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Advanced Equities and SharesPost Collaborate to Increase Fund Raising and Liquidity Options for Private Companies

Deal combines one of private equity's largest sales team with its most active transaction platform; companies to use SharesPost to raise new capital and control their secondary market

Santa Monica, Calif.—September 8, 2009--[SharesPost](#) and [Advanced Equities, Inc.](#) (AEI) today teamed up to help private companies raise more capital and create customized secondary liquidity for their shares. AEI and its affiliated companies will also bring their team of more than a hundred brokers on to the SharesPost platform. As part of the deal:

- AEI will add SharesPost's 7,000+ [members](#), representing more than \$40+ billion in managed assets, to its existing network of potential buyers;
- SharesPost is releasing its company controls feature to empower AEI clients and other private companies with granular control over resales of their shares initiated on their SharesPost bulletin board;
- AEI brokers will now be available to assist SharesPost members requesting the expertise of professionals to market their shares.

Since launching in June, SharesPost has become the web's largest, most active private equity platform. More than a thousand buyers and sellers come to the site each day looking to buy or sell shares in companies like Facebook, Twitter and LinkedIn. Now, qualifying SharesPost members will be introduced to Advanced Equities with a view to participating in their private placements. Advanced Equities private placements have included some of the industry's brightest stars over the last few years, including Bloom Energy (backed by Kleiner, Perkins), RMI (backed by Benchmark) and Infinera Corporation (backed by Kleiner, Perkins and Benchmark).

"Advanced Equities has emerged as the powerhouse in the private placements business by helping successful, high-growth companies finance their futures at a time when no one else could. They've raised an amazing \$1.7 billion for their clients over the last four years," said Greg Brogger, CEO of SharesPost. "And because they've assembled a large sales team that understands these sorts of companies, SharesPost couldn't ask for a more complimentary first partner."

By bringing Advanced Equities brokers onto the SharesPost platform, the company expects to significantly increase the speed with which buyers and sellers find each other on the site. AEI will now be able to offer its more than 5,000 investment clients reliable access to shares in the most exciting high-growth, private companies via SharesPost's unique platform.



“We went looking for a strong potential partner and saw that SharesPost had the most scalable, effective technology platform and several times the number of members of its nearest competitor,” said Dwight Badger, CEO of Advanced Equities Financial Corp. “We believe that our size, expertise and dedication to customer service combined with SharesPost’s research, communications and transaction platform makes for an obvious choice for anyone buying or selling private company stock.”

SharesPost is the only online platform helping companies to both raise new capital and manage the secondary market for their shares. Other boutique investment banks and financial advisors are expected to join the SharesPost Private Platform Marketplace in the coming weeks.

SharesPost Feature Releases—Company Controls & Private Placements

SharesPost is also announcing the release of two major new features on its website: Company Controls and the Private Placement Marketplace.

Company Controls—SharesPost is now enabling companies to create controlled, customized liquidity through its patent-pending controls dashboard. With the click of a mouse, any company can opt into its SharesPost platform and dictate the terms on which posts on its bulletin boards can be made. By setting parameters on who can buy, who can sell and on other aspects of the potential transactions, companies get as much (or as little) liquidity as they want and solve for the problems sometimes associated with secondary sales of private company stock (e.g., option pricing complications, 500 shareholder rule, etc.).

Private Placement Marketplace--SharesPost is also now empowering companies to raise capital from its more than 7,000 registered members. Investment banks or other financial advisors managing the offering of a company with a SharesPost bulletin board can now access the SharesPost member base, selecting just those members that fit their client’s preferred investor profile. Members meeting the company’s criteria and certain legal requirements can download private placement memorandums and follow up directly with the manager of the offering. At launch there are expected to be approximately \$150 million worth of private placements available via the SharesPost platform for qualifying members.

Other new features on the site include the ability to post to buy and sell preferred stock and the Events Table, where members can browse through the private equity conferences that matter most. SharesPost members can recommend industry event listings or new company bulletin boards directly on SharesPost.com.

About SharesPost

[SharesPost](#) makes private equity liquid by connecting buyers and sellers directly and facilitating easy, automated and safe transactions. SharesPost is the first web-based platform to greatly reduce the cost, time and complexity of private equity transactions. SharesPost combines pricing and valuation data, and analysis with automated contracting, to bring transparency to private equity and encourage a new era of liquidity. Funded by BrightHouse, an early-stage incubator based in Santa Monica, Calif., SharesPost was developed by those it was designed to serve—entrepreneurs, angel investors and venture capitalists.



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