

April 21, 2015  
**Financial Technology Partners LP**  
**FTP Securities LLC**  
Transaction Profile:



*raises \$80 million in financing  
co-led by*

BROWN  
BROTHERS  
HARRIMAN

&

BV  
Battery Ventures

*Courtesy of:*



*The Only Investment Bank  
Focused Exclusively on Financial Technology*

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



**Financial Technology Partners LP**  
555 Mission St., 23<sup>rd</sup> Floor  
San Francisco, CA 94105  
Tel: 415.512.8700

**Steve McLaughlin**  
Managing Partner  
Tel: 415.992.8880

[steve.mclaughlin@ftpartners.com](mailto:steve.mclaughlin@ftpartners.com)

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# PrimeRevenue Raises \$80 million Co-Led by BBH Capital and Battery Ventures



## Transaction Summary & Overview



**CEO:** PJ Bain  
**Headquarters:** Atlanta, GA  
**Founded:** 2003  
**Employees:** 77 <sup>(1)</sup>

### Transaction Summary




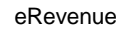
- On April 14, 2015, PrimeRevenue announced that it had secured \$80 million in financing co-led by BBH Capital Partners and Battery Ventures
  - Battery Ventures had previously invested in PrimeRevenue and as a part of the transaction increased its ownership percentage in the Company
- PrimeRevenue plans to use the new funding to increase customer acquisition efforts, further develop new funding sources and continue to improve product and service offerings

### Commentary

*"We could not be more excited to bring BBH Capital Partners in as a new investor, and to continue our partnership with Battery Ventures. We have longstanding relationships with both firms, and their commitment, demonstrated by this investment, is a significant vote of confidence in PrimeRevenue and our growth plans."*

- PJ Bain, CEO, PrimeRevenue

### Previous Equity Financings

Date	Size (\$ mm)	Investors
10/06/10	\$1.6	na
07/07/05	10.0	 
10/29/04	12.0	 

### PrimeRevenue Overview

- PrimeRevenue provides a cloud-based software solution that helps companies manage their supply chain and optimize cash flow
- Company offers OpenSci, a SaaS product suite for multibank supply chain finance
  - Enables suppliers to sell approved invoices to institutions in exchange for next-day liquidity
  - Allows buyers to choose who funds their supply chain finance programs; over 50+ sources including banks, non-banks, capital markets investors and self-funding
  - The four products in the OpenSci suite are SCiMap, SCiEnable, SCiSupplier and SCiCustomer
- Multibank funding improves supplier penetration across geographies and languages and improves liquidity and pricing
- The Company processed over \$75 billion in supply chain transactions with its platform in 2014

# PrimeRevenue Raises \$80 million Co-Led by BBH Capital and Battery Ventures



## PrimeRevenue Product Overview



### OpenSci Solutions Overview

<b>SCiEnable</b>	<ul style="list-style-type: none"><li>■ Greatly increases processing speed and reduces the complexity of supplier onboarding</li><li>■ Product is fully customizable, available in multiple languages and allows for the real-time onboarding of suppliers</li><li>■ Provides an educational aspect, including a benefits calculator and example case studies, to the supplier onboarding process to inform suppliers on the financial benefits of supply chain finance</li></ul>
<b>SCiMap</b>	<ul style="list-style-type: none"><li>■ Cloud-based app that provides data analytics to a company's supply chain management program</li><li>■ SciMap's analytics allow for the optimization of payment terms based on supplier characteristics</li><li>■ Tracks and measures the status of supply chain finance program to show progress over time</li></ul>
<b>SCiSupplier</b>	<ul style="list-style-type: none"><li>■ Product is the largest multi-funder supply chain finance and accounts payable program</li><li>■ Allows companies to generate additional cash flow through the utilization of any financial institution or non-bank to fund a company's supply chain platform</li><li>■ Allows for 3<sup>rd</sup> party funders to self-fund supply chain finance programs</li></ul>
<b>SCiCustomer</b>	<ul style="list-style-type: none"><li>■ Web-based account receivables solution that provides cross-border financing with early payment options</li><li>■ Covers the entire invoice process from initial upload to final payment and collection</li><li>■ Process is highly automated, reducing manual work, allowing for banks to take on a larger workload with a lower amount of risk</li></ul>

# PrimeRevenue Raises \$80 million Co-Led by BBH Capital and Battery Ventures



## PrimeRevenue Management Team



**PJ Bain**, Chief Executive Officer

- Appointed Chief Executive Officer and Board of Directors member in July of 2009
- During his leadership, PrimeRevenue has had sixteen straight quarters of profitability and growth
- Prior to joining PrimeRevenue, he served as the VP and General Manager of Exact Holding N.V.



**Nathan Feather**, Chief Financial Officer & General Manager, Europe

- Chief Financial Officer since 2006
- Responsible for the company's financial planning, investor relationship, accounting and taxation
- Before PrimeRevenue, he was at Ariba, Inc., where he served as Director of Finance



**Raghu Rajah**, Chief Technology Officer

- Serves as Chief Technology Officer
- Has 20 years of experience building enterprise-grade software
- Before PrimeRevenue, he founded KissRocket, a social media startup that provided a production platform for the entertainment industry



**Robert Barnes**, Commercial Advisor, Founder

- The original founder of PrimeRevenue and currently serves as Commercial Advisor
- Barnes supports sales and business development as well as PrimeRevenue's asset management business
- Previously, he served as joint CEO of A-Trade

# PrimeRevenue Raises \$80 million Co-Led by BBH Capital and Battery Ventures



## Investors Overview



- Brown Brothers Harriman (BBH) is a financial institution that focuses on private banking, investment management and investor services
- BBH Capital Partners is the private equity arm of BBH that invests in companies in the following sectors: Outsourced Business & Industrial Services, Technology & Tech-Enabled Services, Food, FinTech, Communications, Distribution, Transportation, Logistics and Healthcare
- Firm is headquartered in New York, NY, but has offices across the United States, as well as in a number of international locations
- BBH Capital Partners invests in both minority and majority control transactions
- Firm prefers companies with a recurring revenue business model, consistent cash flow and a product with a strong market and competitive advantage
  - Generally invests between \$20 – 75 million equity in companies with an enterprise value between \$50 – 400 million

### Selected Fintech Investments



- Founded in 1983, Battery Ventures (BV) is a tech-focused investment firm that makes private equity and venture capital investments
- Firm is headquartered in Boston, and has offices in Silicon Valley and Israel
- The private equity branch of the firm focuses on acquisitions of businesses in the Information Technology and Industrial Technology sectors
  - Portfolio companies receive advice from BV's investment professionals to increase growth efforts, move into new markets, operate more efficiently and expand inorganically through acquisitions
  - Generally invests over \$100 million in return for a majority control stake in the business
- The venture capital and growth branch of the firm focuses on companies specializing in the Application Software, IT Infrastructure and Consumer Internet/Mobile sectors
  - Has invested in over 300 companies since the firm's inception
  - Generally invests between \$5 – 50 million

### Selected Fintech Investments



# 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



in its sale to

**MOELIS CAPITAL PARTNERS**



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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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is pleased to announce its exclusive role as  
sole strategic and 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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Financial Technology Partners LP  
FTP Securities LLC  
is pleased to announce its exclusive role as  
sole strategic and financial advisor to



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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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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Focused Exclusively on Financial Technology

Financial Technology Partners LP  
FTP Securities LLC  
is pleased to announce its exclusive role as  
strategic and financial advisor to




in its cash sale to

**vantiv**

for total consideration of approximately

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



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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

**YAPSTONE**  
ePayments as a Service  
in its in its minority investment led by

**ACCEL**  
PARTNERS

For total consideration of approximately

**\$ 50,000,000**



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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



in its sale to

**WESTERN UNION**

For total cash consideration of approximately

**\$ 370,000,000**



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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

**avidxchange**  
in its agreement of financing with

**BOATHOUSE**  
CAPITAL




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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

**ATD**  
Automated Trading Desk, LLC  
in its sale to  
**citi**

for cash and stock consideration  
of approximately

**\$ 700,000,000**



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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

**FLEET ONE**  
in its cash sale to  
**wex**

for total consideration of approximately

**\$ 369,000,000**



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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

**ACCREDITIVE HEALTH**  
results providers trust  
in its


**\$138,000,000**  
**Initial Public Offering**  
valuing the equity at approximately

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




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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



in its sale to

**ZYWAVE**



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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**



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

**Performant**

in its

**\$93,000,000**  
**Initial Public Offering**  
valuing the equity at approximately

**\$ 465,000,000**



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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

**VeriFone**  
THE WAY TO PAY™  
in its

**\$177,000,000**  
**Initial Public Offering**  
valuing the equity at approximately

**\$ 650,000,000**



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

**VERUS**  
in its sale to  
**sage**

for cash consideration of approximately

**\$ 325,000,000**



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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

**AmWINS**  
Group, Inc.  
in its recapitalization by  
**NMC**  
NEW MOUNTAIN CAPITAL LLC  
valued at approximately

**\$ 1,300,000,000**




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

**square**  
trade - protection  
in its recapitalization by  
**BainCapital**  
BainCapital Ventures  
of approximately

**\$ 238,000,000**



The Only Investment Bank  
Focused Exclusively on Financial Technology

# 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.