

Corporate Fact Sheet

Forrester (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We work with business and technology leaders to develop customer-obsessed strategies that drive growth. Forrester's unique insights are grounded in annual surveys of more than 500,000 consumers and business leaders worldwide, rigorous and objective methodologies, and the shared wisdom of our most innovative clients. Through proprietary research, data, custom consulting, exclusive executive peer groups, and events, the Forrester experience is about a singular and powerful purpose: to challenge the thinking of our clients to help them lead change in their organizations.

CLIENT COMPANIES

2,471 (as of December 31, 2015)

North America

- ▶ 38% of the Fortune 1000
- ▶ 20 of the 26 largest commercial banks
- ▶ 10 of the 16 largest financial data services companies
- ▶ The two largest advertising/marketing companies
- ▶ 11 of the 12 largest computer software companies
- ▶ 12 of the 18 largest telecom companies
- ▶ 8 of the 12 largest Internet services and retailing companies
- ▶ The two largest mail, package, and freight delivery companies
- ▶ 7 of the 10 largest health insurance and life insurance (mutual) companies

Global

- ▶ 41% of the Global 500
- ▶ The five largest healthcare (insurance/managed care) companies
- ▶ The two largest Internet services and retailing companies
- ▶ 9 of the 10 largest pharmaceuticals companies
- ▶ 5 of the 8 largest specialty retail companies
- ▶ 5 of the 6 largest airlines
- ▶ 33 of the 54 largest banks (commercial/savings companies)
- ▶ 4 of the 5 largest food consumer products companies

WORLDWIDE LOCATIONS

Amsterdam	Herzliya	Madrid*	New York	Sydney
Athens*	Hong Kong*	McLean, Virginia	Paris	Tokyo*
Beijing	Istanbul*	Mexico City*	San Francisco	Toronto
Dallas	Johannesburg*	Milan*	São Paulo*	Vienna*
Dubai*	Lisbon*	Moscow*	Seoul*	Warsaw*
Frankfurt	London	New Delhi	Singapore	Zurich

* Indicates independent sales representatives.

CORPORATE FACTS

Employees: 1,355 (as of December 31, 2015)

Headquarters: 60 Acorn Park Drive, Cambridge, MA 02140, USA

DATA-DRIVEN GLOBAL RESEARCH

In 2015, Forrester conducted surveys with more than 400,000 consumers across 21 countries, representing more than 78% of the world's GDP.

- ▶ 216,000 consumers surveyed in North America
- ▶ 149,000 consumers surveyed in Europe
- ▶ 32,000 consumers surveyed in Asia Pacific
- ▶ 4,000 Hispanic consumers surveyed in the US
- ▶ 8,000 consumers surveyed in Latin America
- ▶ 1,000 consumers surveyed in Russia

In addition, Forrester surveyed more than 80,000 technology decision-makers, business decision-makers, and information workers across 10 countries in 2015.

FORRESTER'S GLOBAL INFLUENCE

In the past year, Forrester has been quoted more than 50,000 times in leading media publications worldwide. Forrester analysts and executives participate in some of the world's most influential business, technology, and marketing events each year, including: Cannes Lions, CeBIT, CIO 100, Consumer Electronics Show, CTIA, dmexco, Dreamforce, Interop, Le Web, Mobile World Congress, Nasscom, NRF, RSA, South by Southwest, and the World Economic Forum.

KEY METRICS

	2013	2014	2015
Total revenue	\$297.6M	\$312.1M	\$313.7M
Net income	\$12.7M	\$10.9M	\$12M
Pro forma net income*	\$19.9M	\$18.7M	\$20.5M
Diluted earnings per share (EPS)	\$0.61	\$0.57	\$0.66
Pro forma diluted EPS*	\$0.98	\$0.98	\$1.13
Agreement value	\$216.5M	\$231.7M	\$237M
Client companies	2,471	2,431	2,471

*Forrester believes that pro forma financial results provide investors with consistent and comparable information to aid in the understanding of our ongoing business. Forrester uses pro forma financial information to manage its business, including use of pro forma results as the basis for setting targets for various compensation programs. Our pro forma presentation excludes amortization of intangibles, noncash stock-based compensation expense, gains, or impairments from marketable and nonmarketable investments, costs associated with the stock option investigation and restatement of our historical financial statements, as well as their related tax effects. The pro forma data does not purport to be prepared in accordance with Accounting Principles Generally Accepted in the United States.

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