



## PRESS RELEASE

### CONTACT INFORMATION:

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### RELEASE DATE:

December 3, 2018

## PREDIQT PARTNERS WITH CINT PROVIDING PREDIQT ACCESS TO 50+ MILLION CONSUMERS

**Forest Hills, NY December 3, 2018** — CINT, the largest survey data exchange has agreed to partner with PREDIQT. PREDIQT will provide data it gather's from its blockchain enabled panel. Currently, PREDIQT's panel consists of participants from Asia, Europe, and North and South America. The partnership will also allow PREDIQT to reach over 50 million consumers in CINT's platform.

"We are very excited to work with CINT. CINT provides PREDIQT access to consumers worldwide. We are also able to supply consumer data from our blockchain enabled panel into the CINT exchange" says PREDIQT CEO, Henry Chan

At a recently conference in Asia, CINT presented the importance of interconnectivity using its exchange.

"CINT makes it easy for us to connect to their system" says PREDIQT CEO, Henry Chan.

## About CINT

Headquartered in Sweden, CINT is the largest data exchange in the world for survey data. CINT operates with 15 offices around the world and services Fortune 1000 clients.

## About PREDIQT

PREDIQT is a consumer data technology company. The company is pioneering the use of blockchain technology to provide the consumer insight industry more efficient transaction processing and higher quality data. Through its development of engaging mobile applications PREDIQT focuses on capturing consumer behavior data. PREDIQT is creating a platform that assesses exchanges true value for consumer data.

Recognized as a thought leader in the consumer insight data industry, PREDIQT has published articles in global journals and presented its findings internationally.



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### RELEASE DATE:

**January 18, 2019**

## **MOBILE MEASURE SIGNS AGREEMENT TO DISTRIBUTE PREDIQT CONSUMER INSIGHT DATA**

**Forest Hills, NY January 18, 2019** — Mobile Measure, a leading international research consultancy specializing in mobile research has agreed to utilize and distribute PREDIQT's blockchain enabled consumer insight data.

"We have run pilots for clients with PREDIQT's data and have receive very positive interests and are now ready to make the data available in our research offerings" says Mobile Measure CEO, Navin Williams"

PREDIQT has been collaborating with Mobile Measure in a number of leading edge research projects. Some of these findings were presented at the international Ilex conference in Bangkok, Thailand. Mobile Measure in the past has conducted research in North America, South America, Africa, Europe and Asia. It intends to incorporate PREDIQT's validated data in future work.

"The world is going mobile. Mobile handsets are the only digital devices owned in many countries, particularly in developing countries. There is great demand for quality data in developing countries and PREDIQT is developing the right tools to address quality in these countries" says CEO Williams.

“We are excited to address the issue of data quality worldwide” says PREDIQT CEO, Henry Chan.

## About Mobile Measure

Headquartered in Shanghai, MOBILEMEASURE is a full service digital market research service with mobile consumers at its core. Focused on consumer engagement solutions, its highly intuitive mobile + web survey platform cover both Quantitative & Qualitative methods.

Working across a host of available technologies, Mobile Measure provides customized services to ensure solutions are tailored to specific market conditions. Mobile Measure provides Mobile Panels, Mobile Survey Platform, Quantitative, Qualitative methods and Consulting to Fortune 100 companies globally.

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### RELEASE DATE:

**March 6, 2019**

## **PREDIQT CEO, HENRY CHAN, PRESENTS BLOCKCHAIN TECHNOLOGY AT THE QUIRKS CONFERENCE IN NEW YORK**

**New York, NY March 6, 2019** — PREDIQT CEO presented the *topic Fixing Research Pain Points: How Blockchain will Shape the Industry* at the New York Quirks conference .

“There is a great deal of misperception around blockchain technology and the speculative world of cryptocurrency. I was able to help the audience dispel these misconceptions and then demonstrate how blockchain technology is being used in different industries... and how the technology will impact the market research industry in the same way” says CEO”, Henry Chan.

At the conference CEO Chan, reviewed the history of blockchain and the evolution of crypto-currency. He pointed out that audiences often conflate the technology of blockchain and the speculative trading of crypto-currency. “In fact they are not the same things. Global industries are adopting blockchain technology for disintermediation of inefficient transaction processes, supply chain management, data source encryption. Crypto-currency is just a currency that was developed to conduct financial transactions digitally” says Mr. Chan.

The PREDIQT CEO went on to show how blockchain solutions adopted by other industries can be used also to shape the market research industry.

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### RELEASE DATE:

August 18, 2019

## OMD INTERNATIONAL ISSUES LETTER OF INTENT TO PURCHASE PREDIQT CONSUMER INSIGHT DATA

**Forest Hills, NY August 18, 2019** — OMD International has tested data from PREDIQT 's blockchain enabled panel and intends to use PREDIQT's data solution worldwide.

"We have been using PREDIQT's panel recently and found marked improvements in the quality of data and delivery speeds as well.

I wish PREDIQT much success as they operationalize their system globally and gain scale so we can use it across our [global] units ..." says OMD Managing Director, Bhasker Jaiswal.

"Quality data at the right value is crucial. It is vital in developing countries where normal methodology for acquiring and filtering data is insufficient for providing quality insight" says CEO of PREDIQT, Henry Chan. Mr. Chan continued "PREDIQT is on the leading edge of technology to provide much needed data transaction efficiency and quality. We are very excited that OMD is showing their support for our initiatives".

About OMD International

OMD International, headquartered in New York City, USA is the largest media network company in the world with 12,000 employees in 140 offices located in 80 countries

worldwide. OMD combines innovation, creativity, empathy and evidence to make **Better decisions, faster** on behalf of our clients. OMD is the world's largest media network. OMD is currently ranked the world's most effective media agency network in the Effie Effectiveness Index. OMD is an Omnicom Media Group agency and part of Omnicom Group. [Omnicom Media Group](#) is the media services division of [Omnicom Group, Inc.](#) (NYSE: [OMC](#))

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### RELEASE DATE:

October 21, 2019

## DURACELL RETAINS PREDIQT TO PROVIDE DATA ON MOBILE CONSUMER HABITS

**Forest Hills, NY October 18,** — Duracell, the largest battery company in the world has retained PREDIQT to provide proprietary data using PREDIQT's mobile data application expertise. The project will be in multiple phases that will include using PREDIQT's data collection App, accessing PREDIQT's network access to consumers, and PREDIQT's data analysis platform.

"Duracell is validating the quality of data that we are providing. This project is incredibly involved. The fact that Duracell has chosen us to deliver the data they need demonstrates the world class team at PREDIQT " says PREDIQT CEO, Henry Chan

### ABOUT Duracell

Duracell is headquartered in Bethel Connecticut, USA. With over 2,500 employees, Duracell sell's battery products worldwide - generating over \$2 billion in revenues.

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