

Metrics Summary – Q2 2021

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Metric Definitions

Contract Value (CV) represents the value attributable to all of our recurring research-related contracts. It is calculated as the annualized value of all contracts in effect at a specific point in time, without regard to how much revenue has already been recognized. Contract value primarily consists of subscription-based contracts for which revenue is recognized on a ratable basis, except for the entitlements embedded in our subscription products, such as event tickets and advisory sessions, for which the revenue is recognized when the item is utilized. Contract value also includes our reprint products, as these products are used throughout the year by our clients and are typically renewed.

Wallet Retention represents a measure of the CV that we have retained with clients over a twelve-month period. Wallet retention is calculated on a percentage basis by dividing the annualized contract value of our current clients, who were also clients a year ago, by the total annualized contract value from a year ago.

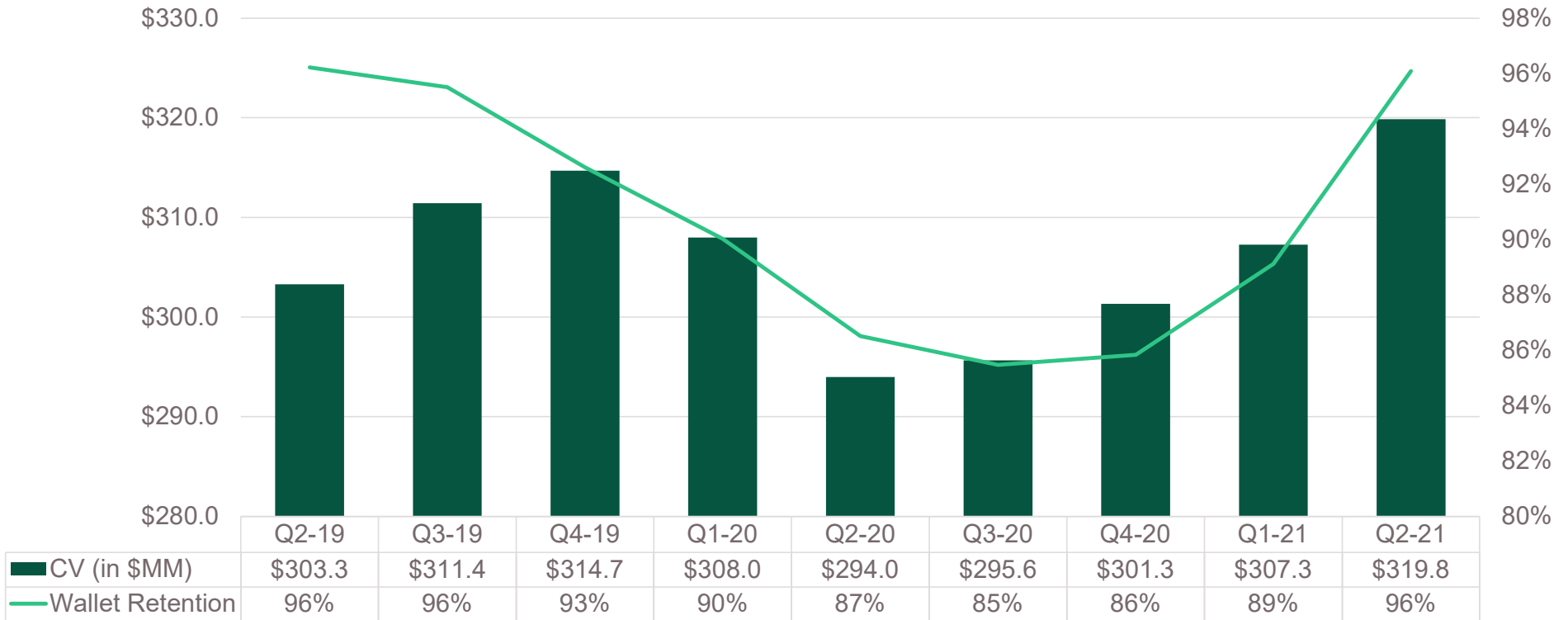
Metric Definitions

Client Retention represents the percentage of client companies (defined as all clients that buy a CV product) at the prior year measurement date that have active contracts at the current year measurement date.

Client Count is calculated at the enterprise level as all clients that have an active CV contract.

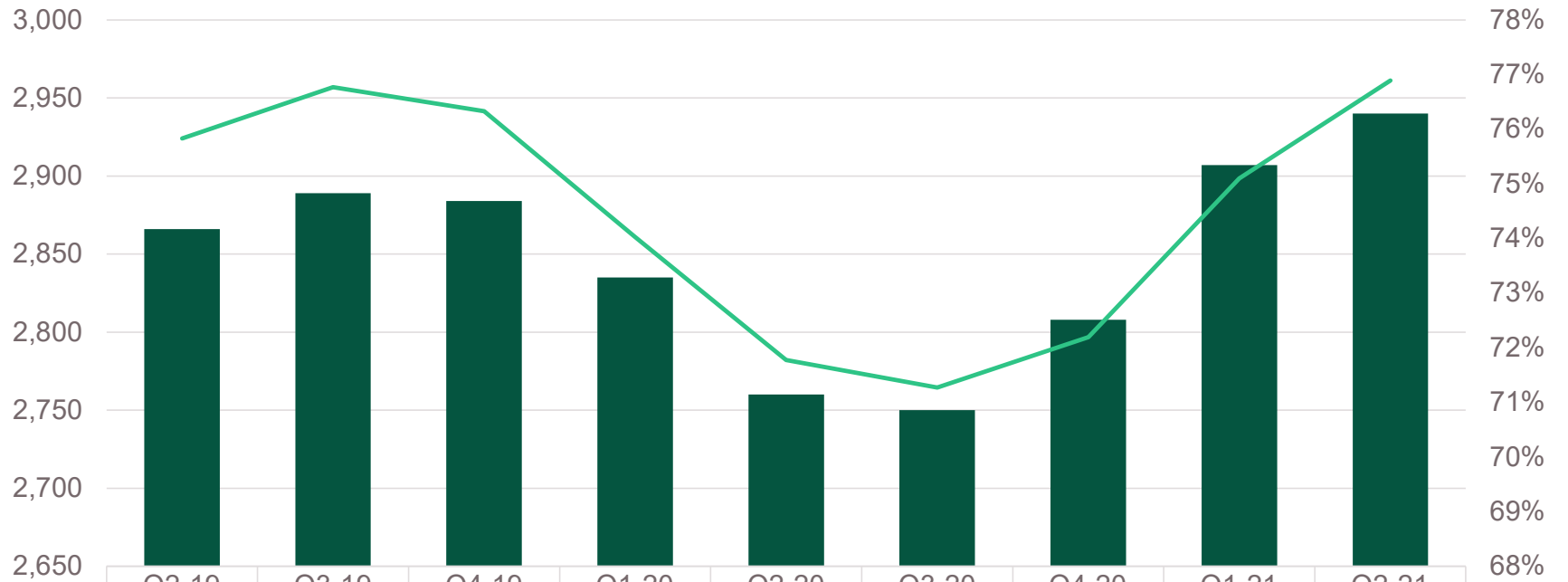
Free Cash Flow is calculated as net cash provided by operating activities determined in accordance with generally accepted accounting principles (“GAAP”) less cash paid for purchases of property and equipment.

CV & Wallet Retention Trend



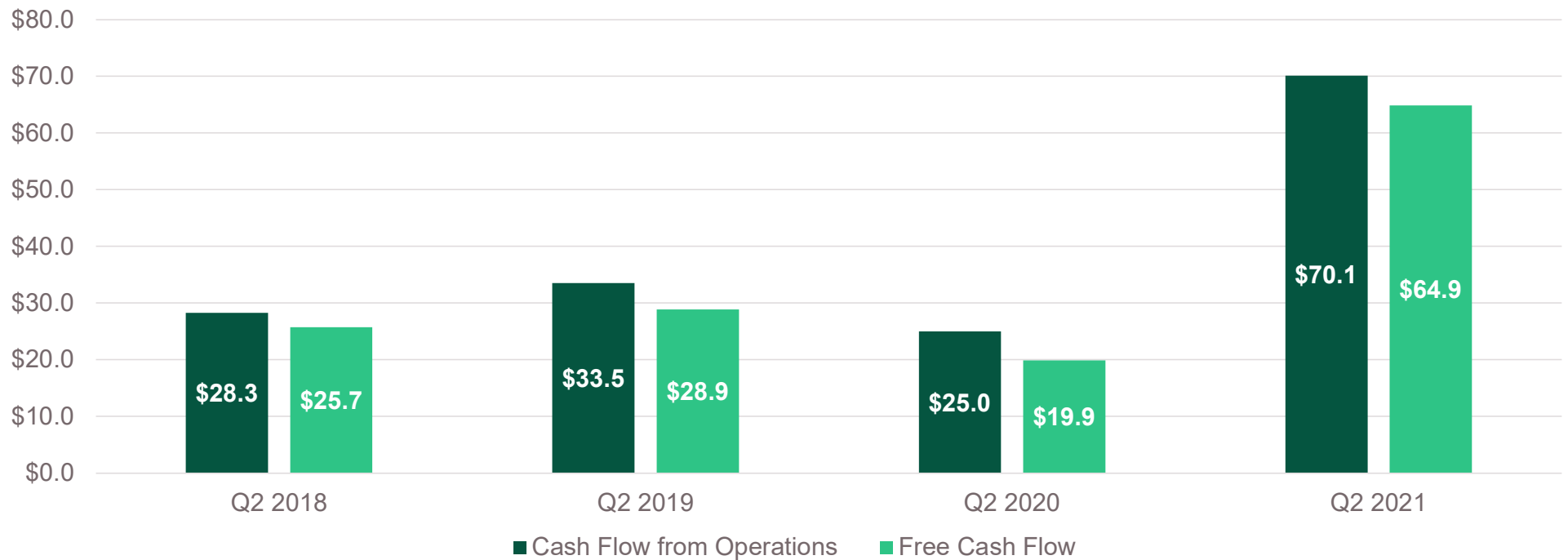
CV shown at 2021 foreign currency rates.

Client Count & Client Retention Trend

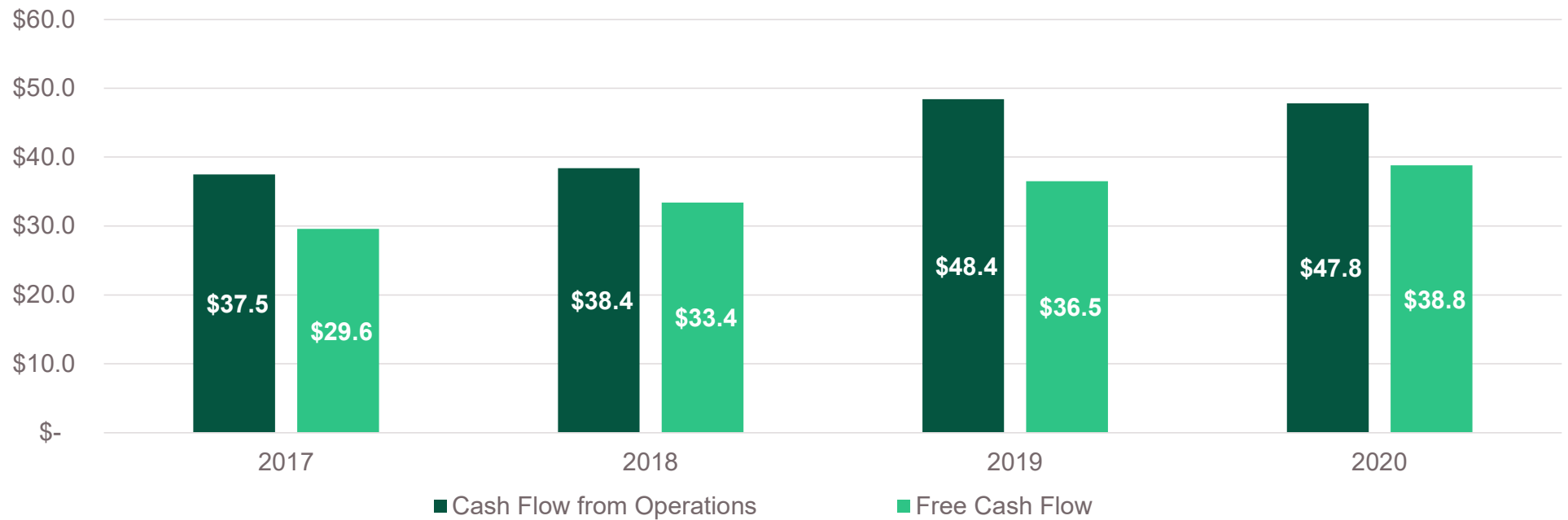


	Q2-19	Q3-19	Q4-19	Q1-20	Q2-20	Q3-20	Q4-20	Q1-21	Q2-21
■ Clients	2,866	2,889	2,884	2,835	2,760	2,750	2,808	2,907	2,940
— Client Retention	76%	77%	76%	74%	72%	71%	72%	75%	77%

Cash Flow Trends – Six Months Ending Q2



Cash Flow Trends – Annual



Non-GAAP Reconciliations

Non-GAAP Reconciliations

(Unaudited, in thousands, except per share data)

Reconciliation - Net cash provided by operating activities
to free cash flow

	Six Months Ended June 30,			
	2018	2019	2020	2021
Net cash provided by operating activities	\$ 28,286	\$ 33,529	\$ 25,002	\$ 70,093
Less: purchases of property and equipment	(2,544)	(4,666)	(5,110)	(5,243)
Free cash flow	<u>\$ 25,742</u>	<u>\$ 28,863</u>	<u>\$ 19,892</u>	<u>\$ 64,850</u>

	Year Ended			
	2017	2018	2019	2020
Net cash provided by operating activities	\$ 37,493	\$ 38,418	\$ 48,406	\$ 47,754
Less: purchases of property and equipment	(7,861)	(5,049)	(11,890)	(8,905)
Free cash flow	<u>\$ 29,632</u>	<u>\$ 33,369</u>	<u>\$ 36,516</u>	<u>\$ 38,849</u>