



Overview of Marketing Strategy

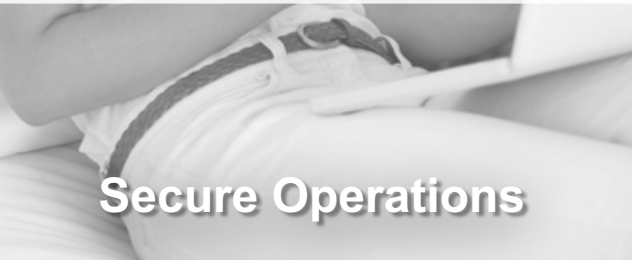
Ann Sung Ruckstuhl | SVP & CMO | April 9, 2019

Disclaimer

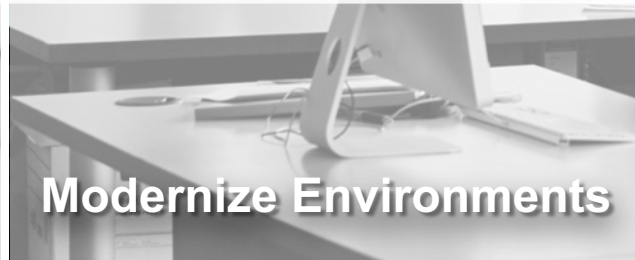
- Statements made by Unisys during today's presentation that are not historical facts, including those regarding future performance, are forward-looking statements under the Private Securities Litigation Reform Act of 1995. These statements are based on current expectations and assumptions and involve risks and uncertainties that could cause actual results to differ from expectations. These risks and uncertainties are discussed in the company's reports filed with the SEC.
- Forward-looking statements include, but are not limited to, any projections of earnings, revenues, annual contract value ("ACV"), total contract value ("TCV"), new business ACV or TCV, backlog or other financial items; any statements of the company's plans, strategies or objectives for future operations; statements regarding future economic conditions or performance; and any statements of belief or expectation.
- Although appropriate under generally accepted accounting principles ("GAAP"), the company's results reflect charges that the company believes are not indicative of its ongoing operations and that can make its profitability and liquidity results difficult to compare to prior periods, anticipated future periods, or to its competitors' results. These items consist of revenue, post-retirement and cost-reduction and other expense. Management believes each of these items can distort the visibility of trends associated with the company's ongoing performance. Management also believes that the evaluation of the company's financial performance can be enhanced by use of supplemental presentation of its results that exclude the impact of these items in order to enhance consistency and comparativeness with prior or future period results. The following measures are often provided and utilized by the company's management, analysts, and investors to enhance comparability of year-over-year results, as well as to compare results to other companies in our industry: Non-GAAP Operating Profit; EBITDA and Adjusted EBITDA, Non-GAAP Diluted Earnings per Share; Free Cash Flow and Adjusted Free Cash Flow; and Constant Currency.
- This year we will be reporting non-GAAP revenue and related measures as a result of the adoption of the new revenue recognition rules under ASC 606 to exclude revenue that had previously been recorded under ASC 605. For more information regarding these adjustments, please see our earnings release and our Form 10-Q for the quarter. From time to time Unisys may provide specific guidance regarding its expected future financial performance. Such guidance is effective only on the date given. Unisys generally will not update, reaffirm or otherwise comment on any prior guidance except as Unisys deems necessary, and then only in a manner that complies with Regulation FD.
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Our direction is clear...



Secure Operations



Modernize Environments



Empower Users

Unisys Marketing Strategy

Objectives

Positioning	Awareness	GTM	Pipeline	Wins
Tell the Unisys story compellingly	Build a powerful brand presence	GTM with Sales to drive top-line revenue growth		Leverage alliance partners, advisors & analysts to accelerate growth

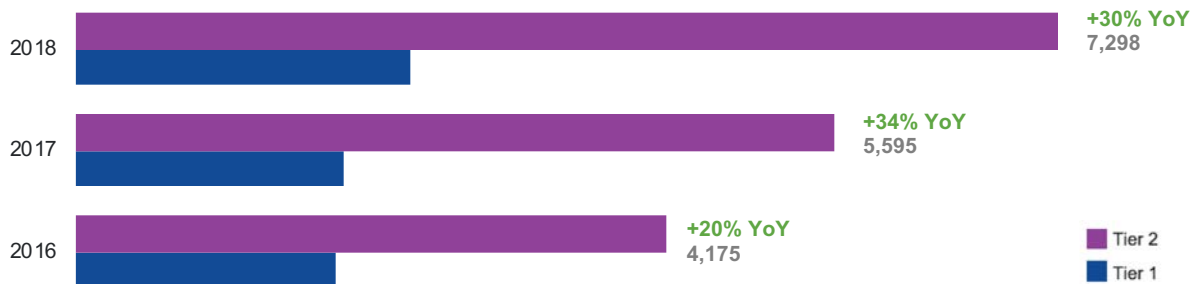
KPIs

<ul style="list-style-type: none"> Differentiated brand story Client success stories Engaging content mix Website that sells 	<ul style="list-style-type: none"> Thought leadership Signature Research Tier 1 PR coverage Compelling advertising 	<ul style="list-style-type: none"> Focus on new logos Aligned with sales Account based marketing Data-driven automation 	<ul style="list-style-type: none"> GTM with strategic partners (Dell EMC, Microsoft, Amazon AWS, ServiceNow) GTM with advisors Industry analyst coverage
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Unisys Is More Visible

Global Earned Media Coverage (YoY)



By the Numbers (YoY)

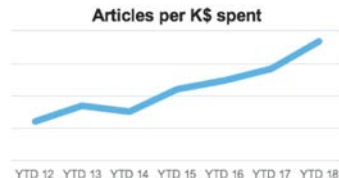
Global Coverage (+30%)

- US&C: + 53%
- EMEA: + 20%
- APAC: + 12%
- LATAM: + 23%

Targeted Coverage Increased

- Tier 1 Press: + 21%
- Business Press: + 34%
- Vertical Press: + 16%
- Security Coverage: + 58%

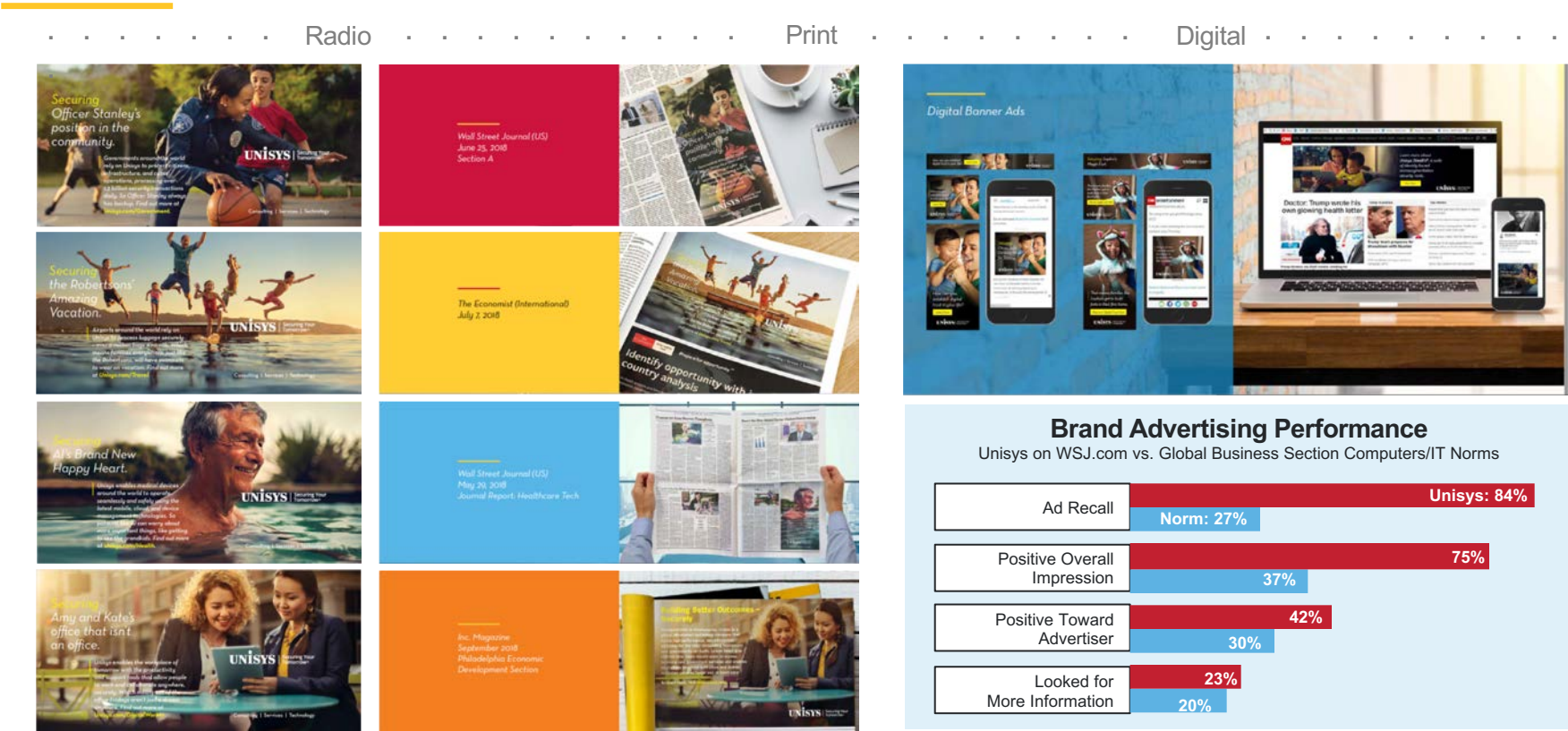
PR Effectiveness (+34%)



Recent Coverage



Unisys Is More Differentiated



Focused **Industry** Go-To-Market Efforts Driving Results

JOIN THE MODERNIZATION REVOLUTION WITH UNISYS

We will share recent research on the state of government IT modernization efforts and the way forward to successful revolutionary change as we keynote the 930gov event on Sept. 6 at the D.C. Convention Center

UNISYS | Securing Your Tomorrow™



LineSight®

Defining the future of border security



DIGISTICS™

Innovative Digital Logistics Solutions for Air Cargo Carriers



Elevate by Unisys

My Wealth

Shares

Property

Savings

Cash

GROWTH

15%

3%



Focused **Services** Go-To-Market Efforts Driving Results

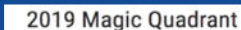


CloudForte™
ACCELERATE WITH GUARDRAILS

With Unisys CloudForte, Accelerate Your Digital Transformation and Maximize Innovation in the Cloud Without Sacrificing Security or Governance.



TRUSTCHECK™
SECURITY SOLUTIONS



Magic Quadrant for Managed Workplace Services

North America



INNOVATION IS NOT ONE-SIZE-FITS-ALL

Introducing Unisys
InteliServe™

ClearPath Forward® Momentum



UNISYS CLEARPATH FORWARD® SYSTEMS:

THE HEART OF YOUR DIGITAL BUSINESS



TWO COMPLETE ENVIRONMENTS:

THE UNISYS CLEARPATH FORWARD® INTEGRATED STACKS



FROM TODAY TO TOMORROW:

USING THE UNISYS CLEARPATH FORWARD® ENVIRONMENT TO
DRIVE YOUR ONGOING DIGITAL BUSINESS EVOLUTION



Compete at the highest level

Fortifying Security Leadership

Unmatched Capabilities



ZERO TRUST: IMPLEMENTED
Consulting | Services | Technology

5 Steps to Zero Trust

- 1. Prioritize
- 2. Protect
- 3. Predict
- 4. Isolate
- 5. Remediate



Unique Thought Leadership

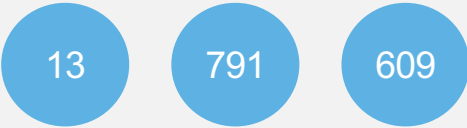


Key Global Finding #1
Security concerns among individuals continues to hold at the highest level ever since 2007. USI Index stands at 173, 30% higher than 2014.

Key Global Finding #2
Consumers are more fearful of threats online, such as identity theft and bankcard fraud, than of physical threats like terrorism or earthquakes.

Key Global Finding #3
Concerns around identity and fraud appear to be driving consumers to embrace technologies like facial recognition to protect them.

Record Breaking Awareness



Accelerate Growth with Ecosystem

Third-Party Advisors

Advisors “originated” TCV wins increased **47%** YoY in 2018. Advisor influence key to winning many large deals.

Partners

Partner “sell with” revenue **doubled** in 2017, grew **14%** in 2018. Partner pipeline increased **485%** in 2018.



Industry Analysts

40 reports (**35%** YoY increase) with **10** Leader, 5 Challenger and 1 Niche equivalent ratings in 2018



Thank You

Questions?

ann@unisys.com | [@annruck](https://twitter.com/annruck)