

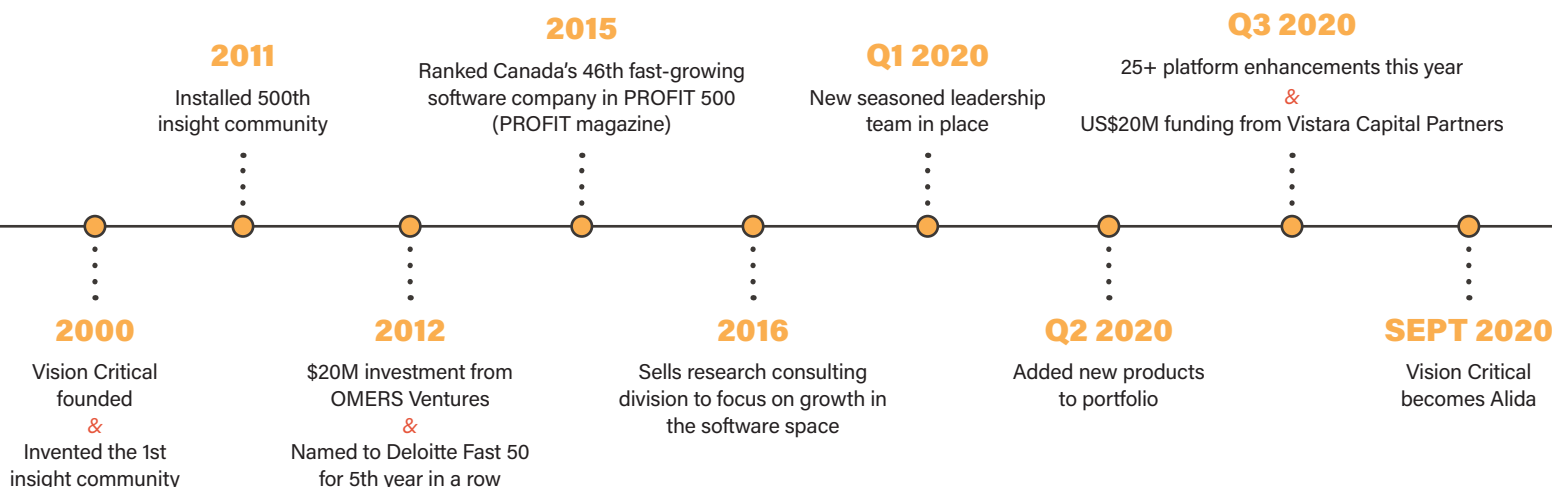


Alida, formerly Vision Critical, believes in a world where customers are the ultimate source of truth. A world where the best business decisions are made with customers, not for them. That's why Alida created the world's first CXM and insights platform to turn customer truth into action.

For over 20 years, iconic brands like BuzzFeed, LinkedIn, and Red Bull have chosen Alida as their secret weapon. Alida's unique approach of coupling broad feedback with deep insights creates meaningful and lasting customer relationships and builds brands that stand the test of time.

GLOBAL LEADER IN INDUSTRY EXPERTISE, VALUE-DRIVEN CX, POWER OF &

- 20+ years of deep industry knowledge and experience with Fortune 500 global leading brands
- Highly-engaged subject matter experts and evolving best practices and resources across major industries: Retail, CPG, Media, Tech, Financial Services and Healthcare
- Consultative value engineering linking value discovery with use-case validation aligned with corporate objectives
- Dedicated Customer Success team to ensure optimal adoption using industry best practices / dedicated customer support resources to maximize value realization of platform
- Rapid time to value services offerings (customers realize value in the first 30 days)
- Industry leading customer satisfaction scores (CSAT: 95.5%)
- One iterative CX platform that supports various levels of engagement throughout the customer relationship:
 - Broad Feedback: Ability to listen and gain actionable feedback from a broader audience through multi-channel engagements (e.g., social media, email, text, chat) coupled with;
 - Deep Insights: Deep and rich insight capabilities from a community of customers through continuous two-way conversations
 - Instant Access: Always on, deeply profiled, highly engaged group of trusted advisors
 - Closed-Loop CXM: Ability to action real-time customer feedback to improve the overall customer experience



EXECUTIVE TEAM

Ross Wainwright
CHIEF EXECUTIVE OFFICER

Riaz Raihan
PRESIDENT OF PRODUCTS

Nicole Kealey
CHIEF STRATEGY OFFICER

Efrem Ainsley
CHIEF OPERATING OFFICER

Vinod Hariharan
CHIEF FINANCIAL OFFICER