



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

- 16 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 a 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 '10 ends December 31, 2010
Estimated revenues for 2010: \$4.46 billion
2009 revenues: \$3.279 billion (up 16.4% YoY)
Diluted EPS '09 (GAAP): \$1.78
Net income '09 (GAAP): \$535 million
Operating margin '09 (GAAP): 18.9%

Revenue Mix

North America: 78.6%, Europe: 18.1%, RoW: 3.3%
Financial Services: 42.6%, Healthcare: 25.5%,
Manufacturing, Retail & Logistics: 18.4%,
Communications, Information, Media & Entertainment,
Technology: 13.5%

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 ('08 to '09)

Revenues: +16.4%; Net income: + 24% (GAAP)

Customer Satisfaction Record

96% of clients rate overall Cognizant customer experience as "Much Better/Better" and "About the same" compared with similar service providers (2008)²

Customers

- 662 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
- 8 of the top 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

Approximately 88,700 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

Over 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
- Analytics, Business Intelligence, CRM, Data Warehousing and Supply Chain Management, Engineering Management Solutions, ERP, Testing Solutions

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 Tops EquiTerra's Performance and Client Satisfaction Rankings in Europe (August 2010)
- Cognizant Ranks among Top Performers in Bloomberg BusinessWeek 50 (June 2010)
- Cognizant Ranks among Bloomberg BusinessWeek's Tech 100 (June 2010)
- Cognizant ranked among Forbes Fastest growing 25 Tech Companies (April 2010)
- Named to *Fortune* magazine's World's Most Admired Companies (March 2010)
- Named as best IR company in computer services & IT consulting category by Institutional Investor (February 2010)

Investment Analysts Coverage

Barclays Capital, Citigroup, Cowen & Co., Credit Suisse, Deutsche Bank Securities, Gilford Securities, Global Equities Research, Goldman Sachs, HFP Capital Markets, Janney Montgomery Scott, Jefferies & Co., J.P. Morgan, Kaufman Brothers, Morgan Stanley, Nomura Securities, Oppenheimer & Company, Pacific Crest Securities, Piper Jaffray, Robert W. Baird & Company, Sanford Bernstein, Stifel Nicolaus & Company, Susquehanna Financial Group, UBS, Wells Fargo, William Blair & Company

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

² Based on independent survey conducted in 2008 with 1585 responses

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