

July 7, 2015  
**Financial Technology Partners LP**  
**FTP Securities LLC**  
Transaction Profile:



*raises \$75 million in Series G  
financing led by*



*Courtesy of:*



***The Only Investment Bank  
Focused Exclusively on Financial Technology***

[www.ftpartners.com](http://www.ftpartners.com)



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# Adaptive Insights Secures \$75 mm in Series G Financing

## Transaction Overview

**Adaptive Insights provides SaaS-based corporate performance management software solutions covering the areas of budgeting and planning, budget forecasting, business intelligence, business data analytics and reporting**



### Overview

- On June 30, 2015, Adaptive Insights (fka: Adaptive Planning) announced that it raised \$75 million in a Series G round of funding from JMI Equity; bringing the total funds raised by the company to \$176 million
  - Also participating in the round were: Norwest Venture Partners, ONSET Ventures, Bessemer Venture Partners, Cardinal Venture Capital, Monitor Ventures and Information Venture Partners
- Adaptive Insights intends to use the new funding to ramp up innovation of its product roadmap as well as further increase its global expansion efforts
- Adaptive Insights operates in a \$33 billion market and has more than 2,700 customers in 85 countries; the Company also holds a number one market share and the top customer satisfaction rating among all cloud providers in the space

### Selected Quotes

*"Adaptive leads this market through tremendous product innovation, strong executive leadership, and a rapidly growing, fanatical customer base. These characteristics define high performance SaaS companies."*

*- Peter Arrowsmith, general partner, JMI Equity*

*"Adaptive invented the cloud GPM market and is in an unparalleled position to help finance leaders take their planning and analysis to the next level, particularly as they continue to innovate, drive company growth, and manage business transformation."*

*- Tom Bogan, CEO, Adaptive Insights*

*"Adaptive has always been very effective at anticipating and capitalizing on evolving market drivers to create strong demand. The rapid move to cloud computing, the rise of mobile computing, and the need to make better, faster, data-driven decisions have been great opportunities for the company."*

*-Terry Opdendyk, Founder and Partner of ONSET Ventures*

### Financing History

Date	Size (\$ mm)	Investors
5/21/2013	\$45.0	    
3/14/2012	22.0	    
1/22/2008	10.0	   
3/09/2007	7.5	  
9/15/2005	5.0	 
na	na	

# Adaptive Insights Secures \$75 mm in Series G Financing

## Adaptive Insights Platform Overview

### Adaptive Planning

- Offers on-demand, cloud-based budgeting, forecasting, planning and reporting solutions, as well as modeling and administrative solutions
- Access Adaptive solutions via single sign-on from corporate portal
- Design and implement automated integration to Adaptive products

### Adaptive Consolidation

- Cloud-based financial consolidation software built into Adaptive Insights' financial modeling engine
- Allows allocations to be performed, intercompany eliminations to be generated, and consolidations to be finalized in real-time
- Drag and drop, self-service reporting via the Web and Office
- Partitions actual data for flexible categorization

### Adaptive Reporting

- Provides the ability to integrate existing technologies with Adaptive Reporting
  - All reporting needs can be managed both online and across Microsoft Office
  - Flexible and customizable web-based tools; requires no programming
- Provides self-service reporting to department users, freeing up capacity

### Adaptive Integration

- Provides the ability to easily import data from wherever it may reside, on-premise or in the cloud
- Completely integrates with Salesforce, NetSuite and many other source systems
  - Import key data directly from Salesforce and drill into opportunity details
  - Embedded application – no integration required for NetSuite integration

### Adaptive Discovery

- Visual analytics software designed for use by executives, line-of-business managers, finance and more with self-service analysis and reporting, all in the cloud
- Provides what-if scenario analyses

# Adaptive Insights Secures \$75 mm in Series G Financing

## Adaptive Insights Management Overview



**Thomas Bogan**, Chief Executive Officer

- Currently serves as Adaptive Insight's CEO
- Prior to Joining Adaptive, was a Board member and investor in several software companies, including Citrix Systems, PTC, Acquia, Apptio and Rally Software
- Additionally, was a Partner at Greylock Partners, where he focused on enterprise software companies
- Received his BS degree in Accounting from Stonehill College in Easton, MA



**Robert Hull**, Founder & Chairman

- Brings over 20 years of financial and executive and management experience to the Company
- Was the original founder of Adaptive Insights and now serves as the Company's Chairman
- Before founding Adaptive Insights, was the CEO of ChemTracker, as well as CFO of several software companies, including LoopNet and Risk Management Solutions
- Received his Bachelor of Arts degree in Economics from Stanford University



**David Pefley**, Chief Financial Officer

- Has over 25 years of senior level financial management experience for both public and private companies
- Currently serves as Adaptive Insight's CFO and manages the Company's business strategies to drive increased profitability and growth for the Company
- Prior to Adaptive Insights, was CFO for a number of software companies, including KLA-Tencor, National Semiconductor, Virtutech, Yield Dynamics, Daisy Systems and Aspect Development
- Attended the University of California, Davis, receiving a BA in Economics and got his MBA from Cornell University



# Adaptive Insights Secures \$75 mm in Series G Financing

## Adaptive Insights Board of Directors / Selected Customers

### Robert Antoniadis

Co-Founder and General Partner, Information Venture Partners

- Founded Information Venture Partners in 2014
- In addition to Adaptive Insights, he sits on the boards of a number of other software companies

### Byron Deeter

Partner, Bessemer Venture Partners

- Joined Bessemer Venture Partners in 2005 and is currently a partner
- Before Bessemer, he was involved in a number of successful entrepreneurial and investment ventures

### Robert S. Hull

Founder & Chairman, Adaptive Insights

- Founded Adaptive Planning, now Adaptive Insights, and has over 20 years of financial management experience
- Prior to founding Adaptive, was CEO of ChemTracker

### Jim Kelliher

CFO, Actifio

- Currently serves as the Audit Committee Chair for Adaptive
- Also serves as Chief Financial Officer for Actifio and is a member of the Board of Directors for Fleetmatics Group

### Sergio Monsalve

Partner, Norwest Venture Capital

- As a partner at Northwest Venture Capital, he brings extensive operational and venture capital experience from a wide range of business and consumer technology companies in the areas of digital media and social networking

### Terry Opdendyk

Managing Director and General Partner, ONSET Ventures

- Has specialized in tech-based startups for over 30 years
- Founded ONSET Ventures and is also a Managing Director and General Partner at ONSET

## Selected Customers



Source: Company website, LinkedIn.

# Adaptive Insights Secures \$75 mm in Series G Financing

## JMI Equity Overview



### Overview



**Harry Gruner**  
Founder, Managing General Partner

Charles Noell Venture Partner  
David Greenberg General Partner



**Paul Barber**  
Managing General Partner

Bob Nye General Partner  
Matt Emery General Partner  
Peter Arrowsmith General Partner

### Location(s)

- Baltimore, MD (HQ)
- La Jolla, CA

### About

- Founded in 1992, JMI Equity is a growth equity firm that has invested in over 110 software and software-enabled services companies across various sectors
- JMI Equity currently has \$3.1 bn of committed capital under management and looks for well established, profitable businesses to invest in
- Likes to be the first institutional capital in a company therefore forming strong partnerships with the management team
- Able to invest in both pre-profit and profitable companies that portray high-growth and recurring revenue

### Investment Preferences

#### Investment Criteria

Fund Size:	\$1,000 mm
Fund Raised:	2014
Equity Range:	\$20 – 150 mm+
Revenue:	na
EBITDA:	na

#### General Preferences

Control:	Majority (preferred), Minority
Geography:	North America
Transaction Type:	Venture, Growth, Buyouts, Recapitalization
Industry Focus:	Software, Internet, Business Services, HCIT

### Select Recent Investments / Exits

#### Investments

Date	Company	Amount (mm)
05/07/15	Intradiem	na
03/24/15	Rsam	\$32
01/13/15	TopVue	na
12/30/14	Seismic Software	20
05/06/14	Businessolver	65
01/24/14	Applied Systems	1,000
08/20/2013	Axeda	12
09/17/2012	BigMachines	2
10/20/2011	CouponCabin	54
02/28/2011	PointClickCare	na
02/17/2010	PowerPlan	na

#### Exits

Date	Company	Amount (mm)
02/23/15	PowerPlan (Thoma Bravo)	na
02/13/15	Studer Group (Huron Consulting Group)	\$325
11/20/14	AirClic (Descartes Systems Group)	30
07/14/14	Autotask (Vista Equity Partners)	na
07/11/14	Harmony Information Systems	na

# Overview of FT Partners

## Financial Management Solutions Sector

### Financial Management Solutions

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



# Overview of FT Partners

## FT Partners Advises Chrome River Technologies on its \$100 mm Financing

### Transaction Overview and Rationale

#### Overview of Transaction

- On June 30, 2015, Chrome River announced a \$100mm Series D financing round from Great Hill Partners
- Chrome River is a leading, independent, enterprise-grade SaaS corporate expense control solution provider
- The Company's integrated expense and invoice offerings are built on a scalable, flexible platform that delivers best-in-class solutions to mid-size and multinational corporations
- Great Hill Partners is a leading middle market private equity firm with over \$3.8 bn in capital under management
- Bain Capital Ventures maintains a significant ownership stake in the Company

#### Significance of Transaction

- The transaction will further help Chrome River expand as the leading independent solution provider in the space and help fund international development and product innovation
- Firmly positions the Company to capitalize on strong traction in the large enterprise space and to continue to bring much needed efficiency and financial controls to the market

#### FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Chrome River and its Board of Directors
- FT Partners leveraged its deep knowledge of the Company, extensive experience and broad industry relationships to help achieve a highly 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*

**CHROME RIVER**

*in its Series D investment from*

**Great Hill  
PARTNERS**

*for total consideration of approximately*

**\$ 100,000,000**

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TECHNOLOGY  
PARTNERS**

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Focused Exclusively on Financial Technology***



# Overview of FT Partners

## FT Partners Advises Wave in its \$10 mm Financing

### Transaction Overview and Rationale

#### Overview of Transaction

- On May 12, 2015, Wave ("the Company") announced a \$10 mm Series C investment with participation from CRV, The Social+Capital Partnership, OMERS Ventures, and a strategic investor in the global fintech software space
- Wave is the leading SaaS / cloud-based financial management platform for micro-small businesses offering advanced proprietary accounting, invoicing, payroll and payment capabilities through integrated software applications
- The Company supports a rapidly growing customer base with Wave customer's currently invoicing more than \$6 bn per year, and running over \$250 mm in payroll per year
- Wave is tracking \$60 bn in income and expenses for its customers

#### Significance of Transaction

- This transaction brings total investment in Wave to \$35 mm, with the new funds earmarked for ongoing innovation and development of small business financial tools
- The Company is the fastest-growing small business financial solution on the market today, driving 10,000+ organic small business signups every week

#### FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Wave and its Board of Directors
- The transaction demonstrates FT Partners' continued success in executing growth equity focused transactions and advising top-tier financial management software providers

### Financial Technology Partners LP FTP Securities LLC

*is pleased to announce its exclusive role as  
sole strategic and financial advisor to*



*in its financing, including investment from*



*for approximately*

**\$ 10,000,000**

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# Overview of FT Partners

## FT Partners Advises BROWZ in its \$10 mm Financing

### Transaction Overview and Rationale

#### Overview of Transaction

- On May 11, 2015, BROWZ (“the Company”) announced a \$10mm equity investment from an undisclosed new investor
- BROWZ provides a SaaS supply chain qualification and risk management solution which enables global organizations to manage their contractors
- The Company supports a rapidly growing client base across more than 2,500 sites, 33 industry verticals and 10 countries
- In addition to its core supply chain qualification product, BROWZ also provides workforce management tools, supply chain auditing and contractor financial assessments

#### Significance of Transaction

- BROWZ will use the investment to accelerate its growth initiatives and ongoing global expansion strategy
- The Company has increased its revenue 4x since 2011 and continues to invest in its service, technology and global expansion

#### FT Partners’ Role

- FT Partners served as exclusive strategic and financial advisor to BROWZ and its Board of Directors
- The 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 for total  
consideration of*

**\$ 10,000,000**

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# Overview of FT Partners

## FT Partners Advises Taulia in its Series D Financing

### Transaction Overview and Rationale

#### Overview of Transaction

- On July 22, 2014, Taulia announced a \$27 mm Series D financing round led by QuestMark Partners
- On September 25, 2014, Taulia announced an additional \$13 mm in funding including investment from BBVA Ventures and EDBI, bringing the round to a total of \$40 mm
- Existing investors Matrix Partners, Trinity Ventures, Lakestar and DAG Ventures also participated in the round
- Taulia provides cloud-based invoice, payment, dynamic discounting and supplier finance solutions to corporations and their small business suppliers
- QuestMark Partners is an expansion-stage venture capital firm with over \$750 mm under management
- BBVA Ventures is the corporate investing arm of the Spain-based BBVA Group
- EDBI is the corporate investment arm of Singapore's Economic Development Board

#### Significance of Transaction

- Taulia will use the financing to increase its market traction, further its hiring efforts and expand its global presence
- The oversubscribed round brings Taulia's total funding to \$70 mm

#### FT Partners' Role

- FT Partners served as exclusive financial advisor to Taulia and its Board of Directors
- FT Partners leveraged its deep knowledge, extensive experience and broad industry relationships to provide critical advisory services throughout the transaction

### Financial Technology Partners LP FTP Securities LLC

*is pleased to announce its  
exclusive role as financial advisor to*



*in its Series D financing, including investment from*  
**QUESTMARK PARTNERS**

**BBVA edbi**

*for total consideration of approximately*

**\$ 40,000,000**

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# Overview of FT Partners

## Leader in Financial Technology Investment Banking

Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its exclusive role as sole strategic and financial advisor to

**CHROMERIVER**

in its Series D investment from

**Great Hill PARTNERS**

for total consideration of approximately

**\$ 100,000,000**

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Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its exclusive role as sole strategic advisor to

**avidxchange**

in its acquisition of

**STRONGROOM™**

FINANCIAL TECHNOLOGY PARTNERS

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Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its exclusive role as sole strategic advisor to

**feedzai**

in its Series B financing from

**Q&A HC/FT** **ESPIRITO SANTO** **SAPPHIRE VENTURES**

for approximately

**\$ 17,500,000**

FINANCIAL TECHNOLOGY PARTNERS

The Only Investment Bank  
Focused Exclusively on Financial Technology

Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its exclusive role as sole strategic and financial advisor to

**wave**

in its financing, including investment from

**SC** **CFV** **OMERS** Ventures

for approximately

**\$ 10,000,000**

FINANCIAL TECHNOLOGY PARTNERS

The Only Investment Bank  
Focused Exclusively on Financial Technology

Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its exclusive role as sole strategic and financial advisor to

**BROWZ**

in its financing for a total consideration of

**\$ 10,000,000**

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Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its exclusive role as sole strategic and financial advisor to

**INSURANCE TECHNOLOGIES**

in its sale to

**MOELIS CAPITAL PARTNERS**

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Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its exclusive role as sole strategic and financial advisor to

**ShareholderInSite**

in its sale to

**IPREO**

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The Only Investment Bank  
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Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its exclusive role as financial advisor to

**taulia**

in its Series D financing, including investment from

**QUEST MARK PARTNERS** **BBVA** **edbi**

for total consideration of approximately

**\$ 40,000,000**

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Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its exclusive role as sole strategic and financial advisor to

**KUBRA**

in its 80% majority sale to

**HEARST corporation**

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Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its exclusive role as sole strategic and financial advisor to

**customcredit systems**

a portfolio company of

**Triton Pacific Capital Partners, LLC**

in its sale to

**MISYS**

a portfolio company of

**Vista Equity Partners**

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The Only Investment Bank  
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Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its exclusive role as sole strategic and financial advisor to

**Performant**

in its debt financing led by

**MADISON CAPITAL FUNDING**

totaling approximately

**\$ 148,000,000**

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Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its exclusive role as sole strategic and financial advisor to

**jack henry & ASSOCIATES INC.**

in its acquisition of

**iPay Technologies**

for total consideration of approximately

**\$ 300,000,000**

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Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its exclusive role as sole strategic and financial advisor to

**MERCURY**

in its cash sale to

**vantiv**

for total consideration of approximately

**\$1,650,000,000**

FINANCIAL TECHNOLOGY PARTNERS

The Only Investment Bank  
Focused Exclusively on Financial Technology

Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its exclusive role as sole strategic and financial advisor to

**YAPSTONE** ePayments as a Service

in its in its minority investment led by

**ACCEL PARTNERS**

For total consideration of approximately

**\$ 50,000,000**

FINANCIAL TECHNOLOGY PARTNERS

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Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its exclusive role as sole strategic and financial advisor to

**CUSTOM HOUSE**

in its sale to

**WESTERN UNION**

For total cash consideration of approximately

**\$ 370,000,000**

FINANCIAL TECHNOLOGY PARTNERS

The Only Investment Bank  
Focused Exclusively on Financial Technology

Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its exclusive role as sole strategic and financial advisor to

**avidxchange**

in its agreement of financing with

**BOATHOUSE CAPITAL**

FINANCIAL TECHNOLOGY PARTNERS

The Only Investment Bank  
Focused Exclusively on Financial Technology

Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its exclusive role as sole strategic and financial advisor to

**ATD**

in its sale to

**citi**

for cash and stock consideration of approximately

**\$ 700,000,000**

FINANCIAL TECHNOLOGY PARTNERS

The Only Investment Bank  
Focused Exclusively on Financial Technology

Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its exclusive role as sole strategic and financial advisor to

**FLEET ONE**

in its cash sale to

**wex**

for total consideration of approximately

**\$ 369,000,000**

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The Only Investment Bank  
Focused Exclusively on Financial Technology

Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its exclusive role as sole strategic and financial advisor to

**ACCRETIVE HEALTH** results providers trust

in its

**\$138,000,000**

**Initial Public Offering**

valuing the equity at approximately

**\$ 1,200,000,000**

FINANCIAL TECHNOLOGY PARTNERS

The Only Investment Bank  
Focused Exclusively on Financial Technology

Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its exclusive role as sole strategic and financial advisor to

**EISI**

in its sale to

**ZYWAVE**

FINANCIAL TECHNOLOGY PARTNERS

The Only Investment Bank  
Focused Exclusively on Financial Technology

Financial Technology Partners LP  
FTP Securities LLC

is pleased to announce its exclusive role as sole strategic and financial advisor to

**lynk**

in its sale to

**The Royal Bank of Scotland**

for cash consideration of approximately

**\$ 525,000,000**

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# 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

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



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



Middle Market Financing Awards

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

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