

2018 Account Planning

RM contribution

Relationship Name: Madison Park Capital LLC/General Atlantic
Banker Team: Stewart Oldfield
GCIS Number: [REDACTED]

Relationship Team:

ISG:	Trust/Custody:
DPM:	WPS:
KCP: Tazia Smith	Deposits:
Lending:	Other:

Client Profile

General Atlantic (also known as "GA") is an American worldwide growth equity firm providing capital and strategic support for growth companies. GA is based in New York, New York.[1] The firm was founded in 1980 as the captive investment team for Atlantic Philanthropies, a philanthropic organization founded by Charles F. Feeney, the billionaire co-founder of Duty Free Shoppers Ltd.[2]

As of June 30, 2016, General Atlantic has approximately \$19.6 billion in assets under management and more than 100 investment professionals based in New York City, Greenwich, Palo Alto, Sao Paulo, London, Munich, Amsterdam, Beijing, Hong Kong, Mumbai and Singapore.[3] According to Private Equity International, a proprietary ranking of the largest 300 private equity firms in the world, General Atlantic is the 6th largest. In the last five years, as of 2014, GA rose from no. 12 to no. 6

Madison Park Capital, LLC is the entity that manages partner capital internally and functions as a family office for the 30+ partners of GA. The General Partners, Managers, Trustees, and Directors are:

- William E. Ford – CEO of GA
- Steven A. Denning – Chairman of GA
- David C. Hodgson – Vice Chairman
- Eugene P. Lynch
- Richard B. Gold

This entity has a brokerage account with DB with a Market Value of ~\$3mm, consisting primarily of CLO equity sold through KCP. This relationship has been with DB since June 2014 and is currently KCP adopted. Gene Lynch is our contact person.

Opportunities and Challenges

Confidential