

PitchBook for

# corporate strategy and development

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In the current market, it's difficult to determine which industries and opportunities to pursue, keep tabs on your competitors, track new companies entering your space and price deals accurately.

To navigate this complex and ever-evolving landscape, corporations are turning to resources with detailed data on companies, deals, investors, and competitors.

More than 1,500 corporations across many industries rely on PitchBook—the premier provider of data and information on the world's capital markets.

See how our data and platform can help you track the market and make **more informed buy, build or partner decisions.**

**Other teams within your corporation that can benefit from PitchBook:**

- Strategy
- Innovation
- Market research
- Corporate venture capital
- Business development/sales
- Partnerships/strategic alliances

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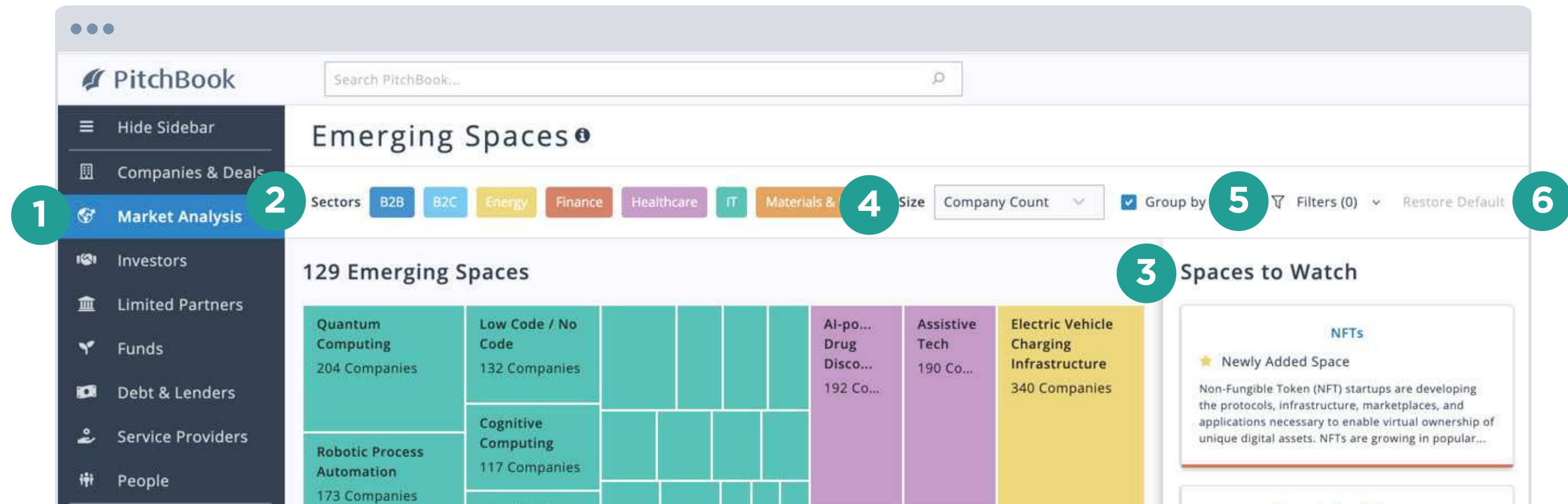


# Help inform your corporate strategy

Traditional flows of capital are evolving as new entrants like sovereign wealth funds, hedge funds and mutual funds tap into the private markets. To understand how these markets are shifting, it's important to see which industries and verticals are growing and contracting—and where other participants are placing their bets.

PitchBook can help you quickly and accurately get a complete view of the global markets, including how investments, valuations, exits and multiples are changing.

New trends within the private markets pop up all the time and identifying those spaces in their nascency—before your competitors key in—can be a challenge. PitchBook's Emerging Spaces and Market Map features can help you quickly discover and chart niche corners of the market on the rise.



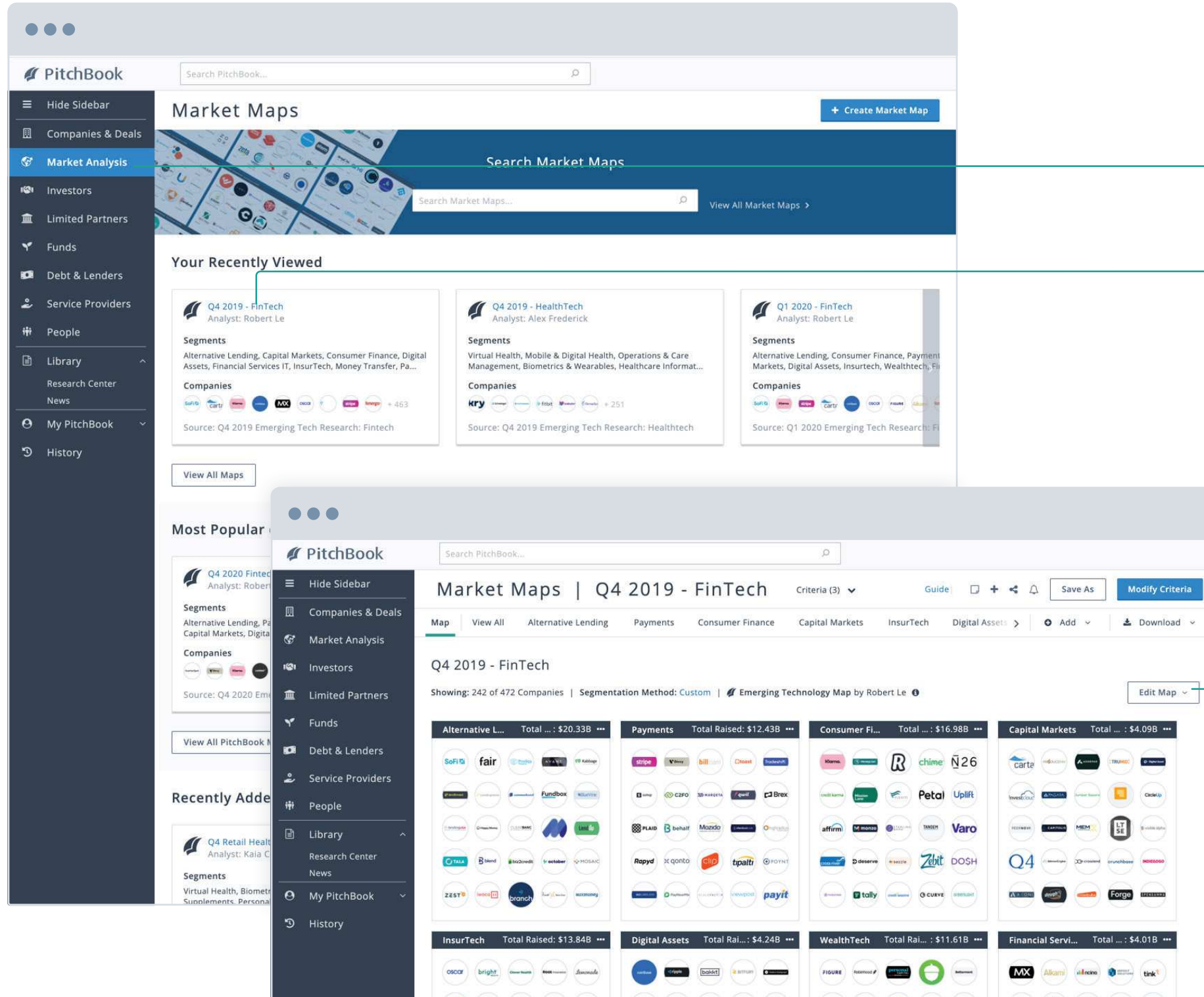
## Discovering and tracking emerging spaces

- 1 Go to the **Market Analysis** tab. This option on the left navigation sidebar will bring up the Emerging Spaces main page.
- 2 Select the industry sectors you're most **interested in**. In the top navigation bar, filter out any sectors you're not interested in.
- 3 Check out spaces **to watch**. Select the deal type that is most comparable to the deals you're interested in.
- 4 Choose how the spaces are **organized**. Sort results by company count, deal count or capital invested in each emerging space.
- 5 Dive deeper into **each space**. Add additional filters to your search, such as backing status, year founded, location, deal type and current deal status.
- 6 **Keep exploring**. Quickly get back to the feature's default settings and continue discovering new emerging spaces.

# Mapping the market

Market landscapes shift constantly—a reality that makes it difficult for teams to track opportunities and threats. To help our clients stay on top of these changes, we created Market Maps. A powerful segmentation and data visualization tool, this feature allows our users to easily understand a target market, track their competitors and quickly create visuals to chart their next steps.





## Mapping the market

- 1 Go to the Market Analysis tab. Use the left navigation sidebar or an existing company list from the Emerging Spaces feature to get started.
- 2 View the full market map. Click on “View Full Market Map,” or use the Companies tab, then select Market Map.
- 3 Change how companies are organized. Sort results by industry sectors, verticals and headquarter location.



# Find & evaluate better opportunities

To ensure you're pursuing the best opportunities, you need comprehensive information on companies. PitchBook's company data is more detailed and complete than any other data provider's.

Search for companies that match your preferences (like industry, growth stage, revenue, and other financial metrics) to zero in on promising partnership or acquisition opportunities in minutes. Find a company that doesn't quite meet your qualifications? Set an alert to get notified when it hits certain milestones.

Quickly determine if partnering with, investing in, or acquiring a company makes strategic sense for your business. PitchBook gives you insight into more than 3M private companies, with data on valuations, financing histories (including the shares issued and percent acquired on each round), financials, investors, executives and more. Plus, reach out to key figures using contact info including email addresses and phone numbers.

## Build stronger partnerships

PitchBook is also a great resource to find companies for strategic partnerships. Gauge how much traction a company is getting with your target audience using non-financial metrics like social media followers and web traffic. Reach out to promising startups early on in their growth, so you can align your brand with theirs before your competition comes knocking



The image shows two overlapping screenshots of the PitchBook platform. The top screenshot displays the 'Companies & Deals Search' results for 'Healthcare > Pharmaceuticals and Biotechnology'. It features a search bar, filters for industry and backing status, and a 'Quick Stats' section with metrics like 6,924 companies and \$136.74B in capital invested. A bar chart shows 'Investments Over Time' from 2009 to 2018, categorized by deal type (PE, VC, Corp/Strategic M&A, IPO/Liquidity). A 'Companies to Watch' section lists Amgen, Gilead, Moderna, Intarcia, Grail, and Acellity with their total raised and last deal type. The bottom screenshot shows the profile for 'Moderna Therapeutics', including a 'Timeline' chart of rounds and amounts, a 'General Information' section with company details, and a 'Company Count Breakdown by Geography' chart.

## How to find and evaluate better opportunities

- 1 Search for companies that fit your preferences.
- 2 Sort your results based on the metrics that matter most to you.
- 3 Explore a company's profile to get more information.
- 4 Reach out to a founder or key executive directly.



# Execute deals more effectively

When you have access to data like valuations, purchase price multiples and deal sizes in a specific space, you can build more accurate comps. Get the precedent transaction information you need to price deals with precision and secure more favorable terms.

Insight into a company's capital structure and series terms—including stock information and voting rights—is invaluable when you're entering a negotiation.

Plus, PitchBook identifies different types of financing and funding rounds, so you don't have to spend hours scrubbing data. You can also save time by accessing our data directly from Excel.

PitchBook Companies & Deals Search | 335 Deals Criteria (4)

Deal Status: Completed Exit Type: Strategic M&A Exit Date: From: 01-Jan-2017 To: 01-Jan-2018 Industry: Financial Services > Insurance

#	Company Name	Deal Date	Deal Size	Pre-money Valuation	Post Valuation	Primary Industry Sector	HQ Location	Investors	Valuation/E...	Valuation/Rev...
1	Sompo International	28-Mar-2017	6,300.00		6,300.00	Financial Services	Hamilton, Bermuda	Sompo Japan Nipponkoa H...	11.89	
2	United Guaranty	03-Jan-2017	3,400.00		3,777.77	Financial Services	Greensboro, NC	Arch Capital Group (NAS: A...		
3	Cominsure	21-Sep-2017	3,030.51		3,030.51	Financial Services	Sydney, Australia	AIA International		
4	Ironshore	01-May-2017	2,935.00		2,935.00	Financial Services	New York, NY	Liberty Mutual Insurance C...		
5	Genworth Financial (North Carolina Domiciled L...	04-Oct-2017	2,700.00		2,700.00	Financial Services	Raleigh, NC	China Oceanwide Internati...		
6	Guardian Financial Services	23-Sep-2015	2,455.40		2,455.40	Financial Services	London, United Kingdom	Swiss Re Group (SWX: SREN...	13.63	
7	Delta Lloyd	12-Apr-2017	2,139.90		2,674.87	Financial Services	Amsterdam, Netherlands	NN Group (AMS: NN) (Eliard...	2.46	
8	Ironshore	23-Nov-2015	2,100.00		2,625.00	Financial Services	New York, NY	Fosun International (HKG: 0...		
9	Onebeacon Insurance Group	28-Sep-2017	1,870.58		1,870.58	Financial Services	Hamilton, Bermuda	Intact Financial (TSE: IFC) (C...	22.76	
10	MassMutual Asia	18-Aug-2017	1,700.00		1,700.00	Financial Services	Wan Chai, Hong Kong	Ant Financial, City-Scape, GI...		
11	First Capital Insurance	28-Dec-2017	1,600.00		1,637.67	Financial Services	Singapore, Singapore	Mitsui Sumitomo Insurance...		
12	Nemi Forsikring	02-Sep-2006	1,527.55		1,680.47	Financial Services	Oslo, Norway	Tryggingsselskapet	-311.72	
13	Delta Lloyd	19-Oct-2009	1,504.41	2,419.07	3,923.48	Financial Services	Amsterdam, Netherlands		3.39	
14	Aetna (U.S. Group Life and Disability Business)	01-Nov-2017	1,450.00		1,450.00	Financial Services	Hartford, CT	The Hartford Financial Servi...		
15	SquareTrade	04-Jan-2017	1,430.00		1,430.00	Consumer Products and Services ...	San Francisco, CA	Allstate (NYS: ALL) (Thomas...		
16	Sompo International	17-Dec-2001	1,200.00		1,200.00	Financial Services	Hamilton, Bermuda	Aon (NYS: AON), Capital Z P...		
17	Ariel Se	18-Dec-2005	1,030.00		1,030.00	Financial Services	Hamilton, Bermuda	Bain Capital, Eton Park Capl...		
18	Tahoe Life Insurance Company	19-Jun-2017	1,029.83		1,029.83	Financial Services	North Point, Hong Kong	Tahoe Investment Group (S...		
19	Ironshore	01-Dec-2006	1,000.00		1,000.00	Financial Services	New York, NY	Calera Capital (Mark Willia...		
20	RSA (UK legacy insurance business)	07-Feb-2017	997.55		997.55	Financial Services	London, United Kingdom	Enstar Group (NAS: ESGR)		
21	State National Companies	17-Nov-2017	919.00		919.00	Financial Services	Bedford, TX	Market (Insurance Services)...	10.66	
22	Hong Kong Life Insurance	20-Mar-2017	914.33		914.33	Financial Services	Hong Kong, Hong Kong	First Origin International, U...		
23	Universal American	28-Apr-2017	800.00		800.00	Financial Services	White Plains, NY	WeilCare (NYS: WCG) (Kenn...	83.03	
24	Delta Lloyd	09-Jan-2013	693.48		693.48	Financial Services	Amsterdam, Netherlands			
25	Vera Vita	26-Nov-2017	690.92		1,381.83	Financial Services	Verona, Italy	Banco BPM (MIL: BAMI)		
26	Vera Vita	03-Apr-2018	681.16		1,047.93	Financial Services	Verona, Italy	Societa Cattolica di Assicur...		
27	Novae Group	02-Oct-2017	611.21		611.21	Business Products and Services (...)	London, United Kingdom	AXIS Capital (NYS: AXIS) (AID...	-10.06	
28	Western Financial Group	05-Jul-2017	609.11		609.11	Business Products and Services (...)	High River, Canada	Wawanesa Insurance (Jeff G...		
29	Onebeacon Insurance Group	09-Nov-2006	600.00	1,900.00	2,500.00	Financial Services	Hamilton, Bermuda			

## How to execute deals more effectively

- 1 **Search** for similar private or public transactions in your industry to start building your comps.
- 2 **Edit** the list to include the most relevant deals (you can remove the transactions you don't want in your comps with one click).
- 3 **View** your comps in PitchBook Desktop, export the results to Excel, or pull data directly into your spreadsheets with our Excel Plugin.
- 4 **Analyze** your custom comps to inform the price of your next acquisition.

PitchBook Companies & Deals 190 Deals

Search criteria (5)

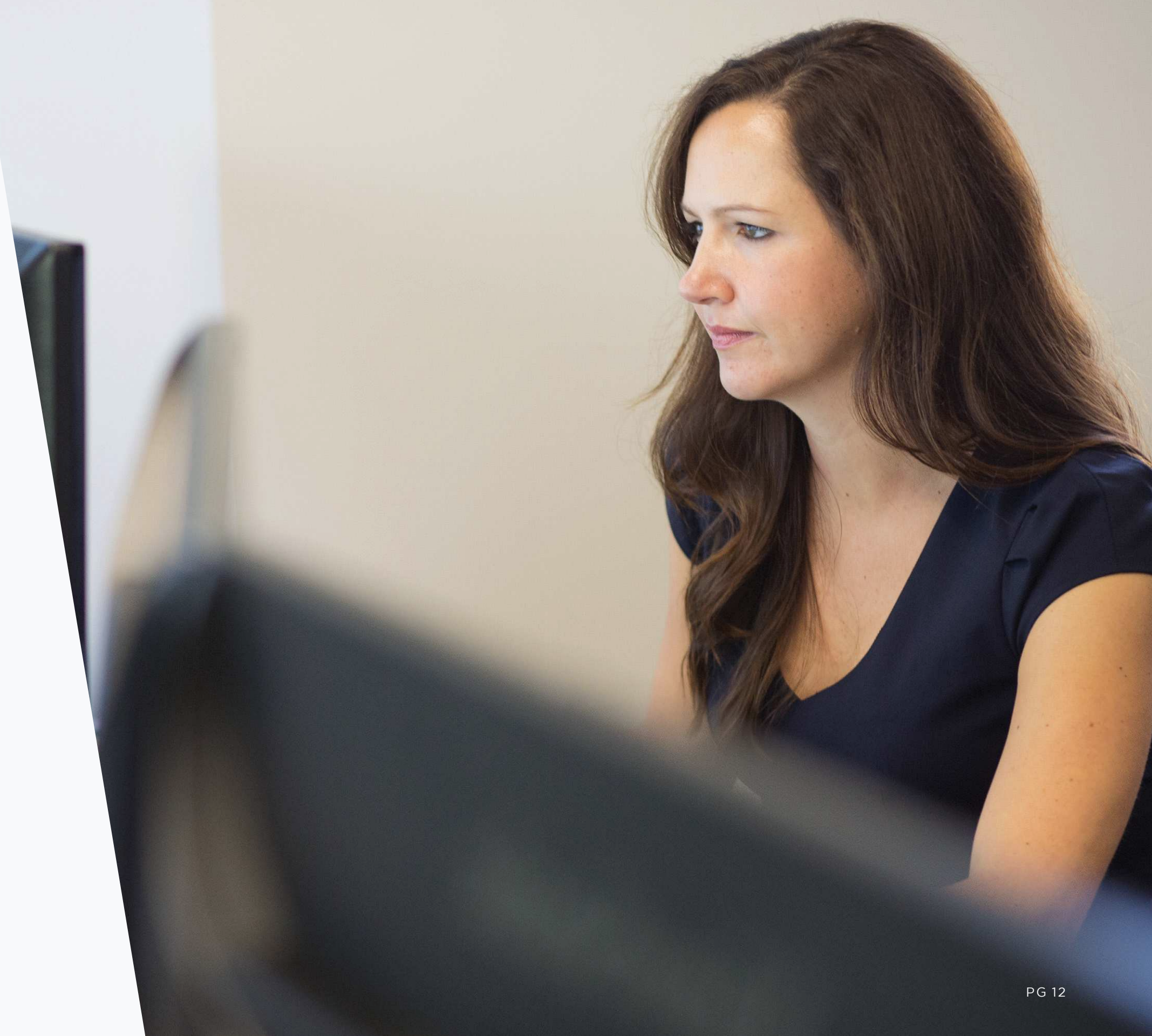
Deal Status: Completed Exit Type: Strategic M&A Exit Date: From: 01-Jan-2016 To: 01-Jan-2017 Industry: Financial Services > Insurance

#	Company Name (190)	Deal Date	Deal Size	Pre-money Valuation	Post Valuation	Primary Industry Sector	HQ Location	Investors
1	Health Net	24-Mar-2016	6,800.00		6,800.00	Healthcare	Los Angeles, CA	Centene (Michael Neid
2	MS Amlin	01-Feb-2016	5,012.93		5,012.93	Business Products and Service...	London, United Kingdom	Mitsui Sumitomo Insur
3	National Australia Bank (Life Insur...	01-Jan-2000	4,000.00		4,000.00	Financial Services	Sydney, Australia	National Australia Ban
4	Symetra Financial	01-Feb-2016	3,800.00		3,800.00	Financial Services	Seattle, WA	Sumitomo Life Insuran
5	Just	04-Apr-2016	2,572.26		4,287.09	Financial Services	London, United Kingdom	Just Group (Financial S
6	Abbey Life Assurance Company	31-Jul-2007	2,031.53		2,031.53	Financial Services	Bournemouth, United Kingd...	Deutsche Bank
7	National Australia Bank (Life Insur...	03-Oct-2016	1,828.09		2,285.11	Financial Services	Sydney, Australia	Nippon Life (Shinichiro
8	Santander Asset Management	05-Dec-2013	1,401.67		2,803.34	Financial Services	Madrid, Spain	General Atlantic (Gabri
9	Symetra Financial	02-Aug-2004	1,365.00		1,365.00	Financial Services	Seattle, WA	aPriori Capital Partners
10	Abbey Life Assurance Company	30-Dec-2016	1,167.58		1,167.58	Financial Services	Bournemouth, United Kingd...	Phoenix Group Holdin

# Track your competition

Keep tabs on every competitor in your market—from companies you consistently go up against to large corporations and startups entering your space. Search for competitors based on industry and stage, and then get alerted when new companies meet these criteria.

Dive into their previous acquisitions and investments to better understand where they're going next and inform your own strategy. See the most active investors in your industry—including strategic acquirers, VC and PE firms, angels, accelerators and incubators—to determine who you may be going up against in the future. Leverage series terms, cap tables and deal details to see how they structure deals and get prepared for negotiations.



The screenshot displays the PitchBook interface. The top section shows search criteria for 'Investors & Funds' with 3,382 results. The search criteria include 'Strategic Acquirers' and 'E-Commerce'. Below this is a table of investor results with columns for Investor Name, Investments, Last Investment Date, Last Investment Size, Last Investment Type, Last Investment Company, and Website. The table lists major companies like eBay, Naspers, Tencent, Alibaba, Amazon, Rakuten, and others.

The bottom section shows a detailed view of a competitor's profile, 'Investments & M&A (182)'. It includes a table of investment details with columns for Company Name, Deal Date, Deal Type, Deal Size, Co-Investors, Company Stage, Industry, and Lead Partner. The table lists deals such as China Unicom, Mobike, Element AI, and others. Below the table are two charts: 'Investments by Industry' (a donut chart) and 'Investments by Year' (a bar chart).

## How to track your competition

- 1 **Search** for companies by industry, location, stage and more to see who is competing in your space.
- 2 **Edit** the results to create an all-encompassing list of your competitors (you can remove the companies you don't want on your list with one click).
- 3 **Explore** a competitor's profile to get more information on their previous acquisitions.
- 4 **See** if a new company enters your industry or a competitor makes an acquisition, and adjust your strategy accordingly.

# What we track

3.1M+

private companies

(pre-venture, VC-backed,  
PE-backed, strategic acquirers)

- 
- Financing histories
  - Cap tables (stock information, percent acquired)
  - Financials (revenue, balance sheets)
  - Filings
  - Executives
  - Board members
  - Investors
  - Advisors/service providers
  - Similar companies/competitors
  - Social followers
  - Web traffic
  - News

1.4M+

deals in 80 industries & verticals

(angel, seed, VC, PE, M&A, IPOs, PIPEs)

- 
- Investors
  - Pre- & post-money valuations
  - Purchase price multiples
  - Series terms
  - Voting rights
  - Stock information
  - Advisors/service providers

341,000+

investors

(angels, accelerators, incubators,  
VC firms, PE firms, strategic acquirers)

- 
- Investments by industry & year
  - Investments & acquisitions
  - Exits
  - Team
  - Board seats
  - Lead partners on deals
  - Co-investors
  - Fund information & performance
  - Limited partners
  - Advisors/service providers
  - Investment preferences

61,000+

funds

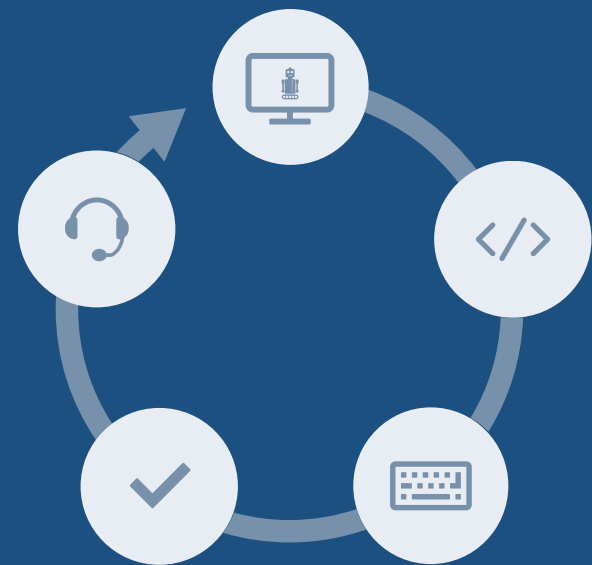
(open, closed, evergreen)


- 
- Investments
  - Industry focus
  - Size
  - Vintage year
  - Limited partners & commitments
  - Performance (IRR)
  - Cash flow multiples (DPI, RVPI, TVPI)
  - Dry powder
  - Preferences
  - Team


# Cutting-edge technology and dedicated people


It's the combination that gives you the most comprehensive, in-depth and accurate data out there. (Not to mention, we've spent 2.8 million hours researching the private markets.) Learn more about our process.


## How we collect data




 **Gather:** More than 650,000 web crawlers scan the internet—capturing relevant financial information from news articles, regulatory filings, websites, press releases and more.

 **Organize:** Our natural language processing and machine learning technology organizes the data and filters out anything irrelevant.

 **Calculate:** Our specialized data teams collect, calculate and verify key figures to build in-depth datasets with information you can't find anywhere else.

 **Vet:** Our quality assurance team uses preventative validations, corrective validations and manual reviews to relentlessly vet every piece of data.

 **Communicate:** Our primary research team communicates directly with people involved in deals to validate information and gather hard-to-find details.

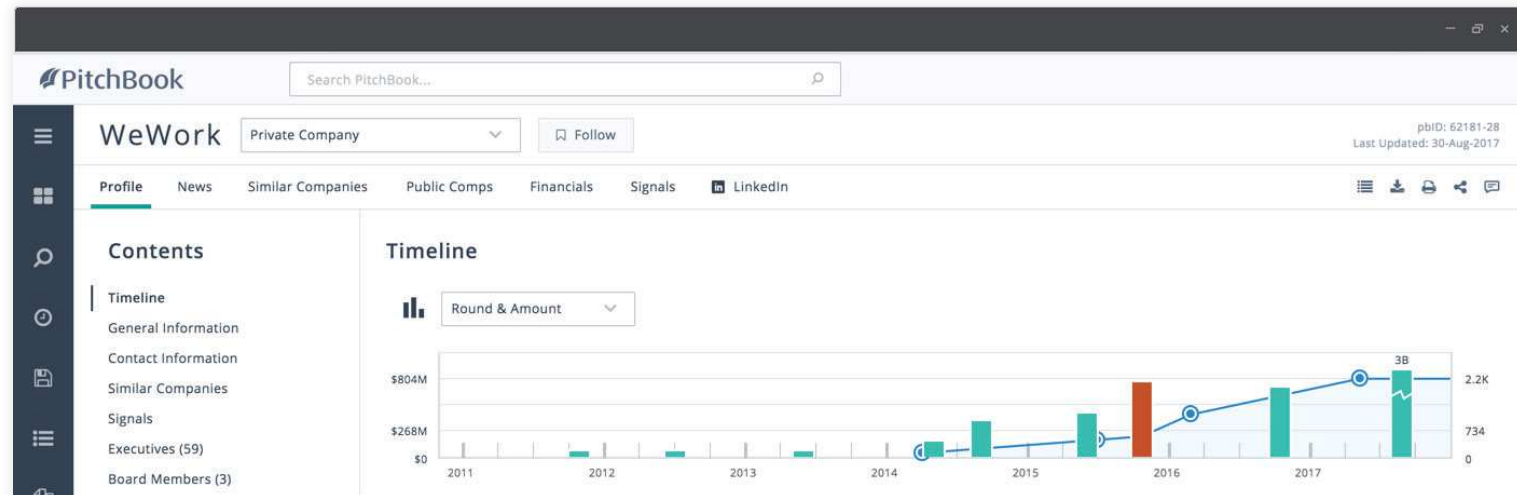
## How we calculate valuations

Instead of estimating valuations, our analysts use a proprietary formula to calculate a pre- and post-money valuation for each round of a company's funding.

Similar to how analysts determine market cap for publicly traded companies, our formula takes into account factors like the number of shares issued and option pool estimates. We also contact the company's investors and executives to confirm our results.

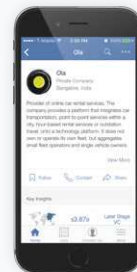
PitchBook has **valuations for 41% of all VC funding rounds**—and we're the only data provider that offers **calculated pre-money valuations**.

# The PitchBook Platform: Our suite of products



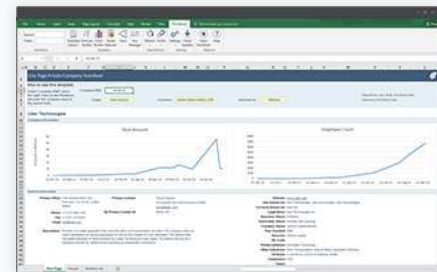
## PitchBook Desktop

Our award-winning software gives you access to our data and the analytical tools you need to get answers fast, discover promising opportunities and more.



## PitchBook Mobile

Get the information you need, wherever you are. With our app, you can look up a company, fund or investor, reference your saved searches and access contact information.



## Excel Plugin

Access our comprehensive data on the public and private equity markets directly within Excel. Update financial models quickly, streamline your workflow and strengthen your analysis.

```
1 {  
2   "dealId": "33333-331",  
3   "companyId": "11245-67",  
4   "dealStatus": {  
5     "code": "COMP",  
6     "status": "Completed",  
7   },  
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9   "dealDate": "2014-06-24",  
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17      "description": "Series C",  
18    }  
19  }  
20 }
```

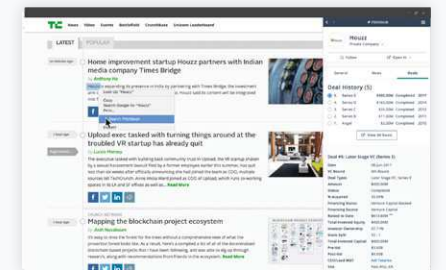
## Direct Data

Integrate our data with your existing systems through a flexible, à la carte solution or a pre-defined supply of data points.

PitchBook Information	
General	People
<p>The Riverside Company is a private equity firm which seeks to invest in the software and information technology, energy, communications, consumer products, logistics, education and healthcare sectors. The firm was founded in 1989 and is based in New York, New York.</p> <p>Also Known as: Riverside Investor Type: PE/Buyout Investor Status: Actively Seeking Year Founded: 1989 AUM: \$4.616.5M Dry Powder: \$2.185.18M Total Investments: 345 Active Investments: 80</p>	<p>Website: riversidecompany.com Address: 45 Rockefeller Center, 630 Fifth Avenue Suite 400 New York, NY 10111 US Phone: +1 212 265 6575 Fax: +1 212 265 6487</p>

## CRM Integration

Bring our information into your CRM to create new leads. Plus, enhance your existing accounts with details on executives, investors, funds, deals and more.



## Chrome Extension

Access our data directly from your browser while you're visiting a website, reading the news or researching online.





# Your success is our success

## **Customer success**

As a client, you get a dedicated customer success manager who understands your business and the goals you want to achieve. They're your go-to contact at PitchBook. Have a question? They have the answer.

## **Research assistance**

Our research team is your research team. Our analysts will find the data you need fast, build custom reports and save you a ton of time.

## **Live chat**

Need answers ASAP? Use our live chat feature to connect directly from PitchBook Desktop. A member of our customer success team will be there to help.

## **Personalized onboarding**

To get you started, we'll guide you through an onboarding process that's tailored to your needs.

## **Unlimited training**

We provide one-on-one training whenever you need it—whether you're new to PitchBook or just need a refresher.

“The PitchBook Platform has proven very valuable in providing deal flow, insight into the dynamics of the market and contact with fund managers. With PitchBook, I can greatly reduce search costs for assets with private equity ownership, enabling much more efficient business development.”



**Christian Schultz**  
Director of Mergers & Acquisitions, Paychex

# Our corporate development clients

More than 800 corporations trust our data to inform their biggest decisions.

## Consumer products



## Energy



## Financial services



## Healthcare



## Information technology



## Materials & resources

Paperboy Productions Limited



## Corporate venture capital



Microsoft Ventures



# The official data provider of ACG & NVCA



The Association for Corporate Growth (ACG) provides 90,000 private equity professionals, advisors and executives the resources they need to make deals and grow middle-market companies.

Not only does ACG use our data to inform the market intelligence it shares with its members, but ACG also partners with PitchBook for many conferences. Our data and technology facilitate networking, deal sourcing and more at InterGrowth, one of the largest PE conferences in the world.

“It’s important for NVCA to have access to the most reliable data about the industry. PitchBook sets itself apart from the rest of the field.”



**Bobby Franklin**  
President & CEO, NVCA



The National Venture Capital Association (NVCA) is the top organization for venture capital advocacy, and the statistics it releases are widely recognized as the industry standard.

NVCA evaluated 11 different data providers based on:

- Data quality, breadth and depth
- Research methodology
- Database usability and functionality
- Customer support

In the end, PitchBook stood out as the clear leader.


# Who we are

It all started with seven people working in a 200-square-foot, windowless office. Founder John Gabbert was pursuing an idea his former employer nixed—a database that covered private equity.

In 2009, we launched PitchBook Desktop. With each new dataset and feature, we've expanded and improved. Now, PitchBook tracks every aspect of the public and private equity markets, including venture capital, private equity and M&A.

Our focus has always been—and will always be—our clients. What data matters most to them? What would make their jobs easier? How can we help them make informed decisions?

Now part of Morningstar, we continue to give our clients the data and tools they need to be successful.

A photograph of John Gabbert, founder and CEO of PitchBook, sitting in an office. He is wearing a dark suit jacket over a light-colored shirt and blue jeans. He has a beard and is smiling. The background shows an office environment with desks, computers, and a large PitchBook logo on a wall.

**John Gabbert**, founder and CEO of PitchBook, has more than 17 years of experience building technology for professionals who work in the private markets.