

Meltwater (MWTR) Premium Client Segment Update - March 2021

OSLO, April 7, 2021: In March 2021, Meltwater grew the Premium Client segment with 72 customers, representing a growth in annual recurring revenue (ARR) of \$3.1m since February and 18% year over year.

Among the notable companies entering Meltwater's Premium Client segment in March were new clients such as Liberty Mutual Insurance, Wayfair, NVIDIA, United Group, Primagaz, and Singapore Ministry of Education.

Moving up from lower client tiers were clients such as Oxfam International, Beyond Meat, Deloitte, Bell Media, Boyden, Haglöfs, and ByteDance.

Highlighted March wins

Singapore Ministry of Education

Meltwater has won the Whole-of-Government (WOG) contract in Singapore for Media Intelligence and Social Media Analytics in a public tender sponsored by the Ministry of Information and Communication. All ministries and statutory boards of Singapore government, totaling 150+ entities, will be able to procure Meltwater services by issuing a direct purchase order to Meltwater. Since winning the WOG contract in March, Meltwater has secured two new premium contracts, one for the Ministry of Education and one for Agency for Science, Technology and Research.

ByteDance

ByteDance, developers of the popular app TikTok and Chinese equivalent Douyin, has expanded its relationship with Meltwater across Asia-Pacific.

Using Meltwater's best in class Social Suite, the team has access to superior coverage and analytics across key Asian Languages, and Meltwater's custom enrichments provide optimal flexibility to extract key insights. The ByteDance marketing teams use Meltwater to monitor potential risks more efficiently so that they can instead focus on continuing their exponential growth.

The information contained in this statement has not been audited and may be subject to change. Please see Meltwater Company Disclosures on <https://www.meltwater.com/en/about/investor-relations> to stay up to date on company news and updates.

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About Meltwater

Meltwater provides social and media intelligence. By examining millions of posts each day from social media platforms, blogs and news sites, Meltwater helps companies make better, more informed decisions based on insight from the outside. The company was founded in Oslo, Norway, in 2001 and is headquartered in San Francisco, California, with 50 offices across six continents. The company has 1,700 employees and 28,000 corporate customers, including industry leaders in several sectors. Learn more at meltwater.com.

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