

Global Data Collection and WorldBase

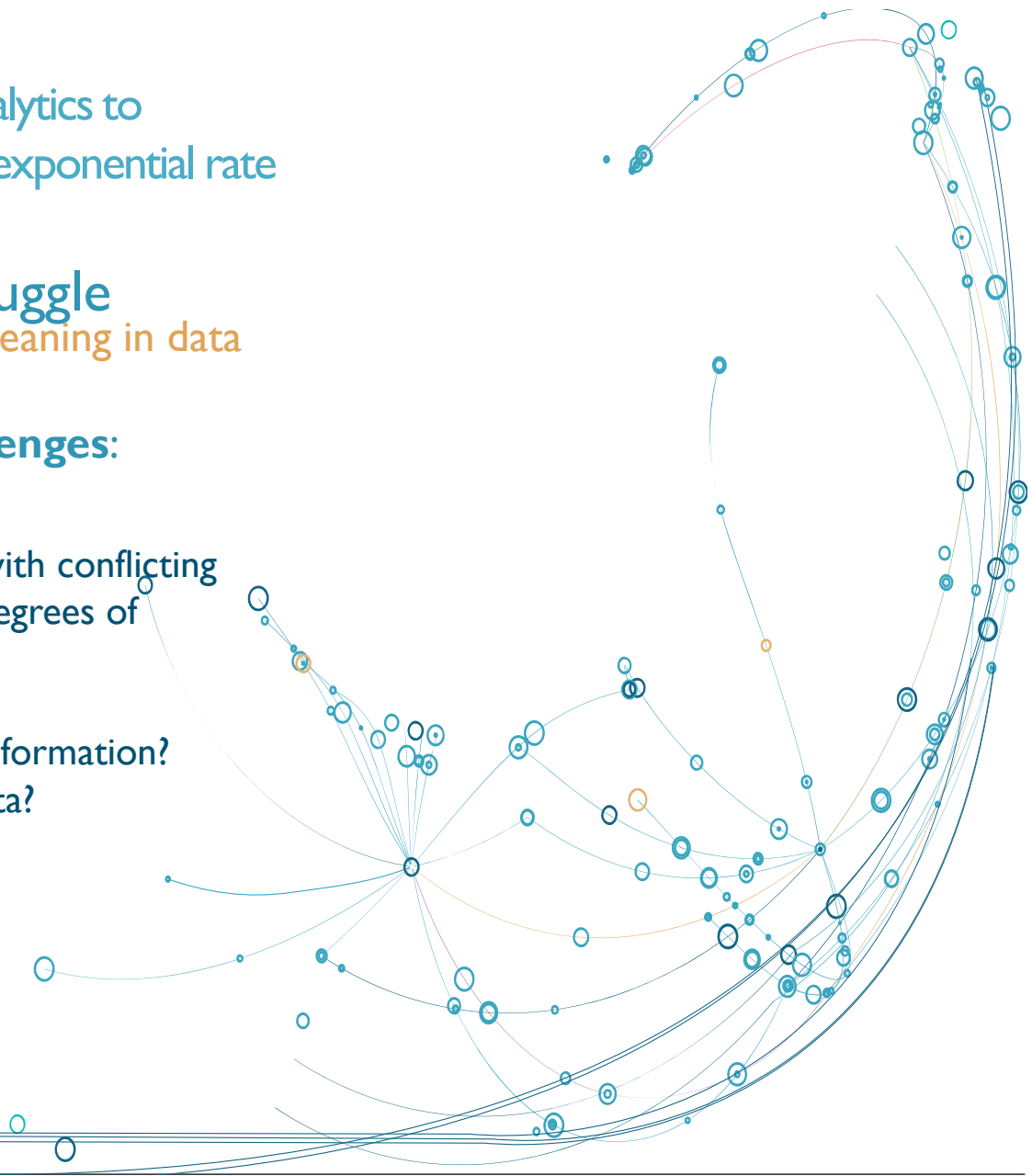
The importance of data and analytics to businesses is accelerating at an exponential rate

Businesses struggle
to find truth and meaning in data

Creating new business challenges:

Multiple sources of data with conflicting information and varying degrees of accuracy

- What data to use?
- How accurate is the information?
- How current is the data?



The quality and quantity of our data are unparalleled



NON-PUBLIC
INFORMATION



PROPRIETARY
DATA



PUBLIC
SOURCES



WORLDWIDE
NETWORK

220+
COUNTRIES

1 BILLION
UPDATES ANNUALLY

100K+
QUALITY CHECKS

BREADTH

CONSISTENCY

ACCURACY

PREDICTABILITY

Our data is collected from thousands of sources worldwide



WorldBase is the most comprehensive global database of business information available

Information Collected in 25 Data Centers

Global programs focus on Foundational & Firmographic data collection

Foundational Data: Business Name, Address, Phone Number, Executive Name and Line of Business

Firmographic Data: Employee Number, Sales Volume and Line of Business

WorldBase Coverage

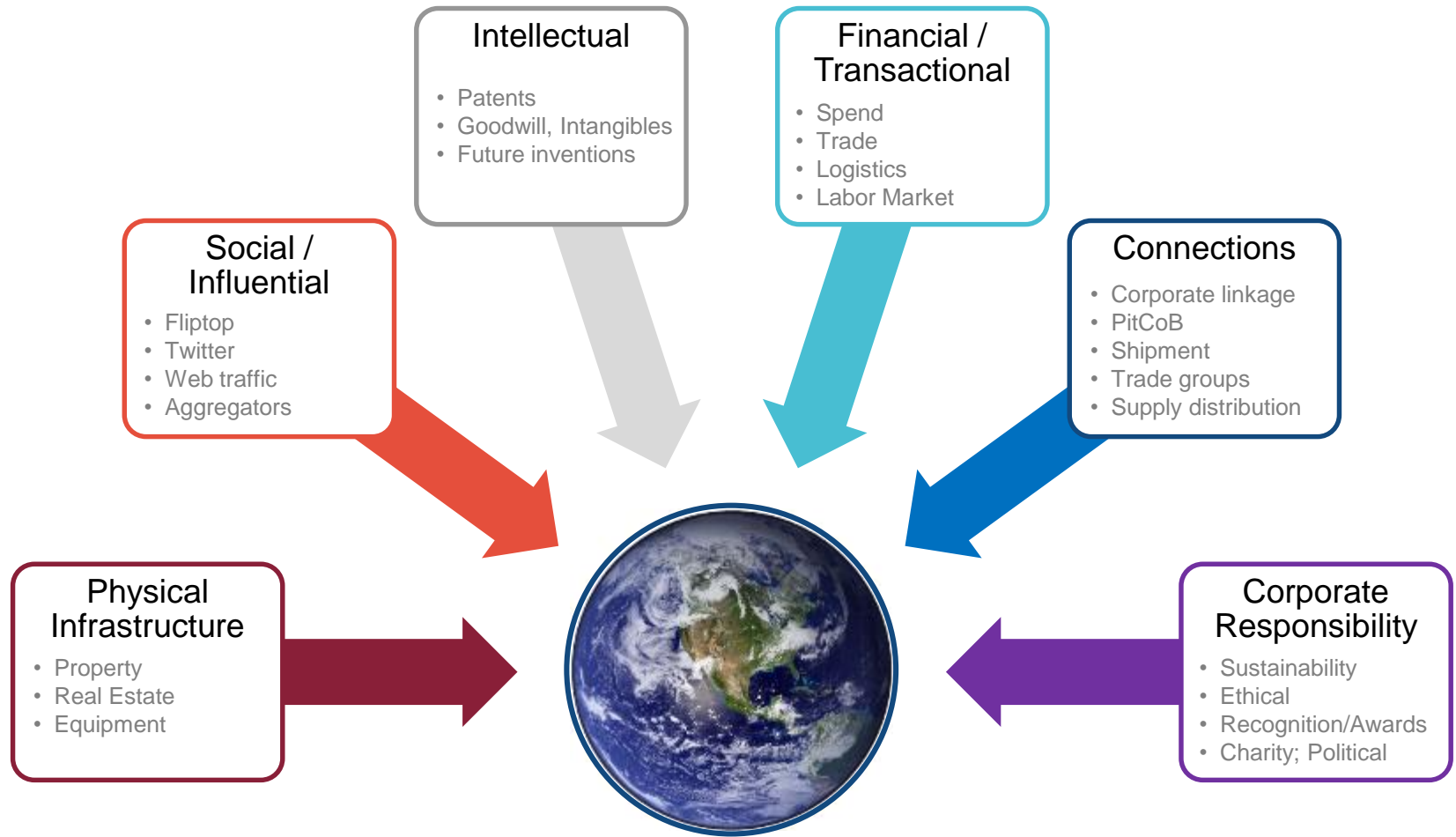
Business Universe Coverage	May 2016	June 2016	Change
Total Records	258,322,582	259,058,748	736,166
Active Records	122,507,575	122,829,432	321,857
Marketable Records	82,314,815	83,102,169	787,354
Linked Records	18,730,735	18,816,641	85,906
Full File Data Element Coverage			
Business Name	258,322,582.00	259,058,748	736,166
Street Address/City	252,665,853.00	253,313,145	647,292
Telephone	118,928,200.00	118,893,127	-35,073
CEO Names	170,677,790.00	171,498,878	821,088
Employee Numbers	167,060,244.00	167,758,504	698,260
Sales Figures	114,345,881.00	114,653,690	307,809
Line of Business	221,838,886.00	222,632,584	793,698

WorldBase

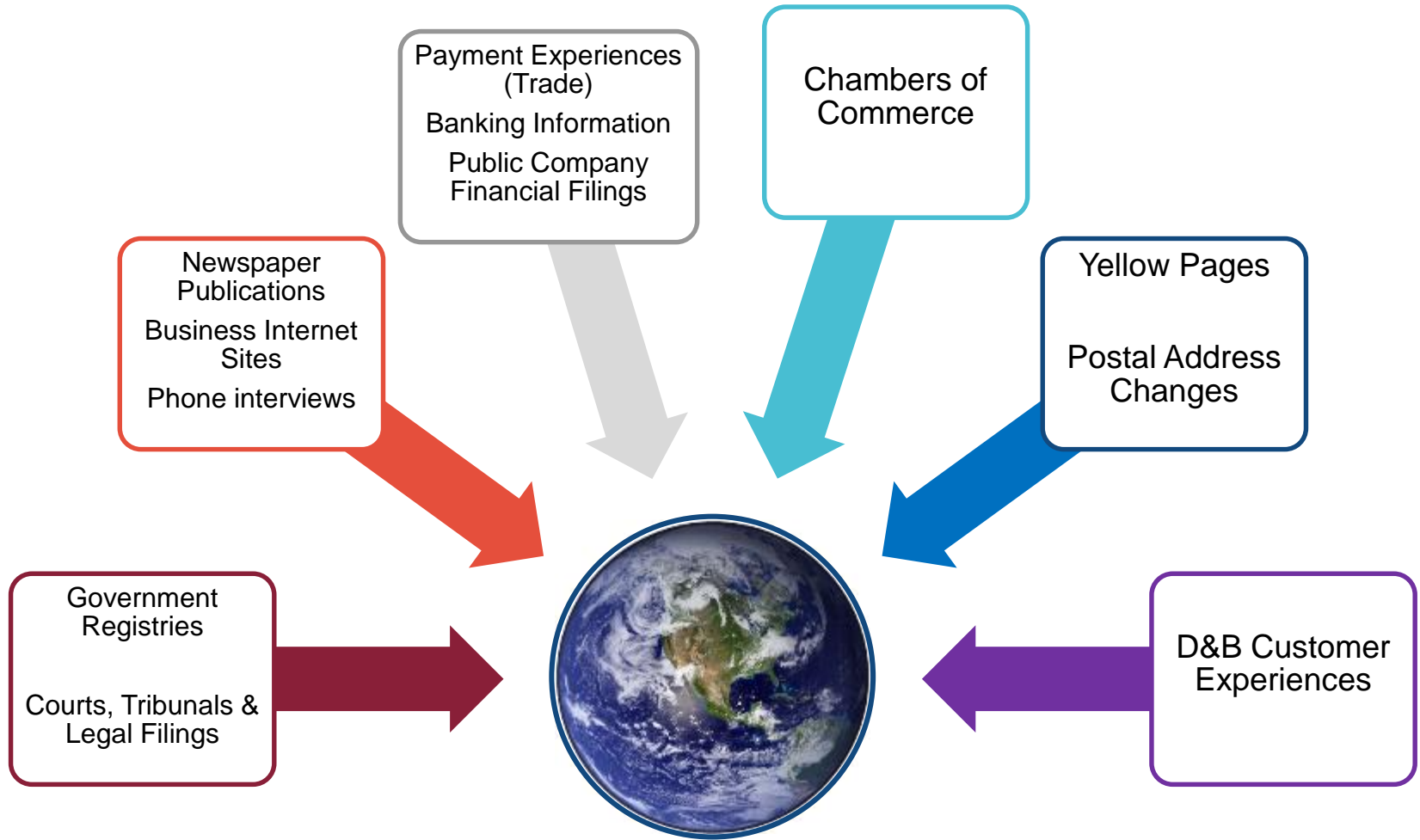


- 300 Million businesses
- 75 - 125 Million updates monthly

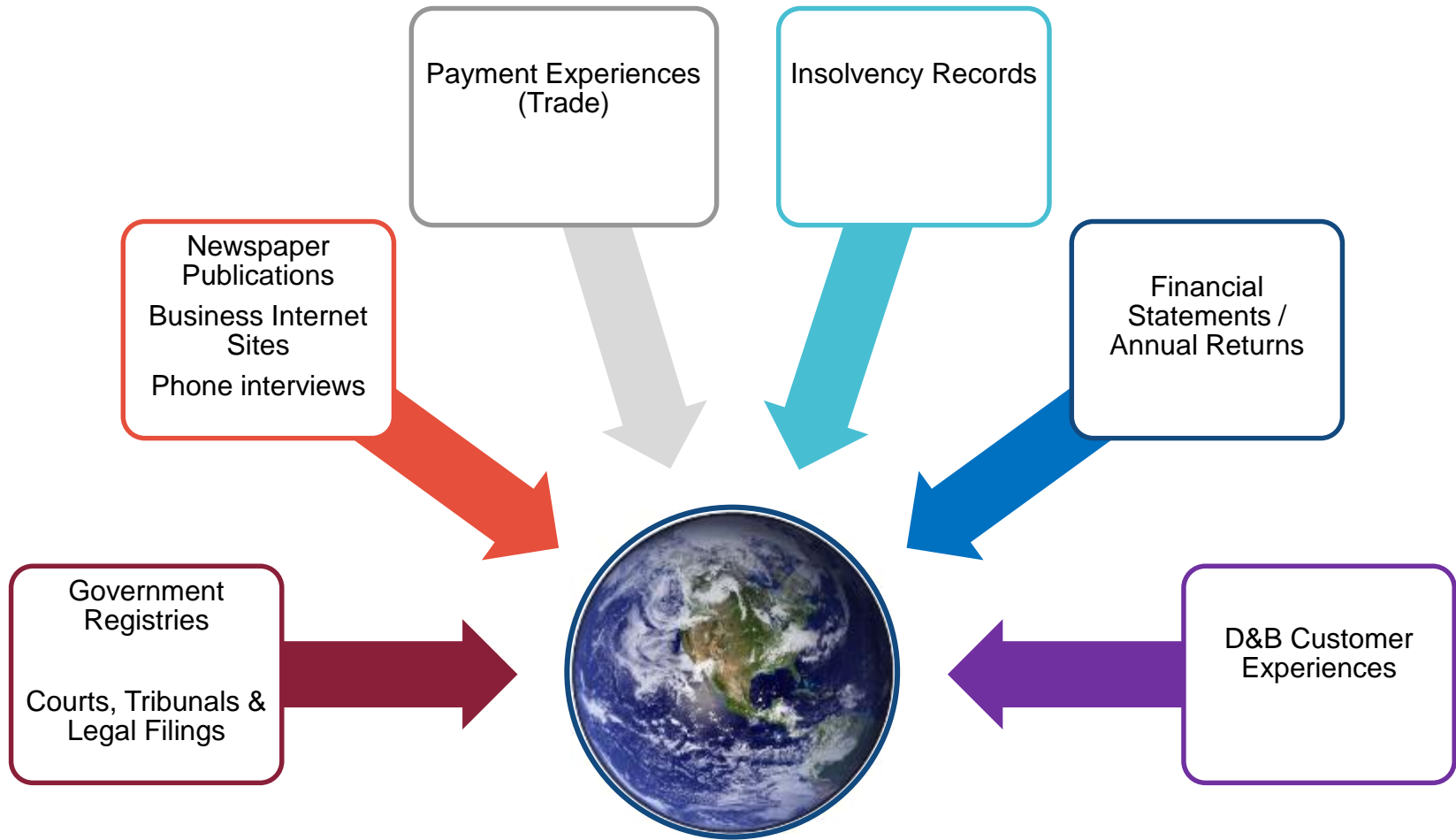
The data sources we're offer are increasingly diverse and help us deliver deeper, richer business insight



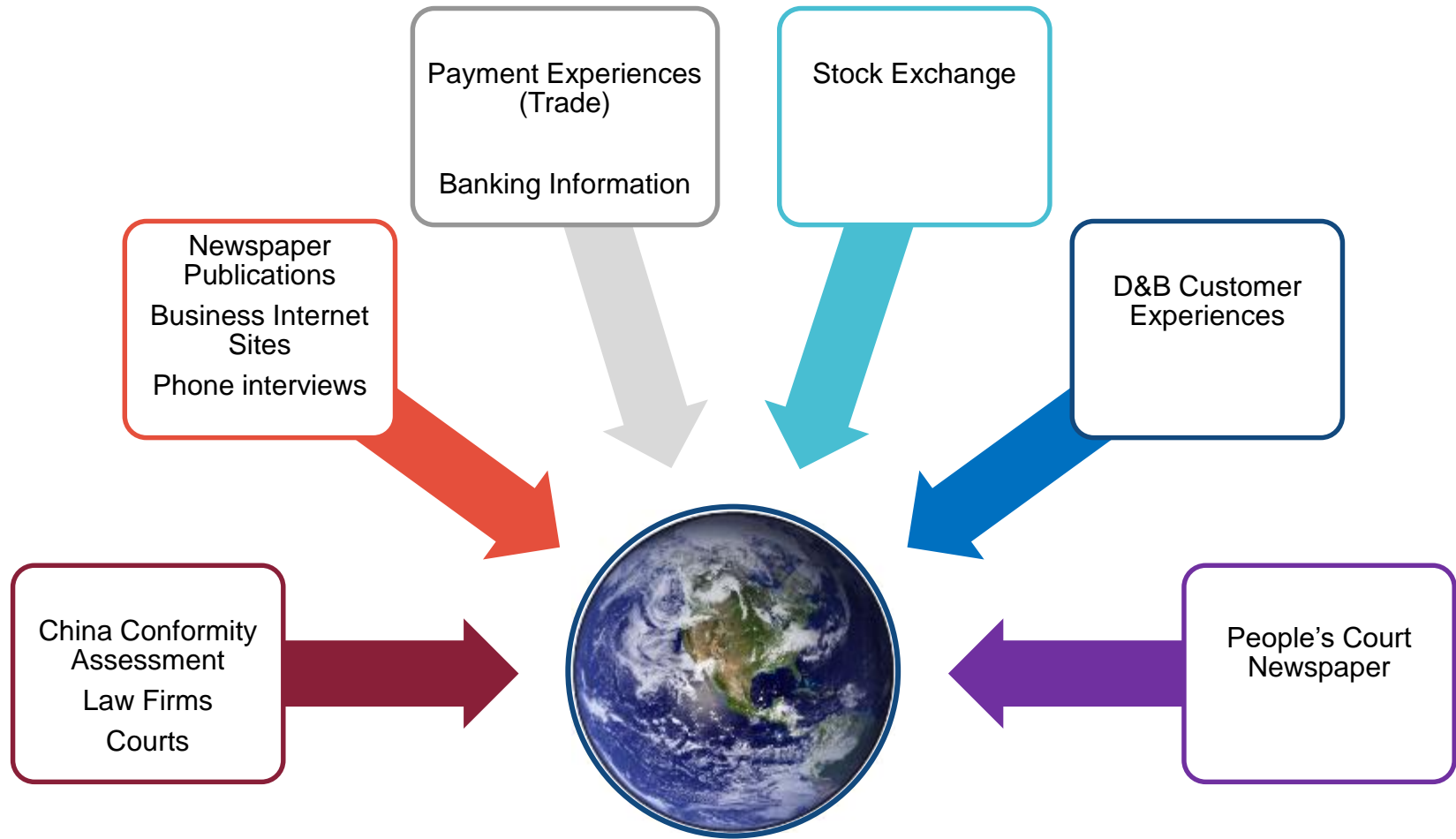
We amalgamate thousands of data sources worldwide ...sources of information in North America



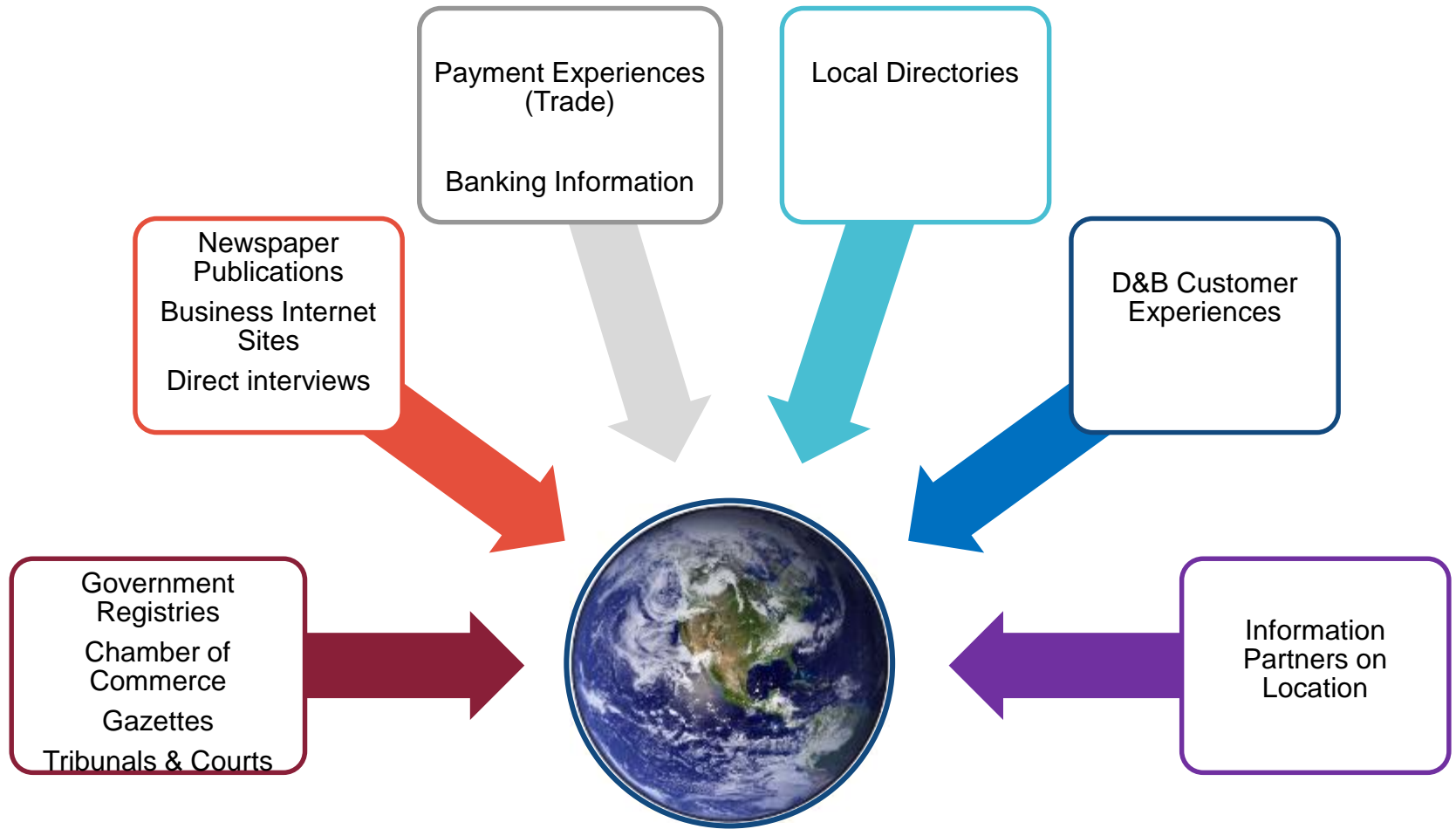
...sources of information in Europe



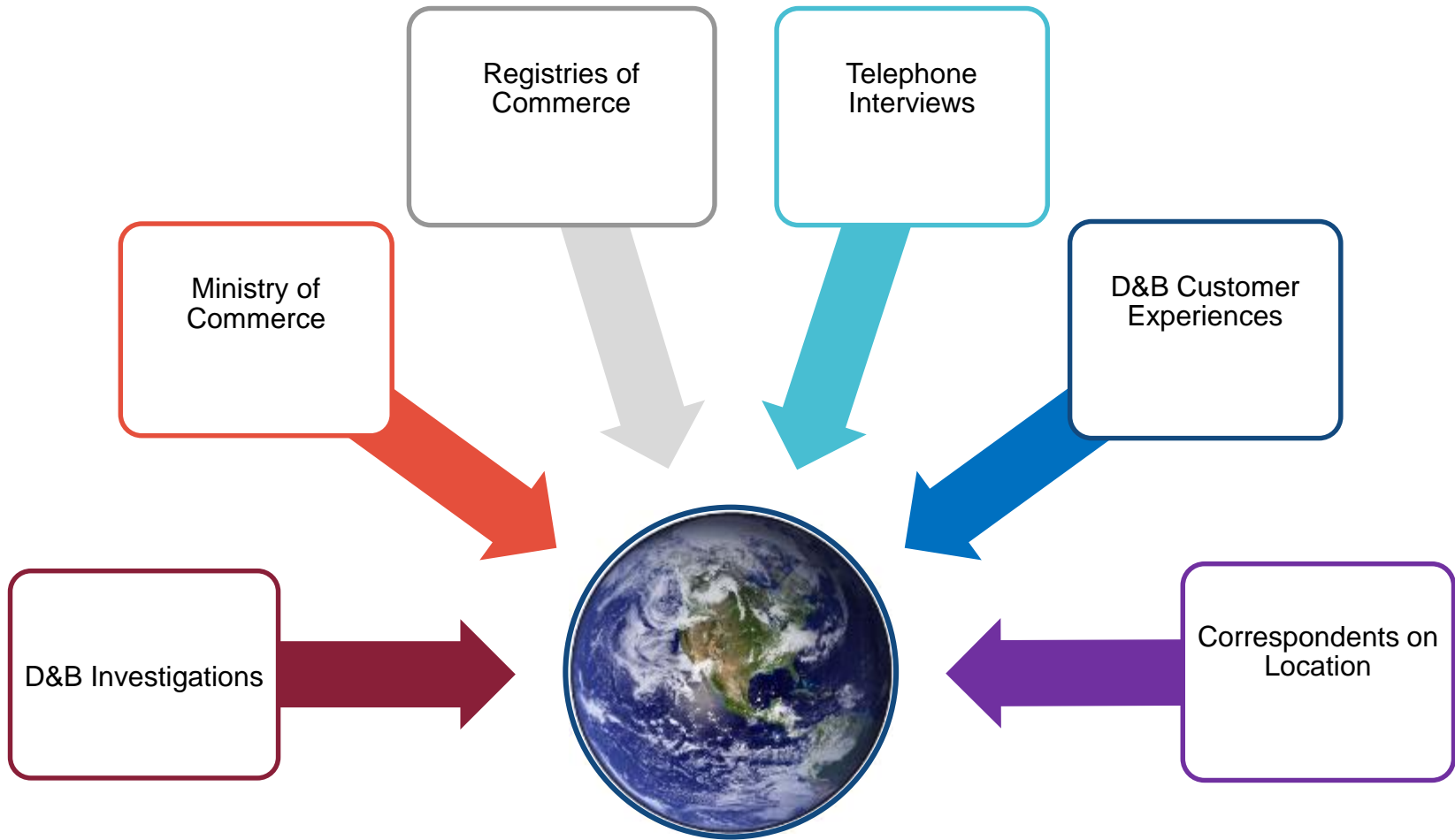
...sources of information in Asia Pacific



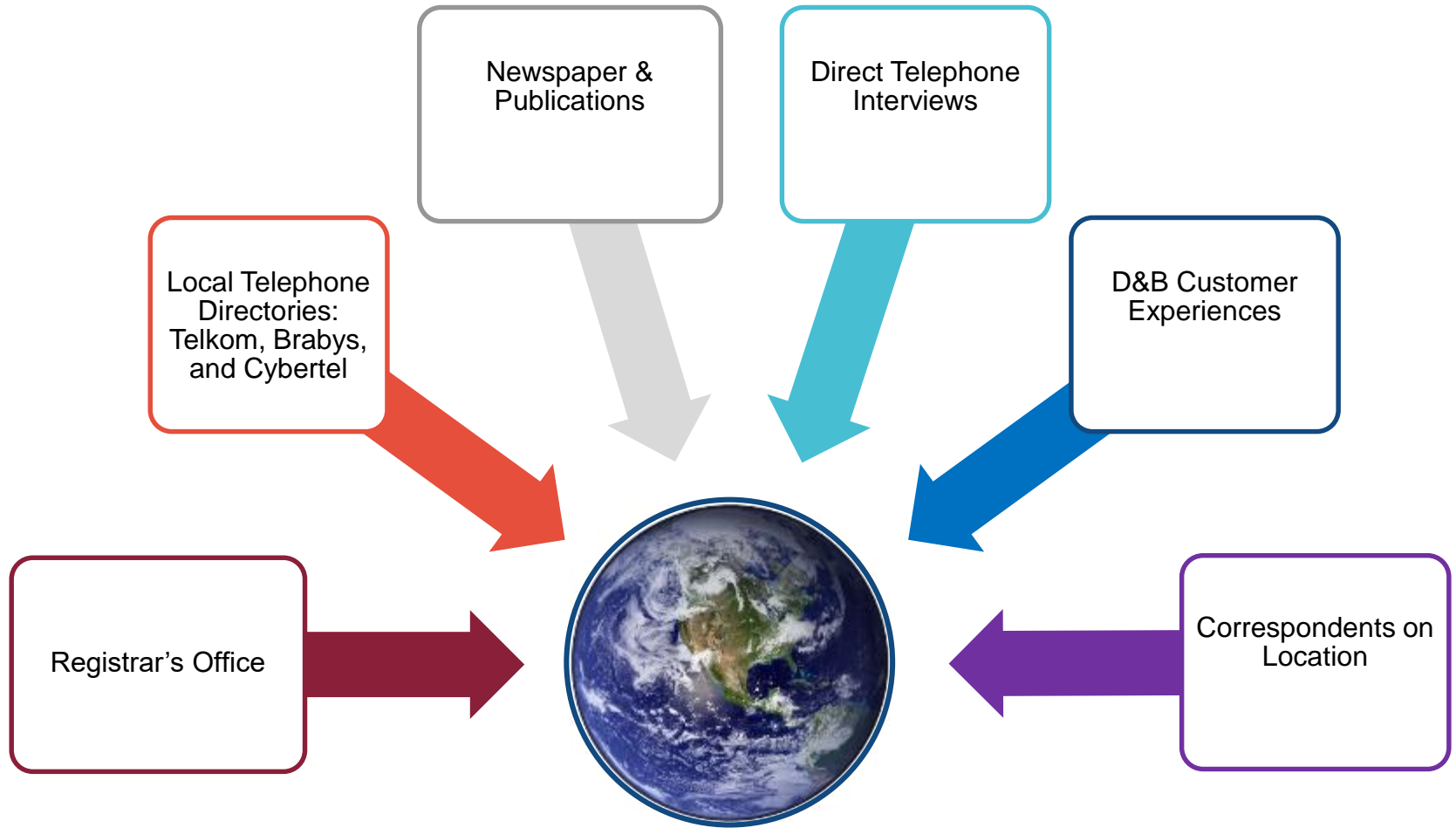
...sources of information in Latin America



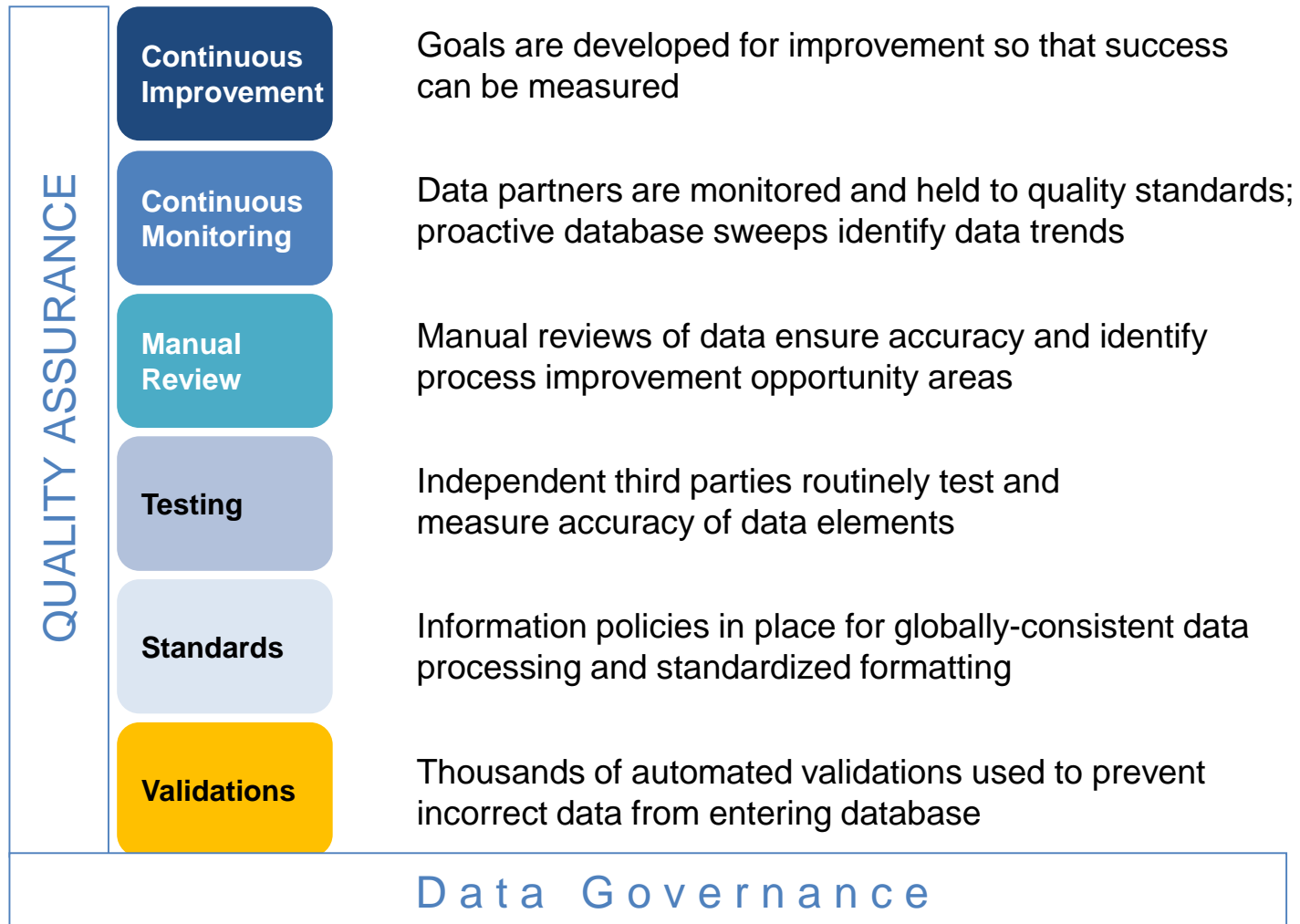
...sources of information in Middle East



...sources of information in Africa



As we acquire and leverage data from around the world, quality is vetted through a rigorous Global Data Governance program



In conclusion, we have spent nearly two centuries of helping businesses build their business

WORLD'S LARGEST
COMMERCIAL DATABASE

30,000 DATA SOURCES

5 MILLION UPDATES
PER DAY



ONE OF THE LARGEST, MOST
ACCURATE CONTACT DATABASES
(DUN & BRADSTREET NETPROSPEX)

MORE THAN 300 MILLION
COMPANY RECORDS

OUR PATENTED DUNSRIGHT™
DATA QUALITY PROCESS

Trusted by nearly 90% of the
Fortune 500 to turn enormous streams
of data into high-quality information

Insight delivered in the ways
you want to consume it

Solutions custom-built
or co-developed with partners