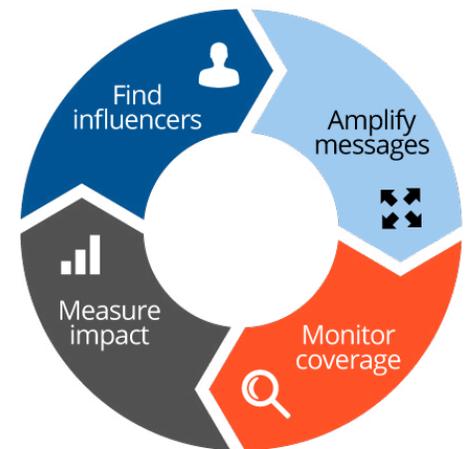


AGILITY PR SOLUTIONS

AGILITY ENTERPRISE

With the advent of the 24-hour news cycle, with the pace of the world around us and the media that covers it accelerating ever faster, it's becoming more and more difficult to monitor for what matters to you and your organization. All too often, you're either missing good and true mentions or you're collecting mountains of irrelevant content.

Agility PR Solutions simplifies the entire communications lifecycle, and Agility Enterprise is the key to monitoring coverage and measuring impact. It is a personalized, human-curated, full-service media monitoring and analytics platform. Backed up by a team of dedicated monitoring experts, Agility Enterprise's powerful media analytics engine is designed to capture everything you want, and none of what you don't.

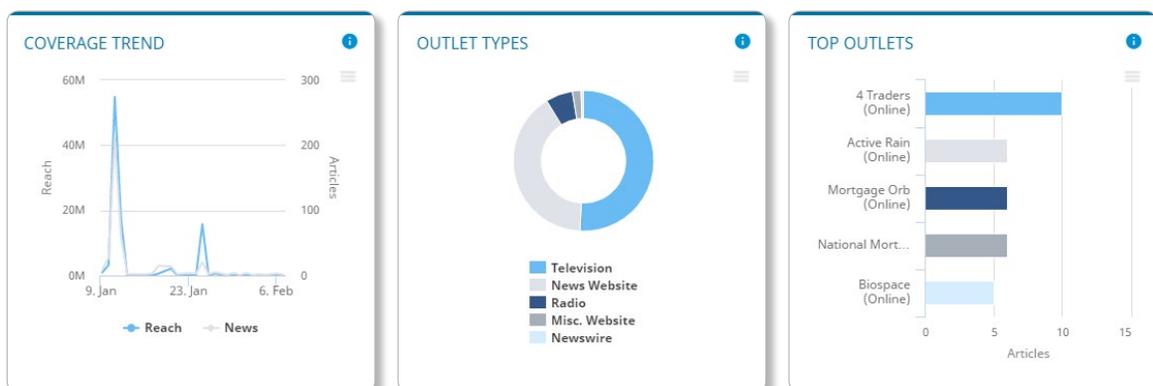


YOUR COVERAGE YOUR WAY

The technology behind Agility Enterprise is strong and smart enough that when content is brought into your account — whether it's online news, print, broadcast, blogs, or social media — every single detail of it is brought in too, and categorized accordingly. Enterprise doesn't just gather news articles and lump them into one long list, it identifies critical details like the journalist, outlet, word count, ad value, region served, and circulation, among other article elements, allowing them to be sorted and presented however you like. Coverage can be further broken down by keywords critical to your company or campaign, and your personal client success consultant will highlight KPIs and mentions you should pay attention to. And with its unlimited archiving of past coverage, Agility Enterprise makes the all-important practice of benchmarking your coverage extremely easy.

Agility Enterprise can also organize by categories and sub-categories. If your organization has multiple divisions or subsidiaries, each with its own specific keywords or metrics to be measured, it's no problem; our technology allows all coverage to be grouped according to your organization's unique makeup.

In other words, Agility Enterprise allows you to get very granular when looking at your coverage. It is your coverage after all — you should be able to see it in a way that makes sense to you and your business.



NEVER MISS A STORY

Multiple content sources can be a pain point for your organization — juggling subscriptions for print media, for online, broadcast, for French or Spanish content, can lead to confusion and overpaying — so we make it easy, integrating them all into one single place. If you have existing subscriptions, we can transfer them over; if you don't, we can take care of that on our end. Unlike other media monitoring and analytics platforms, Agility Enterprise is never limited to a set library of sources. We have access to any and all content from the biggest to the most specialized content providers.

If it's out there, Agility Enterprise will bring it to you.

And no matter how many sources we pull from, rest assured that duplicate articles will never make it into your briefs and reports. Our patented technology detects duplicates and removes them, because you don't need to be reading the same thing over and over again.

And while other companies let their software identify syndication, we do it manually.

THE PERSONAL TOUCH

Agility Enterprise sets itself apart from other media monitoring platforms in many ways, but perhaps the biggest and most beneficial to you is our team of expert analysts. Every Agility Enterprise customer has a dedicated client success consultant who manages your account, curating every brief and report to make absolutely sure that every piece of coverage is relevant.

Your CS consultant is also responsible for determining the tone or sentiment of coverage; we don't leave that important detail to a machine. The benefit here is that the intricacies and nuances of language, and, most importantly, the context of the mention, are all determined by a human being, resulting in much more accurate sentiment measurement. Computers don't understand sarcasm, but we do.

Your client success consultant is your personal expert, devoted to ensuring that you're delighted with every brief and report we provide. And this includes urgent requests. If you need an ad hoc report for the 9 a.m. surprise board meeting tomorrow, we can do that.

With communications groups shrinking across nearly every industry, and the demands on them increasing, you can always use an extra hand. Consider our team an extension of your team.

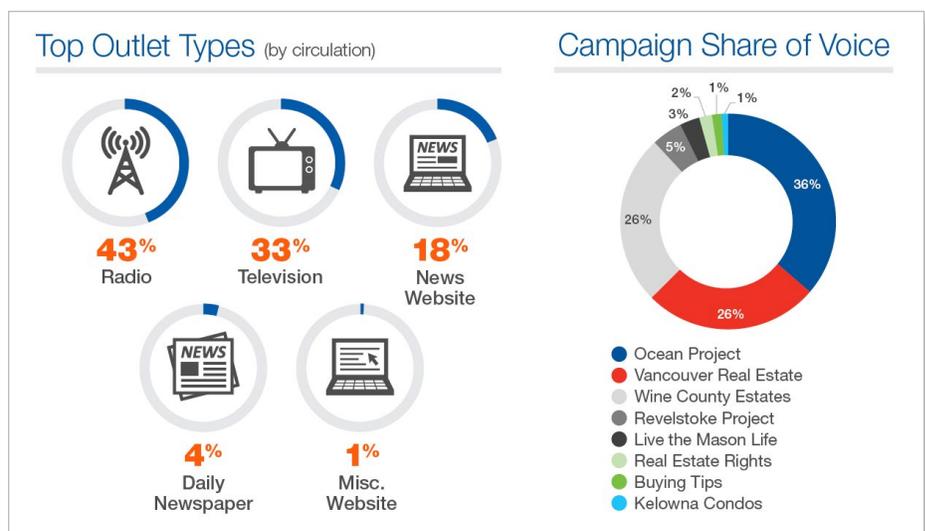
The image shows a collage of overlapping screenshots from various news and research websites. The top-most screenshot is from Ryerson University, featuring a cityscape background and the text "Other Articles of Interest". Below it is a screenshot from Air Canada, showing a woman's face and the text "Research/Studies News". The largest screenshot is from Bulldog Reporter, which displays several articles under the heading "Sales & Marketing" and "Venture Capital". The articles include titles like "Deciphering Influence: Marketing and Content Marketing", "Venture capital firms back record number of cybersecurity start-ups in 2016", and "Why was the winter for venture capital funding so short?". Each article snippet includes a date, a brief description, and a link. The Bulldog Reporter logo, featuring a bulldog's head, is prominently displayed at the top of this screenshot. Other smaller screenshots are visible in the background, including one from FOX Consulting.



Our client success team does all the hard work for you, delivering:

- » Curated Media Briefs: Human-curated briefs eliminate noise and ensure you only receive highly relevant news. Our team also adds sentiment and context details to news items.
- » Presentation-ready Reports: Receive engaging, branded reports with actionable insights on coverage, topics, trends, or competitors that can be easily added to any presentation.
- » Ad Hoc Analysis & Infographics: If a crisis or new topic emerges, we can do ad hoc research or turn media analysis into eye-catching infographics that can be used for internal or external purposes.

Agility Enterprise is your full-service media monitoring and analytics solution. The advanced analytics platform allows for extensive personalization, the patented technology ensures best-in-class content aggregation, and the personal client success consultant behind it all ensures not only that your briefs and reports will contain everything you want and none of what you don't, but that you are completely satisfied with every aspect of our service.



ABOUT AGILITY PR SOLUTIONS

Agility PR Solutions provides media database, monitoring, and analytics solutions to simplify the communications lifecycle. For over 10 years, organizations have trusted us to help them find influencers, amplify messages, monitor coverage, and measure the impact of their PR and communications strategies.