FT PARTNERS FINTECH INDUSTRY RESEARCH

November 26, 2019



RealPage (Nasdaq:RP) Acquires Buildium for \$580 million





The Only Investment Bank Focused Exclusively on FinTech

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 17 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"

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RealPage Acquires Buildium for \$580 million

FT PARTNERS RESEARCH

REALPAGE



Transaction Summary

Transaction Summary

- On November 6, 2019, RealPage (NASDAQ: RP), a provider of a real estate rental technology platform, announced that it plans to acquire Buildium, a provider of cloud-based property management software, for \$580 million in cash
 - Buildium had approximately \$50 million in revenue during the twelve months ended September 30, 2019, representing an 11.6x LTM revenue multiple
- RealPage intends to combine its current capabilities with Buildium to target the smaller multifamily, single-family, Associations (HOA and Condo) and commercial real estate market segments
 - These areas collectively form the SMB market segment, which RealPage estimates to represent 50 million units in the U.S.
- Buildium is used by more than 17,000 customers in over 50 countries, with approximately 2 million residential units under management
 - The Company differentiates itself through easy-to use features, excellent customer support, and quick self-provisioning
 - RealPage intends to expand Buildium's existing platform through click-on capabilities that improve user experience, improve the recovery of utility fees, enhance payment processing capabilities, and expand insurance offerings
- RealPage also plans to increase its investment in its Propertyware solution, which serves larger single-family managers with more complex property management and accounting requirements
 - Both Propertyware and Buildium will support third-party application integrations through APIs and web services
 - This differs from most competitors in the SMB space, who generally offer closed platforms, limiting client choices for solutions that can integrate to their preferred property management platform

Transaction Commentary

"The SMB market segment represents a tremendous growth opportunity for RealPage. This is an area where technology is underutilized, and currently served by myriad point products. Buildium in concert with RealPage enables us to reach deeper into that market, with a best-in-class platform backed by data science."



Steve WinnChairman, President and CEO



"This is a fantastic time for us to join forces with RealPage. Our shared vision around innovation, simplicity and a commitment to stressing service to our clients will enable them to thrive and grow as well as deliver unmatched value for their investors, owners and residents alike."



Chris Litster



"We are really excited about the Buildium acquisition due to the significant market opportunity we can pursue together, the strength of their platform and customer experience, the complementary nature of our platforms, data focus and shared customer-focused culture."



Tom Ernst
CFO



REALPAGE



RealPage's Selected Acquisition History



| Date | Target | Amount (\$ in mm) | Target Description |
|----------|--|-------------------|--|
| 11/06/19 | Buildium® Property Managed. | \$580 | Property management software |
| 07/29/19 | simplebills A RealPage Company | na | Utility management software |
| 06/12/19 | HIPERCEPT | na | Alternative investment service provider |
| 10/15/18 | ARentlytics | 57 | Data analytics platform for property management |
| 09/10/18 | LeaseLabs | 117 | Apartment industry media company |
| 04/20/18 | Click Pay | 219 | Real estate receivables automation platform |
| 12/04/17 | Multifamily Lease Rent Optimization Business | 300 | Portfolio consisting of a price forecasting mobile app and optimization software |
| 10/23/17 | PEX ON Now a Part of the RealPage* Family | 6 | Rental housing management software |
| 09/26/17 | CONTROL OF THE PROPERTY OF THE | 250 | Real estate leasing platform |

RealPage Acquires Buildium for \$580 million

FT PARTNERS RESEARCH

REALPAGE



Buildium Overview

Company Overview



| CEO: | Chris Litster |
|---------------|---------------|
| Headquarters: | Boston, MA |
| Founded: | 2004 |

- Founded in 2004, Buildium provides cloud-based real estate software services, enabling industry professionals to manage property portfolios, including leasing, accounting and operations
- The Company offers the only existing property management solution that also helps real estate portfolio managers find new business from property owners and community associations seeking services
- Buildium serves over 17,000 customers in more than 50 countries, totaling approximately 2 million residential units under management

Transaction History

| Date | Туре | Amount | Investor |
|----------|--------|--------|--|
| 11/06/19 | M&A | \$580 | RealPage |
| na | Debt | na | Wells Fargo Capital Finance |
| 06/18/16 | Growth | na | Semur Equity; K1; BPEA; Tao Capital |
| 01/01/14 | Growth | na | K1 |
| 10/01/12 | Growth | na | K1 |

Selected Products & Services Overview



ACCOUNTING _

- Track budgets, rent, vendor payments and more with powerful reporting
- Services include property accounting, company financials, online payments, retail cash payments, and 1099 eFiling

BUSINESS OPERATIONS

- Talk to tenants, vendors, and owners from one central place
- Services include a resident site, owner portal, document storage, maintenance request tracking, property inspections, and renter's insurance



- Find better tenants with comprehensive screenings and applications
- Services include rental listings & applications, tenant screenings, a professional website, and showings coordinators

COMMUNITY ASSOCIATION MANAGEMENT =

- Software built specifically to meet every community association manager's needs
- Includes violations tracking, board communications, accounting & budgeting, online payments, and document management

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REALPAGE



RealPage Overview

Company Overview



Steve Winn Chairman, President & CEO: Richardson, TX **Headquarters:** 1998 Founded:

Financial Metrics (LTM as of 9/30/2019)

Ticker: NasdaqGS: RP

Market Cap: \$5.0 bn (1) LTM Revenue: \$960.3 mm

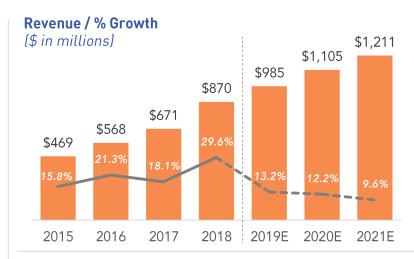
ITM FBITDA: \$163.0 mm

LTM NI: \$44.3 mm

- RealPage, Inc. (NASDAQ: RP) provides on-demand software and software-enabled solutions for the rental housing industry
- The Company's platform hosts applications that enable property owners and managers to improve pricing methodologies, improve collections, and integrate business processes
- RealPage's customers include single family, multifamily, vacation rental units, and large property management companies

Stock Performance





Selected Products & Services

depositiQ

Smarter security deposits with fully integrated surety bond program

eRentèrPlan

Comprehensive data and intelligence platform for commercial real estate



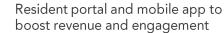


Active engagement learning system for employees

LeaseLabs

Delivers direct leads to reduce marketing costs and boost occupancy





PROPERTYPHOTOS™

Comprehensive data and intelligence platform for commercial real estate

Selected FT Partners Research - Click to View



GreenSky's \$1 billion IPO



Porch's Acquisition of Serviz



First Associates' Majority
Recapitalization and Merger with
Portfolio Financial Services



FT PARTNERS

FT Partners is Pleased to Announce

its Role as Strategic and

Financial Advisor to



HomeLight Raises \$109 million in Equity and Debt Financing



NoBroker Raises \$50 million in Series D Financing



Reonomy Raises \$60 million in Series D Financing



PeerStreet Raises \$60 million in Series C Financing

VIEW MORE FT PARTNERS RESEARCH

Track Record of Success Across the Real Estate Tech Sector

Digital Mortgage Origination



Real Estate Invoicing & Payments



Mortgage Technology



Online Home Services Platform



Consumer Home Improvement Financing



Mortgage Technology

Financial Technology Partners LP FTP Securities LLC is pleased to announce its exclusive role as Capital Markets & IPO Advisor to Elice Viae in its \$45,000,000 Initial Public Offering valuing the equity at approximately

\$ 146,000,000

FINANCIAL TECHNOLOGY PARTNERS

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Focused Exclusively on Financial Technology

Property Insurance Solutions



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in its sale to



FINANCIAL TECHNOLOGY PARTNERS

The Only Investment Bank Focused Exclusively on Financial Technology

SaaS-based Real Estate Loan Origination



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The Only Investment Bank
Focused Exclusively on Financial Technology

Listing Management Solutions



Real Estate Payments



FT Partners Advises Better.com on its \$160 million Series C Financing

Overview of Transaction

- On August 19, 2019, Better.com announced it has closed its Series C financing round for a total of \$160 million
 - The round included new investors Activant Capital, Ping An Global Voyager Fund, Ally Financial, Citi, AGNC, American Express Ventures and Healthcare of Ontario Pension Plan, as well as existing investors Goldman Sachs, Pine Brook and Kleiner Perkins
 - Better.com initially closed its Series C round in January 2019 for a total of \$70 million, but expanded the round due to high demand
 - The Company has now raised \$254 million in total financing
- Better.com is one of the fastest growing homeownership platforms in the U.S. and has funded more than \$4 billion in loans since its founding in 2016
 - The Company has reconstructed the process of buying and financing a home, step-by-step, using technology and automation to create the most efficient, cost-effective and user-friendly experience in the market
 - Better.com has grown 3x year-over-year (vs. -15% for the industry) and is currently funding \$375 million in mortgages a month, which puts the Company on track to lend over \$4 billion in 2019 alone

Significance of Transaction

- With strong investor demand including from high profile strategics, this financing round positions Better.com as a market leader in streamlining and digitizing the home loan process
- The additional capital will enable Better.com to enhance its offerings, grow its strategic partnerships, as well as expand its team by hiring an additional 400 people in sales and technology by the end of 2019

FT Partners' Role

- FT Partners served as strategic and financial advisor to Better.com
- This transaction highlights FT Partners' deep domain expertise in the Alt Lending / Real Estate Tech space as well as our successful track record generating highly favorable outcomes for leading FinTech companies globally

Financial Technology Partners LP FTP Securities LLC

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



on its Series C financing from new investors















along with participation from existing investors

for total consideration of

\$160,000,000



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FT Partners Advises Porch on its Acquisition of Serviz

Overview of Transaction

- On August 22, 2018, Porch announced its acquisition of Serviz
- Founded in 2012, Serviz is a Los Angeles-based home services company that allows users to discover and book appliance repair, plumbing, electric, handyman and carpet cleaning services through its online and mobile platform
 - Serviz's pros operate in 25 markets and have performed more than 40,000 jobs to date
 - The Company received backing from investors such as Groupon and PointGuard Ventures
- Headquartered in Seattle, Porch is an online platform that connects homeowners with local home repair services; the Company offers consumers access to over 300,000 home service professionals
 - Porch has raised over \$100 million since its inception in 2012 and is partnered with leading brands and retailers including Lowe's, Walmart, Overstock.com, Wayfair and Google

Significance of Transaction

- Through the acquisition of Serviz, Porch will reach more customers and accelerate its growth in service types such as plumbing, electric, appliance repair and more
- Porch will integrate Serviz's mobile application technology within its existing online platform, providing consumers and service providers with a seamless, high-touch experience

FT Partners' Role

- FT Partners served as sole strategic and financial advisor to Porch
- This transaction highlights FT Partners' success advising leading high-growth companies across the Home Services / Real Estate technology space

Financial Technology Partners LP

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



in its acquisition of





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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

Financial Technology Partners LP 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 GreenSky on its \$1 billion Initial Public Offering

Overview of Transaction

- On May 23, 2018, GreenSky (Nasdaq: GSKY) priced its IPO at \$23 per share, raising approximately \$1.01 billion
- Due to strong demand, the deal priced at the high end of the initial \$21 \$23 filing range and the number of shares was increased by 3.9 million, or 11%
- GreenSky will use the IPO proceeds to purchase Holdco units and Class A common stock from its CEO and other officers as well as early equity investors
- GreenSky is a leading FinTech company that powers commerce at the point of sale; the Company's technology platform facilitates merchants sales, while reducing the friction, and improving the economics, associated with a consumer making a purchase and a bank extending financing for that purchase
 - GreenSky has approximately 12,000 active merchants on its platform and the Company has enabled 1.7 million consumers to finance over \$12 billion of transactions since its inception through March 31, 2018

Significance of Transaction

- GreenSky's IPO is the largest U.S. Technology IPO of 2018 and is also the largest U.S. FinTech IPO in over two years¹
- This transaction further supports FT Partners' continued success advising leading FinTech growth companies and also highlights the long-term nature of many of the Firm's advisory relationships

FT Partners' Role

- FT Partners served as IPO Advisor to GreenSky on this transaction
- FT Partners previously advised GreenSky on its \$300 million investment by TPG, Iconiq, Wellington, and DST in 2014, its \$2 billion loan purchase agreement and \$50 million investment by Fifth Third Bank in 2016, and its \$200 million investment by PIMCO in 2017
- FT Partners has leveraged its deep industry knowledge, extensive transaction expertise, and broad scope of relationships to consistently achieve favorable outcomes for GreenSky

Financial Technology Partners LP FTP Securities LLC

is pleased to announce its role as IPO Advisor to



in its

\$1,010,000,000
Initial Public Offering

for a total enterprise value of

\$4,500,000,000

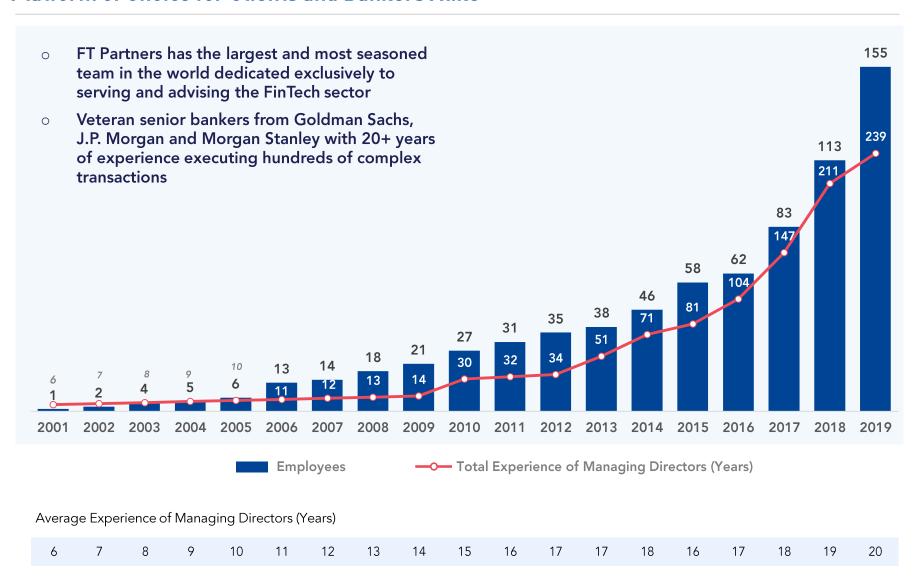


The Only Investment Bank Focused Exclusively on Financial Technology

Award-Winning Investment Banking Franchise Focused on Superior Client Results

| LendIt | 2018 | Top Investment Bank in FinTech | | | |
|---------------------------|-------------|--|------|--|--|
| | 2018 | Steve McLaughlin Ranked #1 for the Second Year in a Row on Institutional Investor's FinTech 40 List | | | |
| Institutional Investor | 2017 | Ranked #1 on Institutional Investor's FinTech 40 List | | | |
| Institutional Investor | 2015 & 2016 | Ranked Top 5 on Institutional Investor's FinTech 35 List | | | |
| Annual Ranking | 2006 – 2008 | 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" | | | |
| | 2019 | Technology Deal of the Year | 2012 | Professional Services Deal of the Year, \$100 mm+ | |
| | 2018 | Corporate / Strategic Deal of the Year | 2011 | Boutique Investment Bank of the Year | |
| | 2018 | Cross Border Deal of the Year | 2011 | Deal of the Decade | |
| 2019 | 2017 | Investment Banker of the Year | 2010 | Upper Middle Market Deal of the Year, \$500 mm+ | |
| - 2004 ANNUAL AWARDS | 2016 | Investment Banking Firm of the Year | 2010 | IT Services Deal of the Year, Below \$500 mm | |
| WINNER M&A Advisor Awards | 2016 | Cross Border Deal of the Year | 2010 | Cross-Border Deal of the Year, Below \$500 mm | |
| | 2015 | Dealmaker of the Year | 2007 | Dealmaker of the Year – Steve McLaughlin | |
| | 2015 | Technology Deal of the Year | 2007 | Business to Business Services Deal of the Year | |
| | 2014 | Equity Financing Deal of the Year | 2007 | Computer & Information Tech Deal of the Year, \$100 mm | |
| | 2014 | Professional Services Deal of the Year, \$100 mm+ | 2007 | Financial Services Deal of the Year, \$100 mm+ | |
| | 2012 | Dealmaker of the Year | 2004 | Investment Bank of the Year | |

Platform of Choice for Clients and Bankers Alike



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 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. | 24 |
| Mohit Agnihotri Managing Director | J.P.Morgan | Formerly Managing Director and Global Head of Payments Investment Banking at J.P. Morgan Wharton M.B.A | 17 |
| Kate Crespo Managing Director | RAYMOND JAMES® | Formerly with Raymond James' Technology & Services investment banking 13+ years of FinTech transaction execution experience Dartmouth M.B.A. | 17 |
| Larry Furlong Managing Director | Goldman Sachs | Formerly with Goldman Sachs in New York, London and Los Angeles from 1995-2004 Wharton M.B.A. | 23 |
| Osman Khan Managing Director | pwc pwc | Formerly Managing Director and 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 | 22 |
| Andrew McLaughlin Managing Director | Deloitte. | 20+ years experience executing / implementing financial and operational strategy Formerly with Deloitte Consulting | 13 |
| Mike Nelson Managing Director | SUNTRUST | Formerly head of FinTech M&A at SunTrust Robinson Humphrey Kellogg M.B.A. | 19 |
| Timm Schipporeit Managing Director | Morgan Stanley Index Ventures | Formerly with Morgan Stanley as Senior Executive Director of European Technology Investment Banking Team in London Formerly a Venture and Growth Investor focused on FinTech at Index Ventures | 16 |
| Greg Smith Managing Director | Merrill Lynch J.P.Morgan | Formerly award winning Equity Research Analyst at Merrill Lynch, J.P. Morgan and Hambrecht & Quist 20+ years of experience covering FinTech as both an Analyst and Investment Banker | 23 |
| Tim Wolfe Managing Director | Goldman Sachs | Formerly with Goldman Sachs from 2000-2002 40 Under 40 M&A Advisor Award Winner 2013 Harvard M.B.A. | 17 |