



December 1, 2014

CQuotient, Inc.  
1035 Cambridge St.  
Suite 9  
Cambridge MA 02141

To whom it may concern,

We hired Keith to help CQuotient have world-class data security and handling procedures and he did a great job!

CQuotient's customers are large, omni-channel retailers who are understandably nervous about how their consumer-level data is handled. CQuotient is cloud-based technology that mines that consumer data and turns it into relevant, individualized marketing messages. Obviously our solution relies on the retailer's data so if they aren't comfortable sharing it with us, then there is no solution!

To build our retailers' confidence in our approach, Keith helped us develop, implement, and audit a world-class set of policies and procedures that was compliant with all the applicable data security laws and standards. On more than one occasion, a prospective retailer performed a deep investigation of our approach and they always came away satisfied. In one case, the head of data security at a major retailer went out of his way to write me to say that he was "impressed with our policies." Needless to say we won that account.

Beyond the quality of what Keith implemented for us, he was also very easy to work with. He understood our needs as a small and growing company and he adjusted his approach to what fit our situation.

I have no hesitation recommending Keith and would be pleased to work with him again.

Sincerely,

A handwritten signature in blue ink, appearing to read 'G. Grant'.

Graeme Grant  
President & COO  
CQuotient