



## PRESS INFORMATION

's-Hertogenbosch, 29 November 2016

### ACQUISITION OF MIRABEAU BY COGNIZANT

29 November 2016 – Cognizant (NASDAQ: CTSH) today announced that it has entered into a definitive agreement to acquire privately-held Mirabeau BV, a digital marketing and customer experience agency specializing in industries such as travel and hospitality, financial services, retail, and B2B sectors. The acquisition will expand Cognizant's digital business capabilities in the Netherlands and across Europe. The terms of the transaction were not disclosed. With the close of the acquisition, approximately 260 specialists from Mirabeau will become a part of Cognizant's Digital Business practice.

Based in Amsterdam, Mirabeau works with leading brands such as KLM, ING, Air France, Maxeda, MoneYou, LeasePlan.com and Transavia. Leveraging its comprehensive design, branding and technology expertise, Mirabeau helps clients develop and implement their digital marketing strategies and build engaging omnichannel customer experiences. Mirabeau has won multiple awards for its work, including a Dutch Interactive Award, a Lovie Award, and a Spin Award.

"The most successful companies are the ones that combine marketing, operations, and technology to drive comprehensive digital transformation," said Adjan Kodde, CEO at Mirabeau. "By joining forces with Cognizant, we are even better positioned to help our clients succeed in this fast-changing, highly competitive marketplace by delivering improved personalized experiences across multiple devices. Our combined knowledge and experience will help us provide superior solutions to our customers in the Netherlands and internationally."

"The future of the digital economy will be built on experiences consumers have as they bank, stay healthy, insure their families, and move through the interconnected world. Companies in consumer-facing sectors are increasing their investments in interactive solutions to provide better, more personalized experiences to their customers," said Santosh Thomas, President, Global Growth Markets, Cognizant. "To help our clients drive growth, Cognizant Digital Business links social science research, digital strategy services, design thinking, marketing services, analytics, IoT products and services, cloud applications, and interactive content management. Mirabeau further strengthens our ability to work with clients to identify important insights, develop strategies, and then design, prototype, and scale meaningful product and service experiences."

### SHORT PROFILE MIRABEAU

Mirabeau is a digital agency with experts in the fields of customer experience design, marketing, development and cloud services. Since its beginning in 2001, in just 15 years, it has rapidly grown to become the market leader in the Dutch market. Mirabeau designs, builds and manages online platforms and creates additional value by revolutionizing the digital customer experience. Its strength lies in the combination of company goals, customer needs and technological possibilities to create solutions which have a concrete positive effect on the business results of their client's organizations.

Detailed information about Mirabeau is available at [www.mirabeau.com](http://www.mirabeau.com)

### SHORT PROFILE COGNIZANT

Cognizant is a leading provider of information technology, consulting, and business process services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 100 development and delivery centers worldwide and approximately 256,000 employees as of September 30, 2016, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world.

Detailed information about Cognizant is available at [www.cognizant.com](http://www.cognizant.com)

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#### SHORT PROFILE BLACKTRACE MERGERS & ACQUISITIONS

Blacktrace is an award winning independent merger and acquisition specialist, providing guidance for medium-sized and large businesses when implementing merger and acquisition transactions, attracting shareholder capital and arranging funding. Blacktrace helps companies make the transition to a higher level and provide professional support in the following areas: divestment, acquisition, management buy-out, corporate valuation, corporate financing and corporate exit.

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