

# FinTech Meets Alternative Investments

Innovation in a Burgeoning  
Asset Class

FINANCIAL  
TECHNOLOGY  
PARTNERS

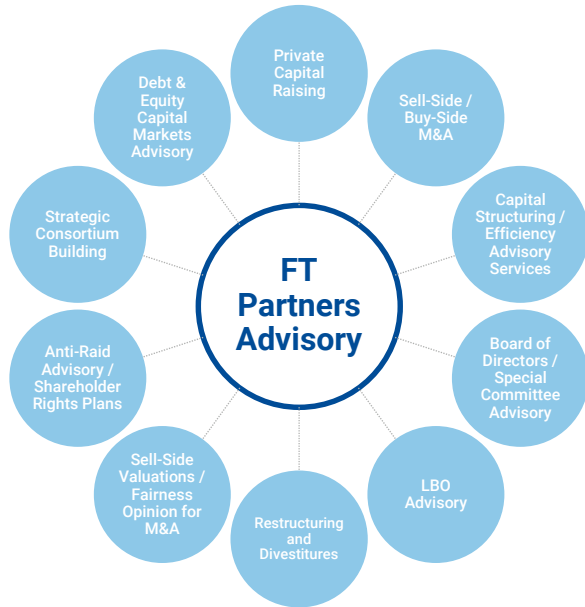
March 2020

# FinTech Meets Alternative Investments

FT Partners | Focused Exclusively on FinTech

Alternative Investments

## FT Partners' Advisory Capabilities



## FT Partners' FinTech Industry Research

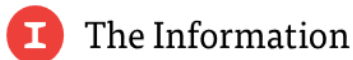


In-Depth Industry Research Reports

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 #1 Most Influential Person in all of FinTech in Institutional Investors "FinTech Finance 40"**



**THE M&A ADVISOR**

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

- 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 18 years of exclusive focus on Financial Technology

# FinTech Meets Alternative Investments

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**Steve McLaughlin**

Founder, CEO, Managing Partner

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# FinTech Meets Alternative Investments

Table of Contents | Executive Interviews and Company Profiles

Alternative Investments

## Executive Interviews



**ADDEPAR**  
**Eric Poirier**  
CEO



**BACKSTOP SOLUTIONS**  
**Clint Coghill**  
CEO



**CAIS**  
**Matthew Brown**  
Founder & CEO



**carta**  
**Henry Ward**  
Founder & CEO



**CONVERGENCE**  
**John Phinney,**  
**George Evans**  
Co-Presidents



**exchange lodge**  
**Robert Caporale**  
CEO



**Forge**  
**Kelly Rodrigues**  
CEO



**FNEX**  
**Todd Ryden**  
Founder & CEO



**Rally**  
**Christopher Bruno**  
Co-Founder, CEO



**YIELDSTREET**  
**Milind Mehre**  
Founder & CEO



**7PARK**  
**Brian Lichtenberger**  
Co-Founder, CEO

## Company Profiles

**ARTIVEST**  
**iCapital**  
NETWORK

**YIELDSTREET**

**AXIAL**

**OurCrowd**

**REALTY MOGUL**

**BACKSTOP SOLUTIONS**

**exchange lodge**

**SAF**  
PLATFORM

**earnest**  
research

**CONVERGENCE**  
OPTIMAL PERFORMANCE

**NAV**  
CONSULTING

**Hamilton Lane**

**AZTEC**  
GROUP

**CAIS**  
Kettera Strategies

**XEN**

**EQUITYZEN**

**CADRE**

**Patch of Land**  
building wealth. growing communities.

**BRIDGE VENTURE**

**LIGHTKEEPER**

**solovis**

**Dataminr**

**preqin**

**APEX**  
FUND SERVICES

**GEN II**  
FUND SERVICES, LLC

**TRIDENT** FUND SERVICES

**FNEX**

**Rally**

**AngelList**

**Forge**

**FUNDRISE**

**ADDEPAR**

**carta**

**NOVUS**

**MILLENNIUM**  
TRUST COMPANY

**Orbital Insight**

**HEDGESERV**

**CITCO**

**SANNE**





# Executive Summary

# Executive Summary

## Overview of the Opportunity

Demand for alternative assets remains strong as investors and plan sponsors seek asset diversification, higher yields, and uncorrelated returns. As a result, alternatives are a clear bright spot in the asset management industry. Despite significant headwinds, successful alternative asset managers are growing while many traditional asset managers have or are considering moving into the space.

A similar trend is playing out among investment service providers – traditional servicers are expanding their capabilities to include alternatives and we expect to see heightened consolidation as alternative-focused service providers are increasingly viewed as attractive targets.

This report is designed to provide asset managers, service providers, private equity investors, and others interested in alternatives with deep insight into trends in the alternative asset management industry, potentially shedding light on new business, investment, and acquisition opportunities across the space.

A new FinTech ecosystem is building around alternatives consisting of:



New data and analytics providers



Software companies offering business management solutions built on modern technology



Online platforms seeking to provide frictionless access to investments and more easily match investors and managers

**As demand grows for alternative assets, a new FinTech ecosystem is developing to help investors, investment managers, and service providers to access new asset classes and manage their investments and operations with new data, software, and platforms.**

### *In this report, we ...*

#### DEFINE

Alternative investments  
and discuss industry  
demand drivers

#### HIGHLIGHT

Key trends driving the  
developing FinTech  
ecosystem around the  
alternative investment  
management industry

#### PROVIDE

A detailed landscape of the  
FinTech companies  
servicing the alternatives  
ecosystem

#### INTERVIEW

CEOs of 11 companies  
driving innovation in the  
Alternatives space

#### LIST ACTIVITY

of recent M&A transactions  
and financing among  
alternative-related service  
providers and other  
tangential FinTech  
companies targeting  
alternatives

#### PROFILE

41 alternative-related  
service providers and other  
FinTech companies in the  
space



# Industry Overview and the Rise of Alternative Investments

# An Introduction to Alternative Investments

Defining and Differentiating Securities within the  
Industry

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A yellow circle with a white lowercase letter 'i' inside, representing an information icon. It is positioned on a blue diagonal background element on the left side of the slide.

i



# An Introduction to Alternative Investments

## Defining and Differentiating Alternative Investments

### Defining “Alternative Investments”

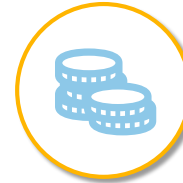
**Alternative investments** can be classified as investments that do not belong in traditional asset classes such as cash, stocks and bonds. They typically span the spectrum of risk, return, and liquidity. Furthermore, alternatives share the following principal characteristics:



**Reduced liquidity**



**Low to moderate correlation with public equity markets**



**Not listed on an exchange**

Due to regulatory restrictions along with higher minimums and higher fees (compared to traditional investments), **alternatives have traditionally only been accessible to institutions and high net worth individuals**. Because these securities are private and limited to more experienced / wealthier investors, there is a general lack of transparency and understanding of them among the broader universe of investors and advisors.

### Breaking Down Alternative Investment Classes

Prime examples of alternatives include:

Private Equity

Private Placements

Physical Metals

Hedge Funds

Managed Futures

Real Estate

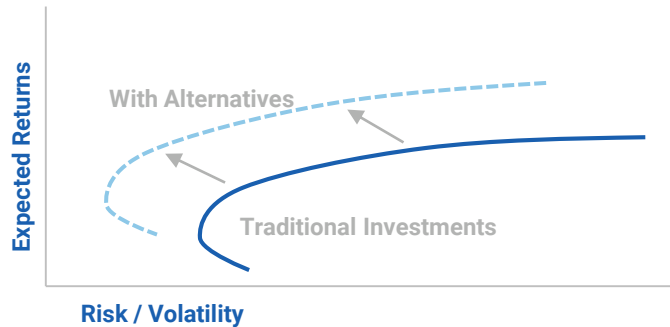
Investments in each of these classes typically require a high minimum (often greater than \$1 million) and standing as an accredited investor.

**Note:** the term “accredited investor” is defined as either an institution meeting certain requirements or an individual that commands a net worth of at least \$1 million (excluding their primary residence) or an annual salary of at least \$200,000 in each of the two most recent years.

# An Introduction to Alternative Investments

## The Accessibility of Alternatives

### Modern Portfolio Theory – Traditional vs. Alternatives



**Alternative Investments are notably less accessible, but typically provide uncorrelated and potentially higher returns.**

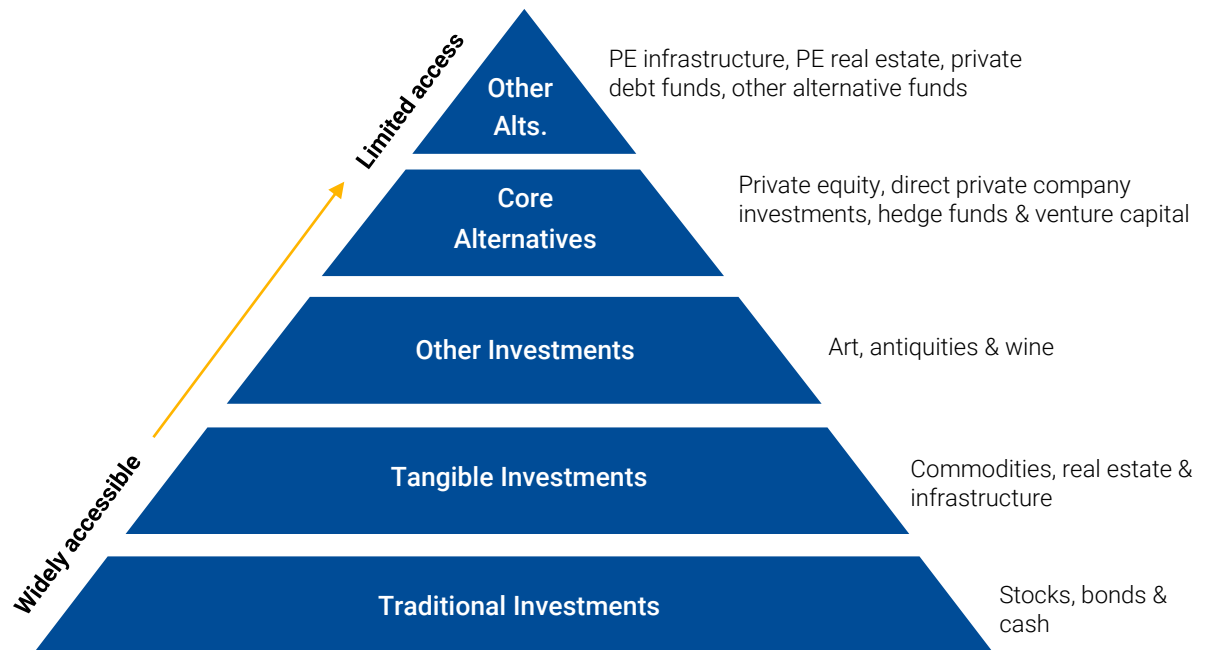
Certain FinTech companies outlined in this report are shaping the industry to make these investments more open to both institutions and individuals.



**Justin Ferri**  
Managing Director



“Leveraging technology to unlock alternative investment solutions that were previously unavailable should be top-of-mind...<sup>(1)</sup>”



# An Introduction to Alternative Investments

## Key Events in the History of Alternative Investments

### 1920s – 60s

**1926:**

**Graham-Newman founded**  
*First hedge fund*

**1946:**

**American R&D Corporation founded**  
*First venture capital fund*

**1958:**

**US Small Business Investment Act of 1958**  
*Enabled the creation of PE and VC funds*

**1962:**

**Investors Overseas Service**  
*First fund of funds*

### 1970s

**1972:**

**Sequoia Capital founded**  
VC firm  
**SEQUOIA**

**Kleiner Perkins Caufield & Byers founded**  
VC firm  
**KPCB**

**1973:**

**Black-Scholes formula is published**  
*Enabled derivative pricing*

**1975:**

**Bridgewater founded**  
Hedge fund  
**BRIDGEWATER**

**1976:**

**KKR founded**  
PE buyout firm  
**KKR**

**1978:**

**Update to ERISA**  
*Allowed pensions to invest in private funds*

### 1980s

**1981:**

**Economic Recovery Tax Act of 1981**  
*Made equity investments more attractive compared to debt*

**1985:**

**Blackstone founded**  
PE buyout firm  
**Blackstone**

**1987:**

**Carlyle founded**  
PE buyout firm  
**THE CARLYLE GROUP**

**1989:**

**Savings and loan scandal, Drexel Burnham collapsed**  
*Junk (high yield) bond market collapsed*  
**Drexel Burnham**

### 1990s

**1998:**

**Long-term Capital implodes**  
*The financial system's stability is compromised*

**1999:**

**Financial Modernization Bill (Gramm-Leach-Bliley Act)**  
*Enabled the rise of large US investment banks*

### 2000s – Present

**2000:**

**Gaussian Copula function is published**  
*Enabled the rise of structure products such as CDOs, CLOs and CDSs*

**Commodity Futures Modernization Act of 2000**

*Enabled derivative growth*

**Rise of sovereign wealth funds**  
*Catalyst for institutionalization*

**2007:**

**Blackstone IPO**  
*First major PE firm to go public*

**2008:**

**Global financial crisis**  
*Global recession*

**2010:**

**New financial regulations**  
*Reshaped the financial and investment industries*

# An Introduction to Alternative Investments

## Events Giving Rise to Alternatives

Over the past few decades, alternative investments have grown increasingly popular in response to the shifting events in the economy and public markets.



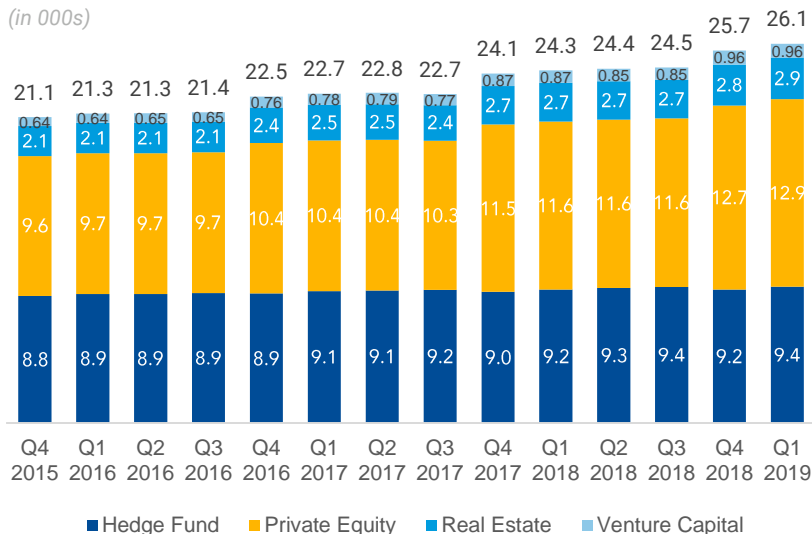
# An Introduction to Alternative Investments

## Private Fund Growth



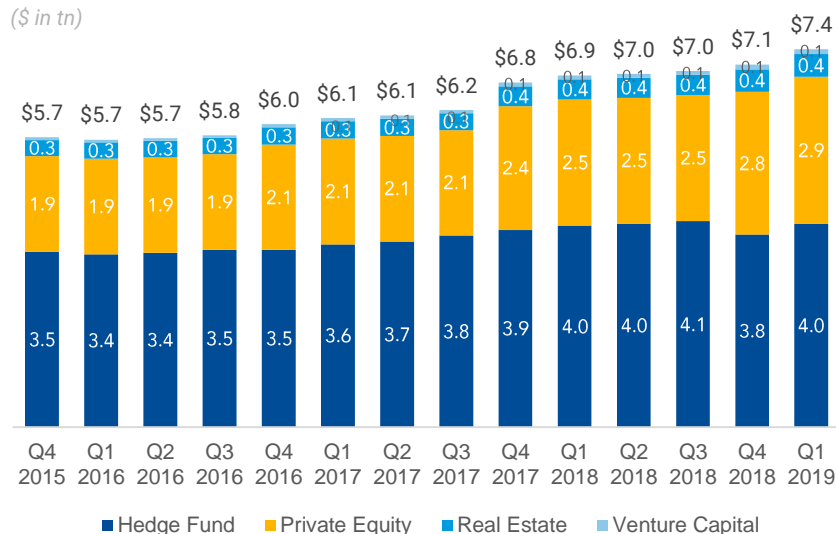
### Number of Funds

(in 000s)



### Private Fund Net Asset Value ("NAV")

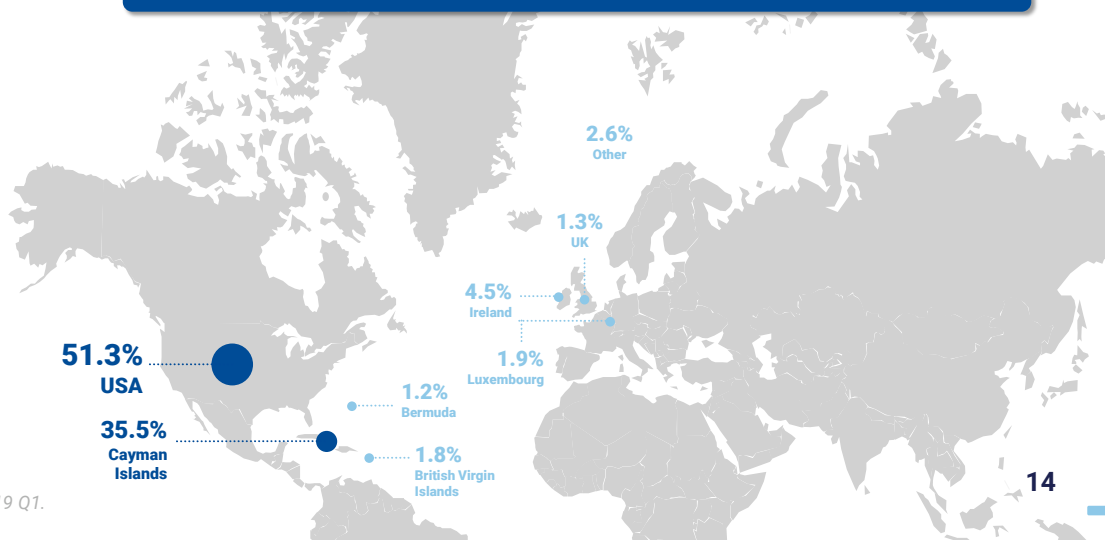
(\$ in tn)



**Private funds (private equity, venture capital, hedge funds, etc.) have grown steadily**, both in the number of funds and net asset value ("NAV"), reflecting the increasing demand for Alternatives.

While a little over half of reported private funds are domiciled in the US (based on a % of net asset value), **the vast majority of remaining funds are domiciled in tax havens** – countries with little to no corporate taxes.

### Geographic Distribution of Private Funds (based on NAV)

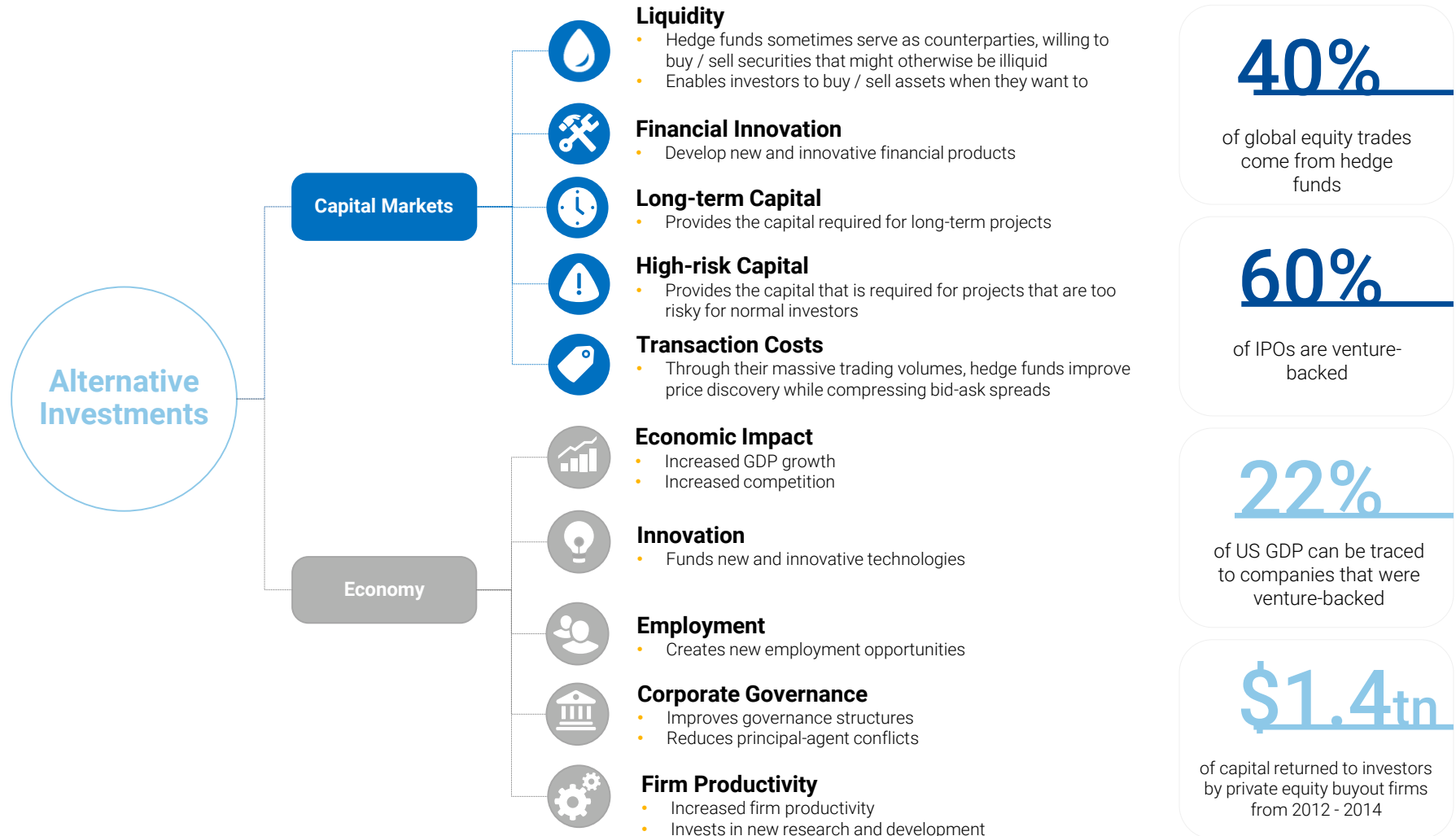




# An Introduction to Alternative Investments

## Alternative Investments' Economic Contribution

Alternative investments have a surprisingly large impact on the economy and the broader capital markets.



# An Introduction to Alternative Investments

## Current Investors in Alternatives

There are several types of investors in alternatives, ranging from high net worth individuals to multiple types of institutions. These investors can be categorized into three main groups – **long-term, liability driven, and diversification driven** – with each group having different strategies and reasons for investing in alternatives.

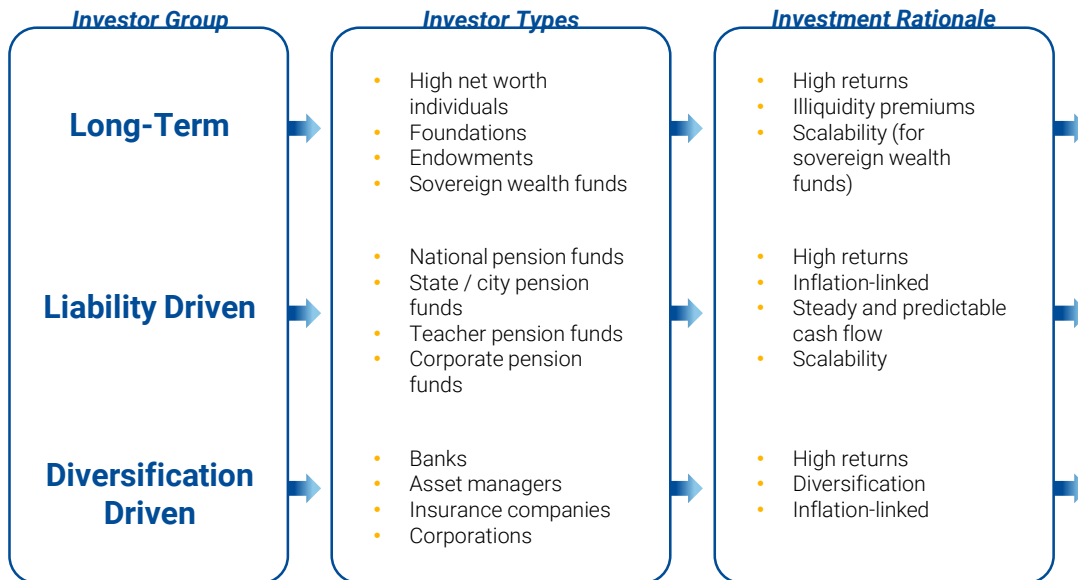
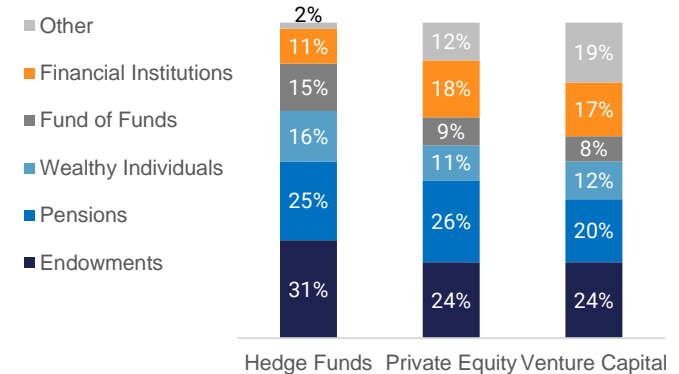
**78%**

of institutional investors hold at least one alternative investment

**60%**

of the money invested in alternatives is controlled by institutional investors

### Major Sectors of Alternatives, by Investor Type



**Meghan McAlpine**  
Director of Strategy & Product Marketing,  
Alternative Investments



“ For emerging managers and those who are still actively raising capital, I think that LPs are looking to increase their [alternatives] allocations is definitely good news. <sup>(1)</sup> ”

# An Introduction to Alternative Investments

Current Investors in Alternatives (cont.) | Crossover Investors

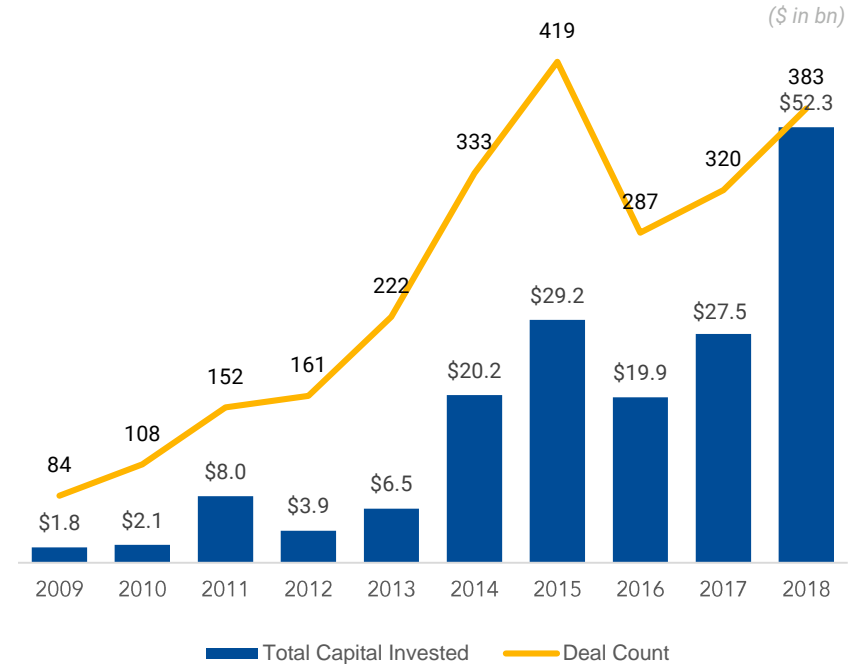
Alternative Investments

Firms that traditionally stayed within the public space have been significantly more active in the private placement sector, with investments in popular technology companies like Airbnb and Uber, among many others.

## Select Crossover Investors in Private Placements

Investor	Selected Private Investments <sup>(1)</sup>
<b>TIGER</b> Tiger Global Management, LLC	coinbase, toast, carta, Root Insurance Co, stripe
<b>coatue</b>	chime, MARQETA, PLAID, Root Insurance Co, UiPath™
<b>Fidelity INVESTMENTS</b>	oscar, reddit, bill.com, RENT THE RUNWAY
<b>DE Shaw &amp; Co</b>	lyft, DiDi
<b>WELLINGTON MANAGEMENT</b>	coinbase, SoFi, affirm, Klarna.
<b>FRANKLIN TEMPLETON INVESTMENTS</b>	GitLab, RENT THE RUNWAY

## Capital Invested & Deal Count by Crossover Investors\*



\*Denotes hedge and mutual funds that participate in VC rounds

# An Introduction to Alternative Investments

## General Demand Drivers



**Dominique Senequier**  
Founder  
**ARDIAN**

“Current rates are driving more investors into private equity and also into infrastructure and real estate where they can receive annual yields.”<sup>(1)</sup>

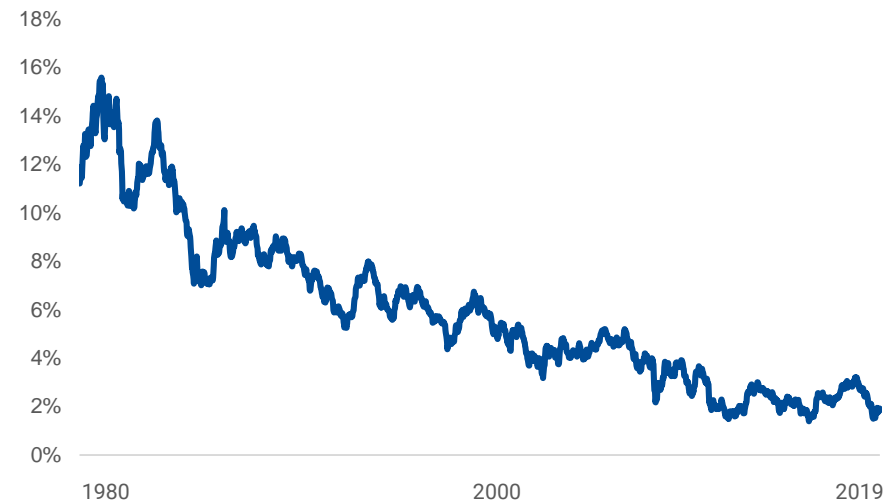
In order to diversify and build their returns, **investors are becoming more open to less conventional investments.**

### Stronger Correlation of Traditional Asset Classes with the S&P 500 <sup>(2)</sup>



With traditional assets becoming increasingly correlated with public markets, **investors are turning to alternatives in an effort to diversify and proactively hedge against risk.**

### Declining Yield on US 10-Year Bonds <sup>(3)</sup>



With relatively low bond yields persisting in the US (and in countries abroad as well), many **investors are seeking out Alternative Investments in hope for higher returns.**

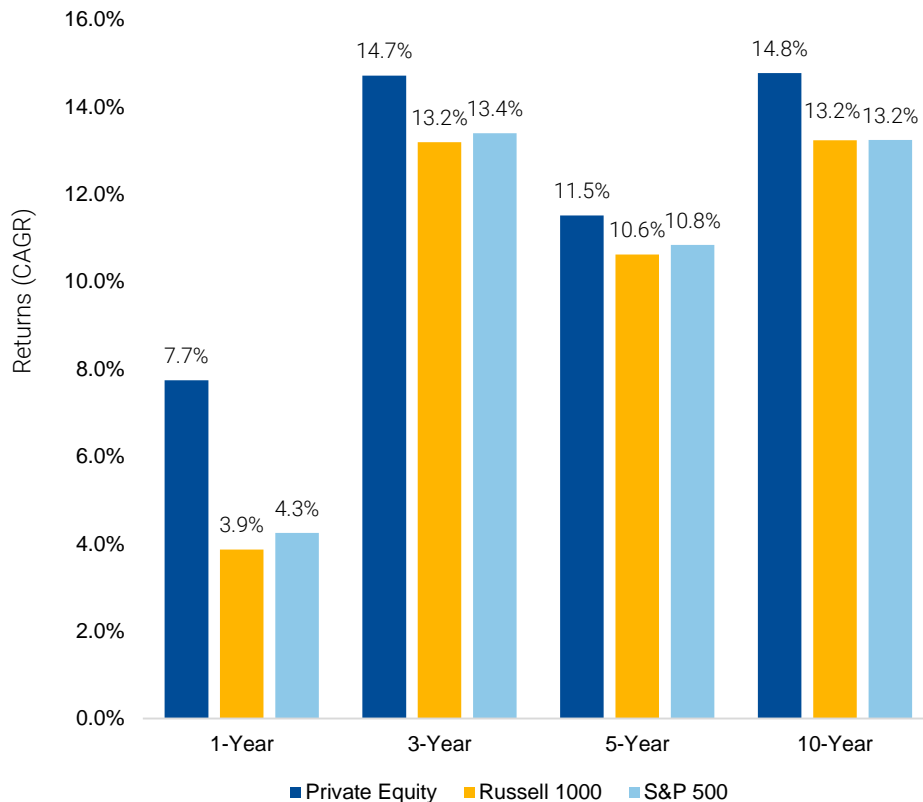
# An Introduction to Alternative Investments

## General Demand Drivers (cont.)

Private Equity and Venture Capital Funds have significantly outperformed public markets over the past five years, providing incentive for firms to allocate more capital to alternatives.

### PE Returns Compared to Public Markets <sup>(1)</sup>

As of 09/30/19



# 13.3%

25 Year Return on Cambridge Associates LLC US Private Equity Index (CAGR) <sup>(2)</sup>

# 9.8%

25 Year Return on S&P 500 (CAGR) <sup>(2)</sup>

Over the past 25 years, private market funds have outpaced public equity.



**Steve Judge**

Former President & CEO

PRIVATE EQUITY  
GROWTH CAPITAL  
COUNCIL

“ Private equity continues to outperform public entities over the long term...Our research shows that private equity has consistently outpaced the S&P 500 over a 10-year horizon...<sup>(3)</sup> ”

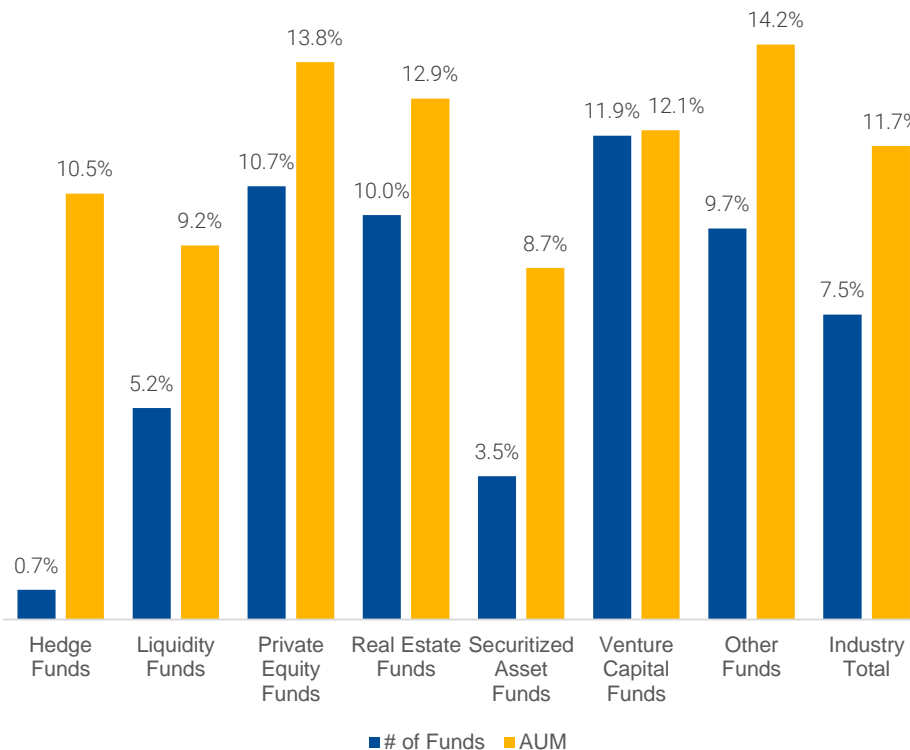


# An Introduction to Alternative Investments

## Growth in Alternative Investing Activity

Alternative funds have experienced strong growth, both in terms of assets under management and the number of funds.

### Growth in Alternative Funds from Dec. 2016 – Dec 2018 (CAGRs)



Founded in 2013, Convergence has created an entirely new platform comprising (1) reference data, (2) research and analytical products, and (3) surveillance / monitoring services all providing transparency into the infrastructure of the alternative asset management industry. Convergence's data now includes Time Series and Predictive Analytics.

Convergence's core data is sourced from regulatory filings and other public sources, and is then enriched by the Company to provide original insights into the business operations of the entire registered investment advisor universe.

According to Convergence, assets in Alternative Funds grew at a 12% CAGR from December 2016 through December 2018 while the number of funds grew at an 8% CAGR. Among fund categories, assets in Other Funds grew the fastest followed by Real Estate Funds while Venture Capital Funds led the way in the growth in the number of funds followed by Private Equity Funds.

# An Introduction to Alternative Investments

## Growth in Alternative Investing Activity (cont.)

### Growth in Alternative Investing Activity

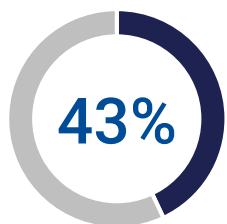
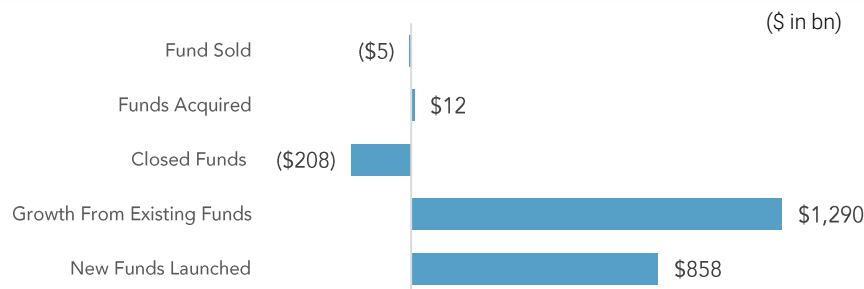
The alternative investment industry is becoming increasingly consolidated – the aggregate AUM of the top 100 alternative asset managers grew by five percentage points from 2016 to 2018.

Institutions are becoming more comfortable allocating significant capital to alternatives, as evidenced by the successful launch of several new alternative funds, however **growth from existing funds represented 66% of the asset growth in alternatives** over the past three years.

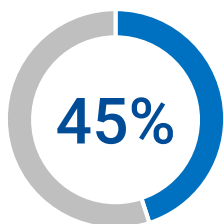
#### Top 100 Managers: Value of Alternative Assets



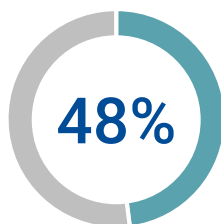
#### Growth Drivers in the Top 100 Alternative Managers from 2016 - 2018



of Alternative Assets in 2016 were held by the Top 100 Managers



of Alternative Assets in 2017 were held by the Top 100 Managers



of Alternative Assets in 2018 were held by the Top 100 Managers

#### Top 10 Firms by Net New Funds Launched



# An Introduction to Alternative Investments

## Growth in Alternative Investing Activity (cont.)

According to Convergence, alternative assets are projected to grow at 10% CAGR through 2023. Real Estate Fund assets are expected to grow the fastest over this time period at 39% while Hedge Fund assets are projected to decline at a 5% CAGR

### Forecasted Value of Alternative Assets

(\$ in bn)	12/31/2018 (Actual)	2019 – 23 (New Capital)	2019 – 23 (Fund Closures)	12/31/2023 (Forecast)	CAGR
Hedge Funds	\$8,007 *	\$750	(\$1,498)	\$7,259	-4.8%
Liquidity Funds	\$392	\$57	(\$70)	\$380	-1.7%
Other Investment Funds	\$1,582	\$1,494	(\$413)	\$2,663	29.7%
Private Equity Funds	\$3,819	\$2,092	(\$310)	\$5,601	21.1%
Real Estate Funds	\$691	\$859	(\$212)	\$1,338	39.1%
Securitized Asset Funds	\$618	\$485	(\$98)	\$1,005	27.5%
Venture Capital Funds	\$630	\$213	(\$48)	\$795	12.4%
Total	\$15,739	\$5,951	(\$2,650)	\$19,040	10.0%

\* Total hedge fund assets include the use of leverage and the notional market value of derivatives; total hedge fund client assets are estimated to be between \$3 trillion and \$3.5 trillion <sup>(1)</sup>

# Trends Within the Alternative Investment Industry

ii

# Trends within Alternative Investments Industry

## Overview of Trends

Technology is impacting the sector in numerous, significant ways

### Selected 5 Key Areas of Focus

1

#### Alternative Investment Access Providers

Democratizing access to alternative investments for individual and institutional investors

2

#### Alternative Fund Administrators

Expansion of offerings and consolidation among service providers

3

#### Alternative Custody Providers

Growing demand for specialized custodians as investors seek out alternative investments

4

#### Analytics, Management Tools, and Reporting

Modernizing the Alternatives industry by digitizing business processes

5

#### Specialized Search / Alternative Data

Seeking investment insights through alternative sources of data and specialized search solutions



# Trends within the Alternative Investment Industry

Key Areas of Focus | Alternative Investment Access Providers

Alternative Investments

## The Jumpstart Our Business Startups (JOBS) Act of 2012

In April of 2012, President Obama signed the Jumpstart Our Business Startups (JOBS) Act, which was designed to promote small business and startup funding and growth through eased federal regulations. While this was a catalyst of the “crowdfunding” movement, it most importantly democratized access to alternative investments, enabling regular individuals to invest in traditionally private opportunities.



A Small Business is defined as an independent business with less than 500 employees <sup>(1)</sup>

Small businesses comprise...

**99%**

of all firms with paid employees

**63%**

of net new jobs

**48%**

of private sector employees

### Key Crowdfunding Provisions

An individual whose net worth or annual income is <\$100,000 can invest the greater of

**\$2,000** or  
**5%**

**\$1**  
million

is the maximum a company can raise from individual investors in a year

An individual whose net worth or annual income is >\$100,000 can invest

**10%** of their annual income

### Key General Solicitation Provisions



General advertising and general solicitation of private placements are permitted, as long as the issuer verifies that all purchasers are accredited investors.

### Key Regulation A+ Provisions

Companies can now raise up to \$50 million (previously the maximum was \$5 million) in a 12-month period through a “mini-registration”

**\$50**  
million  
(previously \$5 million)

Disclosure Requirements: Issuers must file with the SEC...

- Annual audited financial statements
- Offering disclosure statements
- Periodic reports

Transferability:



Securities issued are not restricted...

...so there is no holding period or restrictions on the resale of those securities

# Trends within the Alternative Investment Industry

## Key Areas of Focus | Alternative Investment Access Providers (cont.)

Alternative access providers provide transparency and access to a historically opaque market. These companies are democratizing access to alternative investments by enabling both individuals and institutions to purchase an array of alternative investments in a more user-friendly way.

### Overview

#### Access to Private Equity & Hedge Funds



#### Access to Private Companies



#### Access to Real Estate



# Trends within the Alternative Investment Industry

Key Areas of Focus | Alternative Investment Access Providers (cont.)

Alternative Investments

Providing broader access to private investments is not as simple as trading in the public markets.

## HOW IT WORKS:

Alternative Access Providers democratize investments in private companies primarily through two methods – **Direct Transfers** and **Special Purpose Vehicles (SPVs)**

### Direct Transfer

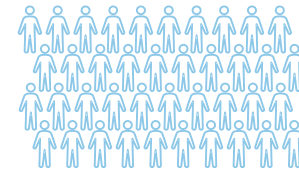
**Ownership is transferred to buyer** and the buyer is recognized as an investor on the company's cap table. Usually reserved for transactions exceeding **\$5 - 10 million**; companies often only approve large transfers due to issues concerning ownership in the company.

### Special Purpose Vehicle (SPV)

**Buyer purchases stake in an SPV as a limited partner (LP).** Multiple buyers will usually serve as LPs in any given SPV. The fund can be dedicated to a single company or represent investments in several companies.

By investing through alternative platforms, accredited investors enjoy several benefits, such as lower investment minimum amounts, streamlined processes, and standardized documents.

### Accredited Investors



Invest

### Alternative Investment Platform

*Pools investors together*



### Alternative Investment

By participating on these platforms, individual companies, shareholders, and fund managers gain access to a wider investment audience and ultimately a larger pool of capital.

# Trends within the Alternative Investment Industry

Key Areas of Focus | Alternative Investment Access Providers (cont.)

## Case Studies



**Kelly Rodrigues**  
CEO



“ Today you are seeing more company-structured liquidity programs for their employees, and you are also seeing more venture capital investors selling positions while companies are still private. The traditional IPO ‘pop’ is now happening 18 months before companies actually become a public company. <sup>(1)</sup> ”

On July 25, 2018, Forge Global, a stock market for private technology companies, announced that it has raised \$50 million in Series B financing led by Financial Technology Partners, Panorama Point Partners, and Operative Capital. Due to the trend of growth companies staying private for much longer, Forge sees traditional institutional investors becoming significantly more active in the pre-IPO economy. <sup>(1)</sup>



**Michael Weisz**  
Founder & President



“ Our platform is designed to unlock a multi-trillion dollar private credit market in a new way. We’re building the most efficient global distribution model, creating new synergy between investors and originators to access capital and generate yield that never existed before. We believe this will result in a foundational paradigm shift we haven’t seen before in investing. ”

On February 26, 2019, YieldStreet, a digital wealth management platform that offers access to alternative investments traditionally only available to institutions, announced that it has raised \$62 million in Series B financing led by Edison Partners, with participation from Greenspring Associates and existing investors Raine Ventures and Soros Fund Management. <sup>(2)</sup>



**Cole Wilcox**  
CEO



“ Focusing on the price trends, what those price trends are doing in a positive or negative way, holding on to your winners, folding your losers...and doing that in a very disciplined way. ”

Longboard Asset Management is democratizing access to Alternative Investments in a unique way - it is essentially a hedge fund manager that is packaged as a mutual fund for retail investors. With a long / short fund and a managed futures fund, Longboard provides hedge fund-like performance for the retail market.

# Trends within the Alternative Investment Industry

Key Areas of Focus | Alternative Investment Access Providers (cont.)



## Incumbents' Response

With the groundswell of disruptive FinTech companies seeking to democratize access to alternative investments, some traditional firms have responded – either building their own platforms or partnering with other FinTech firms to provide these capabilities.

### Traditional Firms Offering Alternative Investments:



**Bernie Clark**

EVP, Head of Schwab Advisor Services

*charles* SCHWAB

“ Alternative investments are an increasingly important asset class for the industry, including many of the 7,000 independent investment advisor firms that we serve at Schwab. We have been advocating for an industry-wide solution to create greater standardization in trading and custody. We believe that AIP has the potential to transform the industry's approach to alternative investments. <sup>(2)</sup> ”

### Case Study: CAIS <sup>(1)</sup>

On May 17, 2017, CAIS announced that it had partnered with **BAIRD** to be the enterprise alternative investment platform for advisors. With more than \$8 billion in total transaction volume on the CAIS platform since inception, the Company is demonstrating the need for access to Alternative Investments.



**Dayna Kleinman**

Director & Sr. Product Manager, Alternative Investments

**BAIRD**

“ The CAIS platform provides the turnkey access to high-quality alternative investment funds that Baird has been looking for. Baird advisors can now turn to the CAIS platform when seeking institutional alternative investment options for clients. ”



**Matt Brown**

Founder and CEO

**CAIS**

“ Expanding our network of advisors benefits all CAIS members, as it allows us to attract top-tier funds, improve our technology platform and enhance the overall advisor experience. Advisors are adopting the CAIS platform and initiating transactions at the fastest rate since our inception. It's clear that the flywheel effect is kicking in. ”

# Trends within the Alternative Investment Industry

Key Areas of Focus | Alternative Fund Administrators

Alternative  
Investments

Fund Administrators have traditionally served as corollary businesses to asset managers. **As the alternative investment space matures, fund administrators are seeing the need to develop industry-specific services and more automated technology.**

## Fund Administrator Overview

Fund administrators partner with financial institutions to provide back-office services including NAV calculations, maintenance of books, and financial reporting. Alternative fund administrators specifically serve private funds and have upgraded their services to appeal to their complex investor clientele.



Investment Fund



Fund Administrator



Limited Partners /  
Investors

## Selected Fund Admin Product Offerings

Book Maintenance

Accounting & Financial Reporting

Weekly NAV Estimates

Fee Calculation

Daily Profit & Loss Tracing

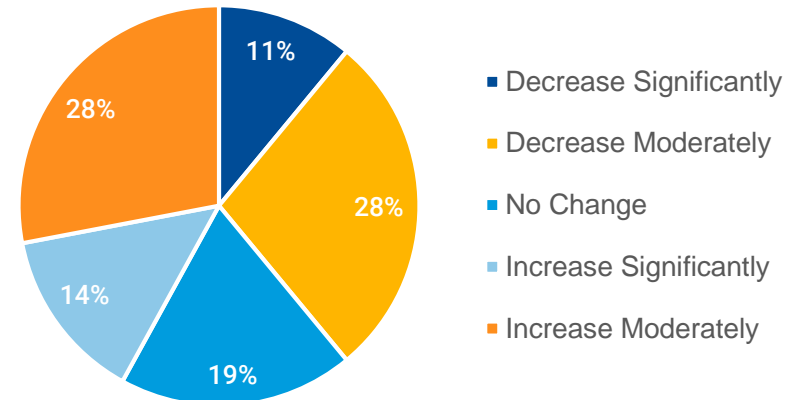
# Trends within the Alternative Investment Industry

Key Areas of Focus | Alternative Fund Administrators (cont.)

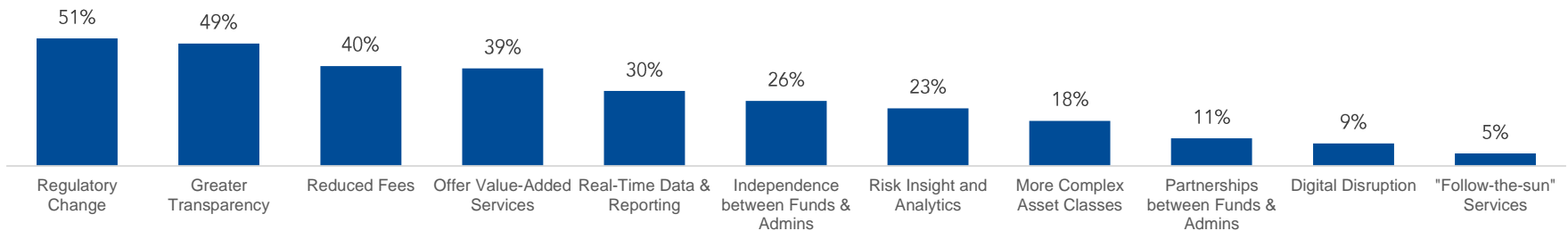
## Increased Demand for Fund Administrators

**Alternative fund administrators are becoming increasingly relevant** in the current business environment due to an increase in regulatory and compliance requirements. Previously, alternative fund managers operated in the shadows and stated that secrecy was important for their alpha-generating strategies. Now, **investors are demanding more transparency in alternative fund managers' investment strategies and operations**, so there has been an increase in the level of outsourcing fund administration to third party administrators as alternative fund managers adjust to meet this new demand. <sup>(1)</sup>

### Expectations on Fund Administration Fees



### Asset Management Trends Impacting Fund Administrators Between Now and 2020



**Peter Cherecwich**  
President of Corporate & Institutional Services



“What the regulators want is more and more data, and we have to provide that for our clients. But potentially more importantly, investors themselves are doing more and more diligence on providers. It's no longer good enough for asset managers to simply promise to generate a return from their black box, even if they have a long-term track record of doing so.”



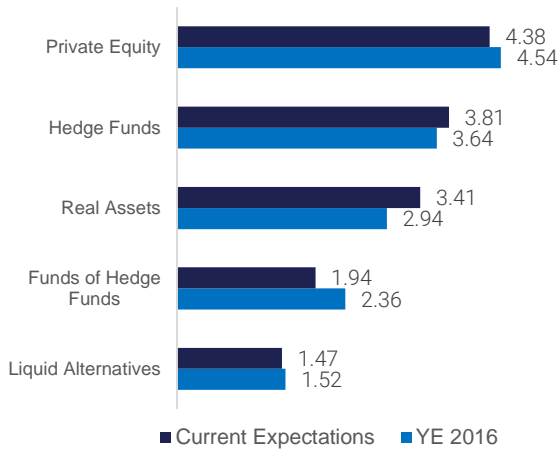
# Trends within the Alternative Investment Industry

Key Areas of Focus | Alternative Fund Administrators (cont.)

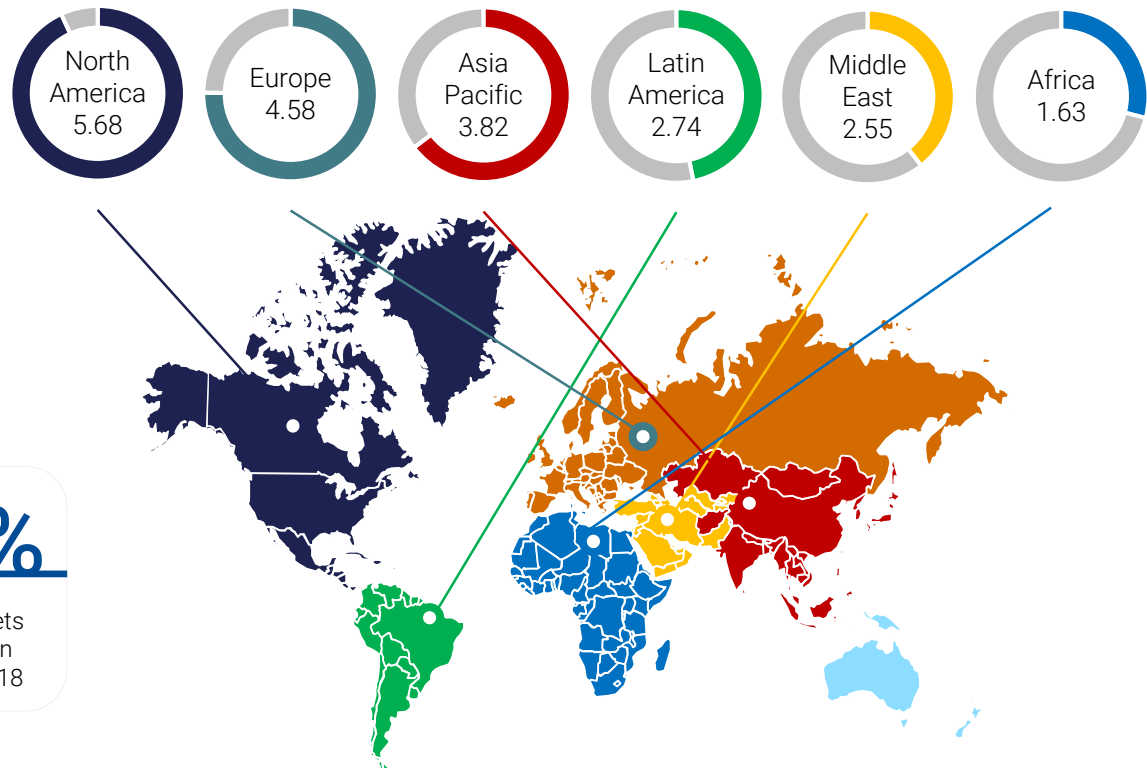
## Increased Demand for Fund Administrators (cont.)

The demand for third party fund administration is global and covers a variety of alternative asset classes, with North America and private equity showing the most promise for business growth.

Anticipated Business Growth by Asset Class <sup>(1)</sup>



Anticipated Business Growth by Region <sup>(2)</sup>



**\$10 tn**

Alternative fund assets under administration ("AUA") in 2018

**18.8%**

Alternative fund assets under administration ("AUA") growth in 2018

Source: eVestment Alternative Fund Administration Survey 2019.

(1) Numbers are out of 5. 5 represents the greatest anticipated business growth, while 1 represents the least.

(2) Numbers are out of 6. 6 represents the greatest anticipated business growth, while 1 represents the least.

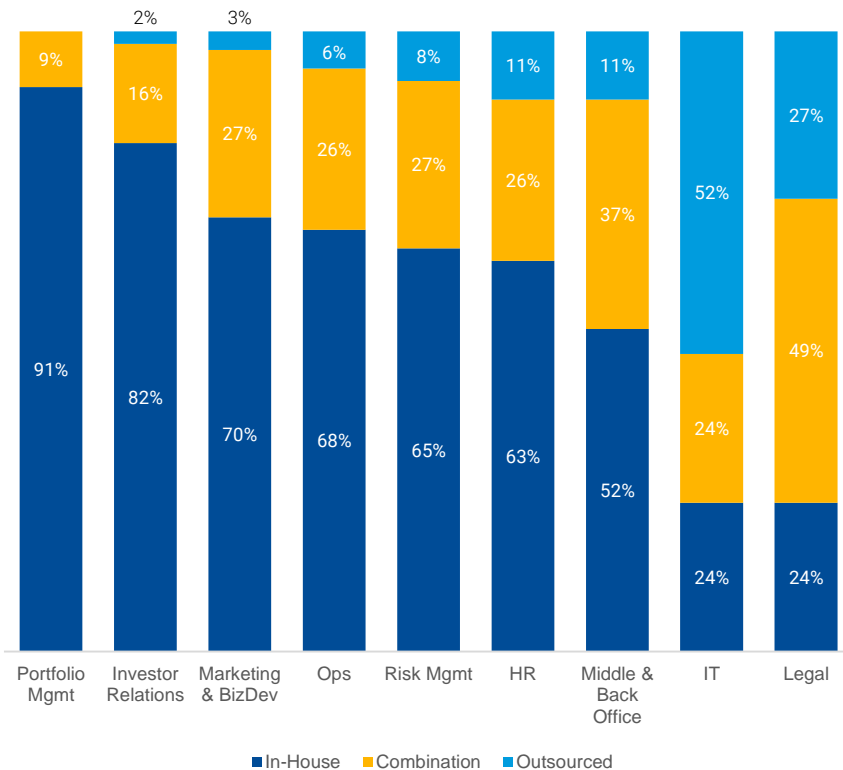
# Trends within the Alternative Investment Industry

## Key Areas of Focus | Alternative Fund Administrators (cont.)

### Increased Demand for Fund Administrators (cont.)

With the recent surge in passive investing, active fund managers – both traditional and alternative – have a greater need to generate alpha and justify their fees. This has led to an increase in outsourced fund administration, so that fund managers can refocus on their core competencies of investing and realizing returns.

Business Functions Outsourced by Fund Managers



Reasons Fund Managers Changed Administrators in 2019

23% of fund managers changed a fund administrator

**56%**

Dissatisfaction with quality of service provided

**33%**

Cost

**11%**

Investor concern with service provider

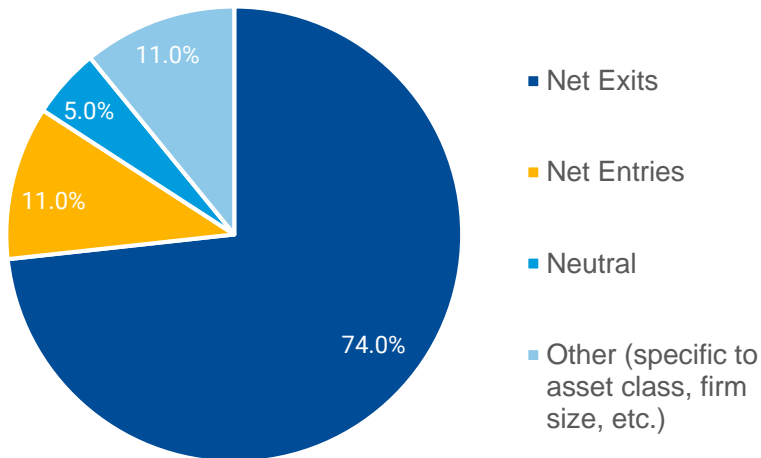
# Trends within the Alternative Investment Industry

Key Areas of Focus | Alternative Fund Administrators (cont.)

## Fund Administrator Consolidation

As asset managers and hedge funds place greater demands on their service providers, the industry has seen an increase in mergers and acquisitions among Fund Administrators. **New asset classes made available by the Alternatives Industry have increased the complexity of regulations and custodial services, forcing providers to consolidate to gather the necessary expertise.**

Expectations for the Fund Administration Industry <sup>(1)</sup>



M&A Rationale <sup>(1)</sup>



Economies of Scale



Geographic Expansion



Product Expertise

**~0.12**

Alternative fund administration's Herfindahl-Hirschman index measurement

Measured by **the Herfindahl-Hirschman Index (HHI)**, a measure of market concentration, the alternative fund administration space ranges from **0.11 to 0.14** (out of 1), **showing there is still room for consolidation** within the industry as a whole.

$$HHI = S^1^2 + S^2^2 + S^3^2 + \dots + S^n^2$$

Where S is the market share (%) of each firm in the industry



William Stone

CEO



“ At a high level, what you see is a tremendous need for expertise. As alternative fund managers expand into different asset classes, they're encountering new structures with sophisticated waterfall calculations and regulations. Each domicile they operate in has requirements both for the fund and the vehicle they use. All of this change raises the question, 'Can you gather enough expertise to be able to meet the needs of increasingly sophisticated clients?' This need for expanded expertise is driving a lot of acquisitions. <sup>(2)</sup> ”

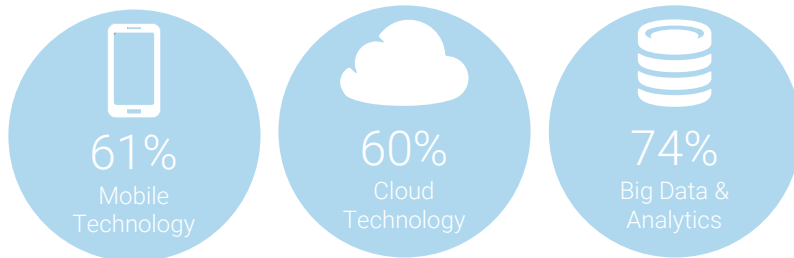
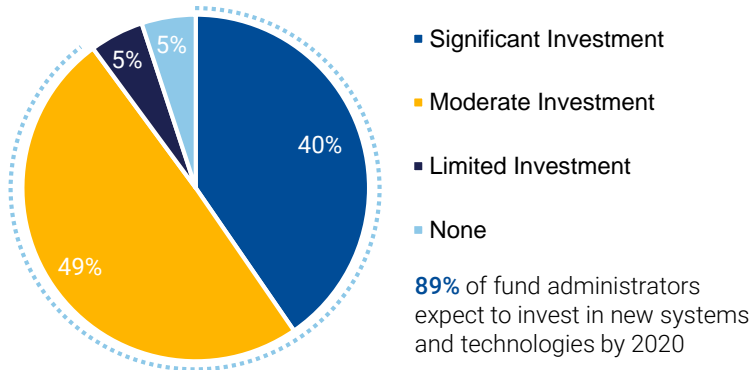
# Trends within the Alternative Investment Industry

## Key Areas of Focus | Alternative Fund Administrators (cont.)

Fund administrators are increasingly becoming "FinTech" companies as they add data analytics tools and automated product offerings to meet the needs of alternative fund managers.

## Fund Administrator Consolidation (cont.)

### Expectations for Systems & Technology Investments by 2020



Fund administrators are prioritizing their technology investments in the three areas above...

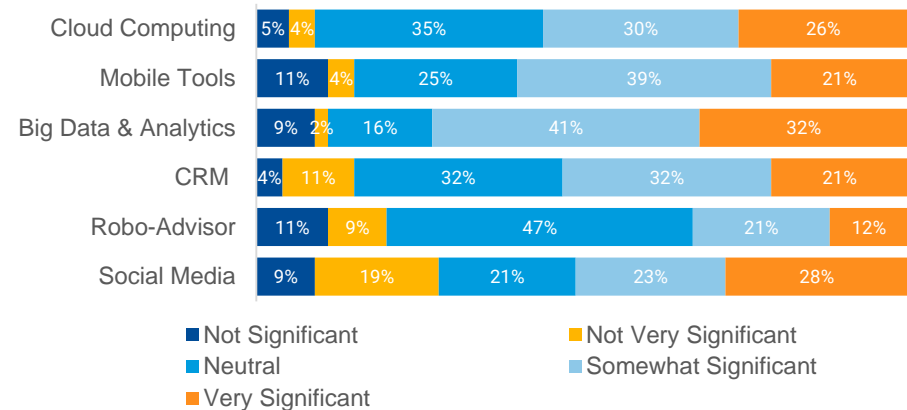


**Martin Boyd**  
Head of Buy-side Solutions



“ The key element for me is how a fund administrator differentiates itself from other fund administrators in the future. The only viable alternative, unless you have massive scale, is on service and value, and the only way you’re going to be able to do that cost effectively is use technology. ”

### Impacts of Technology on the Fund Administration Industry



# Trends within the Alternative Investment Industry

Key Areas of Focus | Alternative Fund Administrators (cont.)

## Fund Administrator Consolidation – Selected M&A Transactions

Date Announced	Company	Acquirer	Deal Amount (\$ in mm)
11/20/19	 HALSEY GROUP	 Standish MANAGEMENT	na
11/04/19	 TCS-Groep	 CSC	na
10/07/19	 AFA ADVANCED FUND ADMINISTRATION Fund Administration Unit	 opus Fund Services	na
06/18/19	 VITEOS	 Intertrust	\$330
11/19/18	 GEMINI	 ULTIMUS FUND SOLUTIONS	na
04/11/18	 Woodfield FUND ADMINISTRATION LLC	 ULTIMUS FUND SOLUTIONS	na
03/12/18	 caceis INVESTOR SERVICES North America Unit	 ss&c	na
10/13/17	 COMMONWEALTH FUND SERVICES	 ss&c	na
08/08/17	 R&H	 Maitland Solutions. Considered.	na
05/22/17	 Trinity Fund Administration Ltd.	 MAINSTREAM	na
05/09/17	 EQUINOXE	 APEX FUND SERVICES	na
04/03/17	 VITEOS	 PPC PUBLIC PENSION CAPITAL FiveW Capital	na

# Trends within the Alternative Investment Industry

Key Areas of Focus | Alternative Fund Administrators (cont.)




## Fund Administrator Consolidation – Selected M&A Transactions

Date Announced	Company	Acquirer	Deal Amount (\$ in mm)
03/08/17	 <b>TFG</b> FINANCIAL SYSTEMS	 numerix <sup>®</sup> Solving Analytics Problems	na
02/20/17	 <b>UBS</b> Fund Services Unit	 NORTHERN TRUST	na
12/15/16	 Conifer Financial Services	 SS&C	\$89
11/30/16	 ifs	 S & NNE	127
11/28/16	 <b>GALILEO</b>	 MAINSTREAM	na
09/14/16	 <b>WELLS FARGO</b> Global Fund Services	 SS&C	na
08/23/16	 Fundadministration a MUFG Group Company	 MAINSTREAM	na
07/28/16	 <b>RYDEX FUNDS</b> THE INDEX ALTERNATIVE <sup>®</sup>	 MUFG Investor Services	na
06/13/16	 IKONIC FUND SERVICES	 HORSESHOE GROUP	na
06/06/16	 ELIAN	 Intertrust	na
02/04/16	Capital Analytics	 MUFG	na

# Trends within the Alternative Investment Industry

Key Areas of Focus | Alternative Fund Administrators (cont.)

## Fund Administrator Consolidation – Selected M&A Transactions (cont.)

Date Announced	Company	Acquirer	Deal Amount (\$ in mm)
08/18/15	 Alternative Investor Services		\$425
03/24/15	 Conifer Financial Services		na
03/03/15	 PINNACLE FUND SERVICES		na
08/01/14	 CREDIT SUISSE Prime Fund Services		na
05/29/14	Hedge Solutions		na
02/24/14	 HEDGEMARK		na
11/20/13	 Quintillion <sup>18</sup> Part of U.S. Bancorp Fund Services		na
06/20/13			na
05/22/13	Hedge Fund Solutions		na
07/17/12	 Administration Services		550
03/14/12			881

# Trends within the Alternative Investment Industry

Key Areas of Focus | Alternative Fund Administrators (cont.)

## Fund Administrator League Tables - Overall

By Number of Funds						By Fund Assets (\$ in bn)					
Administrator	12/31/19	12/31/18	2019 Rank	2018 Rank	% Change	Administrator	12/31/19	12/31/18	2019 Rank	2018 Rank	% Change
SS&C	4,540	4,211	1	1	8%	SS&C	\$2,383	\$2,186	1	1	9%
STATE STREET IFS	3,184	3,081	2	2	3%	STATE STREET IFS	\$2,010	\$1,955	2	2	3%
CITCO FUNDS SERVICES	2,285	2,371	3	3	-4%	CITCO FUNDS SERVICES	\$1,358	\$1,303	3	3	4%
ASSURE FUND SERVICES	1,535	1,336	4	5	15%	BANK OF NEW YORK	\$914	\$876	4	4	4%
SEI FUND ADMINISTRATION	1,441	1,381	5	4	4%	NORTHERN TRUST	\$867	\$850	5	5	2%
BANK OF NEW YORK	1,163	1,223	6	6	-5%	SEI FUND ADMINISTRATION	\$498	\$522	6	6	-5%
NORTHERN TRUST	1,105	1,028	7	7	8%	US BANCORP	\$413	\$306	7	9	35%
US BANCORP	1,074	957	8	8	12%	JPMORGAN	\$374	\$342	8	8	9%
APEX FUND SERVICES	910	826	9	9	10%	MORGAN STANLEY FUNDS SERVICES	\$373	\$415	9	7	-10%
STANDISH MANAGEMENT	846	636	10	12	33%	MITSUBISHI FUND SERVICES	\$279	\$245	10	11	14%
GEN II FUND SERVICES	811	598	11	13	36%	HEDGESERV	\$261	\$266	11	10	-2%
MITSUBISHI FUND SERVICES	740	790	12	10	-6%	BROWN BROTHERS HARRIMAN	\$189	\$184	12	12	3%
JPMORGAN	615	672	13	11	-9%	APEX FUND SERVICES	\$186	\$180	13	13	3%
ALTER DOMUS	554	455	14	16	22%	GEN II FUND SERVICES	\$182	\$129	14	15	41%
MORGAN STANLEY FUNDS SERVICES	499	497	15	14	0%	AZTEC FINANCIAL SERVICES	\$158	\$118	15	16	34%
ULTIMUS LEVERPOINT FUNDS SERVICES	494	407	16	18	21%	MAPLES FUND SERVICES	\$155	\$143	16	14	8%
MAPLES FUND SERVICES	477	454	17	17	5%	ALTER DOMUS	\$132	\$100	17	18	32%
NAV CONSULTING	465	385	18	19	21%	SANNE TRUST COMPANY	\$124	\$97	18	19	29%
HEDGESERV	463	457	19	15	1%	HARMONIC FUND SERVICES	\$113	\$114	19	17	-1%
SANNE TRUST COMPANY	443	357	20	20	24%	STANDISH MANAGEMENT	\$99	\$66	20	23	50%
IQ-EQ	358	298	21	22	20%	ESTERA MANAGEMENT	\$74	\$70	21	22	5%
UMB JDC FUND SERVICES	328	325	22	21	1%	ULTIMUS LEVERPOINT FUNDS SERVICES	\$67	\$48	22	29	40%
STRATA FUND SERVICES	289	194	23	28	49%	VIRTUS GROUP	\$66	\$61	23	24	7%
AZTEC FINANCIAL SERVICES	284	283	24	23	0%	HONG KONG SHANGHAI BANKING CORP	\$61	\$73	24	21	-16%
ADURO ADVISORS	274	182	25	30	51%	STONE COAST FUND SERVICES	\$61	\$59	25	25	4%
SELF ADMINISTERED	22,322	22,026			1%	SELF ADMINISTERED	\$4,207	\$4,031			4%
TOTAL	55,407	52,111			6%	TOTAL	\$16,713	\$15,669			7%



# Trends within the Alternative Investment Industry

Key Areas of Focus | Alternative Fund Administrators (cont.)

## Fund Administrator League Tables – Hedge Funds

By Number of Funds						By Fund Assets (\$ in bn)					
Administrator	12/31/18	12/31/16	2018 Rank	2016 Rank	% Change	Administrator	12/31/18	12/31/16	2018 Rank	2016 Rank	% Change
SS&C	2,110	1,739	1	1	21%	SS&C	\$1,770	\$1,371	1	1	29%
CITCO FUNDS SERVICES	1,511	1,544	2	2	-2%	STATE STREET IFS	\$1,343	\$1,083	2	2	24%
STATE STREET IFS	1,350	1,344	3	3	0%	CITCO FUNDS SERVICES	\$1,092	\$1,078	3	3	1%
SEI FUND ADMINISTRATION	606	606	4	5	0%	NORTHERN TRUST	\$575	\$327	4	6	76%
BANK OF NEW YORK	537	637	5	4	-16%	BANK OF NEW YORK	\$552	\$459	5	4	20%
NORTHERN TRUST	489	375	6	8	30%	MORGAN STANLEY FUNDS SERVICES	\$407	\$334	6	5	22%
MORGAN STANLEY FUNDS SERVICES	465	389	7	7	20%	SEI FUND ADMINISTRATION	\$373	\$170	7	8	119%
HEDGESERV	399	328	8	10	22%	HEDGESERV	\$259	\$155	8	9	67%
MITSUBISHI FUND SERVICES	383	482	9	6	-21%	MITSUBISHI FUND SERVICES	\$169	\$201	9	7	-16%
US BANCORP	342	336	10	9	2%	US BANCORP	\$123	\$107	10	10	15%
NAV CONSULTING	290	267	11	13	9%	JPMORGAN	\$109	\$105	11	11	4%
APEX FUND SERVICES	275	126	12	19	118%	HARMONIC FUND SERVICES	\$86	\$50	12	15	74%
JPMORGAN	265	277	13	11	-4%	HONG KONG SHANGHAI BANKING CORP	\$64	\$80	13	13	-20%
STONE COAST FUND SERVICES	144	148	14	15	-3%	STONE COAST FUND SERVICES	\$52	\$37	14	16	38%
UMB JDC FUND SERVICES	140	172	15	14	-19%	BNP CREDIT SUISSE	\$47	\$69	15	14	-32%
BNP CREDIT SUISSE	132	135	16	17	-2%	APEX FUND SERVICES	\$44	\$14	16	24	219%
OPUS FUND SERVICES	124	98	17	22	27%	BROWN BROTHERS HARRIMAN	\$23	\$84	17	12	-73%
HONG KONG SHANGHAI BANKING CORP	114	138	18	16	-17%	NAV CONSULTING	\$18	\$14	18	23	32%
MAITLAND FUND SERVICES	94	99	19	21	-5%	OPUS FUND SERVICES	\$17	\$10	19	26	63%
TRIDENT FUND SERVICES	86	85	20	23	1%	RUSSELL FUND SERVICES	\$17	\$4	20	39	337%
LICCAR	73	52	21	26	40%	UMB JDC FUND SERVICES	\$15	\$17	21	20	-9%
MAPLES FUND SERVICES	60	49	22	27	22%	MAITLAND FUND SERVICES	\$12	\$14	22	22	-16%
ESSENTIAL FUND SERVICES	59	38	23	28	55%	RENAISSANCE TECHNOLOGIES	\$11	\$13	23	25	-14%
VISTRA FUND SERVICES S.A.R.L.	53	21	24	37	152%	MAPLES FUND SERVICES	\$10	\$4	24	40	170%
BROWN BROTHERS HARRIMAN	51	127	25	18	-60%	STANDISH MANAGEMENT	\$10	-	25	103	2646%
SELF ADMINISTERED	2,167	2,320			-7%	SELF ADMINISTERED	\$570	\$541			6%
TOTAL	13,681	13,671			0%	TOTAL	\$7,957	\$6,572			21%

# Trends within the Alternative Investment Industry

Key Areas of Focus | Alternative Fund Administrators (cont.)



## Fund Administrator League Tables – Private Equity

By Number of Funds						By Fund Assets (\$ in bn)					
Administrator	12/31/18	12/31/16	2018 Rank	2016 Rank	% Change	Administrator	12/31/18	12/31/16	2018 Rank	2016 Rank	% Change
SS&C	1,281	1,032	1	1	24%	SS&C	\$240	\$161	1	2	49%
STATE STREET IFS	736	740	2	2	-1%	STATE STREET IFS	\$185	\$163	2	1	13%
GEN II FUND SERVICES	530	303	3	3	75%	GEN II FUND SERVICES	\$117	\$68	3	3	73%
CITCO FUNDS SERVICES	487	217	4	7	124%	AZTEC FINANCIAL SERVICES	\$111	\$55	4	6	101%
SEI FUND ADMINISTRATION	422	294	5	4	44%	CITCO FUNDS SERVICES	\$95	\$44	5	9	115%
SANNE TRUST COMPANY	295	186	6	8	59%	SANNE TRUST COMPANY	\$82	\$52	6	7	59%
ASSURE FUND SERVICES	260	1	7	53	25900%	SEI FUND ADMINISTRATION	\$80	\$59	7	5	36%
AZTEC FINANCIAL SERVICES	251	166	8	10	51%	NORTHERN TRUST	\$71	\$65	8	4	11%
APEX FUND SERVICES	236	20	9	35	1080%	APEX FUND SERVICES	\$53	\$3	9	36	1437%
ALTER DOMUS	228	27	10	30	744%	JPMORGAN	\$50	\$48	10	8	5%
JPMORGAN	219	237	11	5	-8%	SALTGATE	\$45	\$23	11	10	95%
STANDISH MANAGEMENT	217	149	12	11	46%	MITSUBISHI FUND SERVICES	\$43	\$14	12	15	208%
MITSUBISHI FUND SERVICES	197	79	13	16	149%	ALTER DOMUS	\$39	\$2	13	45	1668%
STONE PINE ACCOUNTING SERVICES	191	145	14	12	32%	AUGENTIUS FUND ADMINISTRATION	\$30	\$21	14	11	42%
NORTHERN TRUST	180	178	15	9	1%	ESTERA MANAGEMENT	\$30	\$1	15	79	5298%
LEVERPOINT	152	65	16	19	134%	APAX PARTNERS	\$28	-	16	-	0%
ESTERA MANAGEMENT	145	9	17	45	1511%	HARMONIC FUND SERVICES	\$27	\$13	17	17	110%
AUGENTIUS FUND ADMINISTRATION	140	128	18	14	9%	LEVERPOINT	\$25	\$12	18	19	112%
US BANCORP	123	226	19	6	-46%	STANDISH MANAGEMENT	\$23	\$12	19	21	101%
BANK OF NEW YORK	113	131	20	13	-14%	LANGHAM HALL	\$22	\$7	20	27	204%
UMB JDC FUND SERVICES	105	71	21	17	48%	STONE PINE ACCOUNTING SERVICES	\$16	\$9	21	23	65%
TRIDENT FUND SERVICES	83	69	22	18	20%	US BANCORP	\$13	\$14	22	16	-7%
BLUE RIVER PARTNERS	75	19	23	36	295%	VISTRA FUND SERVICES S.A.R.L.	\$13	\$1	23	60	914%
LANGHAM HALL	63	23	24	33	174%	TRIDENT FUND SERVICES	\$12	\$13	24	18	-2%
STRATA FUND SERVICES	62	15	25	40	313%	BANK OF NEW YORK	\$12	\$12	25	20	5%
SELF ADMINISTERED	10,424	9,398			11%	SELF ADMINISTERED	\$2,118	\$1,835			15%
TOTAL	18,832	15,503			22%	TOTAL	\$3,766	\$2,918			29%

# Trends within the Alternative Investment Industry

Key Areas of Focus | Alternative Fund Administrators (cont.)

## Fund Administrator League Tables – Real Estate

By Number of Funds						By Fund Assets (\$ in bn)					
Administrator	12/31/18	12/31/16	2018 Rank	2016 Rank	% Change	Administrator	12/31/18	12/31/16	2018 Rank	2016 Rank	% Change
SS&C	192	103	1	1	86%	STATE STREET IFS	\$45	\$15	1	2	197%
STATE STREET IFS	109	91	2	2	20%	SS&C	\$28	\$17	2	1	62%
ALTER DOMUS	109	9	2	18	1111%	ALTER DOMUS	\$19	\$1	3	28	1562%
CITCO FUNDS SERVICES	93	51	3	3	82%	CITCO FUNDS SERVICES	\$17	\$6	4	5	200%
REAL ESTATE SYSTEMS IMPLEMENTATION GROUP	74	35	4	7	111%	REAL ESTATE SYSTEMS IMPLEMENTATION GROUP	\$7	\$5	5	6	45%
JPMORGAN	41	37	5	5	11%	NORTHERN TRUST	\$7	\$2	6	22	303%
SEI FUND ADMINISTRATION	35	36	6	6	-3%	GEN II FUND SERVICES	\$6	\$5	7	7	33%
STANDISH MANAGEMENT	31	16	7	12	94%	UMB JDC FUND SERVICES	\$6	\$1	8	41	874%
GEN II FUND SERVICES	29	17	8	11	71%	BRIDGE FUND ADMINISTRATION	\$6	-	9	46	1126%
FIDELITY	26	20	9	10	30%	BROWN BROTHERS HARRIMAN	\$6	\$7	10	4	-15%
BRIDGE FUND ADMINISTRATION	26	3	9	24	767%	SALTGATE	\$5	\$2	11	21	208%
MITSUBISHI FUND SERVICES	25	31	10	8	-19%	LANGHAM HALL	\$5	\$5	12	9	4%
UMB JDC FUND SERVICES	25	8	10	19	213%	APEX FUND SERVICES	\$5	-	13	82	10505%
NORTHERN TRUST	24	22	11	9	9%	AZTEC FINANCIAL SERVICES	\$4	\$3	14	13	52%
BROWN BROTHERS HARRIMAN	22	16	12	12	38%	FIDELITY	\$4	\$3	15	12	29%
APEX FUND SERVICES	21	3	13	24	600%	SANDSPOINT CAPITAL ADVISORS	\$3	\$3	16	11	12%
LANGHAM HALL	21	16	13	12	31%	BEPCO	\$3	\$3	17	15	26%
LEVERPOINT	20	11	14	16	82%	BANCO VOTORANTIM	\$3	\$	18	-	0%
GROVE FUND MANAGEMENT LLC	19	-	15	-	0%	ROYAL BANK OF CANADA	\$3	\$	19	47	511%
SANNE TRUST COMPANY	18	11	16	16	64%	SANNE TRUST COMPANY	\$3	\$2	20	20	39%
TRIDENT FUND SERVICES	17	13	17	14	31%	CT CORPORATION	\$2	\$2	21	17	14%
MAITLAND FUND SERVICES	16	-	18	-	0%	STANDISH MANAGEMENT	\$2	\$1	22	39	274%
MAPLES FUND SERVICES	14	11	19	16	27%	TRIDENT FUND SERVICES	\$2	\$1	23	27	81%
BANK OF NEW YORK	14	12	19	15	17%	MAITLAND FUND SERVICES	\$2	-	24	-	0%
BEPCO	14	13	19	14	8%	DELOITTE TOUCHE	\$2	\$2	25	18	1%
SELF ADMINISTERED	2,868	2,587			11%	SELF ADMINISTERED	\$458	\$400			14%
TOTAL	4,263	3,503			22%	TOTAL	\$685	\$533			29%

# Trends within the Alternative Investment Industry

Key Areas of Focus | Alternative Fund Administrators (cont.)

## Fund Administrator League Tables – Venture Capital

By Number of Funds						By Fund Assets (\$ in bn)					
Administrator	12/31/18	12/31/16	2018 Rank	2016 Rank	% Change	Administrator	12/31/18	12/31/16	2018 Rank	2016 Rank	% Change
ASSURE FUND SERVICES	1,073	869	1	1	24%	STANDISH MANAGEMENT	\$27	\$19	1	1	40%
STANDISH MANAGEMENT	334	238	2	2	40%	SS&C	\$25	\$14	2	2	72%
ADURO ADVISORS	179	87	3	6	106%	STATE STREET IFS	\$14	\$13	3	3	9%
SS&C	165	116	4	4	42%	VMS FUND ADMINISTRATION	\$11	\$5	4	5	132%
VMS FUND ADMINISTRATION	158	88	5	5	80%	ADURO ADVISORS	\$11	\$5	5	4	112%
VENTURE BACK OFFICE	148	120	6	3	23%	LEVERPOINT	\$9	\$3	6	6	183%
LEVERPOINT	116	71	7	7	63%	BROADSCOPE	\$4	\$3	7	7	53%
STATE STREET IFS	42	51	8	8	-18%	GP FUND SOLUTIONS	\$4	\$2	8	9	65%
BROADSCOPE	39	25	9	11	56%	TRIDENT FUND SERVICES	\$3	\$2	9	13	95%
CORNERSTONE FUND SERVICES	39	31	9	10	26%	AZTEC FINANCIAL SERVICES	\$3	\$2	10	10	36%
KRANZ & ASSOCIATES	38	35	10	9	9%	VENTURE BACK OFFICE	\$3	\$1	11	20	221%
HC GLOBAL FUND SERVICES	36	9	11	20	300%	AUGENTIUS FUND ADMINISTRATION	\$2	\$2	12	12	46%
REDBRICK ASSOCIATES	35	11	12	18	218%	INTERTRUST FUNDS SERVICES	\$2	\$2	13	11	-8%
SEI FUND ADMINISTRATION	30	13	13	16	131%	SGG GROUP	\$2	-	14	-	0%
MG STOVER	25	3	14	26	733%	LANGHAM HALL	\$2	-	15	113	0%
AZTEC FINANCIAL SERVICES	25	20	14	12	25%	US BANCORP	\$2	\$1	16	16	51%
ANTHONY AVERSANO	23	-	15	-	0%	ALTER DOMUS	\$2	-	17	-	0%
GP FUND SOLUTIONS	23	14	15	15	64%	HC GLOBAL FUND SERVICES	\$2	\$1	18	27	152%
AUGENTIUS FUND ADMINISTRATION	18	13	16	16	39%	INVESTMENT PARTNERSHIP SERVICES	\$1	\$1	19	17	29%
TRIDENT FUND SERVICES	17	15	17	14	13%	REDBRICK ASSOCIATES	\$1	-	20	40	368%
STRATA FUND SERVICES	16	12	18	17	33%	SEI FUND ADMINISTRATION	\$1	\$1	21	23	72%
NORTHERN TRUST	16	12	18	17	33%	BLUE RIVER PARTNERS	\$1	-	22	34	200%
APEX FUND SERVICES	16	9	18	20	78%	SANNE TRUST COMPANY	\$1	-	23	79	3519%
INVESTMENT PARTNERSHIP SERVICES	16	10	18	19	60%	Q-BIZ SOLUTIONS	\$1	\$1	24	22	30%
Q-BIZ SOLUTIONS	15	13	19	16	15%	JPMORGAN	\$1	\$1	25	14	-12%
SELF ADMINISTERED	4,924	4,248			16%	SELF ADMINISTERED	\$469	\$401			17%
TOTAL	8,012	6,438			24%	TOTAL	\$627	\$499			26%

# Trends within the Alternative Investment Industry

Key Areas of Focus | Alternative Custody Providers

Alternative Investments

## Overview

Because traditional custody providers are unable to support custody of alternative assets, **a need for specialized providers has arisen**. While the basic responsibilities of custodians remain the same, the delivery methods of custodial services and how the assets are being accessed and documented are changing. In response to this demand, **independent qualified custodians are collaborating with FinTech companies or developing in-house technology solutions** to meet alternative asset custodial needs while remaining regulatory compliant.

## Case Study: PENSCO Trust Company <sup>(2)</sup>



Along with partnering with the online crowdfunding platforms shown below, PENSCO developed its own proprietary Alt-Nav solution, which was recognized as the “Most Innovative Technology Solution” at the 2016 HFM Technology Awards.



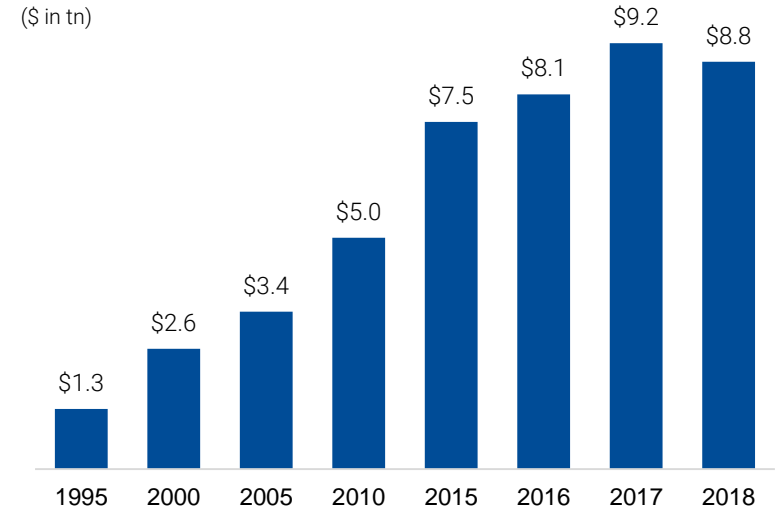
Click on the picture for more information on Alt-Nav



Historically, custodial services for alternative assets have been very paper-heavy, involving many documents, such as...

- Custodial agreements
- Note servicing agreements
- Private placement certifications
- Subscription agreements
- Periodic investor statements
- Audits and tax filings

## Individual Retirement Account (IRA) Assets <sup>(1)</sup>



In 1975, the year after Congress passed the Employee Retirement Income Security Act (ERISA), individual retirement accounts (IRAs) were created. While offering tax advantages, **IRAs also enabled individuals to invest in alternative assets**. With the explosion of popularity in IRAs and the increased demand for alternative investments, specialized custodians are seeking to address the needs of this important market.

## Partner Platforms



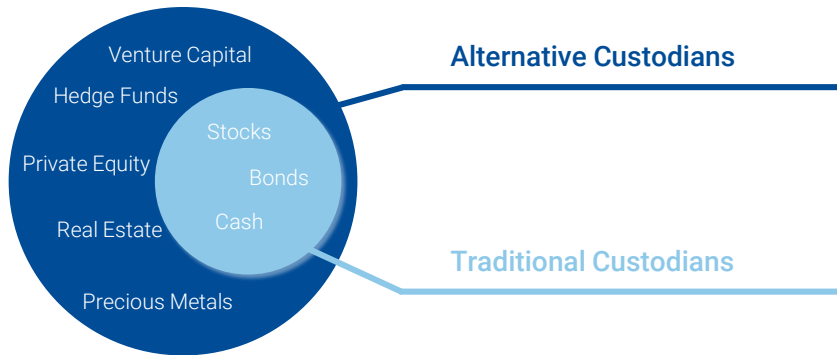
# Trends within the Alternative Investment Industry

Key Areas of Focus | Alternative Custody Providers (cont.)

Alternative Investments

## Expansion of Offerings

Similar to how alternative fund administrators have placed an emphasis on accessibility and automation, custodians, both alternative and general, have invested in technology and tools to provide seamless and extended services for their customers.



30%

increase in technology spend within JP Morgan's Custody and Fund Services business <sup>(1)</sup>



**Rob Baillie**

Former President and CEO



“We’ve invested significantly in alternatives over the past several years, as we’ve seen a significant trend toward more adoption of all kinds of alternatives...we have added intelligent software to an asset class that is very hard to automate.” <sup>(2)</sup>

## Case Study: Millennium Trust Company <sup>(3)</sup>



Millennium Trust has invested significantly in its technology platform, the Millennium Alternative Investment Network (MAIN). With MAIN, investors can easily access, search, select and invest in alternatives through Millennium Trust’s partner platforms.



Access



Search



Select



Open

## MAIN Investment Platforms



# Trends within the Alternative Investment Industry

Key Areas of Focus | Industry Landscape - Analytics, Management Tools and Reporting

Alternative investment managers are increasingly turning to technology solutions to relieve heightened business management, regulatory compliance, and risk management pressures.

## Selected Trends

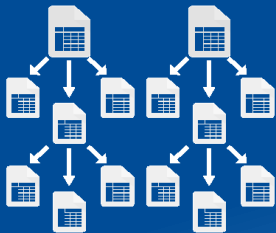
1. The quantity of data that alternative investment managers must manage, review, and leverage is increasing at a rapid rate and is often siloed
2. Many alternative investment management firms are still managing their businesses using legacy spreadsheets and paper-based processes
3. The pressures on alternative investment professionals are increasing due to limited resources, asset complexity, and more



## Selected Solutions to help Digitize Workflows <sup>(1)</sup>

1. CRM solutions to manage communications across the entire investment lifecycle
2. Investor Relations solutions to provide secure access to account and fund information
3. Portfolio Management solutions to centralize all fund and holdings data on a single platform
4. Accounting Solutions to manage all types of pooled investments both onshore and offshore

## Static vs. Systematic Data Management <sup>(2)</sup>



*"Asset owners and allocators manage millions and often billions of dollars. Yet, despite the fact that their work involves data that is literally changing by the second, many asset owners and allocators choose to handle their data with static documentation such as with Excel spreadsheets, Word documents, OneDrive or Dropbox, etc."*

*"That may have been a workable option before the 2008 meltdown in the financial sector, but not any longer. Dodd-Frank in the U.S. and the Basel Regulatory Framework internationally have spearheaded a regulatory overhaul. On the investor level, operational due diligence (ODD) has moved from a "check the box" item to a matter of intense scrutiny. In addition, position transparency and overall information flow have increased materially. As certain private vehicles, in particular hedge funds, have struggled during the low-rate environment, they are required to produce not only the required regulatory specifications, but also the additional transparency to provide a value-add to their investors."*

*"Due to this increased information flow, asset owners and allocators need to make a shift from relying on static documentation to practicing systematic data management in order to fully adhere to their fiduciary responsibilities."*



# Trends within the Alternative Investment Industry

Key Areas of Focus | Industry Landscape - Analytics, Management Tools and Reporting Case Study



## Investing in Client-Centric Technology for Superior Relationship Management

### Challenge

Horsley Bridge is a venture capital and private equity fund-of-funds investor. In order to better serve its clients, the Company needed a robust CRM system to replace its in-house contacts database and file share platform, as it had significant limitations.

### Backstop's Solution

Backstop provided a user-friendly and mobile CRM suite that automated and simplified operational tasks for the Company. Tasks such as file sharing, marketing operations, summary book preparation, and search became much faster and more efficient.

### Benefits

As a result, Horsley Bridge will:

- Save costs by automating manual tasks
- Increase operational efficiencies
- Streamline the capital raising process
- Deliver greater service to its clients



## Geller Family Office (2)

### Challenge

- Geller Family Office Services (GFOS) provides integrated wealth management for ultra-high net worth individuals, families, and foundations
- The Company also manages a private equity vehicle and a hedge fund, which requires ongoing management, coordination, and monitoring
- The diverse investment management needs of the Company's wealthy clients created complexities that require a platform that could integrate multiple critical aspects

### Backstop's Solution

Backstop provided a comprehensive solution that gives the investment management team the ability to stay informed during the investment management process. It also helps the team perform seamlessly and uniformly.

The GFOS investment team is now able to archive meeting notes, collect manager information, assess overall performance, and retain legal notices seamlessly. The solution gives the team a wealth of information at their fingertips as well.

### Benefits

As a result, Geller Family Office Services will:

- Have more efficient processes and accurate record keeping
- Increase accessibility to critical information and have better decision making
- Enhance communications with their clients and within the investment management team



# Trends within the Alternative Investment Industry

Key Areas of Focus | Industry Landscape – Specialized Search / Alternative Data

## What is Considered Alternative Data? <sup>(1)</sup>

Alternative Data is often difficult to define because it is a moving target. It comes from different sources, takes different forms, and offers insights on different verticals. It can most commonly be defined as any non-market data. Some examples include:



**Satellite imagery that can predict oil levels**



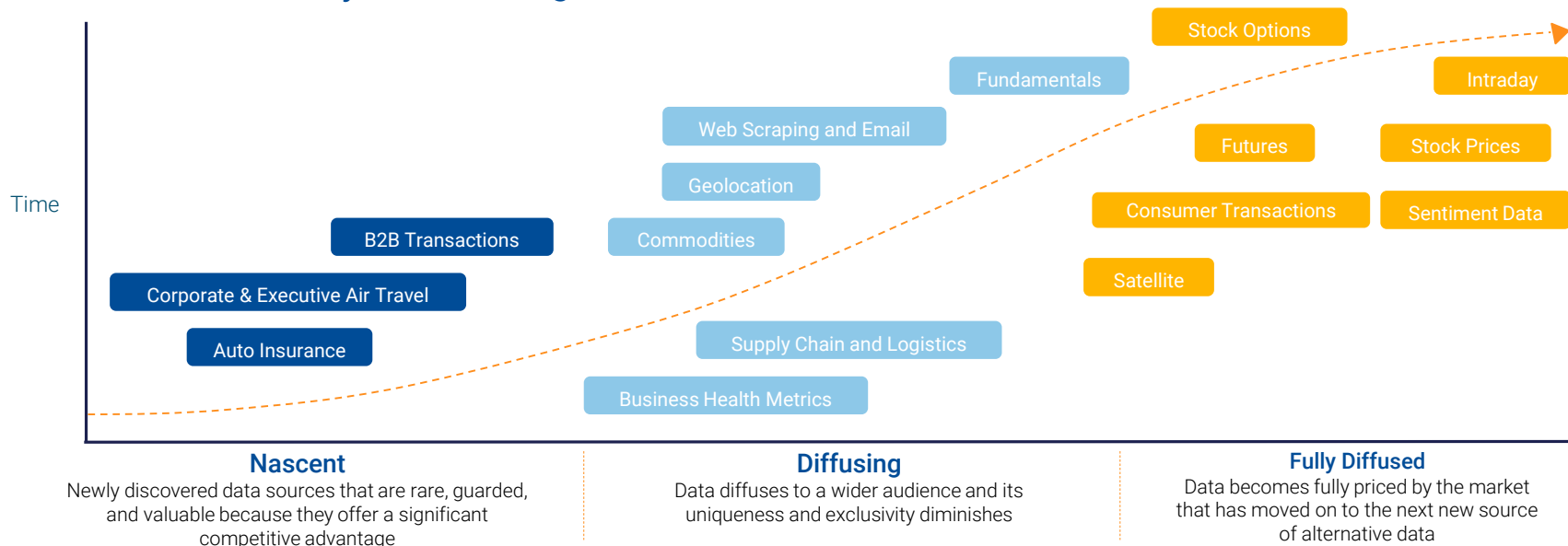
**Insurance records that can track auto sales**



**Online job listings that can track company growth**

In the age of global digitalization, there is a growing volume of unique insights available due to the trail of data left behind by businesses. Social media, web search, and instant messaging have digitalized human interactions, and smartphones have taken on the role of location sensors, internet connections, and photo / video cameras. The deep integration of technology in society has allowed for almost every decision and thought process to be tracked and potentially utilized as data sets, which – when harnessed properly – can provide investment insight.

## Data's Natural Life Cycle According to Quandl <sup>(1)</sup>



Source:  
(1) Quandl, "Searching for an Edge with Alternative Data".

# Trends within the Alternative Investment Industry

Key Areas of Focus | Industry Landscape – Specialized Search / Alternative Data Case Study

Alternative  
Investments

## Alternative Data Sheds Light on Tesla's Delivery Numbers <sup>(1)</sup>

Tesla reported strong Q3 '18 delivery numbers at more than double the prior quarter. However, the New York Times reported that a large number of new vehicles were being found in multiple locations across the U.S., which signals potential problems. Alternative data can be used to evaluate what Tesla's delivery numbers really mean.

### Potential Problems

- Problem with delivery logistics
- May have built more Model 3 cars than they could sell
- Demand for the Model 3 is falling due to price

### Quandl Data Analysis

Through the use of alternative data comprising of U.S. auto insurance registrations, Quandl clients are able to produce highly accurate projections of Tesla's "cars-in-hand." This is possible because new car deliveries almost perfectly correlate with the sale of new auto insurance policies since insurance is mandatory for U.S. drivers.

The data analysis works by tracking the actions of owners of new Tesla vehicles. The vehicles often have a wait list so Tesla's reported delivery numbers should tie closely to sales. However, data shows that there is a widening gap between Quandl's insurance data and Tesla's delivery numbers. Analysis of this suggests that Tesla's definition of "delivery" may not mean a customer taking ownership of a vehicle.

### Implication for Investors

Auto insurance data can provide credible insight into an automaker's performance. Investors can utilize the data to produce a solid estimate of the number of vehicles that were built and delivered in a quarter. Users would have access to this information well before shipments or earnings are typically announced.



Co-Founder & CEO:

Tammer Kamel

Headquarters:

Toronto, Canada

Founded:

2012

- Provider of financial, economic, and alternative datasets, serving investment professionals
- Quandl's platform is used by over 400,000 people, including analysts from the world's top hedge funds, assets managers and investment banks
- On December 4, 2018, Quandl was acquired by NASDAQ



**An industrial site in Lathrop, Calif., east of San Francisco, where the self-appointed Shorty Air Force has identified a large collection of Tesla cars. This view was shot in late July. <sup>(2)</sup>**

# Trends within the Alternative Investment Industry

Key Areas of Focus | Industry Landscape – Specialized Search / Alternative Data Case Study



Founder: Kevin Carson  
Headquarters: New York City, NY  
Founded: 2012

- Operator of a data analytics platform designed to offer market analysis and assistance in investment related decisions
- Transforms raw data to bring accuracy and precision to the buy-side investment decision-making process
- Enables business and investment professionals to find actionable insights

## Partners

- Transactions
- Bill Payments
- Receipts
- Location
- Pricing
- App Usage
- Web-Scraping

## Earnest

- Data Cleansing
- Data Classification
- Data Structuring
- Data Normalization
- Data Integration
- Productization
- Sales & Client Service

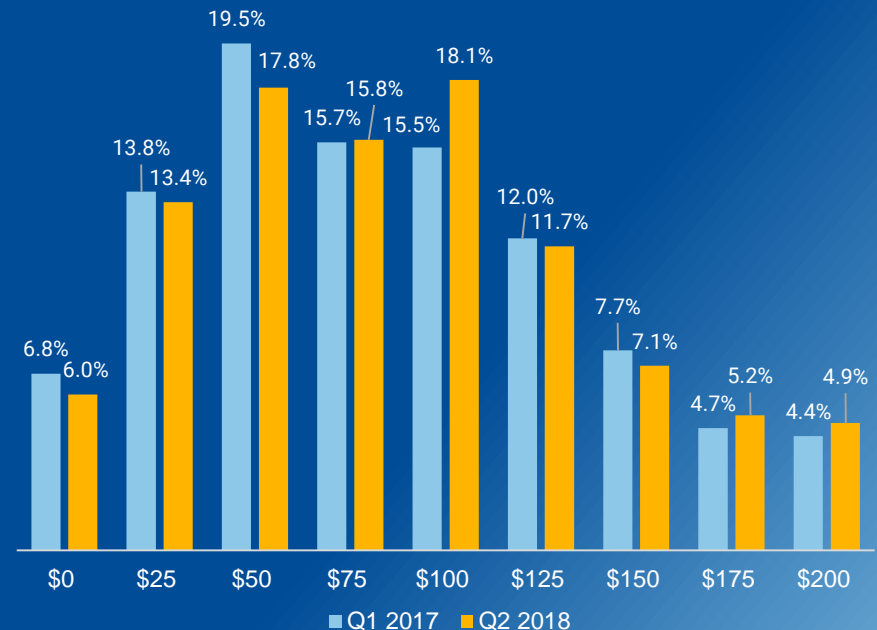
## Clients

- Corporate
- Public Equity
- Private Equity
- Credit
- Quantitative
- Venture Capital
- Consulting

## Lululemon 1Q18 Insights Driven by EarnestQuery <sup>(1)</sup>

Tracking KPIs: Ticket Trends Yielded Insight into Margins

### \$0 - \$200 Ticket Frequency



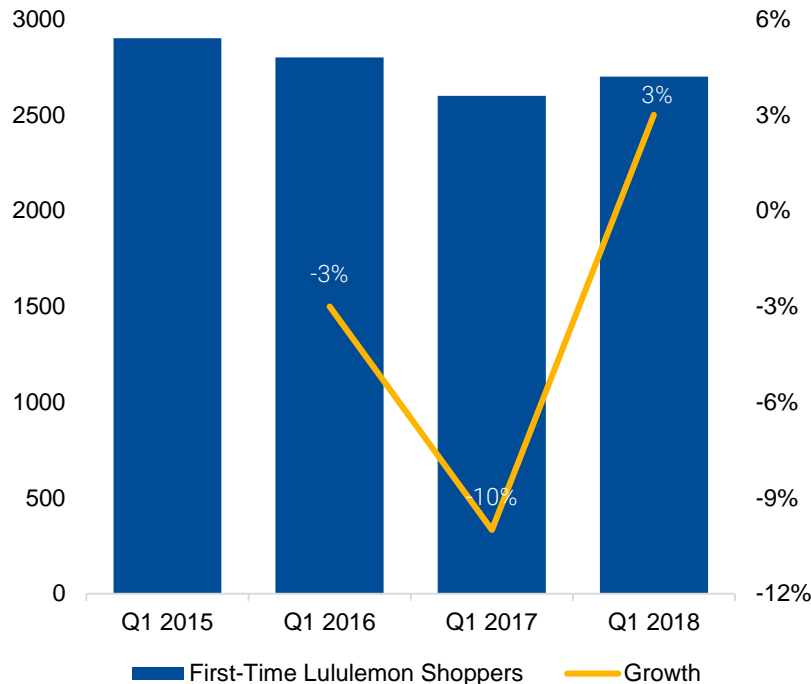
Earnest Research's consumer spending data available in EarnestQuery signaled a favorable shift towards higher average tickets at Lululemon in 1Q18. Consequently, the gross margin in Q1 2018 increased by 270 basis points versus Q1 2017 with the Company citing a favorable product mix as a contributing factor.

# Trends within the Alternative Investment Industry

Key Areas of Focus | Industry Landscape – Specialized Search / Alternative Data Case Study

## Lululemon 1Q18 Insights Driven by EarnestQuery <sup>(1)</sup>

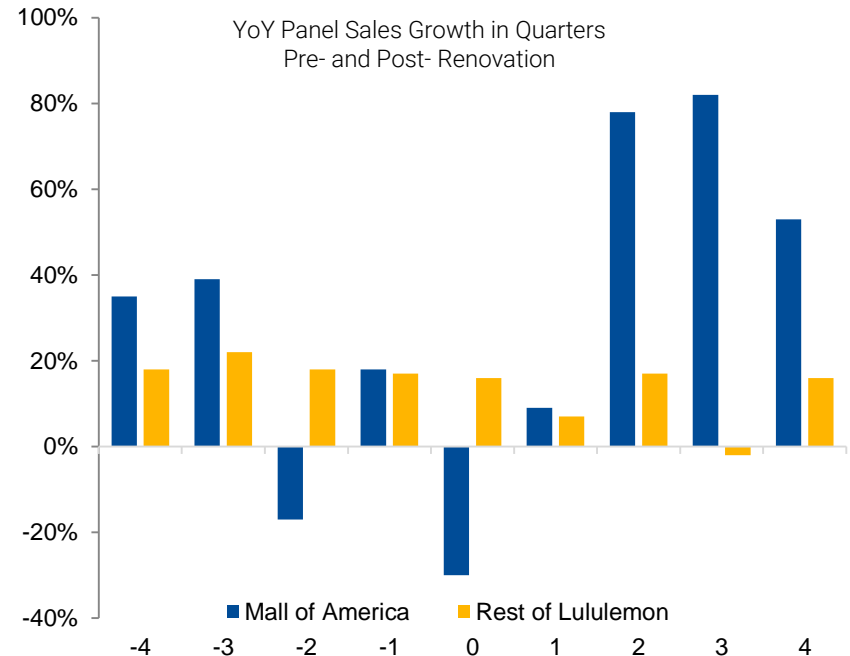
### Capturing Inflections: Guest Acquisitions



"In guest engagement, we saw continued success in our community and digital strategies, which contributed to a 28% increase in guest acquisition in the quarter, fueling traffic gains across both stores and e-commerce."

– Stuart C. Haselden, Lululemon COO

### Isolating the Impact of Sales Initiatives: Co-located Strategy



Lululemon expanded selected super productive stores by adding 50% incremental square footage and saw a 30 – 40% increase in revenue. This is believed to be caused by a co-located strategy that allowed Lululemon to present the men's assortment more powerfully. In the Mall of America specifically, Lululemon increased the square footage of the store by 50% and the men's square footage by 100%, and saw an 80% increase in sales in men's with the same inventory. Here too, Earnest's data foretold this trend.

# Trends within the Alternative Investment Industry

Key Areas of Focus | Industry Landscape – Specialized Search / Alternative Data Selected Examples

## AlphaSense

Co-Founder & CEO: Jaakko Kokko  
Headquarters: New York, NY  
Founded: 2011

- Financial search engine that uses a blend of advanced linguistic search and natural language processing algorithms for better insight
- Enables research professionals to search, navigate, set alerts and analyze filings, research, news and other disclosures for critical data points with accuracy



Founder & CEO: Emmett Kilduff  
Headquarters: Dublin, Ireland  
Founded: 2012

- Provider of data-mining services for the financial sector intended to obtain alpha from alternative data
- Built a product team that is modeled on the alternative data teams at asset management firms
- Enables clients to integrate alternative data to complement their in-house capabilities

## SPACEKNOW

Co-Founder & CEO: Pavel Machalek  
Headquarters: San Francisco, CA  
Founded: 2013

- Provider of satellite imagery analytics platform designed to provide transparent access and analysis of satellite imagery
- AI software provides imagery analysis via a team of scientists and software engineers
- Enables firms, governments, NGOs and individuals to track, measure and optimize the flow of global commerce

## Quid

Co-Founder & Co-CEO: Bob Goodson  
Headquarters: San Francisco, CA  
Founded: 2006

- Visualization platform designed to offer text-based data analysis
- Combines search, premium data and high-performance algorithms from news articles, blog posts, company profiles and patents to create visualizations of markets, trends and cultural phenomena
- Enables businesses to analyze investment trends, gain competitive intelligence, map innovation as well as make decisions that matter
- In January 2020, Quid announced that it will merge with NetBase

IV

# Executive Interviews



# Executive Interview:

*Eric Poirier,*  
*Addepar*





**Eric Poirier**

CEO



Eric has years of experience building operating systems for the financial world, both at Addepar and at Palantir Technologies. Eric was one of Palantir's first 20 employees and helped shape its core technology while building its financial business. Earlier in his career, Eric worked at Lehman Brothers. Eric received a Bachelor's of Science in Computer Science from Columbia University.

***"While wealth management is in the early stages of a radical transformation, we believe that the financial system suffers from a lack of transparency."***

### ***What fundamental problems is Addepar solving for its clients?***

While wealth management is in the early stages of a radical transformation, we believe that the financial system suffers from a lack of transparency. Ultra-high-net-worth (UHNW) investors have been overlooked and greatly underserved in regards to financial technology. Solutions for UHNW advisors must be able to handle far more complex portfolios than required for your typical investor. These advisors not only manage liquid assets but also a disproportionate amount of alternatives. Additionally, UHNW investors typically work with multiple financial institutions, complicating the ownership structure of their portfolios and making it difficult to provide a comprehensive view of their net worth.

Currently, there is \$120 trillion of investable assets globally, siloed without a common platform, and owners of complex portfolios struggle to answer basic questions about their investments.

Addepar aims to solve the existing lack of transparency by bringing people, data, and technology together to help investors make better, more informed decisions. Addepar's wealth management platform specializes in data aggregation and portfolio reporting to provide insights and clarity into even the most complex investment portfolios.

### ***How does Addepar differentiate itself from competitors and win clients?***

Addepar leads the industry in data aggregation capabilities. Having built a true multi-asset class solution from the ground up, Addepar allows advisors to consolidate and manage the myriad, disparate assets that comprise highly complex portfolios. Only Addepar provides a complete picture of complex portfolios. As a consequence, we've seen strong traction, with more than 400 firms using the Addepar platform. Financial firms and advisors are investing in financial technology platforms like Addepar to drive efficiencies, improve client service, and drive performance for their clients' portfolios.





### Exclusive Executive Interview – Eric Poirier

***“...Addepar is used by five of Barron’s top 10 advisors and 11 of the top 30 banks.”***

#### ***Where are you seeing the greatest demand for Addepar’s services?***

Addepar has seen the most demand for its platform from single family offices, RIAs, private banks, regional banks, and wirehouses with an emphasis on their private wealth business. We work with thousands of leading financial advisors that manage data for over \$1.7 trillion of assets on our platform. To add additional context, Addepar is used by five of Barron’s top 10 advisors and 11 of the top 30 banks.

#### ***What new products and services have you rolled out in the past year?***

In March 2019, Addepar introduced an enhanced set of services that provides clients additional, highly tailored support experiences, helping them achieve faster implementations and quicker time-to-value. It launched a mobile app for iPhone in June, giving financial advisors and their clients the ability to access their portfolio from their smartphones in a self-service, secure way at any time.

Most recently, in February 2020, Addepar released a number of new products and services aimed at helping RIAs that serve a variety of client types excel in an increasingly competitive market, including flexible data migration options and Addepar Teams, a set of advanced controls and permissions to serve firms that need to grant varying access by team, branch, role and functional responsibility. The company also launched AddeparGoSM, an offering that tailors Addepar’s software to the specific needs of large RIA firms, banks and broker-dealers. It is designed with a set of features, capabilities and custodial data feeds that optimize for speedy implementation and make it easy for larger firms who have a range of advisor teams to adopt.

The company now manages data for more than \$1.7 trillion in assets on its platform and serves more than 400 clients.



## Exclusive Executive Interview – Eric Poirier

*“As we grow in this sector, we have built out our executive bench with the best talent at the intersection of wealth and technology...”*

### *How do you think about Alternative Investments and the opportunity in the context of Addepar’s business?*

Of the \$1.7+ trillion on Addepar's platform, more than 30% are in alternatives. We're in an ideal position to help our clients monitor and measure investments they've made in private equity, hedge funds, real estate, venture capital, private stocks, real assets, etc.—and we will continue investing very heavily in bringing more alts-oriented features, functionality, and services to our growing base of clients. We see our alternatives capabilities as one of our strongest differentiators and value drivers for our clients.

### *Addepar’s clients include some of the largest institutions in the wealth management sector, such as Morgan Stanley and Oppenheimer. Are there any challenges related to onboarding and serving large incumbents in the space?*

I would be remiss to draw a distinction between our large and small clients, because providing top-notch products and services to all of our clients is critically important to us. That being said, larger clients often require a different, enterprise-minded approach-- they have more clients, more products, and their legacy systems are typically more layered. As we grow in this sector, we have built out our executive bench with the best talent at the intersection of wealth and technology, including Stephen Snyder as Chief Financial Officer (Hewlett Packard, Adobe, Rocket Fuel), David Lessing as Chief Revenue Officer (Morgan Stanley, Merrill Lynch, McKinsey), Daniel Bayer as Senior Vice President of Services (Apttus, ModelN), Sally Buchanan as Vice President of People and Operations (PlayStation, Twitch, Sony), and Natalie Sunderland as Chief Marketing Officer (American Express, Citigroup, Qventus).



## Exclusive Executive Interview – Eric Poirier

***“But as we explore going deeper into wealth management, expanding into institutions could be a natural next step for us.”***

### ***What are the biggest day-to-day challenges in managing a fast-growing, dynamic business?***

One area we’ve been very cognizant of investing in is culture as the company has grown to more than 350 people. It’s important to me that all employees be aligned with and inspired by Addepar’s mission. I believe in creating a culture of ownership so that each person feels responsible for the company. We empower each employee to make decisions and take risks without asking for permission--and we reward this ownership by giving each employee equity in the company.

We also host hackathons every four to six months where we encourage everyone, not just engineers, to participate. The types of problems people solve are typically organic things they’ve spotted in their day-to-day work, like improving the company’s recycling program.

Recruiting in the Bay Area has also been a challenge, but we now have offices in New York and Salt Lake City (and are doubling the office size). This has helped reach a larger and more diverse pool of candidates.

Ultimately, Addepar does best when our workforce is engaged, inspired, and given the environment and culture to thrive. On this score, we co-sponsored Columbia University’s launch of NYC WIT (Women in Technology) with Google, Bloomberg, and Morgan Stanley, and we will continue putting our time, energy, and resources into cultivating our team and talent.

### ***What’s the long-term vision for Addepar? What new products and services will you be offering in the coming years?***

We have built a platform to bring transparency to wealth management – a \$120 trillion market. But as we explore going deeper into wealth management, expanding into institutions could be a natural next step for us. As an \$80 trillion market, they have some of the same challenges as UHNW advisors and could benefit from a common platform and more transparency.

*Continued on next page*



## Exclusive Executive Interview – Eric Poirier

***“We've built the best rear view mirror for our clients, giving them the ability to see exactly where they are and where they have been.”***

*Continued from prior page*

We've built the best rear view mirror for our clients, giving them the ability to see exactly where they are and where they have been. An important part of our path forward is in designing and building the windshield and headlights, surfacing insights and actions to the firms we serve in order to help them make far more data-driven investment decisions that take their unique goals, objectives, and preferences into consideration. We see the future of financial services as one that's built entirely around the client, and where products and services are integrated into a scalable experience – whether digital or physical. We fundamentally believe that financial products and services should be bought and not sold, and the industry at large is starting a dramatic transformation to make this future state a reality.



# Executive Interview:

***Clint Coghill,***  
***Backstop Solutions***



# Executive Interviews

Interview with Clint Coghill, Backstop Solutions

Alternative  
Investments



**Clint Coghill**

CEO



Clint co-founded Backstop Solutions Group in 2003 as the Founding Chairman. Prior to joining Backstop, Clint was CIO of Coghill Capital Management, a Chicago-based hedge fund management company. Clint was also the Founding Chairman of NFTE Chicago's Regional Advisory Board, which provides entrepreneurship programs to young people from low-income communities and reaches more than 2,000 youth per year.

***"Our alternative asset manager clients are looking to differentiate themselves through superior performance and client service. Backstop's technology enables them to build and execute world-class client servicing processes."***

## ***Who is Backstop's client base?***

Our client base consists of alternative asset managers and the institutional allocators investing in those alternative asset managers.

## ***What are the fundamental problems that Backstop is solving for your clients?***

Our alternative asset manager clients are looking to differentiate themselves through superior performance and client service. Backstop's technology enables them to build and execute world-class client servicing processes.

Our institutional allocator clients are contending with a dramatically increased flow of information into their inboxes on a daily basis as well as ever-increasing complexity across all aspects of investment management, including instruments, vehicles, strategies, and fund structures. Many have no tools with which they can manage this data and this complexity, leaving investment and operations teams feeling overwhelmed and inundated. Backstop's technology enables them to effectively organize this data and leverage it to generate insights into their portfolios. On top of this, Backstop's software enables institutional investment and operations teams to collaborate, share, and prioritize this ever-changing information to enable their teams to follow a robust investment process. These are the fundamental problems we're solving for our clients.



### Exclusive Executive Interview – Clint Coghill

***“Backstop enables our clients to combine seemingly disjointed components to discover relevance, and most importantly, leverage these insights across the organization’s various teams.”***

#### ***How does Backstop help its institutional allocator clients manage the large and disparate amounts of data they receive on a daily basis?***

In addition to providing institutional investment and operations teams with a single source of truth and a repository of qualitative and quantitative data, Backstop is also enabling our clients to make sense of their information. With our powerful relationship and reporting engines, Backstop enables our clients to combine seemingly disjointed components to discover relevance, and most importantly, leverage these insights across the organization’s various teams, such as the investment, due diligence, operations, compliance, and risk and administrative teams. In 2019, Backstop also released Backstop Intellx, which performs straight-through processing of fund documents for institutional allocators using a combination of machine learning and artificial intelligence. With Backstop’s Intellx, institutional operations teams are now able to drastically reduce the time spent collecting and processing their fund documents – from 3 to 5 minutes each to a few seconds. Given that most allocators receive many thousands of documents a year, this gives them back a significant portion of their time to perform higher-value work.

#### ***Where are you seeing the greatest demand for your offerings?***

While we’re seeing strong demand across all geographies, and across both asset owners and asset managers, we’re seeing especially strong interest from public plan sponsors, private equity firms, family offices, and investment consultants – both discretionary and non-discretionary. As more and more institutional investors wake up and realize that managing billions of dollars in spreadsheets and static systems is unsustainable, they are coming to us and asking us to help guide them in their digital transformation efforts.



### Exclusive Executive Interview – Clint Coghill

***“There are 3 things that separate Backstop Solutions from our competition: our focus on the industry, our focus on enabling self-service, and our focus on providing cloud-based technology with enterprise-level security.”***

#### ***What sets Backstop apart from its competitors?***

There are 3 things that separate Backstop Solutions from our competition: our focus on the industry, our focus on enabling self-service, and our focus on providing cloud-based technology with enterprise-level security.

In terms of our singular focus, we only build solutions for the institutional and alternative investment industries, as distinct from the “horizontal” or “generic” CRM providers that attempt to serve all industries across the board. Implementing with these generic competitors often results in taking on greater costs, because inevitably, these generic platforms need to be “customized” for specific use cases. From the beginning, we architected a data model that “understands” the various ins and outs of funds, strategies, vehicles, side pockets, and more. And from the beginning, we built a powerful relationship engine that can reflect the interconnected web of relationships that the financial services industry is known for. This relationship engine is the basis for the superior client servicing, research management, and deal sourcing capabilities we offer to our clients. This singular industry focus also has downstream impact on the ongoing support we are able to offer to our clients, because it means that our client success teams speak the client’s language.

The second is our robust reporting engine, which can be used to deliver powerful data visualization for investment committees, Boards, trustees, capital-raising teams, and client relations teams. In 2020, we are excited to have taken the robust reporting engine to the next level – we have worked hard to “open up” the engine and give our clients tools with which to manage and explore their research pipelines (or prospective investor pipelines) on the fly. Unlike our competitors, Backstop gives our clients the agility to create their own views and visualizations without needing to submit a support ticket and waiting 6 months to get a developer to code it for them.

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### Exclusive Executive Interview – Clint Coghill

***“As a former hedge fund manager, I know how hard it is to generate alpha. The last decade, with its low interest rate environment, has been very tough on active managers.”***

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Finally, as a robust cloud-based software solution for nearly a thousand institutional and alternative investment managers, we place strong emphasis on security and privacy. Our enterprise-level infrastructure is architected for maximum availability and redundancy. Our multi-layer security program is comprised of several strategies, including company-wide training, third-party penetration testing, and threat monitoring. Recently, we received our SOC 2 Type 1 Audit. Our teams also continuously monitor the impacts of new laws and regulations around privacy and evolve our products and security frameworks. For institutional asset owners and the asset managers hired by those institutions, our focus on information security has become an increasingly important differentiator.

#### ***How do you think about alternative investments and the opportunity for the sector in the context of Backstop’s business?***

I’m going to tailor my comments first to alternative asset managers and then to institutional asset allocators. As a former hedge fund manager, I know how hard it is to generate alpha. The last decade, with its low interest rate environment, has been very tough on active managers. But performance isn’t the only thing that matters to institutional investors – that’s 70% of the reason why an investor will stay with a manager. But the other 30% is differentiated client service – and that is an area of opportunity for alternative asset managers. Are they providing transparency, ready access, and proactive information-sharing to their LPs? There is an opportunity to create truly world-class client servicing, and to leverage technology to do so.

For institutional asset owners who are getting deluged with data, the opportunity is to collect, organize, and then do something useful with that data. I would say it is almost a fiduciary responsibility to transform the data into actionable insight and use it to make better investment decisions. The financial services industry has a penchant for hiring high-value people and then tasking them with low-value work – such as downloading and uploading data. What investment managers truly need today is time back in their day to actually digest all the information they are gathering and use it to inform their decision-making. That’s the opportunity for the sector as well – to leverage technology in this endeavor and free their teams to do the work that truly makes a difference.



### Exclusive Executive Interview – Clint Coghill

***“There are great opportunities for success in downturns for investors who are organized and know how to marshal data.”***

***Many investors are expecting a downturn over the coming years. How could Backstop’s solutions help clients prepare for, and better withstand, a possible downturn?***

There are great opportunities for success in downturns for investors who are organized and know how to marshal data. Allocators who are good at using various sources of data to provide additional lenses of risk into their portfolio can be better prepared to harness good opportunities. Managers who have our robust reporting engine and information at their fingertips can cultivate transparency and trust with their allocator clients, and better withstand downturns and times of uncertainty. Efficiency is essential for both allocators and managers to succeed during a downturn, as they need to be agile, organized, and ready to respond quickly to and even anticipate market trends.

***What new products and services have you released over the past year?***

We delivered approximately 150 product enhancements that were created to provide our clients with greater abilities to ingest, analyze, and make sense of the large volumes of data arriving in their inboxes on a daily basis. Three of these key product updates included:

- **Backstop IntelIX:** The newest offering in Backstop’s suite of data products and services, Backstop IntelIX empowers our allocator clients to take control of fund documents. Using artificial intelligence and machine learning, IntelIX automates previously manual tasks like inbound data collection, classification, and management, boosting productivity and allowing investment and operations teams to spend their time where it matters most.
- **Client-definable entities:** Clients are able to implement and use their own nomenclature systems for fields, entity names and report titles.
- **Cash holdings:** Asset allocators have access to high transaction count configurations and more realistic reflections of cash holdings through visual insights within Backstop.

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### Exclusive Executive Interview – Clint Coghill

***“In 2020, we’ll be enhancing our IntelIX platform to be able to automate the processing of not just fund documents, but also transactions, data, and forms.”***

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Another exciting development for us that occurred in early 2019 was the acquisition of BarclayHedge, a leading provider of alternative investment data and indices. Through this acquisition, Backstop was able to take another significant step towards achieving its long-term vision of delivering a holistic productivity suite for institutional and alternative investors. With proprietary access to the 2,200 alternative investment managers and 6,900 funds tracked by BarclayHedge, Backstop now offers institutional clients a unique combination of technology, tools, services, and data to help optimize their research management and due diligence workflows.

#### ***What new products and services will you be offering in the coming years?***

We have some exciting new products and services coming to market very soon. In 2020, we’ll be enhancing our IntelIX platform to be able to automate the processing of not just fund documents, but also transactions, data, and forms. We’ll also be announcing our agile dashboarding tools that allow clients the ability to self-configure greater visibility into their pipelines – whether it’s for manager research or for investor prospecting. We will also continue to bring to market broader and deeper multi-asset class research and portfolio management capabilities, enabling investment consultants and institutional investment teams to cover their universes more intuitively and flexibly. As always, our product vision is to bring greater focus, visibility, and clarity to our clients, which gives them time back in their day to do what’s most important.

**CAIS**

# **Executive Interview:** ***Matt Brown,*** ***CAIS***



# CAIS

**Matt Brown**

Founder & CEO



Matt has over 27 years of experience in the financial services industry. He has worked at firms including Shearson Lehman Brothers, Smith Barney, and Brownstone Advisors. Matt received his BA from St. Mary's College. Matt is responsible for firm strategy, management, and business development.

***"We are solving the lack of adoption and usage of alternative investments by financial advisors in the independent wealth community by enhancing access, education, due diligence, and execution ensuring better portfolio outcomes for their end clients."***

### ***What is the fundamental problem that CAIS is solving in the alternative investing space?***

We are solving the lack of adoption and usage of alternative investments by financial advisors in the independent wealth community by enhancing access, education, due diligence, and streamlining execution to support better portfolio outcomes for their end clients.

### ***How do alternative fund managers benefit from CAIS' platform?***

CAIS provides streamlined access to the highly fragmented independent wealth community that has historically under-allocated to alternative investment funds and strategies. Alternative fund managers on the CAIS Platform benefit from expanding and diversifying their shareholder base, ultimately improving their enterprise value.

### ***How can alternative investments enhance portfolios and help advisors build their business?***

Compared to traditional stock and bond markets, alternative investments provide uncorrelated and differentiated risk and return profiles. Financial advisors can leverage alternative investments to improve risk-adjusted returns in their client portfolios.

### CAIS

### Exclusive Executive Interview – Matt Brown

***“One of the key barriers of alternative investment adoption and usage for the independent wealth community is the lack of resources for due diligence and education.”***

#### ***What differentiates CAIS’ platform from other alternative investment platforms? How do you win clients?***

Clients chose CAIS because it is the only firm that offers both:

1. A true end-to-end marketplace platform where advisors and managers can engage, learn, and transact on a massive scale.
2. Platform as a solution (PaaS), which allows fund managers and advisors to create a custom experience or solution using all or a portion of our platform.

The combination of both has led to extreme client adoption from both fund managers and advisors.

#### ***What are the dynamics of CAIS’ partnership with Mercer, and how does it benefit advisors?***

One of the key barriers of alternative investment adoption and usage for the independent wealth community is the lack of resources for due diligence and education. Mercer and CAIS have a decade long strategic partnership removing these barriers that prevented independent financial advisors from adopting alternative investments. Mercer plays a critical role in providing 3rd party investment and operational due diligence, investment research, financial advisor education and advice, model portfolios, customized offerings, and overall platform monitoring for the CAIS advisor community. Also, Mercer assists CAIS with asset manager sourcing.

#### ***What is the sourcing and onboarding process for new funds on the CAIS platform?***

New asset managers come from multiple sources, including recommendations from our advisor community, reverse inquiries by asset managers, Mercer recommendations, and the CAIS team. The asset manager must successfully pass Mercer’s due diligence and reach a commercial agreement before onboarding.

## CAIS

### Exclusive Executive Interview – Matt Brown

*“CAIS sees an enormous opportunity for growth and scale in its core business of managing a marketplace of alternative investment funds and products for independent financial advisors.”*

*What’s the long term vision for the Company? What new products and services will you be offering in the coming years?*

CAIS sees an enormous opportunity for growth and scale in three categories.

- **Scaling our core business:** CAIS’ core business of managing a marketplace of alternative investment funds and products for independent financial advisors.
- **Platform as a service:** Platform as a service (PaaS), allowing fund managers and advisors to create a custom experience or solution using all or a portion of our platform.
- **Leading with Learning:** Education is the biggest barrier preventing financial advisors from utilizing the benefits alternative investments. CAIS developed a state of the art personalized learning system powered by artificial intelligence called CAIS IQ. The CAIS IQ initiative is a long term goal to improve alternative investment education transforming the industry



# Executive Interview:

*Henry Ward,  
Carta*

IV





Henry founded eShares in 2012 to develop cap table software that eliminates spreadsheets and paper certificates. Since then, eShares has changed its name to Carta. Prior to Carta, Henry was also a founder of SecondSight.

***"Carta does much more than cap table management – it's an ownership management platform that grows with companies from founding to funding to exit and beyond."***

### ***What are the fundamental problems that Carta is solving for its clients?***

There's a big problem in the private world. Employees work for companies and get stock options, but they can't sell them. Companies are staying private for longer than ever, sometimes over a decade, so employees have this lottery ticket that maybe ten years from now they can buy a house with, but they don't know for sure. Carta solves that problem by bringing liquidity to private companies and their shareholders.

This isn't just for tech companies. All companies have owners, and any company can issue equity and make their employees owners. Carta is enabling more companies to make owners by making it easy to do this.

Carta also fundamentally simplifies ownership information management by moving manual spreadsheet files into electronic shares. This allows a company to issue and account for new shares and options electronically, and account for any type of transaction on existing shares, options, or other entries in its cap table in real time.

***Carta is known for providing cap table services, but your breadth of services expands well beyond this. Please discuss where your services started and what you offer today?***

Carta does much more than cap table management – it's an ownership management platform that grows with companies from founding to funding to exit and beyond. Carta serves more than just private companies, it creates a global network of ownership for founders, investors, and employees.



### Exclusive Executive Interview – Henry Ward

***“While other solutions offer liquidity and secondary transaction solutions, Carta is the only platform that manages ownership throughout a company’s lifecycle, from private to public.”***

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Carta helps companies manage their cap tables, valuations, and equity plans, and helps investors manage their portfolio, holdings, limited partners, and valuations.

#### ***Where are you seeing the greatest demand for Carta’s offerings?***

While Carta manages over \$650 billion in equity, we have seen an increasing demand for investor services. Since launching a fund admin solution in March 2018, we now serve 339 VC firms with \$9B+ in assets under administration and \$14.7M in ARR. We also are making \$19.5M total ARR for all investor products (including ASC 820 valuations and portfolio management), and are planning to expand our offerings for investors.

#### ***What are the key technologies you are leveraging in order to provide the best possible experience to customers?***

Carta simplifies ownership information management by moving manual spreadsheet files into electronic shares. This allows a company to issue and account for new shares and options electronically, and account for any type of transaction on existing shares, options, or other entries in its cap table in real time.

#### ***The private company investment market has become more competitive in recent years. How do Carta’s liquidity and secondary transaction solutions differ from those of competing platforms?***

While other solutions offer liquidity and secondary transaction solutions, Carta is the only platform that manages ownership throughout a company’s lifecycle, from private to public. Carta is also the only company that’s ever existed that has the opportunity to create a private market because they hold the most extensive registry of private equity, as well as the customers (network), infrastructure, and data advantage to deliver on this vision.



### Exclusive Executive Interview – Henry Ward

***“Carta wants to map the global ownership network, acting as the single source of truth for private, public, and investor transactions.”***

***Carta launched a fund administration platform in 2018. What was the rationale behind this, and how does the business complement your other lines of business?***

Carta wants to map the global ownership network, acting as the single source of truth for private, public, and investor transactions. As part of their mission, Carta launched a fund administration platform in 2018 to help update antiquated back office practices of venture capitalists. Now, Carta serves 143 VC firms with \$9B in assets under administration and \$5M in ARR. We also are making \$8.5M total ARR for all investor products (including ASC 820 valuations and portfolio management).

***Can you share any financial metrics of KPIs with us?***

\$93.5M total ARR as of December 2019

16,000+ companies on Carta

900k+ stakeholders on Carta

\$447.8M in total funding from top investors, including A16Z, Goldman Sachs Principal Strategic Investments, Lightspeed, Meritech Capital

***What is the long-term vision for the business? What new products and services will you be offering in the coming years?***

Capital markets are broken. There is hyper-liquidity in public markets, no liquidity in private, and nothing in between. Carta's vision is to rebuild capital markets, increasing access and liquidity for more owners. Carta is the only company that's ever existed that has the opportunity to create a private market since they hold a network of all private market assets, and everyone who would trade in this market.



# **Executive Interview:** ***John Phinney & George Evans,*** ***Convergence***

V

# Executive Interviews

## Interview with John Phinney & George Evans, Convergence



CONVERGENCE  
OPTIMAL PERFORMANCE

**John Phinney**

Chairman & Co-President



John, Chairman & Co-President, was previously was CFO and COO of Apollo Funds, CFO and COO of Rohatyn Group, CFO of JP Morgan, and Director of Operations of Fidelity Alternative Investments.



CONVERGENCE  
OPTIMAL PERFORMANCE

**George Evans**

Co-President



George Evans, Co-President, was previously Managing Director at Gladstone Associates, and Global Head of Business Development at GlobeOp Financial, Outsource Partners International, and BISYS Financial services.

***"We collect our data from a number of regulatory sources and public domain sources in addition to deriving and manufacturing significant original content."***

### ***What is your background and what motivated you to start Convergence?***

**George Evans:** I have been in the Asset Servicing business for over 30 years and built a number of successful businesses. I was a heavy data user and was never happy with the coverage, completeness, or actionable nature of the data. Convergence was built to solve the gaps in the market and provide a much better mousetrap for our clients.

### ***How do you collect your data and who are the primary consumers of your data?***

**George Evans:** We collect our data from a number of regulatory sources and public domain sources in addition to deriving and manufacturing significant original content. This makes us quite different than the average data providers in the market. We have successfully triangulated Advisors – Allocators and Service Providers all using our data for Compliance – Due Diligence – Business growth and protection. We ensure that every client sees an ROI on an investment in Convergence.

### ***How do you define Alternative Investments?***

**George Evans:** We define this as Hedge Fund - Private Equity – Real Estate – Venture Capital and Structured Assets.



## Exclusive Executive Interview – John Phinney & George Evans

***“The highest growth will come from private Equity, Real Estate, and Venture Capital where capital is far more patient.”***

***What are some of the key trends that you are seeing in the Alternatives space?***

**John Phinney:**

*Product Trends*

- We see the emergence of an end-to-end RegTech solution as a great opportunity for many service providers.

*Industry Trends*

- There is far too much “service capacity” in the market – too many Fund Administrators, Fund Auditors, Marketers, etc. It robs the type of financial scale (marginal contribution to profit) needed by larger firms to reinvest in technology. More mergers are needed to reduce this drag.

*Technology Trends*

- FinTech firms and Fund Administrators will start to merge so that each can focus on their core competencies.

***Convergence’s growth forecast for hedge fund assets suggests that this segment of Alternative Investments will experience a decline in assets over the coming years. What do you attribute this to? Where do expect the highest growth?***

**John Phinney:** There are too many hedge funds chasing too many of the same strategies. Trades and ideas are crowded, true active alpha is disappearing. The highest growth will come from Private Equity, Real Estate, and Venture Capital where capital is far more patient.



### Exclusive Executive Interview – John Phinney & George Evans

***“Alternative data is a must to create alpha.”***

#### ***Do you expect to see more acquisitions of Alternatives-focused service providers?***

**George Evans:** While the lists are getting longer – 600+ Administrators, 500+ Auditors, 1800+ Custodians, and 200+ Primes – the largest continue to get bigger; however, the mid-size continue to build distinctive niches. 2018 was an active year and we expect 2019 to be busier.

#### ***Would you recommend to traditional investment managers that they enter the Alternatives space now, and if so, how (de novo / acquisition, etc.)?***

**John Phinney:** Traditional Managers have the financial scale and ability to offer proprietary alternative investments to their clients. The easiest and less costly way to do this is via acquisition. Learning how to run an alternative manager is not recommended.

#### ***How do you expect technology to broadly impact the Alternatives industry in the years ahead?***

**John Phinney:**

- Alternative data is a must to create alpha.
- Embracing digital fitness will differentiate the winners and losers.
- Block-chain remains a mystery to many yet stay tuned.
- Crypto-currency remains a challenge to most investors yet has been resilient.



# Executive Interview:

***Robert Caporale,  
Exchangelodge***

VI





**Robert Caporale**

CEO



Robert is a seasoned executive with more than 25 years experience in financial and technology services. He has held senior management positions at J.P. Morgan, Deutsche Bank, Fiserv, and IBM Corporation. At J.P. Morgan, Robert was the Founder and CEO of JPMorgan Private Equity Fund Services (PEFS). Global Custodian Magazine elected Robert to the Securities Services Hall of Fame in 2009. Robert has a BBA from Pace University and an MBA from New York University with distinction.

***"Exchangelodge brings industry specific software solutions to the Alternative Investment Industry that enable the automation of business processes and effective management of enterprise data."***

### ***What fundamental problems is Exchangelodge solving for its clients?***

Alternative Investment firms have invested in core applications such as accounting, portfolio management and client relationship management systems but continue to face two challenges:

1. **Manual Processes** – Alternative Investment firms continue to rely on manual efforts and spreadsheets to complete key processes not addressed by these core systems.
2. **Disconnected and Inconsistent Data** – Alternative Investment firms have difficulties bringing data together from various parts of their enterprise ecosystem in order to accomplish key processes. They also have problems keeping common data in sync across their core systems and service providers.

Exchangelodge brings industry specific software solutions to the Alternative Investment Industry that enable the automation of business processes and effective management of enterprise data.

### ***How does Exchangelodge differentiate itself from competitors and win clients?***

Exchangelodge is a configurable, low-code SaaS platform that can be applied to solve many operational pain points across an enterprise. Exchangelodge enables the automation of manual processes through a flexible business rule driven workflow technology that facilitates collaboration between departments and integrates data via APIs from various systems.

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## Exclusive Executive Interview – Robert Caporale

***“We win clients by demonstrating our understanding of their business and our ability to solve complex automation and data problems.”***

### *Continued from prior page*

Rather than being a competitor to software providers that exist in the industry today, we are complementary. Exchangelodge provides connectivity and integration for these software providers, which increases their value within a client's ecosystem. We are now seeing these software providers refer their clients to us for API based solutions. We will be announcing some partnerships in the near future.

We win clients by demonstrating our understanding of their business and our ability to solve complex automation and data problems. We bring industry specific modules and workflow templates which reduces onboarding and adoption time for our clients.

### ***Where are you seeing the greatest opportunities for Exchangelodge solutions?***

We are seeing opportunities from Private Equity Firms, Hedge Funds, Fund of Funds, Infrastructure Funds and Credit Funds. There are also large opportunities with Fund Administrators as both a customer and as a partner to distribute our solutions to their clients.

### ***What new solutions have you rolled out in the last year?***

In September, we announced Version 2.0 of our platform and a NAV Oversight Module. Alternative Investment Managers are looking to automate the validation of the Net Asset Values produced by their third-party fund administrators. In many cases these investment managers are significantly reducing costs by eliminating internal shadow accounting.

*Continued on next page*



## Exclusive Executive Interview – Robert Caporale

***“The platform has been designed from the ground up to be a high performance, scalable, resilient, and secure system that meets the expectations of the regulated financial services industry.”***

### *Continued from prior page*

We have been working with clients on the automation of Legal Entity, Investor and New Deal set-up including collaboration across their legal, finance and deal team and feeding that information to their accounting platform or fund administrator. Based on feedback from the market, we are also developing solutions for ESG Data Collection, Carry Plan Management, Bank Wire Verification and Capital Call Automation.

### ***What is the underlying technology architecture of the Exchangelodge Platform?***

Exchangelodge is a proprietary full-stack technology platform that is complementary to all existing technology in the industry and within our client's technology environment. The platform has been designed from the ground up to be a high performance, scalable, resilient, and secure system that meets the expectations of the regulated financial services industry. Exchangelodge is hosted at Amazon Web Services. We follow well-known open development industry standards, including:

- Micro-services architecture
- REST API
- JSON payloads as application lingua franca
- Asynchronous message queue based inter-process communications - Clustered components
- Managed environment
- Encryption



## Exclusive Executive Interview – Robert Caporale

***“We will continue to build out our low-code platform in order to help clients solve the challenges of multiple systems, multiple teams, and disparate data.”***

### ***What’s the long-term vision for Exchangelodge?***

We are completely focused on automating the Alternative Investment Industry. Our long-term vision is to offer a finite set of capabilities, but do them exceptionally well for our clients. We will continue to build out our low-code platform in order to help clients solve the challenges of multiple systems, multiple teams, and disparate data.

### ***How has the company been funded to-date and can you discuss future financing plans?***

Up to this point, we have been funded by the company’s Founder, CEO and Angel Investors primarily through seed equity rounds. An additional source of funding has come from two large Alternative Investment Managers for the development of NAV Oversight and Fund Operations modules. We plan to raise a Series A round toward the end of 2020.



# Executive Interview:

*Todd Ryden,*  
***FNEX***

VII



**Todd Ryden**

Founder & CEO



Todd is the founder and CEO of FNEX. Prior to FNEX, Todd co-founded ViaStar, a wireless technology infrastructure company that sold to Motorola; Starcom Broadband, a cable and high-speed data provider that sold to Comcast; Caldera Development, a real estate development company that has participated in the development of over 430,000 square feet of retail and office space; and Cole Marketing, a bottle water brand-marketing group.

***“As we’ve grown we have supplemented the online platform with a distribution program that encompasses people, platform, and product.”***

### ***What was the catalyst behind founding FNEX?***

The main rationale was to create a centralized platform for accredited investors and RIAs to access alternative investments. We wanted to provide greater visibility for alternatives at the investor level. This is a difficult market to access, and our objective is to bring more transparency and to simplify the ability to invest.

### ***How has FNEX’s platform evolved over the years?***

As we’ve grown we have supplemented the online platform with a distribution program that encompasses people, platform, and product. On the people front, we have great group of over 60 professionals with proven investment acumen, industry expertise, and execution experience. Our platform consists of innovative software technology focused on capital markets, distribution, and private share trading. Our products consist of compelling, client-centric products for multiple business cycles and investment criteria. We provide distribution for our own proprietary products as well as third party products, including 40 Act funds, hedge funds, proprietary investments, and SPVs in high profile private companies.

### ***How does your business model compare to other competitors in the space?***

FNEX is a specialized, FinTech-enabled investment bank with an institutional focus. Our focus is on trading late stage venture-backed companies at the institutional level. This is a very different perspective compared to more retail-focused players. We have over 60 registered representatives, 2/3rd of whom are focused on fund distribution. We distribute our own offerings, and also offer white label solutions for broker-dealers and asset managers, all of which are feeling pressure to offer alternatives.



### Exclusive Executive Interview – Todd Ryden

***“Overall, the FNEX platform allows participants to monetize a lot of different relationships without straying too far from the core business.”***

#### ***Who is typically on the selling end of your offerings?***

It's mostly institutional sales, but does occasionally include employee sales. If we're dealing with an individual employee looking to sell shares, we are generally dealing with the C-Suite – so larger transaction sizes. There's not a lot of overlap with companies focused more on the broader retail markets, as the positions in our transactions are much larger and primarily institutional.

#### ***How does your distribution model work?***

Most of our salespeople have a lot of clients that expect interesting products, and that's how they add value to their client relationships. It is a very decentralized platform, with 60+ people across the country, so we try to make all the components symbiotic. The platform allows people to monetize a few different relationships since we have many eyes and ears out in the market to bring late stage trading products to the desk.

#### ***How does FNEX's Investment Banking business work?***

We tried to create a platform on which all of the components are symbiotic. There's crossover to the RIA market from the VC-backed space, so we can push product through that channel. Sometimes it's the other way around, where an RIA client has a position they want to liquidate. Likewise, operating as an investment bank – there's not necessarily a lot of translation from late stage investments to the M&A desk, but having eyes and ears out in the market allows for opportunistic M&A deal flow.

Overall, the FNEX platform allows participants to monetize a lot of different relationships without straying too far from the core business.



## Exclusive Executive Interview – Todd Ryden

***“There’s so much dry powder sitting in the PE / VC space, upwards of a trillion dollars. You’re seeing fewer public companies, which impacts the RIA space.”***

***What are your thoughts on the custody side? Does it make sense to integrate into that side of the business (specialized custodians)?***

I don’t think about it at all. This market is so huge that there is opportunity everywhere, we focus on where we can make the biggest impact.

***Can you give us some details about how the business has been performing?***

We have been cash flow positive since 2015, and are growing steadily. We have placed over \$8 billion in transactions over the last four years. We were also ranked #572 on the Inc. 5000 this year.

***How do you look at FNEX’s opportunity going forward?***

There’s so much dry powder sitting in the PE / VC space, upwards of a trillion dollars. You’re seeing fewer public companies, which impacts the RIA space. We’ve gone from 9,000 public companies down to around 3,500, and the growth rate of the remaining public companies is less than half what it was a decade ago. All of the growth capital raises that used to come from IPOs are now happening in the private markets, so that’s generally a better place to generate alpha today.

I do think we will see more and more direct listings – especially from companies that don’t necessarily need to raise capital, don’t want the headache of a formal IPO pricing, and don’t want to pay the massive fees. Even so, I expect the private markets to continue to generate a lot of alpha going forward.





## Exclusive Executive Interview – Todd Ryden

***“We are exploring some interesting strategic options right now, and we are excited about the next 12 – 18 months so stay tuned.”***

### ***How would a downturn impact FNEX’s business?***

What we’ve found is that cyclical movements and volatility are actually beneficial to the private secondary market. Instead of holding on as shareholders until the next benchmark or valuation, it can shake some sellers into the market, and there are generally buyers out there that have been waiting for supply. So that can make the market more transactional; when the market is steadily up you have fewer sellers.

### ***What do the next few years look like for FNEX?***

We’ve got some things that are coming soon that are going to be pretty exciting. We are focusing on proprietary products, including a NASDAQ listed interval fund, and accelerating our SaaS model where we license our distribution technology platform to Broker-Dealers, RIA’s, asset managers and custodians. We are exploring some interesting strategic options right now, and we are excited about the next 12 – 18 months so stay tuned.



# Executive Interview:

*Kelly Rodriques,  
Forge Global*

VIII

# Executive Interviews

Interview with Kelly Rodriques, Forge Global

 **Forge**  
**Kelly Rodriques**  
CEO



Kelly is the CEO of Forge Global with domestic and international experience founding and operating growth companies in FinTech. He is currently the Managing Director of Operative Capital, an early stage FinTech investment fund. Previously, he was CEO of Pensco, Operating Partner of Ignition Growth Capital, and CEO of Blowtorch Entertainment.

***“We’re driven by the notion that the private market economy is growing fast. More companies are staying private longer to properly scale their businesses and realize the vision that they want for their company.”***

## ***What is the vision behind Forge? What fundamental problems are you solving for your customers?***

We’re driven by the notion that the private market economy is growing fast. More companies are staying private longer to properly scale their businesses and realize the vision that they want for their company.

However, staying private longer is a double-edged sword. On one side, you can grow your company on your terms. On the other, you have employees who have liquidity pressures that they need to solve for today.

Forge exists to protect innovators and innovation through our online marketplace by connecting private companies to critical investment capital. This allows companies to stay private, retain talent and stay focused on disruptive innovation.

## ***How does Forge structure the investment products the Company offers?***

We enable investments through a variety of structures and instruments, and our investment products are structured in a way that requires alignment between the investor, issuing company, and the selling shareholder.

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## Exclusive Executive Interview – Kelly Rodriques

***“Forge is uniquely positioned to serve the whole of the private market ecosystem through our technology, products and global relationships.”***

### *Continued from prior page*

For example, we offer a direct share purchase structure that may be pursued when the issuing company has lenient transfer restrictions, the transaction size is sufficient, and one or two large investors. As I said before, a direct share purchase requires alignment between the investor, issuing company, and the selling shareholder.

We want to ensure that all parties are satisfied with their transaction and that we deliver a superior experience.

The investment in Forge SPV holding shares will be chosen when the issuing company has lenient transfer restrictions and several lower volume investors have expressed interest in the company. In this structure, the investor will purchase fund units of a Forge special purpose vehicle, which correspond 1-to-1 with the purchased shares held by the SPV.

We’ve also set up special-purpose funds holding securities of a single company. Securities are purchased by the investment entity and held for the benefit of fund investors – acting as an intermediary between the shareholders and investors.

We’ve also entered into a landmark partnership with BNPP to create a structured equity product that will use Forge’s technology, data and global relationships to give international investors exposure to pre-IPO companies.

### ***How is Forge differentiating itself from competitors?***

Forge is uniquely positioned to serve the whole of the private market ecosystem through our technology, products and global relationships.

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## Exclusive Executive Interview – Kelly Rodriques

***“The best way to give employees the liquidity they need while maintaining control of the cap table is through a company-sponsored, employee liquidity program.”***

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We're able to serve employees, shareholders, companies and institutional investors by providing not only a platform for shareholders to buy and sell shares in pre-IPO startups, but also a custody solution that will let investors hold their assets with Forge and invest them when they see a great investment opportunity.

What's more, with Forge Capital Systems we work with companies to create employee liquidity programs that will help employees liquidate their shares to fund significant life events, as well as help companies control their cap table.

No other FinTech company focused on the private market offers a full suite of services like Forge does.

***Startup founders and boards can be protective of their cap tables. How receptive have companies been to the liquidity solutions you offer to their employees?***

Companies are very receptive to our liquidity solutions. Startups and large, late-stage private companies realize that to retain their best employees, their employees need liquidity solutions throughout their tenure with the firm. The best way to give employees the liquidity they need while maintaining control of the cap table is through a company-sponsored, employee liquidity program.

We're seeing a lot of market demand for controlled, discreet, cap table management that ensures both the board and the founders are satisfied with the new investors.

***What are the key technologies you're leveraging in order to provide the best possible experience to shareholders, investors, and companies?***

Our powerful trading platform provides clients with a simple way to execute trades for either liquidity (to get cash for their equity) or investment purposes.

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## Exclusive Executive Interview – Kelly Rodriques

***“The private market is changing and adapting. Investors not only want to invest in pre-IPO companies, but they also want a service that will securely and conveniently hold their assets.”***

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Our platform allows clients accurate pricing information to help them make informed buy and sell decisions.

With Forge Capital Systems, we provide companies (or what we call issuers) with an efficient, discreet and systematic way to offer liquidity to shareholders prior to an exit.

FCS works with issuers to set up a customized program aligned with their goals and can manage the liquidity process from beginning to end.

### ***What was the motivation behind Forge’s acquisition of IRA Services?***

The private market is changing and adapting. Investors not only want to invest in pre-IPO companies, but they also want a service that will securely and conveniently hold their assets.

IRA Services was the perfect solution that helped us round out our capabilities to provide companies, investors, institutions, and shareholders with safe, secure, transparent custodial services.

Now we have a definitive, competitive edge over other FinTech players who don’t have the full suite of services to not only facilitate the buy and sell side of private equity transactions, but to make those transactions seamless.

### ***What are the biggest challenges you face running a dynamic, fast-growing FinTech business?***

As with any business — especially a startup — we must keep pace in a fast-moving, constantly-changing space.

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## Exclusive Executive Interview – Kelly Rodriques

***“What we knew to be true about the private market six months ago has changed dramatically.”***

### *Continued from prior page*

What we knew to be true about the private market six months ago has changed dramatically.

We have to move fast to innovate and bring new products to market — as well as new buy and sell side demand to fuel those products — so that we can best serve our customers and protect the innovation economy.

### ***What’s the long-term vision for Forge? What new products and services will you be offering in the coming years?***

Forge is on-track to become the premier destination for the innovation economy. We are steadfast in our belief that we can help protect innovators and innovative companies and ideas that will create a richer future for everyone.

We live by that ethos, as we’re constantly iterating and improving upon our own products — such as FCS — as our platform and custody solutions.

Our partnership with BNPP reflects how we’re expanding our global footprint and you’ll soon learn about our new presence in supporting the innovation economy in Hong Kong.



# **Executive Interview:** *Christopher Bruno,* *Rally*

IX





**Christopher Bruno**

Co-Founder & CEO



Prior to Rally, Chris co-founded several digital media companies, including Spotter, a data-driven content investment platform focused on YouTube, and Healthguru, a leading health information video platform on the web (acquired by Propel Media). Chris began his career working in venture capital at Village Ventures. During this time, Chris also worked directly with the management team of Everyday Health (NASDAQ: JCOM), a portfolio company. Chris graduated magna cum laude with Honors from Williams College and received his MBA, beta gamma sigma, from the NYU Stern School of Business..

***"The concept for Rally was born out of missed opportunities."***

***What is your background and what motivated you to start Rally? Why did you start with classic / rare cars? How has the asset class performed?***

My background is in venture capital investing and building early-stage technology companies, but I've always had a passion and appreciation for collectible cars and enjoy following and studying the market. My grandfather was also a mechanic, so I grew up around cars, and learned the value and reward inherent in building and creating something that originally lead me to pursue a career in venture.

The concept for Rally was born out of missed opportunities. About 10 years ago I debated putting a good portion of my limited investible capital at the time into two collectible cars (a 90's era Porsche and a 60's era Ferrari). I cared about these cars, researched them extensively, understood and believed in their significance, and followed their values for many years. However, I ultimately decided to pursue a more traditional real estate investment because it felt more practical. If you run the numbers now ten years later, those two cars would have returned 7x, and the real estate is still worth today about what it was worth then. My co-founders (a product designer, and an investment banker) had similar experiences in other asset classes (ex. music) that were of interest to them, but weren't accessible to them.

As a result, we started developing this concept over a period of several years inspired by our experiences and our respective backgrounds. As regulations started to relax, alternatives investments became more mainstream, younger investors gravitated toward taking a more self-directed approach to their finances, and with the concept of fractionalization of assets and digital securities becoming ever more relevant, we decided that the timing was right to pursue the business in earnest.

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### Exclusive Executive Interview – Christopher Bruno

***“We do leverage our extensive network of collectors, brokers, dealers, and auction houses to source exceptional investment grade assets and bring them to market.”***

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In regard to market performance – generally, high quality rare and collectible automobiles have driven strong and uncorrelated returns over a long period of time and have remained resilient through several periods of financial instability. Further, they’re known for having one of the largest and most knowledgeable, passionate and committed enthusiast communities, however, the vast majority of these individuals simply don’t have the capital, connections, time or resources to truly get inside the velvet ropes and actually participate in the market, and certainly not in an optimal manner. In addition, with collector cars (as compared to real estate, for example) it was possible for us to bring a highly differentiated product to market and also bring the best-of-the-best in terms of asset quality to our investors from day one, which was important to us and enhanced our initial traction.

It’s worth noting that these market dynamics also apply directly to the other assets classes that are now available on Rally. (ex. rare collectibles, premium memorabilia, vintage watches, rare books, wine & whisky, etc.)

***You are actively buying rare classic cars and other appreciating assets. Please walk us through a typical acquisition and how the process works from storing and maintaining the asset to offering securities.***

To be clear, Rally as a company isn’t actually buying any assets – all assets are acquired by a new entity that we create for each initial offering. So as an investor, you are buying equity directly in this new entity that holds the title to an asset. We do leverage our extensive network of collectors, brokers, dealers, and auction houses to source exceptional investment grade assets and bring them to market.

*Continued on next page*



### Exclusive Executive Interview – Christopher Bruno

***“Once an asset is in the collection, we make sure it is stored, insured and maintained to a very high standard by domain experts.”***

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After professionally sourcing, authenticating, inspecting and valuing an asset we securitize them; we run an initial offering where we sell the equity shares to members of our investment community (typically 500 – 10,000 shares per asset). We always buy at least 2% of each initial offering with our own capital, which we hold long, to align incentives with the investors on our platform. After a mandated 90-day lock-up period, we facilitate regular “trading windows” for each of our assets. A trading window is essentially a one-day open market where buyers and sellers of the securities underlying a specific car come together to re-price the asset and create interim liquidity through a traditional BID / ASK paradigm.

Once an asset is in the collection, we make sure it is stored, insured and maintained to a very high standard by domain experts. We fund about 1-2 years of expected operating costs into the initial offering, however our intention is actually to operate the collection profitably through the sale of sponsorships, merchandise and experiences. Ultimately, we expect many of the assets to have exits, where they transact back to private owners via a “takeover” offer (we’ve seen this happen several times across the portfolio so far, yielding strong returns in all cases).

#### ***How are you structuring the investment vehicles that investors are purchasing? Have you considered leveraging blockchain technology and potentially tokenizing the investment vehicles?***

We had two key requirements when starting Rally that guided how we structured both the business model and the investment vehicles (pun intended). First, we had to be able to sell our securities at retail to anyone – no investor accreditation or minimums required. And second, the securities had to be liquid and freely tradable on a secondary market – we wanted a true marketplace, not an illiquid investment like you traditionally find in equity crowdfunding or with fund models.



### Exclusive Executive Interview – Christopher Bruno

***“While our largest demographic is younger, millennial-aged individuals, we have users from all ages, income levels, and geographic locations.”***

#### *Continued from prior page*

As such, each asset on Rally is held in its own mini pseudo public entity, which allows for both retail participation and immediate liquidity. We were the category creators and innovators here, and did the required legwork upfront with our legal and accounting team structure this in a way that is fully SEC regulated, secure, and highly efficient.

And yes, we studied blockchain technology extensively before launching the platform, we believe in its potential, and we built our tech stack in a manner that enables us to readily leverage it going forward. At this time, however, tokenization does not alleviate any significant regulatory, compliance or operational hurdles, and it adds certain marketing and regulatory risks – so we are waiting for the appropriate time to integrate it into the platform if and when the regulatory framework is further developed.

#### ***What are the characteristics of the typical Rally investor?***

We’re lucky to have a very diverse group of investors. While our largest demographic is younger, millennial-aged individuals, we have users from all ages, income levels, and geographic locations. It’s rare for an investment platform to have an 18-year-old participating in an offering side-by-side with someone who is retired and has spent 40 years investing in public markets – but this is common on Rally. Of course there is a common theme, which is that many of our users derive certain emotional value from investing in assets of significance as well as experiential value from being a part of a community. They have an affinity and appreciation for the underlying assets, but are not in a place either financially or practically to build an investment grade collection on their own. As we continue to expand into additional asset classes we expect this emotional connection to help us naturally onboard new users who are passionate about these items.



## Exclusive Executive Interview – Christopher Bruno

***“We don’t charge management fees, commissions, carried interest or require any minimum investment level.”***

### ***How do you decide to exit investments? What input do shareholders have in the process?***

We are data driven in everything we do, from the assets we select to when we exit an investment off the platform. There is no definitive min or max hold period for any of our assets – and that’s what sets us apart from something like a alternative asset fund, which typically has set investment timelines and no way to get liquidity during the life of the fund.

We have a feature in the Rally app that allows users to make a “takeover” offer to buy out any asset. When an offer to sell is received we poll the investor base to understand the temperature of the syndicate. We leverage data from the secondary market to understand any imbalance in supply or demand for the underlying securities that would indicate a reason to seek an exit or not. And our expert advisory board ultimately helps us makes the final decision for the investors (this includes us, as we are common shareholders in every one of the cars as well). But again, there is no set timeline on this process, and our Trading Windows allow investors to exit their position without having to wait for the entire asset to be sold.

### ***We understand that collectible cars were just the start for the Company. What assets should we expect Rally to offer next?***

That’s correct – Rally was always intended to be a platform for accessing all passion-led investments. Last year we launched several new asset classes covering significant sports memorabilia (ex. 1952 Topps Mickey Mantle), rare collectibles (ex. 1963 Amazing Spider-Man #1), vintage watches (ex. 1970 5100 Rolex Beta), rare books (ex. 1st Edition Harry Potter and the Philosopher’s Stone), and premium wines & spirits (ex. Hibiki 35yr). We are in the planning process for multiple additional asset classes in 2020.



### Exclusive Executive Interview – Christopher Bruno

***“We wanted to build a true community driven investment marketplace and we didn’t want to insert ourselves between our investors and their returns.”***

#### ***What is the revenue model for the Company?***

When developing the platform we were very deliberate about what we didn’t want it to be. We don’t charge management fees, commissions, carried interest or require any minimum investment level. This isn’t a fund, and traditional financial business models didn’t fit with the ethos of the company – we wanted to build a true community driven investment marketplace and we didn’t want to insert ourselves between our investors and their returns. That was very important to us and is critical to the ultimate success of the platform.

As such, our revenue model is multi-faceted. We make a small deal-structuring fee for providing liquidity to the seller of the asset. We’re still able to provide the best deal to both the seller and the investors by removing the considerable spreads typical of illiquid markets like these. In addition, we are building a subscription product that will provide for additional features and more premium experiences. We aim to operate the collection profitably through sponsorships and the sale of merchandise, and we share the profits with our investors in the form of dividends to enhance the community aspect of the platform. And ultimately we see an institutional layer to the business that enables additional meaningful revenue streams.

#### ***You raised \$7 million in your Series A round in 2018 – where will you be deploying this capital?***

Yes, Upfront Ventures, Social Leverage, Anthemis, WndrCo and our other investors have been tremendous partners as we created this category of investing. Broadly we are focused on three core areas of the business at this time. First, continuing to develop a world-class team to expand upon our category leadership position through product and regulatory innovation. Second, pursuing a community strategy that leverages the experiential nature of our investments, starting with our first showroom in SoHo, NYC (250 Lafayette Street between Prince and Spring). And third, continuing to invest in scaling our direct-to-consumer retail investor base through authentic marketing channels and partnerships.



### Exclusive Executive Interview – Christopher Bruno

***“In my opinion, fractionalization of assets and the continued democratization and decentralization of finance are foregone conclusions at this point.”***

#### ***What’s your favorite investment in the current portfolio?***

Impossible to say, I truly have love for all of them for different reasons, and the collection keeps getting better and more interesting as we grow and progress and add new asset classes. With some investments it’s the story – for example, we have one of less than 60 original T206 Honus Wagner baseball cards from the early 1900’s – this is the holy grail of card collecting, and our card in particular is known as the “Nun’s Wagner” because its previous sale once helped save a convent. When it comes to cars, I have a personal affinity for the Porsche marquee – so acquiring an original 356 Speedster and an original Turbo Carrera for the portfolio was particularly meaningful for me. And I enjoy learning about the unique features that make these passion-led investments valuable and desirable – for example, the rarity of certain colors and exotic materials used on Birkin handbags, the fact that before Harry Potter was a worldwide phenomenon they could only justify printing 500 original edition books (300 of which they gave to libraries in the UK), discovering that Rolex actually made a battery powered quartz movement in the 70’s – the knowledge is accessible, and now you can take a position behind things that are interesting and fun to learn about.

#### ***What are the biggest threats you see to your business model? What’s the long-term vision for Rally?***

In my opinion fractionalization of assets and the continued democratization and decentralization of finance are foregone conclusions at this point. We are focused on building the best product for our members, bringing truly unique and investment grade assets to market, and developing processes that are consistent, scalable and data driven to offer the greatest value to all market participants under this new paradigm. In any marketplace, the greatest challenge is continuing to match supply and demand as the community scales – we’ve done this very successfully to date and we intend to continue to build on this success to become the most meaningful access layer and liquidity provider across all alternative asset classes that are appropriate for the retail investor.



# Executive Interview:

## *Milind Mehere,*

## *YieldStreet*

X





**Milind Mehre**

Founder & CEO



Milind is the Founder and CEO of YieldStreet and is on the mission to change the way wealth is created. A serial tech entrepreneur, he founded YieldStreet on the simple belief that everyone, regardless of their net worth, should have access to make the most of their money. Prior to YieldStreet, Milind spent nearly a decade scaling Yodle from \$0 to \$200 million in revenue and employing more than 1400, while helping hundreds of thousands of SMBs market their businesses online. Yodle was acquired by Web.com in 2016.

***"I became frustrated with the lack of access to typically non-correlated investments that generate current income... I found these investments were dominated by institutions with high minimums and long holding periods that left out most of us."***

### ***What is your background and what motivated you and Michael to found YieldStreet?***

Michael Weisz and I founded YieldStreet on the belief that access to and distribution of best-in-class investment opportunities is fundamentally broken. YieldStreet is changing that by providing access to investment opportunities previously unavailable to most. The best companies are the ones where founders feel the pain and try to solve that problem for themselves. Michael and I founded YieldStreet to solve our own problem.

Earlier in my career, I Co-Founded and scaled Yodle (an ad-tech platform for SMBs) to \$200M+ in revenue and 1,400 employees. It was later acquired by Web.com for \$342M in 2016. As I was growing in my career and planning for my family's financial future, I became frustrated with the lack of access to typically non-correlated investments that generate current income. This hit me hard after the last crisis when I saw my portfolio down by 50%. As I searched for them, I found these investments were dominated by institutions with high minimums and long holding periods that left out most of us.

On the flip side, my co-founder Michael had built a successful career in identifying and funding worthy borrowers in the private credit space and generating attractive returns at various credit funds. The traditional fund model had a lot of friction and high costs associated with capital raising and distribution. Michael felt that these costs ultimately are borne by investors via reduced yield. Also, Michael found himself having to turn away several smaller investors as they could not operationally support large volumes of investors. He saw the value of technology in removing friction and we teamed up found YieldStreet.

Four years later, Michael and I are proud to be building what we believe will be the world's largest investor-first digital wealth management platform with over \$1B funded and have 200K+ investors around the country signed up on the platform.



YIELDSTREET

## Exclusive Executive Interview – Milind Mehre

***“YieldStreet aims to create a predictable, scalable, homogeneous, flywheel relationship with our partners-- creating a Capital-as-a-Service platform for our originators and a robust supply to satiate our investor demand.”***

***How difficult has the process been to bring investments that were previously only accessible to institutions down to the retail level? How have you leveraged technology to streamline the process?***

YieldStreet over the years has developed some proprietary legal IP to structure and make such investments available to retail accredited investors at lower minimums.

The investor growth, in our view, has been incredible. Given that investment opportunities like these never existed for retail accredited investors before you can imagine the excitement. The demand has been gratifying for us, with deals from \$10M to \$20M sometimes selling out in just seconds or minutes!

YieldStreet takes an investor-first approach and uses our technology and data infrastructure to support the demand. The reason why investors love YieldStreet is because we are transparent, digitally native and easy to use. Open Finance allows us to offer products designed to help our investor community make the most out of their money. An example of this is our savings account, The YieldStreet Wallet. For over two years, YieldStreet was returning principal and interest to people's bank accounts every month. The investors had cash drag and asked if we could hold their money and reinvest it. YieldStreet then partnered with an unaffiliated federally chartered bank and created a savings account earning 1.45% annual yield.

***Are there other key areas of inefficiencies in the investment process that you intend to streamline over time?***

Absolutely, half of the reason we founded YieldStreet was because of the inefficiencies in the credit and alternative space. Raising capital is a time consuming, seemingly never ending process. In identifying and partnering with originators according to our investment philosophy, YieldStreet aims to create a predictable, scalable, homogeneous, flywheel relationship with our partners - creating a Capital-as-a-Service platform for our originators and a robust supply to satiate our investor demand.



YIELDSTREET

## Exclusive Executive Interview – Milind Mehre

***“The origination process is to work with best in class originators or lenders that not only source the opportunity but can also help manage and service it. We establish a relationship with the originator and then set up a repeatable process.”***

### ***How are you attracting consumers to your platform and how have they responded to your unique investment offerings?***

Right now, our consumers come through three main channels: paid ads, referrals and organic search. Almost all of it is digital advertising. We are fortunate to be growing 10-15% per month and frankly our investor growth is aligned with our product availability. For many of our investors, this is the first opportunity they have had to invest in these types of offerings, which is why we make sure that education is at the forefront of everything we do. We want to be certain they completely understand the investment; its upsides, but more importantly the downsides. We like to use the “mom test,” if you can't explain the investment to your mom, then it might not be the right investment for you. We continue to enhance our education.

### ***How are you sourcing your investment opportunities and how do you match demand from your customers with the supply of opportunities?***

We have an Investor First approach across the organization and that is especially true for our Investment Team, which includes the Origination and Credit teams. We are guided by our 5 point investment thesis:

1) Typically low correlation to the stock market; 2) Generally asset-backed, with collateral that generates cash flows; 3) Proven and experienced originators; 4) < 4-year duration; 5) Targeting 6%+ returns

The origination process is to work with best in class originators or lenders that not only source the opportunity but can also help manage and service it. We establish a relationship with the originator and then set up a repeatable process. In asset classes that are data heavy, such as SMB lending or Auto Loans, we look at automating that process. We have a 5 person data science team that works with our origination and underwriting team.

In either scenario, we look for scalable, homogenous repeatable distribution.



YIELDSTREET

## Exclusive Executive Interview – Milind Mehre

***“We strive to list investments on YieldStreet that are backed by strong collateral, have the potential to provide attractive returns and typically have low correlation to the overall stock market.”***

### ***How have regulators responded to YieldStreet’s products?***

The JOBS Act, paired with the growing trend of Americans shifting their financial lives online, has opened a landscape that had created an opportunity for companies like YieldStreet to thrive. Given that many of these legal and regulatory frameworks are newer, it’s pertinent for YieldStreet to work closely with the regulators to open these opportunities and protect our investors.

### ***Higher yield typically means higher risk – please talk to us about how you think about the risk of your offerings and what have you experienced to-date from a default / loss perspective?***

Like any investment, the offerings on YieldStreet carry investment risk, which should be evaluated on a case-by-case basis and prospective investors are urged to read the risk factors for each applicable offering. We strive to list investments on YieldStreet that are backed by strong collateral, have the potential to provide attractive returns and typically have low correlation to the overall stock market.

Moreover, YieldStreet works to assess investment risk by having a stringent process for vetting our borrowers and originators, and we make each deal transparent to our investors. Our diligence process includes vetting the management team of the originator to evaluate their experience and expertise in the asset type. We are highly selective on the originators that we choose to work with. Originators typically have several years of experience. YieldStreet has a thorough vetting process through third parties that evaluates our originators’ financials, track record, and other factors.

To date we have a few underlying loans in default but haven’t lost any principal to date.

### ***What is YieldStreet’s revenue model and do you see this changing over time?***

YieldStreet’s model is based on both recurring fees and one-time fees, depending on the investment. This includes flat listing fees, management fees and administrative fees.



YIELDSTREET

## Exclusive Executive Interview – Milind Mehre

***“Against popular belief, YieldStreet actually views an economic downturn as an opportunity to secure higher quality credits at discounted prices for our investor base.”***

### ***What are the risks you see to your business model? How do you see changes in interest rates and the economy impacting the Company?***

YieldStreet is one of the only multi-asset platform that provides access to diversified investment products across the yield spectrum. We always advise our investors to build a diversified portfolio and educate them on understanding the asset classes and investments.

We have seen yields compress as the rates have moved up and down. In our asset classes, due to lack or inefficiency of capital there are still potentially attractive yields to be achieved.

Against popular belief, YieldStreet actually views an economic downturn as an opportunity to secure higher quality credits at discounted prices for our investor base. Traditionally, retail investors sit out as the market starts hitting lows as fear grips the sentiment of consumers and markets. We feel we can educate our investor base to understand market dynamics during a correction and how professionals see this an opportunity. We want to bring such opportunities to our investor base. Remember, YieldStreet was built to help diversify our investors' portfolios outside of the stock market.

### ***What is the long-term vision for the Company? What new channels might you enter and what new products do you intend to offer in the future?***

YieldStreet is striving to build what we believe will be the largest investor-first digital wealth management platform in the world. We started in alternative investments and have since begun offering traditional banking solutions such as our savings accounts. As we scale, YieldStreet plans to address investors' needs across liquidity and duration preferences ranging from 1% to 15% yield ladder. As consumer and financial behavior evolves, investors will expect and demand transparency, accountability and ubiquitous access. YieldStreet is positioned to rise to that occasion.



# **Executive Interview:**

## ***Brian Lichtenberger,***

## ***7Park Data***

**XI**

# Executive Interviews

Interview with Brian Lichtenberger, 7Park Data

Alternative  
Investments

  
DATA  
**Brian Lichtenberger**  
Co-Founder & CEO



Brian has held senior leadership roles in data and technology companies including 7Park Data, MasterCard, where he helped to launch and scale new products within the Information Services business, Majestic Research, a venture-backed, data-driven research firm, and HyperFeed Technologies, a private equity-backed technology company. Brian's career began at BDO Seidman during which he earned a CPA designation. Brian received his BA in accounting from North Central College.

***"Our data portfolio includes licenses from more than 30 different partners, many of which have multiple data sets they share with us."***

## ***What is your background and what motivated you to start 7Park?***

We started 7Park in 2012 because we saw an opportunity to address an unmet demand for critical insight to inform business decisions. Legacy products based on anecdotal data points, surveys and opinion continue to capture the vast majority of budgets allocated to benchmarking, company and sector analysis, customer segmentation and product development. I joined MasterCard in 2011 to help productize their underlying payments data, where I saw the power of data-driven insight to inform strategic business decisions with greater transparency, immediacy and granularity than existing products.

## ***What are the sources of your raw data? How do you transform raw data into something much more usable by your clients?***

Our data portfolio includes licenses from more than 30 different partners, many of which have multiple data sets they share with us. In addition, we leverage open source libraries and metadata to contextualize and enrich our data. We expect the data portfolio to dramatically expand in the coming years because of partnerships with Vista portfolio companies, the rapid growth in availability of and demand for data, as well as our increased proficiency with automating data preparation tasks, including tagging, cleansing and linking, across many different kinds of data and entities. We launched the Discover data marketplace in Q2 to better showcase our rapidly growing data portfolio to data buyers.



### Exclusive Executive Interview – Brian Lichtenberger

***“Our technology platform, created by our data science and software engineering teams over the last 6+ years, uniquely enables 7Park to ingest, structure, cleanse, enrich and link data, at scale, across a variety of data types and formats.”***

#### ***How do you prove the value of your offering to potential clients?***

We spend significant time validating our products vs. real world metrics. This can be done in a quantitative way (by building regressions and predictive models) or qualitative way (by comparing trends to what occurs in the real world, such as observing seasonality or share shift to disruptive entrants). Our products blend the power of big data with data science and real-world domain expertise.

#### ***What differentiates 7Park from other data platforms?***

Our technology platform, created by our data science and software engineering teams over the last 6+ years, uniquely enables 7Park to ingest, structure, cleanse, enrich and link data, at scale, across a variety of data types and formats. This technology fundamentally differentiates 7Park vs. our competitors by enabling breadth of our products and services, timeliness and accuracy.

#### ***What key verticals are you targeting? Are you able to leverage your existing data sources when you enter new markets or do you have to find all new sources of data?***

We are entering verticals that, similar to financial services in recent years, have been looking to larger, more diverse datasets to inform decisions. Our acquisition of Real Factors in September 2019 is an example of that, as we see the enormous opportunity to change the way commercial real estate investors, managers and developers, as well as their partners use data and analytics.

We're expanding into other sectors including IT vendors who are interested in our visibility into B2B spend, and Market Research firms, who can incorporate some of our data into their products to develop deeper insights. Additionally, we're commercializing our technology platform, empowering companies to create value from their own data assets.





## Exclusive Executive Interview – Brian Lichtenberger

***“The dramatic growth in the availability and supply of data is driving the need for technology providers that can better harness this data, extract and deliver the critical insight needed by end users.”***

***Who are 7Park’s clients? What is the breakout of the types of users and how are they using your solutions?***

Our financial services roots, initially focused on the investment vertical, enabled us to scale our business without significant capital investment. The breadth of our client base is much broader today, including within Finance (including Banks and Insurance) and many of the world’s largest customers in Media & Entertainment, Technology, Brands and OEMs.

***How do you see the alternative data market evolving? Do you expect more M&A? Are there certain models that you expect win out?***

The ability to leverage data to inform business decisions is a competitive imperative for leading companies. The dramatic growth in the availability and supply of data is driving the need for technology providers that can better harness this data, extract and deliver the critical insight needed by end users. Companies that bring this technology to the table will continue to dramatically grow while those that do not will underperform. As the market evolves, there will be inorganic growth opportunities via M&A.

***Why did you decide to sell to Vista at this point in the Company’s lifespan? What is Vista’s thesis behind the acquisition?***

Our success in initially bootstrapping 7Park provided us with optionality that was essential to ultimately finding a partner like Vista. I believe the Vista partnership was the right path for 7Park as we shared a vision for the significant future of data and analytics within businesses. The Vista partnership enabled us to significantly capitalize the business and realize the significant benefits of being part of the Vista family including access to Vista Consulting Group and partnership opportunities with Vista portfolio companies.



## Exclusive Executive Interview – Brian Lichtenberger

*“Data and analytics is fundamentally changing the ways in which companies compete and industries operate, providing a highly compelling backdrop for the future of 7Park.”*

*What’s the long-term vision for 7Park? What new products and services will you be offering in the coming years?*

Data and analytics is fundamentally changing the ways companies compete and industries operate, providing a highly compelling backdrop for the future of 7Park. The advantages offered via our Vista partnership will enable us to realize the fullest vision for 7Park Data with new products and technology, as we continue to grow the size, scale and complexity of data assets we can transform to bring data-driven insights to for a global audience across multiple verticals.



# Industry Landscape

### Access Providers

Investment platforms allowing individual investors and institutions to invest in historically restricted alternatives like private equity and pre-IPO companies

**Funds (Hedge Funds, Private Equity, Venture Capital, etc.)**

Positions in hedge funds (usually syndicated among other small investors), private equity and venture capital funds

**Private Companies**

Investments in pre-IPO companies as well as equity crowdfunding for smaller companies

**Real Estate**

Pooled investments in commercial real estate, as well as crowdsourced financing for real estate projects

**Other Alternative Investments**

Investments in cars, sports memorabilia, various collectables and other asset-based opportunities

### Analytics, Management Tools and Reporting

Digitized solutions for managing client relationships, distributions, reporting, portfolio management and performance analytics

### Specialized Custody Providers

Provide specialized custody services enabling individuals to invest in alternative investments including private funds and private placements

### Alternative Data / Specialized Search

Non-market data taken from non-traditional different sources, which can offer unique investment insights and specialized search tools to more easily find specific investment data and insights

### Industry Data

Research platforms supplying dedicated data insights relevant to the alternative investment ecosystem

### Fund Administrators

Outsourced administrative and management services to alternative funds. Administrators often specialize across the following categories:

**Hedge Funds**

**Private Equity**

**Venture Capital**

**Real Estate**

# Industry Landscape

## Selected Companies



### Access Providers

#### Private Funds (Hedge Funds, Private Equity, VC, etc.)



#### Private Companies



#### Real Estate



#### Other



#### Analytics, Management Tools and Reporting



#### Specialized Custody Providers



#### Alternative Data / Specialized Search



#### Industry Data



### Fund Administrators

#### Hedge Funds



#### Private Equity



#### Venture Capital



#### Real Estate



VI

# Selected Financing and M&A Transaction Profiles



# Selected Financing and M&A Transaction Profiles

## YieldStreet Acquires WealthFlex

### Transaction Summary

- On December 17, 2019, YieldStreet announced the acquisition of WealthFlex, a digital IRA platform providing investors with fast, easy, and cost-effective access to private investment opportunities through self-directed IRAs
  - This marks YieldStreet's second acquisition in 2019, having previously acquired Athena Art Finance in April 2019
- The acquisition expands YieldStreet's product portfolio to include a tech-forward IRA offering, while providing investors with greater access to alternative investment opportunities
- As a result of the acquisition, accredited investors with WealthFlex accounts, as well as current and future YieldStreet investors, will be able to diversify their retirement portfolios with YieldStreet's offerings across alternative asset classes including real estate, marine finance, legal finance, art finance, and commercial loans

### YieldStreet Financing History

(\$ in mm)

Announce Date	Selected Investor(s)	Amount
02/26/19	Edison Partners; Greenspring Associates; Raine Ventures	\$62
01/10/18	Greycroft Partners; Raine Ventures; Expansion Venture Capital; Saturn Asset Management; FJ Labs	13
05/05/16	Expansion Venture Capital; Saturn Asset Management	4

### Transaction Commentary



**Michael Weisz**  
Founder & President



**YIELDSTREET**

“ The \$27.1 trillion retirement market is currently underutilized and lacking diversification. YieldStreet acquired WealthFlex to give investors greater flexibility to invest their retirement portfolios beyond traditional products as we continue to disrupt the ways in which wealth is created for our growing community of investors. In the future, we plan to explore originating investments specifically designed to be most efficient for IRA investors. ”



**Joe DiDomenico**  
Founder & CEO

**wealthflex**

“ Combining the capabilities of our seamless retirement account administration with the vision Michael and Milind have for enabling wealth creation with institutional quality investment products is a match made in heaven. The playing field for individuals to be able to invest for themselves has radically improved as a result of this acquisition. ”

# Selected Financing and M&A Transaction Profiles

## Vista Equity Partners Acquires AltaReturn

### Transaction Summary

- On September 23, 2019, Vista Equity Partners announced that it has completed its acquisition of AltaReturn for a reported price of \$500 million per PitchBook <sup>(1)</sup>
  - As part of the transaction, AltaReturn will be combined with Black Mountain Systems, which Vista acquired in May 2019, to form a new entity called Allvue Systems
- The combined entity will serve 50 of the top 100 CLO managers, with over \$2.5 trillion in assets, 90,000 LPs and \$60 billion of family office assets on its platform
  - The merger will create a single technology provider focused on multi-asset and single strategy firms, administrators and LPs
- AltaReturn Co-Founder Rey Acosta will serve as Allvue's CEO, while Black Mountain Co-Founder Kevin MacDonald will serve as the new Company's COO

### Transaction Commentary



**Nadeem Syed**

Operating Principal



“AltaReturn and Black Mountain are two market leaders, led by strong management teams and with an excellent track record of customer service and innovation. With the creation of Allvue, Rey, Kevin and the newly combined team will continue to make advancements and provide valuable technologies for their customers across the alternative investments industry.”



**Rey Acosta**

Allvue CEO  
AltaReturn Co-Founder



“We're honored to be joining forces with both the world's premier software investor, Vista Equity Partners, and with market leader, Black Mountain. This combination marks a monumental leap forward for fund managers, investors and administrators in the alternative investments industry. Our commitment to Allvue's clients is straightforward: to develop the most innovative technology in the market while providing an exceptional level of client service.”



**Kevin MacDonald**

Allvue COO  
Black Mountain Systems Co-CEO



“With continued growth expected in the private markets, we see extraordinary opportunity in the alternative investment industry. Allvue's complete software offering will create tremendous value and streamline processes for asset managers, credit investors and limited partners. We are thrilled to be joining forces with AltaReturn to better serve our customers.”



# Selected Financing and M&A Transaction Profiles

## Eagle Alpha Raises \$2.4 Million in Financing

### Transaction Summary

- On August 6, 2019, Eagle Alpha announced that it has raised over \$2.4 million in financing
  - This is the Company's largest funding round to date
- The financing will allow Eagle Alpha to further the expansion of its talent and expertise
  - Eagle Alpha will be hiring additional data scientists and engineers to strengthen its technical focus
- This round brings Eagle Alpha's total funding to date to \$8.7 million
- Previous investors include the Irish Government's Enterprise Ireland and various angel investors

### Eagle Alpha Transaction History

(\$ in mm)

Announce Date	Type	Investor(s) / Target	Amount
08/06/19	Financing	na	\$2
05/04/17	Financing	Enterprise Ireland, Quay Investments	1
11/02/15	Financing	na	2
10/28/14	Financing	na	1
02/28/14	Financing	na	2

### Transaction Commentary



**Emmett Kilduff**  
Founder & CEO



“ To date alternative data has been primarily utilized by asset managers and hedge funds. Our mission is to increase the adoption of alternative data globally and to see it established as a mainstream source of data across multiple industries. With the support of our strategic investors we are accelerating development of our technology solutions, expanding our number of data partners, increasing penetration of our existing buy-side vertical and paving the way for new verticals such as private equity and corporate entities... 2020 is going to be an incredibly important year for alternative data. The data revolution is accelerating; we predict there will be over 5,000 alternative datasets available by the end of 2020. We are investing heavily in our technology and team to meet our customer's needs of prioritizing the right datasets with the data explosion that is happening. ”



**Guglielmo Sartori Di Borgoricco**  
Angel Investor & Co-Founder of  
Blueglen Investment Partners

“ When I first invested in Eagle Alpha, I was drawn by the exciting opportunity to invest in a company building momentum in a new industry. I have seen the business evolve from start-up to a market leader driven by an impressive executive team. Alternative data is still in its relative infancy and Eagle Alpha is at the center of this new movement. ”

# Selected Financing and M&A Transaction Profiles

## Vista Equity Partners Acquires Black Mountain Systems

### Transaction Summary

- On May 29, 2019, Black Mountain Systems announced that it has been acquired by Vista Equity Partners
  - This transaction will help 7Park continue its growth trajectory, enter new customer verticals, accelerate product and technology innovation, and execute strategic acquisitions
- The investment will help drive Black Mountain's growth both domestically and internationally
  - It will also provide new capital to invest in the development of the Company's platform and tailored solutions for business reporting, data aggregation, and process management
- Stone Point Capital, Black Mountain's current investor, acquired the Company in 2015
- Stone Point will exit its partnership with Black Mountain upon its sale to Vista

### Black Mountain Systems Transaction History

(\$ in mm)

Announce Date	Type	Investor(s) / Target	Amount
05/29/19	M&A – Target	Vista Equity Partners	na
01/24/19	M&A – Acquirer	Mariana Systems	na
03/31/15	M&A – Target	Stone Point Capital	na

### Transaction Commentary



**Kevin MacDonald**  
Founder & Co-CEO



“ We're thrilled to become a part of the Vista family and look forward to the myriad of ways that their investment will help us grow our company, better serve our customers, and expand our team. We look forward to working with them as we enter this next chapter. ”



**Andy Horwitz**  
Co-CEO



“ We've already established ourselves as the market leader in workflow software for credit, structured credit, and alternative asset managers and now we have a partner in Vista who will help us leverage and build upon that leadership position with financial and intellectual capital to accelerate our growth. ”



**Robert F. Smith**  
Founder, Chairman, & CEO



“ Black Mountain has long been the standard-bearer for process management and portfolio monitoring solutions in its field. We're looking forward to working with this talented and innovative company to push it even further ahead of the competition, unlocking new value for both customers and stakeholders. ”

# Selected Financing and M&A Transaction Profiles

## Dynamo Software Acquires Preqin Solutions

### Transaction Summary

- On April 29, 2019, Dynamo Software announced that it has acquired Preqin Solutions
- This acquisition will add value to Dynamo's existing client base of over 500 private fund managers and allocators
  - Preqin Solutions' features add a new dimension to the Dynamo platform
  - The addition of Preqin's global customer footprint and employee base brings a new reach and expertise to Dynamo's product development and client success teams, specifically with Dynamo's London and APAC presence
- Dynamo and Preqin have maintained a long-standing relationship in which Dynamo has utilized Preqin's data in its core CRM platform
- As part of the acquisition, Dynamo and Preqin are strengthening their partnership to facilitate a seamless transition for Preqin's customers and staff

### Preqin Transaction History

(\$ in mm)

Announce Date	Type	Investor(s) / Target	Amount
04/29/19	M&A – Target	Dynamo Software	na
11/08/16	M&A – Acquirer	Baxon Solutions	na

### Transaction Commentary



**Hank Boughner**  
CEO



“ We are excited to welcome the Preqin Solutions team to the Dynamo family and expand our platform with the unique capabilities their system offers. Preqin Solutions' cloud software is a perfect complement to Dynamo's deal management, middle, back office, and LP reporting features and will extend the functionality and services we are able to provide to our clients investing in private assets. We look forward to a long-term partnership with Preqin Limited as we continue meeting the needs of sophisticated customers in the alternative investment space. ”



**Mark O'Hare**  
CEO



“ We are very pleased to combine the Preqin Solutions business with the Dynamo cloud platform, and we know that Preqin Solutions clients and employees will be in great hands as part of the global Dynamo family. We look forward to continuing our mutually beneficial partnership by ensuring a seamless transition for all Preqin Solutions customers, and by providing Preqin's high-quality data for use across the Dynamo client base. ”

# Selected Financing and M&A Transaction Profiles

## Millennium Trust Raises Financing by Abry Partners

### Transaction Summary

- On January 4, 2019, Abry Partners announced that it has agreed to make a significant investment in Millennium Trust Company
  - Parthenon Capital Partners will retain a minority stake in Millennium Trust and will remain on Millennium Trust's board of directors
- Millennium Trust Company specializes in offering custody solutions for alternative assets, private funds, and automatic rollover IRAs for individual investors, institutions, and financial advisors
- Millennium Trust has approximately \$26 billion in assets under custody and serves more than 1,100,000 individual accounts
  - Millennium Trust has also invested significantly in industry-leading technology and services in its retirement and custody segments
- Raymond James & Associates and William Blair & Company served as financial advisers to Millennium Trust and Parthenon
- Kirkland & Ellis, LLP acted as legal advisor for Abry, Millennium Trust, and Parthenon in connection with the transaction

### Millennium Trust Transaction History

(\$ in mm)

Announce Date	Type	Investor(s) / Target	Amount
01/04/19	M&A – Target	ABRY Partners	na
01/05/18	M&A – Acquirer	Inspira	na
09/23/15	Financing	Parthenon Capital Partners	na

### Transaction Commentary



**Gary Anetsberger**  
CEO



“ Our team has built Millennium Trust into the industry leader, providing best-in-class technology and service to our clients across our businesses. We are thrilled to partner with Abry. Their investment will allow us to further strengthen our existing position in the market, while investing in additional products and technologies that will better serve our clients. Parthenon has been a fantastic partner, and we look forward to their continued involvement. ”



**Azra Kanji**  
Partner



“ We look forward to partnering with Gary and the entire management team to support the Company's next phase of growth. Millennium Trust's expertise and continuous innovation have created a leader in custody solutions, and we believe the Company will continue to grow and evolve in the markets it serves. ”



**Andrew Dodson**  
Managing Partner



“ We look forward to continuing our partnership with Millennium Trust. The Company has accomplished a tremendous amount during our partnership, and we believe it is poised for even greater success ahead. ”

# Selected Financing and M&A Transaction Profiles

## Vista Equity Partners Acquires 7Park Data

### Transaction Summary

- On December 11, 2018, 7Park Data announced that it has been acquired by Vista Equity Partners
  - This transaction will help 7Park continue its growth trajectory, enter new customer verticals, accelerate product and technology innovation, and execute strategic acquisitions
- Vista's experience and expertise working with high-growth technology companies and 7Park's market position and innovative technology are effectively paired through the investment
  - The partnership enables 7Park to enter new markets, invest in proprietary software, and expand its team
- 7Park will also explore new partnerships with data sources and enterprise businesses
  - The Company aims to unlock value from its unique data assets and capitalize on existing commercial opportunities
- 7Park is headquartered in New York City and works with more than 150 firms worldwide to provide a growing suite of software services and data products
  - The Company leverages machine learning, entity extraction and linking, and predictive models

### 7Park Data Transaction History

(\$ in mm)

Announce Date	Type	Investor(s) / Target	Amount
12/11/18	M&A – Target	Vista Equity Partners	na
08/26/15	Financing – Series A	Mueller Ventures	\$3

### Transaction Commentary



**Brian Lichtenberger**  
Founder & CEO



“ Vista's track record of accelerating growth and innovation while maximizing operational effectiveness at technology companies is truly unmatched. Our partnership with Vista will enable us to realize the fullest vision for 7Park as the industry leader in data analytics, one of the most dynamic and fastest moving markets globally. ”



**Robert F. Smith**  
Founder, Chairman, & CEO



“ Data is the currency driving the digital economy, and companies across industries are increasingly leveraging data to inform their own operations and create value for their customers. 7Park's mission critical solutions powered by cutting edge AI and ML technology transform raw data, empowering companies to make better decisions, deliver insights to their customers, generate new revenue streams and compete effectively in evolving global markets. ”

### Financial Advisor

**RAYMOND JAMES**

### Legal Advisor

**GOODWIN  
PROCTER**

# Selected Financing and M&A Transaction Profiles

## Nasdaq Acquires Quandl

### Transaction Summary

- On December 4, 2018, Nasdaq announced that it has acquired Quandl
  - Nasdaq plans to combine Quandl with its existing Analytics Hub business
- The acquisition highlights Nasdaq's strategy to maximize opportunities as a technology and analytics provider, as well as its capital deployment and return on investment capital objectives
- The Company has established strategic relationships with many leading data providers
  - Quandl aims to provide investors with access to a growing database of alternative data to inform research and trading and investing decisions
- Quandl is used by top hedge funds and some of the largest banks
- The Company provides alternative data and core financial data from over 350 sources to more than 30,000 active monthly users

### Quandl Transaction History

(\$ in mm)

Announce Date	Type	Investor(s) / Target	Amount
12/04/18	M&A – Target	Nasdaq	na
09/12/16	Financing – Series B	Nexus Venture Partners, August Capital	\$12
11/13/14	Financing – Series A	August Capital	5
03/25/13	Financing	iGan Partners	2
09/14/12	Financing	iGan Partners	1

### Transaction Commentary

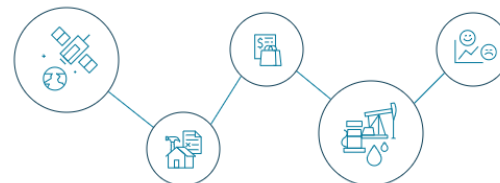


**Bjorn Sibbern**

EVP of Global Information Services



“Quandl will allow Nasdaq to partner more closely with the investing community as the industry continuously seeks ways to evaluate an endless supply of information to drive new insights, investment ideas and deliver alpha. Quandl's leadership, user community, and team of data scientists combined with Nasdaq's alternative data group and global reach, will help our diverse client base derive a broad array of new investing opportunities.”



**Tammer Kamel**

CEO



“Investors today are demanding actionable intelligence from new and expansive data sources at an increasingly rapid rate. Joining with Nasdaq will enable us to serve investors with strengthened real-time capabilities and greatly enhanced data hygiene and symbology. Our existing set of clients, including the world's top hedge funds and investment banks, stand to benefit greatly from our mutual vision that data is going to become the primary driver of active investment performance over the next decade.”

# Selected Financing and M&A Transaction Profiles

## Alter Domus Acquires Cortland Capital Market Services

### Transaction Summary

- On March 22, 2018, Alter Domus announced that it has acquired Cortland Capital Market Services
- The acquisition of Cortland represents a key milestone for the development of Alter Domus' private equity, real estate and debt offering
- Alter Domus will be able to leverage the expertise of the Cortland senior management team to expand its offering into other areas
  - Cortland's clients will be able to benefit from Alter Domus' experience and suite of services
- Alter Domus is a fully integrated provider of fund and corporate services to alternative investment managers
- Cortland is an independent investment servicing company that provides third-party fund administration and middle and back-office outsourcing to financial institutions
  - Cortland currently employs over 4000 experienced professionals who have joined Alter Domus as part of the acquisition

### Alter Domus Transaction History

(\$ in mm)

Announce Date	Type	Investor(s) / Target	Amount
11/15/17	M&A – Acquirer	Cortland Capital Market Services	na

### Transaction Commentary



**Laurent Vanderweyen**  
CEO

**alterDomus\***

“ We are delighted to welcome the Cortland team to Alter Domus as a major step in our long-term strategy to develop the US market as one of our key locations in offering vertically integrated services to our international client base. Cortland has an impressive track record of growth, a strong management team, and the same focus on quality and client service which has been at the core of Alter Domus' own success over the years. Our combined services offerings will provide our clients and prospects with seamless access to Alter Domus' global reach of offices and service lines for all of their U.S. and international needs. In the coming months I look forward to the integration of the teams and welcoming Cortland clients to Alter Domus. ”



**Doug Hart**  
CEO

**Cortland®**  
Capital Market Services

“ Alter Domus has established itself as one of Europe's premier fund administration and corporate services companies, and the firm's service offerings and geographic footprint in Europe and Asia serve as an excellent complement to Cortland's capabilities and client base. Becoming part of the Alter Domus Group gives us the ideal platform to expand our real estate and private credit service offerings and accelerate the expansion of our market leading loan services solutions deep into Europe and Asia Pacific. With the combination of these two companies, the Cortland team and I look forward to working alongside Laurent and the Alter Domus team to create the global leader in alternative investment servicing. ”



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# List of Selected Financing and M&A Transactions



# Selected Alternative Investments Transactions

Selected Financing Transactions 2014 – 2020 YTD

Alternative Investments

Announced Date	Company	Selected Buyers / Investors	Transaction Type	Amount (\$mm)	Research Profile
2/20/2020	<b>CANOE</b>	Nasdaq Ventures; Hamilton Lane; Portage Partners; Promus Capital	Financing	<b>\$13</b>	
11/19/2019	<b>Otis</b>	NextView Ventures; Union Square Ventures; Kindred Ventures	Financing	<b>11</b>	
11/06/2019	 <b>CROWDSTREET</b>	Grotech Ventures; Rally Ventures; Seven Peaks Ventures; Green Visor Capital	Financing	<b>12</b>	
11/06/2019	<b>MOONFARE</b>	German Accelerator	Financing	<b>na</b>	
10/28/2019	 <b>PeerStreet</b>	Colchis Capital Management; Andreessen Horowitz; World Innovation Lab; Thomvest Ventures	Financing	<b>60</b>	<a href="#">VIEW</a>
10/28/2019	 <b>RavenPack</b>	GP Bullhound	Financing	<b>10</b>	
8/27/2019	 <b>MYTHIC MARKETS</b>	Global Founders Capital; Slow Ventures; Third Kind Venture Capital	Financing	<b>2</b>	
8/6/2019	 <b>Eagle Alpha</b>	Undisclosed Investor(s)	Financing	<b>2</b>	
7/29/2019	 <b>neudata</b>	Undisclosed Investor(s)	Financing	<b>1</b>	
7/17/2019	<b>AlphaSense</b>	Innovation Endeavors; Soros Fund Management; Undisclosed Investor(s)	Financing	<b>50</b>	<a href="#">VIEW</a>
6/14/2019	 <b>REALTYMOGUL</b>	Heritage Capital Ventures; Undisclosed Investor(s)	Financing	<b>5</b>	
5/23/2019	<b>MERCURY</b> CAPITAL ADVISORS	InvestCorp	Financing	<b>na</b>	
5/6/2019	 <b>carta</b>	Andreessen Horowitz; Lightspeed Venture Partners; Goldman Sachs Principal Strategic Investments; Tribe Capital; Menlo Ventures; Meritech Capital Partners; Tiger Global; Thrive Capital	Financing	<b>300</b>	<a href="#">VIEW</a>
4/3/2019	 <b>Forge</b>	BNP Paribas	Financing	<b>na</b>	
3/20/2019	 <b>Thinknum</b>	Green Visor Capital	Financing	<b>12</b>	
2/26/2019	 <b>YIELDSTREET</b>	Edison Partners; Greenspring Associates; Raine Ventures	Financing	<b>62</b>	<a href="#">VIEW</a>

# Selected Alternative Investments Transactions






Selected Financing Transactions 2014 – 2020 YTD (cont.)

Announced Date	Company	Selected Buyers / Investors	Transaction Type	Amount (\$mm)	Research Profile
1/13/2019	OurCrowd	KEB Hana Bank	Financing	na	
12/27/2018	carta	Meritech Capital Partners; Tribe Capital	Financing	\$80	<a href="#">VIEW</a>
12/11/2018	WEALTH MIGRATE	Undisclosed Investor(s)	Financing	2	
11/8/2018	iCapital NETWORK	JP Morgan Chase; BlackRock; Blackstone; Morgan Stanley Investment Management; Credit Suisse; UBS; The Carlyle Group	Financing	na	
11/7/2018	crowdcube	Channel Four Television Corp., Investment Arm; Draper Esprit; Balderton Capital	Financing	10	
10/30/2018	BACKSTOP SOLUTIONS	Vistara Capital; Huizenga Capital Management; Undisclosed Investor(s)	Financing	20	<a href="#">VIEW</a>
10/29/2018	Quid	Reed Elsevier Ventures; LIXIL Group Corporation; ARTIS Ventures; Salesforce Ventures; Founders Fund; Undisclosed Investor(s)	Financing	38	
9/6/2018	STRATA	FTV Capital; StepStone Group	Financing	na	
7/25/2018	Forge	FT Partners; Panorama Point Partners; Operative Capital	Financing	50	
6/29/2018	Dataminr	Vulcan Capital; MSD Capital; IVP; Goldman Sachs Merchant Banking Division; Fidelity Investments; Declaration Partners; Valor Equity Partners; The Pritzker Organization; Undisclosed Investor(s)	Financing	392	
6/20/2018	SP SHARESPOST	LUN Partners Group; Kenetic Capital	Financing	15	
4/17/2018	neudata	Undisclosed Investor(s)	Financing	1	
4/5/2018	PeerStreet	World Innovation Lab; Andreessen Horowitz; Thomvest Ventures; Colchis Capital Management; Felicis Ventures; Solon Mack Capital; Navitas Capital; Undisclosed Investor(s)	Financing	30	
3/18/2018	carta	Sinai Ventures; University Growth Fund	Financing	16	
1/10/2018	YIELDSTREET	Greycroft Partners; The Raine Group; Expansion Venture Capital; Saturn Asset Management; FJ Labs; The Family Office	Financing	13	
10/17/2017	LendingHome	Sberbank Europe AG; NOAH Private Wealth Management; Undisclosed Investor(s)	Financing	57	<a href="#">VIEW</a>

# Selected Alternative Investments Transactions

















Selected Financing Transactions 2014 – 2020 YTD (cont.)

Announced Date	Company	Selected Buyers / Investors	Transaction Type	Amount (\$mm)	Research Profile
10/11/2017	 carta	Social Capital; Menlo Ventures	Financing	\$42	
10/3/2017	 SEEDRS	Woodford Investment Management; Beacon Capital; RLC Ventures; 111 Holdings	Financing	13	
9/14/2017	 REALTYSHARES	Cross Creek Advisors; Danhua Capital; Bow River Capital Partners; Union Square Ventures; General Catalyst Partners; Menlo Ventures; Undisclosed Investor(s)	Financing	28	
7/24/2017	 iCapital NETWORK	BlackRock; Morgan Stanley Investment Management; UBS; Pivot Investment Partners; BNY Mellon; Credit Suisse	Financing	na	
7/18/2017	 EQUITYZEN	Draper Associates; WorldQuant	Financing	3	
7/11/2017	 crowdcube	GuanQun	Financing	1	
6/8/2017	 ADDEPAR	CreditEase; Tower Equity; Valor Equity Partners; 8VC; Undisclosed Investor(s)	Financing	140	<a href="#">VIEW</a>
6/6/2017	 CADRE	Andreessen Horowitz; The Ford Foundation; General Catalyst Partners; Goldman Sachs; Khosla Ventures; Thrive Capital; Undisclosed Investor(s)	Financing	65	<a href="#">VIEW</a>
5/9/2017	 APEX	Genstar Capital	Financing	na	
5/9/2017	 solovis <small>Industrial • Precision • Transformation</small>	Edison Partners; MissionOG; OCA Ventures; Timberline Venture Partners; Northwestern University; Cultivation Capital; Undisclosed Investor(s)	Financing	8	
5/4/2017	 Eagle Alpha	Enterprise Ireland; Quay Investments; Undisclosed Investor(s)	Financing	1	
3/21/2017	 RavenPack	Draper Esprit	Financing	5	
3/9/2017	 RealConnex	Silver Portal Capital	Financing	4	
12/15/2016	 iCapital NETWORK	BlackRock	Financing	na	
11/17/2016	 PeerStreet	Andreessen Horowitz; Rembrandt Venture Partners; Montage Ventures; Henry J. Kaiser Family Foundation	Financing	15	
9/21/2016	 OurCrowd	United Overseas Bank; Undisclosed Investor(s)	Financing	72	<a href="#">VIEW</a>

# Selected Alternative Investments Transactions

Selected Financing Transactions 2014 – 2020 YTD (cont.)

Alternative Investments

Announced Date	Company	Selected Buyers / Investors	Transaction Type	Amount (\$mm)	Research Profile
9/12/2016	 <b>Quandl</b>	Nexus Venture Partners; August Capital	Financing	<b>\$12</b>	
8/17/2016	 <b>crowdcube</b>	Balderton Capital; Allegro Capital; Crowd Capital Ventures; SGH Capital	Financing	<b>11</b>	
8/3/2016	 <b>AXIAL</b>	Edison Partners; Comcast Ventures; First Round Capital; Redwood Venture Partners	Financing	<b>14</b>	<a href="#">VIEW</a>
8/2/2016	 <b>ATIX</b>	Undisclosed Investor(s)	Financing	<b>4</b>	
6/1/2016	 <b>seed&amp;invest</b>	Undisclosed Investor(s)	Financing	<b>5</b>	
5/5/2016	 <b>YIELDSTREET</b>	Expansion Venture Capital; Saturn Asset Management; Undisclosed Investor(s)	Financing	<b>4</b>	
3/8/2016	 <b>SELERITY</b>	Citigroup; Undisclosed Investor(s);	Financing	<b>4</b>	
3/7/2016	 <b>AlphaSense</b>	Tribeca Venture Partners; Triangle Peak Partners; Quantum Strategic Partners; Undisclosed Investor(s)	Financing	<b>33</b>	<a href="#">VIEW</a>
3/3/2016	 <b>OurCrowd</b>	United Overseas Bank; Sassoon Investment Corporation	Financing	<b>10</b>	
2/24/2016	 <b>REALTYSHARES</b>	Union Square Ventures; Menlo Ventures; General Catalyst Partners; Undisclosed Investor(s)	Financing	<b>20</b>	
1/28/2016	 <b>CADRE</b>	DST Global; Founders Fund; Goldman Sachs; Thrive Capital	Financing	<b>50</b>	
1/19/2016	 <b>INCAPTURE</b>	SenaHill Partners	Financing	<b>48</b>	
1/19/2016	 <b>solovis</b>	Edison Partners; MissionOG; OCA Ventures; Timberline Venture Partners; Northwestern University	Financing	<b>3</b>	
12/17/2015	 <b>Crowdfunder.co.uk</b>	Undisclosed Investor(s)	Financing	<b>2</b>	
11/11/2015	 <b>CircleUp</b>	Collaborative Fund; Union Square Ventures; Canaan Partners; Rose Park Advisors; Maveron; Undisclosed Investor(s)	Financing	<b>30</b>	
11/2/2015	 <b>Eagle Alpha</b>	Undisclosed Investor(s)	Financing	<b>2</b>	

# Selected Alternative Investments Transactions

Selected Financing Transactions 2014 – 2020 YTD (cont.)

Alternative Investments

Announced Date	Company	Selected Buyers / Investors	Transaction Type	Amount (\$mm)	Research Profile
9/23/2015	 MILLENNIUM TRUST COMPANY	Parthenon Capital Partners	Financing	na	
9/1/2015		Undisclosed Investor(s)	Financing	<\$1	
8/21/2015	 SEEDRS	Undisclosed Investor(s)	Financing	4	
8/18/2015	 carta	Spark Capital; Union Square Ventures; Service Provider Capital; Anthemis Group; Undisclosed Investor(s)	Financing	17	
8/17/2015	 PeerStreet	Felicis Ventures; Guggenheim Partners, LLC; Montage Ventures; Rembrandt Venture Partners; Toba Capital; Undisclosed Investor(s)	Financing	6	
8/11/2015	 EQUITYZEN	Undisclosed Investor(s)	Financing	4	
8/1/2015	 WEALTH MIGRATE	Network Society Ventures	Financing	2	
7/31/2015	 CAIS	Square Peg Ventures	Financing	4	
7/30/2015	 crowdcube	Numis Securities; Balderton Capital; Draper Esprit	Financing	9	
7/30/2015	 SEEDRS	Woodford Investment Management; Augmentum Capital	Financing	15	
7/28/2015	 onestest Where the best teams get funded	Undisclosed Investor(s)	Financing	2	
7/14/2015	 REALTYMOGUL	Sorenson Capital; Canaan Partners	Financing	35	
5/18/2015	 PALICO	JMYX Holding; Verdoso	Financing	7	
5/4/2015	 ARTIVEST	KKR; FinTech Collective; RRE Ventures; Nyca Partners; Anthemis Group; Undisclosed Investor(s); Signatures Capital	Financing	15	
4/8/2015	 Patch of Land building wealth. growing communities.	SF Capital Group; Undisclosed Investor(s)	Financing	24	
4/7/2015	 REALTYSHARES	General Catalyst Partners; Menlo Ventures	Financing	10	

# Selected Alternative Investments Transactions



Selected Financing Transactions 2014 – 2020 YTD (cont.)

Announced Date	Company	Selected Buyers / Investors	Transaction Type	Amount (\$mm)	Research Profile
3/24/2015	<b>CADRE</b>	General Catalyst Partners; Thrive Capital	Financing	<b>\$18</b>	
3/23/2015	LendingHome	Renren	Financing	<b>70</b>	<a href="#">VIEW</a>
3/19/2015	Quid	Liberty Interactive Group; ARTIS Ventures; Buchanan Capital Management; Subtraction Capital; Tiger Infrastructure Partners; Thomas H. Lee Partners; Undisclosed Investor(s)	Financing	<b>39</b>	
2/26/2015	EarlyShares	Undisclosed Investor(s)	Financing	<b>1</b>	
2/18/2015	Dataminr®	Fidelity; Goldman Sachs; Wellington Management; Credit Suisse	Financing	<b>130</b>	<a href="#">VIEW</a>
2/13/2015	EQUITYZEN	zPark Venture; 500 Startups; Kima Ventures; Silicon Badia; TEEC Angel Fund; ChinaRock Capital Management	Financing	<b>na</b>	
1/4/2015	carta	Union Square Ventures; Spark Capital	Financing	<b>7</b>	
12/18/2014	RealConnex	Star Capital; Undisclosed Investor(s)	Financing	<b>4</b>	
12/4/2014	crowdcube	The London Co-Investment Fund	Financing	<b>8</b>	
11/13/2014	Quandl	August Capital	Financing	<b>5</b>	
10/28/2014	Eagle Alpha	Undisclosed Investor(s)	Financing	<b>1</b>	
10/27/2014	Wells Fargo	Wells Fargo; Control Empresarial de Capitales; Undisclosed Investor(s)	Financing	<b>20</b>	
10/22/2014	iCapital NETWORK	C.P. Eaton Partners; Capstone Partners; Credit Suisse; Evercore Partners; Park Hill; Pivot Investment Partners; Monument Group; Gen II Fund Services	Financing	<b>9</b>	
10/9/2014	POWERLYTICS POWERFUL DATA. SMARTER DECISIONS	CME Group	Financing	<b>na</b>	
10/7/2014	crowdfunder	Bridge 37 Ventures; ICV Capital Partners; Capital Nuts; Undisclosed Investor(s)	Financing	<b>4</b>	

# Selected Alternative Investments Transactions


















Selected Financing Transactions 2014 – 2020 YTD (cont.)

Announced Date	Company	Selected Buyers / Investors	Transaction Type	Amount (\$mm)	Research Profile
9/26/2014	FUNDRISE	Guggenheim Partners, LLC; Renren; Collaborative Fund; Ackman-Ziff Real Estate; Berman Enterprises; Undisclosed Investor(s)	Financing	\$38	
8/27/2014	LendingHome	Ribbit Capital	Financing	28	
8/19/2014	REALTYSHARES	Undisclosed Investor(s)	Financing	1	
8/1/2014	WEALTHFORGE	SenaHill Partners	Financing	na	
7/28/2014	Thinknum	500 Startups; HKB Capital; 645 Ventures; Green Visor Capital; Signature Capital; Pejman Mar Ventures	Financing	1	
7/17/2014	crowdcube	Balderton Capital	Financing	8	
7/16/2014	onevest <small>Where the best teams get funded</small>	Talent Equity Ventures; SOL ventures; Robin Hood Ventures; Militello Capital; Mid-Atlantic Angel; Maryland Venture Fund; Fortify Ventures	Financing	3	
7/10/2014	iCapital NETWORK	Undisclosed Investor(s)	Financing	6	
6/26/2014	Patch of Land <small>building wealth, growing communities</small>	Undisclosed Investor(s)	Financing	8	
6/26/2014	REALTYSHARES	General Catalyst; Undisclosed Investor(s)	Financing	2	
6/18/2014	Forge	Structure Capital; Undisclosed Investor(s)	Financing	na	
6/11/2014	crowdfunder	500 Startups; Undisclosed Investor(s)	Financing	1	
5/23/2014	POWERLYTICS <small>POWERFUL DATA, SMARTER DECISIONS</small>	Delaware Crossing Investors Group; Undisclosed Investor(s)	Financing	2	
5/13/2014	ADDEPAR	Formation 8; Valor Equity Partners; Undisclosed Investor(s); Panorama Point Partners	Financing	50	

# Selected Alternative Investments Transactions

Selected M&A Transactions 2014 – 2020 YTD

Alternative Investments













Announced Date	Company	Selected Buyers / Investors	Transaction Type	Amount (\$mm)	Research Profile
03/09/2020	 solovis professional building information	Nasdaq	M&A	na	
01/20/2020	 Quid	NetBase	M&A	na	
12/19/2019	 IXI	Ixora	M&A	na	
12/16/2019	 wealthflex	YieldStreet	M&A	na	
9/25/2019	 SELERITY	Deallogic	M&A	na	
9/23/2019	 ALTA RETURN	Vista Equity Partners; Allvue	M&A	na	
5/13/2019	 REALTYSHARES	iintoo Investments	M&A	na	
4/29/2019	 @preqin	Dynamo Software	M&A	na	
3/28/2019	 IRA SERVICES	Forge Global	M&A	\$55	
1/4/2019	 MILLENNIUM TRUST COMPANY	ABRY Partners	M&A	na	
12/4/2018	 Quandl	Nasdaq	M&A	na	
11/19/2018	 ULTIMUS FUND SOLUTIONS	GTCR	M&A	na	
10/5/2018	 seedinvest	Circle Internet Financial	M&A	na	
6/6/2018	 ipes	Apex Fund Services	M&A	na	
6/6/2018	 venovate smarter alternatives	Coinbase	M&A	na	



# Selected Alternative Investments Transactions

Selected M&A Transactions 2014 – 2020 YTD (cont.)

Alternative Investments

Announced Date	Company	Selected Buyers / Investors	Transaction Type	Amount (\$mm)	Research Profile
5/21/2018	 IPREO	IHS Inc.	M&A	\$1,855	<a href="#">VIEW</a>
3/14/2018	 Q-Biz	Dynamo Software	M&A	na	
1/25/2018	 KINGDOM TRUST	BitGo	M&A	na	
11/15/2017	 Cortland <sup>®</sup> Capital Market Services	Alter Domus	M&A	na	
10/19/2017	 TRUST COMPANY OF AMERICA	E*Trade Financial Corporation	M&A	275	<a href="#">VIEW</a>
10/18/2017	 PROVIDENT TRUST GROUP an Ascensus <sup>®</sup> company	Ascensus	M&A	na	
5/17/2017	 ALT X	Addepar	M&A	na	
12/15/2016	 Conifer Financial Services	SS&C Technologies	M&A	89	
11/30/2016	 EquityNet	Capital Foundry Investment Arm	M&A	na	
10/11/2016	 GlobalView <sup>®</sup>	Drillinginfo	M&A	na	
5/3/2016	 VANTAGE COMMODITIES	Big Apple Energy	M&A	na	
1/25/2016	 PENSICO TRUST COMPANY	Opus Bank	M&A	104	<a href="#">VIEW</a>
3/24/2015	 Conifer Financial Services	The Carlyle Group	M&A	na	
7/7/2014	 NuView Systems, Inc.	Ignite Technologies	M&A	na	

VIII

# Selected Company Profiles

# Selected Company Profiles

## Artivest Overview



### Access Providers – Private Funds

## Company Overview



Founder & President: James Waldinger

Headquarters: New York, NY

Founded: 2011

- Artivest provides an online investment platform designed to offer an investment opportunity in private equity and hedge funds
- The Company's online investment platform employs advanced encryption technology to effectively provide bank-level security, enabling users to get an assurance of safe payments
- Artivest allows advisors to invest in top tier funds and track their holdings on the platform

## Selected Previous Equity Financings

Raised to Date: \$19 mm

Date	Size (\$ mm)	Investor(s)
05/04/15	\$15	Kohlberg Kravis Roberts & Co.; FinTech Collective; RRE Ventures; Nyca Partners; Anthemis Group; Signatures Capital; Undisclosed Investors
08/14/14	2	RRE Ventures; Deep Fork Capital; Signatures Capital
02/20/12	2	RRE Ventures; FinTech Collective; 500 Startups; Red Swan Ventures; Undisclosed Investors

## Products & Services Overview

### For Advisors and Investors



#### Streamlined Access

One login provides data room access, subscription processing, post-sale reporting and cash activity management



#### Fully Integrated

Reporting on fund performance links dynamically with custodians and data aggregation providers



#### Paperless & Painless

Reduces key hurdles to successful integration of private funds into busy practices

### For Fund Managers



#### Smarter Sales Management

Minimize coverage time per dollar of retail AUM by enabling wholesalers to provide advisors with secure, virtual materials and to track engagement



#### Enhanced Operational Leverage

Onboard limited partners, facilitate subscriptions, and administer positions without expanding your operations team

### For Wealth Managers



#### Rigorous Compliance & Operational Controls

Works in lock-step with compliance protocols and operational infrastructure to fulfill KYC, eligibility, and suitability requirements



#### Automation of Manual Processes That Alienate Advisors

Online processes for qualification of clients, release of marketing materials, completion of subdocs and ongoing reporting



#### Smarter Sales Management

User engagement by individual, territory, and firm-wide views, informing sales management and product development

# Selected Company Profiles

## CAIS Overview



### Company Overview

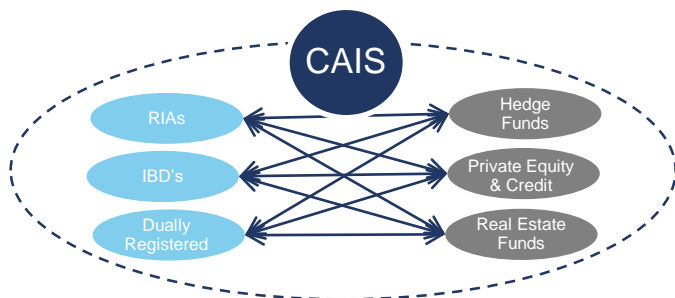
# CAIS

Founder & CEO: Matt Brown

Locations: New York, NY | Los Angeles, CA | Austin, TX

Founded: 2009

- CAIS is the first truly open marketplace for alternative investments, where financial advisors and asset managers can engage, learn, and transact directly on a massive scale. Its platform is dynamic and flexible for both fund managers and advisors



### Selected Previous Equity Financings

Raised to Date: \$31 mm+

Date	Size (\$ mm)	Investor(s)
12/31/18	N/A	Angelo Gordon, Canyon Partners, CIM Group, Crescent Capital, GoldenTree Asset Management
07/31/15	\$15	Square Peg Capital; Private Family Offices
10/15/13	12	Square Peg Capital; Private Family Offices
02/16/11	4	Private Family Offices

### Products & Services Overview

CAIS's centralized product platform provides access to:



#### Alternative Investments

Hedge funds, private equity and credit funds, real estate funds across a wide range of strategies



#### Structured Notes

Create customized offerings, achieve credit diversification and obtain institutional-quality execution

### FinTech Platform Overview

#### Benefits to Advisors

- Access to alternative investment funds and strategies
- Independent investment and operational due diligence provided by Mercer
- Product education through its state-of-the-art learning system, CAIS IQ, which reduces the alternative investment learning curve by combining expert content with predictive algorithms that adapt to how each individual learns best
- Automated subscription document execution, custodial and 3rd party reporting integrations, performance and analytic tools

#### Benefits to Managers

- Access to new investor base via the independent wealth community
- Streamlined and cost-effective distribution into a highly fragmented investor channel
- Automated subscription document execution, custodial and 3rd party reporting integrations
- Dedicated client service and logistics support teams

### Selected Strategic Partners



# Selected Company Profiles

## FNEX Overview

### Company Overview



Founder & CEO: Todd Ryden  
Headquarters: Indianapolis, IN  
Founded: 2012

- FNEX provides a transaction marketplace designed for making alternative investments
- The Company's financial platform provides access to deals from a multitude of investment banks and fund managers
- FNEX enables investors to make direct investments into private companies, hedge funds and a variety of other investment vehicles
- FNEX has over \$40 Bn in listed alternative investments
  - More than 200 investment banking offices and 13,000 family offices utilize FNEX's services

### Selected Previous Equity Financings

Raised to Date: \$2 mm

Date	Size (\$ mm)	Investor(s)
03/19/14	\$2	Second Curve Partners; Elevate Ventures; Karen Corsaro

### Products & Services Overview



#### Private Placements

- FNEX offers investors the ability to see private placements, previously only available to the wealthy

#### Private Funds

- FNEX offers a variety of private funds including hedge funds, private equity funds and real estate funds



#### Managed Futures

- Managed Futures accounts can diversify investors' portfolios into metals, currencies, interest rate hedges, energy, agricultural, and livestock assets

#### Market Information

- Learn about how market conditions should influence your investment strategy



# Selected Company Profiles

## iCapital Network Overview

### Access Providers – Private Funds

#### Company Overview



Founder: Daniel Vene  
Headquarters: New York, NY  
Founded: 2013

- iCapital Network is an online investment platform, focused on providing high-net worth individual investors with access to top-tier private equity funds
- The Company also provides research services, including sourcing and diligence materials
- iCapital has surpassed \$2 billion in subscriptions from nearly 3,000 investors

#### Selected Previous Equity Financings

Raised to Date: \$43 mm

Date	Size (\$ mm)	Investor(s)
11/08/18	na	Blackstone Group; JPMorgan; Credit Suisse; Carlyle Group; Morgan Stanley; UBS
12/08/17	\$13	Morgan Stanley, BlackRock, UBS
12/15/16	na	BlackRock

#### Products & Services Overview

##### Expanded Access for Investors:

Individuals can invest in funds previously limited to institutional investors for as little as \$100k per fund; for reference, fund minimums are usually at least \$5 million

##### Expanded Investor Pool for Funds

Investors currently registered on iCapital Network represent over \$1.7 trillion in managed assets, providing fund managers with a substantial boost in reach

##### Placement Agents / Strategic Partners

iCapital has partnered with leading financial institutions to evaluate and list high quality private equity funds on their platform



# Selected Company Profiles

## Kettera Strategies Overview

### Access Providers – Private Funds

#### Company Overview



CEO: Jon Stein  
Headquarters: Chicago, IL  
Founded: 2014

- Kettera Strategies is a developer of an online marketplace designed to provide access to alternative investments
- The Company's marketplace provides access to tactical trading strategies, unparalleled transparency, and stringent third-party oversight and administration
- The platform enables investors with a single point of access to alternative investments with tools to make informed decisions
- Kettera is committed to giving investors flexible access to best-of-breed trading strategies, unparalleled transparency, and stringent third party oversight and administration

#### Selected Previous Equity Financings

Raised to Date: na

Date	Size (\$ mm)	Investor(s)
08/21/15	< \$1	Foley Ventures

#### Products & Services Overview

The **Hydra Platform** is an online marketplace for accessing alternative investments



##### Access to Talent

- Hydra gives qualified investors the ability to access top-tier fully vetted macro, managed futures, FX and hedge fund managers at lower investment minimums and the same fee structure as direct managed accounts



##### Technology

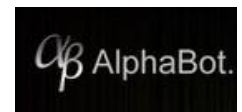
- Hydra's technology infrastructure combines intra-day transparency from the trading exposure level, through strategy level, to a roll-up of an entire tactical trading portfolio



##### Ease of Access

- The platform provides access to platform managers on a twice-monthly dealing date at lower minimums than the manager's stated minimums

#### Partners





# Selected Company Profiles

## Rally Overview



### Company Overview



Co-Founder & CEO: Christopher J. Bruno  
Headquarters: New York, NY  
Founded: 2016

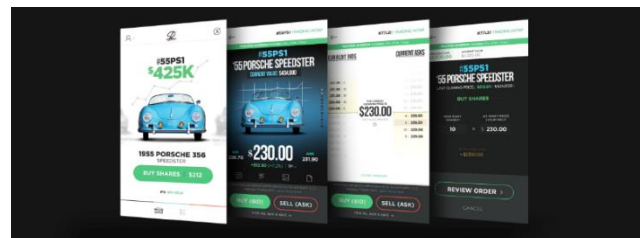
- Rally operates an online marketplace that allows anyone to invest in premium alternative assets (ex. classic cars, memorabilia, collectibles, watches, wine & whisky, etc.) through a simple mobile app.
- The Company has a team of industry experts that source and vet each investment. All key information is made publicly available, including provenance & history, photos & videos, and market price comps.
- The assets are securitized and made available to retail investors, who can create a custom diversified portfolio of investments.
- The Company facilitates a BID/ASK secondary market for the securities enabling interim liquidity and market-based price discovery.
- The Company partners with FINRA / SIPC registered broker-dealers who confirm investor identities, issue shares, and oversee all securities transactions.

### Selected Previous Equity Financings

Raised to Date: \$10 mm+

Date	Size (\$ mm)	Investor(s)
09/27/18	\$7	Upfront Ventures, Anthemis Group, WndrCo., Social Leverage, REV Ventures
01/25/18	3	Social Leverage, REV Ventures

### Products & Services Overview



### Types of Securities Offered

Rally allows everyone to invest in individual premium alternative assets that are hand selected by a team of experts.

### Starting Share Price

Assets are securitized and turned into equity shares starting at around \$50, with no minimums, commissions, or mgmt. fees.

### Ownership Structure

Each asset is titled in a separate entity that is managed by Rally on behalf of equity investors.

### Storage & Security

All assets are insured for market value, and securely stored in purpose-built, climate-controlled, 24/7 monitored facilities.

### How Assets are Selected

The Company factors in rarity, significance, history, originality, value, condition, and additional data-driven factors.

### Interactions & Experiences

Rally operates a showroom in SoHo, NYC and hosts regular events where its community can interact with the investments.



# Selected Company Profiles

## YieldStreet Overview



### Company Overview



YIELDSTREET

Co-Founders: Michael Weisz, Milind Mehere

Headquarters: New York, NY

Founded: 2015

- YieldStreet operates a digital wealth management platform which allows investors to access alternative investments
- Investors of all types can build diversified portfolios with asset classes such as: real estate, marine, legal finance, and commercial loans
- The Company targets annual yields between 8 – 20%
- YieldStreet assets are backed by collateral and have low stock market correlation
- In February 2020, YieldStreet announced the launch of the YieldStreet Prism Fund, a closed-end fund sub-advised by BlackRock, offering investors access to a combination of liquid and illiquid assets across a range of sectors

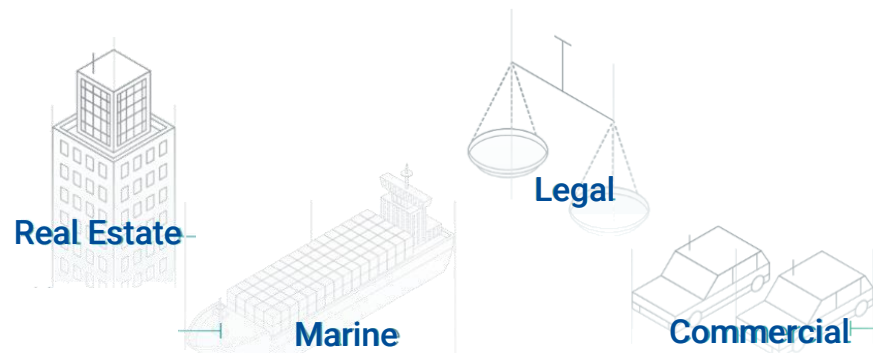
### Selected Previous Equity Financings

Raised to Date: \$79 mm

Date	Size (\$ mm)	Investor(s)
02/26/19	\$62	Edison Partners; Greenspring Associates; Raine Ventures; Undisclosed Investor(s)
01/10/18	13	Greycroft; The Raine Group; FJ Labs; Saturn Asset Management; Expansion; Family Office
05/04/16	4	Expansion Venture Capital; Saturn Asset Management; Undisclosed Investor(s)

## Access Providers – Real Estate, Other Alternative Investments

### Products & Services Overview



#### Create Account

Have an account?

User name

Email address

Sign-up

#### Invest



Multi-Use Real Estate Portfolio 11

Target return - 9%  
Payments - Monthly  
Term Remaining - 12 of 17 Mo.

SOLD OUT - \$1.54M

#### Track Earnings

\$3,567.21  
Interest outstanding



### By the Numbers

**\$1 Bn+**  
Invested

**~10%**  
IRR

**\$600 mm**  
Distributed <sup>(1)</sup>

Source: Company website, PitchBook, Company Press Release

(1) Including ~\$100 mm in earned interest

# Selected Company Profiles

## Xen Overview



## Access Providers – Private Funds, Real Estate

### Company Overview



Co-Founder & CEO: Katrina Cokeng  
Headquarters: Singapore  
Founded: 2018

- Xen is a next-generation platform for private investments, bringing together a new community of investors who value access, liquidity and transparency
- Xen cuts through the noise, providing a smarter way to build wealth, as markets are more fraught than ever with uncertainty and traditional channels often charge high fees for generic products
- Xen serves a new generation of investors who demand access to institutional-grade investments, greater autonomy in decision-making, and a seamless digital experience

### Management Team



Katrina Cokeng  
Co-Founder & CEO



Manish Sansi  
Co-Founder & CSO



Timothy Janke  
CFO



Kenneth Yeo  
CIO



Alastair Ding  
CCO



Bernard Phang  
Advisor



Yong Hak Huh  
Advisor



Joseph Cherian  
Advisor



Michael Benz  
Advisor

### Products & Services Overview



#### Access Top Tier Funds & Companies

Global accredited investors gain access to top tier funds and pre-IPO companies typically limited to institutional investors



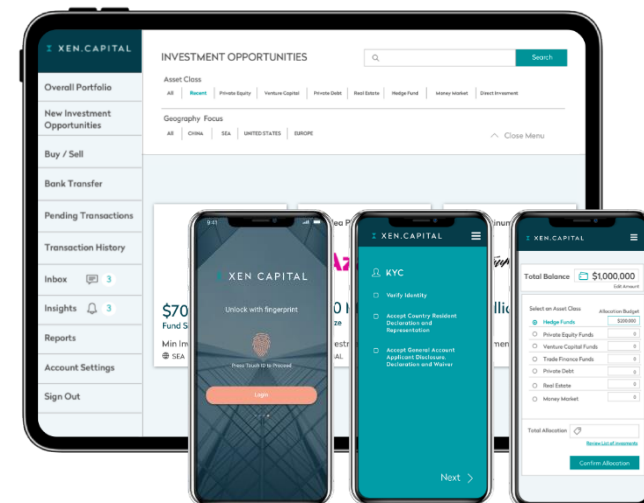
#### Fractionalized Access

Invest from \$100,000 per fund, which is significantly below the typical industry minimum of \$5-10 million



#### Customized Portfolio

Utilize a robust set of analytical tools, AI-based product matching and due diligence information to make your own decisions



# Selected Company Profiles

## AngelList Overview

### Access Providers – Private Companies

#### Company Overview



Founder & CEO: Naval Ravikant  
Headquarters: San Francisco, CA  
Founded: 2010

- AngelList is a fundraising platform for early stage businesses
- The Company provides an online platform that allows startups to connect with investors and raise funds through syndicates of accredited investors lead by notable angel investors
- AngelList also develops a job platform that enables users to search and apply for jobs offered at startups

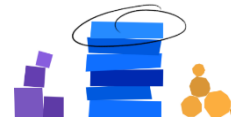
#### Selected Previous Equity Financings

Raised to Date: \$24 mm

Date	Size (\$ mm)	Investor(s)
09/22/13	24	GV, Atlas Venture
06/01/12	na	Atlas Venture

#### Products & Services Overview

##### Invest



- Users can invest on AngelList through deal-by-deal investments, the AngelList Access Fund, or as a professional investor
- Recent exits include Sapho, Cruise Automation, Ring, and Integral Ad Science

##### Recruit



- Users can build a team by posting jobs, finding talent, and managing the talent pipeline
- There are 1,900,000 candidates and 26,000+ start ups

##### Jobs



- Users can search for tech and startup jobs, apply privately, and see the salary up-front
- 26,533 tech companies and startups are listed

# Selected Company Profiles

## Axial Overview

## Access Providers – Private Companies

### Company Overview



Founder & CEO: Peter Lehrman

Headquarters: New York, NY

Founded: 2010

- Axial runs a private network that helps middle market companies and advisors find the right buyers and investors
- The Company connects members through an online platform, intimate events, curated introductions, and a deal-oriented matching engine
- Over 11,000 buyers, investors, lenders, advisors and private companies currently use Axial. Since 2009, advisors and CEOs have privately marketed over 40,000 transaction opportunities to interested parties on the other side

### Selected Previous Equity Financings

Raised to Date: \$33 mm

Date	Size (\$ mm)	Investor(s)
08/03/16	\$14	Edison Partners; Comcast Ventures; First Round Capital; DLA Piper
08/12/14	11	Comcast Ventures; SenaHill Partners; Redpoint Ventures; Capital Factory

### Products & Services Overview



#### Selling or Raising

1. Research possible transaction partners by starting a free deal project describing company information and goals
2. Axial's algorithms recommend transaction partners based on their active investment mandates
3. Evaluate recommendations based on fit and qualifications
4. Select firms to approach
5. Send deal teaser to selected targets
6. Buyer reviews teaser and signs NDA if interested in the deal
7. Grant access to the Confidential Information Memorandum (CIM)
8. Continue negotiations



#### Buying or Investing

1. Input investment mandates into Axial's recommendation engine
2. Seller researches possible transaction partners by inputting company information and goals
3. Recommendation engine calculates the fit for matching, and seller evaluates recommended partners based on fit and qualifications
4. Seller chooses to send a concise deal teaser
5. Evaluate the opportunity and sign NDA if interested in the deal
6. Seller makes the Confidential Information Memorandum (CIM) available for download
7. Continue negotiations



#### Networking

1. Create an Axial profile
2. Search the network for transaction partners and evaluate their profile
3. Reach out by message, email, or phone

# Selected Company Profiles

## EquityZen Overview

### Access Providers – Private Companies

#### Company Overview



Founder & CEO: Atish Davda  
Headquarters: New York, NY  
Founded: 2013

- EquityZen is a provider of an investment platform intended to connect shareholders of private companies with investors seeking alternative investments
- The Company's investment platform improves the way startup employees are paid by unlocking the value of their equity compensation in a way that benefits all key players
- Enables clients to provide the opportunity to invest in large private firms and address liquidity and risk concerns

#### Selected Previous Equity Financings

Raised to Date: \$7 mm

Date	Size (\$ mm)	Investor(s)
07/18/17	\$3	Draper Associates, WorldQuant
08/11/15	3.5	Kima Ventures, CRCM Ventures, Hammerstone Capital, Chasella, TSVC, WorldQuant Ventures
10/29/13	>1	Amino Capital, 500 Startups

#### Products & Services Overview

##### Shareholders



1. Sign up and list shares

2. EquityZen confirms demand



3. Company approves deal

4. Complete deal paperwork



5. Get cash



##### Accredited Investors

1. Sign up and verify status

2. Browse offerings

3. Confirm interest

4. Company approves deal

5. Complete investment paperwork



# Selected Company Profiles

## Forge Global Overview

### Access Providers – Private Companies

#### Company Overview



Co-Founder & President: Sohail Prasad  
Headquarters: San Francisco, CA  
Founded: 2014

- Forge Global, previously Equidate, provides an online trading platform designed to empower investors and shareholders by providing access and liquidity in the private market
- The Company's platform helps to bring liquidity to illiquid assets through technology, providing wealth managers, asset managers and family offices access to private markets
- Led by Y Combinator, Goldman Sachs, SecondMarket, Nasdaq, and BCG alumni

#### Selected Previous Equity Financings

Raised to Date: \$85 mm

Date	Size (\$ mm)	Investor(s)
07/25/18	\$50	Financial Technology Partners; Panorama Point Partners; Operative Capital; Draper Associates; BNP Paribas
06/16/14	na	Structured Capital, Marc Bell Ventures

#### Products & Services Overview

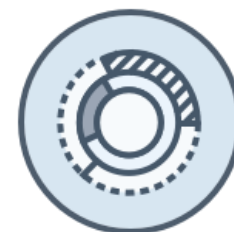


##### For Shareholders

- Diversify investors' net worth into a balanced portfolio to protect their financial future

##### For Investors

- Accredited investors can access premier investment opportunities, and transact with a wide base of shareholders and pre-IPO companies



##### For Institutions

- Private placements in growth-stage, venture-backed companies, and facilitated through a meticulous process, by bankers with intimate expertise in the asset class

##### For Companies

- Full-service tender offers and ongoing liquidity programs for late-stage companies, for free



# Selected Company Profiles

## OurCrowd Overview

### Company Overview



CEO: Jon Medved  
Headquarters: Jerusalem, Israel  
Founded: 2013

- OurCrowd is an equity based crowdfunding platform for accredited investors to provide venture capital for early stage companies
- Potential investors are thoroughly screened and vetted in order to meet the stringent accreditation requirements
- Companies seeking funding also undergo a rigorous due diligence process in order to be added to the platform, with all term sheets being pre-negotiated

### Selected Previous Equity Financings

Raised to Date: \$103 mm

Date	Size (\$ mm)	Investor(s)
09/21/16	\$72	Light Warrior; Monash Private Capital; United Overseas Bank
04/28/14	25	CB Alliance; Wolfpack Ventures
10/24/13	6	Undisclosed Investors

### Products & Services Overview

Access pre-vetted startup opportunities, alongside trusted venture capital and angel investors



#### Deal Flow

- Review and select 1-2% of companies from 3,000 annually



#### Deal Terms

- Negotiate and prepare deal terms

#### Funding

- Invest capital and invite investor community at same terms

#### Networking

- Strengthen portfolio with post-investment support from community



# Selected Company Profiles

## Cadre Overview

## Access Providers – Real Estate

### Company Overview

# CADRE

Co-Founder & CEO: Ryan Williams

Headquarters: New York, NY

Founded: 2014

- Cadre provides a technology-enabled investment platform that connects qualified individuals and institutions to vetted real estate investment opportunities
- The Company operates a marketplace where investors benefit from increased transparency, actionable information, lower fees and more flexibility
- Cadre usually requires a minimum investment amount of \$100,000 per transaction

### Selected Previous Equity Financings

Raised to Date: \$133 mm

Date	Size (\$ mm)	Investor(s)
06/06/17	\$65	Andreessen Horowitz; The Ford Foundation; General Catalyst Partners; Goldman Sachs; Khosla Ventures; Thrive Capital
01/26/16	50	DST Global; Founders Fund; Thrive Capital
03/24/15	18	General Catalyst Partners; Thrive Capital; TowerBrook Capital Partners

### Products & Services Overview

#### Better Economics

- Cadre's fee load is up to 40% lower than a traditional fund
- No "double layer" of carried interest
- Favorable tax characteristics

Cadre investor net return

12.3%

Fund investor net return

10.2%

#### Differentiated Technology

- Enhanced sourcing, diligence and asset management processes
- Efficient scale and lower marginal cost of investing, allowing lower fees than traditional peers

#### True Alignment

- SEC-registered investment advisor with a fiduciary responsibility
- Cadre employees invest alongside investors in each transaction
- Active asset management role with detailed deal-level transparency

### Cadre's Typical Investment

#### Risk

- Cadre invests across the risk spectrum

#### Transaction Size

- \$50 – 200 mm

#### Asset Class

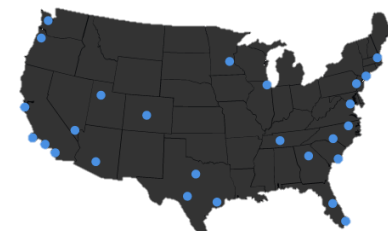
- Cadre invests in all asset classes
- Multi-family, office, industrial, retail, hospitality and student housing

#### Hold Period

- Up to 10 years

#### Geography

- Cadre focuses on opportunities within metro areas with favorable long-term supply / demand dynamics





# Selected Company Profiles

## Fundrise Overview

## Access Providers – Real Estate

### Company Overview



Co-Founder & CEO: Ben Miller

Headquarters: Washington, DC

Founded: 2010

- Fundrise provides an investment platform that allows individuals to invest as little as \$500 in diversified real estate portfolios on a simple, transparent and low-cost basis
- Fundrise's technology platform allows users to instantly build dynamic portfolios of projects that match their investment profiles, and easily monitor and manage their investments
- The Company manages nearly \$500 million in assets, and its investment portfolios include over 150 commercial and residential properties across the United States

### Selected Previous Equity Financings

Raised to Date: \$55 mm

Date	Size (\$ mm)	Investor(s)
02/08/17	\$15	Undisclosed Investors
09/26/14	38	Guggenheim Partners; Renren; Collaborative Fund; Ackman-Ziff Real Estate; Berman Enterprises
01/01/11	2	Undisclosed Investors

### Products & Services Overview

#### Starter

- The Starter level allows investors to open a Fundrise account with a minimum initial investment of \$500
- Starter-level portfolios target diversification of 5-10 properties

#### Core

- Portfolios at the Core level have a minimum investment of \$1,000 and target diversification of 40+ projects
- The Core level offers three different investment strategies:
  - Supplemental Income:** Primarily debt investments for investors looking for current income
  - Long-Term Growth:** Primarily equity investments for investors aiming to generate returns through appreciation
  - Balanced Investing:** Portfolios allocated across both debt and equity investments for investors looking for blended returns

#### Advanced

- The Advanced level features all of the benefits of the Core level, in addition to greater diversification (80+ projects), higher potential returns and access to additional types of funds
- Portfolios at the Advanced level have a minimum investment of \$10,000

### By the Numbers

**63,000+**  
Active  
Investors

**150+**  
Active Real  
Estate Assets

**\$485mm+**  
Assets Under  
Management

# Selected Company Profiles

## RealtyMogul Overview

### Access Providers – Real Estate

#### Company Overview



CEO: Jilliene Helman  
Headquarters: Los Angeles, CA  
Founded: 2012

- Realty Mogul is a provider of an online equity crowdfunding platform for real estate, designed to simplify real estate investing by connecting investors with borrowers and sponsors
- The Company's online equity crowdfunding platform provides an online real estate investment marketplace that offers investments in well-leased properties which are made exclusively by FINRA registered Broker Dealers
- Enables individual and institutional investors to invest in real estate properties with less risk and reduced time and cost.

#### Selected Previous Equity Financings

Raised to Date: \$49 mm

Date	Size (\$ mm)	Investor(s)
06/19/19	\$5	Heritage Capital Ventures
07/14/15	35	Sorenson Capital; Canaan Partners
03/27/14	9	Canaan Partners

#### Products & Services Overview



Access market offerings

- 175,000+ investors have joined

Invest in REITS and private placements

- \$400 mm + has been invested on the platform

Earn potential cash distributions

- Over \$100 mm + in investor disbursements

# Selected Company Profiles

## Patch of Land Overview

### Access Providers – Real Estate

#### Company Overview



Founder & CEO: Jason Fritton  
Headquarters: Sherman Oaks, CA  
Founded: 2013

- Patch of Land is a provider of an online marketplace intended to offer real estate investment and lending services
- The Company's online marketplace provides access to crowd funded real estate rental investment services and also originates, underwrites and completes due diligence on the real estate projects listed on its platform
- Enables individual and institutional investors to participate in private real estate projects with low minimum investments, predictable returns, and first-lien secured loans

#### Selected Previous Equity Financings

Raised to Date: \$32 mm

Date	Size (\$ mm)	Investor(s)
04/08/15	\$24	SF Capital Group

#### Products & Services Overview



1. Deal Sourcing: Works with experienced, vetted, real estate operators with the best projects and opportunities for funding

2. Due diligence: Ensures that borrowers and projects meet stringent risk profiles and high underwriting standards

3. Prefunding: Quickly funds projects so borrowers can get right to work and investors can begin earning interest

4. P2RE crowdfunding: Project is posted to the website, where accredited investors and financial professionals can access it

5. Reporting: Tracking, legal, tax, and regulatory filing on the dashboard

6. Repeat: Short term investments mean investors can turn money around into a new project

# Selected Company Profiles

## Addepar Overview

### Company Overview



CEO: Eric Poirier  
Headquarters: Mountain View, CA  
Founded: 2009

- Addepar provides an investment management platform designed to make investing more data-driven, transparent, and impactful
- The Company's platform automates and streamlines performance reporting and communication and eliminates time spent on manual processes
- Enables family offices, wealth advisors, large financial institutions, endowments and foundations to make more informed investment decisions, streamline operations, and provide superior client service.

### Selected Previous Equity Financings

Raised to Date: \$207 mm

Date	Size (\$ mm)	Investor(s)
06/08/17	\$140	CreditEase; Valor Equity Partners; 8VC
05/13/14	50	Formation 8; Valor Equity Partners; Panorama Point Partners
06/15/11	16	American Pacific Ventures; Blumberg Capital; Burch Creative Capital; Felix Investments; ff Venture Capital; Greenoaks Capital Management; JCB Investments; Prometheus Group; Signatures Capital; Sway Ventures; Thrive Capital; White Sand Capital; ASBC

## Analytics, Management Tools and Reporting; Industry Data

### Products & Services Overview



#### Data Aggregation & Reconciliation

Aggregates all financial information in one place through automated feeds



#### Financial Operating System

High-performance database engine designed to seamlessly support the world's investment community



#### Power Analysis

Delivers answers on-demand no matter how big or small the query or the size or complexity of the portfolio



#### Customizable Reporting

Enables users to address clients' unique needs and create dynamic reports in real time



#### Branded Client Portal

Delivers destination for clients to get their up-to-date views and reports and all investment-related documents in one place



#### API & Integrations

Gives clients and partners a programmatic solution for weaving data and calculations from the Addepar platform into other products and systems

# Selected Company Profiles

## Backstop Solutions Overview

### Company Overview



Co-Founder & CEO:

Clint Coghill

Headquarters:

Chicago, IL

Founded:

2003

- Backstop Solutions provides cloud-based Client Servicing and Investment Management software solutions for the institutional and alternative investment management industry
- Backstop provides its suite of Client Servicing solutions to alternative investment managers – such as hedge funds, private equity, real estate, and venture capital firms – who are looking for one solution to maximize their business development, client relations, investor communications, and deal flow management
- Backstop's Investment Management solutions empower allocators to follow a robust investment process and make better investment decisions by centralizing their qualitative and quantitative data for multi-asset class research and portfolio management into a single platform
- Backstop and recently acquired division, Backstop BarclayHedge, together serve nearly 1,000 firms throughout the U.S., Europe, and Asia, spanning investment consultants, pensions, endowments, foundations, family offices, insurance companies, wealth management, hedge funds, VC and PE firms, and funds of funds

### Selected Previous Equity Financings

Raised to Date: Undisclosed

Date	Size (\$ mm)	Investor(s)
10/30/18	\$20	Vistara Capital Partners; Roger Kafker; Tao Huang; David Bradley

### Products & Services Overview

**Research Management**  
Complete research and due diligence solution, combining qualitative, quantitative and subject data tracking tools

**CRM**  
Provides the ideal foundation to manage communication and the complete investor lifecycle

**Portfolio Management**  
Allows asset owners to centralize holdings in alternative investments, including capital-call structured funds, on a single platform

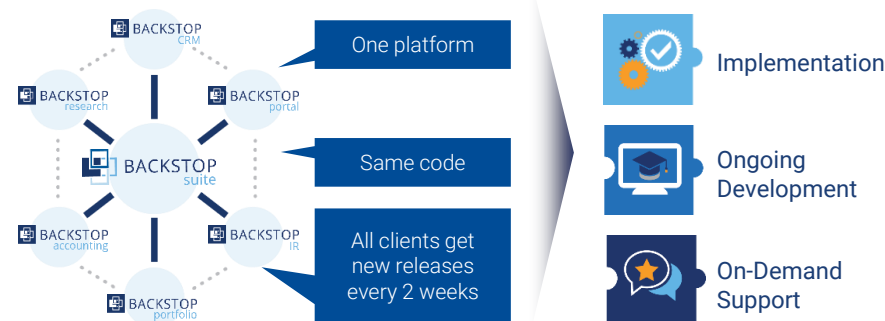
**Investor Relations**  
Provides current and prospective investors with secure online access to account, fund and marketing information

**IntellX**  
Allows institutional investment teams to perform straight-through, automated processing of fund documents

**Portal**  
Allows viewing of in-page data, charts and downloadable tables allowing clients easy use of data

### White Glove Service Model

Backstop's full service client support team is a key differentiator and fosters stronger client relationships, ease of use education, user community and relationship tracking through individualized & knowledgeable support



# Selected Company Profiles

## BaseVenture Overview

### Company Overview



CEO: John Pizzi  
Headquarters: San Rafael  
Founded: 2013

- BaseVenture provides a digital fund management platform designed to help the alternative investment industry simplify and modernize how private funds are managed and administered
- The Company's SaaS platform streamlines, interconnects, and automates the middle and back-office functions that are required to administer and manage private funds
- Enables fund administrators, private banks, and fund managers to focus on driving growth for their clients and investors

### Selected Previous Equity Financings

Raised to Date: \$6 mm

Date	Size (\$ mm)	Investor(s)
11/22/17	\$3	Off The Grid Ventures
07/01/15	3	Battle Base Venture; OceanIQ Capital; Off the Grid Ventures

### Products & Services Overview

Helps **improve** investor satisfaction, **automate** operations, and enable users to make **smarter** investment decisions

Investor Reporting Portal	Relationship Management
Fundraising	Investment Management
Operations Automation	System Compatibility

### Clients



Real Estate



Fund  
Administrators



Private Equity



Hedge Funds



Allocators

# Selected Company Profiles

## Carta Overview

### Company Overview



CEO: Henry Ward  
Headquarters: San Francisco, CA  
Founded: 2012

- Carta is an ownership network that's changing how assets are acquired, valued, and transacted
- The Company's platform features portfolio insights, cap table management, board management, fund administration, LP management, and other services
- Carta's goal is to map and expand the global ownership network in order to increase liquidity and transparency between stakeholders.

### Selected Previous Equity Financings

Raised to Date: \$464 m+

Date	Size (\$ mm)	Investor(s)
05/06/19	\$300	Andreessen Horowitz, Lightspeed Venture Partners, Goldman Sachs Principal Strategic Investments, Tribe Capital, Menlo Ventures, Meritech Capital Partners, Tiger Global, Thrive Capital
12/27/18	80	Meritech Capital partners, Tribe Capital
03/18/18	16	Sinai Ventures, University Growth Fund
10/11/17	42	Social Capital, Menlo Ventures
08/18/15	17	Spark Capital, Union Square Ventures, Service Provider Capital, Anthemis Group

### Products & Services Overview

#### Private Companies

Streamline how users manage equity from founding to IPO

- Cap table software
- Secondaries
- 409A valuations

#### Lawyers

Manage equity with clients

- Built-in compliance checks
- Streamlined workflows
- Discounts for clients

#### Investors

Modernize how users manage their portfolio and back office

- Safekeeping
- Portfolio insights
- Fund admin
- ASC 820



### Selected Customers

coinbase



wealthfront

USV Union Square Ventures

TILRAY

Casper

flexport.

INTERCOM

pendo

# Selected Company Profiles

## Exchangelodge Overview

Alternative  
Investments

### Company Overview



CEO: Robert Caporale  
Headquarters: New York, NY  
Founded: 2016

- Exchangelodge is a Low-Code enterprise SaaS platform that delivers industry specific solutions to the Alternative Investment industry
- Exchangelodge enables the automation of business processes and effective management of enterprise data
- Exchangelodge solutions improve efficiency and reduces risk by combining workflow, data integration, business rules and reporting technology
- Exchangelodge integrates existing core applications used by Alternative Investment Managers

### Selected Previous Equity Financings

Raised to Date: >\$1 m+

Date	Size (\$ mm)	Investor(s)
6/30/19	\$ <1	Audrey's Kitchen Family Office
11/01/16	<1	Robert Caporale, CEO
04/01/16	<1	SteelBridge Laboratories

### Products & Services Overview

#### Configurable Solutions and Pre-defined Workflows



NAV  
Oversight



Legal Entity  
Management



Bank Account  
Reconciliation



Online Investor  
Subscriptions



ESG Data  
Collection



50+ Industry  
Workflow Templates

#### Low-code Platform Components



Workflow  
Management



Maker/Checker  
Collaboration



Screen & Data  
Forms Builder



Document  
Management



Enterprise Data  
Connectors



Business Rules  
Definition



Dashboards



Management  
Reporting



# Selected Company Profiles

## Lightkeeper Overview

### Company Overview



CEO & Co-Founder

Danny Dias

Headquarters:

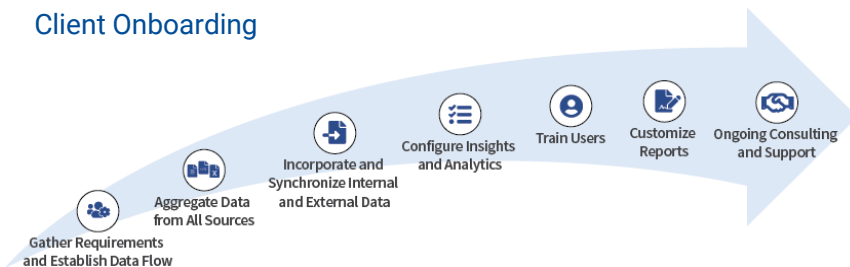
Boston, MA

Founded:

2010

- Lightkeeper provides a portfolio intelligence platform designed to configure reports seamlessly into specific workflows
- The Company's portfolio intelligence platform offers configurable software
- Enables investment professionals to access their portfolios and analyze important information, and also helps with portfolio reporting
- Lightkeeper's core functionalities – data management, analytics, insights, and reporting – work seamlessly together to deliver unique intelligence that allows users to deliver internal analysis and external communication

### Client Onboarding



### Products & Services Overview

#### Data Management



##### Synchronize

Ensures that client data loaded onto the platform matches what was provided by all data sources



##### Aggregate

Consolidates and automates data management process



##### Enhance

Applies custom business logic to meet and support specific internal data practices

#### Analytics and Insights



##### Configured

Transforms raw unstructured data into unique insights



##### Intuitive

Enables users to quickly access critical portfolio information



##### Interactive

Transforms static data into a dynamic experience

#### Reporting



##### Customized

Custom and flexible reporting capabilities



##### Industry Driven

Continually updated to address industry hot topics and best practices



##### Automated

Automates reporting needs at whatever frequency required

# Selected Company Profiles

## Novus Overview

### Company Overview



CEO: Andrea Gentilini  
Headquarters: New York, NY  
Founded: 2007

- Novus is a portfolio analytics and intelligence platform for institutional investors
- The platform is used to analyze risk, performance, and attribution across aggregated and historical data sets
- The company was founded by a group of investors, data scientists and engineers to build a foundation that helps the world's top investors generate higher returns
- Portfolio managers, investor relations teams and operations teams use the Novus Platform to generate more alpha, analyze and manage risk, report to their investors and become more efficient with resources

### Selected Previous Equity Financings

Raised to Date: \$21 mm

Date	Size (\$ mm)	Investor(s)
06/10/13	\$15	Bain Capital Ventures, Index Ventures

### Products & Services Overview

#### Solutions for Investment Managers



Performance Attribution

Offers powerful performance attribution analytics for investment managers



Risk Management

Simplifies risk into an easily understandable interface



Risk Management

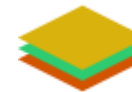
Search and analyze detailed portfolio information on any investment manager across 100+ countries

#### Solutions for Investors



Portfolio Attribution & Performance

Measure the drivers of performance within a portfolio



Risk Aggregation

Offers true aggregation across equity, hedge fund, private equity, venture capital and real asset allocations



Public Ownership Research

Search and screen for new managers or gain more insight into the funds users invested in

# Selected Company Profiles

## SAF Platform Overview

Alternative Investments

## Analytics, Management Tools and Reporting

### Company Overview



Founder & CEO: Rafay Farooqui  
Headquarters: New York, NY  
Founded: 2015

- SAF Platform automates interactions between investors and asset managers, digitalize workflows, and meet daunting compliance requirements
- The Company gives users control over the investment process and improves the way alternative investments are made
- The core focus is on building automation technology for institutional investors and asset managers

### Management Team



Rafay Farooqui  
Founder & CEO



Andrew McGregor  
Head of Engineering



Sylvia Royall  
Head of Product & UX



Pedro Aiala  
Business Development



Mark Backsmeier  
Senior Software Engineer

### Products & Services Overview



### SAF Platform



Integrates directly with key industry partners



Facilitates digital investment transactions between GPs & LPs



Increases and drives fund exposure for GPs



Increases investment opportunities for LPs



Reduces bottlenecks by migrating to a digital environment



Decreased reliance on paper-based processes



Scales to meet future functionality needs of LPs & GPs



Enterprise-grade data security and platform controls

# Selected Company Profiles

## Solovis Overview

### Company Overview



Co-Founder & CEO: Josh Smith  
Headquarters: Irving, TX  
Founded: 2013

- Solovis is a provider of a multi-asset class portfolio management, analytics and reporting platform intended to leverage open architecture asset management
- The Company's platform provides foundations, endowments, pensions, OCIOs and family offices with a multi-asset class portfolio management platform for performance, exposures, liquidity and cash flow forecasting with front-to-back-office integration
- Enables investment managers to manage, view and analyze the entire investment structure
- On March 9, 2020, Nasdaq announced that it had agreed to acquire Solovis for an undisclosed sum

### Selected Previous Equity Financings

Raised to Date: \$22 mm

Date	Size (\$ mm)	Investor(s)
05/16/18	\$8	FINTOP Capital
05/09/17	13	Edison Partners; MissionOG; OCA Ventures; Timberline Venture Partners; Northwestern University; FINTOP Capital

### Products & Services Overview



#### Collect

Gain greater efficiency and better data accuracy with Solovis' investment data collection technology

#### Share

LP/GP transparency streamlines and accelerates visibility into critical fund-level investment data



#### Aggregate

Streamline investment data aggregation for a holistic view of the multi-asset class portfolio

#### Predict

Enables modeling of a variety of investment variables to illuminate impacts on performance, risk and liquidity



#### Analyze

The Solovis technology platform delivers bottom-up portfolio reporting and analysis uniquely designed for institutional investors

# Selected Company Profiles

## Millennium Trust Company Overview

Alternative  
Investments

### Specialized Custody Providers

#### Company Overview



CEO: Gary Anetsberger  
Headquarters: Oak Brook, IL  
Founded: 2000

- Millennium Trust Company specializes in offering custody solutions for alternative assets, private funds, and automatic rollover IRAs for individual investors, institutions, and financial advisors
- Its product, Millennium Alternative Investment Network (MAIN), serves as a bridge to alternative investment platforms which have partnered with Millennium's custodial services
- The Company is chartered by the State of Illinois to perform trustee and custody functions
- Systematic internal controls are employed to protect the quality and integrity of operations and provide a secure environment for the custody of client assets

#### Selected Previous Equity Financings

Raised to Date: Undisclosed

Date	Size (\$ mm)	Investor(s)
01/04/19	na	ABRY Partners
09/23/15	na	Parthenon Capital Partners

#### Products & Services Overview

\$25.7B  
Total assets  
under custody

\$13.2B  
Private fund assets

1M+  
Client accounts

15K  
Unique assets  
we custody

Data as of September 30, 2018

#### Millennium Alternative Investment Network (MAIN)

Hedge Funds

Real Estate

Futures

Private Equity

Commodities

Marketplace Loans

MAIN has partnered with several alternative platforms to provide access to a wide range of investments. Millennium itself is strictly a custodian and does not offer securities.

With MAIN, investors can purchase and custody their investments through their Millennium accounts

EQUITYMULTIPLE EQUITYZEN™

FNEX

iCapital  
NETWORK

OASIS  
Strategic Investment Solutions

LendingClub MONEY360™

# Selected Company Profiles

## Earnest Research Overview

### Alternative Data / Specialized Search

#### Company Overview



Co-Founder & CEO: Kevin Carson  
Headquarters: New York, NY  
Founded: 2011

- Earnest Research is an operator of a data analytics platform designed to offer market analysis and assistance in investment related decisions
- The Company's platform transforms raw data to bring accuracy and precision to the buy-side investment decision-making process
- Enables business and investment professionals to find actionable insights
- The Company's partners leverage Earnest to not only create valuable products with their data assets, but also to monetize them across an installed base of hundreds of sophisticated consumers

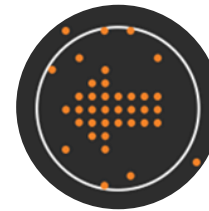
#### Selected Previous Equity Financings

Raised to Date: \$4 mm

Date	Size (\$ mm)	Investor(s)
08/28/14	\$4	Greycroft Partners; Osage Venture Partners; ff Venture Capital; Rincon Venture Partners; Peak Opportunity Partners

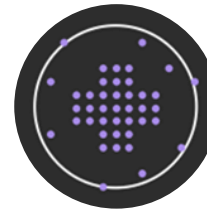
#### Products & Services Overview

##### EarnestKPI



- Near real-time insight into the performance of companies and segments within the consumer economy
- Track sales, average ticket, transaction and membership growth across hundreds of companies

##### EarnestQuery



- The underlying competitive, geographic, and customer dynamics driving consumer behavior
- Track customer full-wallet spend, customer migration and metrics at the merchant level

#### Questions the Data Can Answer

- How much a loyal customer spends at a company, and how it has changed over time
- What impact delivery service companies have on restaurant sales
- How one grocery store lowering their prices in an area impacts another grocery store
- How many customers stopped using cable because of subscription services

# Selected Company Profiles

## Dataminr Overview

## Alternative Data / Specialized Search

### Company Overview



Founder & CEO: Ted Bailey  
Headquarters: New York, NY  
Founded: 2009

- Dataminr is a data analytics platform that analyzes real-time social media data for clients primarily in the financial services, government and media sectors
- The Company's platform uses Artificial Intelligence and Machine Learning to analyze and interpret real-time public data in order to recognize high-impact events and signals
- This enables buy-side and sell-side financial services firms to discover and act on potentially market-moving events faster than competitors

### Selected Previous Equity Financings

Raised to Date: \$572 mm

Date	Size (\$ mm)	Investor(s)
06/29/18	\$392	IVP; Alumni Ventures Group; Valor Equity Partners; Cross Creek
03/17/15	130	Fidelity Investments; IVP; Venrock; Wellington Management; Point 72 Ventures; In-Q-Tel
08/08/13	34	IVP; Venrock; GSV Capital; Deep Fork Capital; Wharton Equity Partners

### Products & Services Overview



#### Finance

Finance professionals use Dataminr to learn about market-moving events earlier, and discover signals and data that can be transformed into insights, opportunities, and more profitable decisions.



#### Corporate Security

Corporate Security groups use Dataminr to receive the earliest possible warning of real-time threats, so enterprise risk management and security teams can quickly prepare responses.



#### Public Sector

Dataminr for Public Sector alerts first responders to breaking events, enabling the fastest real-time response.



#### News

Journalists in more than 600 newsrooms globally use Dataminr to deliver the earliest tips to breaking news and pre-viral stories into their workflow.



#### PR / Communications

Dataminr alerts Communications professionals to relevant events and stories at the earliest possible moment, gaining time to defuse a crisis or act on a brand-building opportunity.

# Selected Company Profiles

## Orbital Insight Overview

## Alternative Data / Specialized Search

### Company Overview



Founder & CEO: James Crawford, Ph.D  
Headquarters: Palo Alto, CA  
Founded: 2013

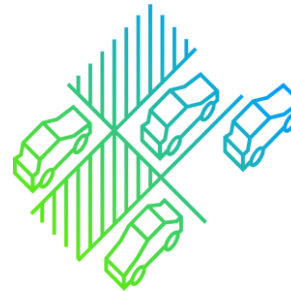
- Orbital Insight provides geospatial satellite data and geo-analytic services to enterprises, non-profits and public sector clients.
- Using computer vision, Orbital Insight turns millions of images into data and insights that its clients use to better understand and analyze patterns and make better-informed decisions.
- Investors use Orbital Insights' images and data to estimate metrics such as retail traffic and oil inventories.
- Governments and NGOs use the data to track infrastructure, environmental change and economic and military activity.

### Selected Previous Equity Financings

Raised to Date: \$80 mm

Date	Size (\$ mm)	Investor(s)
05/02/17	\$50	Sequoia Capital; GV; Balyasny Asset Management; Lux Capital; CME Ventures
06/27/16	20	GV; Sequoia Capital; Bloomberg Beta; Lux Capital; CME Ventures
03/16/15	9	Sequoia Capital; GV; Bloomberg Beta; Lux Capital

### Products & Services Overview

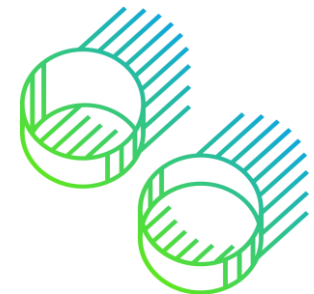


#### Financial Services

Hedge funds, asset managers, and other institutional investors leverage Orbital Insight for investment opportunities and data-driven portfolio management.

#### Energy

Financial and physical traders, analysts and portfolio managers, petroleum producers and logistics professionals use Orbital Insight to make informed trading decisions.



#### Government

GIS analysts, policymakers, and defense and intelligence professionals can make better-informed decisions supported by automated geospatial analytics





# Selected Company Profiles

## Convergence Overview

## Landscape Category: Industry Data

### Company Overview



Co-Founder & Co-President: George Evans

Headquarters: Norwalk, CT

Founded: 2013

- The Convergence database contains (35,000) Advisors in 50+ countries conducting business in the United States and the 150,000 public and private funds they advise. The proprietary analytics provide meaningful business insights into the Advisor's business model including Operating and Regulatory Risks. The Company provides transparency into the Asset Management Industry.
- The insights pinpoint key dimensions of the Advisor's business that are used by Advisors, Institutional Investors and Service Providers to improve their top and bottom lines. Advisors use Convergence to improve fundraising efforts, Service Providers use Convergence for improved sales and relationship management, and Institutional Investors use Convergence to dynamically identify and manage key Advisor Risk.
- The products are segmented into Advisor Research, Advisor Surveillance, and Advisor Risk Ratings. The data is collected, created and enriched daily with proprietary algorithms that create timely proprietary insights.

### Management Team



John Phinney  
Chairman & Co-President



George Evans  
Co-President



Vidya Minukuri  
Senior Research Analyst

### Products & Services Overview



#### Database

4,000+ data points on Advisors/Managers/Funds updated daily - available via subscription or custom research and over 300,000 original regulatory filings



#### Research

Research includes Advisor Profiles that include, but are not limited to, geographical and regulatory footprint, fund type, structure asset and strategy, Client types, Service Provider Profiles, Infrastructure Complexity and Risk Rating - including Time Series and Predictive Analytics



#### Analytics

Surveillance service offers generic or custom alerts on Regulatory filing changes, Market News, SEC Actions (litigation, administrative and suspensions), Capital Formation and Infrastructure and Regulatory Risk Rating changes



#### Advisor Ratings

Ratings are derived from data, subject matter expertise, and proprietary analytics and include ratings on Fund Expense Disclosure Practices, Operating Risks, and Regulatory Risks

# Selected Company Profiles

## Preqin Overview

## Landscape Category: Industry Data

### Company Overview



Co-Founder & CEO: Mark O'Hare  
Headquarters: London, UK  
Founded: 2003

- Preqin is a research and analytics firm, exclusively focused on providing data relevant to the alternative assets industry
- The Company provides information on private equity, venture capital, real estate, hedge funds, investors and infrastructure data
- Preqin helps institutional investors, fund managers, and financial service providers build relationships and target new investments
- The Company hosts a variety of products, including Private Equity Online, Hedge Fund Online, Real Estate Online, Secondary Market Monitor, and Research Center

### Management Team



Mark O'Hare  
CEO



Chris Ferguson  
CFO



Edmond Ho  
Chief Revenue Officer



Ryan Lamb  
Head of Finance



Darren Thorpe  
Chief Operating Officer

### Products & Services Overview



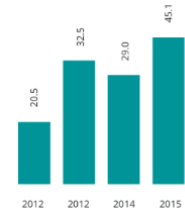
#### Preqin Pro

Access the industry's most comprehensive private market data sets and tools



#### Preqin Insights

Access publications, surveys, and events that provide insider access to a global network of alternative assets experts



#### Preqin Solutions

Maximize performance with solutions to reliably compile portfolio company data

### Database Features



#### Investor Coverage



#### Performance Coverage



#### Fund Coverage



#### Firm Coverage



#### Fundraising Coverage



#### Deals Coverage

# Selected Company Profiles

## HedgeSery Overview

### Fund Administrators – Hedge Funds

#### Company Overview

# HEDGESERV

Chairman: Jim Kelly  
Headquarters: New York, NY  
Founded: 2008

- HedgeSery is a provider of fund administration services to fund managers
- The Company offers services like T+0 portfolio reporting, middle office services, investor services, tax services, customized risk analytics, trade lifecycle management, fund accounting, collateral management, and treasury management
- Enables clients to reduce risks and inefficiencies associated with fund management

#### Selected Previous Equity Financings

Raised to Date: Undisclosed

Date	Size (\$ mm)	Investor(s)
03/18/09	na	Aquiline Capital Partners

#### Products & Services Overview



##### T+0 Portfolio Reporting

Simple-to-use interface and an emphasis on making data easy to access and visualize

##### Fund Accounting

Dynamic views into the general ledger and generate a full suite of customized accounting reports



##### Regulatory & Tax

Full-service support of global regulatory reporting requirement

##### Middle Office Services

Integrated front-to-back platform with a suite of best-in-class tools and a single golden copy of trade data



##### Customized Risk Analytics

Customizable suite of trader and factor-based risk analytics

##### Investor Services

System models each fund's and investor's unique attributes, terms, and conditions



##### Private Equity Services

Fully hosted and seamlessly integrated front, middle, and back office services and global support

# Selected Company Profiles

## Nav Consulting Overview

### Fund Administrators – Hedge Funds

#### Company Overview



CEO: Nav Gupta  
Headquarters: Oakbrook Terrace, IL  
Founded: 1991

- NAV Fund Administration Group is a privately-owned fund administrator that is recognized for its innovative and cost-effective fund administration solutions
- The Group consists of NAV Consulting, NAV Fund Services (Cayman), and NAV Backoffice Solutions
- NAV Consulting is focused on Administration Services to Hedge Funds, Funds of Funds, Commodity Pool Operators, and Commodity Trading Advisors
- The Company has made substantial investment into Technology and Automation, which has helped it keep products cost-competitive and has resulted in heightened reporting capabilities
- The in-house software development team of 50 IT Professionals develops customized software and applications for efficient Fund Administration services
- These include reports to Fund Managers to help them monitor and manage Fund portfolios, report to Investors, compliance functions, and other information to help Fund Managers make appropriate strategic decisions

#### Products & Services Overview



##### Hedge Funds

Fund Accounting; Investor Services; Compliance & Regulatory Support; Middle Office Support; Financial Statement Preparation; Tax Reporting Services



##### Commodity Pools

Fund Accounting; Investor Services; Compliance & Regulatory Support; Middle Office Support; Financial Statement Preparation; Tax Reporting Services



##### Multi-Advisor Platforms

Fund Accounting; Investor Services; Compliance & Regulatory Support; Middle Office Support; Financial Statement Preparation; Tax Reporting Services



##### Private Equity & Real Estate Funds

Robust Technology Platform; Investor Services, Banking and Compliance Support; Limited Partner and General Partner Accounting; Comprehensive Reporting; Capital Call & Distribution Generation, Report & Data Delivery



##### Managed Accounts

Fund Accounting; Middle Office Support



##### Fund of Funds

Fund Accounting; Investor Services; Compliance & Regulatory Support; Middle Office Support; Financial Statement Preparation; Tax Reporting Services



##### Cryptocurrency Funds

Fund Accounting; Investor Services; Compliance & Regulatory Support; Middle Office Support; Financial Statement Preparation; Tax Reporting Services



##### UCITS and 40-Act Funds

Independent portfolio & fund accounting; Reconciliation against the primary administrator or internal books; Other value added services

# Selected Company Profiles

## Apex Fund Services Overview

### Fund Administrators – Hedge Funds, Venture Capital

#### Company Overview



Founder & CEO: Peter Hughes

Headquarters: Bermuda

Founded: 2003

- Apex Fund Services is a provider of fund administration and middle office management services
- The Company offers fund valuation, net asset value calculation, middle office fund administration, share registry, fund administration, corporate and transfer agency services
- Apex helps clients in their fund accounting services from regulatory services to capital introduction services
- Apex has over 2000 staff across 24 jurisdictions globally and administers approximately \$560 billion (USD) in assets

#### Selected Previous Equity Financings

Raised to Date: \$30 mm

Date	Size (\$ mm)	Investor(s)
05/09/17	na	Genstar Capital
06/06/11	\$30	FTV Capital

#### Products & Services Overview



Addresses the different administration requirements based on strategy, geography, investment style, and compliance



Delivers accurate servicing through multi-jurisdictional operational capability



Provides comprehensive support in both fund set up and also in delivering tailored reporting for this type of structure



Offers a customized fund administration service alongside an understanding of the requirements of high net worth individuals and Managed Accounts



Combines technology and expertise within a dedicated hybrid team that specializes in the portfolio and fund-level nuances of hybrid strategies



Provides understanding of the nuances and unique requirements of high net worth individuals and the Family Office

# Selected Company Profiles

## Citco Overview

### Company Overview



Co-Founder & CEO: Kieran Conroy  
Headquarters: New York, NY  
Founded: 1948

- Citco is a financial services firm, providing outsourced administrative solutions to alternative funds, specifically hedge funds, private equity, and real estate funds
- The Company also hosts a hedge fund solution that includes fund administration, banking, financing, trading and custody, reporting and pricing services
- The firm also offers a complete front-to-back offering for single manager funds, combining portfolio capture and real-time position monitoring technology, using the AExeo Technology system, with middle and back office operations support

### Selected Previous Equity Financings

Raised to Date: Undisclosed

Date	Size (\$ mm)	Investor(s)
06/01/11	na	Stone Point Capital
07/31/95	na	Sandoz Family Foundation

## Fund Administrators – Hedge Funds, Private Equity, Real Estate

### Products & Services Overview

#### For Hedge Funds, Fund of Funds, Managed Accounts and Family Offices

Maintenance of books

Monthly Master & Feeder NAV Calculations

Daily recorded profits & losses

Weekly NAV estimates

Fee Calculation

Price verification

#### For Private Equity and Real Estate

Maintenance of books

Allocation of profits & losses

Accounting for investments

Computation of fee waterfall

Work paper preparation

Financial reporting & audit assistance

Cash services

# Selected Company Profiles

## Hamilton Lane Overview

### Fund Administrators – Private Equity

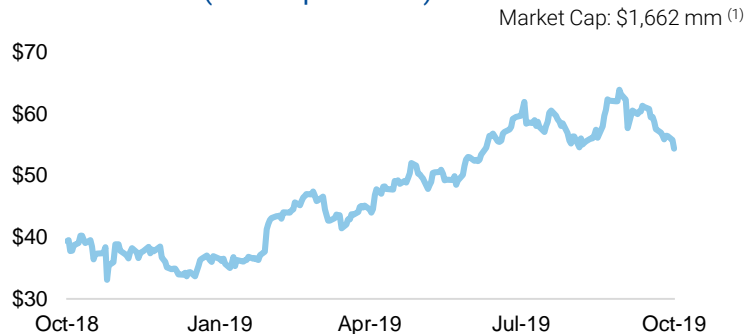
#### Company Overview



CEO: Mario Giannini  
Headquarters: Bala Cynwyd, PA  
Founded: 1991

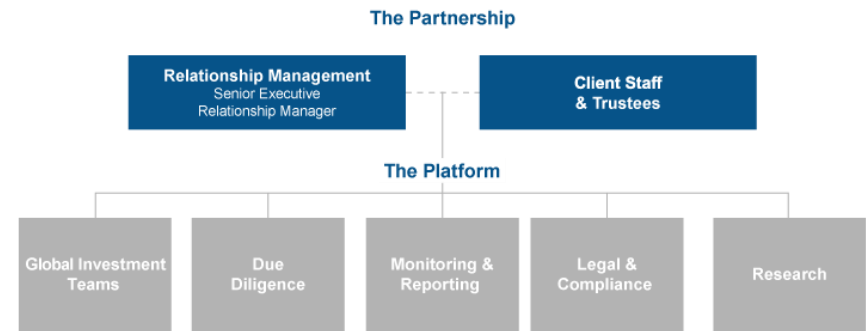
- Hamilton Lane is an alternative investment management firm that provides investment access, advising, reporting, and analytics solutions
- The Company is a Fund of Funds that also offers corollary services specific to Alternative Investments
- The Company operates discretion over \$40B in AUM and advises \$292B in AUS (assets under supervision). Hamilton Lane services public and corporate pension funds, sovereign wealth funds, foundations, endowments, and high net worth individuals

#### Stock Performance (NasdaqGS:HLNE) <sup>(1)</sup>



#### Products & Services Overview

Hamilton Lane specializes in building managed and advised solutions that are intended to enhance its clients' private markets programs



#### Separate Accounts

Separate account programs are completely customized to each individual client, offering flexibility around investment strategy, client involvement, and pricing

#### Advisory Programs

Comprehensive advisory services are tailored to complement the internal capabilities of clients, and dedicated client service teams often act as an extension of the clients' staff

#### Monitoring & Reporting

Extensive client services team specializes in providing performance analysis and reporting to its global client base, aiming to act as an extension of clients' staff and resources

# Selected Company Profiles

## GenII Fund Services Overview

### Company Overview



Managing Principal: Norman Leben  
Headquarters: New York, NY  
Founded: 2009

- Gen II Fund Services is an independent private equity fund administrator
- The Company offers services in the areas of buyouts, infrastructure, energy, credit, real estate, co-investment, hybrid funds, funds of funds, feeder funds, venture capital and managed accounts
- Gen II Fund Services creates a customized service model with dedicated teams that work seamlessly with clients and intimately understand their needs

### Key Stats

- 99% client retention rate
- Over 120 sponsors
- Helped launch over 50 emerging managers and spin-out groups
- Reporting to over 10,000 investors for clients
- Administering over \$235 billion in private fund capital
- Servicing over 2,600 fund entities
- Transitioned over 700 entities onto the platform

## Fund Administrators – Private Equity, Real Estate

### Products & Services Overview



#### Real Estate Funds

Administers the most highly complex funds, joint ventures and co-investments



#### Credit Funds

Provides private credit fund clients with a fully customizable program



#### Liquid Strategies

Provides administration services to vehicles that employ liquid strategies, hedge funds, and funds of hedge funds



#### Emerging Managers

Specializes in working with emerging managers, spin out groups and first time funds



#### Management Companies

Provides management company administration services to sponsors of all sizes



#### Private Equity Funds

Provides tailored accounting and administration services and support for the General Partner entities of clients



# Selected Company Profiles

## Sanne Overview

### Company Overview

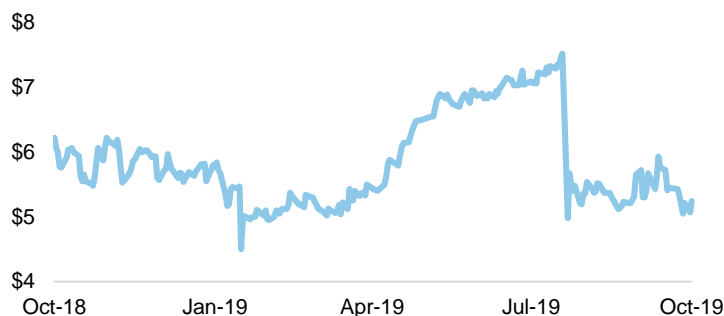
# SANNE

CEO: Dean Godwin  
Headquarters: Jersey, UK  
Founded: 1988

- Sanne Group is a global provider of fund and corporate administration services in the areas of private equity, debt, real estate, corporate and institutional, executive incentives and private clients
- Sanne's clients include private equity firms, institutions, family offices, asset managers and international corporates
- Sanne has expanded its business through a combination of organic growth and acquisitions of other fund administrators in new, target markets

### Stock Performance (LSE:SNN) <sup>(1)</sup>

Market Cap: \$726 mm <sup>(1)</sup>



### Products & Services Overview

#### Alternative Asset Services



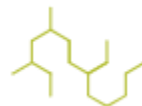
Provider of alternative asset business services to the fast-growing alternative assets industry, with dedicated business divisions specializing in Private Debt & Capital Markets, Real Estate, Private Equity, Hedge Funds and AIFM services

#### AIFMD Depositary Services



Dedicated Depositary team that provides AIFMD compliant depositary services to private equity, private debt, real estate, and asset class fund managers

#### Carried Interest Services



Partners with clients to offer tailored accounting and administration services, as well as detailed waterfall modelling

#### Corporate & Private Client Services



Comprehensive range of outsourced fiduciary, administration, and regulatory services to international corporates, institutions, investor groups, asset managers and ultra-high net worth individuals and their families

#### AIFM Services



Provides clients with a turnkey framework for investment funds in Luxembourg through LIS-SANNE business

# Selected Company Profiles

## Aztec Group Overview

### Company Overview



CEO: Edward Moore

Headquarters: Jersey, UK

Founded: 2001

- Aztec Group is a boutique fund and corporate services provider
- The Company provides tailored solutions to a wide variety of alternative strategy asset classes from key onshore and offshore locations across Europe
- Its asset classes include private equity, buyout, venture capital, debt instruments, infrastructure, real estate, secondaries and fund of funds
- The Company is independent and owner managed

### Key Stats

- 800+ people in six strategic jurisdictions
- Operating across 7 offices
- Trusted partner for over 360 funds
- Over €320 bn in assets under administration
- Servicing over 4000 entities
- 1 in 3 of clients have migrated to Aztec Group from other service providers

## Fund Administrators – Private Equity, Venture Capital, Real Estate

### Products & Services Overview

#### Fund Services



Fund management and governance; Client take-on; Fund establishment; Financial reporting; Investor services; Central administration; Tax reporting; Company secretarial; FATCA/CRS services; AIFMD reporting; Carried interest vehicles

#### Depository Services



Cash monitoring; Safekeeping; Oversight

#### Corporate Services



Vehicle establishment; Company secretarial; Accounting and reporting; FATCA/CRS services; AIFMD reporting; Tax compliance; Carried interest vehicles; Management companies

#### Management Incentive Services



Trustee and nominee; Scheme administration

#### Advanced Portfolio Services



Data interrogation and validation; Performance review; Portfolio analysis; Cash flow management; Tailored reporting; Transparency; Compliance; Fee monitoring

# Selected Company Profiles

## Trident Fund Services Overview

### Fund Administrators – Hedge Funds, Private Equity, Venture Capital, Real Estate

#### Company Overview



President: Dan Smith  
Headquarters: Zurich, Switzerland  
Founded: 1978

- Trident Trust is an independent corporate, fiduciary and fund administrator
- The Company provides financial planning, investment management, portfolio management, tax advisory and fiduciary services to high-net-worth individuals, families, selected institutions and charitable trusts
- Trident has a global footprint that spans Africa, the Americas, Asia, the Caribbean, Europe, and the Middle East

#### Awards



#### Products & Services Overview



##### Corporate Services

Administers companies used by expatriates, entertainers, sportspersons and professionals as part of their international planning



##### Fund Services

Provides a highly responsive personal service, backed by uncompromising attention to detail



##### Wealth Structuring

Forms and administers trusts, private trust companies and foundations on behalf of clients who seek the benefits of having an independent trustee administer their assets



##### Marine & Aircraft

Allows ship-owning groups to cost-effectively centralize their management and payroll functions in well-recognized marine jurisdictions



##### Accounting & Payroll

Offers accounting and tax administration services through a large number of offices, with a smaller number of specialist teams offering dedicated payroll administration services



##### Intellectual Property

Works with professional advisors to implement intellectual property structures that protect and maximize the value of these assets

IX

# Overview of FT Partners

# Overview of FT Partners

Selected FT Partners Securities / Capital Markets / Wealth Tech Transactions

Alternative Investments

## M&A Transactions

<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><b>PENSCO</b> TRUST COMPANY</p> <p>in its sale to</p> <p><b>OpusBank</b> "BUILD YOUR MASTERPIECE"</p> <p>for total consideration of</p> <p><b>\$ 104,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>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><b>BLACKROCK</b></p> <p>in its 100% acquisition of</p> <p><b>FutureAdvisor</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>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><b>CVC</b> Capital Partners</p> <p>in its acquisition of</p> <p><b>OANDA</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>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><b>TRUST COMPANY OF AMERICA</b></p> <p>in its sale to</p> <p><b>EXTRADE</b></p> <p>for total consideration of</p> <p><b>\$ 275,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>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><b>Forge</b></p> <p>in its Series B financing led by</p> <p><b>INNOVATION VENTURES</b> <b>panorama</b>   point partners</p> <p>for total consideration of</p> <p><b>\$ 50,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>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><b>AlphaSense</b></p> <p>on its Series B financing from</p> <p><b>INNOVATION VENTURES</b> <b>SOROS</b></p> <p>for total consideration of</p> <p><b>\$50,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>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><b>ADDEPAR</b></p> <p>in its Series D financing co-led by</p> <p><b>VALOR 8VC</b> Harald McPike</p> <p>for total consideration of</p> <p><b>\$ 140,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>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><b>moneyfarm</b></p> <p>in its Series B financing co-led by</p> <p><b>Allianz</b> <b>endeavor</b>   <b>Foundations of Europe</b></p> <p>for approximately</p> <p><b>£ 40,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>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><b>ATD</b> Automated Trading Desk, LLC</p> <p>in its sale to</p> <p><b>citi</b></p> <p>for cash and stock consideration of approximately</p> <p><b>\$ 680,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>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><b>Alpha</b></p> <p>in its acquisition by</p> <p><b>CHIXEUROPE</b> <b>TMX</b>   <b>Maple Group</b></p> <p>valued at approximately</p> <p><b>\$ 175,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>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><b>INSTINET</b></p> <p>in its sale of its stake in</p> <p><b>CHIXEUROPE</b> <b>BATS</b></p> <p>for total consideration of approximately</p> <p><b>\$ 305,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>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><b>THE MARKETS.com</b></p> <p>in its sale to</p> <p><b>Capital IQ</b> A Division of Standard &amp; Poor's</p> <p>for total consideration of approximately</p> <p><b>\$ 300,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>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><b>riskalyze</b></p> <p>in its growth equity investment led by</p> <p><b>FTV CAPITAL</b></p> <p>for total consideration of</p> <p><b>\$ 20,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>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><b>ENVESTNET</b></p> <p>in its</p> <p><b>\$69,000,000</b> Initial Public Offering</p> <p>valuing the equity at approximately</p> <p><b>\$ 300,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>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><b>Liquidnet</b></p> <p>in its financing for approximately</p> <p><b>\$ 250,000,000</b></p> <p>valued at approximately</p> <p><b>\$ 1,800,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>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><b>AXIAL</b></p> <p>in its financing led by</p> <p><b>Edison</b> PARTNERS</p> <p>for total consideration of approximately</p> <p><b>\$ 14,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>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><b>ITC</b> INVESTMENT TECHNOLOGY GROUP</p> <p>in the re-organization of</p> <p><b>macgregor</b></p> <p>for cash consideration of approximately</p> <p><b>\$ 230,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>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><b>LATENTZERO</b></p> <p>in its sale to</p> <p><b>Fidessa</b> (Royalblue Group Plc)</p> <p>for aggregate consideration of up to approximately</p> <p><b>\$ 125,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>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><b>PARthenon CAPITAL PARTNERS</b></p> <p>in its acquisition of</p> <p><b>eSECLENDING</b> SECURITIES FINANCE TRUST COMPANY</p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>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><b>WOMBAT</b> FINANCIAL SOFTWARE</p> <p>in its sale to</p> <p><b>NYSE Euronext</b></p> <p>for total consideration of approximately</p> <p><b>\$ 225,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>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><b>TradingScreen</b> SIMPLIFYING GLOBAL MARKETS</p> <p>in its minority recapitalization for</p> <p><b>\$ 110,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>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><b>nutmeg</b></p> <p>in its Series E financing from</p> <p><b>goldman Sachs</b>   <b>CONVOY</b> 建宏</p> <p>for total consideration of</p> <p><b>£45,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>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><b>MarketAxess</b></p> <p>in its minority capital raise with</p> <p><b>TCV</b> TECHNOLOGY CREDIT VENTURES</p> <p>for approximately</p> <p><b>\$ 35,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>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><b>BACKSTOP SOLUTIONS</b></p> <p>in its minority financing from</p> <p><b>Roger Kaffner</b>   <b>Tao Huang</b>   <b>David Bradley</b></p> <p>for total consideration of</p> <p><b>\$ 20,000,000</b></p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>

**FT Partners has advised on some of the most prominent and groundbreaking transactions in the Securities / Capital Markets / Wealth Technology sectors**

# Overview of FT Partners

## FT Partners Advises TCA on its Sale to E\*TRADE

### Overview of Transaction

- On October 19, 2017, Trust Company of America ("TCA") announced its sale to E\*TRADE Financial Corporation ("E\*TRADE") (Nasdaq: ETFC) for \$275 million in cash
- Headquartered in Denver, CO, TCA is a leading provider of technology solutions and custody services to independent RIAs, helping them scale operations, more effectively manage client relationships and focus on growing their practice
- E\*TRADE is a leading financial services company and a pioneer in the online brokerage industry, offering easy-to-use solutions for individual investors and stock plan participants
- The transaction is expected to close in the second quarter of 2018

### Significance of Transaction

- The acquisition will allow E\*TRADE to tap into the growing RIA segment in the industry and bolster its ability to attract and retain customers in need of higher-touch services
- Leverages E\*TRADE's brand to accelerate growth at TCA
- Creates additional upside opportunities over time through cross-selling of margin lending, securities-based lending, options, etc.

### FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to TCA and its Board of Directors
- This transaction underscores FT Partners' successful track record generating highly favorable outcomes for leading WealthTech companies

## 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*

**E\*TRADE®**

*for a total consideration of*

**\$ 275,000,000**

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# Overview of FT Partners

## FT Partners Advises Addepar on its Series D Financing

### Overview of Transaction

- On June 8, 2017, Addepar announced it has raised \$140 million in Series D financing co-led by Harald McPike, the founder of QuantRes, along with Valor Equity Partners and 8VC
- Headquartered in Mountain View, CA, Addepar is a leading provider of portfolio management and reporting software and services that seeks to become the infrastructure that will connect all aspects of global finance
- Harald McPike is the founder of QuantRes, a quantitative trading firm, and a global private investor with a focus on the financial and technology sectors
- Valor Equity Partners is an operational growth investment firm that does both minority and majority investments in high growth companies at various stages of development
- 8VC is a venture capital firm that makes seed to later stage investments with a focus on the technology industry

### Significance of Transaction

- The financing capitalizes on Addepar's unprecedented growth — from \$300 billion to over \$650 billion assets on platform in less than 18 months — as top wealth managers embraced Addepar's category-defining client reporting software
- With the new capital, Addepar will continue investing significantly in R&D, expanding its product, platform and tech-enabled services to unlock more value for its clients while also serving a wider range of wealth and asset management firms

### FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Addepar
- Transaction demonstrates FT Partners' continued leadership position as the "advisor of choice" to the highest quality FinTech companies as well as its deep domain expertise and experience in the WealthTech space

## Financial Technology Partners LP FTP Securities LLC

*is pleased to announce its role as  
exclusive strategic and financial advisor to*



*in its Series D financing co-led by*



**Harald McPike**

*for total consideration of*

**\$ 140,000,000**



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# Overview of FT Partners

## FT Partners Advises PENSICO Trust Company in its Sale to Opus Bank

### Overview of Transaction

- On January 25, 2016, PENSICO Trust Company ("PENSICO") announced its sale to Opus Bank ("Opus") (NASDAQ: OPB) for approximately \$104 million (as adjusted) in a mix of cash and stock
- Backed by Panorama Point Partners, PENSICO is a leading custodian of self-directed IRA and alternative investments
- Opus is an FDIC insured California-chartered commercial bank with \$6.2 billion of total assets, \$5.0 billion of total loans, and \$4.9 billion in total deposits
- Following the transaction, PENSICO will operate as a subsidiary of Opus
- The transaction is expected to close in Q2 2016

### Significance of Transaction

- The acquisition positions Opus at the forefront of the alternative asset wealth services business
- PENSICO provides Opus with strong, recurring non-interest income based on assets under custody
- The transaction also presents additional potential revenue opportunities through Opus' Merchant Bank, Commercial Bank, Retail Bank and Opus Financial Partners, Opus' broker-dealer subsidiary

### FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to PENSICO and its Board of Directors
- Highlights FT Partners' continued success advising a broad range of top-tier strategic investors across the financial technology landscape

#### Financial Technology Partners LP FTP Securities LLC

*is pleased to announce its exclusive role  
as sole strategic and financial advisor to*



**PENSICO**  
TRUST COMPANY

*in its sale to*



**OpusBank**  
BUILD YOUR MASTERPIECE®

*for total consideration of approximately*

**\$ 104,000,000**

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# Overview of FT Partners

## FT Partners Advises Forge on its \$50 million Series B Financing

### Overview of Transaction

- On July 25, 2018, Forge (formerly known as Equidate) announced it has raised \$50 million in a Series B financing round led by Financial Technology Partners ("FT Partners"), Panorama Point Partners and Operative Capital
- Forge's existing investors include Peter Thiel, Tim Draper and Scott Banister
- Founded in 2014, Forge is the leading stock market for private companies
- The Company's global electronic trading platform connects individual and institutional investors with sellers like venture capitalists and shareholder employees, as well as some of the largest and most prominent private companies themselves

### Significance of Transaction

- Responding to the current trend of growth companies staying private much longer, Forge sees traditional institutional investors becoming significantly more active in the pre-IPO economy
- Forge's technology-centric approach is the key to unlocking the market's true potential
- Forge believes its run-rate of \$1 billion of trade volume this year squarely places the company as both the market leader and the fastest growing player

### FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Forge
- This transaction underscores FT Partners' domain expertise and its successful track record generating highly favorable outcomes for high growth FinTech companies globally

## Financial Technology Partners LP FTP Securities LLC

*is pleased to announce its exclusive role as  
strategic and financial advisor to*



*in its Series B financing led by*



**panorama** | point partners

*for total consideration of*

# \$ 50,000,000



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# Overview of FT Partners

## FT Partners Advises Backstop Solutions on its \$20 million Minority Financing

### Overview of Transaction

- On October 30, 2018, Backstop Solutions announced a minority \$20 mm financing round
  - Existing and new investors participating in the round include Roger Kafker, a 30-year veteran investor in the asset management space, Tao Huang, former COO of Morningstar, David Bradley, President of Huizenga Capital Management, and Vistara Capital Partners
- Headquartered in Chicago, IL., Backstop Solutions is a software-as-a-Service platform designed to help firms in the institutional and alternative investment management industry operate efficiently, invest intelligently and communicate effectively
  - Founded in 2003, the Company has quickly grown to service over 800 clientele providing its industry-leading cloud-based productivity suite to investment consultants, pensions, funds of funds, family offices, endowments, foundations, private equity, hedge funds, and real estate investment firms

### Significance of Transaction

- The transaction builds on an strong year for Backstop, which saw a rapidly growing roster of clients, key executive appointments, and market momentum
- Backstop Solutions' minority financing will enable the Company to become globally recognized as the dominant cloud productivity suite for the institutional and alternative investment industry

### FT Partners' Role

- FT Partners served as sole strategic and financial advisor to Backstop Solutions
- This transaction underscores FT Partners' strong domain expertise and successful track record in the WealthTech space

### Financial Technology Partners LP FTP Securities LLC

*is pleased to announce its exclusive role as  
strategic and financial advisor to*



*in its minority financing from*

**Roger Kafker    Tao Huang    David Bradley**



*for total consideration of*

**\$20,000,000**

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# Overview of FT Partners

## FT Partners Advises Axial on its \$14 million Growth Financing

### Overview of Transaction

- On August 3, 2016 Axial Networks announced a minority \$14mm Series C financing round from Edison Partners
- Existing shareholders include Redpoint Ventures and Comcast Ventures
- Axial is a leading online capital market for companies and is headquartered in New York City
- Axial is the all-in-one solution for business development: from finding capital, to sourcing deals, to marketing and analytics
- The network enables the three constituents (Investors and Lenders, Advisors and Companies) to operate seamlessly in the private capital markets and run key business development activities
- Edison Partners is a leading private equity firm with a focus across investing in Financial Technology, Healthcare IT, Marketing Technology and Enterprise 2.0

### Significance of Transaction

- The transaction will further help Axial emerge as the leading online capital market for companies and help fund future growth initiatives
- Firmly positions the Company to capitalize on strong traction in the private capital markets space and to continue to bring much needed efficiency to the market

### FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Axial and its Board of Directors
- FT Partners leveraged its deep knowledge of the Company, extensive experience and broad industry relationships to help achieve a favorable outcome for the Company
- Transaction demonstrates FT Partners' continued success advising top-tier Financial Technology companies

## Financial Technology Partners LP FTP Securities LLC

*is pleased to announce its exclusive role as  
sole strategic and financial advisor to*



*in its financing led by*



**edison**partners

*for total consideration of approximately*

# \$ 14,000,000



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# Overview of FT Partners

## FT Partners Advises Clearpool on its Sale to Bank of Montreal

### Overview of Transaction

- On January 22, 2020, Bank of Montreal (BMO) announced that it had signed an agreement to acquire 100% of the outstanding shares of Clearpool Group (“Clearpool”), an Algorithmic Management System transforming electronic trading with a fully customizable suite of trading tools
- Headquartered in New York, Clearpool empowers market participants by providing greater transparency, efficiency and control through next generation trading technology
- Clearpool’s solution provides total visibility and control, from strategy to execution, through its cloud-based algorithmic management system, execution and analytics portals
- Bank of Montreal (TSX, NYSE: BMO) is a highly diversified financial services provider based in North America

### Significance of Transaction

- BMO’s electronic platform (Capital Markets, Securities and Equity) has a successful, fast-growing trading business in Canada, and adding Clearpool’s capabilities in algorithmic management will allow BMO to deliver next-gen trading technology to its global client base

### FT Partners’ Role

- FT Partners served as exclusive strategic and financial advisor to Clearpool
- The transaction underscores FT Partners’ successful track record generating highly favorable outcomes for Capital Markets Technology companies
- This transaction also highlights FT Partners’ expertise in bringing our clients together with world class strategic investors and acquirers

## Financial Technology Partners LP FTP Securities LLC

*is pleased to announce its exclusive role  
as strategic and financial advisor to*



*on its sale to*



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# Overview of FT Partners

## FT Partners Advises Backstop Solutions on its Acquisition

### Overview of Transaction

- On December 17, 2018, Backstop Solutions announced it has agreed to acquire BarclayHedge
- BarclayHedge provides alternative investment data and indices that help investors analyze the performance of hedge funds and managed futures programs worldwide
- Headquartered in Chicago, Illinois, Backstop provides cloud-based software solutions for the alternative investment management industry
- Sol Waksman, Founder and President of BarclayHedge, will become President of the Backstop BarclayHedge Division after the deal closes

### Significance of Transaction

- By adding BarclayHedge to its portfolio of acquired companies, Backstop takes a significant step towards achieving its long-term vision of a productivity suite for institutional and alternative investors
- Backstop will be able to offer institutional clients a unique combination of technology, tools, services, and data to help optimize their research management and due diligence workflows
- Alternative asset managers who currently report to BarclayHedge will also benefit by seeing their exposure to asset owners nearly triple

### FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Backstop
- FT Partners previously advised Backstop on its \$20 million minority financing
- This transaction underscores FT Partners' strong domain expertise and successful track record in the Capital Markets space

## Financial Technology Partners LP FTP Securities LLC

*is pleased to announce its role as  
exclusive strategic and financial advisor to*



*in its acquisition of*



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# Overview of FT Partners

Award-Winning Investment Banking Franchise Focused on Superior Client Results



2018 Top Investment Bank in FinTech



Institutional Investor  
Annual Ranking

2018 Steve McLaughlin Ranked #1 for the Second Year in a Row on Institutional Investor's FinTech 40 List

2017 Ranked #1 on Institutional Investor's FinTech 40 List

2015 & 2016 Ranked Top 5 on Institutional Investor's FinTech 35 List

2006 – 2008 Consecutively Ranked (2006, 2007 and 2008) among the Top Bankers on Institutional Investor's "Online Finance 40"



2016 Ranked #2 Top Technology Investment Banker on The Information's "Silicon Valley's Most Popular Dealmakers"



M&A Advisor  
Awards

2019 Technology Deal of the Year

2018 Corporate / Strategic Deal of the Year

2018 Cross Border Deal of the Year

2017 Investment Banker of the Year

2016 Investment Banking Firm of the Year

2016 Cross Border Deal of the Year

2015 Dealmaker of the Year

2015 Technology Deal of the Year

2014 Equity Financing Deal of the Year

2014 Professional Services Deal of the Year, \$100 mm+

2012 Dealmaker of the Year

2012 Professional Services Deal of the Year, \$100 mm+

2011 Boutique Investment Bank of the Year

2011 Deal of the Decade

2010 Upper Middle Market Deal of the Year, \$500 mm+

2010 IT Services Deal of the Year, Below \$500 mm

2010 Cross-Border Deal of the Year, Below \$500 mm

2007 Dealmaker of the Year – Steve McLaughlin

2007 Business to Business Services Deal of the Year

2007 Computer & Information Tech Deal of the Year, \$100 mm+

2007 Financial Services Deal of the Year, \$100 mm+

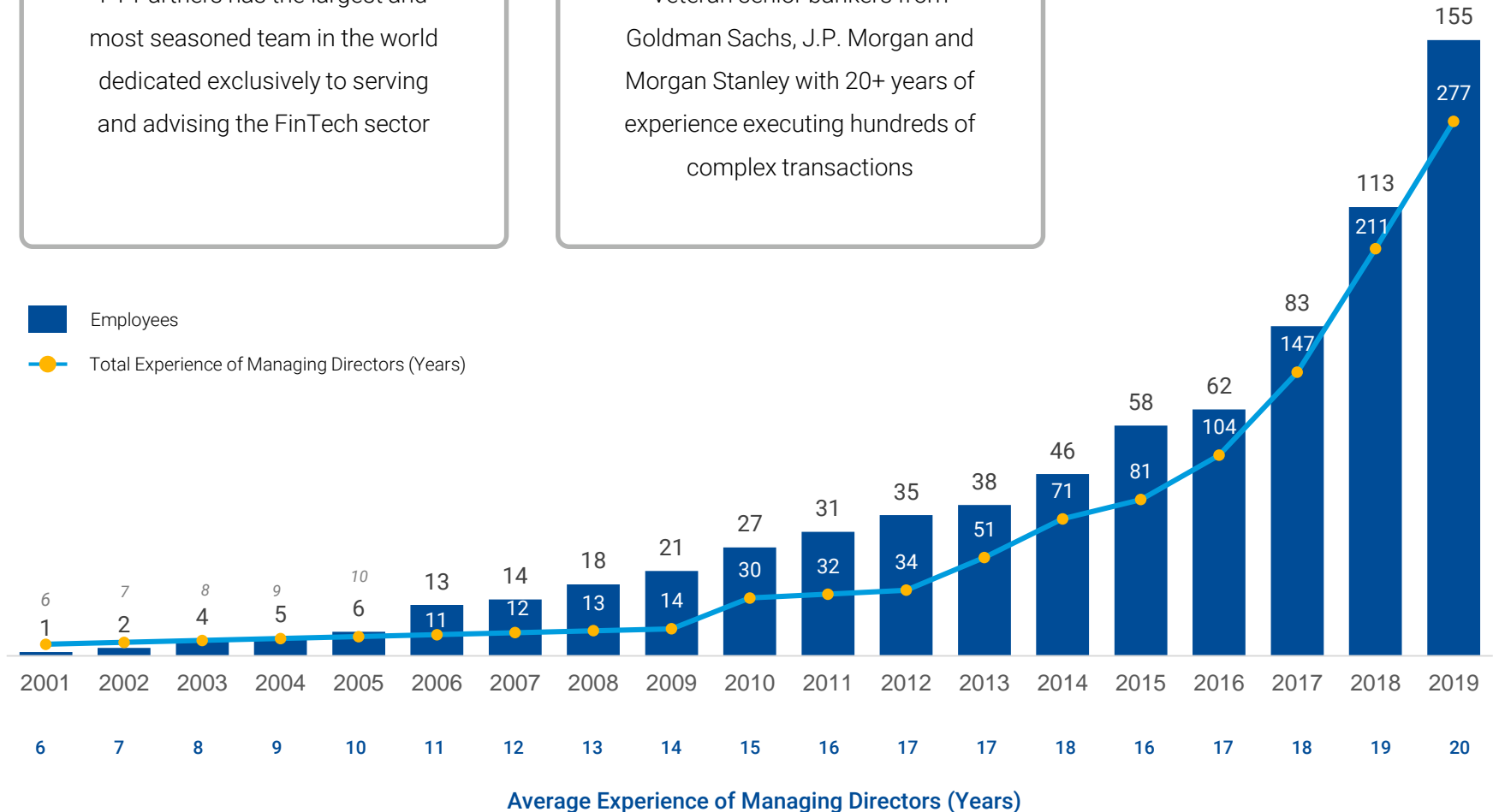
2004 Investment Bank of the Year

# Overview of FT Partners

Platform of Choice for Clients and Bankers Alike

FT Partners has the largest and most seasoned team in the world dedicated exclusively to serving and advising the FinTech sector

Veteran senior bankers from Goldman Sachs, J.P. Morgan and Morgan Stanley with 20+ years of experience executing hundreds of complex transactions



# Overview of FT Partners

## The FT Partners Senior Banker Team

Name / Position	Prior Background	Experience / Education	Years of Experience
<b>Steve McLaughlin</b> Founder, CEO and Managing Partner		<ul style="list-style-type: none"> <li>Formerly with Goldman Sachs in New York and San Francisco from 1995-2002</li> <li>Formerly Co-Head of Goldman Sachs' Financial Technology Group (#1 market share)</li> <li>Wharton M.B.A.</li> </ul>	<b>25</b>
<b>Mohit Agnihotri</b> Managing Director	<b>J.P.Morgan</b>	<ul style="list-style-type: none"> <li>Formerly Managing Director and Global Head of Payments Investment Banking at J.P. Morgan</li> <li>Wharton M.B.A</li> </ul>	<b>18</b>
<b>Kate Crespo</b> Managing Director	<b>RAYMOND JAMES®</b>	<ul style="list-style-type: none"> <li>Formerly with Raymond James' Technology &amp; Services investment banking</li> <li>13+ years of FinTech transaction execution experience</li> <li>Dartmouth M.B.A.</li> </ul>	<b>18</b>
<b>Larry Furlong</b> Managing Director		<ul style="list-style-type: none"> <li>Formerly with Goldman Sachs in New York, London and Los Angeles from 1995-2004</li> <li>Wharton M.B.A.</li> </ul>	<b>24</b>
<b>Osman Khan</b> Managing Director		<ul style="list-style-type: none"> <li>Formerly Managing Director and Head of FIG M&amp;A at Alvarez &amp; Marsal</li> <li>15+ years FIG deal, consulting and assurance experience at PwC</li> <li>40 Under 40 M&amp;A Advisor Award Winner in 2013</li> </ul>	<b>23</b>
<b>Randall Little</b> Managing Director	<b>J.P.Morgan</b>	<ul style="list-style-type: none"> <li>12 years as FIG / Capital Markets FinTech investment banker at J.P. Morgan</li> <li>10 years as financial services technology consultant at Sun Microsystems and Ernst &amp; Young</li> <li>NYU Stern M.B.A. (MBA w/Distinction)</li> </ul>	<b>23</b>
<b>Andrew McLaughlin</b> Managing Director	<b>Deloitte.</b>	<ul style="list-style-type: none"> <li>20+ years experience executing / implementing financial and operational strategy</li> <li>Formerly with Deloitte Consulting</li> </ul>	<b>14</b>
<b>Amar Mehta</b> Managing Director	<b>J.P.Morgan</b>	<ul style="list-style-type: none"> <li>Formerly with J.P. Morgan's Technology (FinTech &amp; Technology Services) team in New York</li> <li>7+ years of FinTech transaction execution experience</li> <li>MBA from IIM-K (India), Bachelor's in Computer Engineering from NTU (Singapore)</li> </ul>	<b>16</b>
<b>Mike Nelson</b> Managing Director		<ul style="list-style-type: none"> <li>Formerly head of FinTech M&amp;A at SunTrust Robinson Humphrey</li> <li>Kellogg M.B.A.</li> </ul>	<b>20</b>
<b>Timm Schipporeit</b> Managing Director		<ul style="list-style-type: none"> <li>Formerly with Morgan Stanley as Senior Executive Director of European Technology Investment Banking Team in London</li> <li>Formerly a Venture and Growth Investor focused on FinTech at Index Ventures</li> </ul>	<b>17</b>
<b>Greg Smith</b> Managing Director		<ul style="list-style-type: none"> <li>Formerly award winning Equity Research Analyst at Merrill Lynch, J.P. Morgan and Hambrecht &amp; Quist</li> <li>20+ years of experience covering FinTech as both an Analyst and Investment Banker</li> </ul>	<b>24</b>
<b>Tim Wolfe</b> Managing Director		<ul style="list-style-type: none"> <li>Formerly with Goldman Sachs from 2000-2002</li> <li>40 Under 40 M&amp;A Advisor Award Winner 2013</li> <li>Harvard M.B.A.</li> </ul>	<b>18</b>