

FT Partners is Pleased to Announce its Role as Sole Strategic and Financial Advisor to



in its sale to



FT Partners Advises DataX on its Sale

DataX's Sale to Equifax



Overview of Transaction

- DataX has been acquired by Equifax
- Headquartered in Las Vegas, NV, DataX is one of the fastest growing alternative data credit reporting agencies, offering premier financial management solutions to businesses through a suite of advanced products focused on mitigating risk and improving profitability
- Equifax (NYSE:EFX) uses unique data, analytics and technology to help organizations and individuals make more informed business decisions
- Through the acquisition, DataX and its employees are now part of the Equifax Banking and Lending division

Significance of Transaction

- DataX's data assets complement the Equifax core credit database adding alternative credit and payment data, analytics, and identity solutions on underbanked consumers to the installment loan, rent-toown, and lease-to-own markets
- The acquisition of DataX also complements other unique Equifax data assets that help provide greater depth and reach to those seeking credit

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to DataX
- This transaction highlights FT Partners' versatility and expertise across the FinTech universe and exhibits its 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 sale to





FT Partners Advises DataX on its Sale

DataX Overview





Company Overview



President: Jon Geidel **Chief Analytics Officer:** Ian Young

Las Vegas, NV **Headquarters:**

2004 Founded:

- DataX is an industry leading Fair Credit Reporting Act (FCRA) regulated specialty credit reporting agency (CRA) and alternative data provider offering premier financial management solutions to businesses through a suite of advanced products focused on mitigating risk and improving profitability
- DataX has developed a database containing information and alternative data inclusive of demographic, financial, and trade line information and history for millions of consumers, making it one of the largest of its kind in the United States

DataX database includes:

300 million

Consumers

2 billion

Consumer transactions

Services

KNOW YOUR CUSTOMER

Actionable data to better asses customers and understand their ability to pay

CREDIT RISK MITIGATION

Innovative and customized risk analytics for actionable business intelligence to mitigate risk

FRAUD PREVENTION

Reduce exposure to fraud while enhancing customer experience and optimizing business performance

Industries Served



Specialty Finance

Know your customer with a complete multi-dimensional view



Rent / Lease-to-Own

Automate manual processes and improve operational efficiencies.



Marketplace Lending



Mitigate risk and maximize opportunity with customized and innovative product solutions for marketplace lenders



Collections

Contact consumers with precision, with extensive up-to-date repository of consumer information



Marketing

Marketing solutions help companies acquire customers, mitigate fraud, and improve conversions

FT Partners Advises DataX on its Sale

TAX DATAX

Equifax Overview

Company Overview



| CEO: | Mark Begor |
|-----------------|-------------|
| Market Cap (1) | \$15,476 mm |
| 2017 Revenue | \$3,362 mm |
| 2017 EBITDA | \$1,116 mm |
| 2017 Net Income | \$587 mm |

Equifax (NYSE:EFX) is a global information solutions company that
uses trusted unique data, innovative analytics, technology and
industry expertise to power organizations and individuals around the
world by transforming knowledge into insights that help make more
informed business and personal decisions

Selected Recent Acquisitions

| Date | Company | Amount (\$ in mm) |
|----------|--------------------------------|----------------------|
| 07/16/18 | DATAX | NA |
| 06/16/17 | TRUE IDENTITY PROTECTION™ | NA |
| 11/22/15 | veda | \$1,800 |
| 01/16/14 | TD/GROUP An Equifac company | 327 |
| 07/08/13 | TrustediD ° | NA |

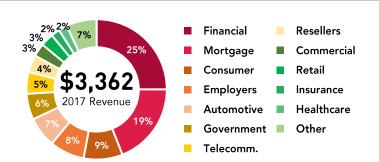
Stock Performance (NYSE:EFX)



Countries that Equifax operates in 10,300

Employees worldwide

2017 Revenue Mix [2]



FT PARTNERS ADVISES



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



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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Proven Track Record of Success Across the Banking / Lending Tech Sector











































FT Partners Advises L2C on its Sale to TransUnion



Overview of Transaction

- On October 31st, 2014, L2C, Inc. ("L2C") was acquired by TransUnion
- Backed by QED and Core Innovation Capital, L2C leverages alternative payment and asset data to create new predictive credit, marketing and collection scores for over 220 million Americans
- Financial terms of the transaction were not disclosed

Significance of Transaction

- The acquisition of L2C by TransUnion allows the bureau to become a leader in scoring individuals in a historically unaddressed, but rapidly growing market (underbanked, subprime and new to credit)
- L2C's ability to provide predictive scores on more than 90% of customers will be combined with TransUnion's rental information and CreditVision® suite of services to help lenders get a more accurate picture of underbanked consumers and subsequently, the credit rates they deserve

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to L2C 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 credit and lending technology firms

Financial Technology Partners LP

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



in its sale to





DATAX

FT PARTNERS ADVISES

FT Partners Advises Credit Sesame on its Growth Financing

Overview of Transaction

- On October 25, 2017, Credit Sesame announced it has raised over \$42 million in equity and venture debt
 - The funding comes from existing and new investors including Menlo Ventures, Inventus Capital, Globespan Capital, IA Capital, SF Capital, among others, along with a strategic investor
- The \$42 million in funding is comprised of \$26.6 million in equity and \$15.5 million in venture debt, bringing the Company's total funding to over \$77 million
- Headquartered in Mountain View, CA, Credit Sesame was founded in 2011 and has provided credit and loan management tools to over 12 million members
 - The mobile and web solution provides consumers with tools to build a
 path to achieve financial wellness, including free access to their credit
 profile complete with their credit score, credit report grades, credit
 monitoring, interactive step-by-step tools and recommendations for
 better lending options

Significance of Transaction

- The funds will be used to accelerate the company's growth, hiring, and member acquisition, and to advance its analytics, robo-advisor and machine learning technologies
- A new strategic investor has also joined Credit Sesame's consortium of investors in this round and a separate strategic partnership may be announced in the near future that will allow millions more to benefit from Credit Sesame's services

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to Credit Sesame in this transaction
- This transaction further demonstrates FT Partners' continued success advising both leading consumer FinTech brands as well as companies across the Credit / Lending Tech landscape

Financial Technology Partners LP FTP Securities LLC

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



in its growth financing with participation from





for total consideration of

\$ 42,000,000



FT PARTNERS ADVISES

FT Partners Advises Google Capital on its Lead Investment in Credit Karma



Overview of Transaction

- On March 12, 2014, Credit Karma announced it closed an \$85 mm equity round led by new investor Google Capital (now known as CapitalG)
- David Lawee, Partner at Google Capital, will join Credit Karma's Board
- Credit Karma's existing investors, Ribbit Capital and Susquehanna Growth Equity, also participated in the round, as well as new investor, Tiger Global Management
- The investment follows a year of exponential growth for Credit Karma, including triple-digit percentage growth in site membership, revenue and headcount
- Credit Karma is a consumer finance and technology company that provides more than 20 million consumers with free access to their credit scores and free monitoring of their credit and financial accounts
- Google Capital is a growth equity fund backed by Google that invests in companies that use technology to change the way people experience the world

Significance of Transaction

- Credit Karma will use the new capital to invest heavily in new, free services to help consumers understand and manage their finances
- Additional capital also supports continued efforts to make finding and applying for new financial services products intelligent and seamless
- Credit Karma also plans on accelerating employee hiring in order to meet these goals

FT Partners' Role

- FT Partners served as the advisor to Google Capital on its lead role in the investment
- Highlights FT Partners' continued success in advising a broad range of toptier financial investors

Financial Technology Partners LP

is pleased to announce its role as advisor to



in its lead investment in



with additional participation from





Ribbit Capital

for approximately

\$ 85,000,000



FT Partners Advises Custom Credit Systems on its Sale



Overview of Transaction

- On August, 11, 2014, Custom Credit Systems ("CCS"), owned by Triton
 Pacific Capital Partners, announced its sale to Misys, owned by Vista Equity
 Partners
- Backed by Triton Pacific, CCS is a premier provider of commercial credit origination, servicing and portfolio monitoring systems to leading financial institutions
- Financial terms of the transaction were not disclosed

Significance of Transaction

- CCS's comprehensive credit lifecycle management platform is one of the few in the marketplace that satisfies the breadth and depth of both small / middle market and large corporate commercial credit origination, servicing and portfolio platform needs
- The combination of CCS and Misys results in the most comprehensive solution for the entire loan lifecycle across all lending asset classes, globally

FT Partners' Role

- FT Partners served as exclusive strategic and financial advisor to CCS 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 / loan origination software firms

Financial Technology Partners LP FTP Securities LLC

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



a portfolio company of



in its sale to



a portfolio company of







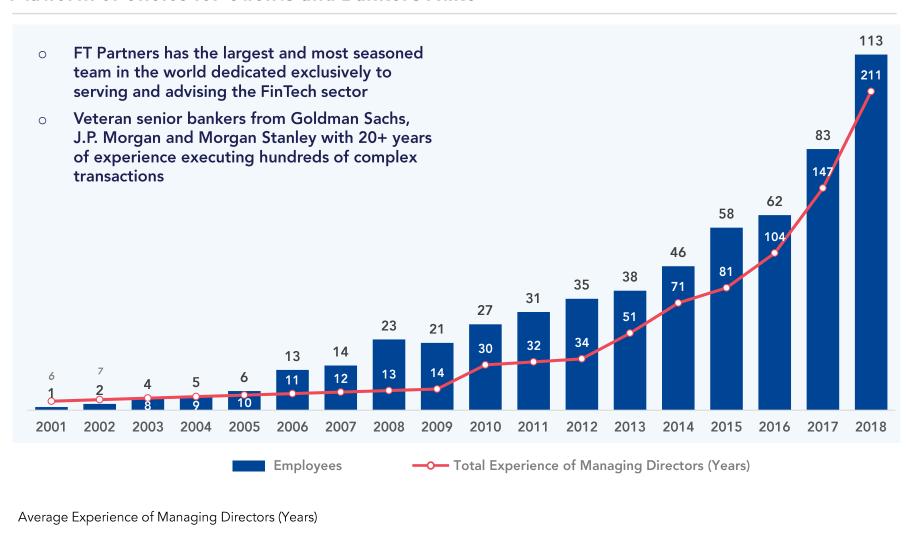


Award-Winning Investment Banking Franchise Focused on Superior Client Results

| LendIt | 2018 | 2018 Top Investment Bank in FinTech |
|--|---|---|
| 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 2004 - 2007 | 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 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 |

FT PARTNERS ADVISES DATA **TOTAL Control of the c

Platform of Choice for Clients and Bankers Alike



FT PARTNERS ADVISES



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. | 23 |
| Paul VanderMarck Managing Director | R <u>M</u> S | Formerly Chief Product Officer at Risk Management Solutions, a global technology business in the catastrophic risk space 25+ years of experience as an InsurTech operating executive Experienced advisor and investor in the InsurTech space | 26 |
| Larry Furlong Managing Director | Goldman Sachs | Formerly with Goldman Sachs in New York, London and Los Angeles from 1995-2004 Wharton M.B.A. | 22 |
| 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 | 22 |
| Osman Khan Managing Director | 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 LSE (BSc w/Honors), MBS (MBA w/Distinction), ICAEW (FCA) | 21 |
| Steve Stout Managing Director | J.P.Morgan First Data | Formerly Global Head of Strategy at First Data Formerly Led J.P. Morgan Payments Investment Banking Practice Former Equity Research Analyst on #1 ranked team at UBS Former Economist at the Federal Reserve Bank | 20 |
| Mike Nelson Managing Director | SUNTRUST | Formerly head of FinTech M&A at SunTrust Robinson Humphrey Kellogg M.B.A. | 18 |
| 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. | 16 |
| Kate Crespo Managing Director | RAYMOND JAMES® | Formerly with Raymond James' Technology & Services investment banking 12+ years of FinTech transaction execution experience Dartmouth M.B.A. | 16 |
| 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 | 15 |
| Andrew McLaughlin Managing Director | Deloitte. | 20+ years experience executing / implementing financial and operational strategy Formerly with Deloitte Consulting | 12 |