Cognizant Interactive Among Top of Ad Age's Agency Report 2018 Rankings

Debuts as Third Largest Worldwide Digital Agency Network

TEANECK, N.J., May 24, 2018 /PRNewswire/ -- Cognizant (Nasdaq: CTSH) today announced Cognizant Interactive is ranked among the top agencies in the prestigious *Ad Age* Agency Report 2018: Rankings And Analysis. In its debut appearance, Cognizant Interactive is ranked as #3 Digital Agency Network in the world.

Cognizant Interactive is at the forefront of bringing a human-centered approach to end-to-end experience transformation. Whether improving a farmer's crop yield, modernizing an airline traveler's ticket purchase experience, creating a seamless membership experience in healthcare, or enhancing in-store shopping, Cognizant applies insight, design, and technology expertise to imagine and build industry-specific solutions that help businesses and organizations compete in the digital era and drive growth. Cognizant delivers business and digital transformation capabilities across artificial intelligence, human insight-driven design, augmented reality, digital product development, mobility, marketing process services, content management, and marketing analytics.

"Our leadership position in this year's *Ad Age* Agency Report is industry recognition of what our clients already know – that we are laser-focused on providing them with comprehensive strategic, creative, technology and analytics expertise so they can bring world-class experiences to market," said Donna Tuths, Senior Vice President and Global Head of Cognizant Interactive. "These rankings highlight Cognizant's bold digital business strategy to meet the increasing client demand for services that enable them to differentiate and win based on compelling experiences. We focus intently on specific industries and the unique challenges they face, and deliver *applied* innovation – beginning with a deep understanding of human behavior and then implementation at speed and scale."

Ad Age notes that organic growth in the United States for the five largest agency companies declined 0.1 percent in 2017, while U.S. revenue for the five top consultancies on the list – including Cognizant Interactive – "surged 32.3 percent in 2017."

Ad Age's 74th annual Agency Report tracks revenue and growth rates for more than 600 agencies, agency networks and agency companies. The Agency Report is available as an online report and database at http://AdAge.com/agencyreport2018 (subscription required). A portion of the report appears in *Ad Age*'s April 30, 2018, print edition.

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 195 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.

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