

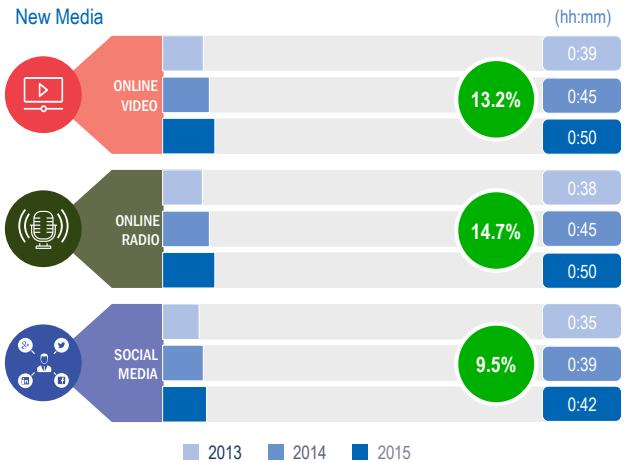
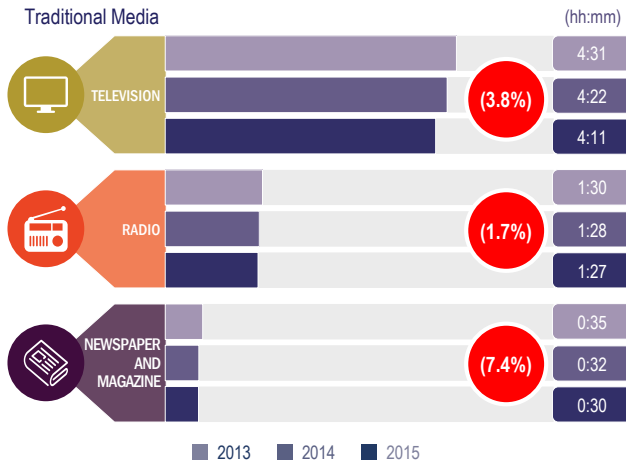
Traditional Media



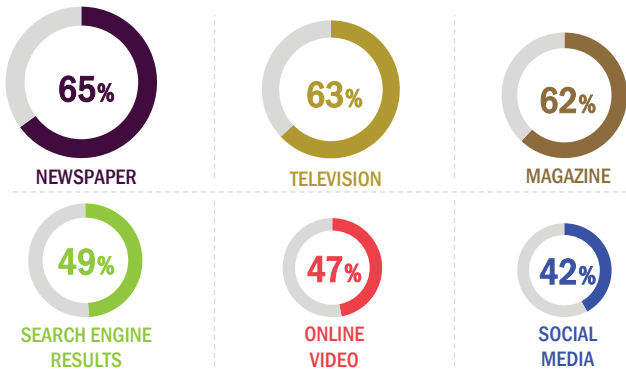
New Media



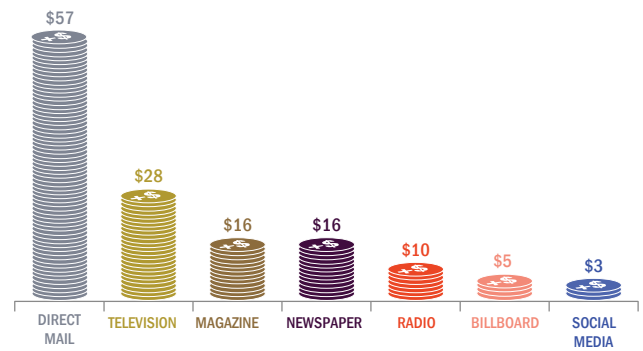
Time Spent Per Day



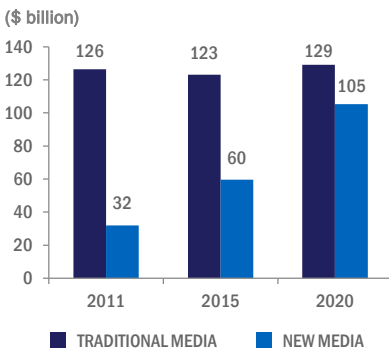
Consumer Trust in Various Forms of Advertising



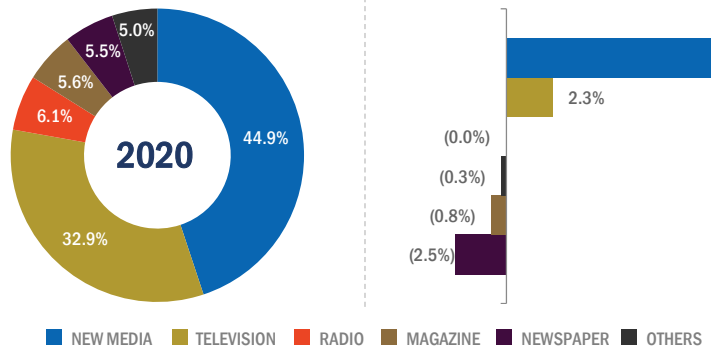
Cost to Reach 1,000 Viewers



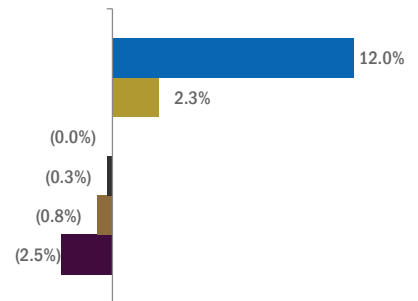
US Media Ad Spending



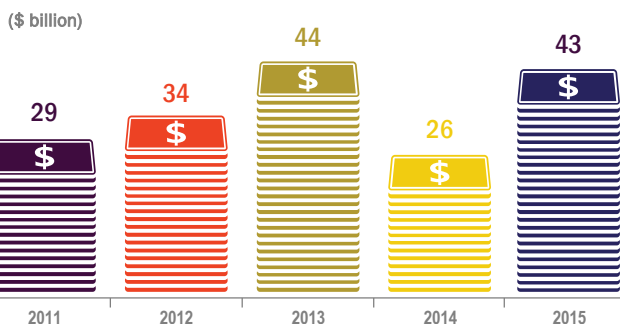
Ad Spending Share



Ad Spending CAGR (2015 - 2020)



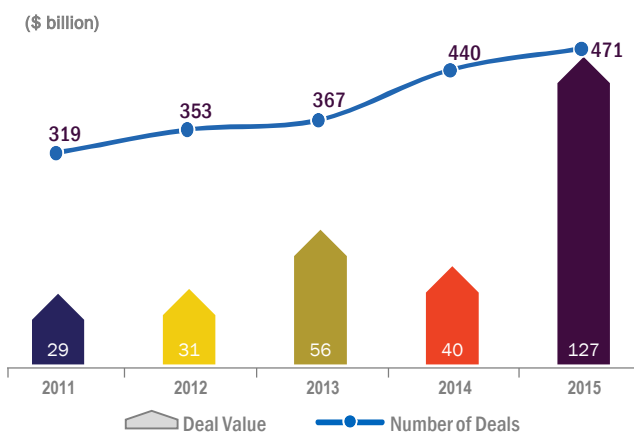
Fundraising



Largest Funds Closed - 2015

INSIGHT VENTURE PARTNERS IX GROWTH US\$3.3b	FRANCISCO PARTNERS IV BUYOUT US\$2.9b	NEW ENTERPRISE ASSOCIATES 15 VENTURE (GENERAL) US\$2.8b
AUDAX PRIVATE EQUITY FUND V BUYOUT US\$2.3b	GENSTAR CAPITAL PARTNERS VII BUYOUT US\$2.0b	SIRIS PARTNERS III BUYOUT US\$1.8b

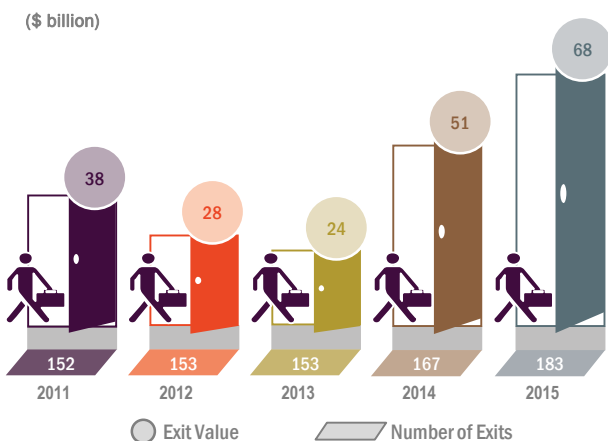
Deal Value and Number of Deals



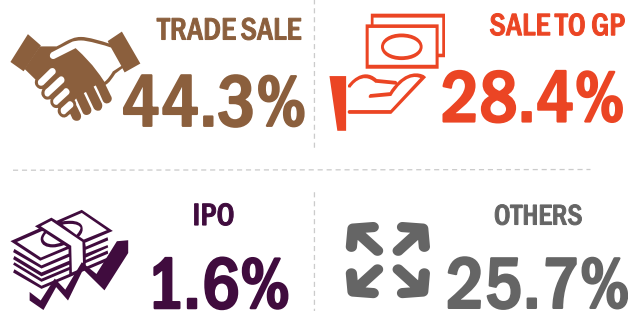
Largest Deals - 2015

EMC DELL INC. US\$67.0b	EMC²	VERITAS CARLYLE GROUP US\$7.4b	VERITAS
SOLERA HOLDINGS VISTA EQUITY PARTNERS US\$6.5b	Solera	INFORMATICA CORPORATION CPP INVESTMENT BOARD, PERMIRA FUND US\$5.3b	informatica

Exits



Exits by Type - 2015



Others include Merger, Private Placement, Recapitalization, Restructuring, Sale to Management, Write Off, and Unspecified Exits.

Source: Preqin; eMarketer; Nielsen; LYFE Marketing.

Fundraising data represents funds that have indicated interest in investing in the US and in either Technology, Media or Telecommunications sectors.

ABOUT TRESVISTA

TresVista Financial Services is the leading provider of high-end outsourced support for asset managers, investment banks, research firms, and corporates. TresVista delivers operational efficiencies and cost savings to its clients while providing them with dedicated teams to support them across various functional activities. Services include investor relations, fund raising, deal sourcing, deal execution, valuation, research, financial modeling, portfolio management, marketing and legal support.

For more information, visit www.tresvista.com