

## Sale of a Company

### Client: C2B Technologies

**The Client:** C2B Technologies developed a "next generation", web-based shopping platform for consumers. C2B's shopping "engine" was informative, intuitive and comprehensive. Their shopping solution could be applied to almost any consumer product category. The underlying technology enhanced the online shopping experience by providing expert decision-making advice, complete, easy-to-compare product information, and simplified, personalized shopping experiences.

**Sequoia's Challenge:** C2B, although a "pre-revenue" company, was the only robust, independent shopping play on the net. Junglee, C2B's only visible competitor, left many of its customers in an untenable position when it agreed to be acquired by Amazon.com. C2B's shareholders felt they needed a parent that could deliver synergistic products along with access to the largest and most forward thinking corporate accounts. And they needed a transaction in an accelerated "Internet timeframe".

**Results:** Inktomi, a provider of search and caching tools to Internet portal sites such as Yahoo! and Disney, had the same OEM licensing approach to its products as did C2B. Inktomi (INKT) acquired C2B in a pooling of interests transaction, positioning C2B as Inktomi Shopping. On close, the price paid was \$158MM. This was a truly strategic acquisition that will deliver handsome results to Inktomi.

*"Sequoia Partners provided strategic and practical value to C2B. Advisors just don't get any better or more focused. They know the 'Net'. Trust them to deliver consistently higher value than expected."*

Scott Walchek  
Chief Executive & Co-Founder  
C2B Technologies