

PRESS RELEASE

Stockholm, 29 December 2021

## Cint Group AB (publ) completes the acquisition of Lucid Holdings, LLC

Cint Group AB (publ) ("**Cint**" or the "**Company**"), a global software leader in digital insights gathering, has completed the acquisition of Lucid Holdings, LLC ("**Lucid**"), which was announced through a press release on 27 October 2021 and issued new shares as part of the consideration.

The consideration, which was paid to the sellers of Lucid, amounted to USD 1,070 million, on a cash- and debt- free basis. Of the total consideration, USD 476 million was paid through issue of 36,292,902 new shares in Cint (the "**Share Consideration**") and USD 554 million was paid in cash (the "**Cash Consideration**"). Net debt and other purchase price adjustments amounted to USD 40 million.

The Cash Consideration was financed through capital raised via a USD 120 million debt financing and from the directed share issue in two tranches in a total amount of SEK 4,400 million which was announced by Cint on 28 October 2021.

Following the transaction, the directed share issue and as a result of the issue of the Share Consideration the Company has 212,976,588 shares and votes and the shareholders of Lucid holds approximately 17 percent of the outstanding shares and votes in Cint.

### Tom Buehlmann, CEO of Cint, comments:

"We are delighted that Cint and Lucid have now become one company. We have always known that the visions of our companies were complementary. Now we will officially start the integration process to realize that collective vision. The combined organization will be a global leader in technology-enabled insights.

By bringing together our people, our products, and our access to supply partners, we will offer our customers unprecedented global audience reach and even more advanced insights automation capabilities. We will present a unique and truly differentiated value proposition to the market. Ultimately, we will enable our customers to access millions of people's opinions in an easier, faster and more efficient way."

### Patrick Comer, Founder and CEO of Lucid, comments:

"We had a vision to transform the industry. And we did. Now, with this union, we will accelerate our path to a new reality. I'm excited to combine our people, technology, and passion to shape the future with our clients."

### For further information, please contact:

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### ABOUT CINT

Cint is a global software leader in digital insights gathering. The Cint platform automates the insights gathering process so that companies can gain access to insights faster with unparalleled scale. Cint has one of the world's largest consumer network for digital survey-based research, made up of over 145 million engaged respondents across more than 130 countries. More than 3,000 insights-driven companies - including SurveyMonkey, Zappi, Kantar and GfK - use Cint to accelerate how they gather consumer insights and supercharge business growth. Cint Group AB (publ), listed on Nasdaq Stockholm, has a rapidly growing team across 14 global offices, including Stockholm, London, New York, Berlin, Singapore, Tokyo and Sydney. [www.cint.com](http://www.cint.com)