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Meltwater (MWTR) Premium Client Segment Sales Update - February 2021

OSLO, March 8, 2021

In February 2021, Meltwater grew the Premium Client segment with 39 customers, representing a growth in annual recurring revenue (ARR) of \$2.7m.

Among the notable companies entering Meltwater's Premium Client segment in February were new clients such as Viking Global Investors, Warner Music, Pernod Ricard, Penguin Random House, Olympus Corporation, Allianz, Maybank, and Market Wagon.

Moving up from lower client tiers were clients such as Cap Gemini, Mundipharma, Royal Children's Hospital, DELL Secureworks, Stena Group, Sonepar, and Memac Ogilvy.

Highlighted February Wins

Maybank

Maybank is the largest bank in Malaysia, and one of the leading banking brands in Asia. Meltwater will help Maybank's marketing department to identify activities driven by key competitors within social on an ongoing basis, so that Maybank can compete and be proactive in terms of campaigns and market activities.

Meltwater was chosen because of its integrated news and social suite, with full coverage for their local markets. Meltwater provided more content than anybody else, coupled with a powerful and user-friendly setup.

Market Wagon

Market Wagon brings the farmer's market to your doorstep with fresh and local produce delivered directly to restaurants and consumers. Not only providing high quality and sustainable produce to their clients, but also ensuring food producers are able to thrive in their local markets, now more than ever.

Market Wagon's marketing lead opted for a full suite of Meltwater solutions to assist with doubling the number of markets they currently operate in by consolidating efforts across Social and PR, and streamlining reporting. They leverage both our robust in-platform reporting solutions, in addition to our custom monthly reporting services to provide partners and senior stakeholders analytics focused on expansion efforts, brand performance, competitor performance, and general industry intelligence specific to each market. As a

small team, they also find immense value in our dedicated support teams, who are always there whenever assistance is required.

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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