# Cognizant to Acquire Zone, a Leading Full-Service Digital Agency

**Acquisition Will Enhance Cognizant Capabilities in Interactive Digital Content, Commerce, Channels and Marketing**

LONDON, Oct. 26, 2017 /PRNewswire/ -- Cognizant (NASDAQ: CTSH) today announced it has agreed to acquireZone, one of the United Kingdom's leading independent full-service digital agencies specializing in customer experience, digital strategy, technology and content creation. The transaction is expected to close in the fourth quarter of 2017, subject to satisfaction of certain closing conditions. Financial details were not disclosed.

Established in 2000, Zone is headquartered inLondon. Recognized as Agency of the Year in 2016 by the British Interactive Marketing Association (BIMA), Zone serves well-recognized brands across industries, including: adidas, Aviva, Barratt Homes, Deutsche Telekom, Maersk, Marks & Spencer, and Unilever.

Zone's capabilities in application development, user experience and content strategy will enhance Cognizant's established digital interactive expertise in experience design, human science-driven insights, and analytics. With Zone, Cognizant will expand its capacity for delivering digital interactive solutions to a broader base of C-suite decision-makers throughout the UK and Europe.

Upon the close of the acquisition, Zone's more than 220 digital agency experts will become part of the Cognizant Digital Business practice. Zone will retain its offices in London and Bristol, as well as in Cologne, Germany.

"Effective digital strategy and implementation is mission critical for business today. We are seeing unprecedented demand for digital expertise from clients across every industry and every market. By joining Cognizant, we can significantly enhance the depth and breadth of our offering to better serve the needs of both existing and future clients in the UK and beyond," said James Freedman, Founder and Executive Chairman, Zone. "The leadership team at Cognizant shares our ambition and entrepreneurial spirit, and we are thrilled to be working with them in the next stage of Zone's evolution."

"The digital economy is all about content and context -- the right content, to the right person, at the right time, via the right channel -- to create meaningful experiences," said Santosh Thomas, President, Global Growth Markets, Cognizant. "CMOs and CIOs everywhere see how technology is increasingly central to their marketing efforts, and they are seeking a partner who can help them innovate and transform, using digital technologies to evolve their brands, foster customer loyalties and drive growth. Combining Zone with Cognizant strengthens our end-to-end capabilities and provides more localized access for clients in the UK and across Europe. This acquisition will be another powerful step forward as we grow our capabilities in the digital interactive space. We look forward to welcoming Zone's digital specialists and their expertise to our team."

Learn more about Cognizant Digital Business:
https://www.cognizant.com/cognizant-digital-business

**About Zone**
Zone helps ambitious businesses win in a world where digital is mission critical. Zone's team of more than 220 strategy, technology and content experts work from offices in London, Bristol and Cologne, servicing some of the biggest brands in the world.

**About Cognizant**
Cognizant (NASDAQ-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 205 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us @Cognizant.

**Forward-Looking Statements**
This press release includes statements which may constitute forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, the accuracy of which are necessarily subject to risks, uncertainties, and assumptions as to future events that may not prove to be accurate. These statements include, but are not limited to, express or implied forward-looking statements relating to the anticipated closing of the acquisition of Zone by Cognizant and expectations regarding the impact of such acquisition on the business and prospects of Cognizant and Zone. These statements are neither promises nor guarantees, but are subject to a variety of risks and uncertainties, many of which are beyond our control, which could cause actual results to differ materially from those contemplated in these forward-looking statements. Existing and prospective investors are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. Factors that could cause actual results to differ materially from those expressed or implied include general economic conditions, changes in the regulatory environment, including with respect to immigration and taxes, and the other factors discussed in our most recent Annual Report on Form 10-K and other filings with the Securities and Exchange Commission. Cognizant undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise, except as may be required under applicable securities law.

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