

April 8, 2015

Financial Technology Partners LP

FTP Securities LLC

Transaction Profile:

snapdeal

acquires

freecharge

Courtesy of:



The Only Investment Bank
Focused Exclusively on Financial Technology

www.ftpartners.com



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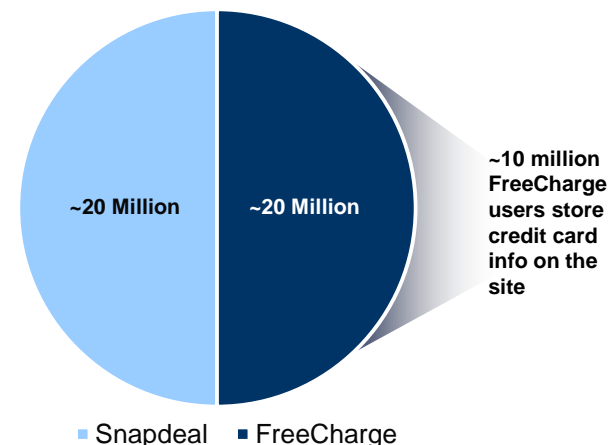
Snapdeal Acquires FreeCharge

Transaction Summary

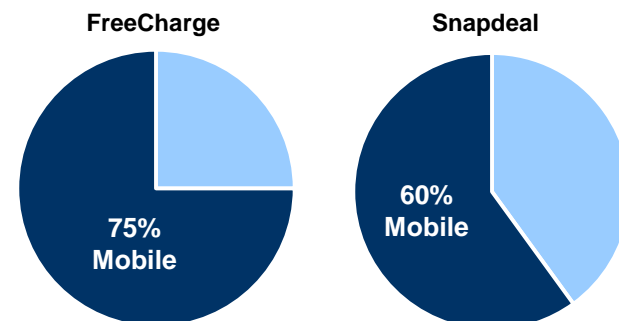
- On April 8, 2015, Snapdeal announced that it has acquired FreeCharge
 - The companies are not disclosing details of the transaction; but according to the Economic Times, sources with knowledge of the details said Snapdeal paid over \$450 mm in cash and stock ⁽¹⁾
 - FreeCharge was previously owned by Accelyst Solutions
- The acquisition of FreeCharge makes Snapdeal the largest mobile commerce company in India
- FreeCharge will continue to operate as an independent platform and all aspects of FreeCharge's shopping experiences will remain intact
- FreeCharge's focus on mobile will help Snapdeal compete with Flipkart and Amazon in India's e-commerce market
- The combined entity of Snapdeal and FreeCharge represents over 1 million daily mobile transactions
 - Approximately half of FreeCharge's customers have their credit-card details stored on the site making them attractive as potential customers for Snapdeal ⁽³⁾
- Snapdeal also plans to diversify beyond products to include services such as education, financial services and utility payments ⁽⁴⁾

Pro Forma User Base

40 Million Combined Users ⁽²⁾



Daily Transactions on Mobile Devices



1 Million Combined Daily Mobile Transactions

Snapdeal Acquires FreeCharge

FreeCharge Overview

FreeCharge Overview



CEO: Kunal Shah
Headquarters: Bangalore India
Founded: 2010

- FreeCharge provides an online facility to recharge any prepaid mobile phone, postpaid mobile, DTH and data card in India
- With every recharge, the Company rewards the consumer with discount coupons from restaurants and retailers equal to the amount of the recharge
- The Company saves cards and payment preferences to enable quicker and easier future payments
- The service is encrypted, PCI-DSS compliant and secured by Norton
- Accepts credit, debit, and ATM cards from all leading banks
- FreeCharge has over 20 million users with 85% of its users coming from mobile devices
- The FreeCharge team consists of 200 members
- The app has over 10 million downloads on Google Play

Select Operator Partners



Select Reward Partnerships



Previous Equity Financings

Date	Size (\$ mm)	Investors
02/05/15	\$80	TYBOURNE CAPITAL MANAGEMENT, sequoia capital, SOFINA, ru-n-e, AVENDUS, Valiant Capital Partners
09/02/14	33	sequoia capital, ru-n-e, SOFINA
01/25/12	4	sequoia capital

Snapdeal Acquires FreeCharge

Snapdeal Overview

Snapdeal Overview

























CEO: Kunal Bahl

Headquarters: New Delhi, India

Founded: 2010

- **Snapdeal is India's largest online marketplace**
 - The Company is aiming to sell goods worth \$3 bn in 2014-15 ⁽¹⁾
 - 20+ million members
- **The Company has approximately 50,000 merchant customers and over 5 million products listed on its site**
 - Delivers to 5,000+ towns and cities across India
 - A new product gets added every 30 seconds
 - First company to sell automobiles online
- **Snapdeal's primary product verticals include mobile phones, electronics, apparel, cosmetics, accessories, footwear, kitchenware and household goods**
- **The Company offers an app to enable mobile shopping**
 - 60% of orders are placed on mobile devices
- **Offers proprietary logistics platform, SafeShip, that allows logistics companies to cater to the fulfillment needs of merchants to ship and track products across the country**

Equity Financings

Date	Size (\$ mm)	Investors
10/27/14	\$627	 SoftBank
05/20/14	100	    
02/26/14	134	     
08/13/13	75	 SoftBank
04/01/13	75	   
09/01/11	40	  
01/01/11	134	 

Previous Acquisitions



Overview of FT Partners

FT Partners is the Leader in Financial Technology Investment Banking

<p>Financial Technology Partners LP FTP Securities LLC is pleased to announce its role as strategic and financial advisor to</p> <p>MERCURY® in its cash sale to</p> <p>vantiv for total consideration of approximately \$1,650,000,000</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 is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>MERCURY® in its approximately 60% majority sale to</p> <p>SILVERLAKE for aggregate consideration of approx. \$ 900,000,000</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 is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>judo in its growth financing with</p> <p>ROUTE SIXTY-SIX VENTURES for total consideration of approximately £6,000,000</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 is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>KUBRA in its 80% majority sale to</p> <p>HEARST corporation</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 is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>cardsPRING in its sale to</p> <p>twitter</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 is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>OZFOREX FOREIGN EXCHANGE SERVICES in its Initial Public Offering valuing the equity at approximately A\$480,000,000</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 is pleased to announce its exclusive role as advisor to</p> <p>CIBC in its strategic investment in</p> <p>BlackBerry with additional participation from Bain Capital Ventures</p> <p>\$70,000,000</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 is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>VERUS in its sale to sage for cash consideration of approximately \$ 325,000,000</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 is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>CentralPayment® in its Strategic Investment by TSYS® for total consideration of approximately \$ 100,000,000+</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 is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>FLEET ONE in its cash sale to wex for total consideration of approximately \$ 369,000,000</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 is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>NMI NETWORK MERCHANTS INC. in its growth investment by BregalSagemount for a total valuation of nearly \$ 200,000,000</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 is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>century PAYMENTS in its sale to WorldPay a portfolio company of Advent International / BainCapital</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 is pleased to announce its role as strategic and financial advisor to</p> <p>TRANSFIRST® in its cash sale to Vista Equity Partners from WCAS</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 is pleased to announce its exclusive role as sole debt capital advisor to</p> <p>jack henry & ASSOCIATES INC. in its acquisition of iPay Technologies for total consideration of approximately \$ 300,000,000</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 is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>YAPSTONE™ ePayments as a Service in its its minority investment led by ACCEL PARTNERS For total consideration of approximately \$ 50,000,000</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 is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>VeriFone THE WAY TO PAY™ in its \$177,000,000 Initial Public Offering valuing the equity at approximately \$ 650,000,000</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 is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>PROPAY™ in its sale to TSYS® for total consideration of approximately \$ 100,000,000+</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 is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>lynk in its sale to The Royal Bank of Scotland for cash consideration of approximately \$ 525,000,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS</p> <p>The Only Investment Bank Focused Exclusively on Financial Technology</p>

Overview of FT Partners

Award-Winning Investment Banking Franchise Focused on Superior Client Results



M&A Advisor Awards

- 2014 ■ **Equity Financing Deal of the Year**
■ Professional Services Deal of the Year, Above \$100mm
- 2012 ■ **Dealmaker of the Year**
■ Professional Services Deal of the Year, Above \$100 mm
- 2011 ■ **Boutique Investment Bank of the Year**
■ Deal of the Decade
■ *10 Deal of the Year Nominations Across 9 Categories*
- 2010 ■ **Upper Middle Market Deal of the Year, Above \$500 mm**
■ IT Services Deal of the Year, Below \$500mm
■ Cross-Border Deal of the Year, Below \$500mm
- 2007 ■ **Dealmaker of the Year – Steve McLaughlin**
■ Business to Business Services Deal of the Year
■ Computer and Information Technology Deal of the Year, Above \$100mm
■ Financial Services Deal of the Year, Above \$100mm



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



Middle Market Financing Awards

- 2008 ■ **Equity Financing Dealmaker of the Year – Steve McLaughlin**
■ **Information Technology Deal of the Year**
■ **Financial Services Deal of the Year**
- 2006 ■ **Financing Professional of the Year – Steve McLaughlin**
■ *Financing Deal of the Year - Equity*
■ *Financing Deal of the Year - Debt*

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