Cannae Holdings, Inc. Announces Dun & Bradstreet Completes Acquisition of Lattice Engines

July 1, 2019

LAS VEGAS--(BUSINESS WIRE)--Jul. 1, 2019-- Cannae Holdings, Inc. (NYSE:CNNE) ("Cannae") today announced that Dun & Bradstreet ("DNB"), a Cannae portfolio company, announced the completion of the acquisition of Lattice Engines, positioning DNB as a leading provider of integrated data and analytics solutions for B2B marketing and sales professionals. A majority of the purchase price was funded by the DNB equity partner's, of which Cannae invested approximately $24 million.

"We see immense value in the acquisition of Lattice Engines for both our customers and the market," said Michael Bird, Executive Vice President and General Manager of Sales and Marketing Solutions at Dun & Bradstreet. "Through the delivery of the AI-powered targeting, segmentation and analysis platform B2B customers need, and the downstream integrations required to activate hyper-personalized and highly effective campaigns, we believe the combination of Dun & Bradstreet and Lattice Engines can help our clients grow their businesses in a more effective manner than ever before."

Customers will soon see several advantages with the combined Dun & Bradstreet and Lattice Engines solution:

- Dun & Bradstreet's digital identity resolution capabilities will help identify audiences across paid media and web engagement channels. These digital signals will directly feed Lattice Engine's AI-powered models for smarter audience prioritization.
- With Lattice Engine's access to the full strength of the Dun & Bradstreet Data Cloud, customers will be able to acquire new company, and contact look-alikes to increase campaign scale at the target accounts they care the most about.
- Salesforce CRM customers will see better alignment with their marketing counterparts by leveraging D&B Optimizer, D&B Hoovers, and Lattice Atlas, which will now be grounded in the same foundational data asset and the power of the Dun & Bradstreet D-U-N-S® Number.

The long-standing partnership between Dun & Bradstreet and Lattice Engines is allowing DNB to rapidly integrate solutions and be ready to delivery an enhanced offering to the market upon closing.

About Cannae Holdings, Inc.

Cannae (NYSE:CNNE) is a diversified holding company with over $1 billion in book value in assets and boasts a strong track record of investing in a diverse range of assets. Cannae holds majority and minority equity investment stakes in a number of entities, including Ceridian HCM Holding Inc., Dun & Bradstreet, American Blue Ribbon Holdings, LLC, 99 Restaurants Holdings, LLC and T-System Holding, LLC. Principals at Cannae have successfully acquired over 100 companies with aggregate consideration in excess of $30 billion for Fidelity National Financial. Inc., Cannae and related companies over the last 20 years. More information about Cannae can be found at www.cannaeholdings.com.

About Dun & Bradstreet

Dun & Bradstreet, the global leader in commercial data and analytics, enables companies around the world to improve their business performance. Dun & Bradstreet's Data Cloud fuels solutions and delivers insights that empower customers to accelerate revenue, lower cost, mitigate risk, and transform their businesses. Since 1841, companies of every size have relied on Dun & Bradstreet to help them manage risk and reveal opportunity.

Forward-Looking Statements and Risk Factors

This press release contains forward-looking statements that involve a number of risks and uncertainties. Statements that are not historical facts, including statements regarding our expectations, hopes, intentions or strategies regarding the future are forward-looking statements. Forward-looking statements are based on management's beliefs, as well as assumptions made by, and information currently available to, management. Because such statements are based on expectations as to future financial and operating results and are not statements of fact, actual results may differ materially from those projected. We undertake no obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise. The risks and uncertainties which forward-looking statements are subject to include, but are not limited to: changes in general economic, business and political conditions, including changes in the financial markets; our potential inability to find suitable acquisition candidates, acquisitions in lines of business that will not necessarily be limited to our traditional areas of focus, or difficulties in integrating acquisitions; significant competition that our operating subsidiaries face; compliance with extensive government regulation of our operating subsidiaries; risks associated with our split-off from Fidelity National Financial, Inc., including limitations on our strategic and operating flexibility related to the tax-free nature of the split-off and the Investment Company Act of 1940.

This press release should be read in conjunction with the risks detailed in the "Statement Regarding Forward-Looking Information," "Risk Factors" and other sections of the Company's Form 10-Q, 10-K and other filings with the Securities and Exchange Commission.

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