FT PARTNERS FINTECH INDUSTRY RESEARCH

May 22, 2018



OfferPad Raises \$50 million in Series C Financing Led by LL Funds

LL Funds



The Only Investment Bank Focused Exclusively on FinTech

FT Partners Overview

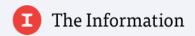
- Financial Technology Partners ("FT Partners") was founded in 2001 and is the only investment banking firm focused exclusively on FinTech
- FT Partners regularly publishes research highlighting the most important transactions, trends and insights impacting the global Financial Technology landscape. 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



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"

Transaction Summary

OFFERP^D

Transaction Summary

- On May 16, 2018, OfferPad announced it had secured \$50 million in equity financing led by LL Funds
 - This investment round also included \$100 million in debt financing
 - The \$100 million of debt is an extension to OfferPad's existing credit facilities (1)
 - With this injection of new capital, the Company has raised over \$410 million in both equity and debt financing
- Through several private equity and fixed income investment vehicles, LL Funds currently manages \$1.4 billion for endowments, foundations, individuals and family offices (1)
- OfferPad intends to use this new capital to accelerate its growth in existing markets, along with entering several new markets
 - Currently, the Company buys and sells homes in Atlanta, Charlotte, Las Vegas, Los Angeles, Orlando, Phoenix, Salt Lake City and Tampa
 - OfferPad is expecting to purchase and sell more than \$1.5 billion of single-family homes in the next year, based on its current monthly volume

Transaction Commentary

"We believe homeowners should be in control of every step of the real estate transaction, and our goal is to allow people to make the best decision for themselves and their family. Our approach fundamentally changes the way people buy and sell homes, meeting the needs of today's consumer. This new capital investment will allow us to continue to expand our service offerings throughout the U.S. and provide new offerings to streamline the entire process of buying or selling a single-family home. We are confident that OfferPad has the most experienced real estate team, the best technology, and the best experience for buyers and sellers, and we are excited to help more people across the country."

OFFERP^D

Jerry Coleman Co-Founder, Co-CEO

"Having previously invested in OfferPad, LL Funds is excited to lead this round. We've seen the company help define a new industry, establish its role in the marketplace and expand offerings to consumers. OfferPad has a passion for providing a better way to buy and sell a home; creating tangible value for consumers. Together, OfferPad and LL Funds have the real estate and capital markets experience to make the company a leader in the iBuyer space." (1)



Jim Morrissey Executive Chairman; Partner

OfferPad Raises \$50 million in Financing

OfferPad Overview



Company Overview

OFFERP^D

Co-CEOs: Jerry Coleman, Brian Bair
Headquarters: Irvine, CA
Founded: 2016

- OfferPad is a direct home buyer and seller that makes the home buying and selling process convenient and hassle-free
 - The Company delivers convenience, control and excellent value to the home selling experience
 - OfferPad will buy homes directly from homeowners and will do all the paperwork involved in the transaction
 - o Homeowners pick their own closing and moving date
 - OfferPad will even move homeowners for free

Selected Equity Financing History				
Date	Size (\$ mm)	Investor(s)		
05/16/18	\$50	LL Funds		
01/25/17	30	LL Funds; Undisclosed Investors		

Products & Services Overview

Step 1: The Offer











Request purchase offer

Receive purchase offer

Accept purchase offer

Select closing date

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Sign purchase contract

Step 2: Home Inspection



Inspection scheduled



Home inspection



Findings review



Relax until closing

Step 3: Close and Move



Home prep



Final walk through



Official close of escrow



Moving day

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



Figure Raises \$50 million in Financing



Silver Lake Acquires ZPG for \$3 billion



TransUnion Acquires Callcredit for Approximately \$1.4 billion



Tala Secures \$50 million in Series C Financing

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Track Record of Success in the Real Estate / Mortgage Tech Value Chain

Mortgage Origination



Property Management



Real Estate Invoicing & Payments



SaaS-based Loan Origination



Mortgage Technology



Listing Management Solutions



Consumer Home Improvement Financing



Property Insurance Solutions



Significant Experience Across the Banking / Lending Tech Space











































FT Partners Advises Optimal Blue on its Sale

Overview of Transaction

- Optimal Blue has agreed to sell to GTCR, a leading private equity firm
- Backed by Serent Capital, Optimal Blue is one of the largest SaaS providers of enterprise services to mortgage originators & investors
- The Company created the first cloud-based Product & Pricing Engine ("PPE") and is now the largest independent provider of pricing solutions in the mortgage ecosystem
- GTCR has committed up to \$350 million of equity capital to the investment to pursue growth initiatives at Optimal Blue as well as complementary acquisitions to provide information and other digital services to the \$14 trillion mortgage marketplace

Significance of Transaction

- Represents one of the largest Mortgage Technology M&A transactions in recent times
- Represents a highly favorable outcome to Optimal Blue management and Serent Capital, its private equity backer

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Optimal Blue and its Board of Directors
- FT Partners leveraged its deep knowledge, extensive experience and broad industry relationships to help bring in a knowledgeable partner with deep domain expertise in financial services
- Transaction demonstrates FT Partners' continued success advising top-tier financial technology companies

FTP Securities LLC

is pleased to announce its exclusive role as financial advisor to



in its sale to





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FT Partners Advises WebEquity on its Sale

Overview of Transaction

- On June 9, 2014, WebEquity Solutions ("WebEquity") announced its sale to Moody's Analytics ("Moody's"), a unit of Moody's Corporation
- Backed by Alpine Investors, WebEquity is a leading provider of cloud-based / SaaS loan origination solutions for financial institutions
- The transaction is expected to close in the third quarter; financial terms of the transaction were not disclosed

Significance of Transaction

- WebEquity is one of the higher growing SaaS-based software models across the financial technology sector
- FT Partners also represented WebEquity's majority holder, Alpine Investors, in the highly successful \$145,000,000 sale of EDC to Cardtronics
- The acquisition strengthens Moody's position in loan origination software and bolsters its suite of risk management products for banks, insurance companies and corporations

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to WebEquity and its Board of Directors
- FT Partners leveraged its deep knowledge, extensive experience and broad industry relationships to help achieve a highly favorable outcome for stakeholders
- Transaction demonstrates FT Partners' continued success in achieving highly attractive outcomes for leading banking technology firms

Financial Technology Partners LP

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



in its sale to





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FT Partners Advises Ellie Mae on its \$146 million IPO

Overview of Transaction

- On April 14, 2011, Ellie Mae (the "Company") priced 7.5 million shares at \$6
 per share in its initial public offering, implying a total offering size of \$45
 million
- The Company began trading on the NYSE under the ticker ELLI
- Ellie Mae is a leading provider of enterprise level, on-demand automated solutions for the residential mortgage industry
- Ellie Mae sold 5 million shares in the offering with the remaining 2.5 million sold by existing stockholders
- Underwriters were granted the option to purchase up to an additional 1.125 million shares from selling stockholders to the extent they sold more than 7.5 million shares

Significance of Transaction

- The IPO provided capital to fund future growth and enabled the Company to more effectively serve its user base
- In addition to returning capital to shareholders, proceeds of the transaction were used for general corporate purposes, acquisitions and / or investments in new technologies, solutions or businesses

FT Partners' Role

- FT Partners served as strategic, financial and IPO advisor to Ellie Mae and its Board of Directors
- FT Partners managed the entire IPO process, enabling management to focus on growing the business

Financial Technology Partners LP

is pleased to announce its exclusive role as Capital Markets & IPO Advisor to



in its

\$45,000,000

Initial Public Offering

valuing the equity at approximately

\$ 146,000,000



The Only Investment Bank Focused Exclusively on Financial Technology

Award-Winning Investment Banking Franchise Focused on Superior Client Results

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

The FT Partners Senior Banker Team

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