



Corporate Headquarters

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Market Position & Mission

Cognizant is a leading provider of information technology, consulting, IT infrastructure and business process outsourcing services. Cognizant's single-minded mission is to dedicate our business process and technology innovation know-how, deep industry expertise and worldwide resources to working together with clients to make their businesses stronger.

Value Proposition

As a customer-centric, relationship-driven partner, we are redefining the way companies experience and benefit from global services. Our unique delivery model is infused with a distinct culture of high customer satisfaction. Cognizant delivers a trusted partnership, cost reductions and business results.

Cultural Value Drivers

Open, Transparent, Driven, Empowered, Opportunity-filled, Flexible, Collaborative.

Differentiation Factors

- 15 years of experience fusing the Two-in-a-Box™ client relationship Model with a seamless global delivery experience
- Multifaceted client partnership architecture yielding high customer value and continuous alignment with client teams
- Commitment to measuring the full value of outsourcing with "Cognizant's Return on Outsourcing™" proprietary methodology (ROO)¹ based on proven record of delivering results
- Financial success and sound management record resulting in continuous innovation, new services and higher value creation
- Service delivery enabled by Cognizant 2.0, a proprietary Web 2.0-based platform that enables knowledge sharing and collaboration across global teams to benefit every customer engagement.

Key Attributes

- "Client-first" culture of customer satisfaction, resulting in unique Cognizant customer experience
- Distinct identity: Born-global corporation, multicultural workforce and management, entrepreneurial leadership & culture
- Dedicated to building deep, sustainable and long-term client relationships based on collaboration, customization and quality
- Access to the best global IT resources and skills resulting in intellectual arbitrage advantage for our clients
- Financial re-investment strategy enabling optimal balance and value for onsite/offshore model
- Widely recognized for superior transition and knowledge transfer processes and close cultural fit with clients
- Integrated services approach and flexible business practices
- Industry/domain depth and expertise, with a verticalized go-to-market approach

History

Founded in 1994 as a captive arm of Dun & Bradstreet
Traded on NASDAQ since 1998
Stock symbol: NASDAQ: CTSH
Member since 2004: NASDAQ-100 Index
Member since 2006: S&P 500 Index

Financials

Fiscal Year '09 ends December 31, 2009
Estimated Revenues for 2009: \$3.255 billion
2008 Revenues: \$2.816 billion
Diluted EPS '08 (GAAP): \$1.44
Net Income '08 (GAAP): \$430.8 million
Operating margin '08 (GAAP): 18.3%

Revenue Mix

North America: 78.3%, Europe: 19.2%, Asia: 2.5%
Financial Services: 42.7%, Healthcare: 26.5%,
Retail/Manufacturing & Logistics: 17.2%,
Communications, Information, Media & Entertainment,
Technology: 13.6%

Executive Officers

- Lakshmi Narayanan, Vice Chairman
- Francisco D'Souza, President and Chief Executive Officer
- Gordon J. Coburn, Chief Financial and Operating Officer, Secretary and Treasurer
- Ramakrishnan Chandrasekaran, President and Managing Director, Global Delivery
- Rajeev Mehta, Chief Operating Officer, Global Client Services

Board of Directors

- John E. Klein, Chairman of the Board, Cognizant and President and Chief Executive Officer, Polarex, Inc.
- Lakshmi Narayanan, Vice Chairman, Cognizant
- Robert W. Howe, Chairman, ADS Financial Services Solutions
- Robert E. Weissman, Chairman, Shelburne Investments
- Thomas M. Wendel, former Chief Executive Officer, Bridge Information Systems
- Francisco D'Souza, President and CEO, Cognizant
- John Fox, former Vice Chairman, Deloitte & Touche
- Maureen Breakiron-Evans, former Chief Financial Officer, Towers Perrin

Growth Record ('07 to '08)

Employees: +11.4%; Revenues: +32%; Net income: +23% (GAAP)

Customer Satisfaction Record

89% of clients rate overall Cognizant Customer Experience as "Much Better, Better or About the Same as Competition" (2007)²

Customers

570 active clients, 46 of Fortune 100
27 of the top 30 global pharmaceutical companies
8 of the top 10 U.S. healthcare plans
7 of the top 10 global telecom service providers & equipment vendors
7 of the top 30 global retailers
2 of the top 4 global distribution system companies
3 leading U.S. airlines
3 of the world's top restaurant chains
9 out of the top 15 North American financial institutions
4 out of the top 5 UK financial institutions
18 of the top 35 life, property & casualty insurers
3 of the top 10 manufacturing & logistics companies
4 of the top 10 information services companies worldwide
4 of the top 10 global media companies
5 of the top 7 online companies
6 of the major U.S. movie studios

Employees

Over 68,000 associates

Global Delivery Ecosystem (GDE)

- 24x7 global delivery availability
- More than 12,000 outsourcing projects delivered in 40 countries
- Over 50 development centers in 15 cities and in 5 countries around the world:
 - Budapest (Hungary), Buenos Aires (Argentina), Canary Wharf (UK), Manila (Philippines), Shanghai (China), Toronto (Canada); Chennai, Coimbatore, Kolkata, Bangalore, Hyderabad, Pune, Mumbai, New Delhi, Cochin (India); Bentonville, Boston, Bridgewater, Phoenix (U.S.)

Geographic Reach

25 regional sales and client relationship offices in: Atlanta, Boston, Chicago, Dallas, Minneapolis, Phoenix, Los Angeles, Norwalk, San Ramon, Teaneck (U.S.); Toronto (Canada); London (UK); Frankfurt (Germany); Paris (France); Zurich, Geneva (Switzerland); Amsterdam (The Netherlands); Hong Kong, Shanghai (China); Tokyo (Japan); Melbourne, Sydney (Australia); Singapore (Singapore); Bangkok (Thailand); Kuala Lumpur (Malaysia); Buenos Aires (Argentina); Dubai (UAE); Manila (Philippines)

Industries Served

Client-centric go-to-market approach organized by industry verticals: Banking & Financial Services; Communications; Consumer Goods; Energy & Utilities; Healthcare; Travel & Hospitality; Information, Media & Entertainment; Insurance; Life Sciences; Retail; Manufacturing & Logistics; Technology

Major Service Offerings

- Project-based application services
- Business and technology consulting
- Complex systems integration
- Application outsourcing
- Business process outsourcing
- IT infrastructure outsourcing
- Testing solutions, Analytics, ERP, CRM, Business Intelligence, Data Warehousing and Supply Chain Management

Key Alliances or Partnerships³

SAP®, Oracle, Microsoft, Siebel, Informatica, Invensys Operations Management, Salesforce.com, Pegasystems, IBM (SOA), SAS, Sybase, T-Systems

Recent Awards & Recognition

- Cognizant ranked among Fortune's list of "The World's Supercharged Performers" (August 2009)
- Climbed 143 places to 716 on *Fortune* 1000 (April 2009)
- Climbed 233 places to 1369 on *Forbes* 2000 (April 2009)
- Named to *BusinessWeek* 50 Top Performing U.S. Companies (April 2009)
- Named to *Fortune* magazine's World's Most Admired Companies list (March 2009)
- Ranked 7th in *Forbes* 25 Fastest-Growing Tech Companies list (February 2009)

Investment Analysts Coverage

J.P. Morgan, Goldman Sachs, Credit Suisse, Stifel Nicolaus & Company, Wachovia Securities, Janney Montgomery Scott, Susquehanna Financial Group, UBS, SG Cowen, Piper Jaffray, Citigroup, Gilford Securities, Jefferies & Co., Sanford Bernstein, Kaufman Brothers, Oppenheimer & Company, Pacific Crest Securities

¹ A commissioned tool prepared by Forrester Consulting, leveraging the TEI methodology, on behalf of Cognizant

² Based on independent survey conducted in 2007 with 1348 responses

³ Cognizant also has several other domain and industry-specific alliances