

Moderator



Bruce Milne CEO Corum Group Ltd.

A leader in the software industry, Bruce has founded or owned four software companies, including the largest vertical market software company, AMI, an Inc. 500 firm rated by IDC as the fastest growing computer-related company in the world.

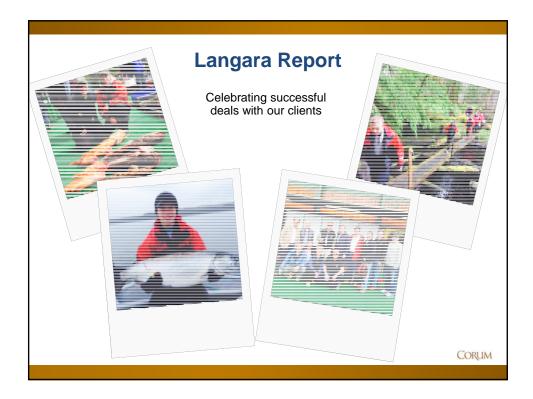
He has served on advisory boards for Microsoft, IBM, DEC, Comdex and Apple, and as board member/founding investor in some of the most innovative firms in their field, including Blue Coat, Bright Star and Sabaki. Past advisor to two governors and a senator, a board member of the Washington Technology Center, and founder of the WTIA, the nation's most active regional technology trade association.

He worked with the Canadian government to found SoftWorld, and he was recently chosen as one of the 200 most influential individuals in the IT community in Europe. He was also the only American juror for the recent Tornado 100 Awards given to Europe's top technology firms

A graduate with Distinction from Harvard Business School, Bruce has written three books on business models for success, including *Power Planning*. He is a frequent lecturer and author.

Agenda

- Welcome
- Langara Report
- Gaming M&A Report
- Research Report
- New World of Buyers
- Closing Comments
- Q&A



Gaming Ecosystem M&A Report



Alina Soltys Senior Analyst Corum Group Ltd.

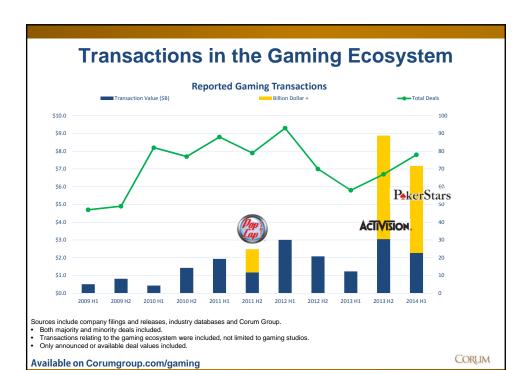


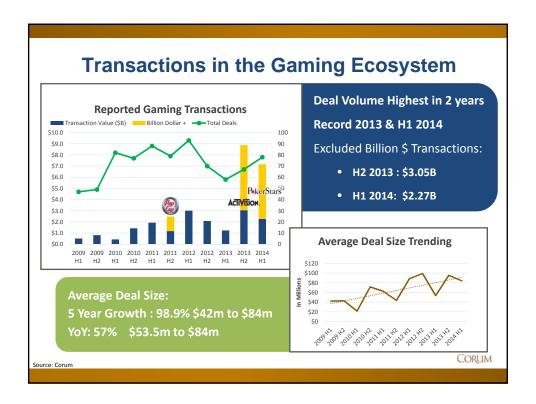
GamesBeat 2014 Sep 15 - 16, 2014 Parc 55 Wyndham, San Francisco, CA

Alina Soltys joined Corum Group in 2010, located out of their Seattle headquarters assisting on the transaction side. As a senior analyst, she focuses on strategic positioning, growth opportunity development and financial analysis as well as speaking regularly at conferences such as Casual Connect and WES

Previously she worked on the buy side at a boutique real estate development firm focused on multifamily acquisitions as well as interning in the Mergers and Acquisitions Group at Colliers

Alina graduated from the Foster School of Business at the University of Washington with honors, specializing in Finance and Entrepreneurship.





Corum Research Report



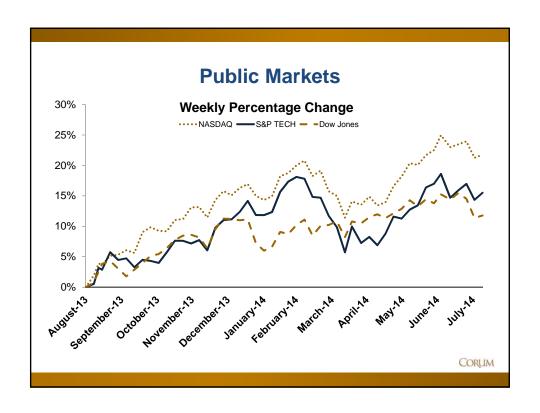
Elon Gasper Vice President, Director of Research



Erin Sanchez Research Analyst



Tyler Vickers Research Analyst



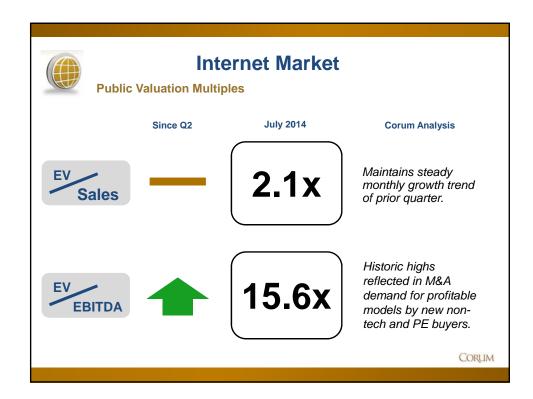
Corum Index

	July 2013	July 2014
	July 2013	July 2014
# of Transactions	274	329
# of Mega Deals	5	4
Largest Deal	\$4.9B	\$4.7B
Private Equity Deals	27	18
# VC backed Exits	50	60
% Cross Border Transactions	33%	34%
% of Startup Acquisitions	16%	15%
Average Life of Target	13	14

	Buyer	Seller	Price
	GTECH	IGT	\$4.7B
/	Zillow	Trulia	\$3.5B
	Aristocrat Technologies	Mercury Payment Systems	\$1.3B
	Ingenico SA	GlobalCollect	\$1.1B

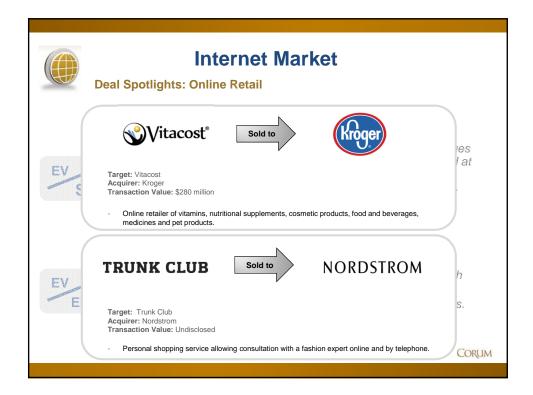


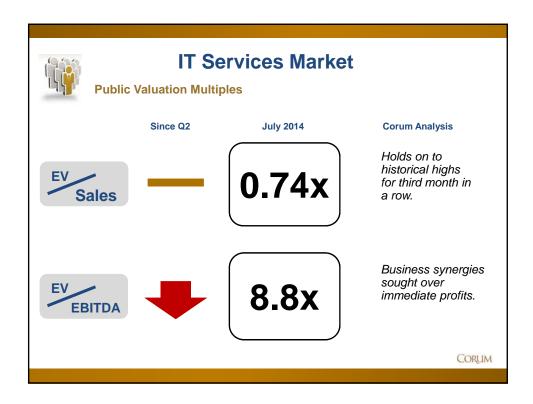




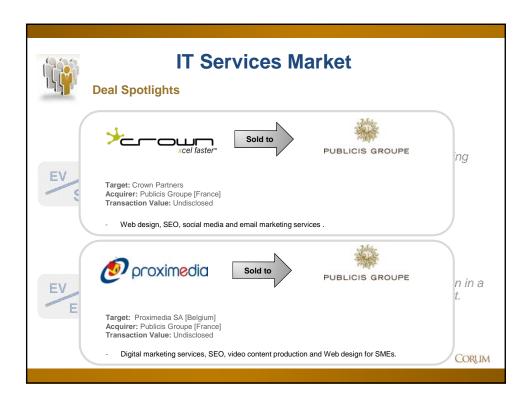


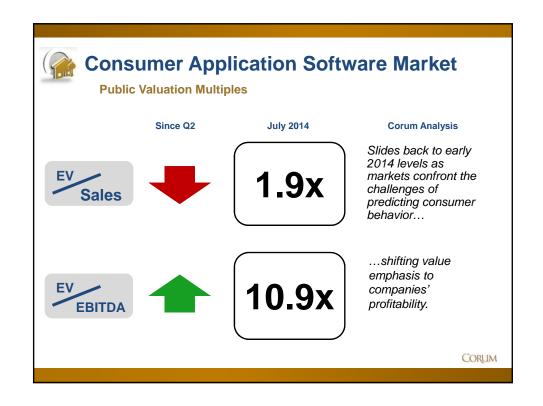




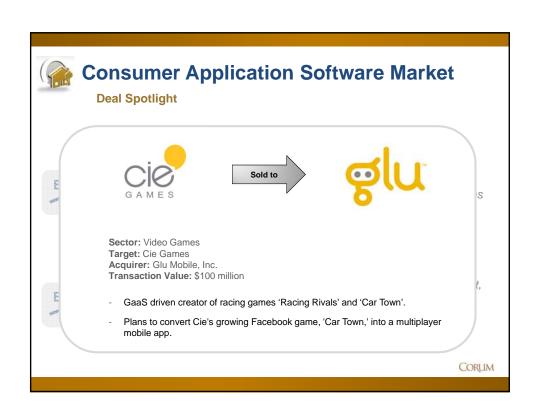


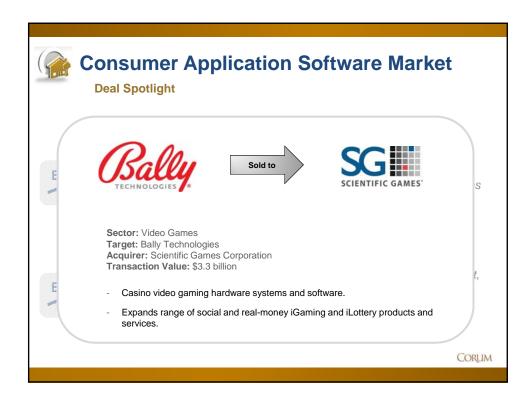












Corum Research Report



Elon Gasper Vice President, Director of Research



Erin Sanchez Research Analyst



Tyler Vickers Research Analyst

Buyers Today



Bruce Milne CEO Corum Group Ltd.

A leader in the software industry, Bruce has founded or owned four software companies, including the largest vertical market software company, AMI, an Inc. 500 firm rated by IDC as the fastest growing computer-related company in the world

He has served on advisory boards for Microsoft, IBM, DEC, Comdex and Apple, and as board member/founding investor in some of the most innovative firms in their field, including Blue Coat, Bright Star and Sabaki. Past advisor to two governors and a senator, a board member of the Washington Technology Center, and founder of the WTIA, the nation's most active regional technology trade association.

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Major Strategic Buyers



Daniel Bernstein Director, Emerging Technologies Corum Group Ltd.

Daniel Bernstein has worked in a number of roles over a twenty year career in high technology, most recently as the founder and CEO of Sandlot Games Corporation, a leading casual games publisher and developer. Having sold Sandlot Games to Digital Chocolate in 2011, Daniel started a small games studio and a consulting practice where he advises larger companies such as RealNetworks and smaller high growth businesses on product development, strategic initiatives, and M&A opportunities.

Prior to Sandlot Games, Daniel Bernstein held director level positions in companies such as Wild Tangent and Monolith. An accomplished composer, Daniel also writes music for most of the games he works on.

Daniel holds a BS in Computer Science and an MA in Music Composition from the University of Virginia.



Select Recent Acquirers -How many have you heard of?

- ALSO Holding AG
- ANSYS Inc
- API Healthcare
- Chegg, Inc.
- Constellation
- CSDC Systems, Inc.
- Datacert
- DenyAll
- Double-Take
- Eleco plc
- Fortinent, Inc.
- Gemcom Software International Polaris
- Geoservices
- Glaston Corporation
- Harland

- Horizon Capital
- IFS
- Inova
- BBVA and Investing Profit Wisely Integrated Solutions Group
 - iRely LLC
 - Lumesse AS
 - Maxwell Systems
 - MDA
 - Mediware Information Systems
 - Neopost SA
 - Ness
 - PlumChoice, Inc.

 - PubMatic Readsoft
 - Relativity

- Rocket Software
- Rudolph
- Salary.com
- ShopperTrak
- Sierra Systems
- SilkRoad
- Stepstone ASA
- Sword Group
- Talent Technology Corporation
- TechTeam Government
- Textura
- Trader Publishing
- u-blox
- USAN
- West

International PE Buyers

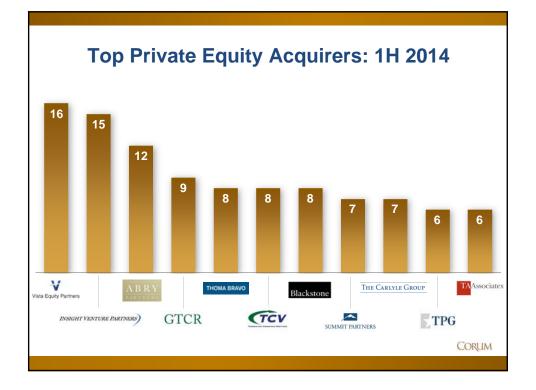


Mark Johnson Director Corum Group International, Ltd.

Mark's professional experience is as an M&A advisor, CEO of an IT company, Venture Capitalist, IT Management Consultant and Naval Officer. The thread throughout his career has been Information Technology, its commercialization, and its applications towards improving business effectiveness. His undergraduate education is from the U.S. Naval Academy in Annapolis, MD, where he received a degree in Systems Engineering.

In 2006 he spent one year at the Stockholm School of Economics attaining an MBA. Additionally, he was a semi-professional road cyclist and was ranked 1st in the U.S. Mid-Atlantic. He enjoys the challenges and dynamism involved with identifying new technology innovations with strong commercialization applications, particularly in an international setting where he has had the opportunity to work in numerous countries throughout Asia, the Middle East, Europe, and Africa.

Serving as a Naval Officer provided an exceptional leadership opportunity in a challenging and diverse environment.



Major European PE Deals of 2014









Target: Nets

Acquirer: Advent International, ATP and Bain Capital

Transaction Value: \$3.1 billion







Target: Unit4

Acquirer: Advent international Transaction Value: \$1.6 billion

CORUM

Domestic PE Buyers

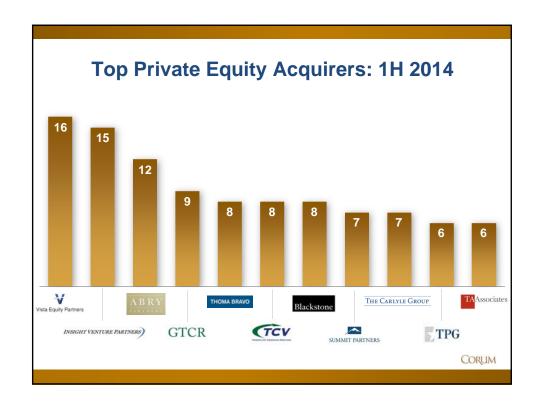


Ed Ossie Regional Director Corum Group

Ed has over 30 years of international experience serving high-growth technology companies and has spent the last 20 years in chief operating and chief executive roles. During this time, Ed has become known for his ability to design, build and execute multi-year growth strategies with a highly engaged team. The high performance teams operate in a trust-based company culture which in turn drives scale and strong customer relationships, producing profitable growth

Ed served as President of Innovation Group PLC, and prior to that led the sale of MTW Corporation to Innovation Group as MTW CEO. Both companies are in the insurance software and business process services segments. Prior to that he was Division Manager and Vice President for the Texas Instruments Software Group, which grew from startup to 1300 people in 5 years.

Today he advises a number of high-growth technology teams on how they might win, shape and scale their operations to create viable high impact options for their future. Ed graduated with a Bachelor of Science degree from Missouri State University and attended select Executive Programs at Stanford Graduate School of Business, such as the Executive Program for Growing Companies and the 2011 Directors Consortium.



Recent Corum Private Equity Deals







Secondary PE Activity



Ward Carter Chairman Corum Group Ltd.

Corum's former President and now Chairman, Ward Carter's technology background includes a variety of management positions with the Burroughs Corporation (later Unisys). Then, as vice president of a Wall Street investment firm and as principal in a regional venture firm, he raised capital for ventures in computer hardware, software, and biotechnology. As an executive for a Seattle-based archival storage software company, he attracted venture capital and assisted with the eventual acquisition of the company by a larger competitor. As president of InfoMatrix, and later Discovery Sales + Marketing, Ward provided strategic consulting support to emerging software companies.

He joined Corum in 1997, has successfully managed numerous software company mergers and acquisitions worldwide, was appointed President in 2006 and Chairman in 2010. He graduated with Honors from Seattle University with a B.A. in Business.

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Tech-Savvy Private Equity Firms

















































Domestic IPOs



Rob Schram Senior Vice President Corum Group Ltd.

Rob has over 30 years of executive and entrepreneurial experience in multiple technologies: Integrated circuit testing, industrial process automation and control, communications software, security software, and energy software and services.

Rob has founded and sold several companies and engaged in two IPOs. He was most recently CEO of Evergreen Fuel Technologies, Inc. in the energy sector. Rob is a broadly skilled strategic development professional with a proven reputation for targeting, negotiating and developing profitable ventures and a demonstrated ability to successfully analyze an organization's critical business requirements, identify deficiencies and opportunities, and develop innovative and cost-effective solutions for enhancing competitiveness, increasing revenues, and improving customer relationships.

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Domestic IPOs

10 YEAR RECORD for US Exchanges (over last 3 qtrs) 162
IPOs on the NYSE
& NASDAQ
for H1:2014

\$35B in capital for H1:2014 72% increase in IPO activity from H1:2013

\$121 Billion

Total Market Cap of US Tech Companies going public in last 12 mo.

IPOs and M&A

Newly public companies must prove they can grow via M&A







Target: Campus Special Acquirer: Chegg Transaction Value: \$17 million

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Tech IPOs Last 12 Months

2U, Inc. A10 Networks Aerohive Networks Alticast Corp Amber Road Applied Optoelectronics Arista Networks Arria NLG Autohome BAIOO Family Interative Limited Barracuda Networks Beijing Forever Technology Beijing Sinnet Technology Beijing Tongtech Co Benefitfocus Borderfree Boyaa Interactive International Cachet Financial Solutions Care.com Castlight Health CentralNic Group Plc Chanjet Information Technology Cheetah Mobile China Binary Sale Technology Covisint

Cvent
Cxense ASA
Cxberlinks
DataWind
DeNA
DigiWin Software
Eagle Eye Solutions Group
Econtext Asia Limited
Encourage Technologies
Endurance International
Group Holdings
Energous
Eu Supply PLC
Everyday Health
Ezwelfare Company
Fasoo Com
FDM Group
Finsoft Corporation
FireEye
Five8
Fixstars Corporation
Forgame Holdings Limited
Freelancer Limited
Galasys PLC
Game Account Network
Gentrack Limited
Geong International Limited
Globant S.A.

Criteo SA CSE Global Limited

Greater That AB GrubHub Inc Guangdong Qtone Education Hottolink IGG IGNIS IMImobile Limited Imprivata
IMS Health Holdings iSentia Group JOW. JUST EAT Kalibrate Technologies Kinaxis King Digital Entertainment plc Kingsoft Corporation Leju Holdings Limited LIVECHAT Software Macromac Mailup SPA Materialise NV Matomy Media Group Mavenir Systems Media Do Medical Transcription Billing Minnano Wedding

Mobileye
MoPowered Group
Nimble Storage
NSFOCUS Information
Technology
OneVue
Opower
Ourgame International
Holdings
Paycom Software
Paylocity Holding
PromikBook AB
PT First Media
Q2 Holdings
Rapid Cloud International
nt
Resonant
RingCentral
Rocket Fuel
Rosslyn Data Technologies
Rubicon Project
Sabre
SafeCharge
Serko Limited
Servelec Group
Shanghai Amarsoft
Shenzhen Ysstech
Sokyz
SunEdison Semiconductor
Sungy Mobile

Svoa Public Company Sysorex System Information The Korea Information Certificate Authority Tian Ge Interactive TriNet Group TrueCar TubeMogul Tungsten Corporation Plc Twitter ULS Technology V-Cube Varonis Systems Veeva Systems Viadeo S.A. Violin Memory Visiativ S.A. VOYAGE Weibo Corporation Wix.com Ltd Worldline (Atos) XLMedia Xunlei Limited XYEC YuME Zendesk Zhaopin Ltd Zoopla Property

Suyog Telematics Limited

International IPOs



Dougan Milne VP, International Business Development Corum Group Ltd.

Dougan is currently Vice President of International Business Development, based in Barcelona, with the Corum Group International. Previously, he spent 3 years working out of Corum's European headquarters in Zürich, Switzerland and 3 years running Corum's research division from their Global HQ in Seattle. Prior to joining Corum's team in 2005, Dougan spent 3 years in the banking industry with Bank of America, and Citigroup's Private Wealth business unit.

Before entering finance and investment banking, Dougan successfully founded two companies, Billions and Modo Marketing. He earned his advanced degree – Diplôme de Métiers du Vin et Management – in 2013 (France), and holds a BA in Business Economics from the University of San Diego.

CORUM

Upcoming Berlin Tech IPOs SWEDEN **ROCKETINTERNET** North Baltic Sea NFTH. POLAND **BERLIN** BELG. SOUNDCLOUD FRANCE SWITZ. AUSTRIA zalando HUNG. CORUM





Drivers of International Buyers



John Simpson Vice President Corum Group Ltd.

Prior to joining Corum's team, for 12 years John ran a leading boutique M&A firm in Silicon Valley specializing in technology-based transactions that included company sales and acquisitions, asset divestitures, management buyouts and capital raises.

Previously John spent more than 20 years in the enterprise software arena, including C-level executive roles with BMC Software Inc. Ingres Corporation, and DEC. During these assignments he managed product lines located across the USA and Europe, and drove multimillion \$\$\frac{8}{2}\$ strategic alliances and OEM sales channels. John also participated in several software startups in Silicon Valley during the 1980's, including founding Analytica, one of the industry's first ever software firms to be venture-capital funded.

John has been a presenter and panelist at many technology and business conferences in the USA and Europe. He is a past member of Microsoft's Advisory Board for Application Development. He has published numerous articles on Growth & Exit planning, and has taught M&A basics to burgeoning capitalists in Shanghai, China.



International Buyers



Jon Scott Senior Vice President Corum Group Ltd.

Jon joined Corum in 2010 out of their Seattle headquarters and is now based in Amsterdam. He has close to 30 years experience serving high technology companies with the last 20 mainly in chief operating and chief executive roles. During this time Jon has become known for his ability to successfully integrate strategies and tactics into well executed operating plans, building strong teams and achieving excellent results.

Jon has served as President and CEO of The PowerTech Group, a security and compliance software company sold to Help/Systems in 2008, and Microserv Technology Services, a nationwide tech services company which was acquired by Halifax Corporation in 2003. Earlier he served as President and COO of Travelling Software, a leading developer of communications software in Seattle. Prior to his operating roles Jon held vice president roles in sales, marketing and business development for technology companies.

Jon has taught in the software product management program at the University of Washington and holds a business administration degree from San Francisco State University.

CORUM

Western Buyers

ALSO^V

- Europe's largest IT distributor
- \$6 Billion in revenue
- Trade on Swiss Stock Exchange
- · Recently acquired Nervogrid cloud services exchange



- Canadian-based holding company of vertical market software companies
- · Over 1 Billion in revenue
- Over 8,000 employees

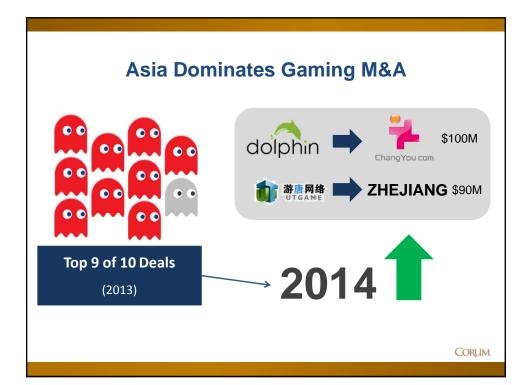
Asian Buyers



Jim Perkins Regional Director, Digital Media Specialist Corum Group, Ltd.

Entertainment software entrepreneur Jim Perkins is directly responsible for publishing some of the industry's biggest franchises, including Unreal, Duke Nukem, Wolfenstein, Doom, Hunting Unlimited, and Driver. A well-known senior executive with a 22-year track record of publishing such bestselling hits, he founded and grew two highly successful software publishing companies (FormGen and ARUSH) from startups to multi-million dollar enterprises.

Jim also launched Radar Group, the first Transmedia Incubation Company to monetize entertainment franchises across all media, including film and television. His success and extensive experience in software production, marketing and public relations, packaging, online and retail distribution and software M&A, uniquely qualify him as an expert in building value and realizing wealth. Jim joined Corum Group, the world's leading software M&A firm, with a specific focus on educating and helping prospective sellers maximize the value of their digital media companies.





Non-Tech Buyers



Jeff Brown Vice President Corum Group Ltd.

Jeff joined Corum in 2007 as Regional Director in Houston, Texas. He has over 25 years of entrepreneurial and consulting experience building software and business services companies. He specializes in information technology for engineering, scientific and business applications. He also understands the energy industry and multinational operations.

Jeff helped form and was President of Severn Trent Worksuite, a FTSE 100 subsidiary, which became the leading provider of enterprise and wireless workflow management software. Jeff was Vice President at IntelliGIS, a pioneer in geographic information systems and wireless computing. Additionally, he launched Western Hemisphere operations for Simon Petroleum Technology, a provider of petroleum reservoir management software, and was a member of the initial management team at GeoQuest Systems, which became the leader in petroleum decision support systems.

Jeff began his career on the research staff at Columbia University and is a published author. He holds a degree in Geology from the State University of NY.

Non-Tech Buyers



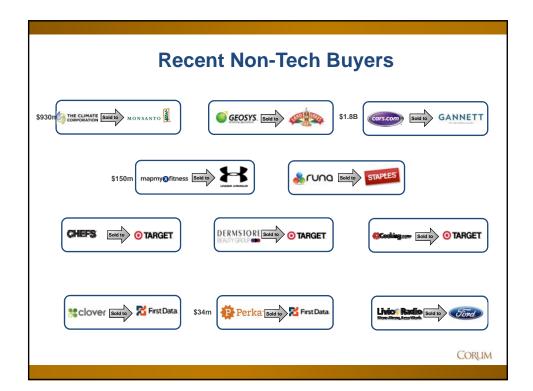












Closing Comments



Nat Burgess President Corum Group Ltd.

Nat joined Corum in 1996 and brings a diverse background in technology M&A and law. While with the Enforcement Division of the U.S. Securities and Exchange Commission, Nat helped identify and build cases against securities fraud schemes. With the Strategic Development Division of Morgan Stanley's M&A group, Nat worked on cross-border acquisitions of U.S. and European companies by Japanese firms, and on financings by large Japanese public companies. Nat moved to Morgan Stanley's Tokyo office, where he reported directly to the President of Morgan Stanley, Japan Ltd. and focused exclusively on cross-border M&A.

After Morgan Stanley, Nat co-founded Postcard Software, a creator of advertiser-driven bilingual (English and Japanese) Internet content. At Activision, Nat led the company's on-line business development.

Nat earned an undergraduate degree in Japanese literature from Yale College and a law degree from UCLA. While in law school, Nat wrote articles for the International Forum at Yale, Tokyo Journal.



Q&A

- We welcome your questions!
 - Use Q&A window on right side
 - Submit to queue at any time
 - Ask "all panelists" see "ask" option above text-entry box

CORUM

Upcoming Conference Schedule

Selling Up Selling Out (SUSO) - Ready to go to market? During this half-day workshop, learn to prepare, position, research, value, negotiate, and execute due diligence for maximum price and structure. This is the most attended Tech M&A event ever – participants have done over \$1 trillion in transaction value.

Merge Briefing (MB) - The Merge Briefing is a 90-minute executive briefing providing a current M&A market update (trends, valuations, etc.), as well as a brief overview of the Tech M&A process: "8 Steps To An Optimal Outcome."

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Sep. 9: Houston - SUSO
                                  Sep. 23: Madrid - MB
Sep. 10: San Antonio - MB
                                  Sep. 24: Lisbon - MB
Sep. 16: Edinburgh - MB
                                  Sep. 24: Orange County - SUSO
Sep. 16: Nashville - MB
                                  Sep. 25: Porto - MB
Sep. 17: Cincinnati - MB
                                  Oct. 1: Paris - SUSO
Sep. 17: Dublin - SUSO
                                  Oct. 2: Reston - SUSO
Sep. 17: Austin - SUSO
                                  Oct. 7: Miami - MB
Sep. 18: Dallas - SUSO
                                  Oct. 7: Phoenix - SUSO
Sep. 18: Reading - MB
                                  Oct. 7: Tallinn, Estonia - MB
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www.CorumGroup.com/Events