COMPANY PRESENTATION

October 2016
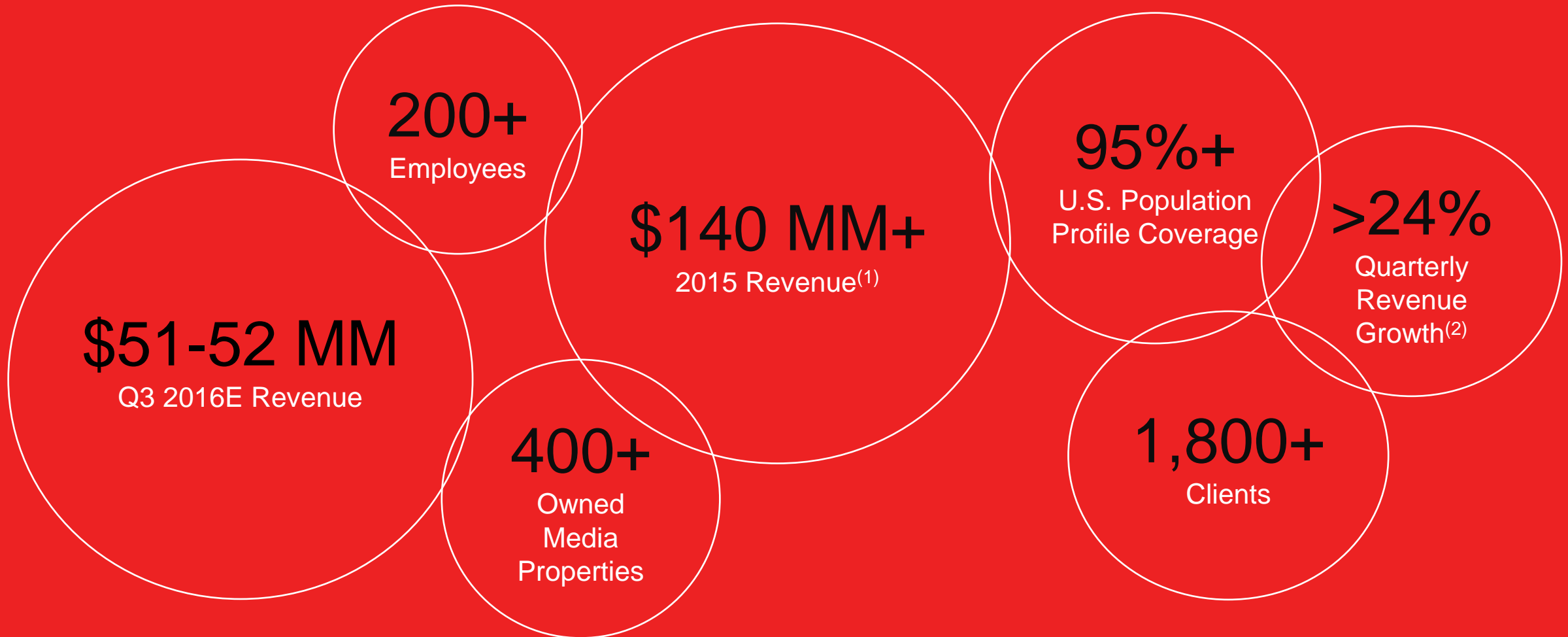
Forward-Looking Statements

This presentation contains "forward-looking statements," as that term is defined under the Private Securities Litigation Reform Act of 1995 (PSLRA), which statements may be identified by words such as "expects," "plans," "projects," "will," "may," "anticipate," "believes," "should," "intends," "estimates," and other words of similar meaning. Such forward-looking statements include non-historical statements about our expectations, beliefs or intentions regarding our business, technologies and products, financial condition, strategies or prospects. There are a number of important factors that could cause actual results or events to differ materially from those indicated by such forward-looking statements, including: the risks set forth in cogint's most recent Annual Report on 10-K, as may be supplemented or amended by cogint's Quarterly Reports on Form 10-Q, as well as the other factors described in the filings that cogint makes with the SEC from time to time.

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cogint Overview

A data and analytics company providing cloud-based, mission-critical information and performance marketing solutions

200+
Employees

$140 MM+
2015 Revenue[1]

95%+
U.S. Population Profile Coverage

>24%
Quarterly Revenue Growth[2]

$51-52 MM
Q3 2016E Revenue

400+
Owned Media Properties

1,800+
Clients

1) Pro forma figure including Fluent.
2) Represents mid-point of Q3 2016 estimated revenue / Q2 2016 revenue.

Company Highlights

Strong Management Team With Proven Growth Track Record

Massive, High-Growth Market – Catalyzed by Sector Tailwinds in Data Analytics Across Industries

Transformative, Innovative and Highly-Scalable Technology Platforms

Massive Proprietary Database with Holistic Views of Consumers

Omni-Channel Delivery of Customer Data with Highly-Deterministic Results

Large Installed Base of Blue Chip Customers

Attractive Financial Profile with Multiple Levers of Growth
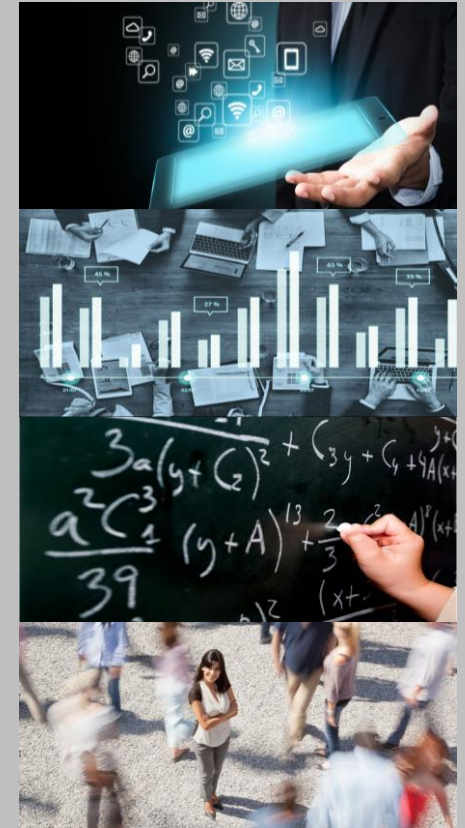
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Our Vision

DISPARATE DATA SOURCES

RICH INTELLIGENCE

INDUSTRY AGNOSTIC

TRANSFORMING DATA INTO INTELLIGENCE

PROPRIETARY TECHNOLOGY PLATFORM

The cogint Platform

COMBINING THE BEST OF BOTH WORLDS

CORE™

Providing mission-critical information solutions to a variety of markets

cogint ™

Agile Acquisition Engine™

Acquiring most valuable new customers with precision at scale
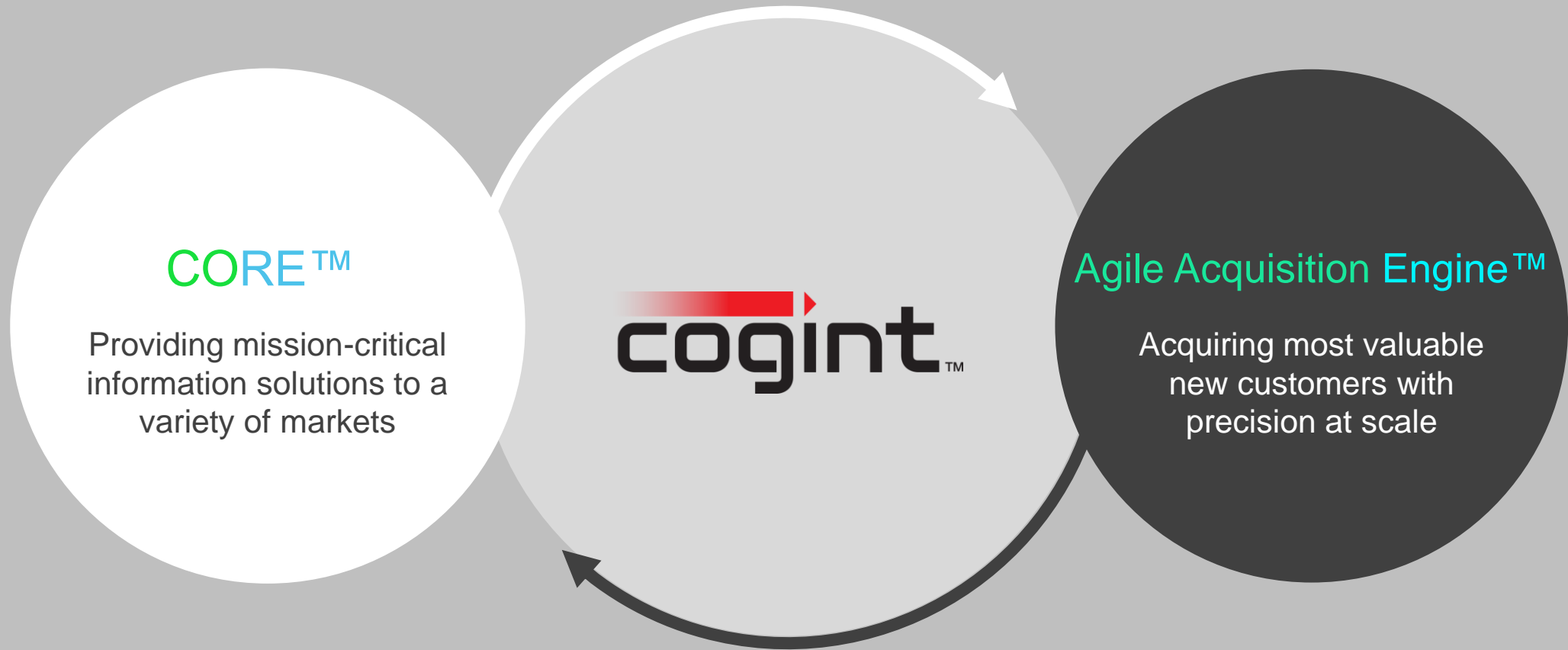
Delivering the Right Solution to the Right User in Real-Time

PUBLIC RECORD

BEHAVIORAL

DEMOGRAPHIC

ETHNOGRAPHIC

META

INGEST DATA INPUTS

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ASSIMILATE DATA FOR MODELING

DATA FUSION LAYER

GRC CONTROLS

DELIVERY OUTPUT

RISK MANAGEMENT

Filed for bankruptcy in 2012 and defaulted on loans

RETAIL

Shops 5-6 times a month and wears size 8 shoe

HEALTHCARE

Suffers from multiple sclerosis and diabetes
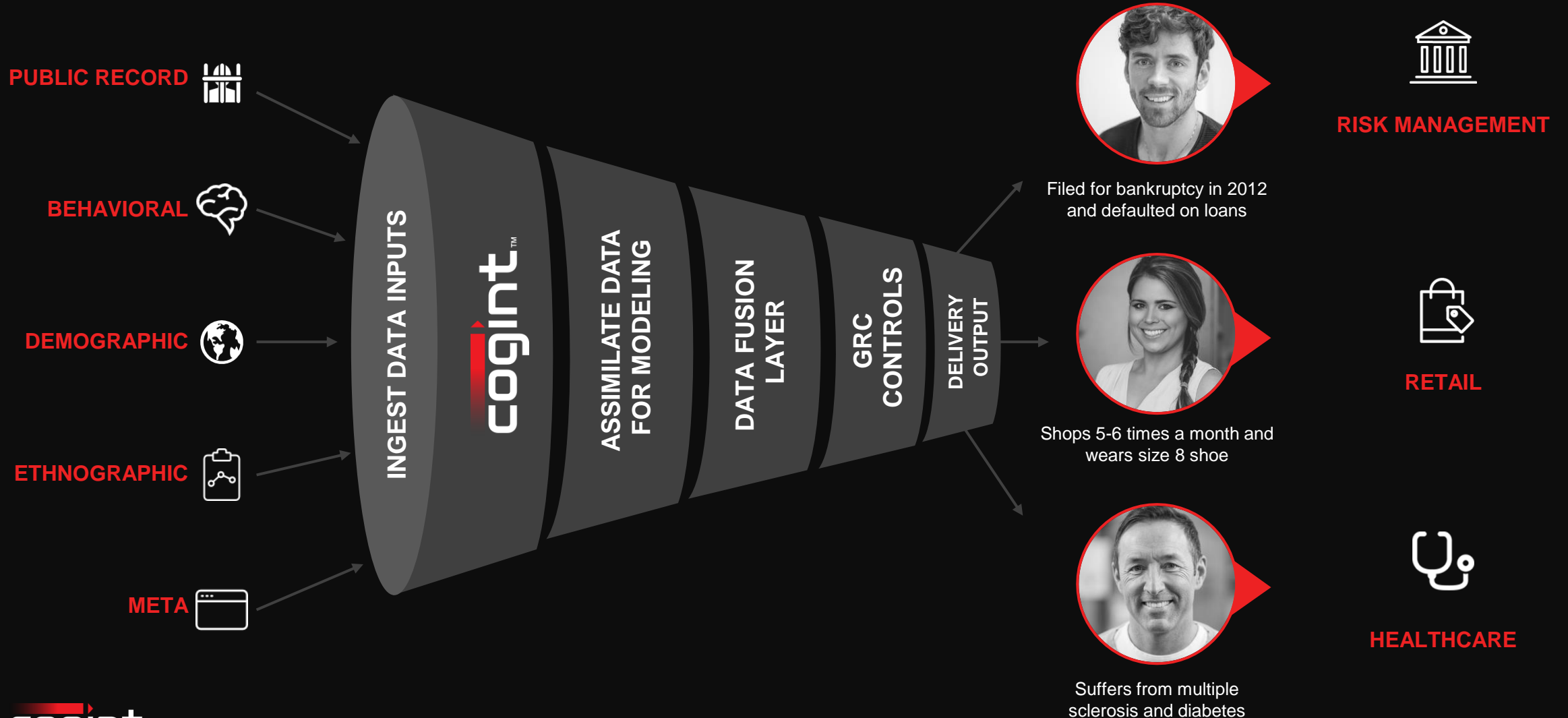
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The cogint "Network Effect"

DATA COLLECTION

- SELF–REPORTED
- PROPRIETARY
- PUBLIC RECORD

ANALYTIC ATTRIBUTION

- ONLINE SALES
- SIGN-UP FOR EMAIL SUBSCRIPTION
- INSTALL APP OR PRINT COUPON

AGILE ACQUISITION ENGINE

COMPREHENSIVE CONSUMER PROFILES
(>95% US POPULATION)

Retail

Investigative Services

Risk Management
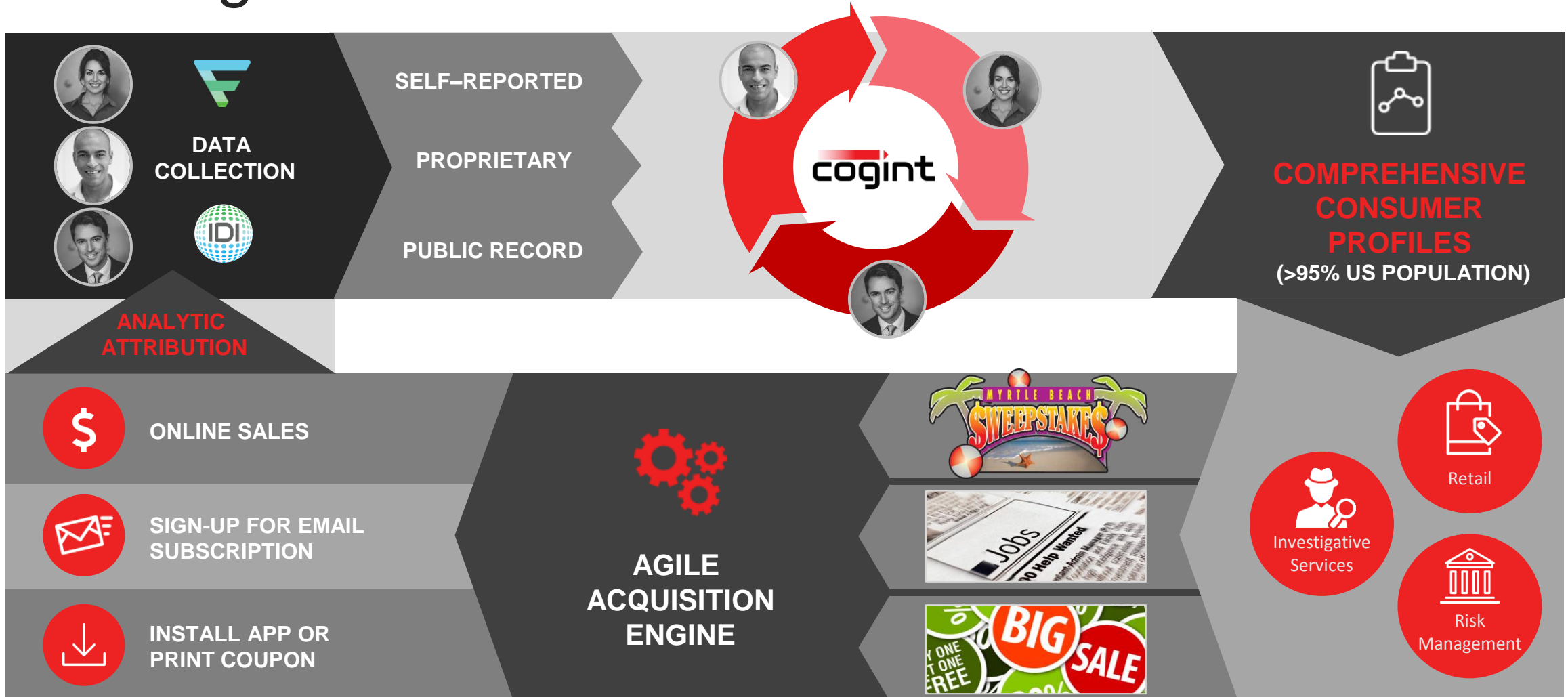
Large and Expanding Markets

cogint sits at the convergence of two massive and growing markets
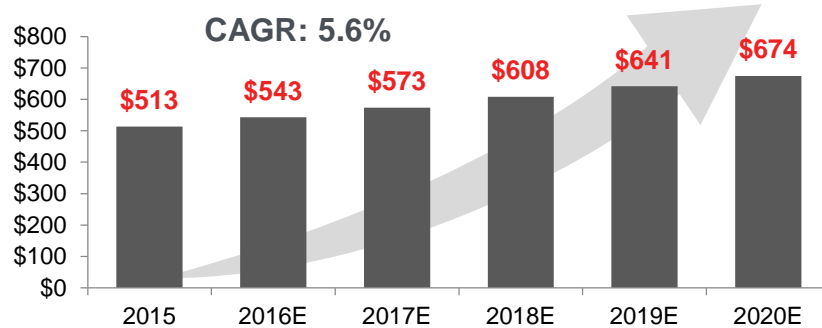
$'s in Billions

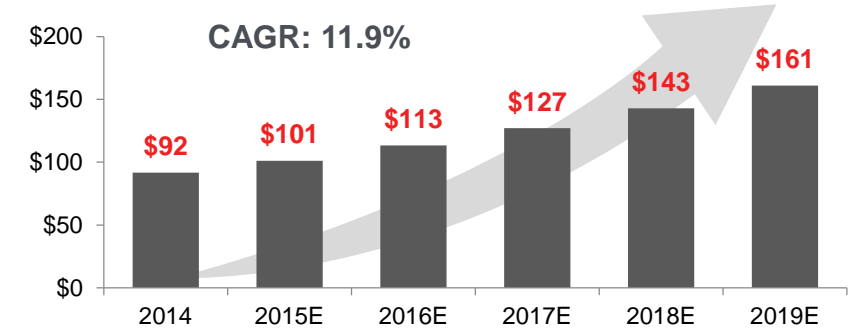| U.S. INTERNET ADVERTISING SPEND[1]	Serviceable Addressable Market Today >$67B	NORTH AMERICAN RISK ANALYTICS SOFTWARE[2]
$59B+		$8B+

GLOBAL MEDIA AD SPENDING[3]

CAGR: 5.6%

2015	2016E	2017E	2018E	2019E	2020E
$513	$543	$573	$608	$641	$674

TAM Long-Term >$655B

GLOBAL BUSINESS ANALYTICS[4]

CAGR: 11.9%

2014	2015E	2016E	2017E	2018E	2019E
$92	$101	$113	$127	$143	$161

GROWTH DRIVERS
- Online Retail
- Return on Spend
- Omni-Channel Consumers
- Rapid Adoption of Mobile Devices

GROWTH DRIVERS
- Cloud Migration
- Proliferation of Data
- "Next Gen" Technologies
- Need for Actionable Intelligence

Significant Opportunity Across End-Markets

cogint Product Overview

Information Services

CORE
Our advanced analytical platform, CORE, powers our investigative solution, idiCORE™, providing instant, comprehensive views of individuals, businesses, assets, and their interrelationships

Data Acquisition Solutions
Empowers clients to rapidly grow their customer databases

Performance Marketing

Audience Solutions
Empowers clients to target their ads with precision and drive qualified prospects at scale

Mobile Acquisition Engine
Matches people with mobile apps based on their self–declared interests

Differentiated Mobile-First Approach in Marketing

80% of consumer interactions are from mobile

700,000+
survey respondents per day

5 million+
compiled responses every day

120 million+
self-reported U.S. profiles

150 million+
unique email addresses

Large, Global Fortune 500 Client Base

cogint Delivers Superior Value to its Clients

WESTERN UNION WU

8x improvement in open rates and engagement compared to previous efforts

Ongoing growth of 15x in key metrics in the first 4 months

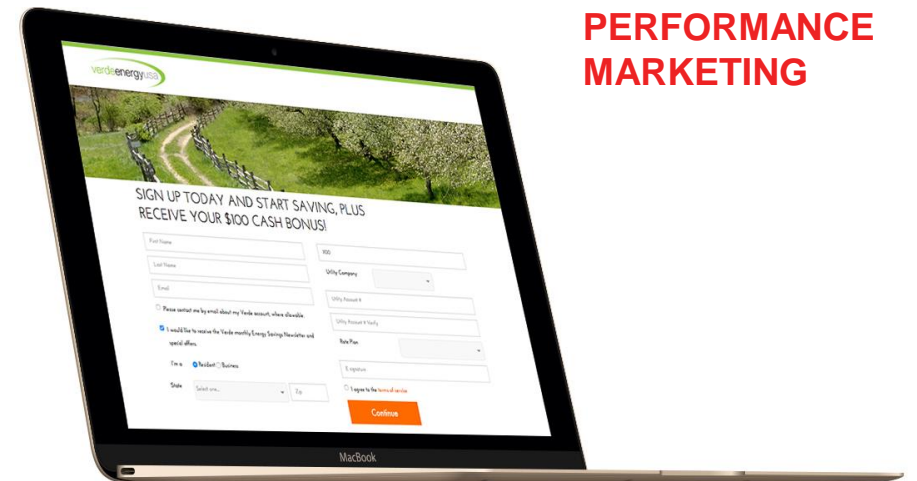Company now expanding U.S. advertising programs

PERFORMANCE MARKETING

verdeenergyusa

Generating hundreds of thousands of leads per month

Increased investment into our platform by 20x

Largest partner for their customer acquisition program

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Recurring Customers Drive Predictability

Top 20 Customers	Q1'14	Q2'14	Q3'14	Q4'14	Q1'15	Q2'15	Q3'15	Q4'15	Q1'16	Q2'16
Customer 1	▨	▨	▨	▨	▨	▨	▨	▨	▨	▨
Customer 2				▨	▨	▨	▨	▨	▨	▨
Customer 3	▨	▨	▨	▨	▨	▨	▨	▨	▨	▨
Customer 4	▨	▨	▨	▨	▨	▨	▨	▨	▨	▨
Customer 5	▨	▨	▨	▨	▨	▨	▨	▨	▨	▨
Customer 6	▨	▨	▨	▨	▨	▨	▨	▨	▨	▨
Customer 7	▨	▨	▨				▨	▨	▨	▨
Customer 8									▨	▨
Customer 9	▨	▨	▨	▨	▨	▨	▨	▨	▨	▨
Customer 10							▨	▨	▨	▨
Customer 11	▨	▨	▨	▨	▨	▨	▨	▨	▨	▨
Customer 12	▨	▨	▨	▨	▨	▨	▨	▨	▨	▨
Customer 13								▨	▨	▨
Customer 14						▨	▨	▨	▨	▨
Customer 15	▨	▨	▨	▨	▨	▨	▨	▨	▨	▨
Customer 16	▨	▨	▨	▨	▨	▨	▨	▨	▨	▨
Customer 17	▨	▨	▨	▨	▨	▨	▨	▨	▨	▨
Customer 18				▨	▨	▨	▨	▨	▨	▨
Customer 19	▨	▨	▨	▨	▨	▨	▨		▨	▨
Customer 20								▨	▨	▨

▨ Quarter of Initial Purchase
▨ Repeat Purchase

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Our Leadership Position

OUR DIFFERENTIATION

Pioneer in the **data fusion** industry

Massive **data repository**
of transactional, public, proprietary and self-reported information

Proprietary **machine-learning** algorithms and engines

Omni-channel campaign execution
and **"mobile-first"** approach

Ability to deliver **holistic** and comprehensive insights

COMPETITIVE LANDSCAPE

	cogint	Info Services	Marketing Tech
Platform	✔	✖	✖
Data Collection	✔	✔	✖
Analytics	✔	✖	✔
Actionability	✔	✖	✖

SELECT COMPETITORS

acxiom   AllianceData.   criteo.

RELX Group   THOMSON REUTERS

Technology Platform – Speed, Power and Scalability

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Cloud-based, PCI compliant with greater than four 9s of service uptime

Six datacenters spread geographically, dynamically scaling as needed

Proprietary algorithms, machine learning, billions of data records

Sub 250 millisecond query response time on comprehensive profiles

Over 5 million consumer responses compiled everyday

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Our Go-to-Market Model

Inside Sales

Strategic Sales

Distributers, Resellers, and Strategic Partners

Marketing

Our Growth Strategy

Add new customers and verticals

Cross-sell and Up-sell

Grow direct and indirect channels

International expansion

Selective acquisitions

Industry-specific initiatives

Proven, Successful Leadership

Michael Brauser
Executive Chairman
Seisint, Inc.   InterCLICK
Naviant, Inc.   ChromaDex Corp.

Derek Dubner
Chief Executive Officer
Seisint, Inc.   EQUIFAX
Naviant, Inc.   TransUnion | TLOxp

Dan MacLachlan
Chief Financial Officer
TransUnion | TLOxp

Ryan Schulke
Chief Executive Officer
& Co-Founder of Fluent
Fluent

Matt Conlin
President
& Co-Founder of Fluent
Fluent

Ole Poulsen
Chief Science Officer
LexisNexis | Accurint   Seisint, Inc.
TransUnion | TLOxp

Harry Jordan
Chief Operating Officer
LexisNexis

Financial Highlights

Highlights

Strong Existing Revenue Streams

Long-Term Customer Loyalty

Highly-Scalable Business Model

Attractive Margin Profile

Low Capital Intensity

1H 2016 Financials

93%
Revenue from Existing Customers

90%
Annualized Revenue Retention

$1m
Annualized Revenue Per Employee

6.8%
Positive Adj. EBITDA[1]

8.1%
CapEx as a % of Revenue

1) See reconciliation of adjusted EBITDA in the attached appendix.

COMPANY PRESENTATION | 20

Strong Balance Sheet

HIGHLIGHTS

Capital-efficient business model

Adequate cash reserves

Well-capitalized balance sheet

Effective working capital management

Compelling Long-Term Model

$'s in Millions

	FY 2015A[1]	Q1 2016A	Q2 2016A[2]	1H 2016A[2]	Long-Term Target
Performance Marketing		$28.4	$27.6	$56.0	
Information Services		$11.1	$13.4	$24.5	
Total Revenue	**$148.9**[3]	**$39.4**	**$41.0**	**$80.5**	**20-30%**

	Q1 2016A	Q2 2016A[2]	1H 2016A[2]	Long-Term Target
Total Gross Profit	$10.9	$11.5	$22.4	
Total Gross Margin	**27.7%**	**28.0%**	**27.9%**	**45-55%**
Total Adjusted EBITDA[4]	$2.4	$3.1	$5.5	
Total Adjusted EBITDA Margin[4]	**6.1%**	**7.6%**	**6.8%**	**20-25%**

MANAGEMENT EXPECTATIONS

Q3 2016 / Update

- Revenue Range: $51 - $52MM

- Gross Margin Range: 24% - 26%

Company Guidance

- 2016 Revenue Range: $183 - $187MM

- 2017 Revenue Range: $230 - $235MM

LONG-TERM DRIVERS

- Expansion into new markets and use cases
- Synergistic revenue contribution
- Operating leverage

Source: Company public filings.
1) Fiscal year ended December 31.
2) The results of operations of Q Interactive during the period from June 8, 2016 to June 30, 2016, with revenue of $3.1 million, before any intercompany eliminations between Q Interactive and Fluent, were included into the Company's financial statements for the three and six months ended June 30, 2016.
3) Pro forma figure including Fluent.
4) See reconciliation of adjusted EBITDA in the attached appendix.

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Appendix

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Adjusted EBITDA Reconciliation

$'s in Millions

	Q1 2016A	Q2 2016A[1]	1H 2016A[1]
Net Loss Attributable to cogint	($6.8)	($7.2)	($14.0)
Net Loss from Discontinued Operations Attributable to cogint	$0.0	$0.0	$0.0
Interest Expense, net	$1.8	$1.9	$3.7
Income Tax Benefits	($3.5)	($3.5)	($7.0)
Depreciation and Amortization	$2.6	$3.0	$5.6
Share-Based Payments	$7.4	$7.2	$14.6
Non-Cash loss on Exchange of Warrants	$0.3	$1.0	$1.3
Acquisition-Related Costs	$0.1	$0.5	$0.6
Non-Recurring Litigation Costs	$0.5	$0.2	$0.7
Adjusted EBITDA	**$2.4**	**$3.1**	**$5.5**

Source: Company public filings.
1) The results of operations of Q Interactive during the period from June 8, 2016 to June 30, 2016, with revenue of $3.1 million, before any intercompany eliminations between Q Interactive and Fluent, were included into the Company's financial statements for the three and six months ended June 30, 2016.

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