

Atlanta's
Technology Executives Roundtable
August 18, 2020

“Maintaining A Thriving Culture
Working Remotely”

*Please hold until
the session begins*

Technology
Executives
Roundtable

TEER



Rob Pinataro
President, Technology
Executives Roundtable

CEO, Payspan, Inc.

Your Forum

Candid discussion

CEOs, CFOs & Investors

Subject Matter Experts

Complex leadership issues

Share, challenge & test ideas

Technology
Executives
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Thank you to our generous sponsors

Arketi Group: Digital Marketing for B2B tech companies

Execulinks: Executive Level Search

Frazier & Deeter: Tax, audit and accounting services

Morris, Manning & Martin: Full-service law firm

Pritchard & Jerden: Insurance and risk mgmt services

Truist Bank: Full service corporate/ investment banking

Wm Leonard & Company: Real estate specialists for high growth companies

Zoom Etiquette

--Please mute during presentations.

--Chat if you want to ask a question.

--We are recording for educational purposes; this is not specific legal, accounting or tax advice; consult your advisor

Fund of the Month

Spectrum Equity

SPECTRUM
EQUITY



Cameron Ghorbani
Vice President

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Overview of Spectrum Equity

Spectrum Equity is a leading growth equity investment firm focused on helping management teams of exceptional businesses in the information economy achieve their full potential:

- Founded in 1994, we have raised ~\$8.7 billion of committed capital across nine funds (9th generation fund of \$1.6 billion)
- Equity investments typically range in size from \$25 to \$150 million and we pride ourselves on flexibility and creativity regarding investment structure
- ~35 investment professionals in Boston and San Francisco
- Representative Spectrum-backed portfolio companies include: Ancestry, BATS Global Markets, Definitive Healthcare, GoodRx, Grubhub, Lucid Software, Lynda.com, SurveyMonkey, World-Check and Verafin

Our strategy differentiation is our very narrow focus:

<p>Focused Industry Experience</p>	<ul style="list-style-type: none"> ▪ Vertical and horizontal SaaS ▪ Information services / data analytics ▪ Internet / mobile ▪ Online marketplaces 	<p style="text-align: center;">SPECTRUM EQUITY</p> <ul style="list-style-type: none"> ▪ Deep sector expertise and executive networks in our focus areas ▪ Understand business model challenges and opportunities, and bring experience from partnering with similar growth businesses ▪ Smaller, concentrated portfolio (only ~30 active deals) allows us to invest significant time in company building ▪ Flexibility to meet unique deal needs
<p>Business Model</p>	<ul style="list-style-type: none"> ▪ Recurring (subscription and high-volume transaction) revenue models ▪ Significant operating leverage 	
<p>Stage of Development</p>	<ul style="list-style-type: none"> ▪ Established brands and defensible franchises ▪ Profitable business models with proven core unit economics ▪ Attractive organic growth profile, and inorganic consolidation opportunities 	
<p>Structure</p>	<ul style="list-style-type: none"> ▪ Growth recaps providing partial/full liquidity to founder owners + primary capital to capitalize on compelling growth opportunities ▪ Comfortable as minority or control shareholder ▪ Partner resource to our management teams 	

Past performance of representative investments is no guarantee of future results. Specific companies identified for illustrative purposes only and do not represent all of Spectrum's portfolio investments. No assumption should be made that any investment shown was or will be profitable. For a full listing of Spectrum portfolio companies, please visit www.spectrumequity.com

Our Active Portfolio – Resilient, Horizontal Business Models...

Freemium / Self-service SaaS / SME



Marketplace / Two-Sided Network



Digital Content and Community



Information Services Database / Analytics



**SPECTRUM
EQUITY**

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... With Deep Vertical Expertise Developed Over Time

Financial Technology



Healthcare IT



Education Technology and Online Learning








































Transportation, Logistics and Supply Chain



Sales, Marketing and Customer Engagement



Representative Portfolio Transactions and Exits

Public Market	Financial Sponsor	Strategic
 Initial Public Offering  \$2.5 Billion April 2016	 Acquired By  SUMMIT PARTNERS Undisclosed Amount January 2018	 Strategic Investment   \$2.6B May 2016
 RiskMetrics Group Acquired by  \$1.6 Billion June 2010	 WORLD-CHECK REDUCING RISK THROUGH INTELLIGENCE Acquired by  THOMSON REUTERS \$530 Million May 2011	 lynda.com Acquired by  \$1.5 Billion April 2015
 Initial Public Offering  \$2.1 Billion May 2014	 DEFINITIVE HEALTHCARE Recapitalized by  Advent International GLOBAL PRIVATE EQUITY Undisclosed Amount June 2019	 eagleview Acquired by  VISTA EQUITY PARTNERS Undisclosed Amount July 2015
 BMI Research Acquired by  Fitch Ratings Undisclosed Amount March 2014	 ita Software Acquired by  Google \$700 Million July 2010	 iPay Technologies Acquired by  Jack Henry & ASSOCIATES INC. \$300 Million May 2010
 SurveyMonkey Initial Public Offering  \$1.8 Billion September 2018	 WEDDINGWIRE Recapitalized by  PERMIRA \$350 Million May 2018	 net health. Acquired by  THE CARLYLE GROUP Undisclosed Amount January 2018
 seisint Acquired by  LexisNexis \$775 Million September 2006	 PASSPORT Acquired by  experian. \$850 Million November 2013	 ethoca Acquired by  mastercard. Undisclosed Amount March 2019

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BOSTON

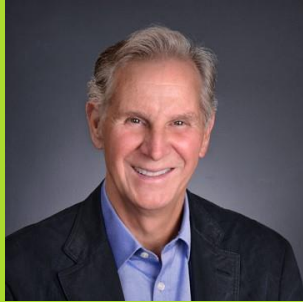
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Please join our
September 2020 Virtual
Meeting

“The New Normal in Marketing:
From disruption to delivering
results”

September 15, 2020