Cognizant to Acquire Lev to Expand Digital Marketing Expertise

Specialist in Salesforce Marketing Cloud Helps CMOs Gain Insight, Automate and Personalize Customer Engagement to Drive Revenue

TEANECK, N.J., March 23, 2020 /PRNewswire/ -- Cognizant (Nasdaq: CTSH) today announced it has entered into an agreement to acquire Lev, a privately-held, digital marketing consultancy in the U.S. Lev helps businesses simplify and modernize their marketing campaigns using Salesforce Marketing Cloud to provide data-driven insight and personalization across the customer journey, and ultimately drive revenue.

The acquisition will further expand Cognizant's Salesforce practice and is expected to close in the first quarter of 2020, subject to satisfaction of certain closing conditions. Financial details were not disclosed.

Indianapolis-based Lev is a Salesforce Platinum Partner specializing in custom cloud solutions that equip marketers to use automation, personal preferences and data to forge stronger customer connections through personalized experiences. Lev provides strategic consulting, architecture design, technical optimization and application integration services. Clients include major brands in healthcare, life sciences, entertainment, technology, utilities, financial services, and education, among other industries.

"In this unprecedented time of uncertainty, we remain committed to our client and partner-focused strategy, investing in capabilities that help clients become fully digital, data-enabled, customer-centric organizations. We continue to significantly invest in cloud as one of our strategic priorities," said Greg Hyttenrauch, President, Digital Systems and Technology, Cognizant. "Lev is Cognizant's third cloud-related acquisition announced in 2020. It will expand Cognizant's consulting capabilities to help marketers implement Marketing Cloud, personalize customer connections and, in turn, generate better leads. Coupling this with our deep Salesforce quote-to-cash expertise, we will enable clients to effectively use the cloud to transform their critical lead-to-cash processes."

"Marketers face ever-increasing expectations to take their campaigns to the next level and drive even more value. Lev provides the strategic consulting and technical expertise for Marketing Cloud that enables marketers to create deeper connections with their customers and deliver strong ROI," said Michael Burton, Chief Executive Officer, Lev. "We are thrilled to be joining Cognizant with their rich expertise in data, cloud, and Salesforce solutions. Together, we will be able to address a broader array of business and technology challenges for our clients."

Lev was named to the 2019 Inc. 5000, an annual list of the fastest-growing private companies in the U.S., and in 2018, as one of Consulting Magazine's "Seven Small Jewels." The company was founded in 2006 as Levementum, and today has approximately 200 employees.

Salesforce Marketing Cloud and others are among the trademarks of salesforce.com, inc.

Learn More

- Lev website
- Cognizant website

About Lev

Lev is a marketing-focused Salesforce Platinum consultancy that delivers highly creative customer engagement solutions to brands across many industries. Headquartered in Indianapolis, Ind., Lev has a second office in Chandler, Ariz., and remote employees around the country. For more information on Lev, visit www.levdigital.com and follow the company on LinkedIn, Twitter, and Facebook.

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 193 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 expectations regarding the impact of the acquisition of Lev on the business and prospects of Cognizant and Lev. 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.

SOURCE Cognizant

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