



# COMPANY PRESENTATION

October 2016

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# Forward-Looking Statements

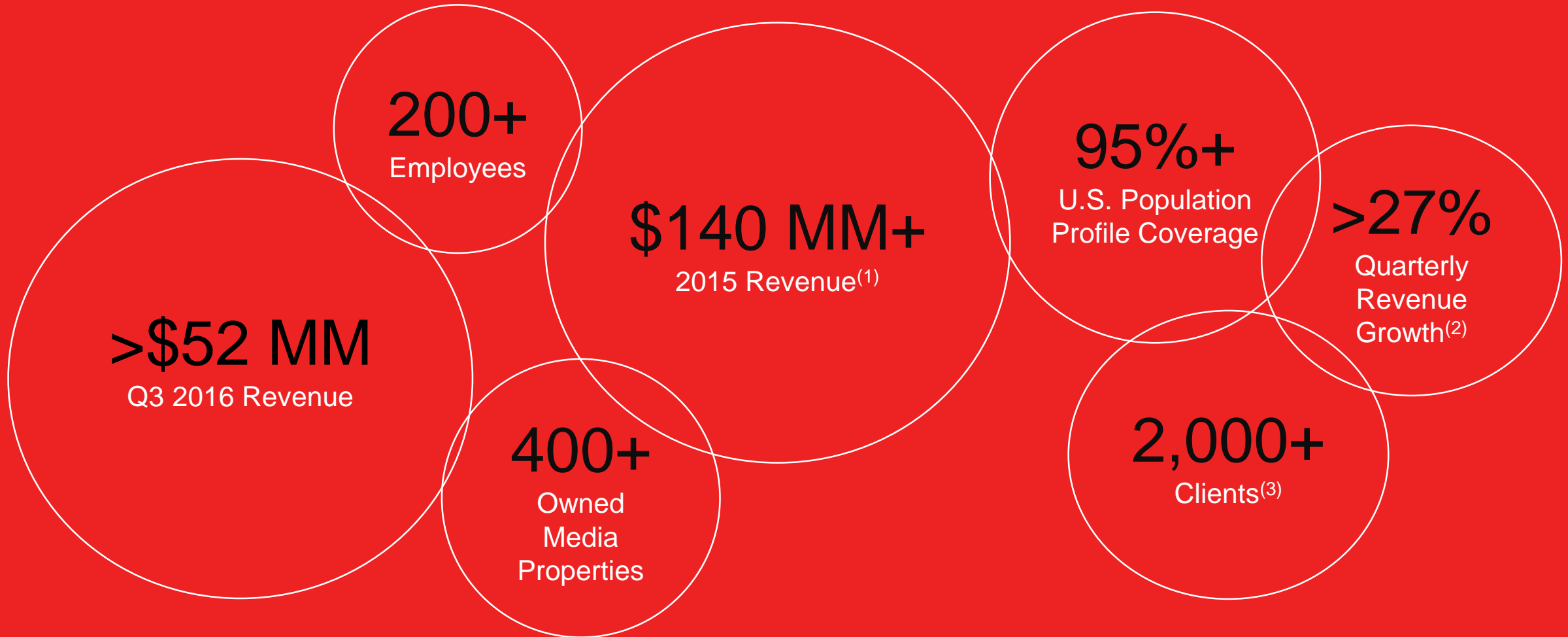
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# cogint Overview

A data and analytics company providing cloud-based, mission-critical information and performance marketing solutions



1) Pro forma figure including Fluent.

2) Represents Q3 2016 revenue / Q2 2016 revenue.

3) Represents number of customers on a trailing six month basis.



# Company Highlights

Strong Management Team  
With Proven Growth Track  
Record

Massive, High-Growth Market  
– Catalyzed by Sector  
Tailwinds in Data Analytics  
Across Industries

Transformative, Innovative  
and Highly-Scalable  
Technology Platforms

Massive Proprietary  
Database with Holistic  
Views of Consumers

People-Based Platform Enabling  
Deterministic, Omni-Channel  
Marketing

Large Installed Base of  
Blue Chip Customers

Attractive Financial Profile  
with Multiple Levers of  
Growth

# Our Vision

## DISPARATE DATA SOURCES



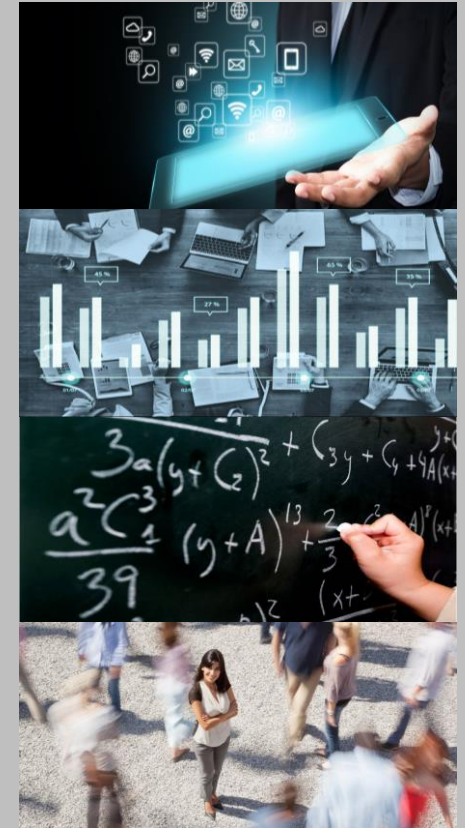
INDUSTRY AGNOSTIC

**cogint™**

TRANSFORMING DATA INTO INTELLIGENCE

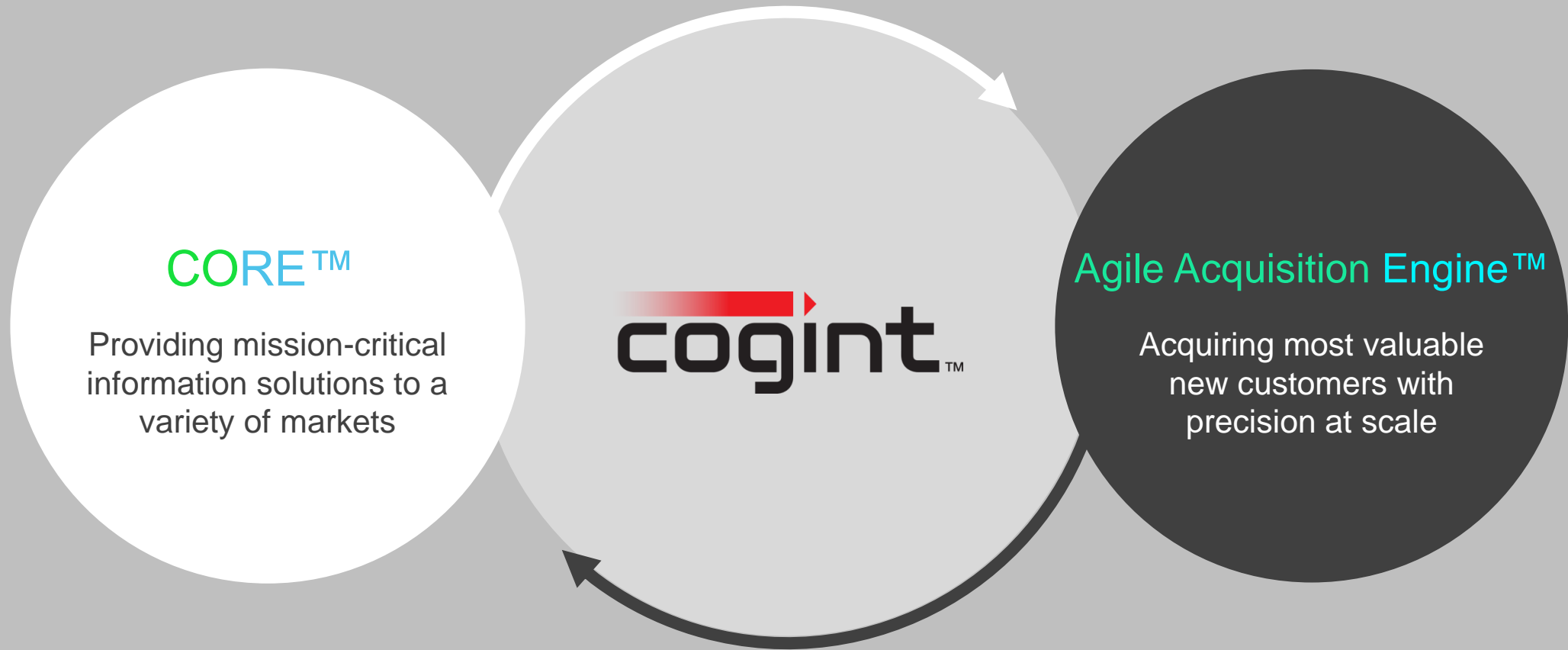
PROPRIETARY TECHNOLOGY PLATFORM

## RICH INTELLIGENCE

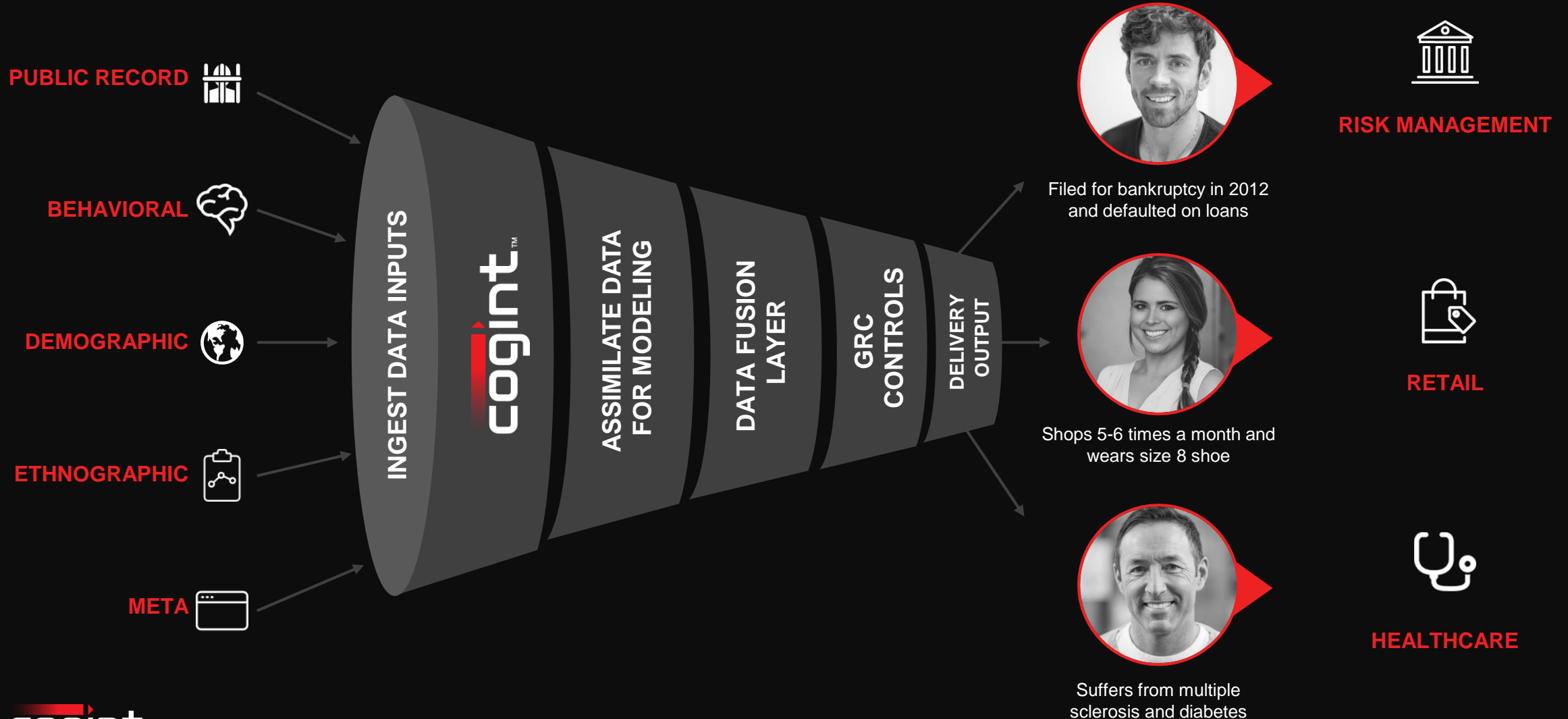


# The **cogint** Platform

COMBINING THE BEST OF BOTH WORLDS

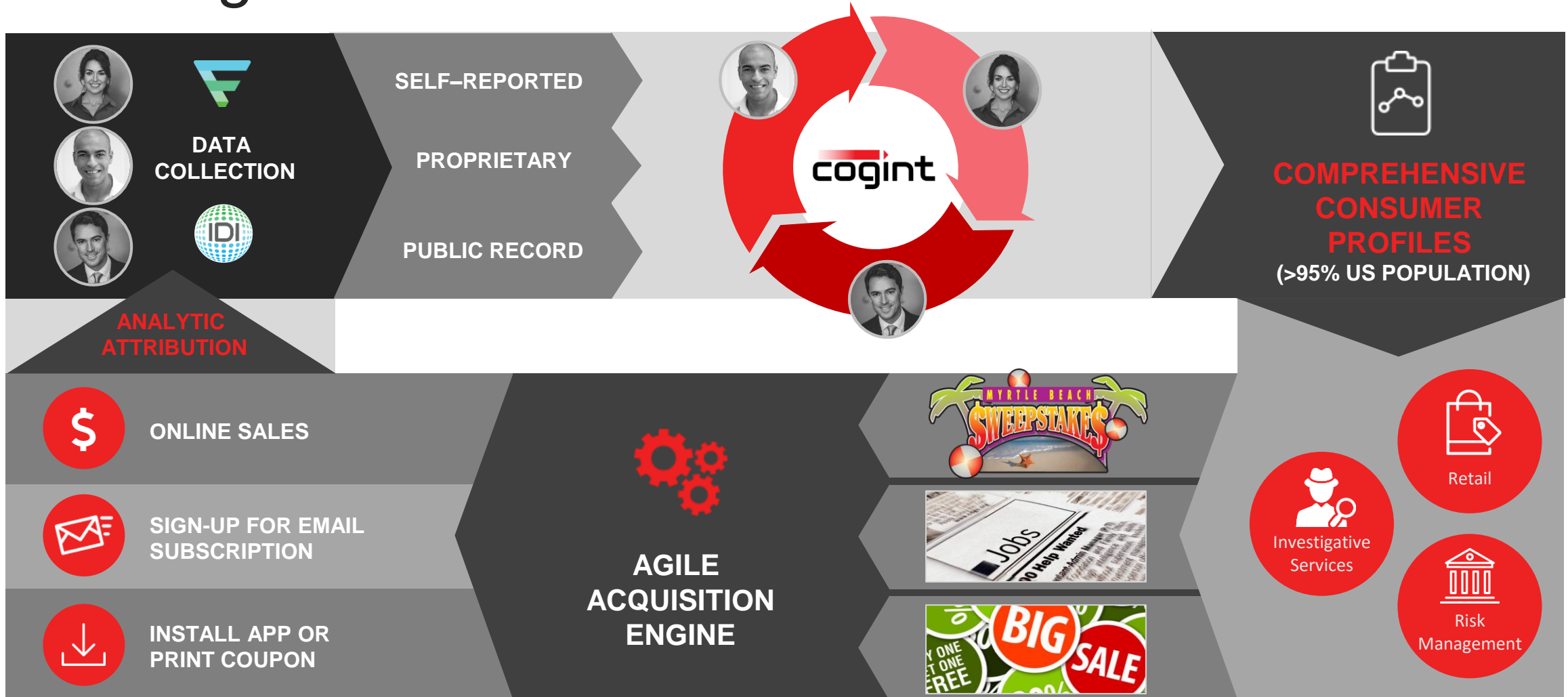


# Delivering the **Right** Solution to the **Right** User in Real-Time





# The cogint “Network Effect”





# Large and Expanding Markets

cogint sits at the convergence of two massive and growing markets

\$'s in Billions

## U.S. INTERNET ADVERTISING SPEND<sup>(1)</sup>

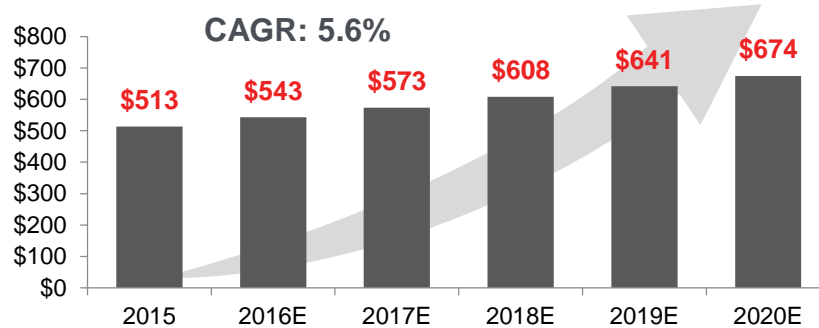
\$59B+

Serviceable  
Addressable  
Market  
Today  
>\$67B

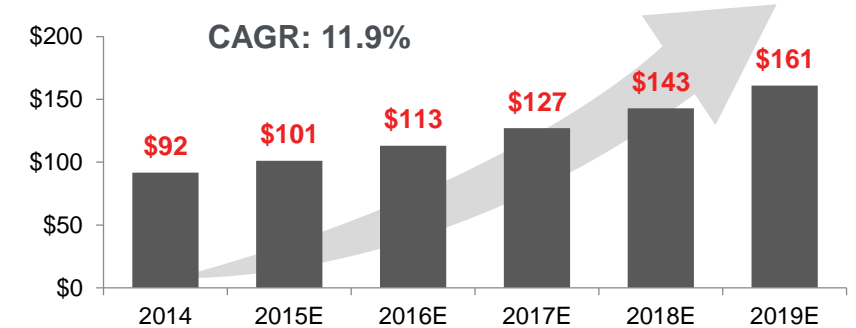
## NORTH AMERICAN RISK ANALYTICS SOFTWARE<sup>(2)</sup>

\$8B+

## GLOBAL MEDIA AD SPENDING<sup>(3)</sup>



## GLOBAL BUSINESS ANALYTICS<sup>(4)</sup>



TAM  
Long-Term  
>\$655B

### GROWTH DRIVERS

- Online Retail
- Return on Spend
- Omni-Channel Consumers
- Rapid Adoption of Mobile Devices

### GROWTH DRIVERS

- Cloud Migration
- Proliferation of Data
- “Next Gen” Technologies
- Need for Actionable Intelligence

Significant Opportunity Across End-Markets

# cogint Product Overview

## Information Services



### **CORE**

Our advanced analytical platform, CORE, powers our investigative solution, idiCORE™, providing instant, comprehensive views of individuals, businesses, assets, and their interrelationships



### **Data Acquisition Solutions**

Empowers clients to rapidly grow their customer databases

## Performance Marketing



### **Audience Solutions**

Empowers clients to target their ads with precision and drive qualified prospects at scale



### **Mobile Acquisition Engine**

Matches people with mobile apps based on their self-declared interests

# Differentiated Mobile-First Approach in Marketing

**700,000+**  
survey respondents per day

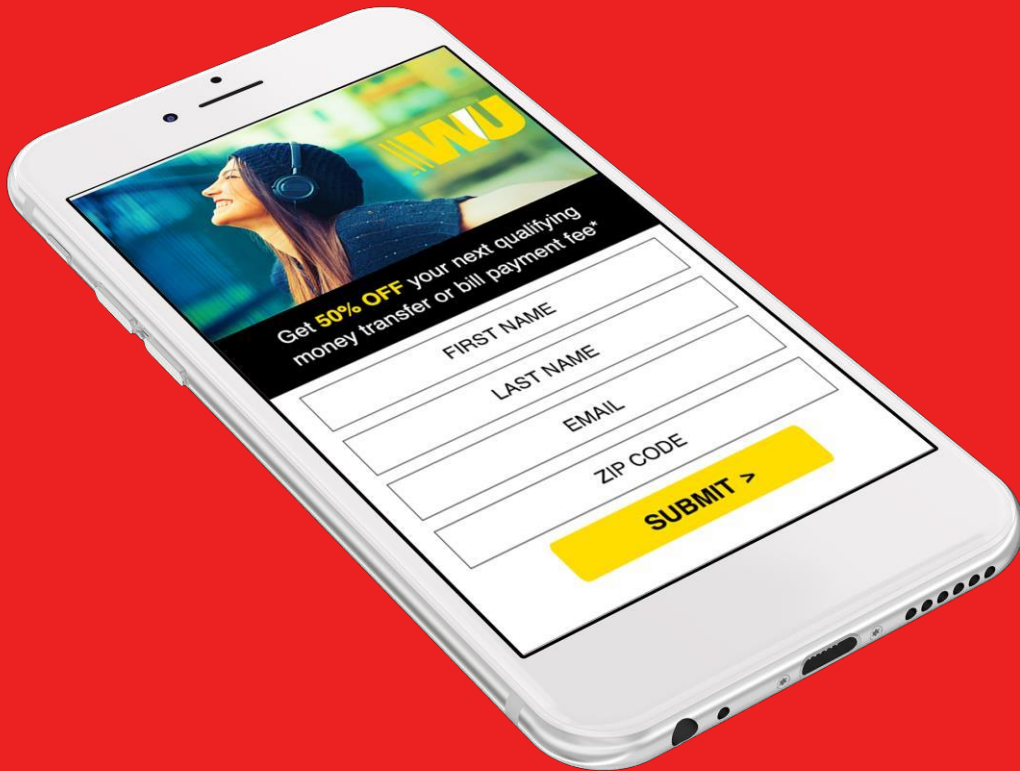
**5 million+**  
compiled responses every day

**120 million+**  
self-reported U.S. profiles

**150 million+**  
unique email addresses

**80%**

of consumer  
interactions are  
from mobile



# Large, Global Fortune 500 Client Base





# cogint Delivers Superior Value to its Clients

## INFORMATION SERVICES



8x improvement in open rates and engagement compared to previous efforts

Ongoing growth of 15x in key metrics in the first 4 months

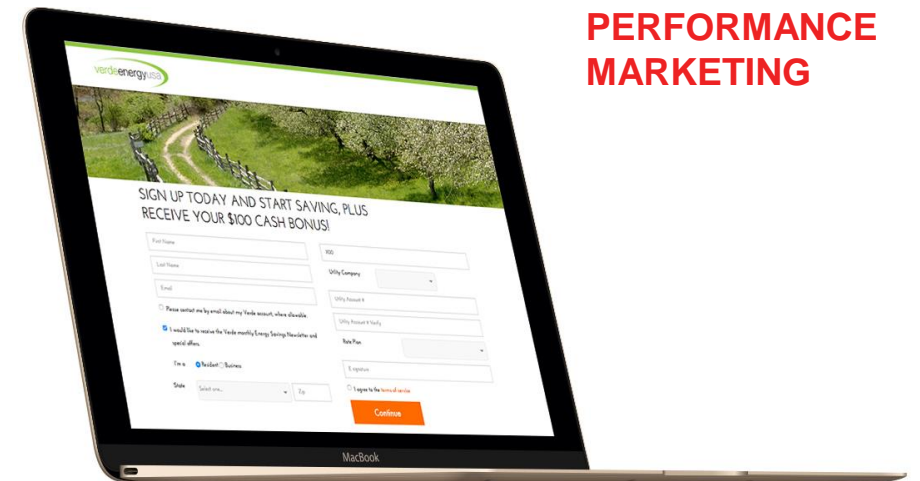
Company now expanding U.S. advertising programs



Generating hundreds of thousands of leads per month

Increased investment into our platform by 20x

Largest partner for their customer acquisition program



## PERFORMANCE MARKETING

# Recurring Customers Drive Predictability



# Our Leadership Position

## OUR DIFFERENTIATION



Pioneer in the **data fusion** industry



Massive **data repository** of transactional, public, proprietary and self-reported information



Proprietary **machine-learning** algorithms and engines




Omni-channel campaign execution and “**mobile-first**” approach



Ability to deliver **holistic** and comprehensive insights



## COMPETITIVE LANDSCAPE

		Info Services	Marketing Tech
Platform	✓	✗	✗
Data Collection	✓	✓	✗
Analytics	✓	✗	✓
Actionability	✓	✗	✗

## SELECT COMPETITORS



# Technology Platform – Speed, Power and Scalability



Cloud-based, PCI compliant with greater than four 9s of service uptime

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Six datacenters spread geographically, dynamically scaling as needed

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Proprietary algorithms, machine learning, billions of data records

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Sub 250 millisecond query response time on comprehensive profiles



Over 5 million consumer responses compiled everyday



# Our Go-to-Market Model



Inside Sales



Strategic Sales

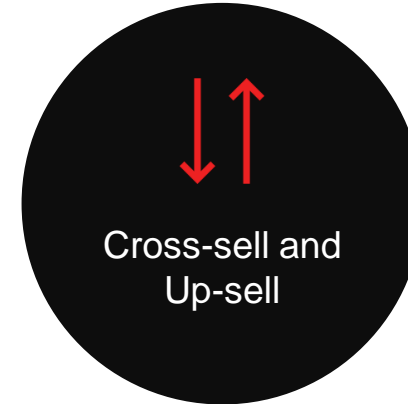


Distributors, Resellers,  
and Strategic Partners



Marketing

# Our Growth Strategy



# Proven, Successful Leadership



**Michael Brauser**

Executive Chairman

Seisint, Inc. InterCLICK  
Naviant, Inc. ChromaDex Corp.



**Derek Dubner**

Chief Executive Officer

Seisint, Inc. EQUIFAX  
Naviant, Inc. TransUnion | TLOxp



**Dan MacLachlan**

Chief Financial Officer

TransUnion | TLOxp



**Ryan Schulke**

Chief Executive Officer  
& Co-Founder of Fluent  
Fluent



**Matt Conlin**

President  
& Co-Founder of Fluent  
Fluent



**Ole Poulsen**

Chief Science Officer

LexisNexis | Accurint Seisint, Inc.  
TransUnion | TLOxp



**Harry Jordan**

Chief Operating Officer

LexisNexis

# Financial Highlights

## Highlights

Strong Existing Revenue Streams

Long-Term Customer Loyalty

Highly-Scalable Business Model

Attractive Margin Profile

Low Capital Intensity

## As of September 30, 2016

**95%**  
Revenue from Existing Customers<sup>(1)</sup>

**92%**  
Annualized Revenue Retention<sup>(2)</sup>

**\$1m**  
Annualized Revenue Per Employee

**6.5%**  
Positive Adj. EBITDA

**6.6%**  
CapEx as a % of Revenue



# Strong Balance Sheet

## HIGHLIGHTS



Capital-efficient  
business model



Well-capitalized  
balance sheet



Adequate cash  
reserves



Effective working  
capital management