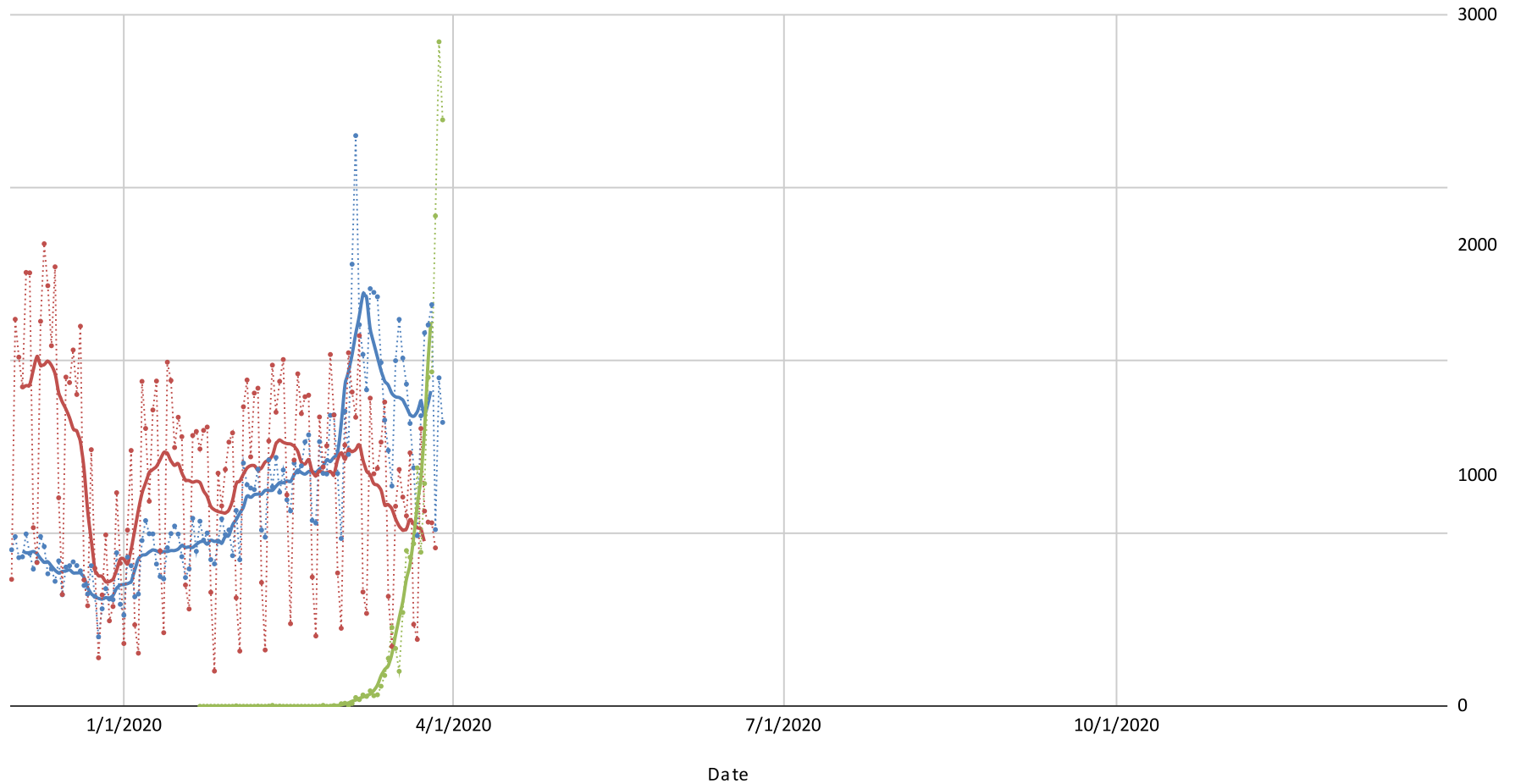**UK**   **United Kingdom**   Key metrics are shown on left vertical axis (blind/scaled for confidentiality).
COVID-19 is shown as new cases per day (not cumulative) on right vertical axis.

Programmatic Entries & Respondents from Invites

● Programmatic Supply Entries ▬ 7d MA ● Respondents (from Invites) ▬ 7d MA ● COVID-19 confirmed cases ▬ 7d MA

Date

Tracking Coronavirus Impact on Cint Platform Metrics

UK **United Kingdom** Key metrics are shown on left vertical axis (blind/scaled for confidentiality).
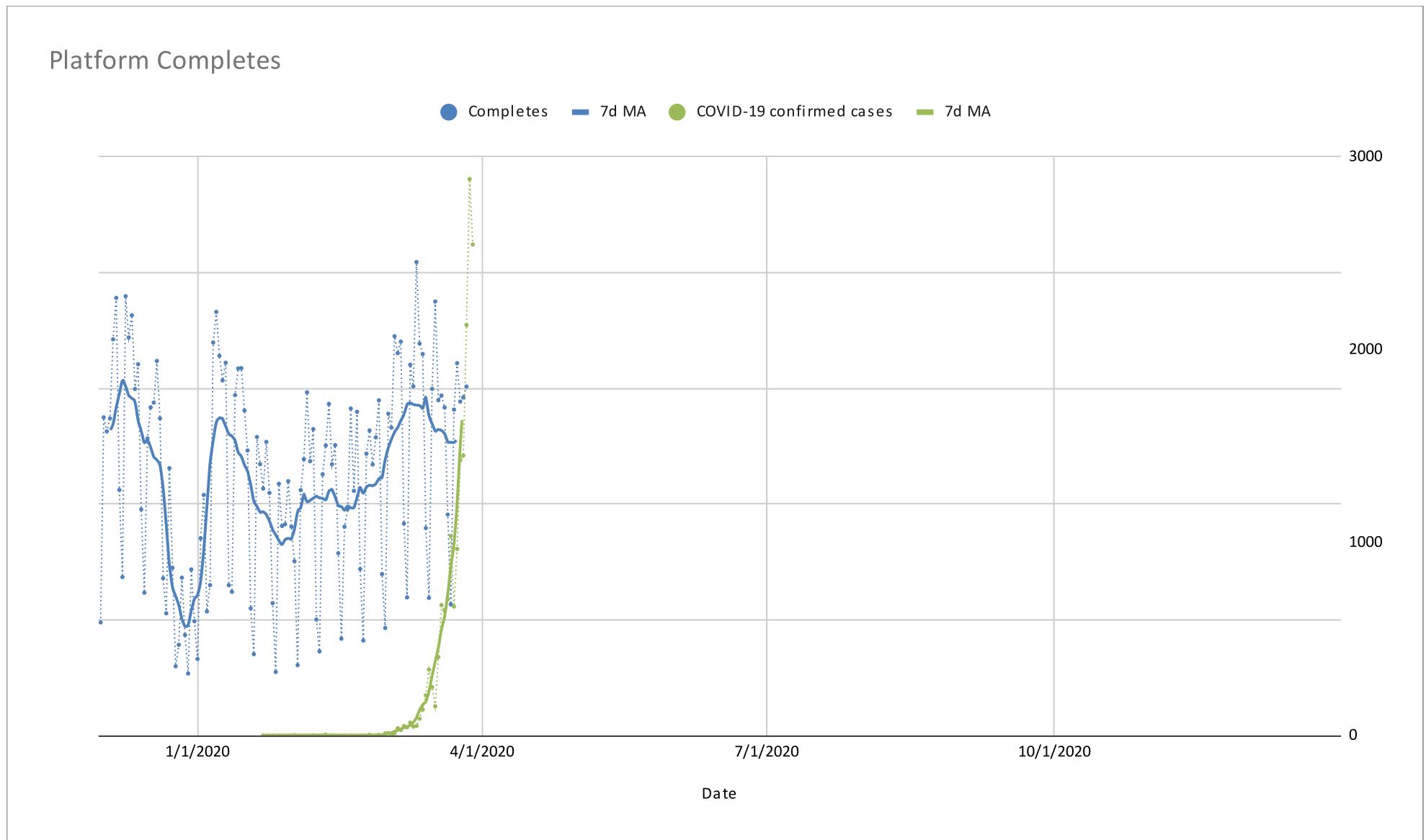COVID-19 is shown as new cases per day (not cumulative) on right vertical axis.

Platform Completes

Legend: Completes — 7d MA — COVID-19 confirmed cases — 7d MA

UK   **United Kingdom**

Key metrics are shown on left vertical axis (blind/scaled for confidentiality).
COVID-19 is shown as new cases per day (not cumulative) on right vertical axis.
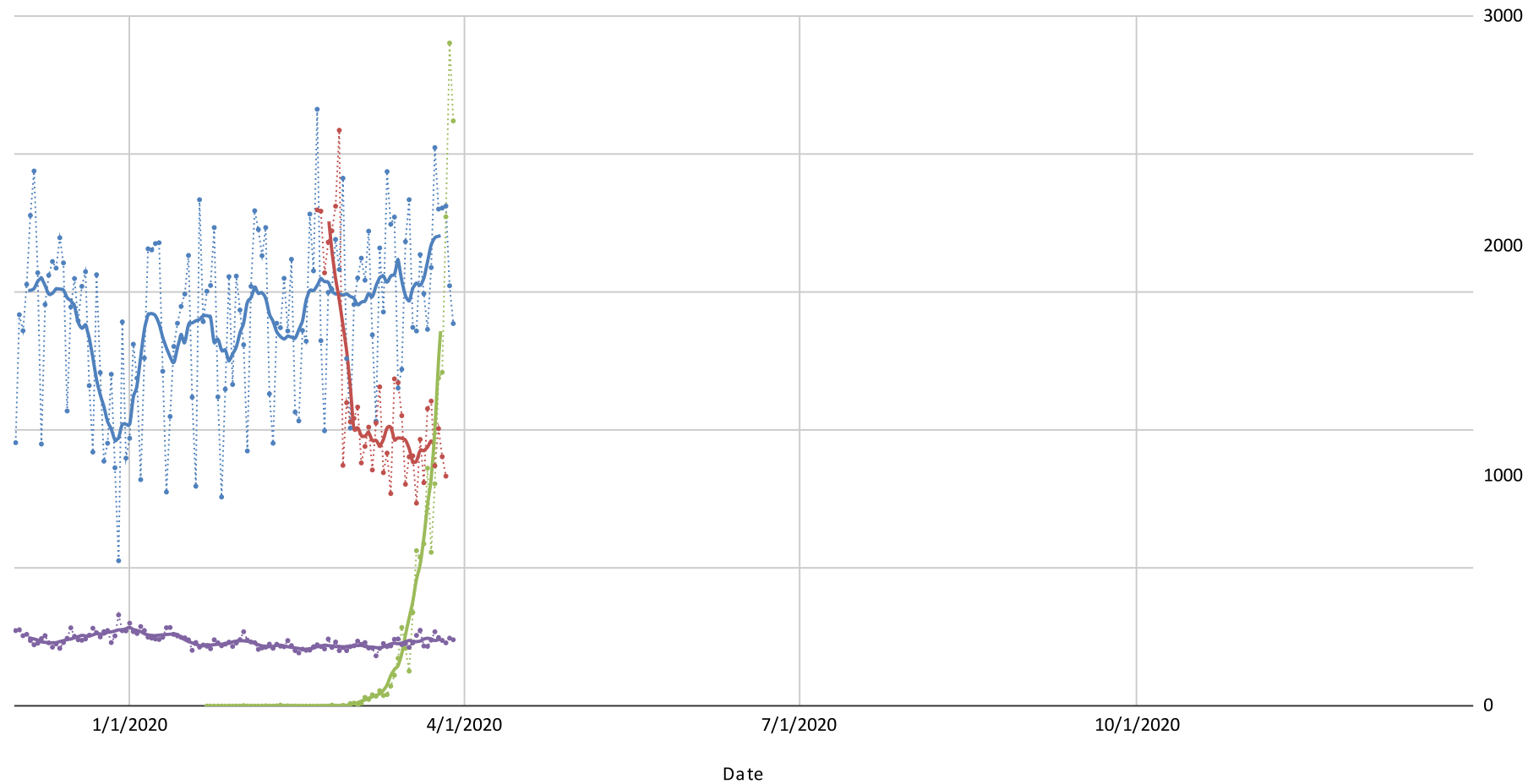
Conversion Rate, Dropout Rate, and Invite Response Rate

● Programmatic Conversion Rate   ▬ 7d MA   ● Cobra response rate   ▬ 7d MA   ● COVID-19 confirmed cases   ▬ 7d MA   ● Dropout Rate   ▬ 7d MA

Date

UK   **United Kingdom**

Key metrics are shown on left vertical axis (blind/scaled for confidentiality).
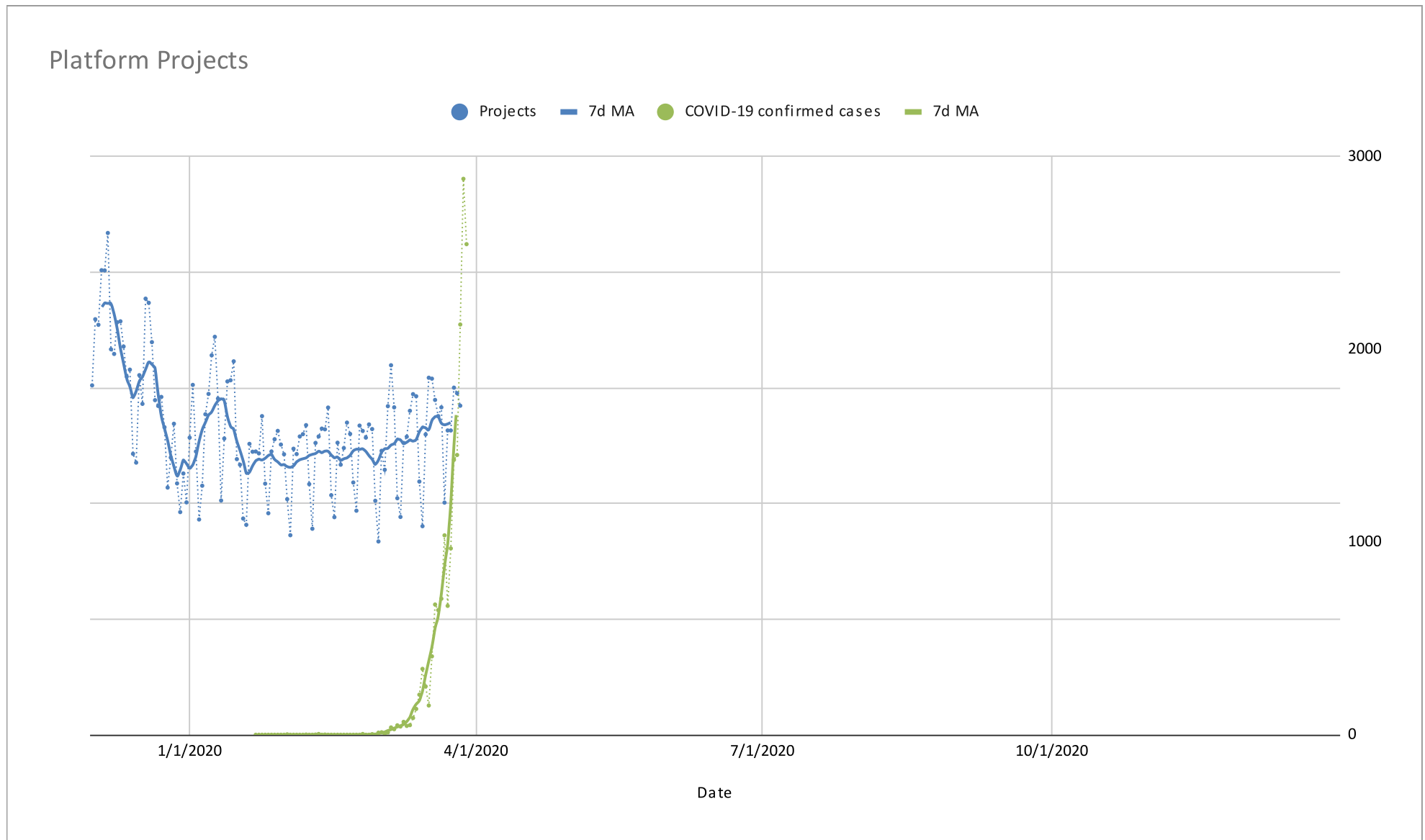COVID-19 is shown as new cases per day (not cumulative) on right vertical axis.
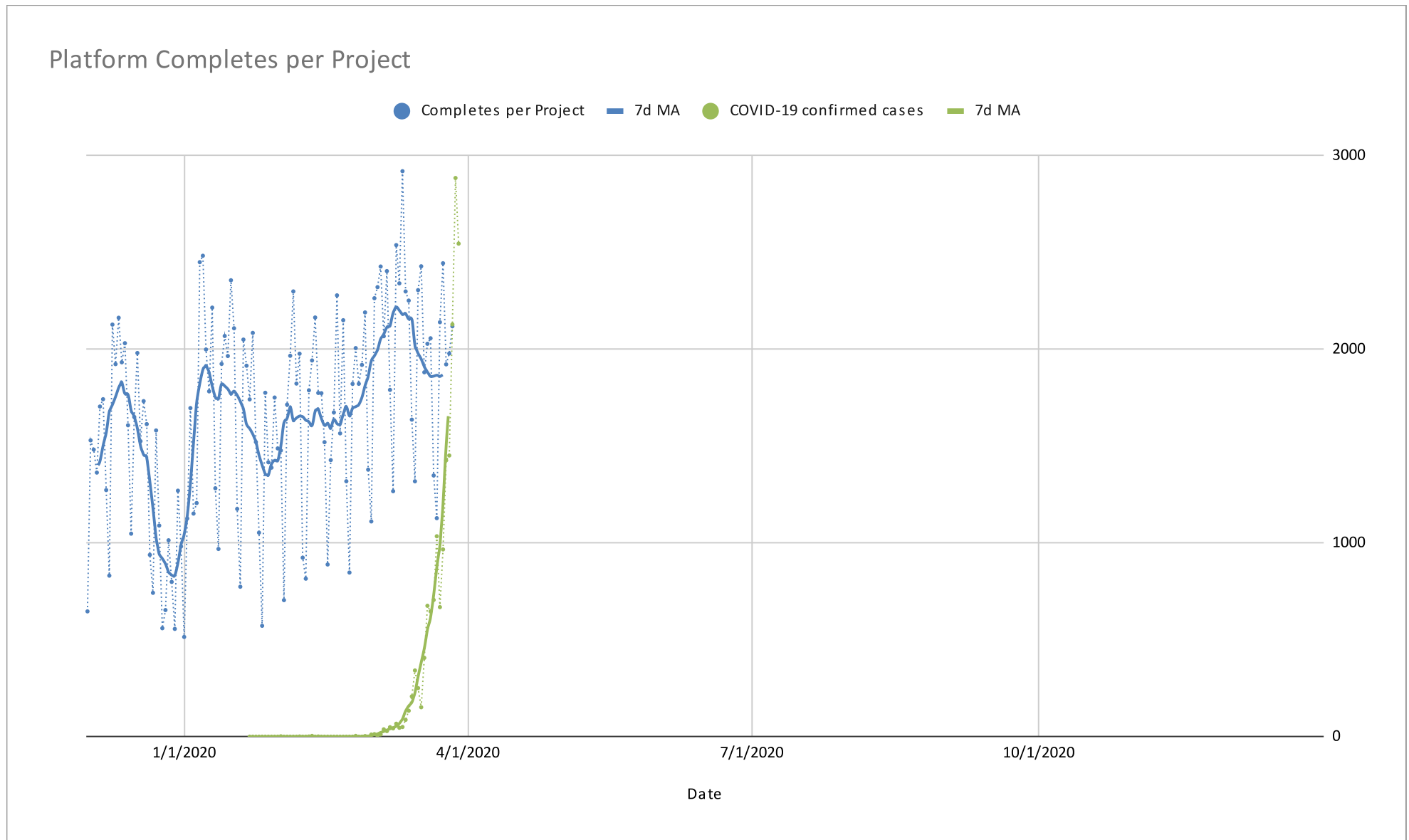

Platform Projects

UK   **United Kingdom**

Key metrics are shown on left vertical axis (blind/scaled for confidentiality).
COVID-19 is shown as new cases per day (not cumulative) on right vertical axis.

Platform Completes per Project

● Completes per Project   ▬ 7d MA   ● COVID-19 confirmed cases   ▬ 7d MA

UK   **United Kingdom**   Key metrics are shown on left vertical axis (blind/scaled for confidentiality).
COVID-19 is shown as new cases per day (not cumulative) on right vertical axis.

Email Invites Sent and Number of Respondents (Starts)

● Respondents (from Invites) ▬ 7d MA ● Email Invites Sent ▬ 7d MA ● COVID-19 confirmed cases ▬ 7d MA