

EXHIBIT 3

WP Engine | Private Company Profile

Highlights

 PitchBook Analyst CoverageInformation Security Application Security
Last Updated Q4 2024

Last Deal Details

\$187.86M

Dividend Recapitalization 14-Aug-2023

Total Raised to Date

\$395.16M

As of 14-Aug-2023

Employees 

1000

As of 03-Oct-2024

Post Valuation

\$250.00M

As of 04-Jan-2018

Valuation Step-up

2.03x

Later Stage VC (Series C) - Later Stage VC (Series C1)

General Information

Description

Provider of online content creation and hosting services designed to create and manage websites. The company caters to designing, building, managing and powering experiences through a comprehensive suite of developer applications, thereby simplifying website creation, optimization and management as well as enterprise-grade infrastructure.

Most Recent Financing Status (as of 21-Dec-2023)

The company completed a \$187.86 million of dividend recapitalization on August 14, 2023. Previously, the company raised \$340 million of debt financing on an undisclosed date.

Website	www.wpengine.com	Year Founded	2010
Entity Types	Private Company Acquirer	Universes	Debt Financed, Private Equity, Venture Capital
Legal Name	WP Engine, Inc.	Employees	1,000
Business Status	Profitable		
Ownership Status	Privately Held (backing)		
Financing Status	Private Equity-Backed		
LinkedIn URL	wpengine		

Industries, Verticals & Keywords

Primary Industry

Systems and Information Management

Keywords

security
enterprise hosting services
wordpress hosting services
wordpress services
website management
web application protection
hosting services
website management software
software solutions
application security
website workflow

Other Industries

Media and Information Services (B2B)

IT Consulting and Outsourcing

Appears in PitchBook Analyst Market Map

Q3 2024 - Infosec/Cybersecurity - VC Ecosystem
7,670 Companies | Brendan Burke

Q2 2024 - Infosec/Cybersecurity - VC Ecosystem
7,612 Companies

Q1 2024 - Infosec (aka Cybersecurity) - Industry
4,356 Companies

Q1 2024 - Infosec (aka Cybersecurity) - VC Ecosystem
4,292 Companies | Brendan Burke

Contact Information

Primary Contact

[David Brolsma](#)
Chief Financial Officer
david.brolsma@wpengine.com
Phone: +1 (877) 973-6446

Primary Office

504 Lavaca Street
Suite 1000
Austin, TX 78701
United States
Phone: +1 (877) 973-6446
info@wpengine.com

Alternate Offices

Brisbane

Brisbane, Queensland
Australia

Fortitude Valley

Level 3
315 Brunswick Street
Fortitude Valley, Queensland 4006
Australia

Limerick

Limerick
Ireland

London

London
England, United Kingdom

San Francisco

San Francisco, CA
United States
heather@wpengine.com

Financials

Key Metrics	Fiscal Year 2018 End: 31-Dec-2018	Fiscal Year 2023 End: 31-Dec-2023	12 Months Ending Dec 2023 Start: 31-Dec-2022 End: 31-Dec-2023
Amounts in thousands, USD (except Ratios, Multiples & per share items)			
Income Statement			
Total Revenue	132,000	400,000	400,000
Revenue % Growth	+30.00%		

Top 5 Similar Companies

#	Name	Competitor	Financing Status	HQ Location	Primary Industry	Year Founded	Last Financing Date/Type	Last Financing Amount
1	Automattic	✓	Venture Capital-Backed	San Francisco, CA	IT Consulting and Outsourcing	2005	2023/2ndary - Private	
2	Acquia	✓	Private Equity-Backed	Boston, MA	Business/Productivity Software	2007	2024/Debt	\$11.17M
3	Newfold Digital		Private Equity-Backed	Jacksonville, FL	Systems and Information Management	1997	2023/Debt	\$515.00M
4	Optimizely		Private Equity-Backed	New York, NY	Business/Productivity Software	1994	2ndary - Private	

5	Sitecore	✓	Private Equity-Backed	San Francisco, CA	Business/Productivity Software	2001	2023/Debt Refin.	\$406.50M
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Comparisons

	 WP Engine	 Automattic	 Acquia	 Newfold Digital
Description	Provider of online content creation and hosting services designed to create and manage websites.	Developer of open-source content management systems designed to democratize publishing and commerce.	Developer of a cloud-based content management platform designed to build, deliver and optimize digital experiences.	Provider of cloud-based web hosting, website design and online marketing services intended for small and medium enterprises.
Primary Industry	Systems and Information Management	IT Consulting and Outsourcing	Business/Productivity Software	Systems and Information Management
HQ Location	Austin, TX	San Francisco, CA	Boston, MA	Jacksonville, FL
Employees	1000 2024	2000 2024	1207 2024	4220 2024
Total Raised	\$395.16M	\$820.30M	\$22.93M	\$524.98M
Post Valuation	\$250.00M 04-Jan-2018	\$7.50B 01-Aug-2021	\$1.00B 01-Nov-2019	\$2.20B ^E 10-Feb-2021
Last Financing Details	\$187.86M 2023/Dividend Recapitalization	Undisclosed amount 2023/Secondary Transaction - Private	\$11.17M 2024/Debt - General	\$515.00M 2023/Debt - General

^E Estimated

Patents

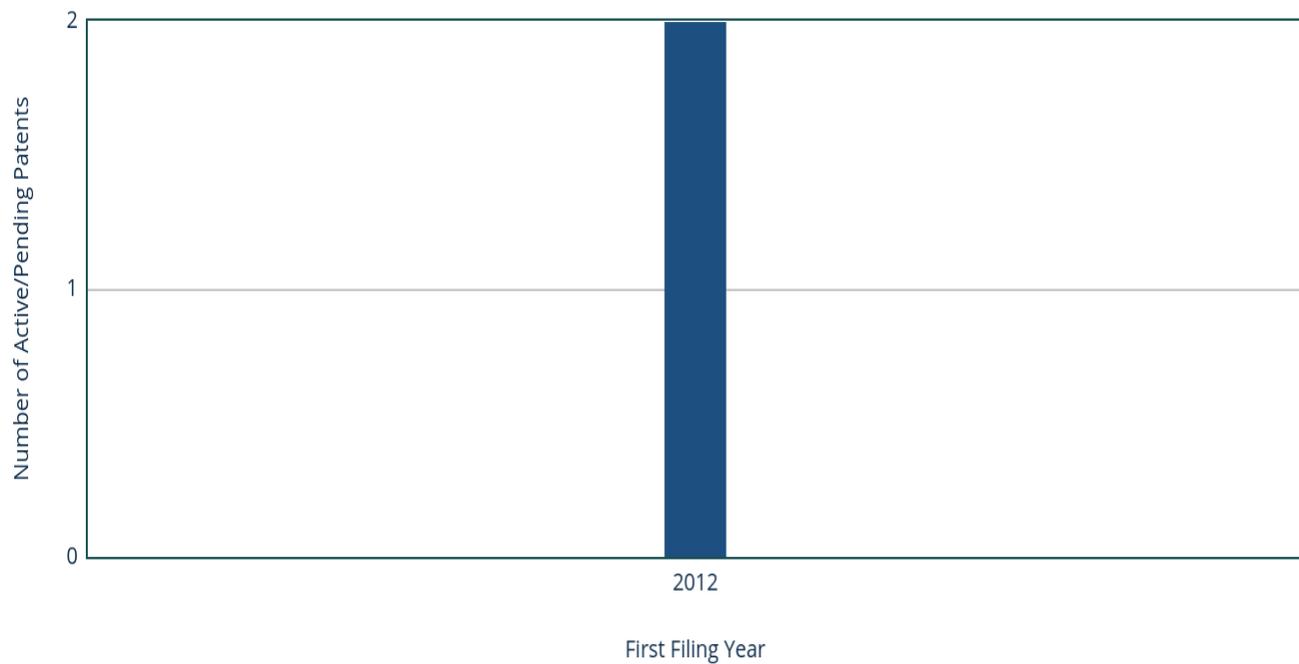
1	4	2	0	0	2
Total Patents Families	Total Documents Applications and Grants	Active	Pending	Expiring In next 12 mo	Inactive

Top Patent Technology (CPC codes): Electric digital data processing

Portfolio Breakdown

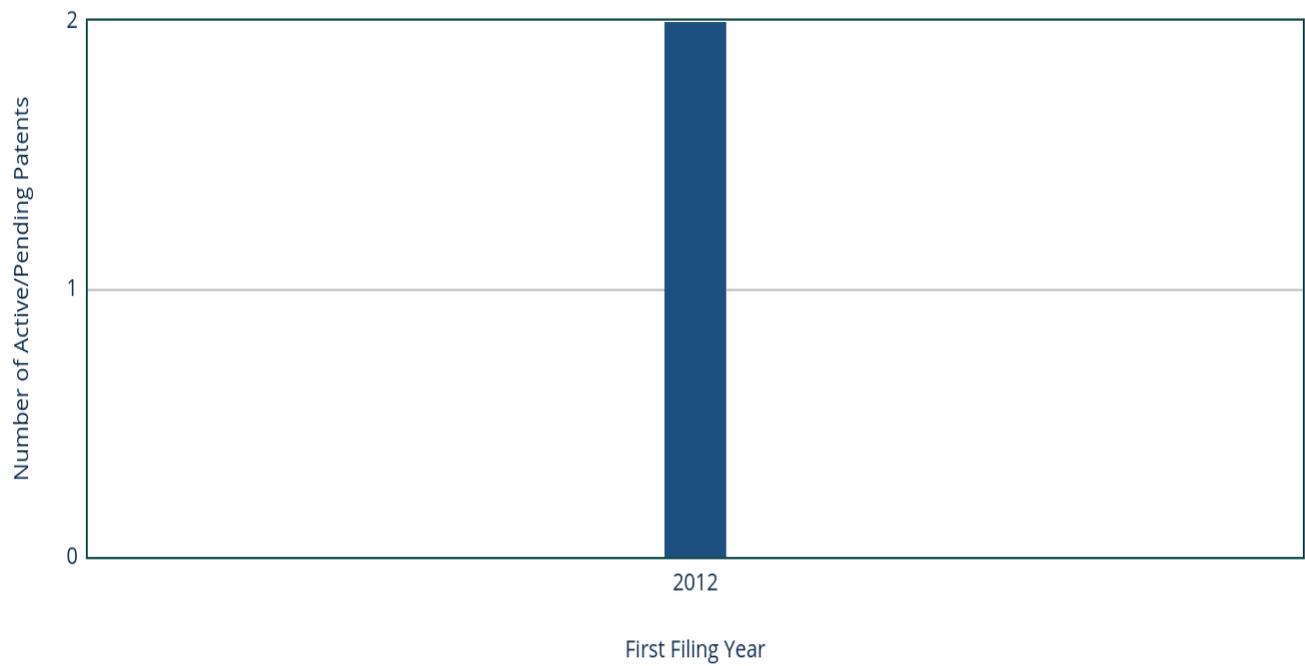
Each of the company's patent is represented once by it's earliest filing date and it's representative technology classification

Patent Technology: CPC Section



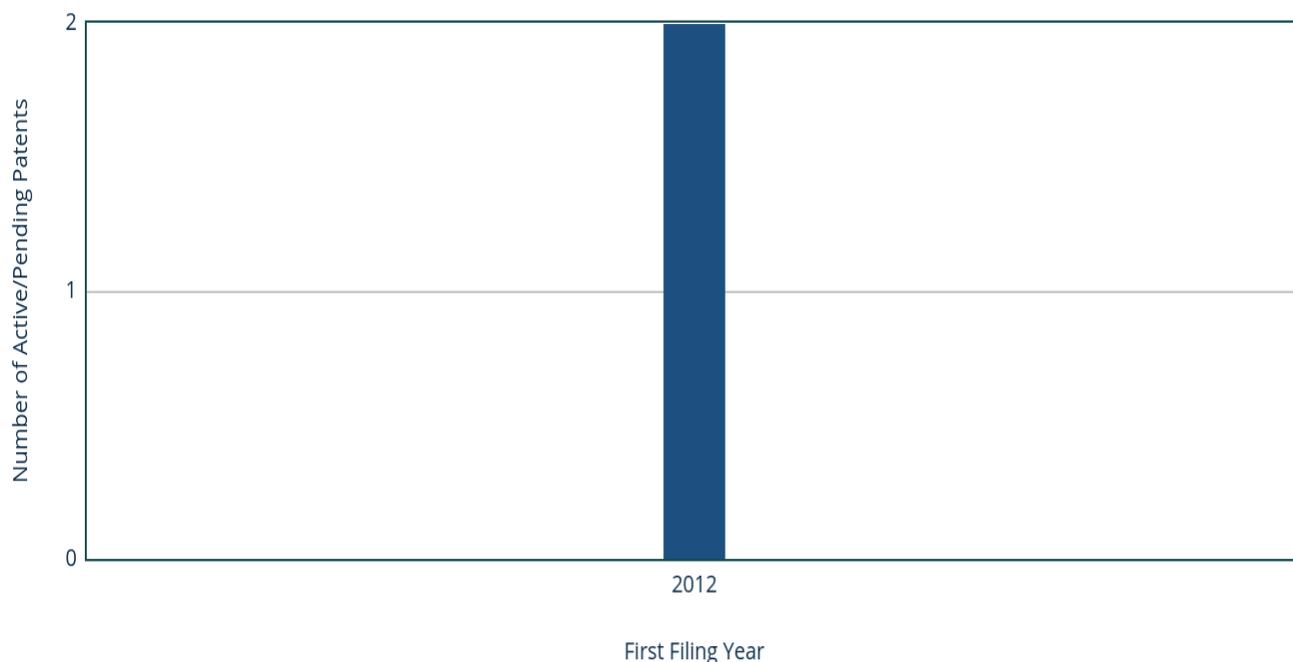
■ Physics

Patent Technology: CPC Class



■ Computing

Patent Technology: CPC Subclass



■ Electric digital data processing

Citations

Citations are defined as the number of unique patents that have made reference to the company's patent. Citations are often used as a signal of patent value.

Most Cited Patents: All Years

#	Patent Title	Forward Citations
1	Systems and methods for keyword research and content analysis	9
2	Systems and methods for keyword research and content analysis	1
3	Systems and methods for keyword research and content analysis	0
4	Systems and methods for keyword research and content analysis	0

Citations: Cites WP Engine

Company	Forward Citations	Total Active & Pending Patents
 Salesforce	3	9,544
 CA Technologies	2	4,582

 Dell EMC	2	17,415
 Ericsson	1	87,194

Recent Patent Activity

Publication ID	Patent Title	Status	Activity Date	Publication Date	Technology (CPC)	Citations	Independent Claims	First Filing Date
US-9569535-B2	Systems and methods for keyword research and content analysis	Inactive	15-Aug-2023	14-Feb-2017		24	1	24-Sep-2012
US-20140089290-A1	Systems and methods for keyword research and content analysis	Active	15-Aug-2023	27-Mar-2014	G06F16/951	13	3	24-Sep-2012
CA-2828329-A1	Systems and methods for keyword research and content analysis	Active	06-May-2023	24-Mar-2014	G06F16/951		3	24-Sep-2012
CA-2828329-C	Systems and methods for keyword research and content analysis	Inactive	06-May-2023	02-Jan-2018	G06F16/951		1	24-Sep-2012

Current Team (13)

Name	Title	Board Seats	Office	Phone	Email
Heather Brunner	Chief Executive Officer and Chairwoman	1	Austin, TX	+1 (877) 973-6446	heather@wpengine.com
David Brolsma	Chief Financial Officer		Austin, TX	+1 (877) 973-6446	david.brolsma@wpengine.com
Samuel Monti	Chief Financial Officer		Austin, TX	+1 (877) 973-6446	sam.monti@wpengine.com
Jason Teichman	Chief Operating Officer		Austin, TX	+1 (877) 973-6446	jason.teichman@wpengine.com
Ramadass Prabhakar	Chief Technology Officer & Senior Vice President, Global Engineering		Austin, TX	+1 (877) 973-6446	ramadass.prabhakar@wpengine.com
Annette Alexander	Chief People Officer		Austin, TX	+1 (877) 973-6446	annette.alexander@wpengine.com

Chad Costello JD	General Counsel & Corporate Secretary		Austin, TX	+1 (877) 973-6446	chad.costello@wpengine.com
Mariano Dima	Independent Board Director	2	Austin, TX	+1 (877) 973-6446	mariano.dima@wpengine-careers.com
Jason Cohen	Founder & Chief Innovation Officer		Austin, TX	+1 (877) 973-6446	jason@wpengine.com
Ezinne Udezue	Chief Product Officer & Senior Vice President		Austin, TX	+1 (512) 551-6000	ezinne.udezue@wpengine.com
Tarsha McCormick	Vice President, Diversity, Equity, Inclusion, Culture and Engagement		Austin, TX	+1 (877) 973-6446	tarsha.mccormick@wpengine.com
Victor Yuan	Vice President of Corporate Development		Austin, TX	+1 (877) 973-6446	victor.yuan@wpengine.com
Monica Cravotta	Vice President of Corporate Marketing		Austin, TX	+1 (877) 973-6446	monica.cravotta@wpengine.com

Current Board Members (4)

Name	Title	Representing	Role	Since	Phone	Email
Gregory Mondre	Co-Chief Executive Officer & Managing Partner	Silver Lake	Board Member	Jan 2018	+1 (855) 268-2822	
Heather Brunner	Chief Executive Officer and Chairwoman	WP Engine	Chief Executive Officer and Chairwoman		+1 (877) 973-6446	heather@wpengine.com
Lee Wittlinger	Managing Director	Silver Lake	Board Member	Jan 2018	+1 (650) 233-8120	lee.wittlinger@silverlake.com

Mark Gillett	Managing Director & Head of Value Creation	Silver Lake	Board Member	Jan 2018	+1 (650) 233- 8120	mgillett@silverlake.com
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Deal History (8)

Category: All Deals

#	Deal Type	Date	Amount	Raised to Date	Pre-Val	Post-Val	Status	Stage
8.	Dividend Recapitalization	14-Aug-2023	\$187.86M	\$395.16M			Completed	Profitable
7.	Debt - General		\$340.00M	\$395.16M			Completed	Profitable
6.	Debt - General	27-Mar-2020	\$55.16M	\$55.16M			Completed	Profitable
5.	Buyout/LBO	04-Jan-2018	\$250.00M	\$41.30M		\$250.00M	Completed	Profitable
4.	Later Stage VC (Series C1)	24-Mar-2015	\$23.00M	\$41.30M	\$170.64M	\$193.64M	Completed	Profitable
3.	Later Stage VC (Series C)	14-Jan-2014	\$15.00M	\$18.30M	\$69.01M	\$84.01M	Completed	Profitable
2.	Early Stage VC (Series B)	19-Sep-2012	\$2.10M	\$3.30M	\$15.35M	\$17.45M	Completed	Profitable
1.	Early Stage VC (Series A)	15-Nov-2011	\$1.19M	\$1.19M	\$3.87M	\$5.07M	Completed	Startup

† Indicates an Add-On
E Estimated

CAP TABLE HISTORY (as of 24-Mar-2015)

Stock	# Of Shares Authorized	Par Value	Original Issue Price	Liquidation	Liquidation Pref. Multiple	Conversion Price	% Owned
Series C1	6,000,000	\$0.000100	\$3.92	\$3.92	1x	\$3.92	11.88%
Series C	7,500,000	\$0.000100	\$2.09	\$2.09	1x	\$2.09	15.19%
Series B	3,900,000	\$0.000100	\$0.54	\$0.54	1x	\$0.54	7.90%
Series A	6,663,357	\$0.000100	\$0.18	\$0.18	1x	\$0.18	13.50%

Series Terms for: A, B, C, C1 (as of 24-Mar-2015)

Liquidation Preferences
Participating vs. Non-participating
Dividend Rights

Senior
 Non-participating
 Yes

Anti-dilution Provisions
Board Voting Rights

Weighted Average
 Yes

Deal #8: Dividend Recapitalization, \$187.86M, Completed; 14-Aug-2023

Deal Info

Deal Types Dividend Recapitalization
Deal Date 14-Aug-2023
Deal Status Completed
Financing Source Debt

Company Info

Financing Status Private Equity-Backed
Business Status Profitable
CEO/Lead Mgt Heather Brunner
Site Austin, TX

Total Capital

Deal Amount \$187.86M
Total Invested Capital \$187.86M
Raised to Date \$395.16M **

Debt

Total New Debt \$187.86M ‡

Deal Synopsis

The company completed a \$187.86 million of dividend recapitalization on August 14, 2023.

‡ Not necessarily a summation of individual debt figures

** Includes \$395.16M of known debt; Does not include grant funding

E Estimated

Beneficiaries (1)

Beneficiary Name	Comments
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1. Silver Lake	
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E Estimated

Lenders & Debt Financings (9)

Debt Summary

Revolving Credit - Senior	\$16.46M
Unitranche	\$6.83M
Unspecified Term Loan - 1st Lien	\$164.57M

Revolving Credit - Senior: \$16.46M

Debt Instrument

Debt Amount: \$16.46M
Maturity Date: 14-Aug-2029
Seniority: Senior
Spread: SOFR + 650

Lender Name

1. Blackstone	Amount:	\$8.14M
	Fund 1:	Blackstone Private Credit Fund BDC
	Fund 1 Amount:	\$8.14M
2. Blackstone Credit and Insurance	Amount:	\$6.67M
	Fund 1:	Blackstone Secured Lending Fund BDC
	Fund 1 Amount:	\$6.67M
3. Golub Capital	Fund 1:	Golub Capital BDC 4, Inc.
	Fund 2:	Golub Capital Direct Lending Unlevered Corp BDC
4. Monroe Capital	Amount:	\$1.65M
	Fund 1:	Monroe Capital Income Plus Corp BDC
	Fund 1 Amount:	\$1.65M

Unitranche: \$6.83M**Debt Instrument**

Debt Amount: \$6.83M
Maturity Date: 01-Aug-2029
Spread: SOFR + 650
Ticking Fee Comment: None
Additional characteristics: Unitranche
Unitranche: Yes
Debt Commentary: None

Lender Name

1. Golub Capital	Amount:	\$6.83M
	Fund 1:	Golub Capital BDC
	Fund 1 Amount:	\$3.52M
	Fund 2:	Golub Capital BDC 3
	Fund 2 Amount:	\$1.92M

Unspecified Term Loan - 1st Lien: \$164.57M

Debt Instrument		Lender Name	
Debt Amount:	\$164.57M	1. Blackstone	Amount: \$81.40M
Maturity Date:	14-Aug-2029		Fund 1: Blackstone Private Credit Fund BDC
Security:	1st Lien		Fund 1 Amount: \$81.40M
Spread:	SOFR + 650	2. Blackstone Credit and Insurance	Amount: \$66.67M
Additional characteristics:	Unitranche		Fund 1: Blackstone Secured Lending Fund BDC
Unitranche:	Yes		Fund 1 Amount: \$66.67M
		3. Golub Capital	Amount: \$1.31M
			Fund 1: Golub Capital BDC 4, Inc.
			Fund 1 Amount: \$1.07M
			Fund 2: Golub Capital Direct Lending Unlevered Corp BDC
			Fund 2 Amount: \$0.24M
		4. Monroe Capital	Amount: \$16.50M
			Fund 1: Monroe Capital Income Plus Corp BDC
			Fund 1 Amount: \$16.50M

E Estimated

Advisors (2)

#	Advisor Name	Service Type	Hired By	Comments
1.	Blackstone	Debt Financing	WP Engine	
2.	Blackstone Credit and Insurance	Debt Financing	WP Engine	

Deal #7: Debt - General, \$340.00M, Completed

Deal Info

Deal Types	Debt - General
Deal Status	Completed
Financing Source	Debt

Company Info

Financing Status	Private Equity-Backed
Business Status	Profitable
CEO/Lead Mgt	Heather Brunner
Site	Austin, TX

Total Capital

Deal Amount	\$340.00M
Total Invested Capital	\$340.00M
Raised to Date	\$395.16M **

Debt

Total New Debt	\$340.00M ‡
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Deal Synopsis

The company raised \$340 million of debt financing on an undisclosed date.

‡ Not necessarily a summation of individual debt figures

** Includes \$395.16M of known debt; Does not include grant funding

E Estimated

Lenders & Debt Financings (2)

Debt Summary

Revolving Credit	\$30.00M
Unspecified Term Loan	\$10.00M
Unspecified Term Loan	\$300.00M

Revolving Credit: \$30.00M

Debt Instrument

Debt Amount: \$30.00M

Lender Name

1. [Alter Domus](#)

Lender Role:

Admin Agent, Col Agent

Unspecified Term Loan: \$10.00M

Debt Instrument

Debt Amount: \$10.00M

Unspecified Term Loan: \$300.00M

Debt Instrument

Debt Amount: \$300.00M

Lender Name

1. [Alter Domus](#)

Amount:

\$10.00M

Lender Role:

Admin Agent, Col Agent

E Estimated

Advisors (1)

#	Advisor Name	Service Type	Hired By	Comments
1.	Simpson Thacher & Bartlett	Legal Advisor	WP Engine	Lead Partner: Jennifer Hobbs

Deal #6: Debt - General, \$55.16M, Completed; 27-Mar-2020

Deal Info

Deal Types	Debt - General
Deal Date	27-Mar-2020
Deal Status	Completed
Financing Source	Debt

Company Info

Financing Status	Private Equity-Backed
Business Status	Profitable
CEO/Lead Mgt	Heather Brunner
Site	Austin, TX

Total Capital

Deal Amount	\$55.16M
Total Invested Capital	\$55.16M
Raised to Date	\$55.16M **

Debt

Total New Debt	\$55.16M ‡
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Deal Synopsis

The company raised \$55.16 million of debt financing on March 27, 2020.

‡ Not necessarily a summation of individual debt figures

** Includes \$55.16M of known debt; Does not include grant funding

E Estimated

Lenders & Debt Financings (2)

Debt Summary

Revolving Credit	\$35.85M
Unspecified Term Loan - 1st Lien	\$19.31M

Revolving Credit: \$35.85M**Debt Instrument**

Debt Amount:	\$35.85M
Maturity Date:	27-Mar-2026
Ticking Fee Comment:	None
Debt Commentary:	None

Lender Name

1. Oaktree Capital Management	Amount:	\$35.85M
	Fund 1:	Oaktree Specialty Lending BDC
	Fund 1 Amount:	\$26.35M
	Fund 2:	Oaktree Strategic Income II BDC
	Fund 2 Amount:	\$9.50M

Unspecified Term Loan - 1st Lien: \$19.31M

Debt Instrument		Lender Name	
Debt Amount:	\$19.31M	1. Oaktree Capital Management	Amount: \$19.31M
Maturity Date:	27-Mar-2026		Fund 1: Oaktree Specialty Lending BDC
Security:	1st Lien		Fund 1 Amount: \$14.19M
Spread:	LIBOR + 650		Fund 2: Oaktree Strategic Income II BDC
Rate Type:	Floating		Fund 2 Amount: \$5.12M

E Estimated

Deal #5: Buyout/LBO, \$250.00M, Completed; 04-Jan-2018

Deal Info

Deal Types	Buyout/LBO
Deal Date	04-Jan-2018
Deal Status	Completed
Financing Source	Private Equity

Company Info

Financing Status	Private Equity-Backed
Business Status	Profitable
CEO/Lead Mgt	Heather Brunner
Site	Austin, TX
# of Employees	500

Total Capital

Deal Amount	\$250.00M
Post Valuation	\$250.00M
Implied Enterprise Value	\$250.00M
Raised to Date	\$41.30M **

Deal Synopsis

The company was acquired by Silver Lake through a \$250 million LBO on January 4, 2018. The funding will accelerate innovation and fuel future growth internationally and will help the company to further invest in its digital experience platform.

‡ Not necessarily a summation of individual debt figures

** Does not include grant funding

E Estimated

Investors (1)

Investor Name	Status	Lead/Sole	Comments
1. Silver Lake	New Investor	No	Amount: \$250.00M Lead Partner: Mark Gillett

E Estimated

Sellers/Exiters (9)

#	Seller/Exiter Name	Partial/Full	Comments	
1.	Aspen Venture	Full	% Company Still Held:	0.00%
2.	Bill Boebel	Full	% Company Still Held:	0.00%
3.	Capital Factory	Full	Fund 1: % Company Still Held:	Capital Factory IV 0.00%
4.	Dharmesh Shah	Full	% Company Still Held:	0.00%
5.	Eric Ries	Full	% Company Still Held:	0.00%
6.	Guidepost Growth Equity	Full	Fund 1: % Company Still Held:	North Bridge Growth Equity II 0.00%
7.	Joshua Baer	Full	% Company Still Held:	0.00%
8.	Loic Le Meur	Full	% Company Still Held:	0.00%
9.	Silverton Partners	Full	Fund 1: % Company Still Held:	Silverton Partners IV 0.00%

E Estimated

Advisors (3)

#	Advisor Name	Service Type	Hired By	Comments
1.	RBC Capital Markets	Advisor: General	WP Engine	
2.	Davis Polk	Legal Advisor	Silver Lake	Lead Partner: Alan Denenberg

3. Weil, Gotshal & Manges	Legal Advisor	WP Engine	Lead Partner:	Christopher Machera JD
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Deal #4: Later Stage VC (Series C1), \$23.00M, Completed; 24-Mar-2015

Deal Info

Deal Types	Later Stage VC, Series C1
Deal Date	24-Mar-2015
Deal Status	Completed
Financing Source	Venture Capital
Stock Split	3 : 1

Company Info

Financing Status	Venture Capital-Backed
Business Status	Profitable
CEO/Lead Mgt	Heather Brunner
Site	Austin, TX

Total Capital

Deal Amount	\$23.00M
Pre-money Valuation	\$170.64M
Post Valuation	\$193.64M
Total Invested Capital	\$23.00M
Raised to Date	\$41.30M **

Equity

VC Round	4 Round
% Acquired	11.88%
Investor Ownership	48.47%
Total Invested Equity	\$23.00M

Deal Synopsis

The company raised \$23 million of Series C1 venture funding from lead investor Guidepost Growth Equity on March 24, 2015, putting the pre-money valuation at \$170.64 million. The investment will fuel the company's global growth, new innovation roadmap and focus on delivering a best-in-class customer experience. Aspen Venture and Capital Factory also participated in this round.

‡ Not necessarily a summation of individual debt figures

** Does not include grant funding

E Estimated

Stock Info + Cap Table History

Type of Stock	Preferred	# of Shares Acquired	5,863,159
Series of Stock	C1	Conversion Ratio	1
Shares Sought	6,000,000		
Price Per Share	\$3.92		

E Shares Sought and Price Per Share calculated using the Weighted Average Method

SERIES C1 TERMS

Liquidation Preferences	Senior	Anti-dilution Provisions	Weighted Average
Participating vs. Non-participating	Non-participating	Board Voting Rights	Yes
Dividend Rights	Yes		

CAP TABLE HISTORY

Stock	# Of Shares Authorized	Par Value	Original Issue Price	Liquidation	Liquidation Pref. Multiple	Conversion Price	% Owned
Series C1	6,000,000	\$0.000100	\$3.92	\$3.92	1x	\$3.92	11.88%
Series C	7,500,000	\$0.000100	\$2.09	\$2.09	1x	\$2.09	15.19%
Series B	3,900,000	\$0.000100	\$0.54	\$0.54	1x	\$0.54	7.90%
Series A	6,663,357	\$0.000100	\$0.18	\$0.18	1x	\$0.18	13.50%

Investors (3)

Investor Name	Status	Lead/Sole	Comments
1. Aspen Venture	New Investor	No	Form of Payment: Cash
2. Capital Factory	New Investor	No	Lead Partner: Joshua Baer Form of Payment: Cash Fund 1: Capital Factory IV
3. Guidepost Growth Equity	Follow-On Investor	Yes	Amount: \$23.00M Lead Partner: Douglas Kingsley Form of Payment: Cash Fund 1: North Bridge Growth Equity II

E Estimated

Advisors (1)

#	Advisor Name	Service Type	Hired By	Comments
1.	Kastner Gravelle	Legal Advisor	WP Engine	

Investors (10)

Active Investors (1)

Name	Investor Type	Holding	Investor Since	Board	Related Deals
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Silver Lake	PE/Buyout	Majority	Jan 2018	✓	#5. Buyout/LBO: New Investor, Jan 2018, Mark Gillett, \$250.00M
Former Investors (9)					
Name	Investor Type	Holding	Investor Since	Board	Related Deals
Aspen Venture	Venture Capital	Minority	Mar 2015	✓	#4. Later Stage VC (Series C1): New Investor, Mar 2015, \$23.00M #5. Buyout/LBO: Seller, Jan 2018, \$250.00M
Capital Factory	Venture Capital	Minority	Mar 2015	✓	#4. Later Stage VC (Series C1): New Investor, Mar 2015, Joshua Baer, \$23.00M #5. Buyout/LBO: Seller, Jan 2018, \$250.00M
Guidepost Growth Equity	Growth/Expansion	Minority	Jan 2014	✓	#3. Later Stage VC (Series C): New Investor, Jan 2014, Douglas Kingsley, \$15.00M #4. Later Stage VC (Series C1): Follow-on, Mar 2015, Douglas Kingsley, \$23.00M #5. Buyout/LBO: Seller, Jan 2018, \$250.00M
Loic Le Meur	Angel (individual)	Minority	Jan 2014		#3. Later Stage VC (Series C): New Investor, Jan 2014, Loic Le Meur, \$15.00M #5. Buyout/LBO: Seller, Jan 2018, \$250.00M
Bill Boebel	Angel (individual)	Minority	Nov 2011		#1. Early Stage VC (Series A): New Investor, Nov 2011, Bill Boebel, \$1.19M #5. Buyout/LBO: Seller, Jan 2018, \$250.00M
Dharmesh Shah	Angel (individual)	Minority	Nov 2011		#1. Early Stage VC (Series A): New Investor, Nov 2011, Dharmesh Shah, \$1.19M #5. Buyout/LBO: Seller, Jan 2018, \$250.00M
Eric Ries	Angel (individual)	Minority	Nov 2011		#1. Early Stage VC (Series A): New Investor, Nov 2011, Eric Ries, \$1.19M #5. Buyout/LBO: Seller, Jan 2018, \$250.00M

Joshua Baer	Angel (individual)	Minority	Nov 2011		#1. Early Stage VC (Series A) : New Investor, Nov 2011, Joshua Baer, \$1.19M #5. Buyout/LBO : Seller, Jan 2018, \$250.00M
Silverton Partners	Venture Capital	Minority	Nov 2011	✓	#1. Early Stage VC (Series A) : New Investor, Nov 2011, Kip McClanahan, \$1.19M #5. Buyout/LBO : Seller, Jan 2018, \$250.00M

Lenders on Deals (6)

Name	Lender Type	Debt Provided	Related Deal(s)
Alter Domus	Fund Administrator	Unspecified Term Loan (\$300.00M) Revolving Credit (\$30.00M)	#7. Debt - General : Completed #7. Debt - General : Completed
Blackstone	Lender	Revolving Credit (\$16.46M) Unspecified Term Loan (\$164.57M)	#8. Dividend Recapitalization : Aug 2023, Completed #8. Dividend Recapitalization : Aug 2023, Completed
Blackstone Credit and Insurance	Lender	Revolving Credit (\$16.46M) Unspecified Term Loan (\$164.57M)	#8. Dividend Recapitalization : Aug 2023, Completed #8. Dividend Recapitalization : Aug 2023, Completed
Golub Capital	Lender	Revolving Credit (\$16.46M) Unspecified Term Loan (\$164.57M) Unitranche (\$6.83M)	#8. Dividend Recapitalization : Aug 2023, Completed #8. Dividend Recapitalization : Aug 2023, Completed #8. Dividend Recapitalization : Aug 2023, Completed
Monroe Capital	Lender	Revolving Credit (\$16.46M) Unspecified Term Loan (\$164.57M)	#8. Dividend Recapitalization : Aug 2023, Completed #8. Dividend Recapitalization : Aug 2023, Completed
Oaktree Capital Management	Lender	Revolving Credit (\$35.85M) Unspecified Term Loan (\$19.31M)	#6. Debt - General : Mar 2020, Completed #6. Debt - General : Mar 2020, Completed

Service Providers

General Service (2)

Service Provider Name	Service Provided	Comments
Bridgepoint Consulting	Consulting	
Kleinberg, Kaplan, Wolff & Cohen	Legal Advisor	

Service on a Deal (8)

Service Provider Name	Service Provided	Service To	Deal Date	Deal #	Comments
Blackstone	Debt Financing	WP Engine	14-Aug-2023	8	
Blackstone Credit and Insurance	Debt Financing	WP Engine	14-Aug-2023	8	
Davis Polk	Legal Advisor	Silver Lake	04-Jan-2018	5	
RBC Capital Markets	Advisor: General	WP Engine	04-Jan-2018	5	
Weil, Gotshal & Manges	Legal Advisor	WP Engine	04-Jan-2018	5	
Kastner Gravelle	Legal Advisor	WP Engine	24-Mar-2015	4	
Kastner Gravelle	Legal Advisor	WP Engine	14-Jan-2014	3	
Simpson Thacher & Bartlett	Legal Advisor	WP Engine		7	

Lead Partners on Deals (13)

Investors (10)

Name	All Deals	Title	Representing	Deals	Phone	Email
Mark Gillett	8	Managing Director & Head of Value Creation	Silver Lake	#5. Buyout/LBO: Jan 2018, \$250.00M, Completed	+1 (650) 233-8120	mgillett@silverlake.com
Douglas Kingsley	23	Co-Founder & Senior Advisor	Guidepost Growth Equity	#4. Later Stage VC (Series C1): Mar 2015, \$23.00M, Completed	+1 (617) 807-8800	dak@guidepostgrowth.com

Joshua Baer	98	Co-Founder & Chief Executive Officer	Capital Factory	#4. Later Stage VC (Series C1): Mar 2015, \$23.00M, Completed	+1 (512) 656-6756	josh@capitalfactory.com
Douglas Kingsley	23	Co-Founder & Senior Advisor	Guidepost Growth Equity	#3. Later Stage VC (Series C): Jan 2014, \$15.00M, Completed	+1 (617) 807-8800	dak@guidepostgrowth.com
Loic Le Meur	17	Angel Investor	Loic Le Meur	#3. Later Stage VC (Series C): Jan 2014, \$15.00M, Completed		
Bill Boebel	34	Angel Investor	Bill Boebel	#1. Early Stage VC (Series A): Nov 2011, \$1.19M, Completed	+1 (512) 501-6265	
Dharmesh Shah	104	Angel Investor	Dharmesh Shah	#1. Early Stage VC (Series A): Nov 2011, \$1.19M, Completed	+1 (617) 401-2864	dharmesh.shah@hubspot.com
Eric Ries	100	Angel Investor	Eric Ries	#1. Early Stage VC (Series A): Nov 2011, \$1.19M, Completed		eric@ltse.com
Joshua Baer	98	Angel Investor	Joshua Baer	#1. Early Stage VC (Series A): Nov 2011, \$1.19M, Completed	+1 (512) 656-6756	josh@capitalfactory.com
Kip McClanahan	32	General Partner	Silverton Partners	#1. Early Stage VC (Series A): Nov 2011, \$1.19M, Completed	+1 (512) 476-6700	kmclanahan@silvertonpartners.com

Service Providers - Sell Side (2)

Name	All Deals	Title	Representing	Deals	Phone	Email
Christopher Machera JD	91	Partner & Co-Head, Market-leading U.S. Private Equity practice	Weil, Gotshal & Manges	#5. Buyout/LBO: Jan 2018, \$250.00M, Completed	+1 (212) 310-8080	christopher.machera@weil.com
Jennifer Hobbs	15	Partner	Simpson Thacher & Bartlett	#7. Debt - General: \$340.00M, Completed		

Service Providers - Buy Side (1)

Name	All Deals	Title	Representing	Deals	Phone	Email
Alan Denenberg	182	Partner, Corporate	Davis Polk	#5. Buyout/LBO: Jan 2018, \$250.00M, Completed	+1 (650) 752-2004	alan.denenberg@davispolk.com

Investments | Buy Side (8)

Company Name	Deal Date	Deal Type	Deal Size	Co-Investors	Company Stage	Industry	Lead Partner
NitroPack	18-Jul-2024	Buyout/LBO (Add-on) [†]		1	Generating Revenue	Business/Productivity Software	Heather Brunner
Delicious Brains (WordPress Plugins Portfolio in Canada)	02-Jun-2022	Buyout/LBO [†]		1		Buildings and Property	Heather Brunner
Frost (Multimedia and Design Software)	23-Dec-2021	Buyout/LBO (Add-on) [†]		1	Generating Revenue	Multimedia and Design Software	
Perfect Dashboard	06-Aug-2019	Buyout/LBO (Add-on) [†]		1	Generating Revenue	Software Development Applications	
Flywheel (Omaha)	24-Jun-2019	Buyout/LBO (Add-on) [†]		1	Generating Revenue	Internet Software	Heather Brunner
Array Themes	25-Oct-2018	Buyout/LBO (Add-on) [†]		1	Generating Revenue	Media and Information Services (B2B)	
StudioPress	27-Jun-2018	Buyout/LBO (Add-on) [†]		1	Generating Revenue	Business/Productivity Software	Heather Brunner
CloudMoxie	10-Jan-2014	Merger/Acquisition			Generating Revenue	Systems and Information Management	

[†] Indicates an Add-On

^E Estimated

^x Investor Exited Deal

Affiliates

Subsidiaries (4)

Name	Industry	Location	Year Founded
Flywheel (Omaha)	Internet Software	Omaha, NE	2012
StudioPress	Business/Productivity Software	San Francisco, CA	2007
NitroPack	Business/Productivity Software	Sofia, Bulgaria	2018

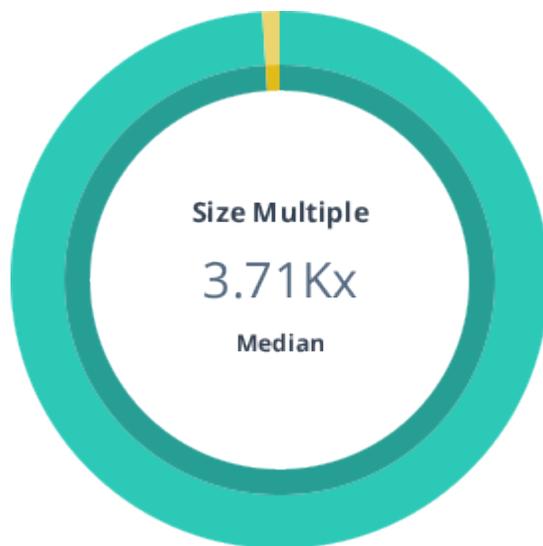
Frost (Multimedia and Design Software)

Multimedia and Design Software

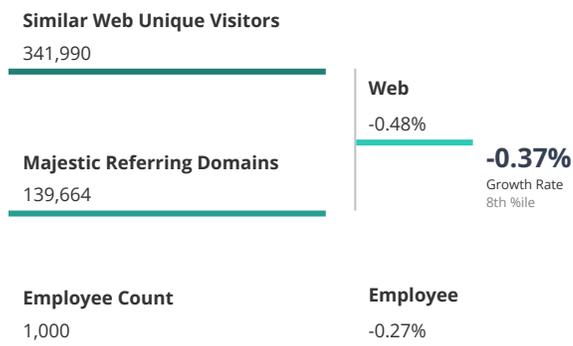
Austin, TX

Signals Summary

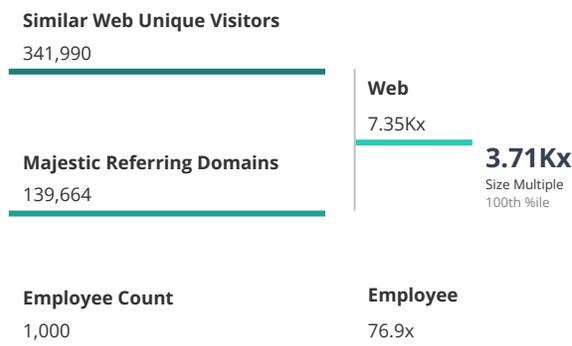
This company has a weekly growth rate of -0.37%, placing it in the 8th %ile of all growth rates tracked within PitchBook. Its underlying data points generate a size multiple that is 3.71Kx times larger than the median of all size multiples tracked within PitchBook, placing it in the 100th %ile of all size multiples tracked within PitchBook.



Growth Rate Summary (Weekly)



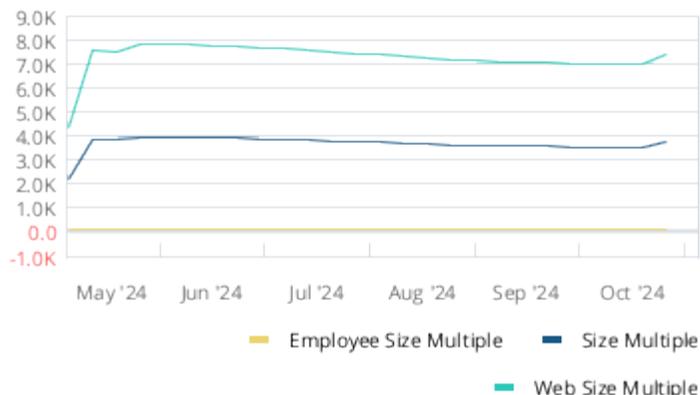
Size Multiple Summary (x Median)



Signals History

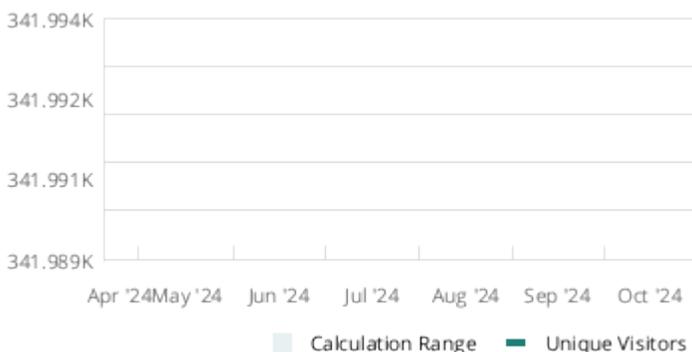
Growth Rate History

Size Multiple History



Web Signals

Unique Website Visitors 341,990
trailing 7 day average as of 04-May-2024



Referring Domains 139,664

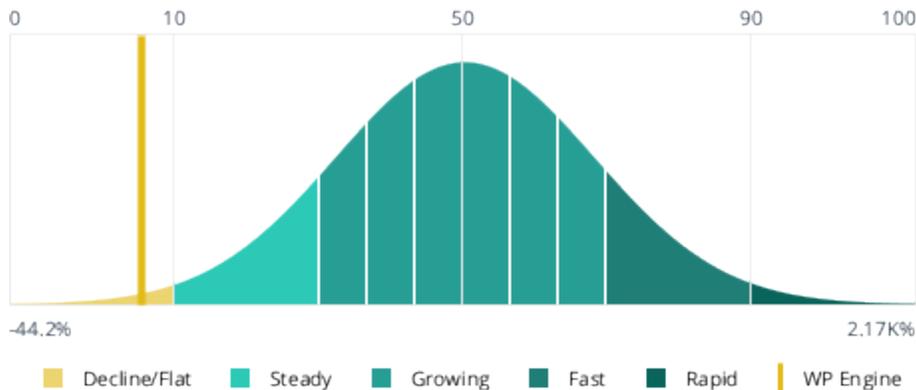


Metric	WP Engine	All Companies Average
SimilarWeb Unique Visitors	341,990	12,804
Growth Rate	-	0.04%
Growth Rate Percentile	-	20th
Size Multiple	-	56.2x
Size Multiple Percentile	-	50th

Metric	WP Engine	All Companies Average
Majestic Referring Domains	139,664	190
Growth Rate	-0.48%	0.02%
Growth Rate Percentile	6th	17th
Size Multiple	7.35Kx	10.0x
Size Multiple Percentile	100th	50th

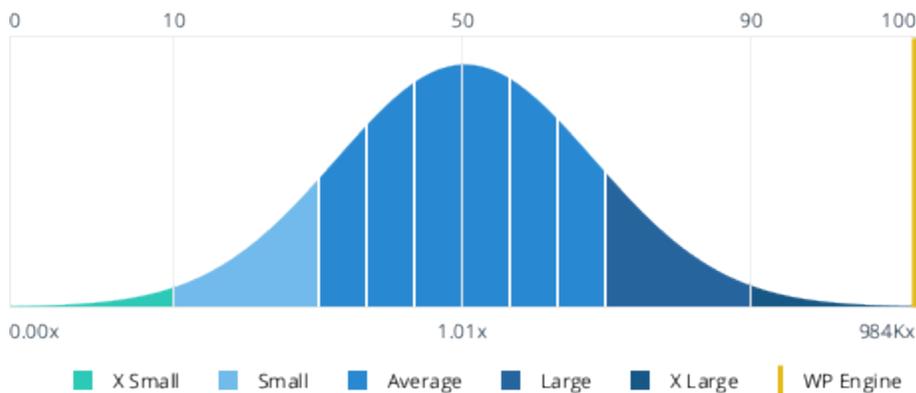
Ranking And Distribution

Weekly Growth -0.37%, 8th %ile



Percentile	Min Rate	Max Rate	Avg. Rate
0-10	-44.2%	-0.09%	-1.09%
10-20	-0.08%	0.00%	0.00%
20-30	-	-	-
30-40	-	-	-
40-50	-	-	-
50-60	-	-	-
60-70	-	-	-
70-80	-	-	-
80-90	0.01%	0.10%	0.06%
90-100	0.11%	2.17K%	1.40%

Size Multiple 3.71Kx, 100th %ile



Percentile	Min Size	Max Size	Avg. Size
0-10	0.00x	0.16x	0.11x
10-20	0.17x	0.26x	0.23x
20-30	0.27x	0.43x	0.36x
30-40	0.44x	0.68x	0.57x
40-50	0.69x	1.00x	0.85x
50-60	1.01x	1.53x	1.27x
60-70	1.54x	2.42x	1.95x
70-80	2.43x	4.32x	3.25x

80-90	4.33x	10.3x	6.69x
90-100	10.3x	984Kx	132x

Employee Signals

Company	Employee Count	Growth Rate	Growth Percentile	Size Multiple	Size Percentile
WP Engine	1,000	-0.27%	14th	76.9x	98th
All Companies Average	580	0.17%	36th	26.6x	49th

Company signals data was calculated against 2663854 companies within all companies.

Company Signals Population: Company Signals data is tracked for active companies (i.e. have not gone out of business) that haven't been exited from VC, PE, or Incubator/Accelerator. Web presence is tracked only for companies whose websites are tracked by SimilarWeb and Majestic.

Last 25 News

[Internal blog post reveals Automattic's plan to enforce the WordPress trademark using 'nice and not nice lawyers'](#)

Matt Mullenweg, the WordPress co-founder and Automattic CEO, has been embroiled in a very public and legal fight with WP Engine these last few weeks over

TechCrunch | 15-Oct-2024

Tagged entities: [Automattic](#), [WP Engine](#), [WooCommerce](#)

[In latest move against WP Engine, WordPress takes control of ACF plugin](#)

The dispute between WordPress founder Matt Mullenweg and hosting provider WP Engine continues, with Mullenweg announcing that WordPress is "forking" a

TechCrunch | 12-Oct-2024

Tagged entities: [WP Engine](#)

[159 employees are leaving Automattic as CEO's fight with WP Engine escalates](#)

The employees accepted a severance package offered to those who disagreed with Matt Mullenweg's direction of WordPress and his fight with WP Engine.

TechCrunch | 04-Oct-2024

Tagged entities: [Automattic](#), [WP Engine](#)

[WP Engine sues Automattic and WordPress co-founder Matt Mullenweg](#)

Hosting provider WP Engine has filed a lawsuit against Automattic and WordPress co-founder Matt Mullenweg, accusing them of extortion and abuse of power.

TechCrunch | 02-Oct-2024

Tagged entities: [Automattic](#), [WP Engine](#)

[**WP Engine sues WordPress co-creator Mullenweg and Automattic, alleging abuse of power**](#)

Web hosting provider WP Engine has filed a lawsuit against Automattic, and WordPress co-founder Matt Mullenweg, accusing them of extortion and abuse of power. The lawsuit comes after nearly two weeks of tussling between Mullenweg, who is also CEO ...

Yahoo Finance | 02-Oct-2024

Tagged entities: [Automattic](#), [WP Engine](#)

[**Automattic demanded a cut of WP Engine's revenue before starting WordPress battle**](#)

The drama continues.

The Verge | 02-Oct-2024

Tagged entities: [Automattic](#), [WP Engine](#)

[**Legal ping-pong in the WordPress world continues as Automattic sends WP Engine a cease-and-desist letter alleging trademark infringement**](#)

Legal ping-pong in the WordPress world continues as Automattic sends WP Engine a cease-and-desist letter alleging trademark infringement | TechCrunch

TechCrunch | 25-Sep-2024

Tagged entities: [Automattic](#), [WP Engine](#)

[**WP Engine sends cease-and-desist letter to Automattic over Mullenweg's comments**](#)

Mullenweg, who co-created WordPress, last week criticized WP Engine for raking in profits without giving much back to the open source project.

TechCrunch | 24-Sep-2024

Tagged entities: [Automattic](#), [WP Engine](#)

[**Matt Mullenweg calls WP Engine a 'cancer to WordPress' and urges community to switch providers**](#)

Matt Mullenweg unleashed a no-holds-barred tirade at WP Engine, which has been commercializing WordPress since 2010.

TechCrunch | 22-Sep-2024

Tagged entities: [Automattic](#), [WP Engine](#)

[**WP Engine Ireland Announces 20 New Jobs as WordPress Technology Leader Accelerates Growth in Europe**](#)

WP Engine, the WordPress technology company serving millions of web developers, agencies and brands worldwide, today announced 20 new job vacancies at

BusinessWire | 11-Dec-2023

Tagged entities: [Business Wire](#), [WP Engine](#)

[**WP Engine Supports Accelerated Growth with Appointment of Sachin Puri as Chief Marketing Officer**](#)

WP Engine, the world's most trusted WordPress technology company, today announced the appointment of Sachin Puri as Senior Vice President and Chief Ma

BusinessWire | 06-Sep-2022

Tagged entities: [Business Wire](#), [WP Engine](#)

[**WP Engine Doubles Down on WordPress Technology Innovation Expanding Product & Technology Leadership Team with New CPO and CTO**](#)

Ezinne Udezue appointed as CPO, Ramadass Prabhakar elevated to CTO, and Company Founder Jason Cohen to serve as Chief Innovation Officer.

BusinessWire | 18-Aug-2022

Tagged entities: [Business Wire](#), [Delicious Brains \(WordPress Plugins Portfolio in Canada\)](#), [Hardy Transaction Management](#), [WP Engine](#)

[**WP Engine's Third Annual DE{CODE} Event Invites Global Developers To Be Inspired and Uplevel Their WordPress Skills**](#)

WP Engine today announced registration is open globally for its third annual, developer-focused event, DE{CODE} 2022.

BusinessWire | 11-Mar-2022

Tagged entities: [WP Engine](#)

[**Web Hosting Services Market Size Rising at a CAGR of 18.0% to Reach USD 267.10 Billion in 2028**](#)

Companies Profiled in Web Hosting Services Market are AT&T Inc., GoDaddy Operating Company LLC, DreamHost, Hostinger International, Ltd., Cloudflare,...

GlobalNewsWire | 10-Feb-2022

Tagged entities: [AT&T](#), [Clearlake Capital Group](#), [Cloudflare](#), [DreamHost](#), [Equinix](#), [GoDaddy Registry](#), [Liquid Web](#), [WP Engine](#)

[**WordPress Hosting Cyber Monday Deals 2021: WP Engine, Bluehost, SiteGround & More Savings Rounded Up by Deal Stripe**](#)

Cyber Monday WordPress hosting deals for 2021 are underway, compare all the top Cyber Monday Namecheap, HostGator & Hostinger savings right here on this page ...

Market Screener | 28-Nov-2021

Tagged entities: [Bluehost](#), [SiteGround](#), [WP Engine](#)

[**Web Hosting Services Market to Reach USD 267.10 Billion by 2028, Rising at a CAGR of 18.0%**](#)

Leading companies in the global Web Hosting Services Market are SiteGround, Digitalocean, Inc., Equinix, Inc., Clearlake Capital Group, Hostinger...

GlobalNewsWire | 21-Oct-2021

Tagged entities: [1&1 \(Germany\)](#), [AT&T](#), [Clearlake Capital Group](#), [Cloudflare](#), [DreamHost](#), [Equinix](#), [GoDaddy](#), [Liquid Web](#), [SiteGround](#), [Uniregistry \(Domain Registrar and Marketplace Business Division\)](#), [WP Engine](#)

[**Web Hosting Services Market Rising at 18.0% CAGR to Reach USD 267.10 Billion by 2028**](#)

Top Players in Web Hosting Services Market are SiteGround (Sofia, Bulgaria), Digitalocean, Inc. (New York, United States), Equinix, Inc. ...

GlobalNewsWire | 20-Apr-2021

Tagged entities: [AT&T](#), [Alibaba Cloud Computing](#), [Clearlake Capital Group](#), [Cloudflare](#), [DreamHost](#), [Equinix](#), [GoDaddy](#), [Liquid Web](#), [SiteGround](#), [Uniregistry \(Domain Registrar and Marketplace Business Division\)](#), [WP Engine](#)

[**Virdee Announces Strategic Financing from Leading SaaS Investors, Bringing Total Seed Funding to \\$4 Million**](#)

/PRNewswire/ -- Virdee, a SaaS company delivering digital check-in and virtual concierge services to the hospitality and commercial real estate industries, has...

PR NewsWire | 19-Apr-2021

Tagged entities: [PR Newswire Association](#), [TravelClick](#), [Virdee](#), [WP Engine](#)

[**WP ENGINE**](#)

make|SHIFT Celebrates John Boiler, David Droga, Stephen Moy, PJ Pereira and 40+ Creatives Who Transformed Advertising Through Creative Technology ...

Market Screener | 30-Mar-2021

Tagged entities: [WP Engine](#)

[**Web Hosting Services Market to Hit USD 267.10 Billion by 2028; Increasing Number of Small & Medium Enterprises to Catalyze Market Growth: Fortune Business Insights™**](#)

Key Companies Covered in Web Hosting Services Market are SiteGround (Sofia, Bulgaria), Digitalocean, Inc. (New York, United States), Equinix, Inc.

GlobalNewsWire | 17-Mar-2021

Tagged entities: [AT&T](#), [Alibaba Cloud Computing](#), [Clearlake Capital Group](#), [Cloudflare](#), [DreamHost](#), [Equinix](#), [GoDaddy](#), [Liquid Web](#), [SiteGround](#), [Uniregistry \(Domain Registrar and Marketplace Business Division\)](#), [WP Engine](#)

[**Building Your Business Online: WP Engine Announces New eCommerce Solution for Small/Medium Businesses**](#)

WordPress eCommerce solution enables selling success for first-timers and those looking to scale their eCommerce operations ...

Market Screener | 10-Mar-2021

Tagged entities: [WP Engine](#)

[**WP Engine : International Growth Led by Agency Focus**](#)

Double-digit External and Internal Growth Includes Focus on New Markets and Expanding Engineering Teams ...

Market Screener | 01-Mar-2021

Tagged entities: [WP Engine](#)

[**WP Engine Appoints Rob Charlebois Senior Vice President of Digital and Heather Buckingham Vice President of Brand Revenue**](#)

WP Engine announced the appointment of Rob Charlebois as Senior Vice President, Digital and Heather Buckingham as Vice President, Brand Revenue.

BusinessWire | 22-Feb-2021

Tagged entities: [WP Engine](#)

WP Engine Adopts New Growth Model

WP ENGINE ADOPTS NEW GROWTH MODEL; APPOINTS VETERAN LEADERS TO NEW BUSINESS UNITS

BusinessWire | 02-Feb-2021

Tagged entities: [WP Engine](#)

WP Engine Appoints Tarsha McCormick Vice President of Diversity, Equity, Inclusion, Culture and Engagement

WP Engine announces the appointment of Tarsha McCormick as the company's first Vice President of Diversity, Equity, Inclusion, Culture and Engagement.

BusinessWire | 28-Jan-2021

Tagged entities: [WP Engine](#)

UCC Filings

Top 25 Filings as Debtor

Filing Number	Filing Date	Expiration Date	State Filed	Last Statement	Collateral
2023 5562474	14-Aug-2023		DE	Original: 14-Aug-2023	
2020 2247536	27-Mar-2020		DE	Continuation: 14-Aug-2023	All Assets
2018 7896018	14-Nov-2018		DE	Continuation: 27-Mar-2020	All Assets
2013 2695790	12-Jul-2013		DE	Termination: 12-Feb-2018	Equipment, Fixtures, Inventory, General Intangibles, Chattel Paper, Computer Equipment, Negotiable Instruments, Assets, Accounts

** Released collateral*

UCC Filings have been sourced from Dun & Bradstreet who collects from individual state agencies

Filings (1)

Type	Filed Date	Title
D	10-Jul-2019	Notice of Exempt Offering of Securities

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