



VISTA POINT ADVISORS

# VPA Overview

# A Truly Unconflicted Approach

**Vista Point Advisors Is  
The Leading Sell-Side  
Investment Bank  
Exclusively Focused On  
M&A and Capital Raising  
For Founder-Led  
Software And Internet  
Companies**

- Focus on **Founder-Led**, minimally-funded businesses

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- Unconflicted advice: **exclusively** a sell-side advisor

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- Software and Internet domain expertise

# Key Metrics

**114**

TRANSACTIONS

**23**

INVESTMENT BANKERS

**24%**

CROSS BORDER DEALS

**\$25 – \$500M**

TRANSACTION SIZE RANGE

**\$8.3B**

TOTAL ENTERPRISE VALUE

**12+ Years**

SENIOR BANKER TENURE

**100%**

SELL-SIDE TRANSACTIONS

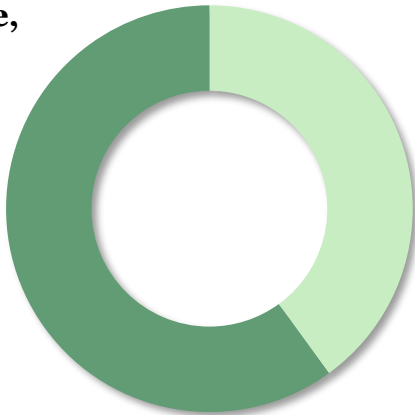
**1,600+**

LOIs RECEIVED

**900+**

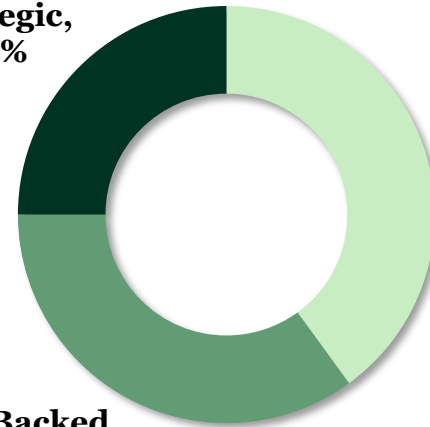
BUYER RELATIONSHIPS

**Full Sale,  
60%**



**Investment,  
40%**

**Strategic,  
25%**



**PE Platform,  
40%**

**PE-Backed  
Strategic, 35%**

## **Closed Transactions**

# **Closed Transactions With Leading Strategic Buyers & Private Equity Firms**

VPA routinely conducts dual-track processes resulting in closed transactions with industry-leading strategic and private equity buyers.

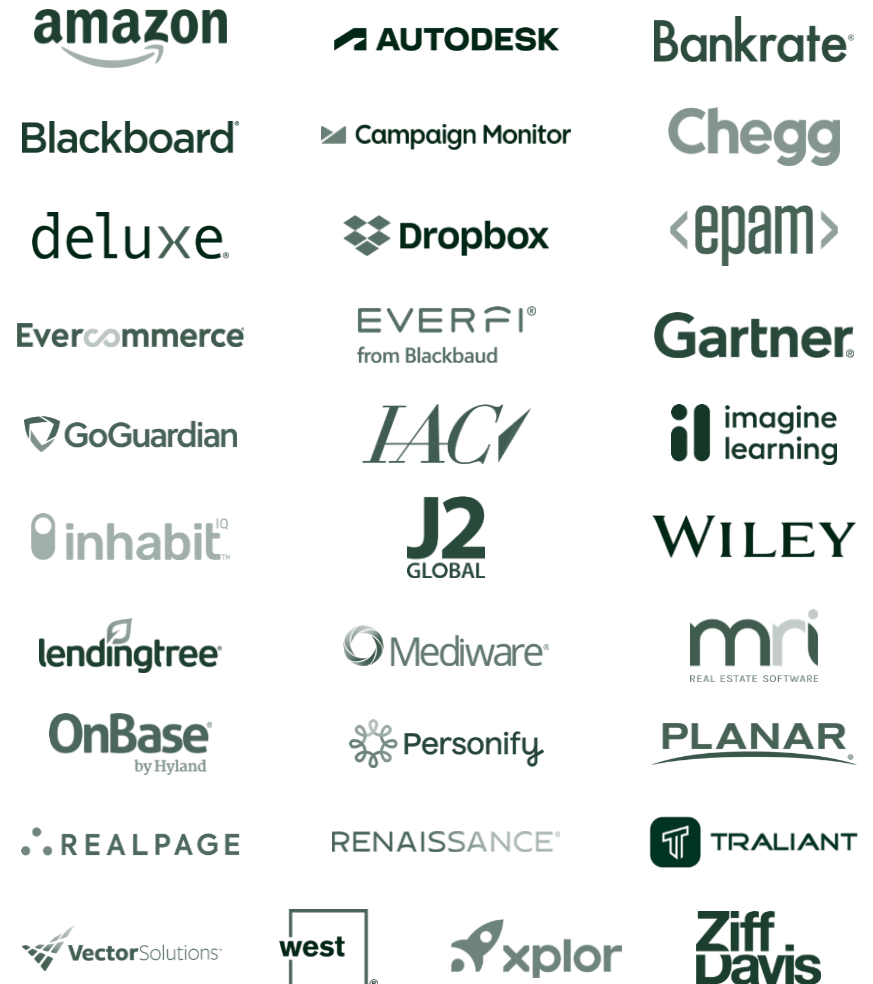
# Closed Transactions With Leading Buyers & Investors

Consistent track-record of representing leading private companies on outstanding transactions with leading blue-chip strategic acquirers and private equity investors

## LEADING INVESTORS



## LEADING STRATEGIC BUYERS

































































































## **Closed Transactions**

# **Partnered with Exceptional Companies Over The Years**

VPA has acted as a trusted advisor for founders of market-leading business across a variety of sectors.

# Leading Advisor to Founder-Led Technology Companies

We have worked with exceptional companies over the years. Here are our results:

 investment from 	 acquired by 	Undisclosed acquired by 	 acquired by 	 acquired by 	 investment from 	 investment from 	 Investment from 	 acquired by 	CLEAR LAW INSTITUTE acquired by 
Undisclosed investment from 	 acquired by 	Undisclosed acquired by 	 acquired by 	 acquired by 	 investment from 	Undisclosed acquired by I Charlesbank II	 investment from 	 investment from 	 investment from 
 acquired by 	 investment from 	 acquired by 	 acquired by 	 acquired by 	 acquired by 	 acquired by 	 acquired by 	 acquired by 	 investment from 
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## Results

# VPA Drives Premium Outcomes

Consistent track-record of representing leading private companies on outstanding transactions with leading blue-chip strategic acquirers and private equity investors.





















# Select Private Equity Growth Financing & Buyouts





































## SELECT PE PLATFORM BUYOUTS

VPA Client	Buyer / Investor	Vertical
	 	Compliance SaaS
	 	Marketing Automation
	 	Web Services
		Travel / Hospitality SaaS
	 	EdTech SaaS
	 	Field Service Management
	 	Ecommerce Tech
	 	Hospitality Management SaaS
	 	Ecommerce Enablement

## SELECT PE BUYOUTS

VPA Client	Buyer / Investor	Vertical
		FinTech SaaS
		Tax SaaS
		LMS SaaS
		Security SaaS
		Business Services
		Accounting SaaS
		Workplace Management SaaS
		GRC SaaS
		Field Service Management

# Select Strategic Sales

VPA Client	Buyer / Investor	Vertical	VPA Client	Buyer / Investor	Vertical
 FormSwift	 Dropbox	Document Mgmt. SaaS	 Thinkbox Software	 amazon	Infrastructure SaaS
 ValuePenguin	 lendingtree	Personal Finance SaaS	 Tweak Software	 AUTODESK.	VFX SaaS
 STUDY BLUE	 Chegg®	EdTech	 ServiceAutopilot™	 CLEARANT™	Field Service SaaS
 zyBooks	 WILEY	EdTech	 teltech	 IAC	Mobile Privacy SaaS
 YOGA INTERNATIONAL	 gaia	Health & Fitness	 Software Advice.™	 Gartner	Software Comparison
 Service Fusion	 Evercommerce	Field Service Management	 On-Site	 REALPAGE™	Real Estate Technology
 test IO	 <epam>	IT Software	 ParentLINK	 Blackboard™	EdTech SaaS
 Freckle	 RENAISSANCE™	EdTech SaaS	 NYMITY PRIVACY COMPLIANCE SOFTWARE	 TrustArc	Compliance SaaS
 LogoMix	 deluxe.	Logo Design	 Bowman Systems Software and Data Support for Human Services	 Mediware	Human Service SaaS






















## **Global Expertise**

# ***24% Of VPA's Deals Are Outside The US***

The global perspective of VPA and access to international decision-makers enables us to routinely close complex cross-border M&A transactions.

# Global Expertise

The global perspective of VPA and access to international decision-makers enables us to routinely close complex international M&A and financing transactions

VPA Client		Buyer / Investor		VPA Client		Buyer / Investor	
 Channel Mechanics	Ireland	 Allbound	USA	<b>NYMITY</b>	Canada	 TrustArc	USA
 SUMOQUOTE	Canada	 JobNimbus	USA	<b>test IO</b>	Germany	 epam	USA
Undisclosed	Finland	<b>PSG</b>	UK	<b>vuture</b>	UK	 Campaign Monitor	USA
<b>mni</b>	UK	 TENZING	UK	 Revolution IT	Australia	 Pemba Capital Partners	Australia
<b>HATCH</b>	Netherlands	 PRICESPIDER	USA	 Wild Apricot	Canada	 Personify	USA
 ContentKeeper	Australia	<b>impero</b>	UK	<b>OPUS 2</b> INTERNATIONAL	UK	 Rothschild & Co	UK
 Glock Shark	USA	<b>simPRO</b>	Australia	 absorb	Canada	 SILVERSMITH	USA
<b>FORMAT</b>	Canada	<b>zenfolio</b>	USA	 Thinkbox Software	Canada	<b>amazon</b>	USA
 Influencer MarketingHub	Denmark	 assembly	USA	<b>NaturalPoint</b>	USA	<b>利亚德</b> LEYARD	China
 totara	New Zealand	 FIVE V CAPITAL	Australia	<b>synrevoice</b> makers of SchoolConnects	Canada	 west	USA
 ONE LEGAL	USA	 InfoTrack	Australia	<b>CYARA</b>	Australia	<b>PEAKSPAN</b>	USA
 Remodeling.com	Jordan	<b>Evercommerce</b>	USA	<b>RetailMeNot</b> .inc.	Australia	<b>WHALE SHARK</b> MEDIA	USA

## **VPA Team**

# **Industry Leading Investment Banking Team & Tenure**

VPA bankers have advised on a total transaction value of more than \$40 billion and leverage a diverse background to deliver successful transactions to clients.

# VPA Team



**MICHAEL LYON**  
Managing Director  
Founder



**RUSSELL PERKINS**  
Vice President  
VPA Tenure: 8Y



**NICK MARTEL**  
Associate  
VPA Tenure: 2Y



**PATRICK MCGUINNESS**  
Senior Associate  
VPA Tenure: 2Y



**KARA FRAZIER**  
VP Marketing  
VPA Tenure: 1Y



**JEFF BEAN**  
Managing Director  
VPA Tenure: 13Y



**LOSON STOCKTON**  
Senior Associate  
VPA Tenure: 4Y



**MICHAEL MABRY**  
Associate  
VPA Tenure: <1Y



**MAXWELL SMITH**  
Senior Associate  
VPA Tenure: 2Y



**JEFFREY KOONS**  
Managing Director  
VPA Tenure: 13Y



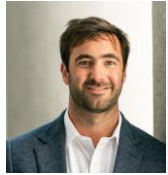
**AUSTIN NALL**  
Senior Associate  
VPA Tenure: 3Y



**OWEN ALBERT**  
Senior Analyst  
VPA Tenure: <1Y



**EMILY PAP**  
Senior Associate  
VPA Tenure: 1Y



**SCOTT AUSTIN**  
Managing Director  
VPA Tenure: 11Y



**PATRICK FOWLER**  
Associate  
VPA Tenure: 3Y



**BRIANNA JACKSON**  
Analyst  
VPA Tenure: <1Y



**MAKYA KREAMER**  
Associate  
VPA Tenure: 1Y



**MIKE GRECO**  
Managing Director  
VPA Tenure: 10Y



**ETHAN CARLSON**  
Associate  
VPA Tenure: 3Y



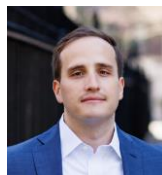
**LILI KAISSAR**  
Analyst  
VPA Tenure: <1Y



**LINDSAY MICELI**  
Associate  
VPA Tenure: <1Y



**MILES LACEY**  
Managing Director  
VPA Tenure: 11Y



**MICHAEL DIBIAGIO**  
Associate  
VPA Tenure: 2Y



**VALERIE CHAGARES**  
Senior Associate  
VPA Tenure: 2Y



**ANNIE GRAVES**  
VP Employee Dev.  
VPA Tenure: 2Y