

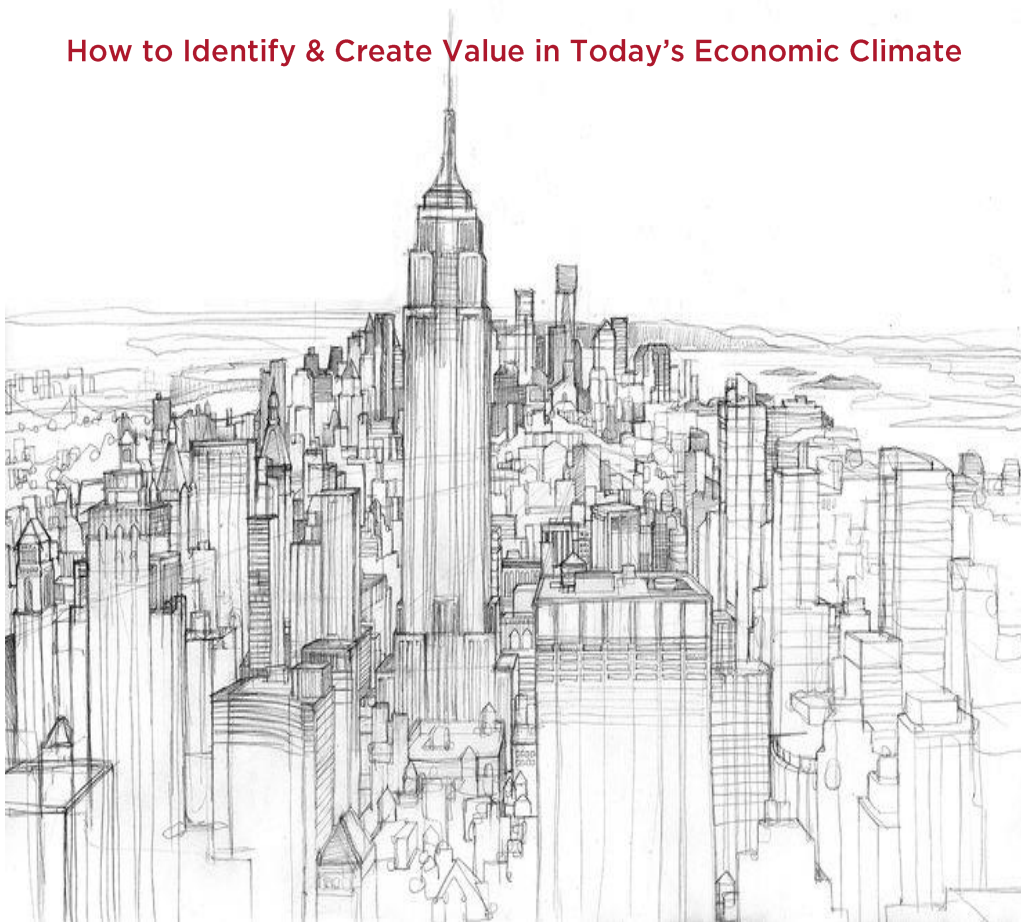


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DEALMAKERS SERIES

FINDING VALUE IN VOLATILITY

How to Identify & Create Value in Today's Economic Climate





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DEALMAKERS SERIES

Roland A. DeSilva

Reed Phillips III

Jeffrey L. Dearth

Jack Noble

Joanna Stone Herman

John Kaiser, Jr.

Kenneth Karpay

Ed Klaris

Ken Sonenclar

Robin Warner

Rik Kranenburg

Kate Cassino

Leigh Fatzinger

Jack Griffin

Kerry Hatch

David Joseph

Gary June

John Matthews

Colin Morrison

Evan Schnittman

Michael Silber

Lillian Liu

Zoelle Mallenbaum

Brendan Garrity

Ridge Montes

AGENDA

8:30am – 9:15am

Registration, Coffee & Breakfast

9:15am – 9:30am

Welcome from DeSilva+Phillips

Presented by:

Reed Phillips, CEO & Managing Partner, **DeSilva+Phillips**
Joanna Stone Herman, Managing Director, **DeSilva+Phillips**

9:30am – 10:15am

FINDING VALUE | Panel Presentation + Q&A

Christopher Gaffney, Managing Partner, **Great Hill Partners**
Mark Colodny, Managing Director, **Warburg Pincus**
Matt Harris, Managing Director, **Bain Capital Ventures**
Sheila Spence, Senior Vice President, **WPP**

Moderated by:

Leslie Picker, DealBook Reporter at **The New York Times**

10:15am-10:45am

INTERVIEW | David Levin, President & CEO, McGraw-Hill Education

Conducted by:

Joanna Stone Herman, Managing Director, **DeSilva+Phillips**

10:45am – 11:30am

CREATING & MAXIMIZING VALUE | Panel Presentation + Q&A

Scott Kirkpatrick, President & CEO, **General Assembly**
Heather Marie, Founder & CEO, **Shoppable**
Scott Meyer, CEO, **Ghostery**
Jeremy Levine, Partner, **Bessemer Venture Partners**

Moderated by:

Mark Gerson, Chairman, **Gerson Lehrman Group**

11:30am – 12:00pm

Networking & Coffee



Chris Gaffney

Co-Founder, Great Hill Partners

Chris is a co-founder of Great Hill Partners. He is responsible for transaction origination, investment policy, fundraising, investor relations and the general management of the firm. His investment experience covers a broad group of industries, including business and IT software and services, consumer and online services, financial services and insurance, publishing,

telecommunications, logistics, education, and cable and broadcasting. Chris serves on the board of directors of Intapp, Recruiting.com, SheKnows Media, and Evolve IP. He formerly served on the boards of Credibility Corp., All Web Leads, Vitacost.com, SmartMail, BuscaPé, Central Security Group, Ziff Davis, and IGN Entertainment. Chris has participated in the private equity business since 1986, serving as an associate, principal and general partner for M/C Partners. Chris began his career as a commercial lending officer for the First National Bank of Boston in the specialized media lending unit. Chris earned a degree in accounting and economics summa cum laude from Boston College.



Mark Colodny

Managing Director, Warburg Pincus

Based in New York, joined Warburg Pincus in 2001 and is global head of the Technology, Media & Telecommunications team and member of the firm's Executive Management Group. Previously, he served as senior vice president of corporate development at Primedia where he ran the mergers and acquisitions group, and acquired over 100 magazines. Mr. Colodny began

his career as a journalist at Fortune magazine, where he wrote a regular column and compiled the annual Fortune 500. He is a director of A Place for Mom, Ghostery, Liaison International, MultiView and Slickdeals. Mr. Colodny is also a member of ProPublica's Board of Directors and chairs its Business Advisory Board. He received an AB from Harvard University, an MBA from Harvard Business School and a JD from Harvard Law School.



Matt Harris

Managing Director, Bain Capital Ventures

Matt Harris is a Managing Director at Bain Capital Ventures and leads the New York City office. He started his investing career in the private equity group at Bain Capital in 1995, having worked previously at Bain & Company. In 2000, Matt founded Village Ventures where he focused on early-stage FinTech investments. In 2012 Matt rejoined Bain Capital Ventures and leads

investments in financial technology and services including AvidXchange, BillTrust, Chrome River, Digital Currency Group, Flywire, IEX, Justworks, Novus Partners, OpenFin and Sigfig.



Sheila Spence

Senior Vice President, WPP

Sheila Spence is the Senior Vice President, Corporate Development, for WPP, responsible for acquisitions, joint ventures, and minority investments in North America. With over \$18 billion in revenue, WPP is the world's largest marketing services group, with leading companies including Ogilvy, Y&R, Grey, JWT, AKQA, GroupM, Xaxis, BursonMarsteller, and

Kantar. Prior to WPP, Ms. Spence was the SVP and head of Corporate Development, for PRIMEDIA, a KKR-portfolio company in the targeted media and content business. Prior to that, Ms. Spence worked in Investment Banking at Salomon Brothers. She holds an MBA from Harvard Business School and an HBA from The University of Western Ontario.



Leslie Picker

Reporter , The New York Times

Leslie Picker is a reporter at the New York Times, covering deals. Her beat encompasses mergers and acquisitions, initial public offerings, venture capital, private equity, restructuring & activism. Previously, she was a reporter at Bloomberg News, covering IPOs based in New York. She also contributed to Bloomberg Businessweek, Bloomberg Television and Bloomberg radio. Prior

to becoming a reporter, Picker was a segment producer for Bloomberg Television. Before joining Bloomberg, she was a booker at the Fox Business Network. Picker graduated magna cum laude from the University of Illinois, Urbana-Champaign, earning a bachelor's degree in political science. She also earned a master's in journalism from Columbia University, graduating with honors, and an MBA from New York University's Stern School of Business.



David Levin

CEO, McGraw-Hill Education

David Levin is the president and CEO of McGraw-Hill Education, a leading learning science company, and is responsible for the growth and management of its global business. He assumed this role in April 2014. Previously, David was the chief executive of UBM, a multinational media company headquartered in London. Over his nearly nine years leading

UBM, he reoriented the company's business mix toward emerging markets, while growing its U.S. revenues. He also shifted UBM's business models away from print and toward live events and online communities, and renewed the company's culture, fostering an open, collaborative, and social environment. Under his leadership, UBM realigned its portfolio through more than 100 acquisitions. Before joining UBM, David was chief executive of Symbian Software, a U.K.-based software group that built the operating system to power the first generation of smartphones. Previously, he served as chief executive of Psion PLC, a London-based consumer and business technology company. He also served as chief operating officer and chief financial officer of Euromoney Institutional Investor PLC and as the president of Institutional Investor, the financial information business. He served for seven years as a non-executive on the Finance Committee of the Oxford University Press. David holds a bachelor's degree in politics, philosophy, and economics from Oxford University and an MBA from Stanford University.



Scott Kirkpatrick

President & COO General Assembly

Scott Kirkpatrick is the President & Chief Operating Officer at General Assembly (GA), a global educational company that specializes in the most in-demand skills. Scott joined GA from The Princeton Review, where he served as the President and successfully facilitated its sale to IAC. Before joining The Princeton Review, Scott worked at Houghton Mifflin Harcourt, where he served as both Executive Vice President of Strategy and Marketing and President of the company's technology division, Riverdeep. Prior to that, Scott was a strategy consultant at both The Callidon Group (now Oliver Wyman) and The Parthenon Group, where he focused on advising clients in the education and publishing industries. Scott holds a BS in Economics & Management from the United States Coast Guard Academy and spent 8 years in the U.S. Coast Guard, where he served as the navigator on a ship and an aide to the President of the United States. After finishing his military career as an Officer, Scott went on to earn his MBA from MIT's Sloan School of Management.



Scott Meyer

CEO, Ghostery

Scott co-founded Ghostery, Inc. while an Entrepreneur-in-Residence at Warburg Pincus LLC, the global private equity firm that is supporting the company. From 2005-2008, Scott was President and CEO of About.com, a part of The New York Times Company. He spent eight years with The New York Times Company in a number of senior management roles. In addition to his role at About.com, he was the General Manager of the company's flagship website, The New York Times on the Web. He also served as vice president, strategic planning for The Boston Globe. Before joining The New York Times Company, Scott was with Multex.com (a venture-backed company which was acquired by Reuters in 2003 after a successful IPO in 1999), where he was Vice President and General Manager of its business-to-consumer division.



Heather Marie
Founder & CEO, Shoppable

Heather Marie is the founder and CEO of Shoppable. She has been recognized by industry-leading institutions, most recently from Built in NYC as one of the top 50 female founders in New York City. She was also named one of the 10 “Most Powerful Millennials in Manhattan” by Gotham Magazine and by L’Oréal with its Women in Digital Award. Prior to

founding Shoppable, Heather was on the founding team at Affinity Labs, a digital media company that became the largest collection of online professional communities. While there, she held a critical sales role and led the company’s lead generation to profitability. While supporting the Affinity Labs and Monster.com post-acquisition integration, Heather’s role with Monster Worldwide expanded to focus on national sales for the U.S. She received her undergraduate degree in Business Administration from a combination of the University of San Francisco and the London School of Economics.



Jeremy Levine
Partner, Bessemer Venture Partners

Jeremy Levine is a partner in Bessemer Venture Partners’ New York office. He joined the firm in 2001 and focuses primarily on software and Internet companies. He has led early stage investments in consumer-Internet companies including LinkedIn, Pinterest, Raise, Wikia and Yelp; e-commerce businesses including KupuVIP and Shopify; and SaaS companies including

MindBody and Parallels. Four of his portfolio companies have gone public in the last few years, and he has also served on the boards of several Bessemer-backed companies before they were acquired by larger corporations such as Amazon, AOL, Cox, Sony and Naspers. Jeremy graduated from Duke University with a BS in computer science and economics. He tweets from @jeremyL.



Mark Gerson

Chairman , Gerson Lehrman Group

Mark Gerson is a New York based entrepreneur and philanthropist. He is the co-founder of Gerson Lehrman Group (a peer to peer business learning community), Thuzio (which enables influencer marketing for businesses through both software and events), Voray (which enables companies with high LTV customers to create authentic relationships with prospects) and

Matterhorn (which enables deal professionals to conduct data centered negotiations). Mark is also the International chairman of United Hatzalah, which is a distributed network of volunteer first responders in Israel, Jersey City, and Brazil. By activating the first responder closest to a trauma (heart attack, accident, choking incident or stroke), United Hatzalah volunteers can arrive at a victim's side in the first minutes that separate life from death. He also co-founded United Rescue, which is bringing the United Hatzalah method of crowd-sourced volunteer first response around the world – with the initial cities to deploy being Jersey City and Panama City. Mark co-founded AMHF with his friend Dr. Jon Fielder, a Johns Hopkins-trained physician who has been a Christian medical missionary in Kenya and Malawi. AMHF builds clinical care in the African locales where residents are at the greatest need for physician capacity – including Malawi, Kenya, Tanzania, South Sudan, the Nuba Mountains and Uganda. Mark is also the author of many books and articles on subjects including intellectual history, inner-city education, basketball and the Biblical Jonah. He lives in New York City with his wife, Rabbi Erica Gerson, and their four children.



Reed Phillips

CEO & Managing Partner, DeSilva+Phillips

Reed Phillips co-founded DeSilva+Phillips, a leading boutique M&A firm focused on traditional and digital media. He has completed more than 200 transactions with companies such as ABRY Partners, Bonnier Corporation, Conde Nast, Court Square Capital, Dow Jones, IDG, Infogroup, News Corporation, The New York Times, Shamrock Holdings, and Time Inc. He has been quoted in

The New York Times, Wall Street Journal, NBC Nightly News, Financial Times, NPR and Bloomberg TV, and has published articles in Harvard Business Review online, TheDeal.com, AdvertisingAge.com, and The Washington Post. He is on the Board of the Foreign Policy Association where he serves as Treasurer. He holds an AB from Duke University.



Joanna Stone Hermann

Managing Director, DeSilva+Phillips

Joanna is a Senior Managing Director at the media-focused investment bank DeSilva+Phillips. In 2013, Joanna left D+P to become co-Founder and CEO of Librify, a social reading platform that was the exclusive eBook provider for Target. Joanna returned to D+P in late 2015 after selling the company to Scribd. She has worked in the broader digital media and information industry

for over 15 years and has served in executive roles at Reed Elsevier, Thomson Reuters, Dow Jones, Time Warner and Accenture's Media & Entertainment Practice. Joanna is an investor and advisor/board member of several technology information & digital media start-ups including City Maps, Thuzio, Axial Markets, and Matterhorn. Her writings have appeared in The Wall Street Journal, The Washington Post, Newsweek, People Magazine and The New York Daily News. She is on the Board of Harvard Business School New York Club, the Advisory Board for Book Expo America and ProPublica, a non-profit investigative journalism organization and the Leadership Committee for Kids Cancer Walk. Joanna has a BS and Masters from MIT and an MBA from Harvard Business School.



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DEALMAKERS SERIES

The Dealmakers Series events are topical, invitation-only discussions for the top dealmakers and operators in the Media, Advertising & Marketing, Information, Education, Technology, and Healthcare Communications industries. Each event focuses on a specific aspect of the M&A landscape and feature thought leaders and innovators in that sector — in this case, identifying value.

The events approach the discussion through the lens of M&A. They feature industry experts discussing the future of the media and technology industry, specifically focusing on recent and imminent notable transactions, as well as emerging trends and opportunities in the media space. The events bring together influential leaders for stimulating discussions, valuable networking opportunities and engaging programming.

Attendees of events are key decision-makers in investing, PE, VC, Corporate Development, Business Development as well as C-Level executives, entrepreneurs, and founders of companies.



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DEALMAKERS SERIES

DeSilva+Phillips is a boutique M&A advisory firm focused on the broader media landscape:

- Digital Media
- Education
- Marketing Services
- Ad Tech
- Information Services
- Healthcare Media
- eCommerce
- Entertainment
- Publishing
- Events



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