

June 4, 2015

Financial Technology Partners LP FTP Securities LLC

Transaction Profile:



secures \$80,000,000 in financing led by



Courtesy of:

FINANCIAL
TECHNOLOGY
PARTNERS

*The Only Investment Bank
Focused Exclusively on Financial Technology*

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Coupa Secures \$80 million in Financing

Transaction Overview

With its latest capital raise, Coupa enters the realm of so-called unicorns with a valuation exceeding a billion dollars, according to Re/Code⁽¹⁾

Transaction Summary

- On June 1, 2015, Coupa announced that it had raised \$80 million in financing led by T. Rowe Price and Iconiq Capital
 - Other investors that participated in the round include PremjiInvest, BlueRun Ventures, Crosslink Capital, El Dorado Ventures, Rally Ventures, Meritech Capital Partners and Mohr Davidow Venture
- The new round of funding brings the total capital raised to \$169 million and values Coupa at over a billion dollars⁽¹⁾
- The Company will use the new funding to further expand its global operations, increase sales efforts, support marketing initiatives and continue to develop its products
- Since inception, Coupa's solutions have resulted in almost \$5 billion in business-related savings



CEO: Robert Bernshteyn
Headquarters: San Mateo, CA
Founded: 2006
Employees: 175⁽²⁾

Previous Equity Financings

Date	Size (\$ mm)	Investors
03/20/14	\$40.0	BLUERUN VENTURES, MOHR DAVIDOW VENTURES, CROSSLINK CAPITAL, EL DORADO VENTURES, NORTHGATE, MERITECH CAPITAL PARTNERS, Rally Ventures
05/10/12	22.0	CROSSLINK CAPITAL, EL DORADO VENTURES, MOHR DAVIDOW VENTURES, BLUERUN VENTURES, Battery Ventures, The Blackstone Group
02/08/11	12.0	BLUERUN VENTURES, EL DORADO VENTURES, MOHR DAVIDOW VENTURES, Battery Ventures
08/20/09	7.5	BLUERUN VENTURES, EL DORADO VENTURES, Battery Ventures
04/09/08	6.0	BLUERUN VENTURES, Battery Ventures
03/13/07	1.5	BLUERUN VENTURES

- Coupa provides a cloud-based, Software-as-a-Service solution to control and streamline the purchase and expense lifecycle within large and small organizations globally
- Main product suite is the Coupa Spend Management Suite, which offers solutions covering the areas of procurement, e-invoicing, expenses, product sourcing, inventory management, legal tools, budget management and smart data analysis
- Product fully integrates into a number of ERP software systems and is fully mobile, allowing for access while on the go
- Solutions are designed specifically for the financial services, food & beverage, healthcare, oil & gas, retail and technology industries
- Platform is the same across all solutions, resulting in fast and easy integration, seamless addition of new solutions as needed, and a consistent user experience

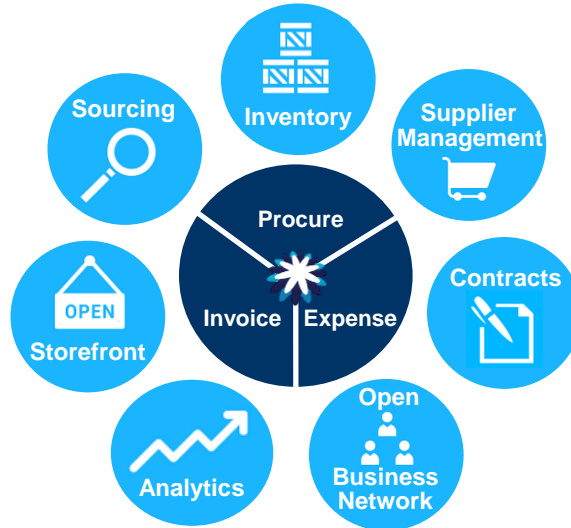


Coupa Secures \$80 million in Financing

Coupa Overview

Product Overview

Unified Spend Suite



Other features

Mobile

Automated push notifications; emails with one click decision making from inbox

Budgeting

View approved / pending POs against budget, budget levels for different suites within an organization, spend alerts & budget meters

Reporting

Customizable reports about procurement, expense management & invoicing; dashboard with benchmark metrics; automated alerts

ERP Integration



Industries

- Financial Services
- Healthcare
- Oil & Gas
- Technology
- Food & Beverage
- Retail

Selected Customers



1 million +
daily transactions
through Spend Suite

\$120 billion +
has passed
through the
platform to date

\$5 billion
in estimated
savings for Coupa's
customers

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Source: Company website and press release.



Coupa Secures \$80 million in Financing

Management Overview



Rob Bernshteyn, Chief Executive Officer

- Appointed Chief Executive Officer in 2009 and has led the Company to 100% revenue growth every year over the last six years
- Before Coupa, was the head of Global Product Marketing and Management at SuccessFactors



Tara Ryan, Chief Marketing Officer

- Is in charge of Coupa's marketing efforts and brings over 20 years of experience managing marketing for technology companies
- Prior to joining Coupa, led the global marketing program for Proofpoint



Tom Aitchison, Executive Vice President, Sales

- Is the leader of Coupa's worldwide sales efforts
- Previously, served as Executive Vice President of International Sales at InQuira, an enterprise knowledge application provider



Steve Sovik, Vice President, Sales

- Has over 20 years of enterprise software sales experience and has helped grow Coupa's sales since the early years of the Company
- Before joining Coupa, was the Vice President of Sales for Oracle CRM On Demand for North America



JP Krishnamoorthy, Vice President, Engineering

- Runs the engineering department of Coupa and has over 20 years of software development experience
- Prior to joining Coupa, led the Billing and Revenue Management application suite at Oracle





Coupa Secures \$80 million in Financing

Industry Overview

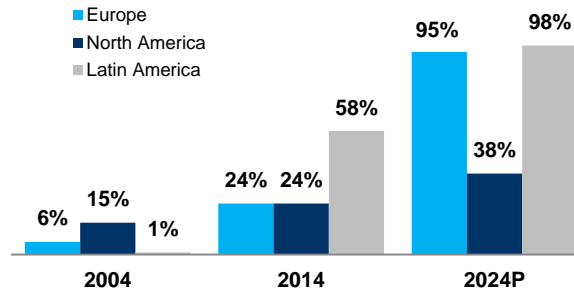
Procurement

Trends in Procurement ⁽¹⁾

More Accurate Planning	<ul style="list-style-type: none"> Planning supply chain on real-time demand analysis allows a company to be better prepared and more efficient
Globalization	<ul style="list-style-type: none"> Increased globalization has resulted in the need for an international supply chain and software to manage it more efficiently
More Frequent Outsourcing of Procurement Process	<ul style="list-style-type: none"> Especially common among large organizations, outsourcing the entire procurement process to a provider with expertise in international logistics results in increased cost-savings
Reduced Product Life Cycles	<ul style="list-style-type: none"> Increased speed-to-market has also sped up the development process of new products, placing a need for more efficient management of inventory / supply chains
More Involved Stakeholders	<ul style="list-style-type: none"> By combining all stakeholders into a single spend management platform, an organization can better plan and ensure each party is managed correctly
Increased Governance Integration	<ul style="list-style-type: none"> Adding a governance module to a procurement platform allows for better control of budgets and ensures compliance
Integrated Relationship Management Platform	<ul style="list-style-type: none"> Procurement platforms have begun to include supplier and supply chain specific CRM tools to stay on top of relationships directly related to procurement
Integrated Supply Chain Sustainability Strategies	<ul style="list-style-type: none"> On average, 50% of an organization's carbon emissions come from its supply chain, therefore it is imperative to identify shortcomings and implement sustainable practices

E-Invoicing ⁽²⁾

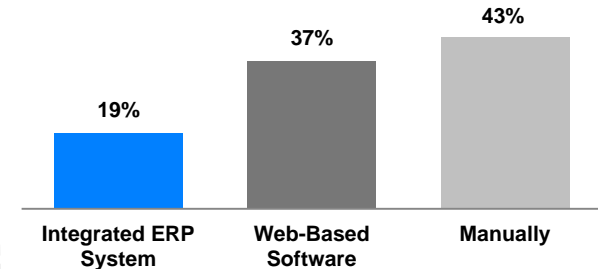
% Usage of e-Invoicing by Region



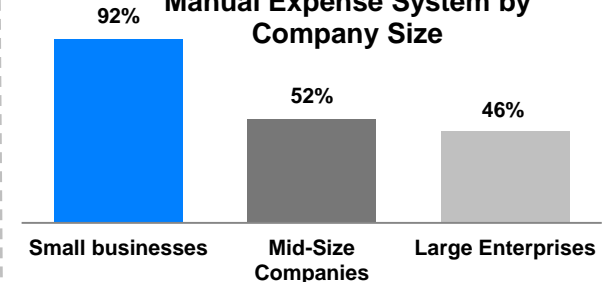
- Globalization has resulted in a large increase in trading partners and the number of invoices produced / processed by companies
- Global e-Invoicing has grown substantially over the past 10 years and is projected to continue to grow in the future
- E-Invoicing software simplifies the process of B2B invoicing and integrates the information into a company's ERP system, resulting in increased efficiency
- Benefits of e-Invoicing Software:**
 - Reduced invoice processing cost
 - Reduction in paper usage for invoices
 - Increased invoice approval time
 - Smarter management of cash
 - Reduced likelihood of lost invoices
 - Improved visibility into company spend
 - Better auditing capabilities for invoices
 - Options for supplier dynamic discounting

Travel / Expense Management ⁽³⁾

How Organizations Manage T&E Expenses by Process Type



Percentage of Companies Using a Manual Expense System by Company Size



- A large percentage of companies still process business expenses manually
- Expense management software greatly simplifies and speeds up the process, increasing efficiency and reducing the hassle to process expenses
- 56% of adopters of expense management software see a return on their investment after one year and 80% see a full return after two years



Overview of FT Partners

Financial Management Solutions Sector

FT Partners has the experience and capabilities to generate outstanding outcomes for a wide breadth of companies that provide Financial Management Solutions

Financial Management Solutions





Overview of FT Partners

Strong Domain Expertise in Financial Management Solutions

<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>avidxchange</p> <p>in its acquisition of</p> <p>STRONGROOM™</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>feedzai</p> <p>in its Series B financing from</p> <p>OAK HC/FT SAPPHIRE VENTURES ESPIRITO SANTO</p> <p>for approximately</p> <p>\$ 17,500,000</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</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>wave</p> <p>in its financing, including investment from</p> <p>SC CFP OMERS</p> <p>for approximately</p> <p>\$ 10,000,000</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</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>BROWZ</p> <p>in its financing for a total consideration of</p> <p>\$ 10,000,000</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</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>INSURANCE TECHNOLOGIES</p> <p>in its sale to</p> <p>MOELIS CAPITAL PARTNERS</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>ShareholderInSite</p> <p>in its sale to</p> <p>IPREO</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>taulia</p> <p>in its Series D financing, including investment from</p> <p>QUESTMARK PARTNERS BDVA edbi</p> <p>for total consideration of approximately</p> <p>\$ 40,000,000</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</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>KUBRA</p> <p>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</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>customcredit systems</p> <p>a portfolio company of</p> <p>Triton Pacific Capital Partners, LLC</p> <p>in its sale to</p> <p>MISYS</p> <p>a portfolio company of</p> <p>Vista Equity Partners</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>Performant</p> <p>in its debt financing led by</p> <p>MAXIMUM CAPITAL FINANCING</p> <p>totaling approximately</p> <p>\$ 148,000,000</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</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>jack henry & ASSOCIATES INC.</p> <p>in its acquisition of</p> <p>iPay Technologies</p> <p>for total consideration of approximately</p> <p>\$ 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</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>MERCURY®</p> <p>in its cash sale to</p> <p>vantiv™</p> <p>for total consideration of approximately</p> <p>\$ 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</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>YAPSTONE™ ePayments as a Service</p> <p>in its its minority investment led by</p> <p>ACCEL PARTNERS</p> <p>For total consideration of approximately</p> <p>\$ 50,000,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS</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>CUSTOM HOUSE</p> <p>in its sale to</p> <p>WESTERN UNION</p> <p>For total cash consideration of approximately</p> <p>\$ 370,000,000</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</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>avidxchange</p> <p>in its agreement of financing with</p> <p>BOATHOUSE CAPITAL</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>ATD</p> <p>in its sale to</p> <p>citi</p> <p>for cash and stock consideration of approximately</p> <p>\$ 700,000,000</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</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>FLEET ONE</p> <p>in its cash sale to</p> <p>wex</p> <p>for total consideration of approximately</p> <p>\$ 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</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>ACCRETIVE HEALTH</p> <p>results providers trust</p> <p>in its</p> <p>\$138,000,000</p> <p>Initial Public Offering</p> <p>valuing the equity at approximately</p> <p>\$ 1,200,000,000</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</p> <p>is pleased to announce its exclusive role as sole strategic and financial advisor to</p> <p>EISI</p> <p>in its sale to</p> <p>ZYWAVE</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>lynk</p> <p>in its sale to</p> <p>The Royal Bank of Scotland</p> <p>for cash consideration of approximately</p> <p>\$ 525,000,000</p> <p>FINANCIAL TECHNOLOGY PARTNERS</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>Performant</p> <p>in its</p> <p>\$93,000,000</p> <p>Initial Public Offering</p> <p>valuing the equity at approximately</p> <p>\$ 465,000,000</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

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



M&A Advisor Awards

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



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|-----------|---|
| 2006-2008 | <ul style="list-style-type: none"> ■ Steve McLaughlin consecutively ranked (2006, 2007 and 2008) among the top Bankers in Financial Technology |
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Middle Market Financing Awards

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