

Quotient Signs Definitive Agreement to Acquire Ubimo

Acquisition strengthens Quotient's targeted digital media platform;
accelerates development of Quotient's self-service platform

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)-- Quotient Technology Inc. (NYSE: QUOT) today announced that it has agreed to acquire Israel-based Ubimo, a leading data and media activation company. Through its demand-side platform (DSP), Ubimo will bring best in-class technology to further strengthen Quotient's targeted digital media solutions, accelerate the development of Quotient's self-service platform, and meet the evolving needs of consumer-packaged goods (CPGs) brands and retailers.

Ubimo's leading ad tech and data analytics capabilities empower marketers to understand and act on real-world behaviors, bridging the knowledge gap between the digital and physical worlds. Using AI technology, Ubimo combines multiple data sets with its proprietary geographic-indexing technology to improve the efficacy of media campaigns.

The acquisition will accelerate Quotient's product development of a self-service platform, where marketers can plan, buy, and optimize media campaigns directly from an automated platform. Ubimo provides marketers with a DSP, which programmatically manages ad campaigns across publishers through an automated bidding and self-service platform. The platform enables businesses to embed strategic insights into decision-making and improve digital campaign performance.

"I am pleased to welcome the Ubimo team to Quotient," said Steven Boal, CEO and Chairman of the Board, Quotient. "This transaction will position Quotient for even stronger performance in the CPG and retail industries we serve. We believe the Ubimo platform will help us accelerate product development of a Quotient self-service platform, one of our strategic objectives."

Quotient has worked with Ubimo for several years to help deploy targeted media on behalf of CPG

customers and retail partners. By incorporating Ubimo into its existing media platform, and layering in Quotient's exclusive shopper data, Quotient expects to meaningfully improve campaign performance for customers. Additionally, Ubimo will provide a new customer and partner base, including leaders in adjacent markets, such as Out-of-Home.

"We're excited to be joining the Quotient team," said Ran Ben-Yair, CEO of Ubimo. "We've worked hard to build a leading business that we are confident will be enhanced by becoming a part of the Quotient team. We share a common view of the market, and together, we can drive great results and value for our customers."

About Quotient

Quotient Technology is a leading digital promotions, media and analytics company that delivers personalized digital coupons and ads – informed by proprietary shopper and online engagement data – to millions of shoppers daily. We use our proprietary Promotions, Media, Audience and Analytics Cloud Platforms and services to seamlessly target audiences, optimize performance, and deliver measurable, incremental sales for CPG and retail marketers. We serve hundreds of CPGs and retailers nationwide, including Clorox, Procter & Gamble, General Mills, Unilever, Albertsons Companies, CVS, Dollar General and Ahold-Delhaize USA. Quotient is based in Mountain View, California, and has offices in Bangalore, Cincinnati, New York, Paris and London. Visit www.quotient.com for more information.

Quotient and the Quotient logo are trademarks or registered trademarks of Quotient Technology Inc. and its subsidiaries in the United States and other countries. Other marks are the property of their respective owners.

About Ubimo

Ubimo is a SaaS location intelligence company that empowers businesses to understand and act on real-world behaviors, bridging the knowledge gap between the digital and physical worlds. Using advanced AI technologies, we combine behavioral data on over 150 million monthly active users, with the most comprehensive geographic index in the US. Ubimo's platform enables businesses to embed strategic insights into decision-making, improving performance across Shopper Marketing, Programmatic, Publishers, Retail, and Out-of-Home. For more information and to schedule a demo, please visit www.ubimo.com

Forward-Looking Statements

This press release contains forward-looking statements concerning Quotient's current expectations and

projections about future events and financial trends affecting its business. Forward looking statements in this press release include Quotient's current expectations with respect to the acquisition of Ubimo, the potential of a self-service platform, the acceleration of Quotient's development of a self-service platform, integration of Ubimo's technology into Quotient's platforms, and campaign performance and cost benefits from such integration. Forward-looking statements should not be read as guarantees of future performance or results, and will not necessarily be accurate indications of the times at, or by, which such performance or results will be achieved. Forward-looking statements are based on information available to Quotient's management at the date of this press release and its management's good faith belief as of such date with respect to future events, and are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in or suggested by the forward-looking statements. Important factors that could cause such differences include, but are not limited to, Quotient's financial performance, including its revenues, margins, costs, expenditures, growth rates and operating expenses, and its ability to generate positive cash flow and become profitable; the financial and business impact of the acquisition of Ubimo; Quotient's ability to adapt to changing market conditions, including Quotient's ability to adapt to changes in consumer habits, Quotient's ability to negotiate fee arrangements with CPGs and retailers; Quotient's ability to effectively manage its growth; Quotient's ability to successfully integrate acquired companies into its business; Quotient's ability to develop and launch new services and features; and other factors identified in Quotient's filings with the Securities and Exchange Commission (the "SEC"), including its quarterly report on Form 10-K filed with the SEC on August 9, 2019. Additional information will also be set forth in Quotient's future quarterly reports on Form 10-Q, annual reports on Form 10-K and other filings that Quotient makes with the SEC. Quotient disclaims any obligation to update information contained in these forward-looking statements whether as a result of new information, future events, or otherwise.

View source version on **businesswire.com**:

<https://www.businesswire.com/news/home/20191106005760/en/>

Quotient

Randy Zane

rzane@quotient.com

Phillip Sontag

psontag@quotient.com

Source: Quotient Technology Inc.