 mm |
| 2011 | <ul style="list-style-type: none"> ■ Boutique Investment Bank of the Year ■ Deal of the Decade ■ <i>10 Deal of the Year Nominations Across 9 Categories</i> |
| 2010 | <ul style="list-style-type: none"> ■ Upper Middle Market Deal of the Year, Above \$500 mm ■ IT Services Deal of the Year, Below \$500mm ■ Cross-Border Deal of the Year, Below \$500mm |
| 2007 | <ul style="list-style-type: none"> ■ Dealmaker of the Year – Steve McLaughlin ■ Business to Business Services Deal of the Year ■ Computer and Information Technology Deal of the Year, Above \$100mm ■ Financial Services Deal of the Year, Above \$100mm |



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|-----------|---|
| 2006-2008 | ■ Steve McLaughlin consecutively ranked (2006, 2007 and 2008) among the top Bankers in Financial Technology |
|-----------|---|



WINNER
Middle Market
Financing Awards

- | | |
|------|--|
| 2008 | <ul style="list-style-type: none"> ■ Equity Financing Dealmaker of the Year – Steve McLaughlin ■ Information Technology Deal of the Year ■ Financial Services Deal of the Year |
| 2006 | <ul style="list-style-type: none"> ■ Financing Professional of the Year – Steve McLaughlin ■ <i>Financing Deal of the Year - Equity</i> ■ <i>Financing Deal of the Year - Debt</i> |

Note: **Bold** represents awards that FT Partners has won, *italics* represents nominations.