



Corporate Headquarters

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Market Position & Mission

Cognizant is a leading provider of information technology, consulting, infrastructure and business process outsourcing services. Cognizant's single-minded mission is to dedicate our business process and technology innovation know-how, our 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 via a unique delivery model infused by 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 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

Key Attributes

- "Client-first" culture of customer satisfaction, resulting in unique "Cognizant customer experience"
- Distinct identity: Born-global corporation, multicultural work-force 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, according to 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: \$3.1 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: 80%, Europe: 18%, Asia: 2%
Financial Services: 44.4%, Healthcare: 25.4%,
Retail/Manufacturing & Logistics: 16.5%,
Communications, Information, Media & Entertainment,
Technology: 13.7%

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 of Deloitte & Touche

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

560 active clients, 46 of Fortune 100
27 of top 30 global pharmaceutical companies
8 of top 10 U.S. healthcare plans
7 of top 10 global telecom service providers & equipment vendors
7 of top 30 global retailers
Top U.S. and European banks
13 of top 30 life, property & casualty insurers
3 of top 10 manufacturing & logistics companies
4 of top 10 information services companies worldwide
4 of top 10 global media companies
5 of top 7 online companies
6 of the major U.S. movie studios

Employees

Approximately 63,700 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)
 - Shanghai (China)
 - Toronto (Canada)
 - Chennai, Coimbatore, Kolkata, Bangalore, Hyderabad, Pune, Mumbai, New Delhi, Cochin (India)
 - Bentonville, Boston, Bridgewater, Phoenix (U.S.)

Geographical 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 (Australia); Singapore (Singapore); Kuala Lumpur (Malaysia); Buenos Aires (Argentina); 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 Services 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, Business Objects, Cognos, Salesforce.com, Pega, IBM (SOA), SAS, Sybase, T-Systems

Recent Awards & Recognition

- 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