![dun & bradstreet — GROWING RELATIONSHIPS THROUGH DATA]

Dun & Bradstreet Data Blocks
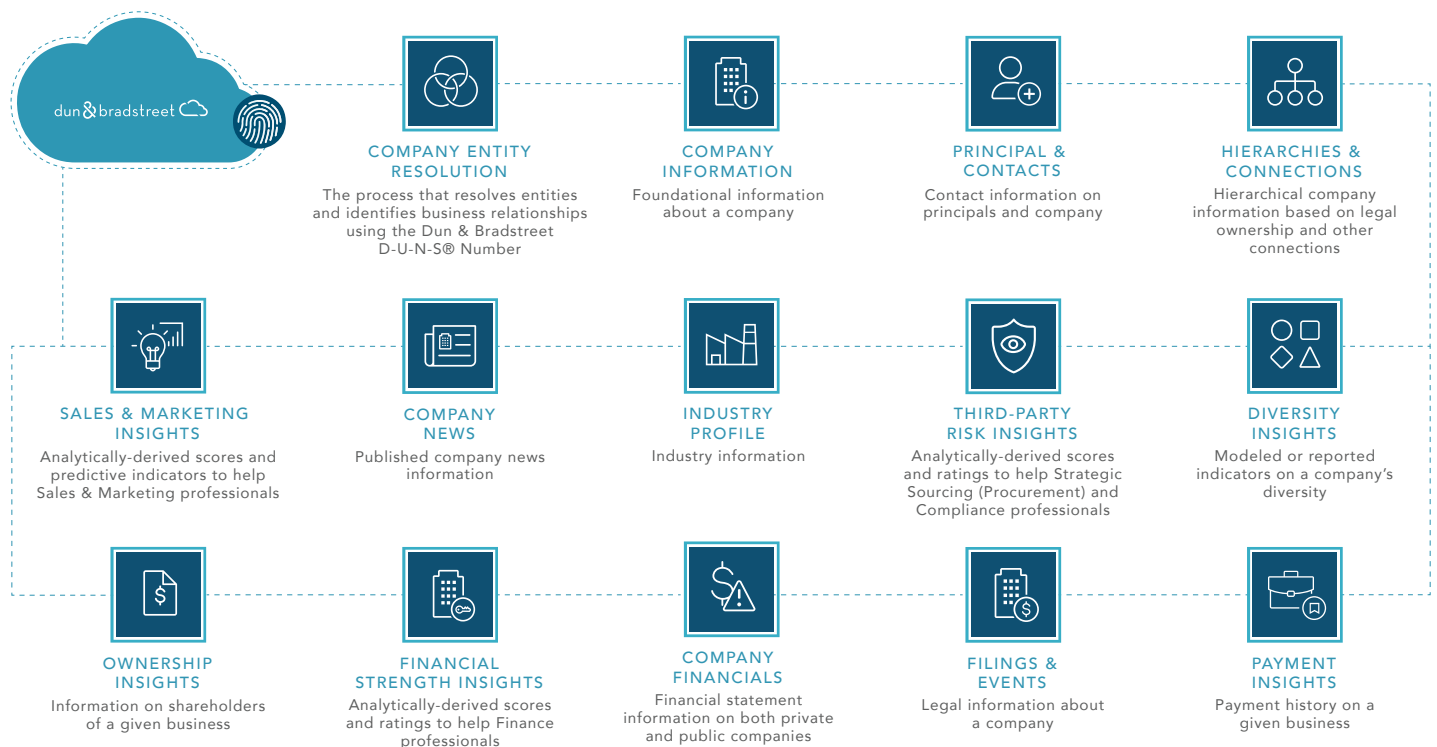*Modern, best-in-class data delivery*

In today's ultra-competitive marketplace, data-driven organizations have a clear advantage over their rivals. To get this advantage, businesses, government agencies and not-for-profit organizations all over the world turn to Dun & Bradstreet to help accelerate revenue, manage risk, reduce costs, and transform digitally through the power of data and insights delivered from the Dun & Bradstreet Data Cloud.

As important as data quality is, how data is delivered, the ease in which it can be consumed, and the speed at which a business can transform information into value is equally important. To meet these needs, Dun & Bradstreet delivers data in packages called Data Blocks.
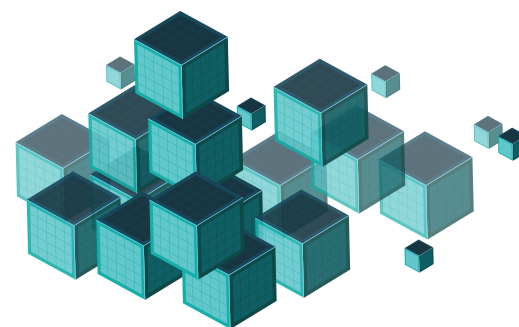
A Data Block is a logical, topic-based grouping of data elements from the Dun & Bradstreet Data Cloud. It is a modern, best-in-class method of serving data in a simple, standardized, and flexible way. Data Blocks empower clients to easily ingest the world-class data they require across their enterprise and do that in a consistent and scalable manner.

Clients can 'stack' data blocks together to customize the data and insights they require to address any use case across their business. Any specific combination of Data Blocks can be delivered via API, flat files, or a combination. Data Blocks are licensed by domain: Sales & Marketing, Finance, Supply, and Compliance.

A RANGE OF DATA BLOCKS TO MEET YOUR UNIQUE NEEDS

COMPANY ENTITY RESOLUTION
The process that resolves entities and identifies business relationships using the Dun & Bradstreet D-U-N-S® Number

COMPANY INFORMATION
Foundational information about a company

PRINCIPAL & CONTACTS
Contact information on principals and company

HIERARCHIES & CONNECTIONS
Hierarchical company information based on legal ownership and other connections

SALES & MARKETING INSIGHTS
Analytically-derived scores and predictive indicators to help Sales & Marketing professionals

COMPANY NEWS
Published company news information

INDUSTRY PROFILE
Industry information

THIRD-PARTY RISK INSIGHTS
Analytically-derived scores and ratings to help Strategic Sourcing (Procurement) and Compliance professionals

DIVERSITY INSIGHTS
Modeled or reported indicators on a company's diversity

OWNERSHIP INSIGHTS
Information on shareholders of a given business

FINANCIAL STRENGTH INSIGHTS
Analytically-derived scores and ratings to help Finance professionals

COMPANY FINANCIALS
Financial statement information on both private and public companies

FILINGS & EVENTS
Legal information about a company

PAYMENT INSIGHTS
Payment history on a given business

With Data Blocks, clients experience superior data quality delivered consistently. In addition, Data Blocks quicken the time from delivery to value realization with simple, standard implementation and activation. Lastly, clients benefit from flexibility and scalability, enjoying seamless delivery regardless of how much or how little content is ingested, where used, or what need is being addressed.

Data management is complex; Dun & Bradstreet Data Blocks make it easier than ever for clients to experience the power of tailored delivery aligned with unique business needs.

HERE ARE JUST SOME OF THE WAYS CLIENTS CAN USE DATA BLOCKS:

DATA BLOCK	DESCRIPTION	EXAMPLE BUSINESS OBJECTIVE	EXAMPLE DATA ELEMENT
COMPANY ENTITY RESOLUTION	Entity Resolution is the process by which we assign a Dun & Bradstreet D-U-N-S® Number to client data and enables client data to be compared with standardized records held in the Dun & Bradstreet Data Cloud. This is often referred to as "matching". Entity Resolution is undertaken for the purposes of: identifying duplicates within a client's database; searching for a specific entity; or validating a D-U-N-S Number. This capability delivers only match results. Company Information Level 1 must be licensed in conjunction with this capability.	I need to understand and assess the quality of my data.	• Match Data Profiles • Confidence Code • and 20+ more
COMPANY INFORMATION	Provides basic data about a company, including name and address, industry or business activity type, size, and country or region identification numbers.	I need foundational contact information on my most important relationships.	• Dun & Bradstreet D-U-N-S Number • Primary Business Name • and 300+ more
PRINCIPAL & CONTACTS	Information about company employees and principals, including: names, titles, and - where permitted - contact information.	I want to understand the most important contacts across my account list.	• Principal name and title • Physical address • and 150+ more
HIERARCHIES & CONNECTIONS	Identifies entities associated with a given company in terms of legal ownership, franchises and other connection types, as well as joint and minority ownership. Often referred to as a "family tree".	I need a way to identify cross-sell and up-sell opportunities within my account list.	• Domestic headquarters • Subsidiaries • Franchisee relationships • and 100+ more
SALES & MARKETING INSIGHTS	Analytically-derived scores and predictive indicators to help Sales & Marketing professionals with many of their everyday use cases involving to whom to target and sell. Only available for the Sales & Marketing domain.	I need to understand the buying readiness of my account list.	• Marketing Pre-screen Score • Material Change Scores • and 30+ more
COMPANY NEWS	Published news items associated with a particular business.	I need to consolidate and stay up to date on the latest news on my account list.	• News articles • Descriptions • and 10+ more

DATA BLOCK (continued)	DESCRIPTION	EXAMPLE BUSINESS OBJECTIVE	EXAMPLE DATA ELEMENT
INDUSTRY PROFILE	Industry information including topics such as business challenges, trends, and opportunities and executive insights. Often used to help prepare for sales conversations; includes sample questions. Profiles are not specific to a given entity/company, rather to the industry as a whole, and are licensed individually.	I need a way to identify companies within a specific industry.	• Industry market analysis • Industry codes • and 30+ more
THIRD-PARTY RISK INSIGHTS	Analytically-derived scores and ratings to help Procurement and Compliance professionals with many of their everyday use cases involving assessment of other companies. Only available for the Supplier and Compliance domains.	I need to assess and monitor suppliers for risk and compliance.	• D&B Supplier Stability Index • Supplier Evaluation Risk Score • Failure Score • and 80+ more
DIVERSITY INSIGHTS	Modelled or reported indicators on 'class' status of company, such as women, minority or other class-owned. Information on other certified designations such as Small Business, Green, or designations based on where the business is located. Please note that the LGTBQ data in this block is only available to companies who are active members in good standing of the NGLCC in Washington, DC and provide evidence of the same.	I want to only do business with diverse companies.	Companies which are: • Woman-owned • Veteran • Green certified • and 150+ more
OWNERSHIP INSIGHTS	Information on the people and companies who own shares of a given business entity and/or who ultimately benefit from the result of that business' operations.	I need to understand the risk or link between companies and their shareholders.	• Shareholder contact information • percentage of ownership • and 120+ more
FINANCIAL STRENGTH INSIGHTS	Analytically-derived scores and ratings to help Finance professionals with many of their everyday use cases involving assessment of other companies. Only available for the Finance domain.	I need to manage risk and optimize resources by understanding my customers' likelihood of financial distress.	• D&B Delinquency Score • Failure Score • Viability Scores • and 100+ more
COMPANY FINANCIALS	Financial statement information on both private and public companies.	I need to understand a company's liquidity to prevent future risk.	Financial statements including: • liability • audit history • and 430+ more
FILINGS & EVENTS	Information about legal events associated with a company, such as: registrations with local authorities, suits, liens, bankruptcies/financial embarrassment. Also includes financing statements, public notice and special events information.	I want to only do business with legally sound companies.	• Suits • Liens • Judgment filings • and 410+ more
PAYMENT INSIGHTS	Information related to a company's payment history and profile. This includes the Dun & Bradstreet PAYDEX® score – both current and historical – high credit amount information and industry norm data.	I need to understand payment history before onboarding a vendor or customer.	• Payment behavior • PAYDEX Score • Unrecoverable debt record • and 250+ more
MONITORING	Notifies users about changes to the Dun & Bradstreet Data Cloud for registered D-U-N-S Numbers. Monitoring is provided on any capability licensed by a customer.		

DUN & BRADSTREET DATA CLOUD

The Dun & Bradstreet Data Cloud offers the world's largest set of business decisioning data and analytical insights, covering hundreds of millions of businesses and other commercial entities across the globe. We source data from tens of thousands of sources, tens of millions of websites, and crowd-validating initiatives. Additionally, we leverage information from our global sources, along with proprietary capabilities, to discover and curate millions of business-to-business relationships. These relationships can include corporate hierarchies, ultimate beneficial ownership, alternative-type relationships, historical ownership, and analytically derived connections.

We continuously monitor our vast number of sources for changes that impact information in the Dun & Bradstreet Data Cloud, including dynamic changes to business relationships. Changes are verified, and updates made to the Data Cloud as relevant. Our Data Blocks Monitoring capability advises of such changes.

Contact us to find out more on how you can advance your business with Data Blocks.

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