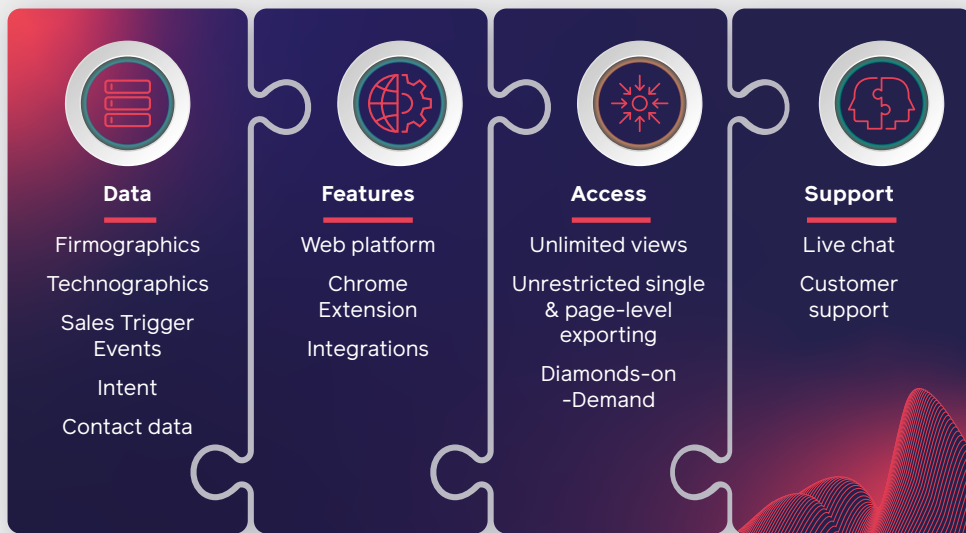


COGNISM FOR SALES

WIN in Sales With the Most Accurate Data on the Market

BENEFITS OF COGNISM FOR THE INDIVIDUAL CONTRIBUTOR

- Fill your pipeline with ideal-fit accounts that are ready to buy today
- Find the business emails and mobile numbers for the buying team in your target accounts
- Maximise your prospecting time using Diamond Phone Verified Data
- Spend less time on admin and send accurate B2B data to your CRM or sales engagement platform in just a few clicks
- Prospect without the compliance burden knowing you're calling mobile numbers that have been cleaned against global do-not-call registries
- Overcome the scarcity mindset with unrestricted views, single & page-level exports



DIAMOND DATA

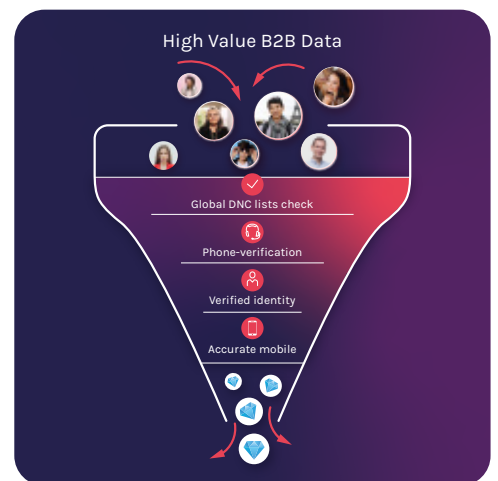
Phone-verified Diamond Data is the most premium data asset on the market that has gone through additional layers of phone verification.

Benefit: Increase speed to connect and engage more of the right decision-makers in less time, eliminating inefficiencies due to misdialed or incorrect numbers.

DIAMONDS ON DEMAND

Request us to Diamond verify a record so you can be sure you're reaching out to the right person on the right mobile.

Benefit: Flag your most valuable prospects and run them through our advanced Diamond verification engine on demand. Reach your next best customer faster and easier than ever before.



COGNISM FOR SALES

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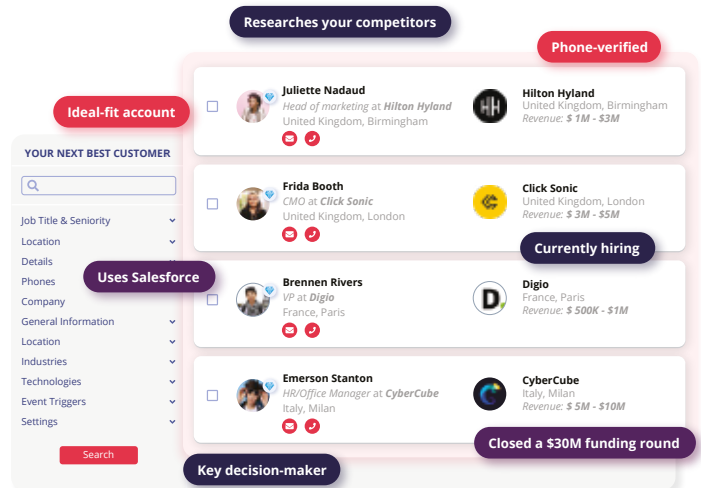
UNRESTRICTED SALES PROSPECTING

Access your ideal prospects' data on an unrestricted basis. This includes unlimited views of account and contact records, as well as unrestricted single & page-level exports.

Benefits: Identify your ideal customer with a plethora of data points made available to you on an unrestricted basis. Worry less about credit consumption and more about engaging and closing your dream prospects.

INTENT DATA (BOMBORA)

In addition to sales trigger events like hiring & funding, Cognism provides unlimited intent data on a user level powered by industry leader Bombora. Each user can pick a unique set of 5 intent topics to monitor. Then Cognism will deliver a list of accounts showing increased interest in those topics. The strength of intent is calculated compared to a historical baseline.



The screenshot shows a software interface for sales prospecting. It features a search bar and a list of prospects. Each prospect entry includes a name, title, company, and location. There are several callout boxes and tags: 'Researches your competitors', 'Phone-verified', 'Ideal-fit account', 'Uses Salesforce', 'Key decision-maker', 'Currently hiring', and 'Closed a \$30M funding round'. The interface also shows a sidebar with filters for Job Title & Seniority, Location, Details, Phones, Company, General Information, Location, Industries, Technologies, Event Triggers, and Settings.



"Cognism generated the right data at the right time - and delivered ROI for me in just 2 days!"
 Alexander Porter, Senior Business Development & Inside Sales Lead, Devo

AWARDS & INDUSTRY ACCOLADES

- **Customer Satisfaction** - 4.7 rating on G2
- **Industry Recognized** - LinkedIn's Top UK Startups 2019, 2020 & 2021 / Tech Nation Future Fifty / Salesforce Lightning Data Partner, May 2018 / ISO 27001 Certified
- **Customer Awards** - G2 Leader in 4 categories: Lead Intelligence, Sales Intelligence, Marketing Account Intelligence, Market Intelligence
- **Award-Winning Team** - BESMA Customer Service Team of the Year 2018



A grid of award and certification logos. The top row shows four 'Leader' awards for Winter, Spring, Summer, and Fall 2021. The second row shows four 'Best Est. ROI' awards for Spring, Summer, Fall 2020, and Winter 2021. The third row shows four 'Users Most Likely To Recommend' awards for Winter, Spring, Summer, and Fall 2021. Below these are logos for UKAS ISO 27001, LinkedIn Top Startups (2019, 2020, 2021), BESMA 2018 Winner, and Tech Nation Future Fifty.