

To whom this may concern,

This letter serves to notify you that Qualtrics, LLC is the sole provider of the leading research and insights platform available on www.qualtrics.com, offering the unique combination of technology and expertise as detailed below:

- Advanced website targeting: website feedback software to pinpoint web visitors with targeted messaging using over 20 behavioral, location, and device-type variables.
- Data Ownership: Customers own and control all data entered in or collected by Qualtrics technology. This includes survey definitions, questions, response data, panel data, and uploaded content such as graphics, user information, and report results/analysis from such data.
- Data analysis: Real-time reporting, flexible dashboards, text analytics, Bain Certified NPS and benchmarking, can all be gauged and generated within the insight platform.
- Collaboration: The platform allows surveys, messages, and libraries to be collaborated or shared only within the 1.2 million users of Qualtrics.
- Employee Insights: Qualtrics provides multi-rater assessments, employee engagement surveys, hierarchical reporting, and onboarding feedback and exit surveys.
- Integration: The platform supports integrations with external systems (CRM platforms, email service providers, analytics and reporting platforms, HRMS/HRIS systems, and more). Other integrations include Microsoft Dynamics, Salesforce, Adobe Sitecatalyst, Oracle CRM, SAS, Twitter, Facebook, SQL server, PeopleSoft, Google Analytics, PayPal, YouTube, Marketo, Tableau, among others.
- Security: All Qualtrics products enable customers to control individual permissions for their accounts, web intercepts, dashboards and surveys.
- Web Intercepts: These can be completely customized with images, text and logos and provides a built-in rich text editor and HTML view. Said web intercepts can only be integrated in and used with the Qualtrics survey platform.
- Libraries: The platform offers a unique global resource library of surveys, questions, and images that can be used for survey creation only within the Qualtrics platform.
- Duplication Management: The platform automates de-duplication within distribution lists for more targeted outreach.
- Subject matter expertise: In addition to market-leading technology, Qualtrics provides subject matter expertise to optimize each unique project with the best industry and research resources available.
- SMS: The platform supports surveys taken through Short Message Services (SMS).
- Administration: The platform allows administrators and sub-administrators to manage the various user accounts. The platform also has a built-in survey approval process that requires surveys to be previewed and approved before distribution. This is unique to Qualtrics technology.
- Vocalize: This dashboard product integrates with the Insights Platform to visualize data in real time, filter results for permission-based access, and allow for text analytics and closed-loop case management.

Best regards,



Mark Creer, Managing Counsel
Qualtrics, LLC