

Petsky Prunier Advises Cognizant on its Acquisition of Idea Couture

August 9, 2016 (New York, NY) – Petsky Prunier is pleased to announce that it has advised Cognizant (NASDAQ: CTSH) on its acquisition of Idea Couture, a privately-held firm that offers a broad range of digital innovation, strategy, design, and technology services. Terms of the transaction were not disclosed.



Idea Couture is a global strategic innovation and experience design firm. Based in Toronto, and with offices in the U.S., Europe, and Latin America, the firm has more than 170 social scientists, strategists, anthropologists, user experience experts, designers, and connected product developers, who serve leading companies across multiple industries, including Samsung, PepsiCo, Cox, Citi Ventures, Kroger, ConAgra Foods, and others.

The acquisition of Idea Couture will help Cognizant succeed in the digital economy. Idea Couture will become part of Cognizant Digital Works, which brings together human insight, strategy, design, technology, and industry

expertise to create innovative solutions at enterprise scale. Idea Couture's capabilities will accelerate Cognizant's ability to help clients transform customer experiences, core business processes, partner relationships, and supporting systems. Idea Couture will keep its existing management and client base, and will work closely with Cognizant Digital Works to bring Idea Couture to Cognizant clients and create new capabilities.

Cognizant is a leading provider of information technology, consulting, and business process services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey, Cognizant combines a passion for client satisfaction,



technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With more than 100 development and delivery centers worldwide and approximately 233,000 employees as of March 31, 2016, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500, and is ranked among the top performing and fastest growing companies in the world.

A team from Petsky Prunier, led by Sanjay Chadda, Christopher French, and Colleen Filipo, served as exclusive financial advisor to Cognizant.

About Petsky Prunier LLC

Petsky Prunier (www.petskyprunier.com) is one of the leading investment banks to the technology, media, marketing, eCommerce, and healthcare industries. Our firm's merger and acquisition advisory and private placement capital raising services reflect a unique blend of product specialization and industry expertise. Together with strategic consulting firm Winterberry Group, a Petsky Prunier company, our organization represents one of the largest industry-specific advisors providing strategic and transactional services. We offer global reach supplemented through our partnerships with investment bank The Mountain Capital Group in China, as well as Allegro Advisors and o3 Capital in India. Securities transactions are processed through Petsky Prunier Securities LLC, a member of FINRA and an affiliated entity.

For further information: Danielle Lindsay, 212-842-6029, dlindsay@petskyprunier.com

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