Press Release

DIGITAL COGNATE ANNOUNCES NEW PARTNERSHIP ARRANGEMENT WITH DIGITAL CONTROL ROOM AND UNIFIDA

London: 7th March 2023

Digital Cognate today announces a new partnership agreement with Digital Control Room and UniFida.

Building on the existing Digital Cognate / Digital Control Room relationship, this new arrangement will enable all three businesses to enhance their individual offerings in the delivery of audit, compliance and attribution services.

UniFida's multi-functional cloud-based Customer Data Platform is specially designed for mid-sized companies to achieve a greater level of customer insight and engagement through data and marketing solutions, measuring the compliance and attribution of their campaigns and activities.

When combined with Digital Control Room's centralised front-end portal for the scanning, curating and collating of online projects and promotions, applying business rules and categorisations, customer journey tracking insights can be enhanced further still.

Digital Cognate's platform then ensures the back-end security, immutability, governance, and trust functionality for all of the collated data. Digital Cognate also brings the ability to ensure a full audit trail and complete transparency for all business transactions, agreements, processes and workflows.

Steve O'Donnell, Chief Technology Officer at Digital Cognate said, "This new 3-way collaboration allows Digital Cognate to move forwards together with our technology partners into the customer insights and marketing attribution sector, ensuring marketing compliance and absolute trust in the data, analytics and metrics."

"This collaboration is an exciting development for Digital Control Room and brings many opportunities for us to expand UniFida's existing technology and platform." Steve Hickey, Digital Control Room's CEO.

Julian Berry, UniFida's Executive Chairman commented "UniFida is delighted to be expanding its partner network by collaboration with Digital Control Room and Digital Cognate and we look forward to bringing these additional technical features to our existing client base, enhancing their customer data insights and understandings."

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**For more information visit www.digitalcognate.co.uk
or contact claire.burrows@digitalcognate.co.uk**

About Digital Cognate

Digital Cognate is an innovative deep-tech software provider, driven by a strong desire to secure data integrity and digital trust for the long term. It offers an advanced technical solution that ensures absolute trust in the critical business data that sits at the heart of complex multi-party agreements.

Digital Cognate's solution is a cloud-based alternative to traditional blockchain that ensures maximum security, privacy, and control for complex, classified, regulatory or sensitive processes and transactions - enabling businesses to operate both more securely and sustainably, and with far greater trust and certainty than ever before.

www.digitalcognate.co.uk

About Digital Control Room

Digital Control Room is an independent, award-winning software company that provides automated solutions to the challenge of maintaining online compliance. Established in 2011, DCR's platforms scan a company's entire digital estate looking for incorrect, out of date, or potentially problematic content at a forensic level of detail.

Regulatory and compliance teams gain a deeper level of insight than ever before while digital marketing and content owners receive, review and respond to real-time compliance alerts.

Operating across multiple industry sectors including financial services, pharmaceutical, legal and hospitality, DCR has become a trusted partner to its clients and sets a new standard for online compliance, from boardroom to brand.

www.digitalcontrolroom.com

About UniFida

UniFida's enterprise-level customer data and marketing solutions enable mid-sized companies to deliver highly targeted, personalised customer experiences, maximise marketing value and drive rapid sales growth.

Delivering Marketing Attribution, Customer Data Platform and Data Science solutions, UniFida help their clients to gain deeper and more profitable customer insights, maximising marketing returns and sales growth by pinpointing the most effective marketing channels and campaigns.

www.unifida.co.uk