# FT PARTNERS FINTECH INDUSTRY RESEARCH

May 4, 2018



# Baidu Sells a Majority Stake in its Financial Services Group for Approximately \$1.9 billion





### **Overview of FT Partners**

- Financial Technology Partners ("FT Partners") was founded in 2001 and is the only investment banking firm focused exclusively on FinTech
- FT Partners regularly publishes research highlighting the most important transactions, trends and insights impacting the global Financial Technology landscape. Our unique insight into FinTech is a direct result of executing hundreds of transactions in the sector combined with over 15 years of exclusive focus on Financial Technology

### FT Partners' Advisory Capabilities

#### **Private Capital** Raising **Debt & Equity Capital** Sell-Side / Buy-Side Markets Advisory M&A Strategic Consortium Capital Structuring / Efficiency Building **Advisory Services** FT PARTNERS **ADVISORY** Anti-Raid Advisory / Board of Directors / Shareholder Rights Plans Special Committee Advisory Sell-Side Valuations / LBO Advisory Fairness Opinion for M&A Restructuring and **Divestitures**

### FT Partners' FinTech Industry Research





Named Silicon Valley's #1 FinTech Banker (2016) and ranked #2 Overall by The Information



Ranked #1 Most Influential Person in all of FinTech in Institutional Investors "FinTech Finance 40"



Numerous Awards for Transaction Excellence including "Deal of the Decade"

Steve McLaughlin: Founder & CEO

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# Baidu Sells a Majority Stake in its Financial Services Group

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### **Transaction Summary**



### **Transaction Summary**

- On April 29, 2018, Baidu announced it had agreed to sell a 58% majority equity stake in its Financial Services Group (FSG) business line for approximately \$1.9 billion
  - Baidu's FSG unit provides a mobile wallet, consumer credit, wealth management and other financial services
  - TPG and The Carlyle Group are leading the investment in Baidu's FSG unit
  - Other investors, such as Taikang Group and ABC International, are also participating
  - The transaction is subject to customary regulatory approval and is expected to close in H2 2018
- Following this transaction, Baidu's FSG unit will be rebranded and re-launched independently with the new name Du Xiaoman Financial
  - Guang Zhu, a Vice President at Baidu, will become the CEO of the new entity

### **Transaction Commentary**

"In the coming age of FinTech, Du Xiaoman will leverage the technological capabilities of Baidu AI to partner with financial institutions and provide technology-driven, trustworthy financial services to consumers in China."



Guang Zhu CEO

### **Selected Chinese FinTech Activity**

Date	Compa	any	Туре	Amount (\$mm)	Research Profile
04/29/18	Bai <mark>都</mark> 百度	Baidu	Divestiture	1,900	
04/18/18	6 百融金服	100Credit	Financing	159	VIEW
03/02/18	WecashIN银奇异	Wecash	Financing	160	VIEW
02/02/18	中国平安 SEE SO SE PING AN TECHNOLOGY	OneConnect	Financing	650	VIEW
01/24/18	◆ 点融  DIANBONS  DIAN	Dianrong	Financing	70	VIEW
01/10/18	○ 小黑鱼 BLACK FISH	Blackfish	Financing	145	
12/20/17	LEXIN乐信	LexinFinTech	IPO	108	VIEW
11/15/17	易靈集團 YIXIN GROUP	Yixin Group	IPO	867	VIEW
11/09/17	护护贷 ppdai.com	PPDAI	IPO	221	VIEW
11/08/17	( WeLab	WeLab	Financing	220	VIEW
11/02/17	<b>小和信贷</b>	Hexindai	IPO	50	VIEW
10/17/17	趣店 Gudian com	Qudian	IPO	900	VIEW
09/25/17	¥随手记。	Suishou	Financing	200	VIEW
08/02/17	○ 点融 DIANBONS	Dianrong	Financing	220	
07/07/17	Dashu	Dashu Finance	Financing	117	VIEW
05/29/17	<b>河</b> 透照	Tuandaiwang	Financing	263	
04/28/17	信而富 China Rapid Finance	China Rapid Finance	IPO	60	VIEW
04/05/17	Wecash闪银奇异	Wecash	Financing	80	VIEW
03/30/17	Ħ钱宝 YONGQIANBAO	Yongqianbao	Financing	68	
01/09/17	第1年55 —DYCD.COM—	Diyi Chedai	Financing	52	VIEW

## Baidu Sells a Majority Stake in its Financial Services Group

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### **Baidu Overview**



### **Company Overview**



CEO:

**Headquarters:** Beijing, China

Founded: 2000

- · Baidu is the leading Chinese language internet search provider
  - The Company's mission is to make a complex world simpler through technology
  - Baidu plans to achieve its mission through two core strategies: strengthening its mobile foundation and leading in artificial intelligence
- Baidu operates two main business segments
  - Baidu Core provides P4P services, online marketing services and Al-enabled business initiatives
  - iQIYI is an online entertainment service provider that features original content and partner-generated content
- Baidu is the largest website in China and the 4<sup>th</sup> largest global website, when measured by average daily visitors and page views

#### **Baidu Financial Services Overview**

### \$543 million

2017 gross interest income from Baidu's Financial Services Group

With Baidu Core, the company offers various products and services...

### **Baidu Wallet**

Robin Li

- Online and mobile payment services
- Purchases of local dining / takeout delivery
- Bill payments
- Mobile app recommends the optimal consumer financing or investment product

#### **Baidu Consumer Credit**

- Installment payment services for education loans and consumer financing
- Uses Al and big data for risk management and reviews
- Leverages search traffic to build multi-dimensional customer service access

### **Baidu Wealth Management**

- Wealth management services that leverage big data and technology
- Analyzes user profiles to provide a holistic view of risks and returns for specific investment products

### Selected FT Partners' Research - Click to View



Credit Sesame's \$42 million Financing



**Prosper's Series G Financing** 



Oakam's Debt Financing from Victory Park Capital



defi SOLUTIONS Raises \$55 million in Series C Financing



TransUnion Acquires Callcredit for \$1.4 billion



Creditas Raises Additional Series C Financing



SolarisBank Raises Approximately \$70 million in Series B Financing



Tala Secures \$50 million in Series C Financing

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### Proven Track Record of Success Across FinTech









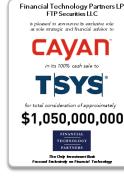




























# Significant Experience Advising Large Financing Rounds and "Unicorns"

FT Partners has a history of advising on some of the largest financing transactions in the FinTech space

Representing numerous FinTech "Unicorns" above \$1 billion valuations

Company	Amount Raised	Selected Prominent Led
MERCURY <sup>®</sup>	\$420,000,000+	— Accel Ds
<b>GreenSky</b>	300,000,000+	Premji Inves
avidxchange	300,000,000	ICONÍQ RC
<b>∑avid</b> xchange	253,000,000	BainCapital
liquidnet.~~	250,000,000	PRIVATE EQUITY
square trade protection plans	238,000,000	BainCapital ventures
GreenSky*	200,000,000	capitalG
O YAPSTONE"	181,000,000	nyca
nmi	150,000,000+	KeyBank
ADDEPAR	140,000,000	m •
Kabbage <sup>*</sup>	135,000,000	maveron
Remitly	115,000,000	ADAMS STREET
TradingScreen SIMPLIFYING GLOBAL MARKETS*	110,000,000+	khosla vent
CHROMERIVER	100,000,000	master
credit karma	85,000,000	QUESTMARK PA
earnest	75,000,000	SILVERLAKE

Selected Prominent Investors in F Led Rounds	T Partners
Accel DST VISA Premji Invest	TPG
ICONIQ RCP REVERENCE CAPITAL PARTNERS TO	MANAGEMENT  E.M.A.C.E.IZ
BainCapital PIM C	EMASEK Co
VENTURES du Québec	lépôt et placement
capitalG CIBC	artners
THY COL QED	Scotiabank <sup>®</sup>
KeyBank	ING
東源资本 Battery Ve	BBVA
ADAMS STREET  ANTHERS  Santander	InnoVentures
khosla ventures THI	IEL edbi
mastercard Pay	<b>ປ</b> ່ <u>~</u>
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# FT Partners' International / Cross-Border Capabilities (Selected Examples)

	Target	Buyer / Investor	<b>International Aspect</b>
2016 - 2004 Annual Awards	Cambridge	<b>♥</b> FLEETCOR°	<b>*</b>
WINNER	Currencies Direct	Palamon Corsair Capital	
1&A Advisor Awards 2016 Cross Border Deal of the Year	KUBRA	HEARST corporation	*
Dear of the Year	<b>₽</b> of X	IPO	*
T Partners' global presence	Outsource Partners International	EXL	(8)
offers capabilities eaching far	chi-x	Bats	
peyond North America, as	CUSTOM HOUSE	WESTERN   UNION	*
lemonstrated by our numerous	TORA ( TRADING SERVICES	Goldman Sachs  Bankof America  Merrill Lynch	
nternational lients and	Lynk	WorldPay	
uccessful ransactions with	EISP	V I S T A EQUITY PARTNERS	<b>■◆</b> ■
nternational firms k investors	<b>s</b> umup	BBVA	
	VERUS	sage	
	QUANTICUE	ViewPoint. Capital Partners.	+
	₩Zephyr	informa	+

### FT Partners Advises Cayan on its Sale to TSYS

#### Overview of Transaction

- On December 18, 2017, TSYS announced it has entered into an agreement to acquire Cayan in an all cash transaction valued at approximately \$1.05 billion
  - The transaction is expected to close in Q1 2018
- Cayan, a portfolio company of Parthenon Capital Partners, provides technology led acquiring services to more than 70,000 merchants and 100+ integrated partners in the U.S.
  - The Company's flagship Genius platform delivers a seamless and scalable unified commerce experience across channels
- TSYS (NYSE: TSS) is a leading global payments provider, offering innovative and secure solutions across the payments spectrum from issuer processing and merchant acquiring to prepaid program management

### Significance of Transaction

- The acquisition strategically complements TSYS' merchant goals to become a leading payment provider to small and medium size businesses in the U.S.
- The addition of Cayan's unified commerce solutions elevates TSYS' competitive position to jointly offer a broader set of value-add products and services to partners and merchants

### FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Cayan and its Board of Directors
- FT Partners also advised Cayan on its <u>recapitalization by Parthenon Capital</u>
   <u>Partners</u> along with numerous acquisitions made by the Company
- This transaction highlights FT Partners' continued success advising prominent companies in the Payments and Merchant Acquiring space and its leadership position as the "advisor of choice" to the highest quality FinTech Companies

# FTP Securities LLC.

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



in its 100% cash sale to



for total consideration of approximately

\$ 1,050,000,000



The Only Investment Bank Focused Exclusively on Financial Technology

### FT Partners Advises GreenSky on its Financing

#### **Overview of Transaction**

- On December 28, 2017, GreenSky Credit filed an SEC Form D stating that it has closed a \$200 million capital transaction
- Founded in 2006 and headquartered in Atlanta, GA, GreenSky is a leading provider of point of sale (POS) promotional financing solutions
  - With operations throughout North America, GreenSky connects approximately 15 funding partners with more than 17,000 merchants, and services close to \$4 billion in origination volume per year
- PIMCO is an American investment management firm with over \$1.5 trillion in AUM, with expanding operations in corporate private equity investments in high growth financial services and technology companies

### Significance of Transaction

- PIMCO's investment represents the continued fundamental shift in lending customer acquisition models away from traditional banks and towards specialists like GreenSky, who partner with traditional banks as partners
- This transaction positions GreenSky as a clear leader in Alternative & POS
   Lending and enables the company to continue to innovate, bring additional
   products to existing markets, and expand into new markets overall

### FT Partners' Role

- FT Partners has served as the exclusive strategic and financial advisor to GreenSky and its board of directors since 2014, advising the Company through numerous equity and debt capital raises and other financial processes
- This transaction further supports FT Partners' continued success advising prominent companies in the Alternative & POS Lending space and highlights the long-term nature of many of the Firm's advisory relationships
- FT partners leveraged its deep industry knowledge, extensive experience, and broad scope of relationships to help achieve a favorable outcome for the Company

# FTP Securities LLC

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



in its investment from

PIMCO

for total consideration of

\$200,000,000



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### FT Partners Advises Addepar on its Series D Financing

#### Overview of Transaction

- On June 8, 2017, Addepar announced it has raised \$140 million in Series D financing co-led by Harald McPike, the founder of QuantRes, along with Valor Equity Partners and 8VC
- Headquartered in Mountain View, CA, Addepar is a leading provider of portfolio management and reporting software and services that seeks to become the infrastructure that will connect all aspects of global finance
- Harald McPike is the founder of QuantRes, a quantitative trading firm, and a global private investor with a focus on the financial and technology sectors
- Valor Equity Partners is an operational growth investment firm that does both minority and majority investments in high growth companies at various stages of development
- 8VC is a venture capital firm that makes seed to later stage investments with a focus on the technology industry

### Significance of Transaction

- The financing capitalizes on Addepar's unprecedented growth from \$300 billion to over \$650 billion assets on platform in less than 18 months as top wealth managers embraced Addepar's category-defining client reporting software
- With the new capital, Addepar will continue investing significantly in R&D, expanding its product, platform and tech-enabled services to unlock more value for its clients while also serving a wider range of wealth and asset management firms

### FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Addepar
- Transaction demonstrates FT Partners' continued leadership position as the "advisor of choice" to the highest quality FinTech companies as well as its deep domain expertise and experience in the WealthTech space

# FTP Securities LLC

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



in its Series D financing co-led by



Harald McPike

for total consideration of

\$ 140,000,000



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## Award-Winning Investment Banking Franchise Focused on Superior Client Results

Institutional Investor Annual Ranking	2017 2015 - 2016 2006 - 2008	<ul> <li>Ranked #1 Most Influential Executive on Institutional Investor's FinTech 40 List</li> <li>Steve McLaughlin Ranked Top 5 on Institutional Investor's FinTech 35 List</li> <li>Consecutively Ranked (2006, 2007 and 2008) among the Top Bankers on Institutional Investor's "Online Finance 40"</li> </ul>
The Information	2016	Ranked #2 Top Technology Investment Banker on The Information's "Silicon Valley's Most Popular Dealmakers"
	2015 - 2017	<ul> <li>Investment Banker of the Year – 2017</li> <li>Investment Banking Firm of the Year – 2016</li> <li>Cross Border Deal of the Year - 2016</li> <li>Dealmaker of the Year – 2015</li> <li>Technology Deal of the Year – 2015</li> </ul>
2017 - 2004 ANNUALAWARDS WINNER  M&A Advisor Awards	2010 -2014	<ul> <li>Equity Financing Deal of the Year - 2014</li> <li>Professional Services Deal of the Year, Above \$100 mm - 2014</li> <li>Dealmaker of the Year - 2012</li> <li>Professional Services Deal of the Year, Above \$100 mm - 2012</li> <li>Boutique Investment Bank of the Year - 2011</li> <li>Deal of the Decade - 2011</li> <li>Upper Middle Market Deal of the Year, Above \$500 mm - 2010</li> <li>IT Services Deal of the Year, Below \$500 mm - 2010</li> <li>Cross-Border Deal of the Year, Below \$500 mm - 2010</li> </ul>
	2004 - 2007	<ul> <li>Dealmaker of the Year – Steve McLaughlin – 2007</li> <li>Business to Business Services Deal of the Year - 2007</li> <li>Computer and Information Technology Deal of the Year, Above \$100 mm – 2007</li> <li>Financial Services Deal of the Year, Above \$100 mm – 2007</li> <li>Investment Bank of the Year – 2004</li> </ul>
Middle Market Financing Awards	2006 - 2008	<ul> <li>Equity Financing Dealmaker of the Year – Steve McLaughlin – 2008</li> <li>Information Technology Deal of the Year – 2008</li> <li>Financial Services Deal of the Year – 2008</li> <li>Financing Professional of the Year – Steve McLaughlin – 2006</li> </ul>

## The FT Partners Senior Banker Team

Name / Position	Prior Background	Experience / Education	Years of Experience
<b>Steve McLaughlin</b> Founder, CEO and Managing Partner	Goldman Sachs	<ul> <li>Formerly with Goldman, Sachs &amp; Co. in New York and San Francisco from 1995-2002</li> <li>Former Co-Head of Goldman Sachs' Financial Technology Group (#1 market share)</li> <li>Wharton M.B.A.</li> </ul>	23
<b>Greg Smith</b> Managing Director	Merrill Lynch J.P.Morgan	<ul> <li>Formerly award winning Equity Research Analyst at Merrill Lynch / J.P. Morgan / Hambrecht &amp; Quist</li> <li>20+ years of experience covering FinTech as both an Analyst and Investment Banker</li> </ul>	22
<b>Osman Khan</b> Managing Director	pwc	<ul> <li>Former Managing Director / Head of FIG M&amp;A at Alvarez &amp; Marsal</li> <li>15+ years FIG deal, consulting and assurance experience at PwC</li> <li>40 Under 40 M&amp;A Advisor Award Winner in 2013</li> <li>LSE (BSc w/Honors), MBS (MBA w/Distinction), ICAEW (FCA)</li> </ul>	21
<b>Steve Stout</b> Managing Director	J.P.Morgan First Data	<ul> <li>Former Global Head of Strategy at First Data</li> <li>Formerly Led J.P. Morgan Payments Investment Banking</li> <li>Former Equity Research Analyst on #1 ranked team at UBS and Economist at the Federal Reserve Bank</li> </ul>	20
<b>Tim Wolfe</b> Managing Director	Goldman Sachs	<ul> <li>Formerly with Goldman, Sachs &amp; Co. beginning in 2000</li> <li>Started at FT Partners in 2002</li> <li>40 Under 40 M&amp;A Advisor Award Winner 2013</li> <li>Harvard M.B.A.</li> </ul>	16
<b>Timm Schipporeit</b> Managing Director	Morgan Stanley Index Ventures	<ul> <li>11+ years with Morgan Stanley, Senior Executive Director of European Technology Investment Banking Team in London</li> <li>Formerly a Venture and Growth Investor focused on FinTech at Index Ventures</li> </ul>	15
Andrew McLaughlin Managing Director	Deloitte.	<ul> <li>20+ years experience executing / implementing financial and operational strategy</li> <li>Formerly with Deloitte Consulting</li> </ul>	12