

## Cognizant Interactive Debuts as No. 4 Among Econsultancy's Top Digital Agencies in United Kingdom for 2018

### Ranking on Top 100 List Underscores Growth of Cognizant's Digital Agency Network

LONDON, Oct. 23, 2018 /PRNewswire/ -- [Cognizant](#) (Nasdaq: CTSH) today announced its Cognizant Interactive practice has been named one of the leading digital agencies in the United Kingdom, according to Econsultancy's Top 100 Digital Agencies 2018 report. Featured for the first time, Cognizant Interactive is ranked No. 4 by the U.K.-based independent research, training and consulting firm.

The annual Top 100 report provides an overview of capabilities and a ranking, by fee income, of the U.K.'s largest digital marketing, design and build, technical and creative agencies.

London-based Zone, a full-service digital agency acquired by Cognizant in 2017, was included as part of the Cognizant Interactive submission this year. Zone ranked No. 24 in the 2017 report.

Cognizant Interactive is at the forefront of bringing a human-centred approach to end-to-end experience transformation, helping clients compete in the digital era and drive growth. Cognizant solutions encompass a wide breadth of capabilities from artificial intelligence and human insight-driven design to digital product development, mobility, marketing process services, content management and marketing analytics. U.K.-based Cognizant Interactive clients include The English Football Association.

"Cognizant Interactive's strong debut in Econsultancy's agency rankings highlights the power of our portfolio and continued expansion this past year in the digital agency space," said Sanjiv Gossain, Senior Vice President, Head of Cognizant Digital Business Europe. "This ranking underscores our scale and capability. We have grown our digital experience, marketing, social and content capabilities for clients in the U.K. and continental Europe over the last few years, both organically and through the recent acquisitions of Zone and Netcentric, both highly-regarded digital agencies."

Gossain continued, "Consumer-facing, or B2C, companies are under pressure like never before to deliver engaging, compelling, innovative experiences. They depend upon Cognizant to provide comprehensive strategic, creative, technology and analytics expertise and human-centred solutions to gain a competitive edge. We're pleased to be named among Econsultancy's leading U.K. agencies, and recognized for the scope of capabilities, innovation and ultimately the value we are delivering to clients."

Econsultancy's Top 100 Digital Agencies report is the definitive annual listing of the U.K.'s largest digital marketing, design and build, technical and creative agencies. Agencies are ranked on their fee income from digital activities in the U.K. The subscription-based report features in-depth analysis and commentary on the state of the industry, along with information on each agency featured to help client-side professionals choose the right partner to help achieve their business goals.

#### 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 <http://www.cognizant.com> or follow us @Cognizant

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