

Quotient Appoints Matthew Krepsik Chief Analytics Officer

Nielsen Veteran Brings Analytics Leadership to Omnichannel Marketing Technology Leader

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- **Quotient** (NYSE: QUOT), the leading digital media and promotions technology company, today announced that Matthew Krepsik has joined the company as Chief Analytics Officer. In his new role, a first for Quotient, Krepsik will lead the company's data, analytics and measurement practice, which enables Quotient's advertiser and retailer partners to deliver high performing, data-driven marketing strategies fueled by powerful insights into consumer purchase behavior.

"Matt is a visionary leader who has demonstrated a keen ability to transform data into insights, and then into commercial applications," said Steven Boal, CEO of Quotient. "Data is at the center of everything we do, and I am thrilled to have a respected, recognized authority like Matt join the team."

Krepsik brings to Quotient more than 15 years' experience with data analysis in various managerial roles at Nielsen, where he most recently led attribution, media planning, and activation products. His academic career includes coursework at the London School of Economics and Economics Bachelors and Master's degrees from Marshall and Miami University, respectively.

"Quotient has long been on my radar as a company that is leading innovation in the retail space through technologies and solutions that help retailers and advertisers deliver more valuable interactions with consumers," said Krepsik. "Quotient is well-positioned to continue to lead in this exciting and fast-growing space, and I'm thrilled to be able to bring my background in data, products and analytics to this exceptional team."

About Quotient

Quotient (NYSE: QUOT) is the leading digital media and promotions technology company that creates

cohesive omnichannel brand-building and sales-driving opportunities to deliver valuable outcomes for advertisers, retailers and consumers. The Quotient platform is powered by exclusive consumer spending data, location intelligence and purchase intent data to reach millions of shoppers daily and deliver measurable, incremental sales.

Quotient partners with leading advertisers and retailers, including Clorox, Procter & Gamble, General Mills, Unilever, Albertsons Companies, CVS, Dollar General and Peapod Digital Labs, a company of Ahold Delhaize USA. Quotient is headquartered in Mountain View, California, and has offices across the US as well as in Bangalore, Paris, London and Tel Aviv. For more information visit www.quotient.com.

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