

Investment Banking Partnership Agreement

Investment Banks and M&A Advisory Firms leverage Axial to discover and connect with high-quality buyers and investors for their M&A and capital raise transactions. Through our proprietary buyer lists, deal marketing authorization, and deal management tools, Axial makes it easy for bankers and advisors to spend less time on the more labor-intensive parts of the deal process and more time at the negotiation table.

CORE AXIAL OFFERINGS



Proprietary Data Sets

Detailed buyer intent data, transaction experience, responsiveness tendencies, and buyer reputation on the Axial platform.



Automated Deal Marketing

Powerful deal marketing platform designed for efficiency, customization, control, and seller confidentiality.



Deal Management Tools

Expedite NDA execution, CIM sharing, task management, and other core deal process and workflows at every stage of the deal funnel.

PARTNERSHIP OPPORTUNITY

Axial selectively establishes partnerships with highly active advisory firms to optimize their use of the platform. Our goal is to improve the speed and probability of closure on each deal brought to market, all while increasing brand credibility that can win you and your firm new business. **Partnerships include all core Axial tools and features, plus these additional exclusive benefits:**

Automated Project Creation

All deals drafted on your behalf within an hour of receipt. Prioritized recommendation list ready for review prior to deal being shared.

Preferred Events Attendance

Demand for event participation has recently increased significantly. Partners gain guaranteed access to Axial events.

Marketing Opportunities

Partners eligible to contribute to Axial's online publication (65k distribution list). Axial will also selectively share relevant content pieces via its social media.

Buyside Advisory

Partners in good standing can utilize Axial's buyside tools to source investment opportunities on behalf of retained clients. **

Closed Deal Recognition

Automatic assignment of Closed Deal Badges to your member profile. Closed deal announcements to be included in monthly deal digest.

Tombstone Management

Closed deals automatically uploaded to your member profile, improving your reputation and potential for CEO introductions.

Designated Point of Contact

Dedicated single point of contact acting as support and advocate to ensure a consistent cadence of communication and deal sharing.

Firm-Wide Terms of Service

By executing the Firm-Wide TOS, Axial can now market deals on behalf of all firm representatives and list the appropriate advisor on each deal regardless of whether they individually signed our TOS.

**Access to buyside is subject to our buyside advisory success fee agreement

ADDITIONAL PARTNERSHIP BENEFITS

Our most successful members have also benefited from:

- Inclusion in our quarterly league tables which generate 10k+ views annually
- Featured placement on Axial's public member directory
- CEO introductions that led to successfully consummated transactions

PARTNERSHIP REQUIREMENTS

Leverage Axial for All Deals

Participation in Axial's core offerings and additional partnership benefits requires that your firm leverage the platform for all relevant transactions (minimum of 10 deals marketed on Axial per year to qualify as a partner).

Monthly Account Review

Standing monthly calls with your dedicated Axial representative to provide updates on active deals, new deals in the pipeline, and all other partnership related benefits.

Deal Status Updates

Update the status of your deals as they progress down the funnel. If a deal closes with an Axial member, update the status of the deal accordingly on the platform and indicate the name of the counterparty. This ensures that your account is up to date with accurate data, increasing the likelihood of receiving a CEO introduction and being featured in league tables and other content marketing opportunities.

Press Release & Marketing Authorization

Axial has permission to reference each partnership via marketing channels including, but not limited to: press releases, collateral, social media, and on the Axial website.

PARTNERSHIP ACKNOWLEDGEMENT

By _____

Name _____

Company _____

Date _____