

Forrester At A Glance

Forrester is one of the most influential research and advisory firms in the world. It helps business and technology leaders use customer obsession to accelerate growth. Through Forrester's proprietary Research, Consulting, and Events, leaders from around the globe are empowered to be bold at work — to navigate change and put their customers at the center of their leadership, strategy, and operations.

Revenue: US\$449.0 million for 2020

Founded: 1983

Founder: George F. Colony

Exchange/ticker: Nasdaq/FORR

Geographic regions served:

Asia Pacific, Europe, and North America

Number of global employees: 1,700+

Clients: Business and technology leaders from around the world rely on Forrester to accelerate ideas and drive growth. As a result, their reliance on Forrester deepens every year. Forrester's clients span multiple industries and include 31% of the Fortune 1000.

GLOBAL REACH: OFFICES AND OPERATIONS IN 41 CITIES ACROSS 27 COUNTRIES



Functions served: Forrester's portfolio of services addresses the functional needs of technology, marketing, customer experience (CX), sales, and product leaders.

Industry focus: business services, high tech, financial services, consumer, government, manufacturing, healthcare, communication, and utilities

Customer obsession is the foundation of Forrester's strategy and research.

From accelerating digital transformation to pivoting to entirely new business models, Forrester helps firms center everything they do around their customers. Those customer-obsessed firms grow faster and are more profitable. Forrester helps clients shorten the distance between a bold vision and superior execution with a proven path to growth.

Forrester offers clients a selection of products, services, and engagement opportunities, which fall into three main categories:

Research: For more than 35 years, Forrester's research has given business and technology leaders a clear vision to see what's now and what's next. Forrester's unique insights are grounded in annual surveys of more than 675,000 consumers, business leaders, and technology leaders worldwide; rigorous and objective methodologies, including Forrester Wave™ evaluations; over 52 million real-time feedback votes; and the shared wisdom of its most innovative clients.

Consulting: Fueled by Forrester's customer-centric research and analytics, Forrester Consulting helps clients implement modern strategies that align and empower teams to deliver on a shared vision for growth.

Events: Through immersive events, Forrester brings its research to life. These experiences offer inspirational content from industry innovators, deep-dive sessions on the most pressing topics, and high-caliber networking with peers. Aligned with Forrester's research product portfolio and go-to-market offerings, Forrester's flagship events include:

- Forrester CX Forums
- Forrester B2B Summits
- Forrester Technology & Innovation Forums
- Forrester Security & Risk Forums
- Forrester Data Strategy & Insights Forums

34%

Forrester clients are 34% more profitable than non-clients.*

52%

Forrester's most engaged clients are 52% more profitable than non-clients.*

Among the Fortune 500, Forrester works with:

- 9 of the top 10 banking companies
- 9 of the top 10 insurance companies
- 3 of the top 5 retail companies
- 9 of the top 10 software & IT companies
- Top 4 wealth management companies
- Top 5 life sciences companies
- Top 2 mail, package, & freight delivery companies
- Top 2 advertising & marketing agencies
- 4 of the top 5 telecommunications companies

Corporate responsibility/environmental, social,

governance (ESG): Forrester firmly believes in the inclusion of environmental, social, and governance (ESG) criteria in its business and investment decisions — for the long-lasting benefits of its clients, partners, stakeholders, and society.

* Source: 2019 analysis of public \$1B+ revenue companies