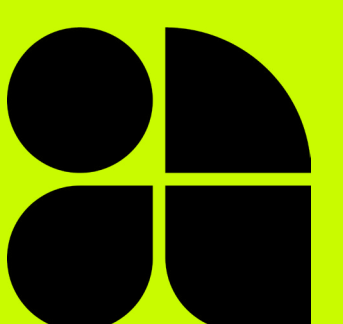


<sup>1</sup> So much to do, so much information to sort. So little time, yet so much at stake

<sup>2</sup> Control the outcome from the outset



<sup>3</sup> Get your deal in order with Ansarada Deals





# We're big on the detail, so you can go big on the deal

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There are so many parts in motion with any deal. So many things to be done, so many aspects to consider, so many people's input to seek, so many bits and bytes of information to be sorted.

Ansarada Deals brings the seeming multitudes of moving parts together and run like clockwork. So you and your team can stay fixed on the outcome from the outset, yet adapt to anything unforeseen in between with calm, confidence and control.





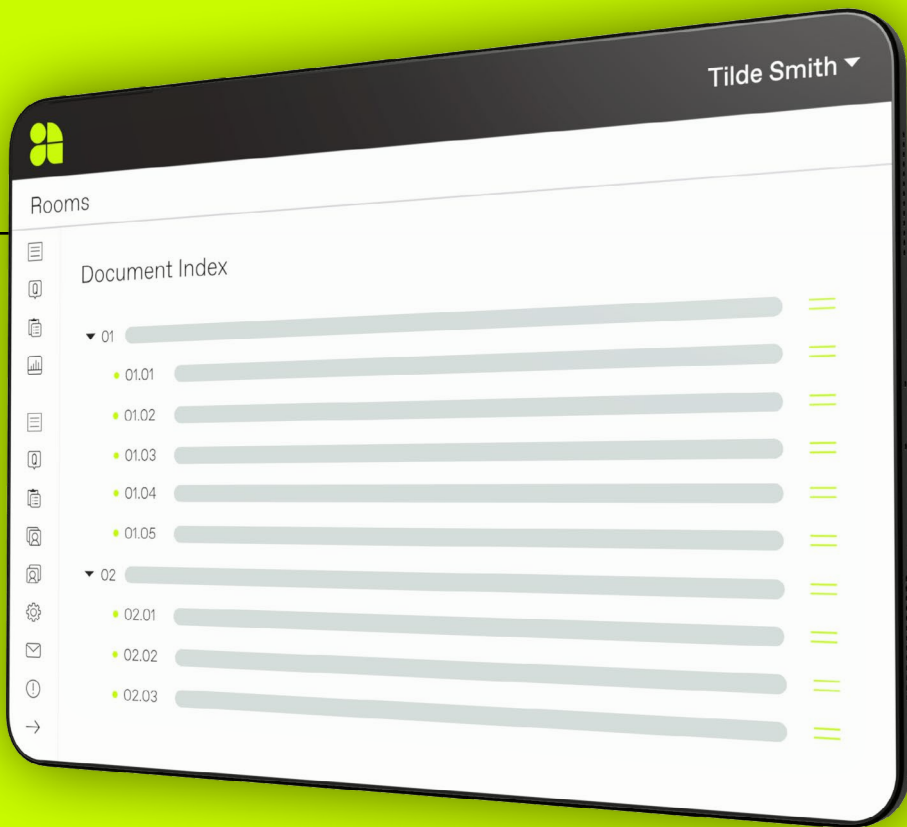
# More than a Data Room

Introducing Ansarada Deals™, bringing together a purpose-built set of solutions into one fully integrated platform that delivers value across the complete deal lifecycle.

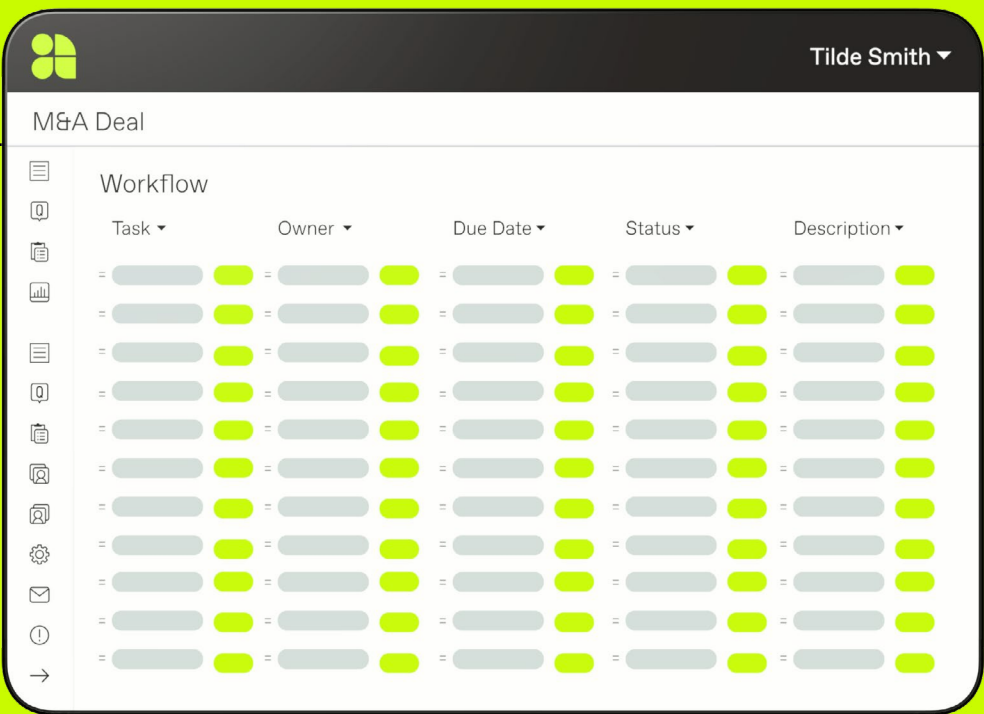
Centralize all your deal activity with Deal Workflow™, project management tools, advanced data rooms, AI deal insights and post-merger integration frameworks.

Now you can control every aspect of your transaction from start to finish.

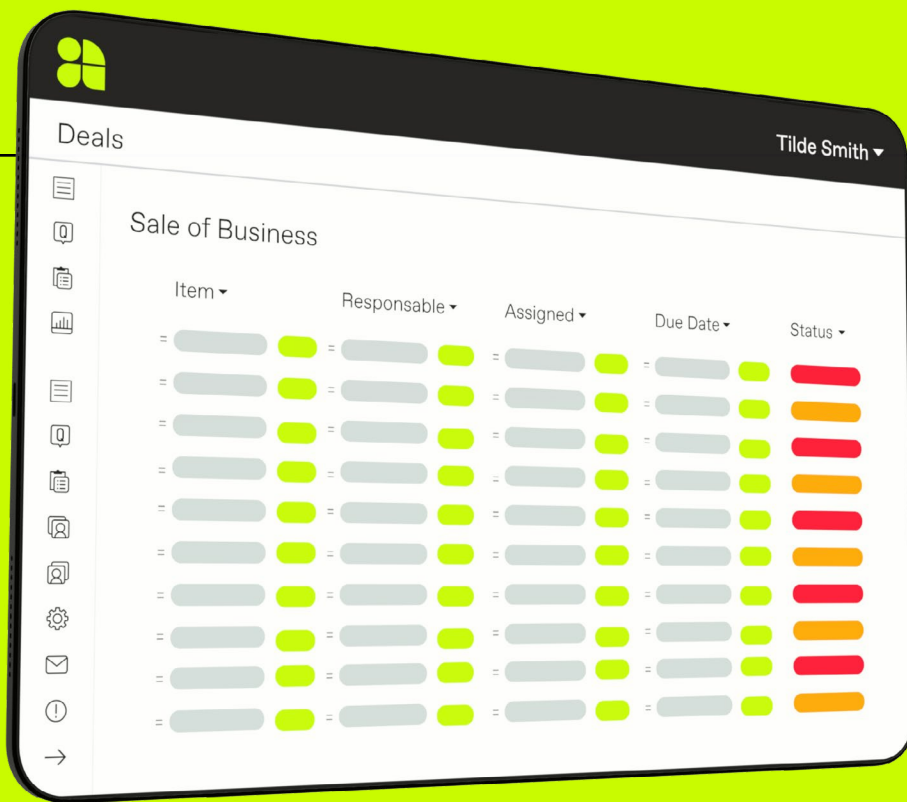
Reduce  
risk



Boost  
efficiency



Drive  
decision  
making



# One centralized platform

1 Workflow

2 Data Room

3 Q&A

4 Integration

M&A

DD Checklist

Certifications

Complete

Compliance Documentation

For Review

Agreements

Waived

Customer Agreements

At Risk

Property Leases

Due Soon

Service Agreements

Complete

Software Licenses

For Review

Supplier Agreements

Waived

Board Meeting Documentation

At Risk

Business Plan and Strategy

Due Soon

Common Stock Equivalent

Complete

Company Constitution

Complete

M&A

Manage Documents

Document index

Compliance

Contracts

Corporate

Customers, marketing and sales

Enviromental

Financials

Human Resources

Information Technology

Insurance

Legal

M&A

Manage Q&A

Q&A workflow explainer

Understand the Q&A workflow that is right

Assign Q&A roles

Allow people to participate and access the

Question subjects

Create question subjects and subject group

Set submission limits

Restrict the number of questions a team ca

Use Q&A via email

Manage & action Q&A straight from your in

Post Merger Integration

100 Days Workflow

Strategy Deal Marketing Deal Preparation Due Diligence Negotiation Closing PMI

M&A Checklist

Owner

Due Date

Status

Description

Certifications

Andrew Analyst

16 Aug 2021

Complete

This is go...

Compliance Documentation

Lulu Analyst

17 Sep 2021

For Review

When you...

Agreements with Limiting Clauses

Tilde Director

22 Sep 2021

Complete

You can't...

Customer Agreements

Justin MD

14 Oct 2021

For Review

Give him a...

Property Leases

Charlotte Analyst

14 Oct 2021

Due Soon

Please ring a...

Service Agreements

Zoe Partner

14 Oct 2021

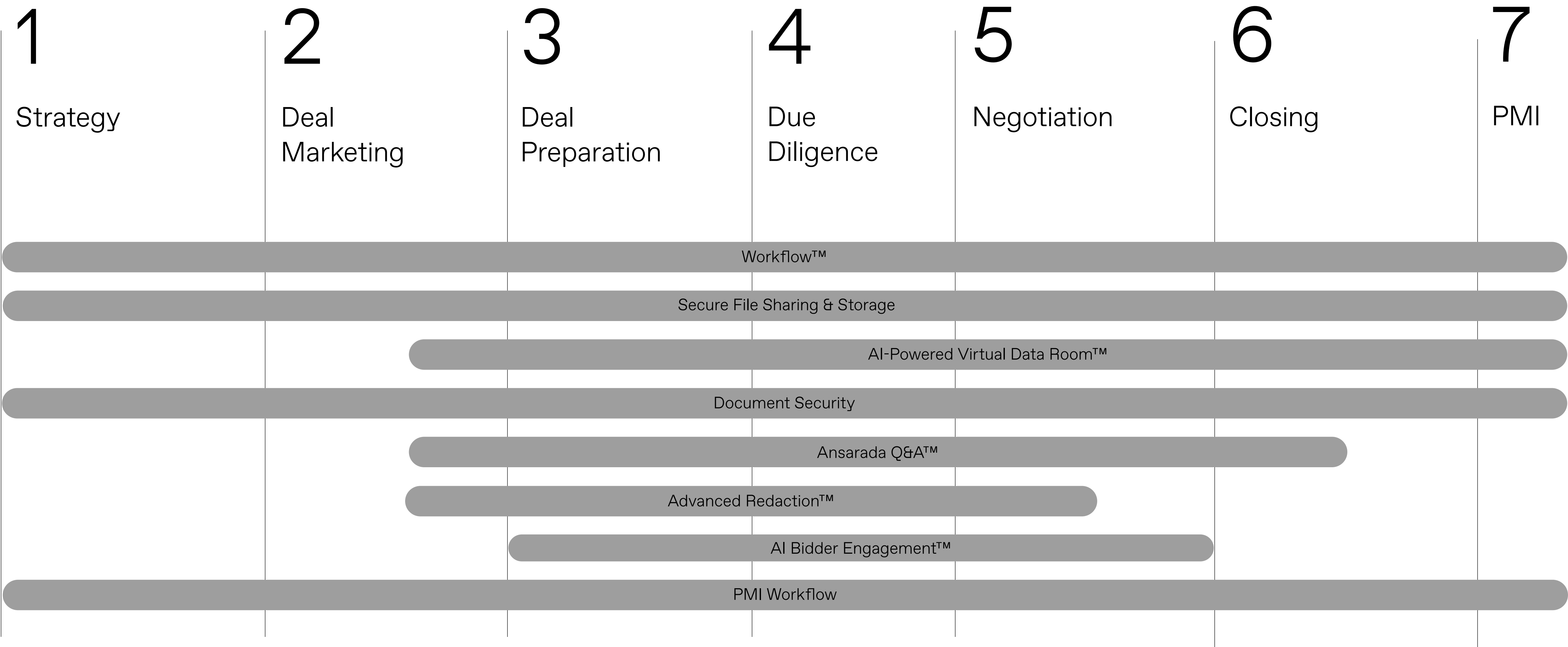
Due Soon

Give him a...





# Confidence and control at every stage of your deal





# What Ansarada customers say they love



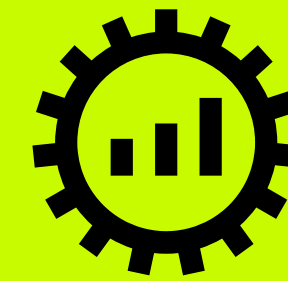
## Simple design

Intuitive, fast, mobile friendly, and easy-to-use, even for first-timers



## Ultimate security

Save, print and access controls. Track usage and self destruct files regardless of their saved location



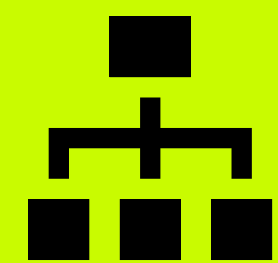
## AI automation & insights

World-first AI tools automate processes and deliver intelligence on bidder behaviour and motives



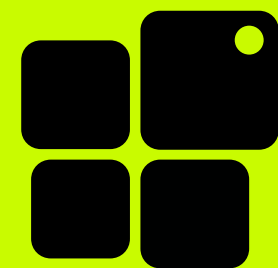
## Confidence & control

Satisfy risk, compliance and disclosure requirements with ease. Reports capture every action



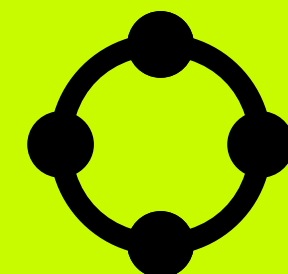
## Project management workflow

Digitize your checklists for the most efficient project management of processes and teams



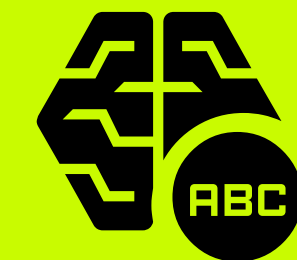
## Easy to get organized

Easily organize tasks, people, processes and information to mitigate deal chaos



## Collaboration and Q&A

Speed and visibility with Q&A facility, review and approval workflows, commenting tools and notifications



## Bulk AI redaction

Redact 500+ documents with 30+ custom search terms simultaneously, shaving hours off your deal preparation time

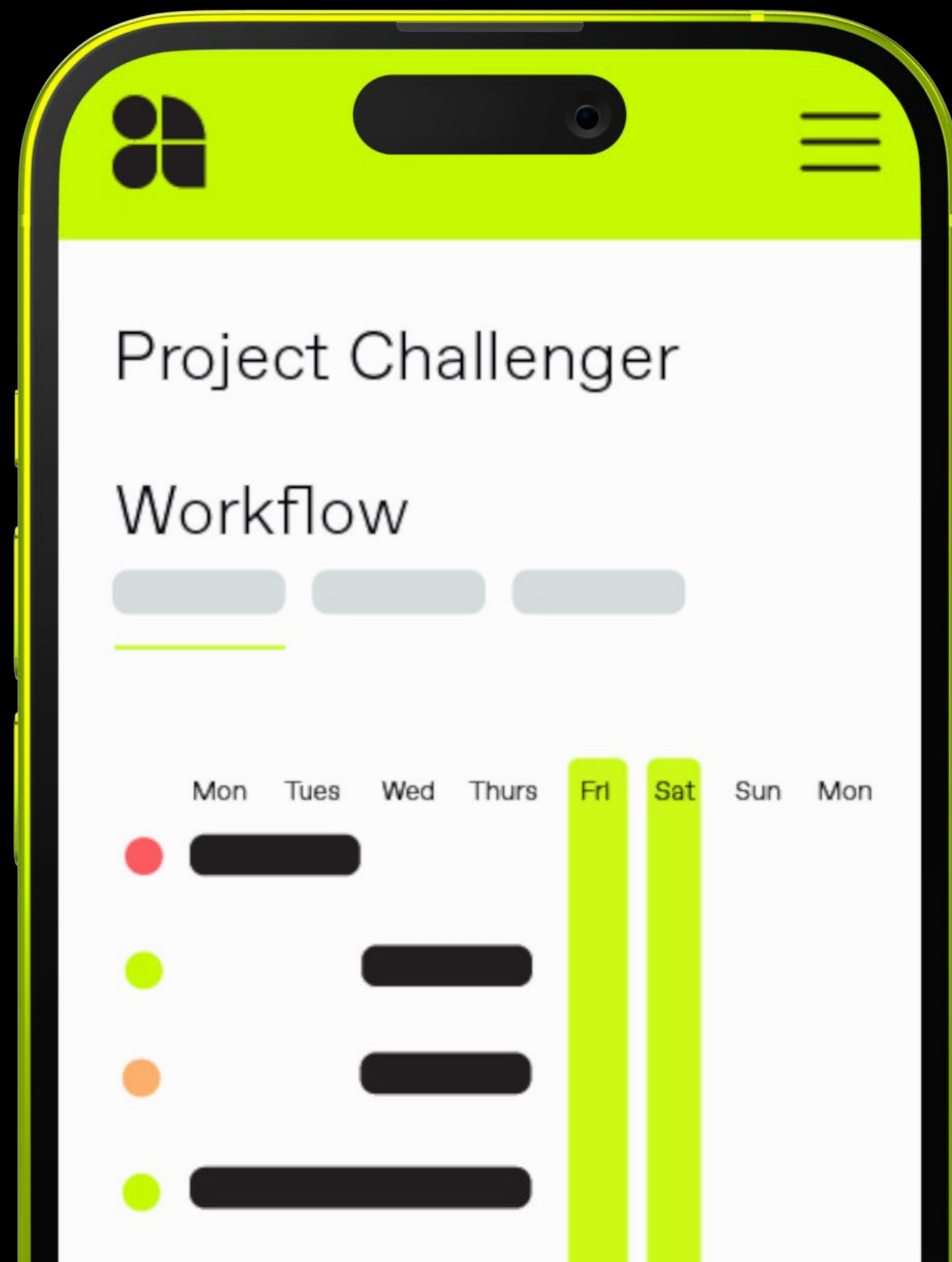


# <sup>1</sup> Workflow





# Your workflow, your way



Deal Workflow™ is a project management tool for you to digitize all your existing workstreams, so you can have complete oversight and control from the earliest strategic work.

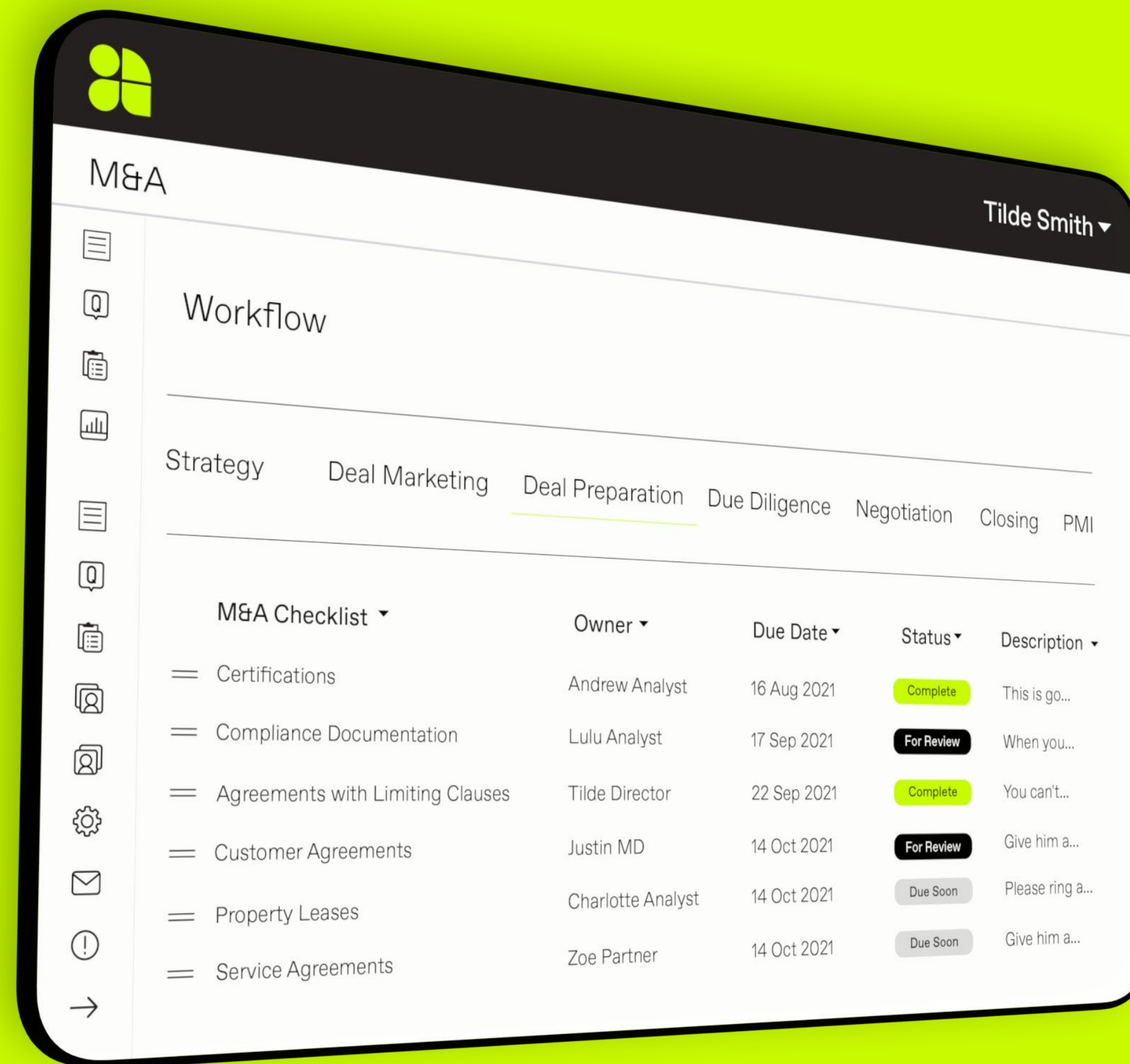
## Why you'll love it:

- Customize your own workflows to make all of your deal marketing, preparation and execution processes more efficient
- Get visibility over real-time progress, including task assignment and completion in a single place, tracked in real time
- Reduce risk by eliminating duplicate work and information silos
- Create accountability among the team so you can accelerate achieving your outcome
- Stay compliant and gain a clear picture of all risks to address
- Standardize processes so they can be duplicated and reused





# Use Deal Workflow™ to:



- Govern information, people and dates in real time
- Track multiple projects simultaneously
- Track non-disclosure agreements and process letters
- Track deal strategy and marketing activities
- Track progress of deal preparation
- Manage key contacts
- Track ITTs and issues
- Track key milestones/key dates
- Digitize your due diligence checklists
- Collaborate internally and externally
- Get a dashboard view of opportunities, activity, and progress
- Monitor team engagement and accountability

Try it now for free



# Workflow™ works with you and for you

1 Keep key contacts on hand at all times

2 Use checklists to stay on track and always know your task status

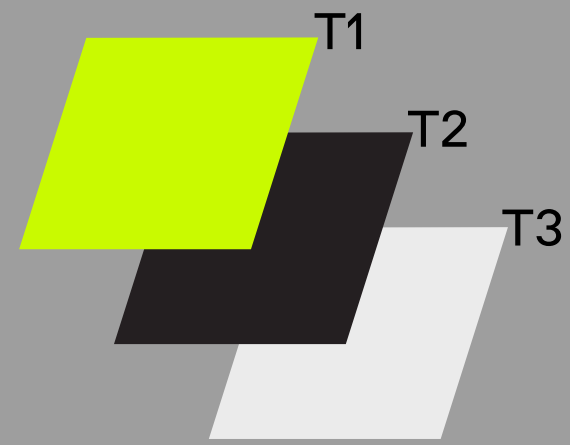
3 Internally monitor progress at all times; know who is doing what and when

4 Track and visualize key dates so you'll never miss a deadline





# 4 benefits of what Workflow<sup>TM</sup> can do for you



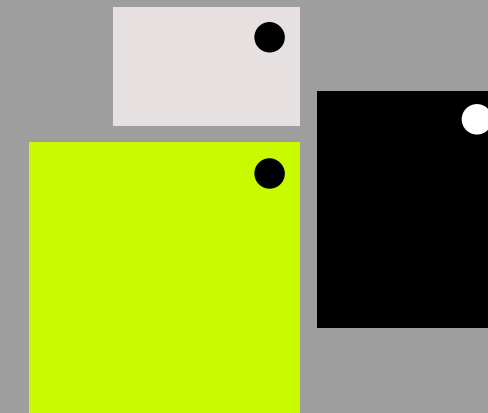
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Elevate your  
services



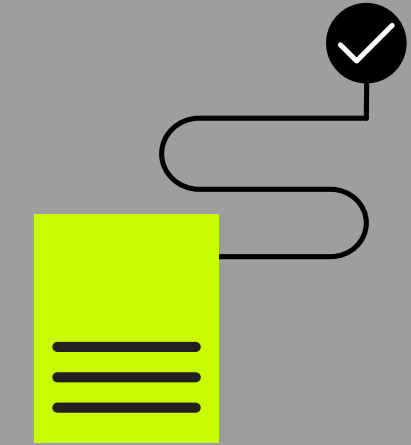
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Replicate and re-use  
best-practice  
templates



---

Collaborate in  
centralized Deal  
workspace



---

Track and  
report progress

# Differentiate your firm and maximize growth

Elevate your deal process and illustrate your strengths to the market

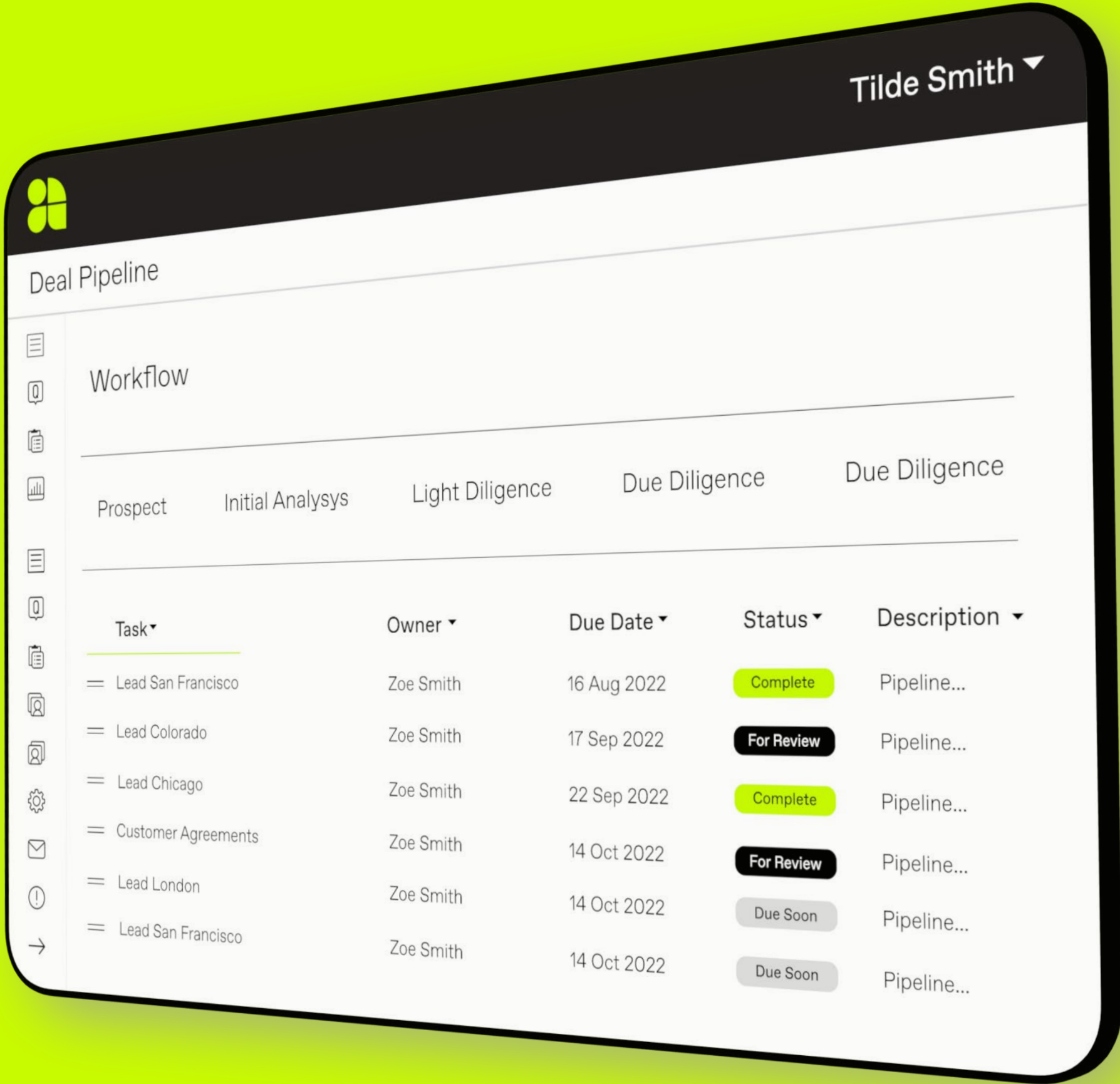
Standardize all your deal processes on Ansarada. Create and present seamless and sophisticated client experiences. Stand above the rest.

Get the advantage and deliver your deal services to your clients with flexible sophistication

Digitize checklists in minutes to manage strategy, deal marketing, NDA and I.M. tracking. Customize your DD checklists for deal preparation, or hit the ground running with Ansarada’s pre-defined checklists.

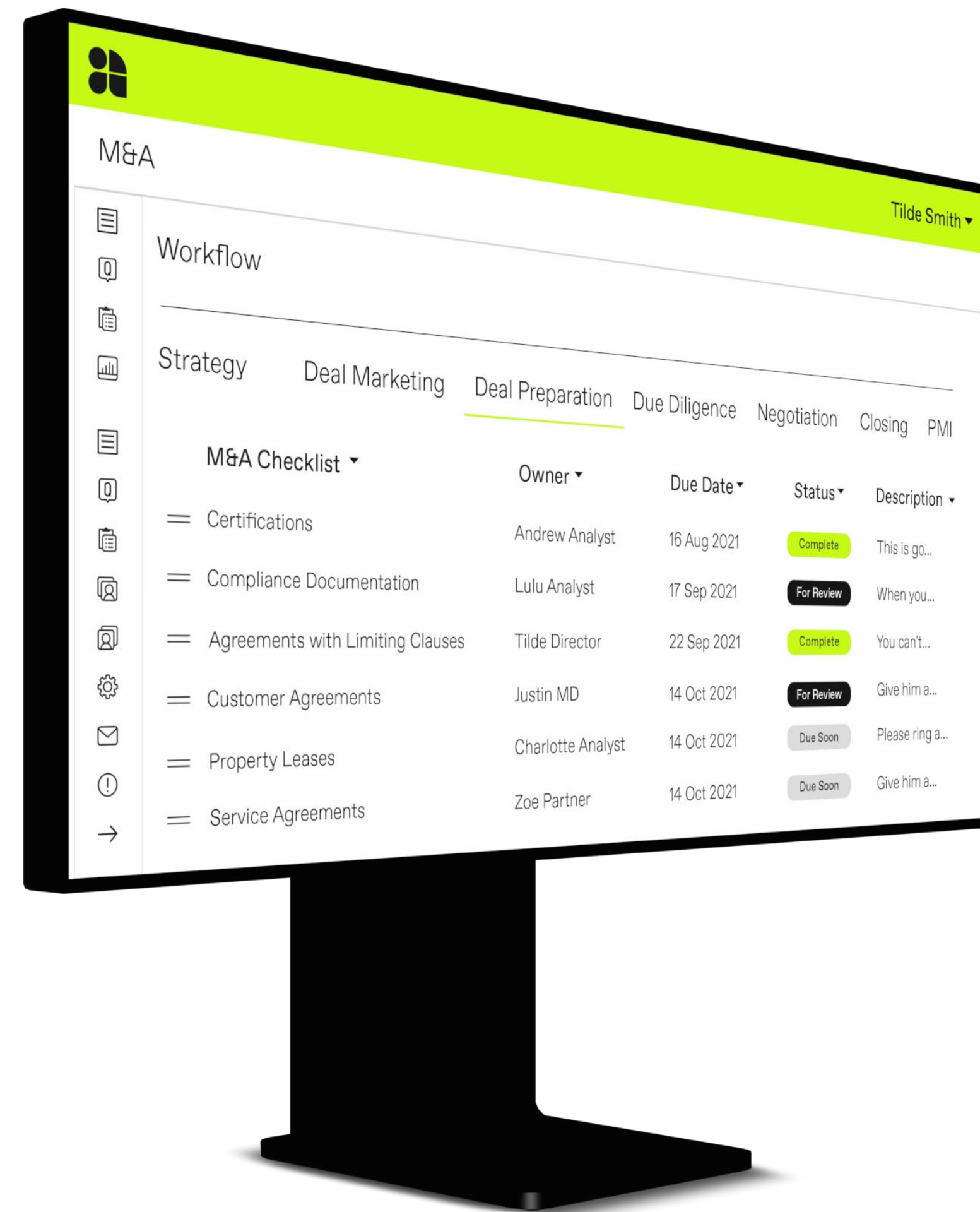
Manage and record deal marketing

Monitor deal opportunities. Evaluate more targets. Find strategic fits faster.





# Digitize processes & checklists



## Streamline document collation

Keep all team members working cohesively by digitizing your RFI's. Import RFI's to Workflow to collect and request documents in a collaborative space. Transform completed RFI's into a structured document index seamlessly using the 'move documents' function.

## Deal management to drive decisions

Avoid teams internally and externally working in siloes, reduce emails by up to 50% and put an end to un-secure and disorganized project management.



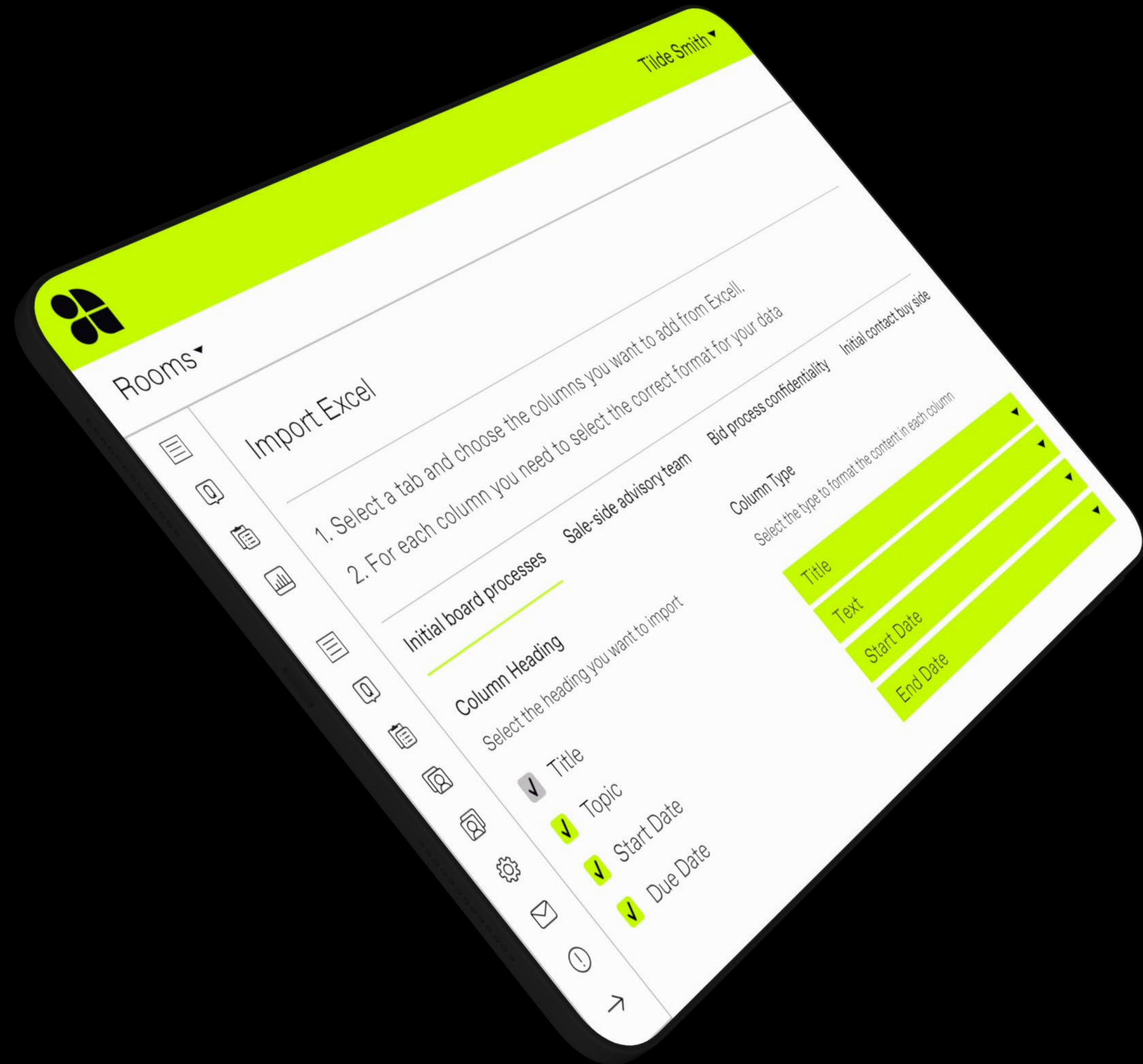
# From complicated spreadsheets to completed in seconds

## Turbocharge your Excel spreadsheets

Transfer all your work from Excel - your own due diligence checklists, workflows, document requirements and processes, and work on them securely.

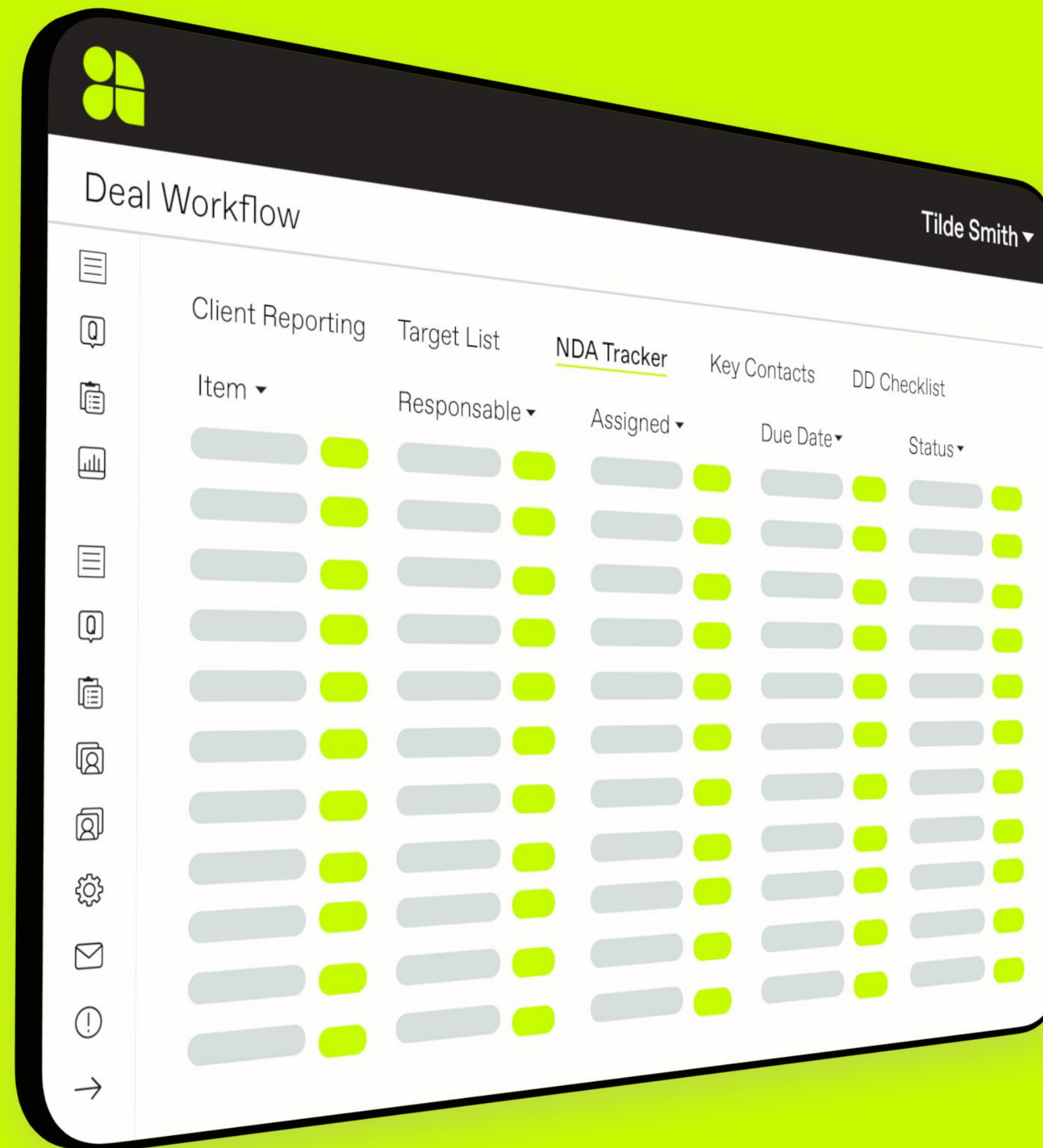
Import your customized information and harness the power of automated deal preparation and reporting.

Export it back to Excel if you need an instant snapshot in an Excel file format.





# Project management made for deals



## Centralize collaboration

From Deal Workflow, AI-Powered Data Room to Ansarada Q&A to PMI, now you can work securely and collaboratively with in-house and external teams. Assign and manage tasks and monitor due dates. Automate task follow-ups and notifications.

## Eliminate risk of disparate systems like spreadsheets and emails

Do away with a reliance on email, spreadsheets and whiteboards. Deals offers a highly secure, efficient, consistent and centralized communication platform on which you deliver your deal services to clients.



# Visualize your workflows for total oversight and control

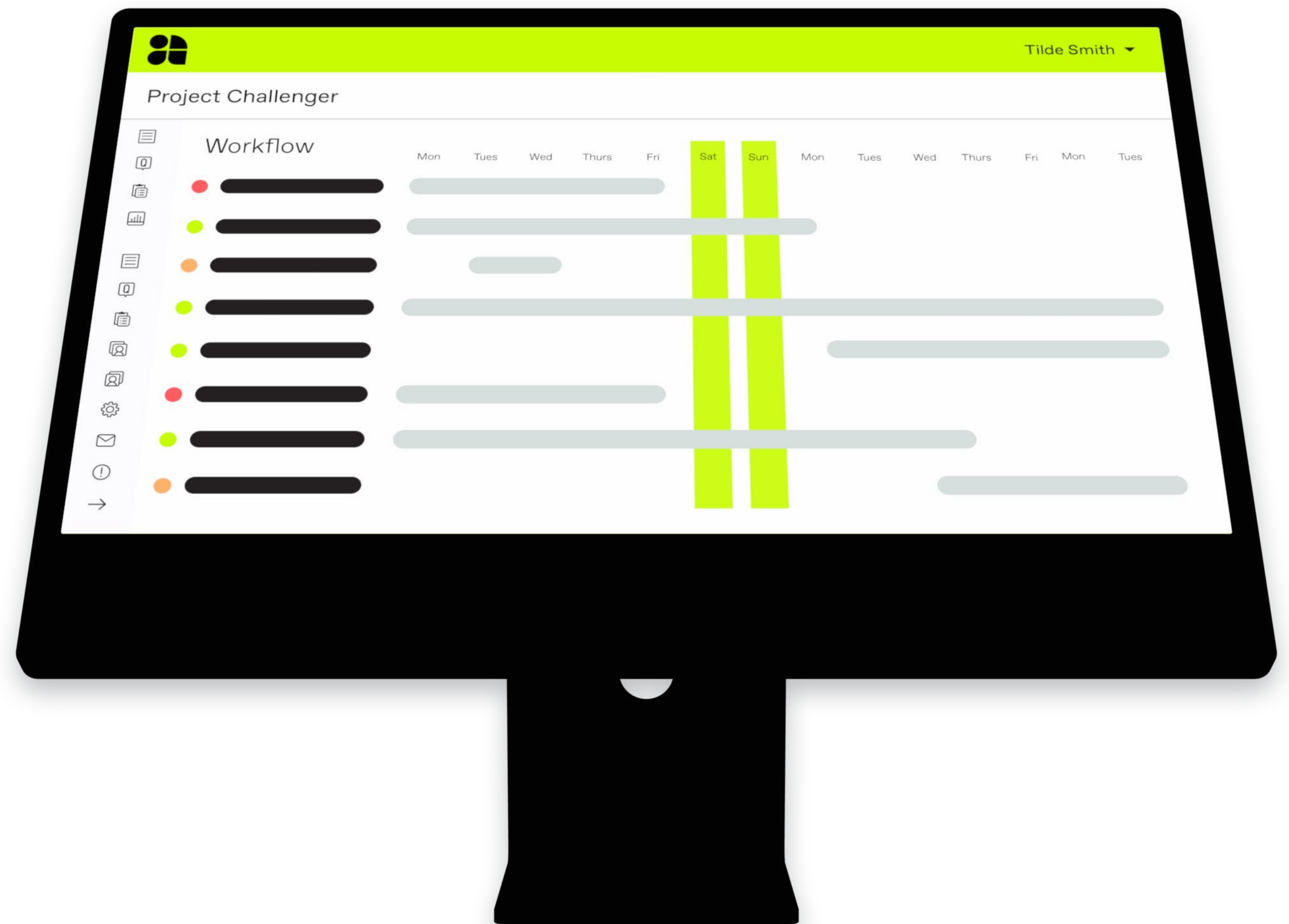
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## The power of visualization

View projects in a checklist format or visualize your workflows in an interactive Gantt chart.

## Collaborate with your teammates internally and externally.

Assign tasks, highlight high-priority items, and significantly reduce the amount of risky emails in the process.







# <sup>2</sup> Data Room



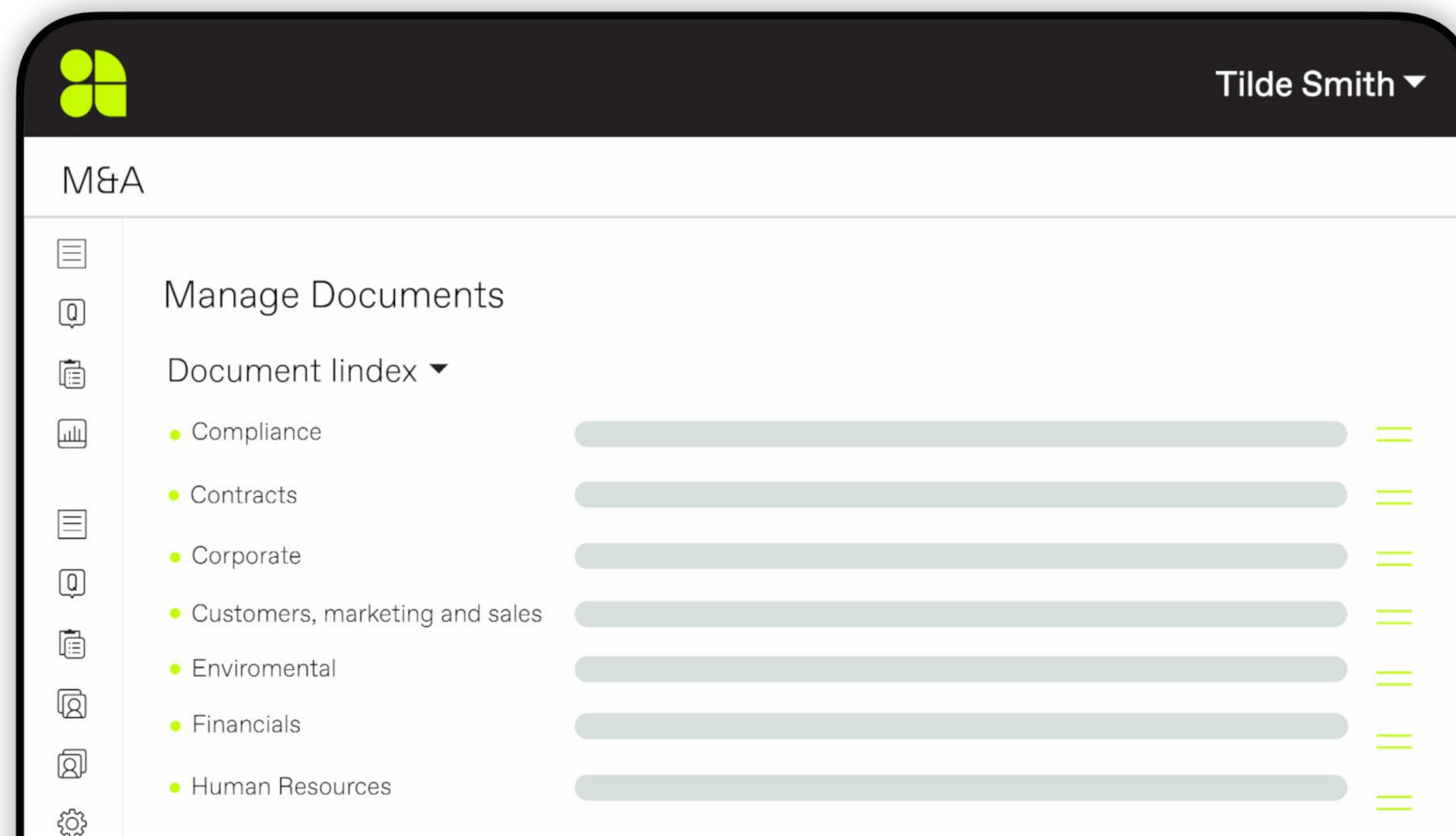
# World-leading Virtual Data Room Renowned for its ease of use

Ansarada's world-leading Data Room is renowned for its ease of use, bringing simplicity to even the most complex transactions. It's been trusted by over 400,000 dealmakers on more than 35,000+ deals to keep transactions and reputations protected. With powerful collaboration tools, unlimited users, and 24/7 support, it's been the data room of choice since 2005.

## What it does:

### Fast, seamless deal execution

Ansarada Deals connects our leading AI powered Data Room to workflow project management, in-built Q&A collaboration, and post-deal integration frameworks for total transaction management across the full deal lifecycle.



# Smart Sort Brings instant order to your Data Room



## What it does:

- Organizes your data room in minutes, not hours or days.
- AI-powered Smart Sort organizes documents as they are being uploaded and sorts them based on pre-specified patterns.

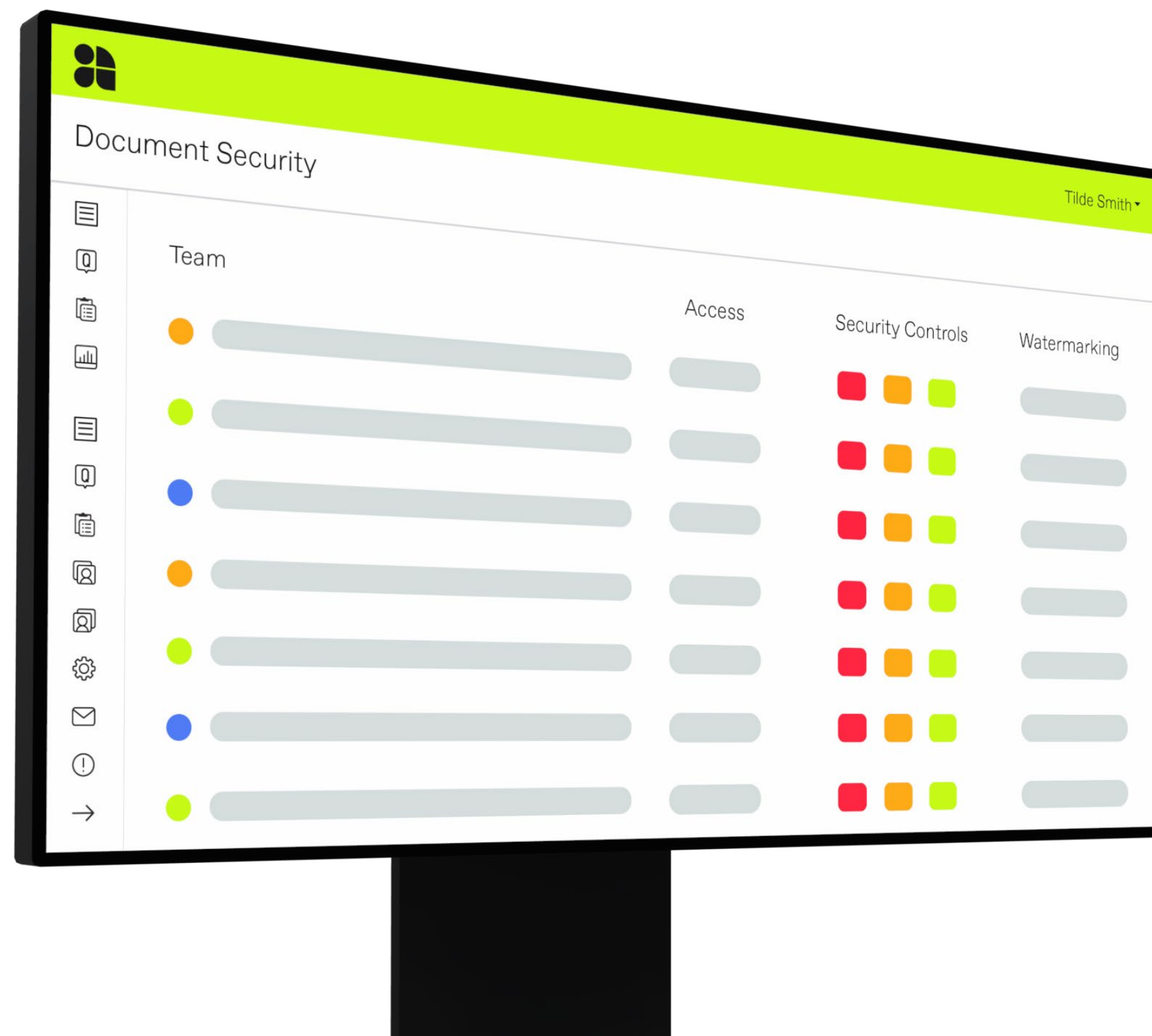
## Why you'll love it:

- Automate organization of your deal space to save hours.
- Eliminate time spent manually organizing your data room via drag and drop.
- Keep your data room structured and orderly.
- Make it easy to navigate documents to get straight to the information you need.



# Security Controls

## So you can stay in control of your deal



### What they do:

- Migrate risks by encrypting your files with bank-grade security.
- Gain full control of your files with save, print, copy and edit restrictions, and watermarks.

### Why you'll love it:

- With its simple UI, you and your team can manage your files in an intuitive manner, mitigating the risk of human error with all the complexities in the back- end.
- You can mix and match the security controls, so you can have custom permissions down to the individual user level.
- Maintain compliance with a full audit trail of all activity. Reports tailored for deal making allows you to identify which parties are more engaged in your deal without having to compile the data yourself.
- Any changes you make are updated instantly. Restrict or change access, even if the files has been downloaded outside of the data room.



# Remote file self-destruct

## Control your files at all times



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### What it does:

- Remotely self-destruct documents at any point in the transaction.
- Let bidders temporarily save documents and take them back whenever you like.

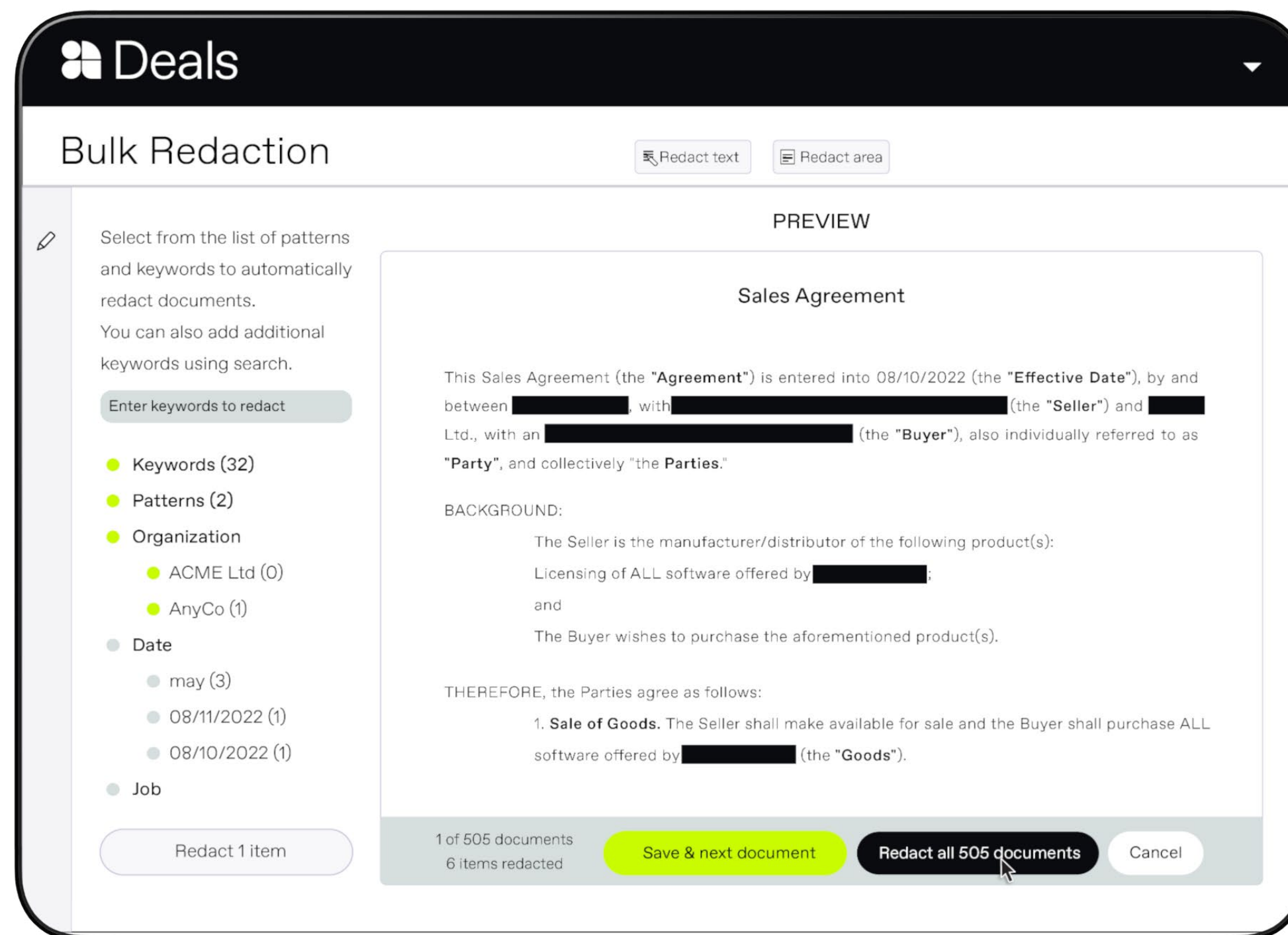
### Why you'll love it:

- Expire rights outside of the data room for the ultimate protection over your sensitive information.
- Give access to third parties but maintain the right to hold on to and take back your most important documentation – even if the files have been saved externally.



# Bulk AI-Redaction

## Shave hours off your deal prep



### What it does:

- Powerful purpose-built redaction
- Enables lawyers and advisors to manage the redaction process directly inside the deals platform.

### Why you'll love it:

- Redact 500+ documents simultaneously
- Elect 30+ customizable search terms to redact at once. There's no limit to how many search terms you can use in your room.
- Automated PII and AI pattern recognition
- Best-in-class OCR and AI that begins scanning your documents as soon as they are in your document index, not just when you're ready to redact
- Preview, modify and confirm suggested automated redaction edits
- Choose whether to save over your original files, or make new copies
- Receive an excel report detailing the redaction edits that were made
- Un-redaction is as simple and quick as unticking a box



# AI Bidder Engagement Score

## Be ahead of the sale

### What it does:

- Accurately predicts the winning bidder
- Harness Ansarada's predictive AI capabilities to predict winning bidders with 97% accuracy by day 7 of the deal.

### Why you'll love it:

- See who is interested. Get a pre-warning as to those who are likely to drop out of

the process. Kick out the time wasters and respond rapidly to falls in interest.

- Maintain competitive tension The best outcomes occur when there is competitive tension at the end of the due diligence process.
- With the Bidder Engagement score, you'll have a clear indication of when you will need to

pull other parties into a transaction to maintain competitive tension.

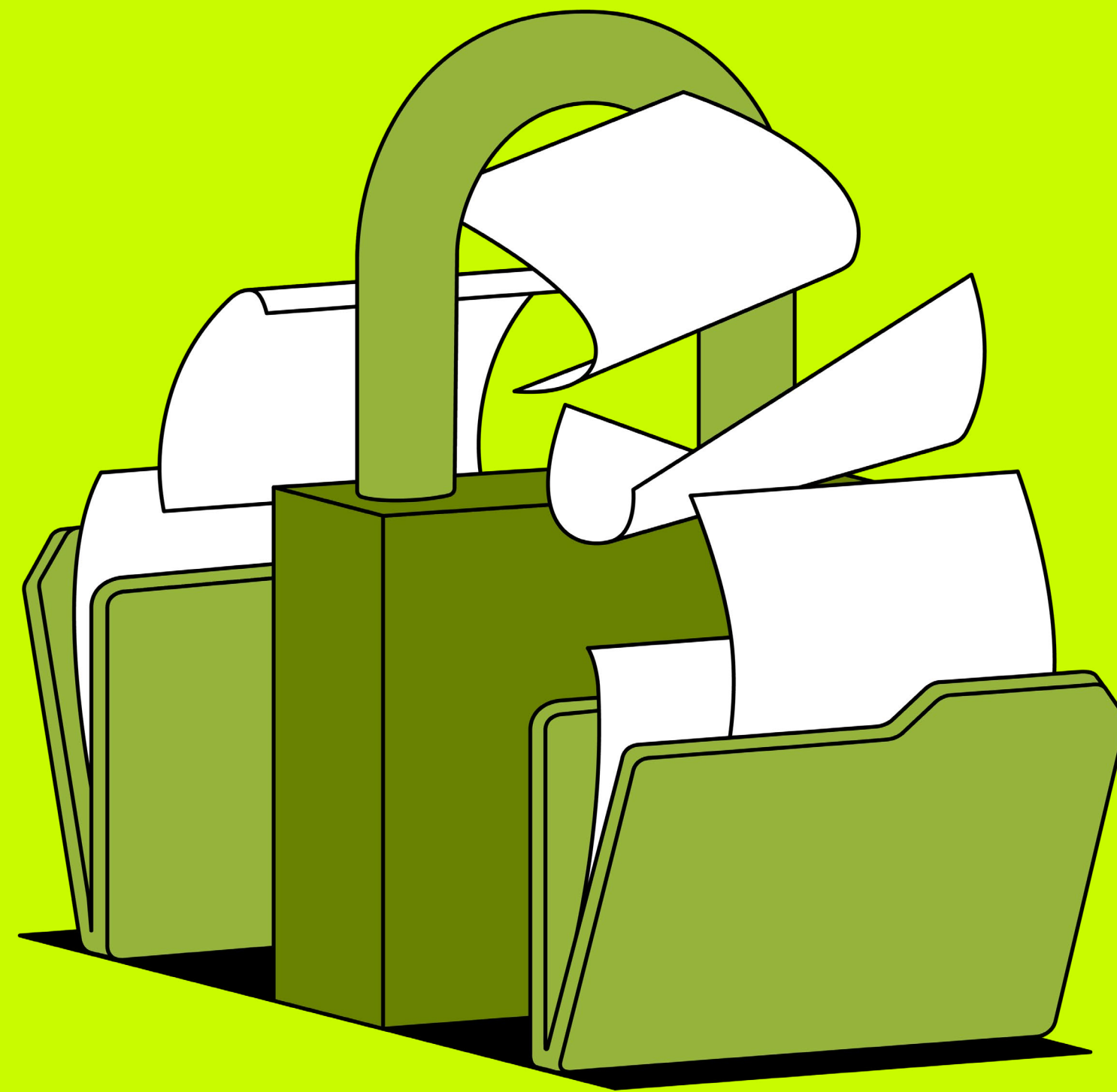
- Make earlier, more accurate predictions. Make informed decisions during your transaction based on real data. You'll be able to accurately predict bidder outcomes, with 97% accuracy by day 7. That's better than a human analyst – and much, much faster.





# Secure File Share

## No more risky attachments



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### What it does:

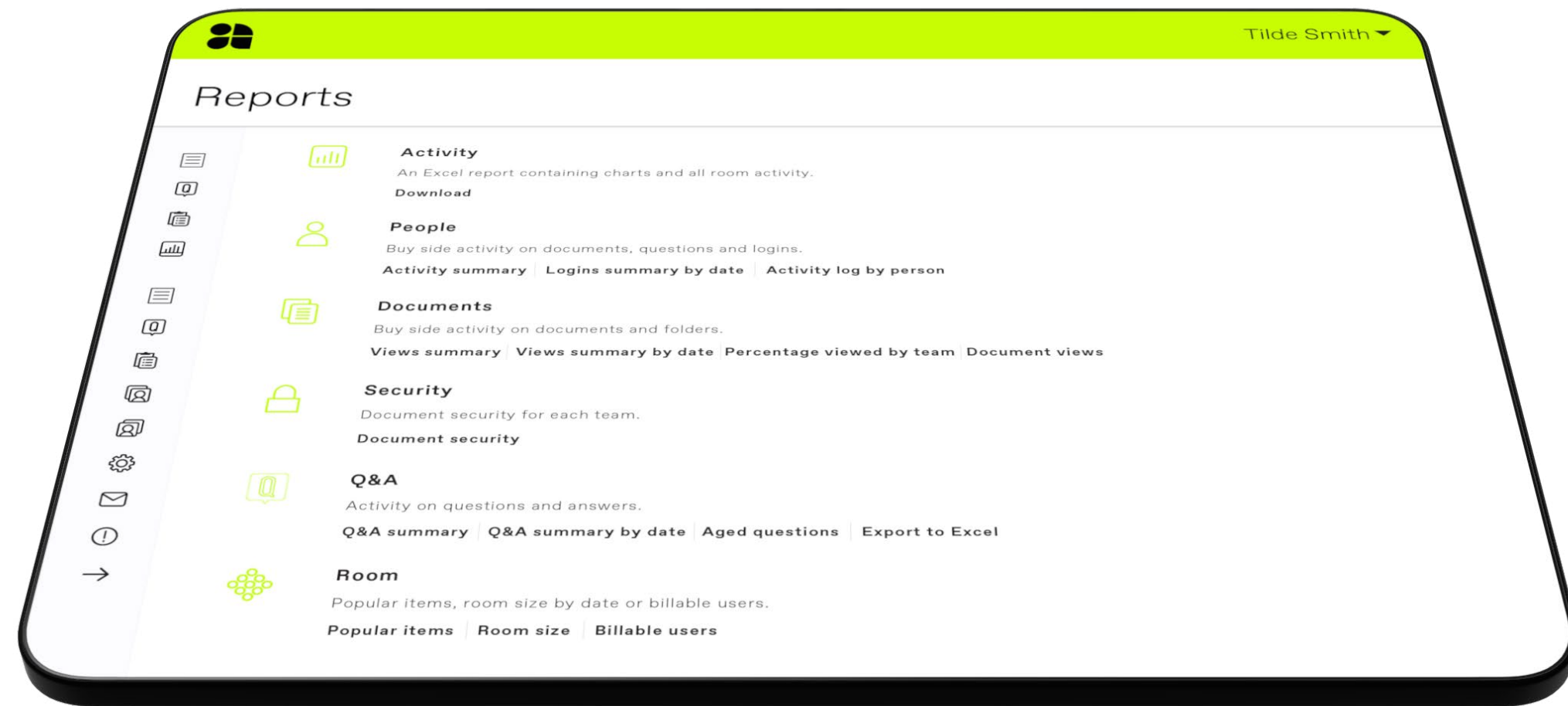
- Allows you to generate secure links to share your most sensitive information securely with other parties without needing to invite them to the data room, with end-to-end encryption in the cloud.

### Why you'll love it:

- When you're in the marketing stage of your deal, you can securely share your IM or NDA's with external parties. No need to invite potential bidders only to remove them later.
- You can choose whether people can download, save, print, edit or copy your documents, and add watermarks prior to sharing it.
- Have complete control of each person's access, with passwords, links and email notifications. Set expiry dates for files and track where they go and who they are saved by, with a full audit trail.

# Activity Tracking & Reporting

## Drive better decision making



### What it does:

- Provides insight into user activity and intent.
- Comprehensive reporting provides transparency into which documents are garnering the most attention and which members of the room are the most active, with built-in features to safeguard your deal and your information while keeping things moving swiftly.

### Why you'll love it:

- Get complete oversight of all activity in the room and a full audit trail.
- See which bidders are most involved in

the Q&A process.

- Documents viewed by person can allow you to assess their levels of engagement and spot suspicious activity before things go any further.
- View all activity occurring on document files, including a full audit trail of each individual's activity; it functions like a heat map of bidder interest, and helps you spot key areas to drill down into.
- Q&A reports help you determine which questions require immediate attention so you can act quickly to prioritize them.



# 3 Q&A





# Q&A for clear collaboration

## What it does:

- 10x your Q&A productivity
- In-built Q&A gives you a better way to collaborate securely with your team and guests.
- Select multiple questions, assign the right disclosure levels, and request input from subject matter experts using a range of easy-to-use bulk question editing actions.

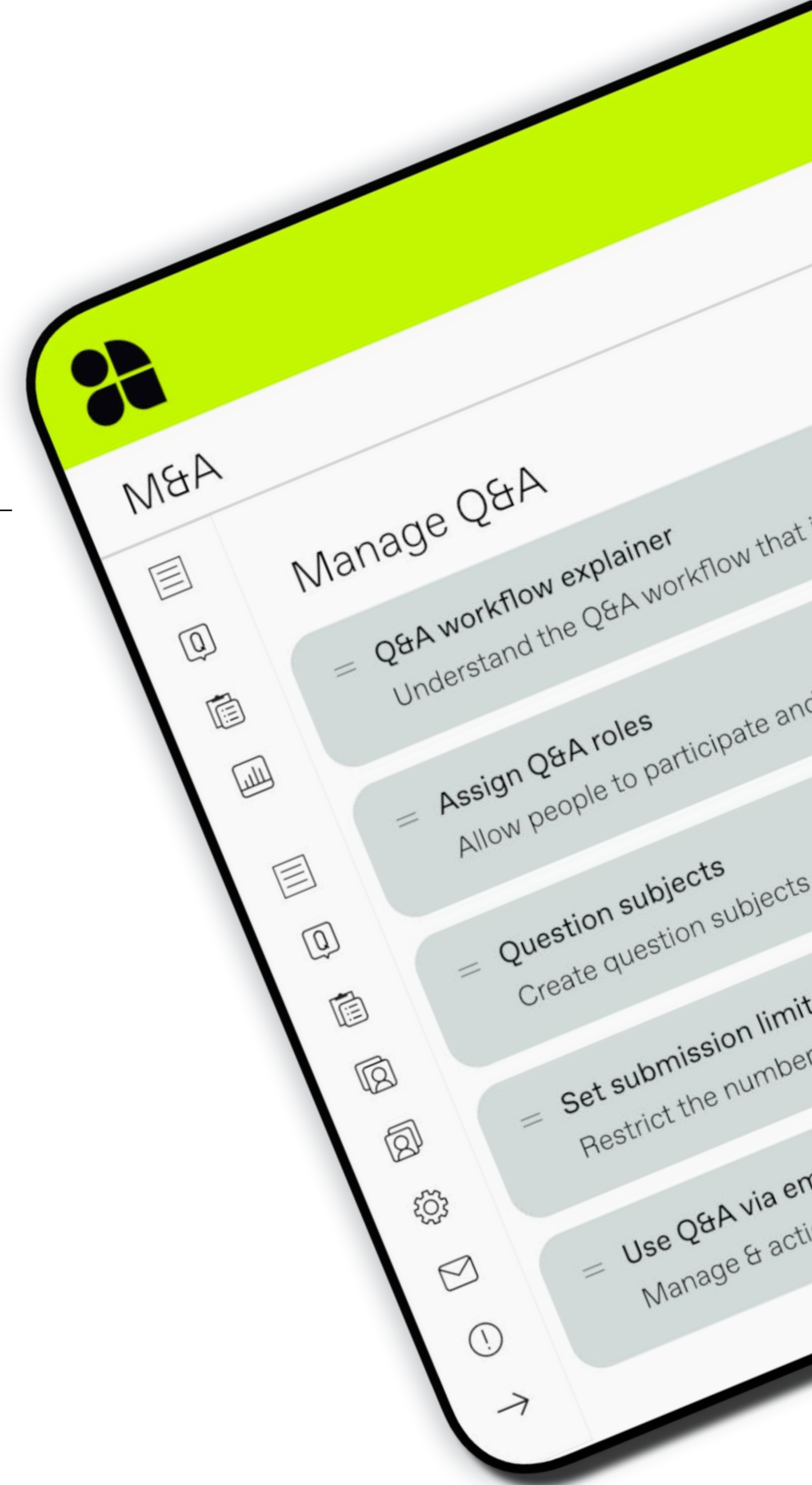
## Why you'll love it:

- Streamline the Q&A process and eliminate the potential for human error,

multiple conversation threads, duplicated work, or breaches of security or confidentiality.

- Find the right bidder and coordinate sell-side responses for better deal outcomes.
- Manage more bidders simultaneously.
- Get a full audit trail of all Q&A content, roles, permissions, workflow history and more.
- Assign clear roles and accountability and use threaded commenting to clarify areas of concern.

- Easily set single Q&A strings of communication within bidder groups.
- Manage Q&A from your email as usual but with everything tracked and consolidated at the back end.
- Set who can view subjects, specific questions and answers across both buy and sell-side roles.
- Set limits on questions volume and frequency.
- Run a tighter process and uncover genuine priorities from bidders.





You can approve and answer questions through the Q&A system from your email inbox without needing to log in or learn a new tool. Everything is clearly tracked at the back end, making Q&A much safer.





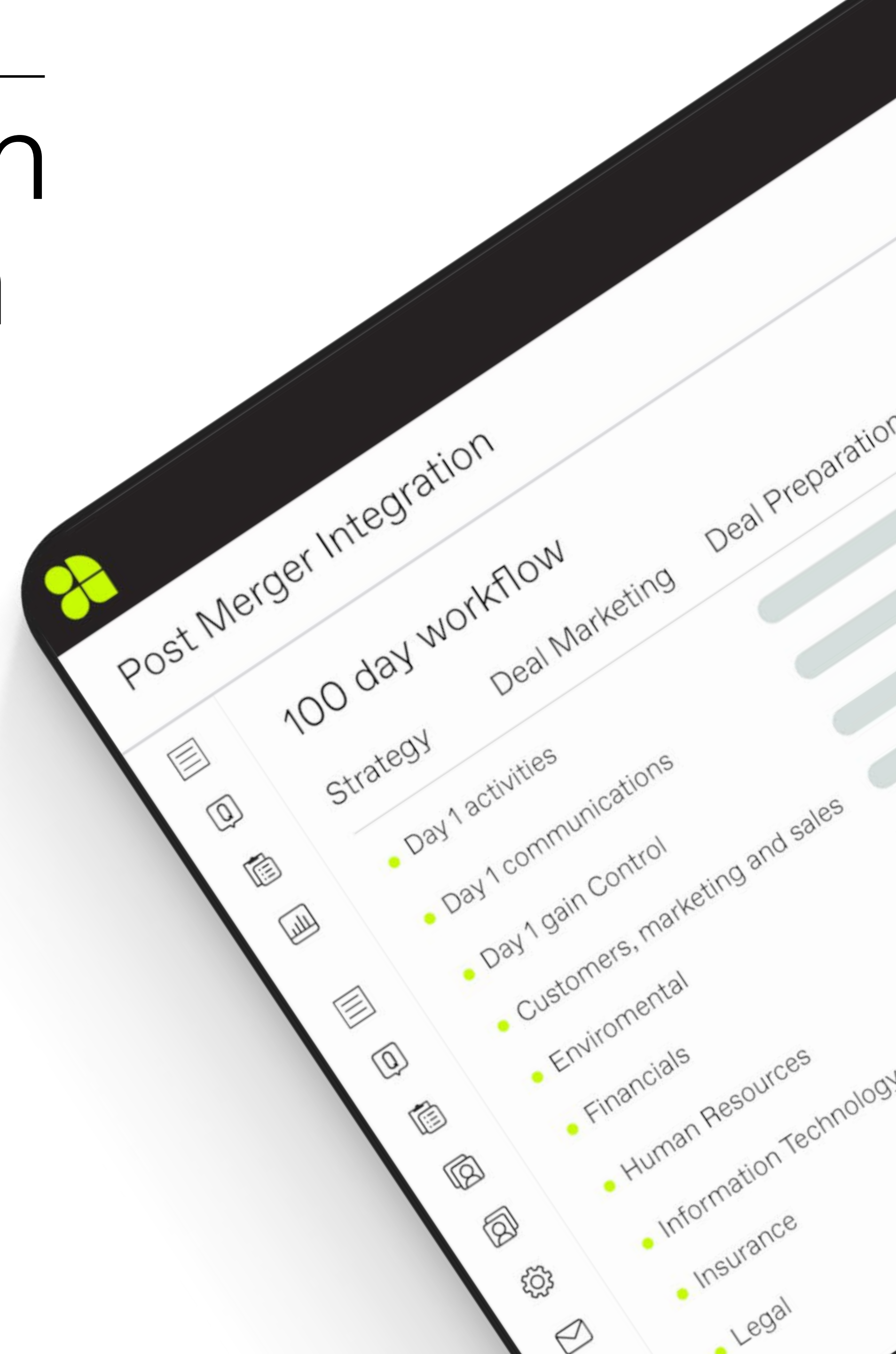
# 4 Integration





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Use purpose-built integration workflows and collaboration tools to manage your integration checklist from Day 1 through to your 100-day plan and realize valuable synergies.



# PAI & PMI Workflows

## What it does:

- Creates shareholder value after the deal is done.
- Post-Acquisition and Post-Merger Workflow give you a templated, step-by-step framework to follow after your M&A transaction, built off the insights of thousands of companies before you.
- The Workflow template starts on Day 1, when the contract has been finalised, and leads you through the 100 Day Plan and the key functional areas (Corporate, Finance, Legal, Procurement,

Sales, Marketing, R&D, Operations, IT, IT Infrastructure, HR and Payroll).

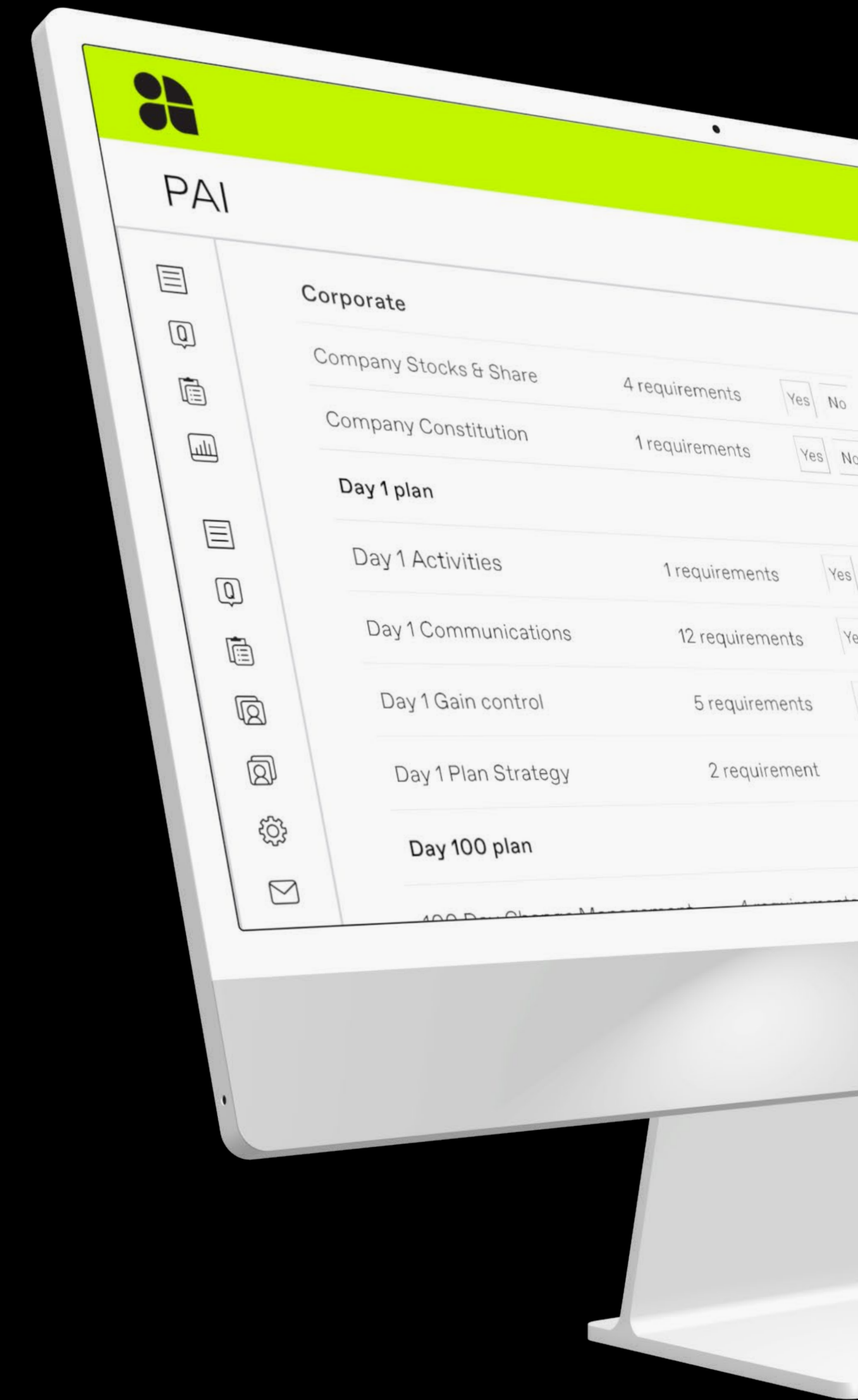
- With everything housed and synced within the platform, Workflow speed up the acquisition of knowledge, leverage all the ordered information and insights from the due diligence process that lead up to this point, and get the teams aligned on objectives to move forward uniformly.

## Why you'll love it:

- Bring structure to all post-deal integration activities, information collection,

clear accountability and ownership, workflow and progress tracking in one place.

- Establish and manage a clear pathway from opportunity to outcome with high efficiency from the board down.
- Speed up the acquisition of knowledge and planning for all buy-side activities.
- Reduce the risk of information silos and duplicate work.
- Quickly get the newly formed entity aligned on business objectives and working consistently toward a common goal.





# 360° Security

## Secure as Fort Knox

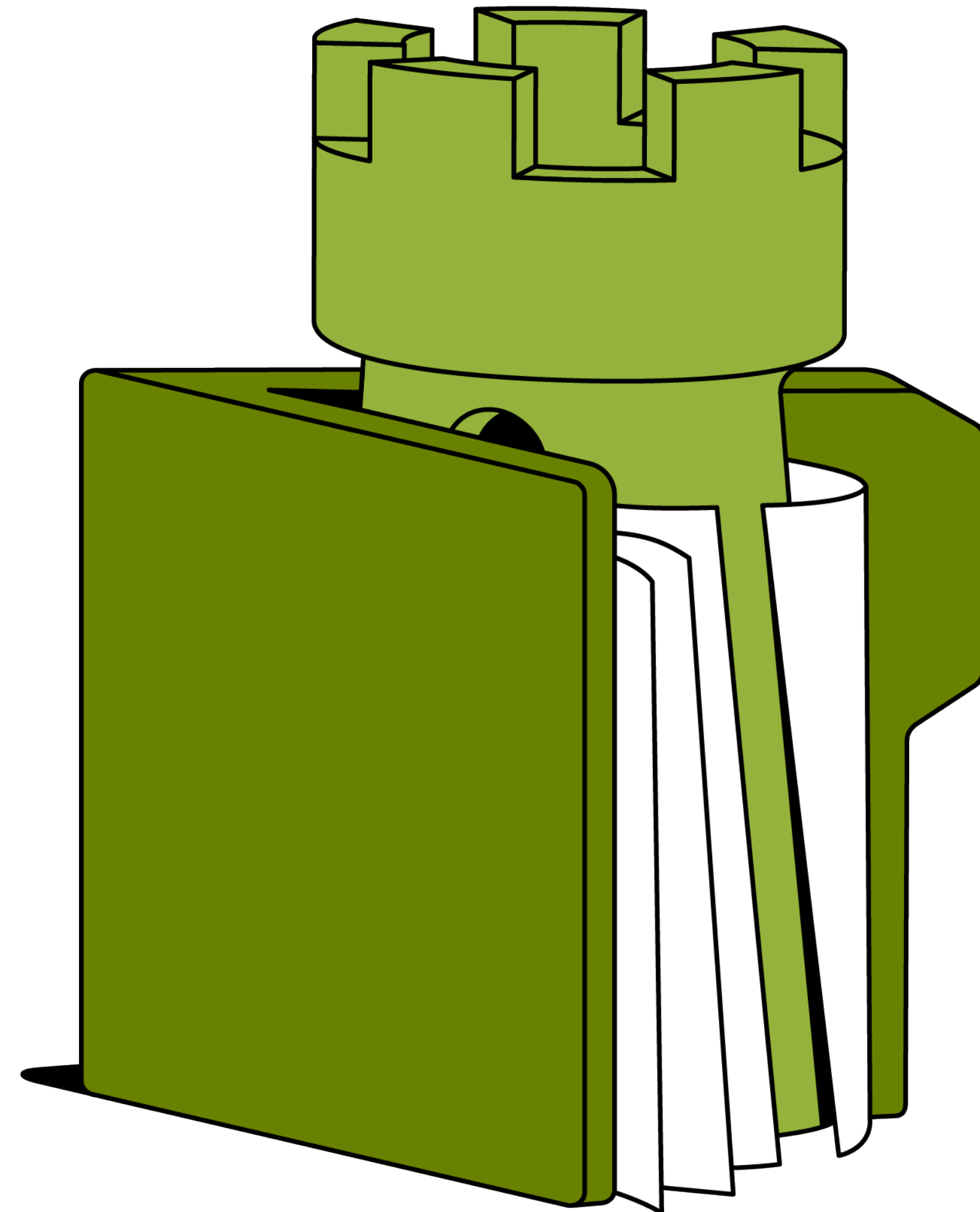


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Our biggest priority is to keep you protected. Ansarada offers unrivalled security and compliance to keep your deal, your data and your reputation safe. We've been ISO 27001 certified for over 10 years, the scope of which covers the entire business - everything we do.

Ansarada Deals is ISO27001 accredited and supported by end-to-end encryption to keep every document, every checklist, every comment, and every Q&A response private only to those who have been granted access.

Features like Multi Factor Authentication (MFA) and remote file self destruct add a further layer of security at every stage.







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# Customer

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We'll get back to  
you in 13 seconds

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Deal experts, not  
call centre robots

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Customer  
satisfaction  
rate of 96.6%

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Available globally  
24x7x365



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# Success



# The all-in-one information governance platform

Ansarada is a cloud based operating system that redefines excellence in information governance from managing deals, corporate transactions, risk and compliance to tenders and board management.

**Ansarada** 

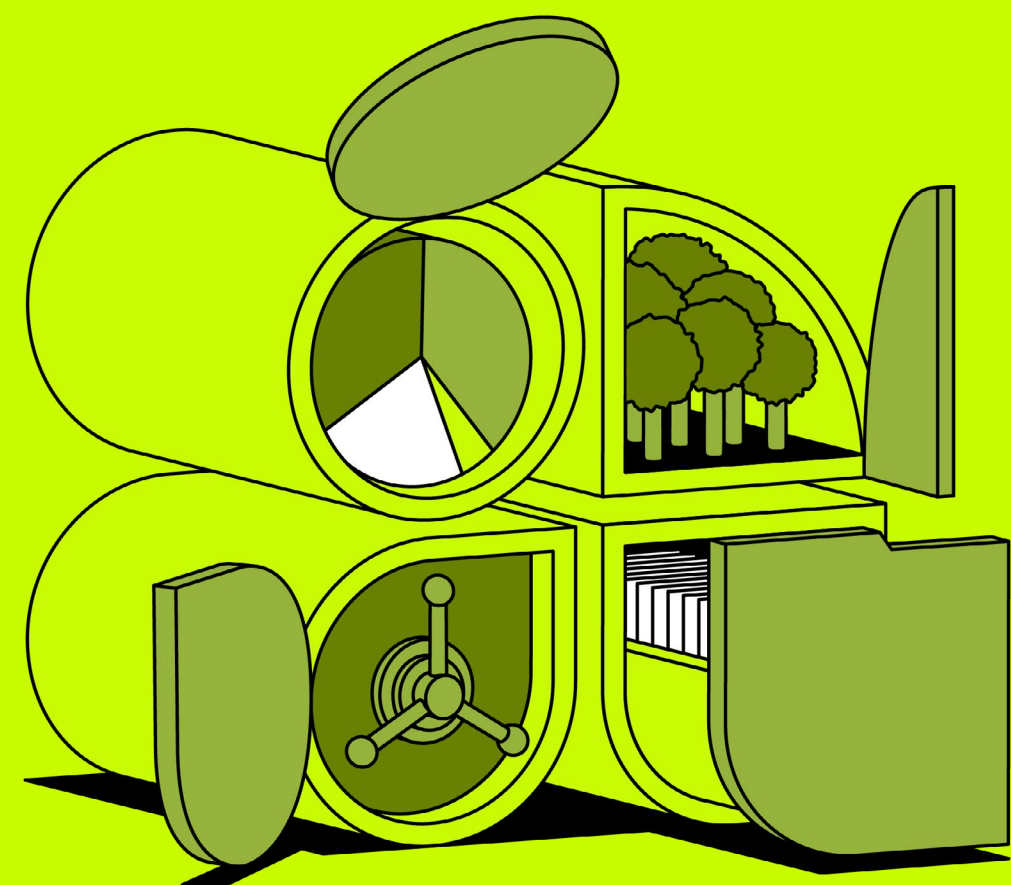
Get a quote and a free Data Room





# Your deal technology partner, bringing you the competitive advantage.

[ansarada.com](https://ansarada.com)



- |   |                             |   |                              |   |  |
|---|-----------------------------|---|------------------------------|---|--|
| 1 | AI-assisted deal prediction | 2 | Remotely disable documents   | 3 | 24/7 localized expert support                |
| 4 | Advanced redaction          | 5 | Customized Workflow™ for all | 6 | Smart Sort AI organization                   |
| 7 | Advisors prepare for free   | 8 | Integrated Q&A via email     | 9 | Bank-grade security & ISO27001 accreditation |

We're ESG committed, so you can be a force for growth - a force for good.

