As a leading facilitator of company-supported secondaries, Nasdaq Private Market offers institutional investors access to leading venture-backed technology companies.

### Source New Deal Flow
NPM works directly with companies to facilitate shareholder liquidity, offering investors access to potential investments.

### Company Access
NPM can provide direct access to company management and company-approved disclosure materials.

### Streamlined Execution
The NPM platform helps expedite the transaction execution process.

### Notification and Selection Process for Investment Opportunities
The process enables companies to provide disclosure materials to a pre-selected list of investors. Those investors can then perform necessary due diligence before making their investment decision.

#### Process Steps
1. NPM works with network of companies to identify secondary investment opportunities
2. Company provides disclosure materials to NPM
3. NPM sends list of Investors to Company
4. Company selects which Investor can review diligence
5. Investor reviews materials and determines initial interest
6. Investor provides LOI (offer price, size, expiration, terms)
7. Opportunity to meet Company Leadership and review diligence (1-2 weeks in most cases)
8. Deal terms finalized, transaction executed (Secondary Block Sales or Tender Offer)
Buyer Onboarding Process
After investors review and sign NPM’s Platform Access Agreement, they are added to a list of buyers that a company may select from to find future investors.

NPM Has Worked With Over 175 Private Companies.

63 Unicorn Companies*  $19B+ Total Program Value  240+ Total Liquidity Programs  24,000+ Shareholder Participants

*Activity since 2013 with valuation data aggregated from NPM and SecondMarket platforms, CB Insights, PitchBook. Data collected from the SecondMarket platform may include transactions conducted through current and former affiliates of SecondMarket. Total number of companies NPM has worked with that achieved a $1 billion valuation while private.

Private Company Profile:

$100M Series D Median Funding Stage  8YRS Median Age  $190M Median Funding Raised  $774M Median Valuation

To Get Started:

1. Contact Tim Monahan (tim.monahan@nasdaq.com) or Julia Brezing (julia.brezing@nasdaq.com) to identify your investment strategy, check size, and review the transaction process.
2. Review and sign our Platform Access Agreement and Accreditation Questionnaire. No cost or commitment to join the platform.
3. Once onboarded, you may receive potential deals as directed by companies in as little as 2-3 weeks.

PLEASE READ THESE IMPORTANT LEGAL NOTICES AND DISCLOSURES

The information contained herein is provided for informational and educational purposes only. The Nasdaq Private Market website is not intended to provide legal, tax, investment or financial advice. None of the information provided herein, or information displayed on or downloadable from, nor any of the applications and services available, via the Nasdaq Private Market website represents an offer to buy or sell, or the solicitation of an offer to buy or sell, any security, nor does it constitute an offer to provide legal, tax or investment advice or service. Investing in private company stocks is speculative and involves a high degree of risk. You must be prepared to withstand a total loss of your investment. You are strongly encouraged to complete your own independent due diligence before investing in private company stock, including obtaining additional information, opinions, financial projections, and legal or other investment advice.

The Nasdaq Private Market, LLC is not: (a) a registered exchange under the Securities Exchange Act of 1934; (b) a registered investment advisor under the Investment Advisors Act of 1940; or (c) a financial or tax planner, and does not offer legal, financial, investment or tax advice to any user of the Nasdaq Private Market website. Technology services may be offered by the Nasdaq Private Market, LLC’s wholly-owned subsidiary, SecondMarket Solutions, Inc. Securities-related services are offered through NPM securities, LLC, a registered broker-dealer and alternative trading system, and SMTX, LLC, a registered broker-dealer, each of which is a member FINRA/SIPC and wholly-owned subsidiary of the Nasdaq Private Market, LLC. Transactions in securities conducted through NPM Securities, LLC and SMTX, LLC are not listed or traded on the Nasdaq Stock Market LLC, nor are the securities subject to the same listing or qualification standards applicable to securities listed or traded on the Nasdaq Stock Market LLC. 0462-Q19

WWW.NASDAQPRIVATEMARKET.COM | TIM.MONAHA@NASDAQ.COM | JULIA.BREZING@NASDAQ.COM