

Comparing ARR	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021
Premium client ARR (\$m Dec 31 2020)	\$ 145	\$ 149	\$ 156	\$ 163	\$ 171
Premium client ARR (\$m Dec 31 2019)	\$ 137	\$ 141	\$ 148	\$ 154	-
Average ARR Premium client (\$k Dec 31 2020)	\$ 55,0	\$ 55,4	\$ 55,7	\$ 55,0	\$ 55,0
Average ARR Premium client (\$k Dec 31 2019)	\$ 54,9	\$ 55,3	\$ 55,6	\$ 54,9	
Social ARR (\$m Dec 31 2020)	\$ 98	\$ 102	\$ 109	\$ 115	\$ 123
Social ARR (\$m Dec 31 2019)	\$ 95	\$ 99	\$ 105	\$ 112	
Total ARR (\$m Dec 31 2020)	\$ 362	\$ 363	\$ 369	\$ 372	\$ 381
Total ARR (\$m Dec 31 2019)	\$ 351	\$ 351	\$ 357	\$ 359	
Average ARR per client (\$k Dec 31 2020)	\$ 12,9	\$ 13,2	\$ 13,6	\$ 14,0	\$ 14,4
Average ARR per client (\$k Dec 31 2019)	\$ 12,5	\$ 12,8	\$ 13,2	\$ 13,5	

Note: According to company practice, ARR numbers are reported in constant currency and according to exchange rates as of December 31st in the preceding year. Accordingly, all ARR numbers in Q4 2020 reports were reported in constant currency exchange rates as of December 31st 2019, while ARR in Q1-Q4 2021 reports are reported in currency rates as of December 31st 2020.