

NOT FOR DISTRIBUTION OR RELEASE, DIRECTLY OR INDIRECTLY, TO U.S. NEWS WIRE SERVICES OR FOR DISSEMINATION IN OR INTO THE UNITED STATES, AUSTRALIA, CANADA OR JAPAN, OR ANY OTHER JURISDICTION IN WHICH THE DISTRIBUTION OR RELEASE WOULD BE UNLAWFUL

Meltwater (MWTR) Monthly Sales Update Premium Client Segment

January 2021

OSLO, February 8, 2021

In January 2021, Meltwater grew the Premium Client segment with 43 customers, representing a growth in annual recurring revenue (ARR) of \$2.5m.

Among the notable companies entering Meltwater's Premium Client segment in January were new clients such as Tiffany & Co. of New York, Christian Louboutin, Burton Snowboards, Patek Philippe, and GE Health Care. Moving up from lower client tiers were clients such as Calvin Klein, Tetra Pak, Tencent Mobile, Deutsche Post, Daimler Commercial Vehicles, and Tourism Australia.

Highlighted January Wins

GE Healthcare

GE Healthcare chose Meltwater's integrated news and social analytics suite in order to create a global overview of own media coverage, competitor intel, and general industry news. Meltwater is providing GE Healthcare with a single source of truth, replacing a setup with fragmented deliveries from several external and internal providers.

Insights from Meltwater offering is delivered daily to the C-suite and senior leadership across six key markets in Europe and Asia. In each market local teams on the client side are trained and supported by local teams from Meltwater.

Tourism Australia

Tourism Australia is tasked with championing Australia as a desirable tourist destination. Using Meltwater's integrated news and social analytics suite, Tourism Australia's PR and marketing teams in four different continents can effectively stay on top of local news and social media, find suitable journalists to promote their stories, and identify local social media influencers to engage for social campaigns.

Leveraging Meltwater's API (application programming interface), Tourism Australia has also developed an executive dashboard with all relevant KPI's in order to track and benchmark efficiencies of current and past campaigns across the world. In each market local teams on the client side are trained and supported by local teams from Meltwater.

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.

For further information, please contact:

Geir Arne Drangeid

Investor Relations and Media Contact

gad@meltwater.com

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.

Cautionary Note Regarding Forward-Looking Statements

This communication may contain certain forward-looking statements relating to the business, financial performance and results of the Company and/or the industry in which it operates. Forward-looking statements concern future circumstances and results and other statements that are not historical facts, sometimes identified by the words "believes", "expects", "predicts", "intends", "projects", "plans", "estimates", "aims", "foresees", "anticipates", "targets", and similar expressions. Any such forward-looking statements are solely opinions and forecasts reflecting views as of the date set out on the cover of these materials, which are subject to risks, uncertainties and other factors that may cause actual events to differ materially from any anticipated development, including the risk factors set forth in the Information Document prepared by the Company in connection with the Listing, available at <https://newsweb.oslobors.no/message/519564> under the heading "Vedlegg". No liability for such statements, or any obligation to update any such statements or to conform such statements to actual results, is assumed. Furthermore, information about past performance given in this communication is given for illustrative purposes only and should not be relied upon as, and is not, an indication of future performance.