



Quantitative Survey Group

Custom, Proprietary Data Analytics
SPACs

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Quantitative Survey Group: What We Do

- **Customized, analytically robust Surveys across multiple sectors**
- **Statistically significant/large sample sizes; global reach**
- **High-quality, company, industry and sector unique insights and data points**
- **Exclusive (one-on-one) projects**
- **Anonymous/aggregated online responses; non-cash incentives**



Proprietary Survey Platform: Differentiators

- **Provides an edge to facilitate and validate investment decisions**
- **Speed** (turnaround time approximately 2 weeks)
- **Cost*** (exclusive surveys ~\$20-35K depending on variables as sample size, length and complexity)
- **Panel size/reach** (private panel & *global* panel partnerships, incl. WebMD; access to millions)
- **Efficient/compliant replacement or supplement to expert networks**
- **More than 200 clients over the past 5 years**



QSG Partners with SPACs – Main Use Cases

Due diligence in the acquisition stage

- Custom proprietary surveys designed to quantify key trends including the overall market opportunity as well as specific insights associated with the products and services offered by the target company
- Provides confirmation of the investment thesis for the target acquisition
- Assist in determining proper valuations of acquisition targets

Gain insights for investors in the DeSPAC stage

- Utilize a proprietary survey to provide additional research for investors in the DeSpac stage of the process
- Allows the SPAC to gain confidence from the institutional investor base during DeSPAC transition



MKM Partners Additional SPAC Services

Acquisition Phase

- Assist SPACs in the search for acquisition targets
- Deep relationships with C-suites across the private company landscape
- Relationships with Private Equity investors holding portfolio companies

DeSPAC Phase

- Provide investor introductions with over 1,000 Institutional Clients
- Assist in attracting a long term fundamental shareholder base
- Pre-IPO reports and additional research including customized surveys



Primary Sector Coverage

- **Consumer (Staples & Discretionary)**
- **Internet and Enterprise Software**
- **Technology, Media & Telecommunications (TMT)**
- **Healthcare**
- **Other (Energy, Financials, Industrials, Business Services, etc.*)**

* Can conduct custom surveys on any topic



Case Studies: Recent Customized Projects/Surveys...

▪ **Restaurant Owners/Operators Digital Menus B2B U.S.**

- Targeted 400 restaurant owners/operators and managers whose restaurants offer delivery and/or takeout. This survey confirmed a number of important insights about general restaurant trends as well as specific systems used by business owners/managers during a global pandemic and going forward.
- We also conducted a second survey targeting consumers who use online food ordering and delivery websites including which options, how frequently they use them, whether they are satisfied, what they like, which they prefer, etc.

▪ **Search Engine Optimization Tools/Marketing Executives B2B**

- Sample of senior marketing and sales decision makers at businesses that currently use search engine optimization (SEO) platforms. This survey quantified key drivers when choosing a SEO platform, brand penetration, and future usage intentions.

▪ **Cash Access Providers B2B**

- Targeted a sample of senior finance and business decision makers who were knowledgeable about cash access service providers to their business operation. The study quantified cashless gaming trends, penetration, and future intentions.



Case Studies: Recent Customized Projects/Surveys (cont)

▪ **Finance Software Trends B2B**

- We surveyed more than 150 business owners and other finance decision makers across the U.S. including major markets and cities to learn more about the finance software solutions they have evaluated and currently use. This survey also quantified other key metrics regarding corporate and virtual credit cards and other payment trends.

▪ **Facilities Management B2B**

- We surveyed a mix of facilities management managers, property managers and building engineers, all of whom confirmed they are responsible for procuring or overseeing facilities management services. This study quantified facilities management services procured, window cleaning companies most used, impact of COVID-19 on spending, and key drivers.

▪ **Digital Fundraising Technology B2B**

- Sample of respondents from non-profit or political organizations who work in fundraising or marketing and are knowledgeable with the external online fundraising services vendors and solutions utilized by their organization. This survey helped our client learn more about how they utilize outside vendors for key activities including fundraising and other marketing activities.



Case Studies: Recent Customized Projects/Surveys (cont)

▪ **Software Deployment/Patch Management Solutions B2B**

- We targeted a sample of 100 key decision makers at small and medium sized businesses including IT/systems administrators who were responsible for software deployment and patch management activities. Our survey quantified which paid patch management and configuration automation tools they use, how satisfied they are, the most important attributes when choosing a software deployment and patch management solution in the first place and how much they spend on such solutions.

▪ **SOC Compliance Trends B2B**

- We targeted a sample of nearly 200 key decision makers at businesses who are aware of IT security practices, including SOC audit requirements. Our survey quantified key drivers when choosing an SOC audit firm, penetration, and current usage trends.

▪ **Digital MedTech Apps B2B (Travel Nurses/Hospital Staffing)**

- We targeted decision makers responsible for sourcing and hiring travel nurses at hospitals, healthcare systems and clinics. We quantified trends surrounding utilization of travel nurses, the most widely used channels to source travel nurses including digital solutions, and future expectations.



Case Studies: Recent Customized Projects/Surveys (cont)

▪ **Telehealth IT/Mobile Networking Platforms B2B**

- We targeted physicians and physicians’ assistants who actively use leading health networking platforms to streamline interactions and communications with patients. They study identifies key decision drivers for downloading and using a telehealth app and quantifies current penetration of various emerging options including frequency and other behavioral trends, satisfaction ratings, preferences, etc.

▪ **Digital Dentistry Trends B2B**

- We surveyed a random sample of 200 qualified/licensed dentists across the U.S. including mostly those who work in independent offices and a small minority of dentists who work in a DSO. We quantify usage frequency, brand awareness, future usage intentions, and satisfaction rates of intraoral scanners.

▪ **Fintech Solutions/Installment Loan Digital Payment/Checkout Solutions B2B (“Buy Now/Pay Later”)**

- We targeted small, medium and some larger merchants, mainly e-commerce retailers to quantify which fintech options they have implemented. We also address the impact of “Buy Now/Pay Later” on new customer acquisition, sales conversion, transaction size, repeat business and ROI.



Consumer (Staples & Discretionary)

- **Examples of insights/information we can gather:**

- Competitive brand position
- Satisfaction levels
- Past/current/future spending trends
- New product adoption rates
- Net promoter scores
- Market share trends

- **Examples of industry categories we can study:**

Discretionary

- Home furnishings, Appliances, Housewares
- Apparel, Handbags, Footwear, Luxury goods, Athletic
- Hotels, Restaurants, Casinos, Amusement parks
- Cable, Satellite, Movies, Media entertainment
- Retailers - Internet, Brick & Mortar, Outlet

Staples

- Retailers - Food, Drug, Super centers
- Beverages - Beer, Liquor, Coffee, Soft drinks
- Packaged foods
- Cleaning products, Diapers, Paper products
- Beauty care, Cosmetics, Personal products



Internet and Enterprise Software

- **Examples of insights/information we can gather:**

- **Competitive brand position**
- **Satisfaction levels**
- **Past/current/future spending trends**
- **Business models (license vs. sub/on-site vs. cloud)**
- **New product adoption rates**
- **Net promoter scores**
- **Market share trends**
- **ROI**

- **Examples of industry categories we can study:**

Internet

- Online retail
- Social media
- Online travel/leisure
- Online media/entertainment

Enterprise Software

- Data analysis/processing
- Security
- HR management
- Cloud services

- **Studies target both end-consumers and business decision makers (e.g., CIOs, CTOs, business owners, other senior decision makers, etc.)**



TMT

- **Examples of insights/information we can gather:**

- Competitive brand position
- Satisfaction levels
- Past/current/future spending trends
- New product adoption rates
- Net promoter scores
- Market share trends

- **Examples of industry categories we can study:**

Technology

- Consumer electronics
- Enterprise electronics

Telecom

- Integrated Services
- Wireless Carriers

Media

- Advertising, Publishing
- Broadcasting, Cable, Satellite, OTT content
- Movies, Entertainment, Video Games



Healthcare

- **Examples of insights/information we can gather:**

- **Competitive brand position**
- **Satisfaction levels**
- **Past/current/future usage trends**
- **New device/treatment adoption rates**
- **Market share trends**
- **Treatment efficacies and side effects**

- **Examples of industry categories we can study:**

- **Healthcare devices/equipment/supplies**
- **Healthcare services/facilities**
- **Managed healthcare**

- **Pharmaceuticals**
- **Biotechnology**

- **Studies target qualified physicians & other healthcare professionals (e.g., surgeons, PCPs, specialists, etc.)**



QSG Team Bios



Wendy D. Farina - Business Head

Wendy joined MKM Partners in April 2008. Prior to MKM, she spent over 20 years as a business strategist in the management consulting industry focused exclusively on consumer businesses. Wendy made the shift to Wall Street in 2006 when she joined Vardon Capital Management, LLC, a NYC based investment management firm focused on consumer equities. While at Vardon, Wendy built a primary research platform that she continues to leverage at MKM which facilitates high quality actionable research at significant cost and speed advantage for our clients. Prior to Vardon, Ms. Farina was a Principal with Kurt Salmon Associates. Ms. Farina is a graduate of the City University of New York/Baruch College where she earned her Masters of Business Administration, with honors. Wendy also graduated from The University of Arizona where she received her B.S., with concentrations in merchandising and marketing. Additionally, she earned a Post Masters degree in Accounting from The Leonard N. Stern School of Business at New York University.



Matt Bielawski, Executive Director – Senior Analyst

Matt Bielawski has rejoined MKM Partners as of June 2021 after transitioning in 2016 to an independent consulting role. Matt originally joined MKM Partners in June 2011 as a Research Associate covering the Communications Equipment and Mobile Technologies sectors. In the summer of 2013, he transitioned to his current role as an Analyst with MKM Quantitative Survey Group | QSG. His professional experience includes product design and process engineering at multiple technology companies. Matt holds an M.B.A., majoring in Finance and Accounting, from Indiana University’s Kelley School of Business and a B.S.E. in Chemical Engineering from the University of Iowa. He is a CFA charterholder.

Jane Friman – Vice President - Research Implementation Manager

Jane joined MKM Partners in April 2014 as a Research Associate in the Quantitative Survey Group. Jane brings 10 years of market research experience to the Quantitative Survey Group including project management and development, survey design, programming, field monitoring and data analysis. Prior to joining MKM Partners, Jane was a Project Manager for MarketTools, Inc. where she managed multiple online market research projects simultaneously. Prior to that, Jane served as Project Director for Perception Research Services where she oversaw multiple consumer goods packaging research projects, in both domestic and international markets. Jane received a B.A. in Psychology from Rutgers.



Paul Hobson, Managing Director – QSG Business Development/Institutional and Private Equity Sales

Paul joined MKM Partners in June 2021 where he works on the Business Development team of Quantitative Survey Group | QSG focusing on Institutional and Private Equity sales. Prior to MKM Paul has spent over 20 years in institutional sales covering both mutual funds and hedge funds. Most recently he was a senior institutional sales person at Susquehanna International group for 8 years. Prior to Susquehanna Paul was one of the first employees of Guggenheim’s Investment bank where he helped with the buildout of equity research, sales and trading while heading Boston sales. He began his sales career at Morgan Keegan and earned a degree in Finance from the University of Rhode Island.

Cheryl DeGroat, Executive Director – QSG Business Development/Institutional Sales

Cheryl DeGroat joined MKM Partners in November 2011. In October of 2017, Ms. DeGroat transitioned her sales role to focus exclusively on MKM Quantitative Survey Group | QSG. Prior to this role, she served as a Senior Institutional Equity Research Salesperson in MKM’s Stamford office. Ms. DeGroat has also held positions at Guidepoint Global Group (2008-2011) and also at Morgan Stanley & Co. (1993-2007). She holds a B.A. in Political Science from Fordham University.



Isabella Luciano – Associate

Isabella (Bella) Luciano joined MKM’s Quantitative Survey Group in August 2021 after completing a summer internship program with the firm. Bella holds a degree in Economics from Boston College. Bella is part of the core team and supports all aspects of our core research process.

Caleigh Steele – Intern

Lynden Steele – Intern



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