

FT PARTNERS FINTECH INDUSTRY RESEARCH

October 24, 2016

PaySimple®

PaySimple Raises \$115 million in Financing

From Providence Strategic Growth

PROVIDENCEEQUITY

Overview of FT Partners

- Financial Technology Partners ("FT Partners") was founded in 2001 and is the only investment banking firm focused exclusively on FinTech
- FT Partners regularly publishes research highlighting the most important transactions, trends and insights impacting the global Financial Technology landscape. Our unique insight into FinTech is a direct result of executing hundreds of transactions in the sector combined with over 15 years of exclusive focus on Financial Technology

FT Partners' Advisory Capabilities



FT Partners' FinTech Industry Research

FINTECH RESEARCH & INSIGHTS

- In-Depth Industry Research Reports
- Proprietary FinTech Infographics
- Monthly FinTech Market Analysis
- FinTech M&A / Financing Transaction Profiles



The Information

Named Silicon Valley's #1 FinTech Banker (2016) and ranked #2 Overall by *The Information*



Ranked #4 Most Influential Person in all of FinTech in *Institution Investor's* "FinTech Finance 35"



Numerous Awards for Transaction Excellence including "Deal of the Decade"

Steve McLaughlin: *Founder & CEO*

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PaySimple Raises \$115 million in Financing

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PaySimple

Transaction Summary

Transaction Summary

- On October 20, 2016, PaySimple announced it has raised \$115 million in growth financing from Providence Strategic Growth (PSG), the growth equity affiliate of Providence Equity Partners
 - The investment is expected to accelerate PaySimple's strategy to market services online, automate payment acceptance and deliver one end-to-end solution to its customers
- Mark Hastings, a Managing Director and Head of Providence Strategic Growth, will join PaySimple's board of directors as a result of the transaction
- PaySimple's platform combines the process of generating business online with the methods in which companies need to collect payments
- Currently over 17,000 companies, across the United States in industries from wellness to education to professional services, use PaySimple's platform

Management Team



Eric Remer, Founder & CEO

- Founded PaySimple and currently serves as Chairman and CEO
- Previously founded Conclave Group, a direct marketing services company and co-founded I-Behavior, a behavioral targeting and database marketing organization



Matt Feierstein, President and COO

- Oversees the Company's holistic business operations as President and Chief Operating Officer
- Previously was COO at IAC's Pronto division, responsible for the Company's revenue and acquisition goals



Tom Wilkas, CFO

- Responsible for finance and accounting for the Company
- Previously he was the CFO for a number of PE-backed, VC-backed and / or publicly traded companies specializing in M&A, capital raising, growth acceleration and strategic exits

Transaction Commentary

"PSG brings more than just capital to PaySimple and we are looking forward to leveraging their considerable resources to help accelerate our growth. PSG has the industry experience and operational expertise to help us more quickly realize our goal to make the lives of business owners easier. PaySimple is the first true service commerce solution on the market and we are excited for the opportunities that our PSG partnership will bring."

PaySimple

Eric Remer
Founder & CEO



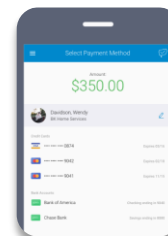
"Legacy paper-based cash and check processes, and even terminal point-of-sale solutions, don't fit the needs of relationship-oriented verticals, and limit their growth. That gap affects a great number of SMBs across the country and PaySimple is uniquely positioned to meet the needs of this market with the platform they've built. We're very excited to work with Eric and the team at PaySimple to provide business-changing technology and vertically-focused offerings in this underserved and rapidly growing space."

PROVIDENCEEQUITY

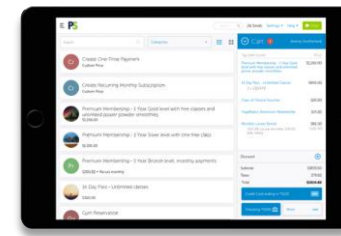
Mark Hastings
Managing Director



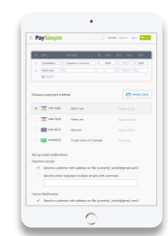
Accept Payments



Streamline Billing



Retain Customers



PaySimple Raises \$115 million in Financing

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PaySimple

PaySimple Overview

Company Overview

Co-Founder: Eric Remer
Headquarters: **PaySimple** Denver, CO
Founded: 2005

- PaySimple provides a leading, cloud-based SaaS platform for commerce services for businesses
- The Company's end-to-end solution covers everything from payments to appointments, allowing businesses to market services and accept payments
- With a customer management system at its core, all billing and payment activity is connected to the customer record, allowing businesses to better understand and retain customers
- PaySimple's platform is used by over 10,000 SMBs across the U.S.
- Products are offered directly to merchants or through partnered organizations to provide technology and support for white-labeled products

Selected Previous Equity Financings

Date	Size (\$ mm)	Investor(s)
09/23/11	\$16	 SGE SUSQUEHANNA GROWTH EQUITY, LLC
09/02/09	4	Undisclosed Investors
10/05/07	na	 aurionpro

Products and Services



Accept Payments: All credit and debit cards and electronic checks via ACH processing through the way the customer prefers to pay



Billing & Invoicing Automation: Recurring Billing, Online Payments, Electronic Invoicing, Automated Notifications



Retain Customers: Using customer management and insight tools to organize customer communications and data automatically



Sell Online: Automated Selling, Market Services, Customizable and Responsive Designs, Robust Built-in Reporting



Book Appointments: Add scheduling to websites, social media and email marketing with integrated checkout and automated appointment reminders



Mobile Payments: Accept payments anywhere with a mobile device, service customers on-the-go and monitor cash flow with seamless sync



Developers: Complete API feature stack for one payment integration: payment processing, direct to bank funding, subscription billing and payment plans and recurring revenue opportunities

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PaySimple

Providence Strategic Growth / Providence Equity Overview

Overview

PROVIDENCE EQUITY



Mark Hastings
Managing Director,
Head of PSG



John Clancy
Managing Director



Alexis Egan
Managing Director



Thomas Reardon
Managing Director

Locations

- Providence, RI (HQ)
- Boston, MA
- New York, NY

About

- Providence Strategic Growth was established in 2014 as the growth equity-focused fund of Providence Equity Partners, a global private equity firm with over \$40 bn in assets under management
- Seeks to make investments in technology companies within the lower middle market
- Pursues both steady and high-growth opportunities across North America and comfortable taking either a majority or minority stake in portfolio companies
- Provides a range of support services portfolio companies, including origination of add-on acquisition opportunities, talent recruitment and strategic advisory

Investment Preferences

Investment Criteria

Fund Size:	\$315 mm
Fund Raised:	2015
Investment Range:	\$10 – 50 mm
Revenue:	NA
EBITDA:	NA

General Preferences ¹

Control:	Majority
Geography:	North America
Transaction Type:	Growth, Recapitalization
Industry Focus:	Software, Tech- Enabled Services, Information Technology, Education Technology

Selected Recent Investments / Exits

FinTech / Financial Services Investments ²

Date	Company	Deal Amt. ³	Board Rep.	Sector
12/15	Abacus Data Systems (Buyout)	NA	NA	FMS
08/14	CardSmith (Buyout)	NA	NA	Pymts
03/14	SunGard Data Systems (Fidelity)*	\$2,000	Davis Noell	CapMkts
12/12	ikaSystems (Series C)	18	Jesse Du Bey	HCIT
01/12	Syntesys (Buyout)	NA	NA	BPO
09/11	FINACE (Buyout)	NA	NA	Bnkg
12/08	eTeleCare (Stream Global)*	NA	NA	BPO
01/07	Open Solutions (Fiserv)*	NA	NA	BPO

Other Notable Technology Investments ²

Date	Company	Deal Amt. ³	Board Rep.	Sector
07/15	Chime Communications (Buyout)	\$582	NA	Comm
07/15	X-Ray Analytics (Buyout)	275	Peter Wilde	HCIT
12/14	VectorLearning (PE Growth)	NA	Peter Wilde	Edu
12/14	RentPath (Secondary)	NA	Scott Marimow	Info Svc
09/14	VitalSmarts (Buyout)	NA	NA	Edu
06/14	Telekom Slovenije (Buyout)	1,325	NA	Telecom
06/14	Star CJ Network (Buyout)	50	Biswajit Subramanian	Retail

Source: Company website, PitchBook.

1) Italics indicate preferred control / geography.

3) Deal Amount in mm.

2) * denotes M&A exit; ** denotes IPO exit.

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Selected FT Partners' Research – *Click to View*



Research Report: Transaction Security



Research Report: PayPal Spin-off Overview



Research Report: Global Money Transfer



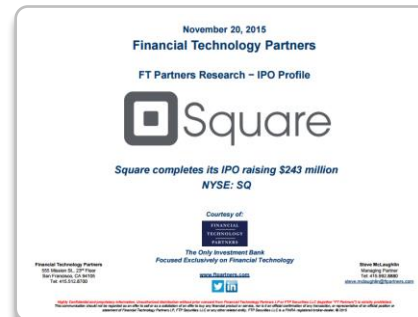
Research Report: Apple Unveils Apple Pay



Heartland's Sale to Global Payments



TransFirst's Sale to TSYS



Square Completes its IPO



First Data: Post Quiet Period Review

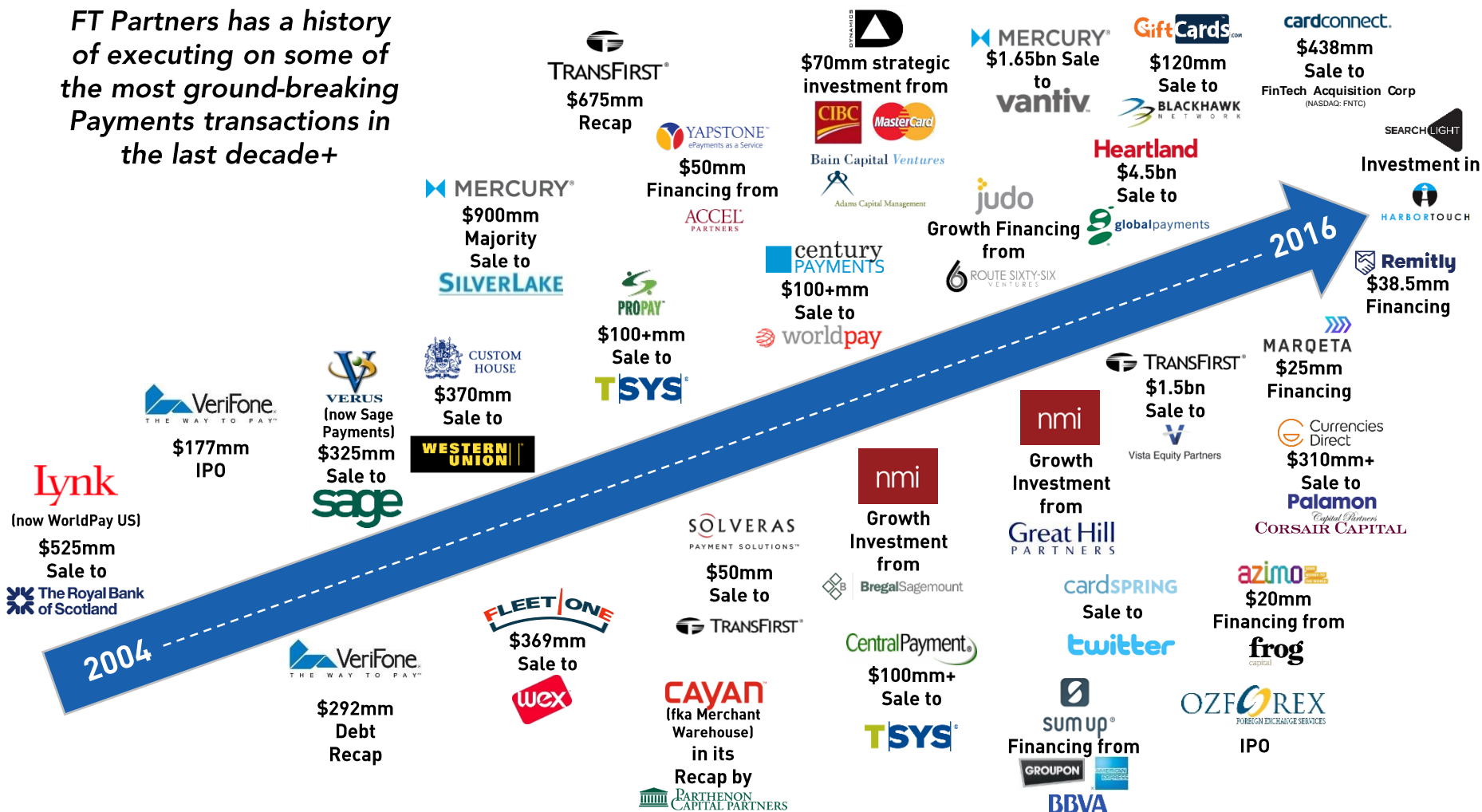
[VIEW MORE FT PARTNERS RESEARCH](#)

FT Partners is the Leader in Financial Technology Investment Banking

<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its role as strategic and financial advisor to</p> <p>Heartland</p> <p>in its sale to</p> <p>globalpayments</p> <p>for total consideration of</p> <p>\$ 4,500,000,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its role as strategic and financial advisor to</p> <p>MERCURY[®]</p> <p>in its cash sale to</p> <p>vantiv[™]</p> <p>for total consideration of</p> <p>\$ 1,650,000,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its role as strategic and financial advisor to</p> <p>TRANSFIRST[™]</p> <p>in its sale to</p> <p>Vista Equity Partners from WCAS</p> <p>for total consideration of</p> <p>\$ 1,500,000,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>GiftCards.com</p> <p>in its sale to</p> <p>BLACKHAWK NETWORK</p> <p>for total consideration of</p> <p>\$ 120,000,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>CAYAN[™]</p> <p>in its Significant Growth Recapitalization by</p> <p>PARthenon CAPITAL PARTNERS</p> <p>FINANCIAL TECHNOLOGY PARTNERS The Only Investment Bank Focused Exclusively on Financial Technology</p>
<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>MERCURY[®]</p> <p>in its approximately 60% Growth</p> <p>SILVERLAKE</p> <p>for a value up to</p> <p>\$ 900,000,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>cardsPRING</p> <p>in its sale to</p> <p>twitter</p> <p>FINANCIAL TECHNOLOGY PARTNERS The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its role as sole strategic and financial advisor to</p> <p>century PAYMENTS</p> <p>in its sale to</p> <p>WorldPay a portfolio company of Advent International / BainCapital</p> <p>FINANCIAL TECHNOLOGY PARTNERS The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>MARQETA</p> <p>in its Series C minority financing from</p> <p>COMMERZ VENTURES Commerzbank Group</p> <p>83NORTH / CV SACAPITAL GROUP / COMMERCE VENTURES</p> <p>for total consideration of approximately</p> <p>\$ 25,000,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>YAPSTONE[™] ePayments as a Service</p> <p>in its minority investment led by</p> <p>ACCEL PARTNERS</p> <p>for total consideration of approximately</p> <p>\$ 50,000,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS The Only Investment Bank Focused Exclusively on Financial Technology</p>
<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>VERUS</p> <p>in its sale to</p> <p>sage</p> <p>for cash consideration of approximately</p> <p>\$ 325,000,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>SOLVERAS PAYMENT SOLUTIONS[™]</p> <p>in its sale to</p> <p>TRANSFIRST[™]</p> <p>for total consideration of approximately</p> <p>\$ 51,000,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>lynk</p> <p>in its sale to</p> <p>The Royal Bank of Scotland</p> <p>for cash consideration of approximately</p> <p>\$ 525,000,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>PROPAY[™]</p> <p>in its sale to</p> <p>TSYS[®]</p> <p>for total consideration of approximately</p> <p>\$ 135,000,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS The Only Investment Bank Focused Exclusively on Financial Technology</p>	<p>Financial Technology Partners LP FTP Securities LLC</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>nmi</p> <p>in its growth investment by</p> <p>BregalSagemount</p> <p>for total consideration of approximately</p> <p>\$ 200,000,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS The Only Investment Bank Focused Exclusively on Financial Technology</p>

Unparalleled experience in Payment Processing across the entire spectrum of transaction types and dynamics, with extremely strong execution and outcomes

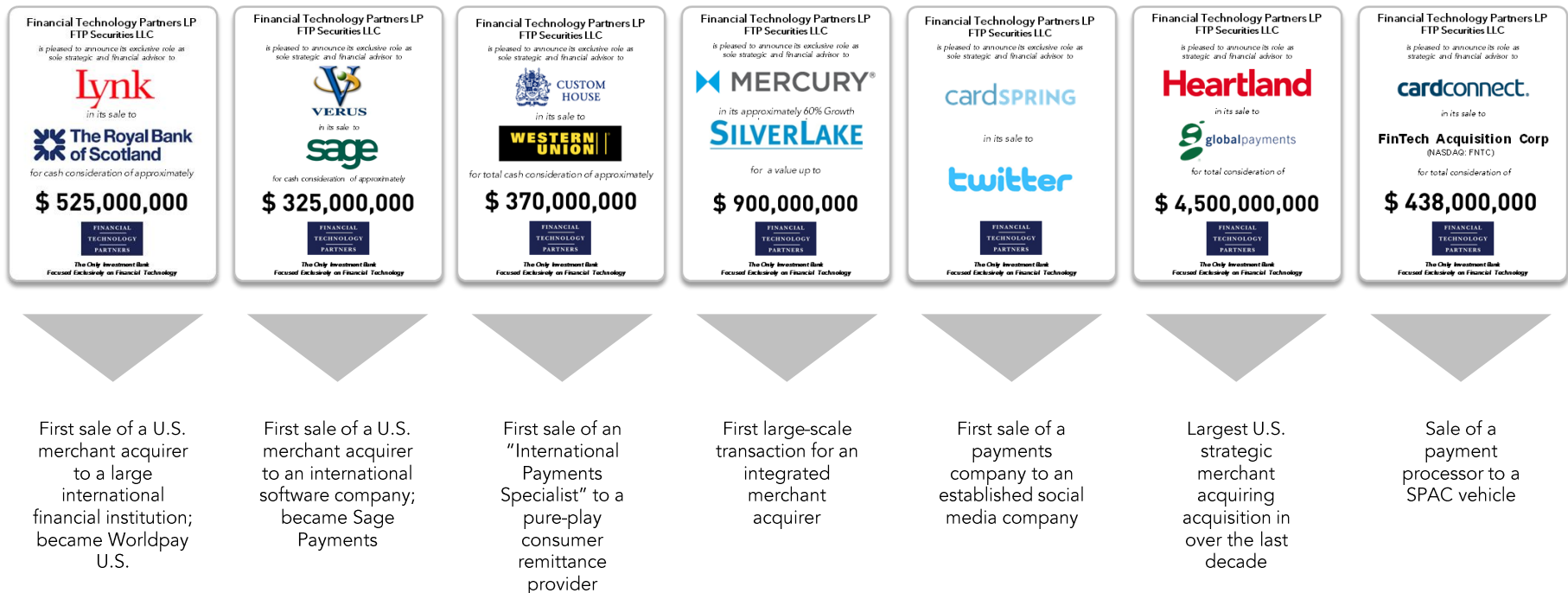
FT Partners has a history of executing on some of the most ground-breaking Payments transactions in the last decade+



FT Partners – Focused Exclusively on FinTech

FT PARTNERS RESEARCH

Ground-Breaking Transactions Pioneered by FT Partners



Transactions demonstrate success breaking new ground across the Payment Processing sector

Award-Winning Investment Banking Franchise Focused on Superior Client Results

FT Partners has been recognized as Investment Banking Firm of the Year and regularly achieves Merger and Financing Deal of the Year recognition



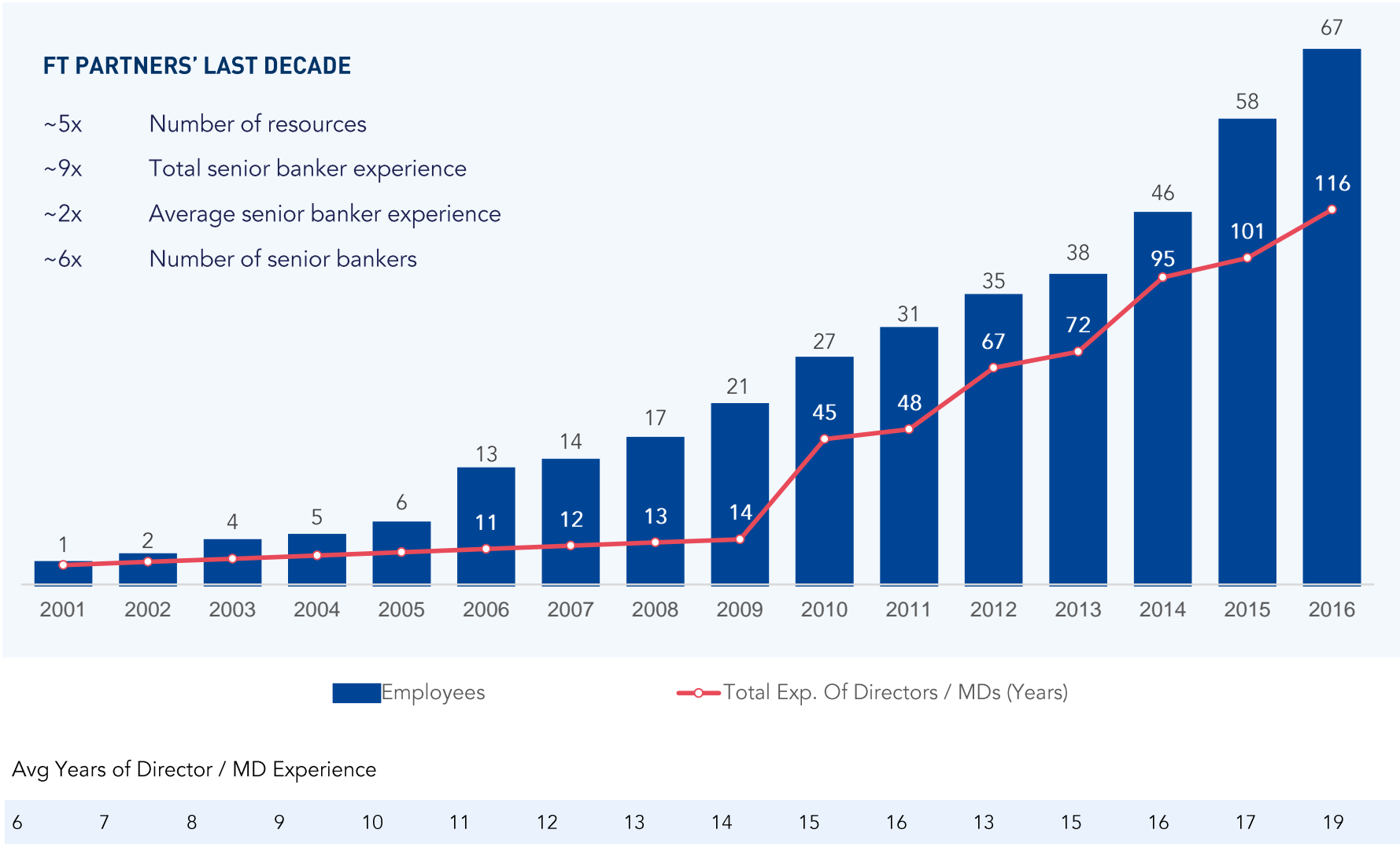
M&A Advisor Awards



Middle Market Financing Awards

2016	<ul style="list-style-type: none"> Investment Banking Firm of the Year Cross Border Deal of the Year
2015	<ul style="list-style-type: none"> Dealmaker of the Year Technology Deal of the Year
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 \$100mm
2011	<ul style="list-style-type: none"> Boutique Investment Bank of the Year Deal of the Decade 10 Deal of the Year Nominations Across 9 Categories
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
2015	<ul style="list-style-type: none"> Steve McLaughlin ranked #4 in Institutional Investor's FinTech 35 List
2006 - 2008	<ul style="list-style-type: none"> Consecutively ranked (2006, 2007 and 2008) among the top Bankers in Financial Technology
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 Financing Deal of the Year - Equity Financing Deal of the Year - Debt

Platform of Choice for Clients and Bankers Alike



The FT Partners Senior Banker Team

Name / Position	Prior Background	Experience / Education	Years of Experience
Steve McLaughlin <i>Founder, CEO and Managing Partner</i>		<ul style="list-style-type: none"> Formerly with Goldman, Sachs & Co. in New York and San Francisco from 1995-2002 Formerly Co-Head of Goldman Sachs' Financial Technology Group (#1 market share) Wharton M.B.A. 	21
Larry Furlong <i>Managing Director</i>		<ul style="list-style-type: none"> Formerly with Goldman, Sachs & Co. in New York, London and Los Angeles beginning in 1995 Wharton M.B.A. 	21
Greg Smith <i>Managing Director</i>		<ul style="list-style-type: none"> Formerly award winning Equity Research Analyst at Merrill Lynch / J.P. Morgan / Sterne Agee Recent coverage included V, MA, TSS, GPN, HPY DST, ENV, FISV, FIS, JKHY, WU & EEFT among others 	20
Steve Stout <i>Managing Director</i>		<ul style="list-style-type: none"> Formerly with J.P. Morgan and UBS Formerly Global Head of Strategy at First Data 	18
Tim Wolfe <i>Managing Director</i>		<ul style="list-style-type: none"> Formerly with Goldman, Sachs & Co. beginning in 2000 Started at FT Partners in 2002 40 Under 40 M&A Advisor Award Winner 2013 Harvard M.B.A. 	14
Andrew McLaughlin <i>Managing Director, Research & Business Development</i>		<ul style="list-style-type: none"> Leads FT Partners' Research and Business Development Team Formerly with Deloitte Consulting 	10