

FT PARTNERS FINTECH INDUSTRY RESEARCH

November 1, 2022

FINTECH CEO INTERVIEW:

GeoComply[®]

with Co-Founder & CEO Anna Sainsbury

Geolocation Security & Compliance

GeoComply Overview



Company Overview



Co-Founder & CEO:	Anna Sainsbury
Co-Founder & COO:	David Briggs
Headquarters:	Vancouver, Canada
Founded:	2011

- GeoComply provides fraud prevention and cybersecurity solutions that detect location fraud and verify a customer’s true digital identity
- The Company’s geolocation fraud detection solutions are used in the online gaming and sports betting market, for streaming video broadcasters, in the online banking, payments and cryptocurrency industries and more
- GeoComply’s customers include Akamai, Amazon Prime Video, BBC, DraftKings, FanDuel, BetMGM and Sightline
- The Company’s software is installed on over 400 million devices globally and analyzes over 10 billion transactions a year, placing GeoComply in a unique position to identify and counter both current and newly emerging fraud threats
- The Company boasts a 99.6% accuracy in VPN detection and over 90% ID verification rate through its multi-vendor waterfall solution for digital ID and age verification
- GeoComply is backed by Atairos and the Blackstone Group

Selected Financing History

Announce Date	Amount (\$ in mm)	Selected Investor(s)
03/21	N/A	Atairos, Blackstone Group

Products & Solutions

GeoComply Core

- Anti-fraud and geolocation compliance solution

PinPoint

- On-property geofencing to create virtual boundaries

GeoComply Chargeback Integrator

- End-to-end chargeback management with geolocation as compelling evidence

IDComply

- All-in-one KYC/AML solution to improve age and identity verification

GeoGuard

- 99.6% accurate VPN detection to cut geo-piracy

ZipGeo

- Geolocation data to show you which TV and radio ads work best

Industries & Use Cases



Gaming

- Ensure legal wagering
- Fight payment fraud
- Stop bonus abuse



Financial Services & Crypto

- Stop account takeover fraud
- Fight chargebacks
- Reduce false positives



Media & Entertainment

- Protect media rights
- Reduce content geo-piracy
- Preserve content value

Interview with GeoComply



Anna Sainsbury
CEO & Co-Founder



"We knew tackling the launch of the U.S. iGaming industry wasn't going to be easy...[we] had the idea to create compliance-grade virtual fences, and GeoComply was born."

What is your background and what led you to start GeoComply?

While consulting in Washington, D.C., I first encountered the following issue: How do you use technology to confirm someone's actual location when interacting online?

For the previous five years, I had worked with legislators and regulators across the European and Australasian markets to ensure standards were set and complied with by online gaming operators. This allowed me to see from the ground level what markets would likely regulate online gaming next and what technologies would be needed to achieve these requirements.

It was evident in 2011 that the U.S. was the next big market due to come online, yet iGaming in the U.S. posed some interesting challenges: since transmission of gaming data between states was banned, it was imperative to determine the accurate location of players. In addition, my co-founder and husband, David Briggs provided invaluable experience from his time as Managing Director of Ladbrokes eGaming, where he ran their successful online sportsbook, casino, poker business, etc.

We knew tackling the launch of the U.S. iGaming industry wasn't going to be easy, especially with tampering tools being used to mask people's locations. But it was at this inflection point that David and I had the idea to create compliance-grade virtual fences, and GeoComply was born.

Interview with GeoComply (cont.)



CEO Interview – Anna Sainsbury

“...we’ve seen huge growth opportunities in helping financial services and crypto businesses comply with jurisdictional sanctions, reduce AML (Anti-Money Laundering) risks, and fight fraud.”

While GeoComply began by focusing on the gaming industry, what does the Company’s customer base look like today, and what key pain points does GeoComply solve?

Yes, we still have an ever-growing customer base in the gaming industry, as new markets are coming online all the time. As regulations lift, we’re ready, as always, to work hand-in-hand with our customers to get them legally operating in new states. We’re still yet to see other big states legalize online gaming – notably California, Texas, and Florida – so we still expect to see significant growth in the U.S.

Geolocation compliance is the legal and operational safety net for gaming operators. Our technology helps to see that bets are occurring within the proper jurisdictions with a high degree of accuracy; without this fundamental level of compliance, our customers would not be able to operate in a particular jurisdiction.

We’re also finding that while our customers come to GeoComply for our geolocation compliance-grade solutions, they’re keen to learn about our other product offerings, especially for fraud detection and prevention. By processing tens of billions of geolocation transactions over the past decade, our software and our people can detect suspicious activity and fraudulent trends. These insights have helped to save some of our operators millions in fraud. In fact, our Fraud and Risk Management (FARM) division was set up specifically to help our customers detect, stop, and prevent fraud sooner and with greater success.

Now, we provide geolocation compliance and anti-fraud solutions for customers in the gaming market and are adapting our solutions to serve new industries. In particular, we’ve seen huge growth opportunities in helping financial services and crypto businesses comply with jurisdictional sanctions, reduce AML (Anti-Money Laundering) risks, and fight fraud. For media and entertainment companies, we serve as a trusted partner for location security and anti-piracy.

Whichever industry we serve, we focus our efforts, technology, and data on building a safer, more secure internet for all.

Interview with GeoComply (cont.)



CEO Interview – Anna Sainsbury

“With our ability to help pinpoint location and identify suspicious location and device behavior (based on our decade of geolocation experience and billions of transactions), we are in a unique position to help FIs mitigate compliance and fraud risks they might otherwise overlook.”

What crucial issues does GeoComply help solve for customers in the financial services industry? Does GeoComply work with both traditional financial services firms as well as FinTech companies?

Financial institutions, both traditional businesses, and FinTech companies face many difficult challenges: compliance, risk management, and fraud, to name a few. We have our roots in compliance, so it's a natural fit to help FIs meet jurisdictional obligations like detecting and preventing transactions from sanctioned countries. Our ability to detect and block suspicious activity in real-time is highly effective for mitigating risks for AML (Anti-Money Laundering) noncompliance, including fines and penalties, and in some cases, prison time. And, of course, there's the ever-present problem of fraud, from account takeovers to synthetic identities to transaction fraud, which we can help address.

Traditionally, IP addresses have been the primary source of location data for the financial industry. However, IP addresses are highly inaccurate and easy to manipulate, meaning bad actors can hide online and remain anonymous. This has created heightened compliance and fraud risks for these institutions. With the accelerated growth of digital adoption and an increase in financial transactions taking place online, it has never been harder for financial institutions to identify where these risks are coming from. With our ability to help pinpoint location and identify suspicious location and device behavior (based on our decade of geolocation experience and billions of transactions), we are in a unique position to help FIs mitigate compliance and fraud risks they might otherwise overlook.

We plan to continue to work closely with traditional FIs and FinTech companies to protect them from risk and help them tackle these challenges. Our geolocation solutions aid compliance, can help detect and reduce fraudulent activity, and protect FIs from evolving risks. A big part of our current plans is education. We work alongside regulators to inform them about criminal innovations and how we can help in reducing their exposure to emerging risks and fraud.

Interview with GeoComply (cont.)



CEO Interview – Anna Sainsbury

“Crypto businesses must be able to identify their customers’ true location...With accurate geolocation, we help to block users in high-risk or sanctioned jurisdictions by geofencing with verified location data from a user’s device.”

How does GeoComply enable compliance and deter fraud in the Crypto space?

Cryptocurrency laws and regulations are evolving as fast as the blockchain technology that supports them. No two jurisdictions have the same requirements, and even a single country can have confusing complex regulations. This is especially true in the United States, where crypto exchanges and other virtual currency companies are regulated by several governmental agencies, and some aspects still lack regulatory clarity.

Compliance starts with location. Crypto businesses must be able to identify their customers’ true location. However, the geolocation standard in the financial services industry is antiquated, relying heavily on IP addresses. IP address technology was first deployed in 1983 with IPv4. This was a year before the first PDA was released. 20 years later, Apple introduced the iPhone and just a year later implemented GPS chips into the iPhone 3G. Even though GPS data could have been leveraged from as early as the iPhone models in 2008, many companies still rely on IP address monitoring. The use of this outdated technology has given plenty of time for cybercriminals to figure out ways to circumvent them.

With accurate geolocation, we help to block users in high-risk or sanctioned jurisdictions by geofencing with verified location data from a user’s device. We detect VPN use, a regulatory “red flag,” as well as proxies, fraudulent IP addresses, and other location spoofing methods. By using verified location data, we are able to enhance digital identity and therefore strengthen KYC verification. With secure geofencing and pinpoint location accuracy, we’re able to help prevent financial crimes, such as ransomware and money laundering. And finally, leveraging geolocation tools beyond an IP Address helps deliver compliance aligned with OFAC’s “best practices.”

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Interview with GeoComply (cont.)



CEO Interview – Anna Sainsbury

“In only six months, for example, GeoComply detected 15 million attempted transactions with IP addresses manipulated to appear as though users were located in the United States. In reality, they were located elsewhere, including sanctioned jurisdictions such as Iran and Cuba.”

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Andrea Gacki, OFAC Director, speaking at the ACAMS Sanctions Space Summit, on Feb. 3, 2022, said, “highlighting the importance of using geolocation tools as an effective internal control both in our sanctions compliance guidance for the virtual currency industry... but also through our enforcement actions.”

In only six months, for example, GeoComply detected 15 million attempted transactions with IP addresses manipulated to appear as though users were located in the United States. In reality, they were located elsewhere, including sanctioned jurisdictions such as Iran and Cuba.

What new challenges around fraud and compliance have arisen in recent years? How has GeoComply adapted to help?

We have seen rising fraud rates, which indicates that it’s easier than ever for financial criminals to operate, especially with current regulations that are not restrictive enough to deter or prevent fraudsters. In addition, we continue to see that fighting fraud from a law enforcement perspective is as complex and time-consuming as it has always been with regard to investigations and reporting.

The availability of stolen identities on the dark web makes ID theft and fraudulent account setup easier than ever. Financial criminals are agile and have developed “business” methods to ensure they operate efficiently in their activity.

With the emergence of new financial products such as cryptocurrency - traditional banking institutions are still unsure how to best proceed with offering products or services, and are treating crypto with caution. While another challenge with online-only banks is ensuring that your customer is the person who they say they are.

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Interview with GeoComply (cont.)



CEO Interview – Anna Sainsbury

“Between 2018 to 2021, GeoComply saw hyper-growth that increased revenues by over 1500%.”

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This is where comprehensive KYC checks are crucial in identifying fraudulent activity, and by collecting verified geolocation data as part of the KYC process, strengthens the ability to create a true digital identity of users. It also enhances the ability to evaluate risk, understand user behavior and help detect potentially suspicious activity. Even if a user is properly verified, we’re capable of subsequently flagging their transactions as “suspicious.”

What areas of expansion do you envision for the business?

In addition to expanding into new gaming markets, we view risk as our next frontier, especially in the financial services and crypto space. Education on the unique benefits GeoComply offers is a crucial next step – especially with regard to fighting fraud. With over a decade of experience gained from the gaming industry, we know how to operate in highly-regulated markets. With our solutions we’re able to help identify and counter fraudulent activity, aiming to build trust in new financial products, such as crypto.

We aim to further raise awareness about how GeoComply can tackle the challenges the FIs and FinTech companies are facing. We’re excited to work with industry leaders and companies to discuss issues that they are facing, and aim to work with them to help reduce crime, and fraud risks.

Can you share any key growth metrics with us?

Between 2018 to 2021, GeoComply saw hyper-growth that increased revenues by over 1500%. Since PASPA (Professional and Amateur Sports Protection Act) was struck down in 2018, the Company has seen transformative growth in the U.S. iGaming industry and has been able to expand into new verticals, such as financial services.

At present, the Company’s geolocation solutions are installed on over 400 million devices and analyze over 10 billion transactions a year. We continue to see hyper-growth ahead of us, particularly through continued expansion into new geographies and verticals, particularly with further adoption of our products and solutions in both the media and entertainment and FinTech and crypto industries.

Interview with GeoComply (cont.)



CEO Interview – Anna Sainsbury

“We profoundly care about our impact on the world and believe in being a force for good. Our Impact division focuses on philanthropic and social responsibility initiatives, including supporting our local communities, advancing equality, and harnessing our technology to protect vulnerable groups.”

What steps has GeoComply taken to become an inclusive and diverse workplace?

We often describe GeoComply’s culture as a “culture of ownership”. We are fully committed to making GeoComply a place where accountability comes first, where transparency about our direction and progress is not just a top-down strategy but a conversation that everyone contributes to.

We profoundly care about our impact on the world and believe in being a force for good. Our Impact division focuses on philanthropic and social responsibility initiatives, including supporting our local communities, advancing equality, and harnessing our technology to protect vulnerable groups. Through these charitable efforts, teams are encouraged to get involved and volunteer, and we also have a donation matching scheme as well.

GeoComply’s people-first philosophy is centered around transparency and development, both personally and professionally. This mindset is embodied by everyone in the organization, from the C-Suite down to the interns, which is ultimately what makes GeoComply a great place to work.

We also pride ourselves in having a global workforce and take pride in ensuring that our talent is spread across multiple offices and locations. Employees are encouraged to travel to other offices, and we also support their relocation. When Russia invaded Ukraine in February 2022, roughly one-third of GeoComply employees found themselves in danger. The GeoComply leadership team took it upon themselves to help employees move to a safer location. GeoComply opened up a new office in Poland to support this, and some employees also moved to Canada.

In addition to the above, we often plan team-building events during each month, bringing the teams closer together, which further helps team members understand one another better. We also bring in external speakers to provide expertise and insight in certain areas to help make our teams more knowledgeable.

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for total consideration of

\$300,000,000



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Digital Identity Verification

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on its Series D financing led by



for a total amount of

\$200,000,000

at a valuation of

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FT PARTNERS RESEARCH

FT Partners' Superior Industry Knowledge and Execution History



FT Partners Advises Feedzai on its Series D Financing

Overview of Transaction

- On March 24, 2021, Feedzai announced it has raised \$200 million of capital in its Series D financing at a valuation in excess of \$1 billion
- The investment was led by KRR with participation from existing investors Sapphire Ventures & Citi Ventures
- Founded in 2009 and headquartered in San Mateo, CA, Feedzai is the market leader in fighting financial crime with today's most advanced cloud-based risk management platform, powered by machine learning and artificial intelligence
 - Feedzai has one mission: to make banking and commerce safe by combining fraud prevention and anti-money laundering under one platform to manage financial crime

Significance of Transaction

- The new investment will be used to accelerate the company's global expansion, further develop its product offerings, and boost its partner strategy to strengthen its position as one of the most comprehensive financial crime prevention and risk management solutions in the market

FT Partners' Role

- FT Partners served as exclusive financial and strategic advisor to Feedzai
- FT Partners previously advised Feedzai on its [\\$50 million Series C financing](#) in 2017, and its [\\$17.5 million Series B financing](#) in 2015
- This transaction highlights FT Partners' deep domain expertise in the Fraud Prevention and Risk Management sector, as well as its successful track record generating highly favorable outcomes for high-growth, unicorn FinTech companies globally

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feedzai

on its Series D financing led by

KKR

for a total amount of

\$200,000,000

at a valuation of

>\$1,000,000,000

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FT Partners Advises Emailage on its Sale to RELX

Overview of Transaction

- On February 3, 2020, RELX announced it has entered into an agreement to acquire Emailage Corp (“Emailage”), a global provider of fraud prevention and risk management solutions
 - Emailage will become a part of the Business Services group of LexisNexis Risk Solutions
- Founded in 2012 and based in the Phoenix metro area with offices across the globe, Emailage helps organizations reduce online fraud by building multi-dimensional profiles associated with customer email addresses to render predictive risk scores
- RELX (LSE:REL) is a global provider of information-based analytics and decision tools for professional and business customers, headquartered in London, United Kingdom with offices in about 40 countries

Significance of Transaction

- Emailage expands RELX’s digital identity intelligence and fraud prevention capabilities, providing customers around the world with a more comprehensive view into consumers for predictive risk assessment
- Emailage’s long-standing contributory network database will enhance the LexisNexis® Digital Identity Network®, which analyses an average of 39.9 billion transactions annually to provide organizations with actionable insight into the world’s rapidly changing threat landscape

FT Partners’ Role

- FT Partners served as exclusive strategic and financial advisor to Emailage
- The transaction is one of the largest in the sector and underscores FT Partners’ successful track record in generating highly favorable outcomes for Fraud & Risk Management companies worldwide

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FT Partners Advises CardinalCommerce on its Strategic Sale to Visa

Overview of Transaction

- On December 1, 2016, CardinalCommerce announced its strategic sale to Visa in one of the largest payments deals of the year
- Headquartered in Cleveland, Ohio, CardinalCommerce is a pioneer and global leader in enabling authenticated payment transactions in the card-not-present payments industry and is the largest authentication network in the world
- Founded in 1999, CardinalCommerce's products are used globally: across 6 continents (Africa, Asia, Australia, Europe, North America and South America), in more than 200 countries and used with more than 180 different currencies

Significance of Transaction

- The acquisition will help accelerate the growth of Visa's digital commerce by enabling more secure, seamless payments, through browsers, mobile apps and connected devices
- As Visa plans to integrate tokenization into Visa Checkout over the next 18 months, the addition of CardinalCommerce will allow a more seamless integration of 3-D Secure and delivery of these new fraud mitigation capabilities to merchants

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to CardinalCommerce and its Board of Directors
- This transaction demonstrates FT Partners' continued leadership position as the "advisor of choice" to the highest quality FinTech companies

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for total consideration of approximately

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FT Partners Advises Signicat on its Sale to Nordic Capital

Overview of Transaction

- On April 11, 2019, Signicat announced its sale to Nordic Capital
 - Signicat was acquired from Secure Identity Holding¹ and other shareholders
 - Viking Venture, Signicat's other major shareholder, will re-invest all proceeds and continue as a minority owner, together with employee shareholders and with Nordic Capital as the majority owner
- Headquartered in Trondheim, Norway, Signicat is a SaaS verified digital identity hub, which enables its enterprise customers to seamlessly onboard and authenticate end-users as well as sign and store their documents
 - Signicat provides a single integration point providing customers access to the widest available pool of electronic IDs (eIDs), registry lookups, and ID document scanning solutions via a single interface
- Nordic Capital is a leading private equity firm based in Sweden with offices across the Nordics and Europe, which invests in large and middle-market companies globally with a primary focus in Northern Europe and the DACH region
- Viking Venture is a Norwegian venture capital firm that invests in growth companies in the technology sector
- This transaction is comprised of both primary and secondary capital from Nordic Capital, as well as reinvestment from Viking Venture and current management

Significance of Transaction

- This transaction will enable Signicat to expand into new markets across Europe, North America and globally through hiring and establishing local offices, entering into partnerships with digital identity players, and by supporting existing customers to expand into new geographies
- This transaction will also support Signicat's development of its proprietary platform and widen its product capabilities

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Signicat
- This transaction underscores FT Partners' expertise in sell-side advisory across a broad range of SaaS-based companies in the fraud and identity management space

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⁽¹⁾ SIH is an SPV owned by Kantega's shareholders, established when Signicat spun out of Kantega through a demerger in 2007; Kantega is a Norwegian IT company providing bespoke software services

FT Partners Advises DataX on its Sale to Equifax

Overview of Transaction

- DataX has been acquired by Equifax
- Headquartered in Las Vegas, NV, DataX is one of the fastest growing alternative data credit reporting agencies, offering premier financial management solutions to businesses through a suite of advanced products focused on mitigating risk and improving profitability
- Equifax (NYSE:EFX) uses unique data, analytics and technology to help organizations and individuals make more informed business decisions
- Through the acquisition, DataX and its employees are now part of the Equifax Banking and Lending division

Significance of Transaction

- DataX's data assets complement the Equifax core credit database adding alternative credit and payment data, analytics and identity solutions on underbanked consumers to the installment loan, rent-to-own and lease-to-own markets
- The acquisition of DataX also complements other unique Equifax data assets that help provide greater depth and reach to those seeking credit

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to DataX
- This transaction highlights FT Partners' versatility and expertise across the FinTech universe and exhibits its position as the "Advisor of Choice" to the highest quality FinTech Companies

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The DataX logo features the word "DATA" in a bold, blue, sans-serif font, followed by "X" in a larger, stylized blue font. A yellow and orange swoosh graphic is positioned behind the "X".

in its sale to

The Equifax logo consists of the word "EQUIFAX" in a bold, red, sans-serif font.The logo for Financial Technology Partners is a dark blue rectangle with the words "FINANCIAL", "TECHNOLOGY", and "PARTNERS" stacked vertically in white, uppercase, sans-serif font.

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FT Partners Advises IdentityMind on its Sale to Acuant

Overview of Transaction

- On March 31, 2020, Acuant announced it has acquired IdentityMind, a global provider of trusted digital identities and risk management solutions
 - In 2019, IdentityMind announced a strategic partnership with Acuant
- Founded in 2013 and based in the Palo Alto, CA, IdentityMind is a SaaS platform for online risk management and compliance automation that helps companies to reduce client onboarding fraud, transaction fraud and improve AML, sanctions screening and KYC
 - By continuously building, validating and risk scoring digital identities through its eDNA™ technology, IdentityMind ensures global business safety and compliance from customer onboarding and throughout the customer lifecycle
- Acuant provides identity verification solutions, including government-issued identity document and chip authentication and biometric facial recognition, for businesses in all industries

Significance of Transaction

- Expanding its reach across the digital identity lifecycle, Acuant will combine its award-winning Trusted Identity Platform for identity proofing and verification with IdentityMind's Digital Identity Platform for identity creation, risk scoring, transaction monitoring and regulatory compliance (KYC and AML)
- The combination results in an advanced orchestration hub that provides accurate risk decisioning, allowing businesses to move faster and deliver the best user experience across all channels

FT Partners' Role

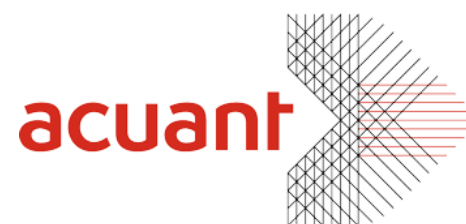
- FT Partners served as exclusive strategic and financial advisor to IdentityMind
- The transaction underscores FT Partners' successful track record in the Fraud & Risk Management space

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FT Partners’ Recent Awards and Recognition

Bloomberg

Bloomberg

- FT Partners’ Steve McLaughlin was featured on Bloomberg / Bloomberg TV
- View the [full article](#) and watch the live [TV interview](#)



M&A Advisor Awards

- Technology Deal of the Year (2019)
- Cross Border Deal of the Year and Corporate / Strategic Deal of the Year (2018)
- Investment Banker of the Year (2017) – Steve McLaughlin, CEO & Managing Partner of FT Partners
- Investment Banking Firm of the Year (2016) – FT Partners



LendIt FinTech Industry Awards 2018:

- FT Partners wins Top Investment Bank in FinTech

Institutional Investor



The FinTech Finance 40:

- Steve McLaughlin ranked #1 in 2017 and 2018

The Information

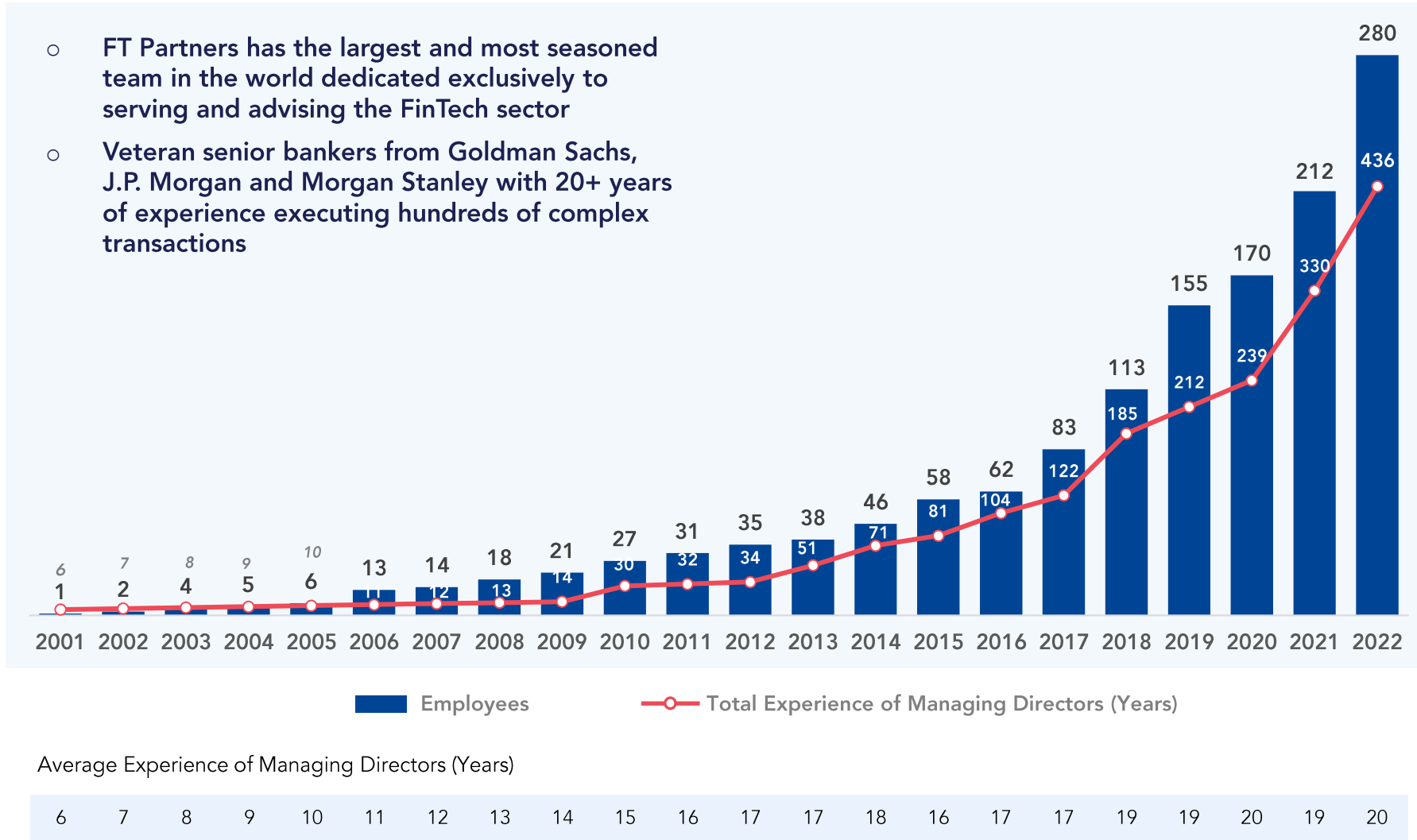


The Information’s “Silicon Valley’s Most Popular Dealmakers”

- Ranked as the #2 top Technology Investment Banker by The Information subscribers (2016)
- Only FinTech focused investment banking firm and banker on the list

The Largest FinTech Advisory Practice in the World

- 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



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