

January 22, 2015
Financial Technology Partners LP
FTP Securities LLC
Transaction Profile:



secures

\$56,000,000

in Series B financing led by



Courtesy of:



The Only Investment Bank
Focused Exclusively on Financial Technology

www.ftpartners.com

Financial Technology Partners LP
601 California St., 22nd Floor
San Francisco, CA 94108
Tel: 415.512.8700
Fax: 415.512.8701

Steve McLaughlin
Managing Partner
Tel: 415.512.8704
Fax: 415.358.5620
steve.mclaughlin@ftpartners.com

Highly confidential and proprietary information. Unauthorized distribution without prior consent from Financial Technology Partners LP or FTP Securities LLC (together "FT Partners") is strictly prohibited.
This communication should not be regarded as an offer to sell or as a solicitation of an offer to buy any financial product or service, nor is it an official confirmation of any transaction, or representative of an official position or statement of Financial Technology Partners LP, FTP Securities LLC or any other related entity. FTP Securities LLC is a FINRA registered broker-dealer.



Raise.com Secures \$56 mm in Series B Financing

Transaction Summary & Raise.com Overview

Raise.com offers an online marketplace that enables users to easily buy and sell gift cards

Transaction Summary

- On January 22, 2015, Raise.com announced that it had secured \$56 mm in a Series B financing round led by New Enterprise Associates at "just shy of a billion" dollar valuation ⁽¹⁾
- Additional investors included: Bessemer Venture Partners (BVP), the Pritzker Organization and Listen Ventures
- This funding round will be used to continue to grow the Company as it works to establish itself as a leader in the gift card marketplace
- New Enterprise Associates' General Partner, Tony Florence, will join Raise.com's Board of Directors to provide mentorship and guidance as the company continues its rapid growth
- With this round of funding, the total amount raised by the Company is now over \$81 million

Previous Financings

Date	Size (\$ mm)	Investors
11/11/14	\$18.1	Listen Ventures, Bessemer Venture Partners
11/01/13	2.0	na
10/02/12	4.5	na
11/01/11	0.6	na
01/11/11	1	na

Raise.com Overview

- Founder and CEO:** George Bousis
- Headquarters:** Chicago, IL
- Founded:** 2013
- Employees:** 120
- Raise.com offers an online marketplace that allow users to redeem, buy, or sell gift cards and store credit from a wide variety of vendors and establishments
 - The Company offers an online portal for users to create an online profile, allowing them to keep track of their purchases as well as provide order management for the items they place up for sale
 - Gift cards sold on the platform can either be physical or electronic and can be sold at any price the seller chooses
 - Raise's mobile iOS application provides full access to the marketplace while on the go, allowing users to buy and list gift cards when and where they want
 - Secure ACH payments on the website and in the mobile application allow for the safe transfer of funds from buyers' bank accounts within one to three business days of transacting
 - Rewards program, Raise Rewards, allows users to earn points for buying and selling on the platform, which can be used to decrease purchase prices on future purchases
 - Raise.com's marketplace is fully insured and provides a 100% money back guarantee for 60 days from the purchase date

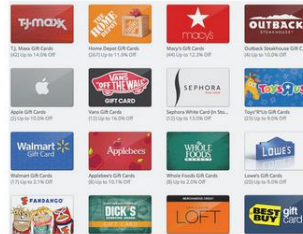
Source: Company press release, Raise.com website, Re/code, Crunchbase.
(1) According to an interview with CEO George Bousis conducted by Re/code.



Raise.com Secures \$56 mm in Series B Financing

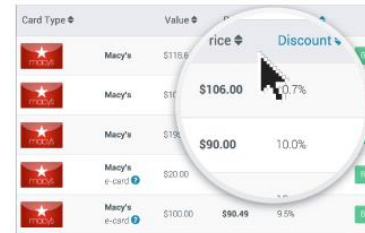
Overview of Raise.com Gift Card Buying and Selling Process

Buying Process



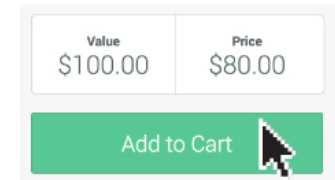
1. Browse Inventory of Gift Cards for Sale

Searchable by brand name, discount percentage and recent listings to narrow down selection



2. Compare Card Discount

Full value of the card is displayed next to discount price to inform buyer of product information and potential savings



3. Check Out

Once selection has been made, buyer inputs billing and shipping information and upon confirmation, gift card is delivered

Selling Process



Gift Card Serial Number *

PRN

1. Enter Gift Card Information Online

Allows Users to check balance of card and choose delivery method

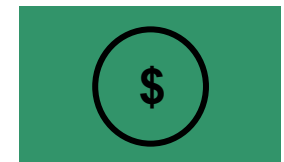
.....

.....

.....

2. Account Creation

Set up of online profile to enter in billing information and payment preference (ACH or check)



3. Set Purchase Price

Selling price can be adjusted at anytime at seller's discretion



Raise.com Secures \$56 mm in Series B Financing

Management Overview

George Bousis
Founder & Chief
Executive Officer



- Founded Raise.com in 2013 and currently serves as the Company's CEO
- Before Raise.com, founded CouponTrade, a database of online coupons that can be used for both online and offline shopping

Milo Todorovich
Chief Technology Officer



- Currently serves as Chief Technology Officer
- Prior to Raise.com, worked with George as Chief Technology Officer for CouponTrade

Angelo Loumis
SVP of Operations



- Currently serves as SVP of Operations
- Before Raise.com, he also worked with George at CouponTrade as Senior Customer Service Manager

Jeff Cantalupo
Brand Strategist



- Currently serves as Raise.com's Brand Strategist and is also a Board Member
- Previously founded Listen Ventures, an investment firm that provides early stage seed funding

Jason Pritzker
Growth Strategist

















- Joined Raise.com in 2012 and serves as Growth Strategist and is also a Board Member
- Founder of Visible Vote, a political intelligence platform



Raise.com Secures \$56 mm in Series B Financing

Selected Recent Gift Card-Related Transactions



















Target	Buyer / Investor(s)	Headline	Date	Transaction Value (\$ in mm)
		Givex acquires Chase Paymentech's Gift Card Business	01/26/2015	na
	   	Raise Secures \$56 mm in Series B Financing Led by New Enterprise Associates	01/22/2015	\$56.0
		First Data has Agreed to Acquire Gyft	07/30/2014	na
		CardCash Acquires Plastic Jungle	07/30/2014	na
		CashStar Secures \$8 mm from Hercules Technology Growth	06/26/2014	8.0
	 	StoreFinancial Secures Financing from Mariner Holdings and OpenAir Equity Partners	05/12/2014	na
	na	Tango Card Secures Approximately \$3.3 mm in Financing	04/02/2014	3.3
	na	Safeway Spins Off Blackhawk Network with the distribution to stockholders of 37,838,709 shares of Blackhawk Class B common stock owned by Safeway ⁽¹⁾	02/20/2014	1,061.4

Source: Capital IQ, FT Partners' proprietary transaction database.
(1) Safeway Inc. Press release



Raise.com Secures \$56 mm in Series B Financing

Selected Recent Gift Card-Related Transactions cont.




Target	Buyer / Investor(s)	Headline	Date	Transaction Value (\$ in mm)
	na	Raise Secures \$18.1 mm in Financing	12/11/2013	\$18.1
		Edenred Acquires Nets Prepaid	12/09/2013	na
	GUGGENHEIM	CardCash Secures \$6 mm in Financing from Guggenheim Partners	11/08/2013	6.0
	na	Raise Secures \$2.0 Million In Financing	11/01/2013	2.0
	  	Gyft Secures \$5 mm in Financing	09/25/2013	5.0
		Giftcards.com has Agreed to Acquire Giftly	05/22/2013	na
	   	Tango Card Secures \$4.1 mm in Financing Led by Allegro Venture Partners	04/29/2013	4.1
	na	Blackhawk Network Raises \$230 mm in its Initial Public Offering	04/18/2013	230.0
		Giftly Secures Financing from Bank Innovation	04/01/2013	na

Source: Capital IQ, FT Partners' proprietary transaction database.



Raise.com Secures \$56 mm in Series B Financing

Selected Recent Gift Card-Related Transactions cont.

Target	Buyer / Investor(s)	Headline	Date	Transaction Value (\$ in mm)
		InComm Acquires Giftango	01/08/2013	na
	na	Raise Secures \$4.5 Million In Financing	10/02/2012	\$4.5
		InComm Secures Financing from Warburg Pincus	08/31/2012	na
		GiftCardLab.com Secures \$3 mm in Financing	07/19/2012	3.0
	  	CashStar Secures \$5 mm in Financing From Intel Capital, Passport Ventures and FTV Capital	07/11/2012	5.0
	na	Arroweye Solutions Secures \$3 mm in Financing	06/25/2012	3.0
	 Western Technology Investment 	Tango Card Secures \$1.8mm in Financing from Innovation Endeavors and Western Technology Investment	06/07/2012	1.8
	 we see the world differently	Store Financial Secures Financing from Spectrum Business Ventures	03/16/2012	na
	  	CashStar Secures \$12 mm in Financing Led by FTV Capital	10/26/2011	12.0

Source: Capital IQ, FT Partners' proprietary transaction database.

Overview of FT Partners

Leader in Financial Technology Investment Banking

Financial Technology Partners LP
FTP Securities LLC
is pleased to announce its role as
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

MERCURY®
in its approximately 60% majority sale to

SILVERLAKE
for aggregate consideration of approx.
\$ 900,000,000

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

KUBRA
in its 80% majority sale to

HEARST corporation

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

cardsPRING
in its sale to

twitter

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

OZFOREX
FOREIGN EXCHANGE SERVICES
in its
Initial Public Offering
valuing the equity at approximately
A\$480,000,000

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

PROPAY™
in its sale to

TSYS®
\$ 100,000,000+

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 advisor to

CIBC
in its strategic investment in

Delta
with additional participation from
MasterCard **Bain Capital Ventures** **Alcan Global Services**
for approximately
\$70,000,000

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

VERUS
in its sale to
sage
for cash consideration of approximately
\$ 325,000,000

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

CentralPayment®
in its Strategic Investment by
TSYS®
\$ 100,000,000+

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

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

NMI
NETWORK MERCHANTS INC.
in its growth investment by
BregalSagemount
for a total valuation of nearly
\$ 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

century PAYMENTS
in its sale to
WorldPay
a portfolio company of
Advent International **BainCapital**

FINANCIAL
TECHNOLOGY
PARTNERS

The Only Investment Bank
Focused Exclusively on Financial Technology

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

TRANSFIRST™
in its cash sale to
Vista Equity Partners
from
WCAS
\$1,500,000,000

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

jack henry & ASSOCIATES INC.
in its acquisition of
iPay Technologies
for total consideration of approximately
\$ 300,000,000

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 minority investment led by
ACCEL PARTNERS
For total consideration of approximately
\$ 50,000,000

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

VeriFone
THE WAY TO PAY™
in its
\$177,000,000
Initial Public Offering
valuing the equity at approximately
\$ 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

TRANSFIRST™
First In Secure Electronic Payments
in its debt financing co-led by
Bank of America Merrill Lynch
Deutsche Bank
GE Capital
totaling
\$ 675,000,000

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

lynk
in its sale to
The Royal Bank of Scotland
for cash consideration of approximately
\$ 525,000,000

FINANCIAL
TECHNOLOGY
PARTNERS

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"> ■ 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 |



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



Middle Market Financing Awards

- | | |
|------|--|
| 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> |

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