Overview of Marketing Strategy
Ann Sung Ruckstuhl | SVP & CMO | April 9, 2019
Disclaimer

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• 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.

• These presentation materials can be accessed on the Unisys Investor website at www.unisys.com/investor. Information in this presentation is as of April 9, 2019, and Unisys undertakes no duty to update this information.
Our direction is clear…

Secure Operations  Modernize Environments  Empower Users
# Unisys Marketing Strategy

## Objectives

<table>
<thead>
<tr>
<th>Positioning</th>
<th>Awareness</th>
<th>GTM</th>
<th>Pipeline</th>
<th>Wins</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tell the Unisys story compellingly</td>
<td>Build a powerful brand presence</td>
<td>GTM with Sales to drive top-line revenue growth</td>
<td>Leverage alliance partners, advisors &amp; analysts to accelerate growth</td>
<td></td>
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</table>

## KPIs

<table>
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</tr>
</thead>
<tbody>
<tr>
<td>• Differentiated brand story</td>
<td>• Thought leadership</td>
<td>• Focus on new logos</td>
<td>• GTM with strategic partners (Dell EMC, Microsoft, Amazon AWS, ServiceNow)</td>
<td></td>
</tr>
<tr>
<td>• Client success stories</td>
<td>• Signature Research</td>
<td>• Aligned with sales</td>
<td>• GTM with advisors</td>
<td></td>
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<tr>
<td>• Engaging content mix</td>
<td>• Tier 1 PR coverage</td>
<td>• Account based marketing</td>
<td>• Industry analyst coverage</td>
<td></td>
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<tr>
<td>• Website that sells</td>
<td>• Compelling advertising</td>
<td>• Data-driven automation</td>
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Unisys Is More Visible

Global Earned Media Coverage (YoY)

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
<th>Articles</th>
</tr>
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<tbody>
<tr>
<td>2018</td>
<td>+34%</td>
<td>7,298</td>
</tr>
<tr>
<td>2017</td>
<td>+20%</td>
<td>5,595</td>
</tr>
<tr>
<td>2016</td>
<td>+30% YoY</td>
<td>4,175</td>
</tr>
</tbody>
</table>

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%)

- Articles per $ spent
Unisys Is More Differentiated

Radio

Print

Digital

Brand Advertising Performance
Unisys on WSJ.com vs. Global Business Section Computers/IT Norms

- Ad Recall
  - Norm: 27%
  - Unisys: 84%

- Positive Overall Impression
  - 75%
  - 37%

- Positive Toward Advertiser
  - 42%
  - 30%

- Looked for More Information
  - 23%
  - 20%
Focused **Industry** Go-To-Market Efforts Driving Results
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.

**Gartner**
Magic Quadrant for Managed Workplace Services
North America
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

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 identify 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

13  791  609
### Accelerate Growth with Ecosystem

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<th>Third-Party Advisors</th>
<th>Partners</th>
<th>Industry Analysts</th>
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<tr>
<td>Advisors “originated” TCV wins increased <strong>47%</strong> YoY in 2018. Advisor influence key to winning many large deals.</td>
<td>Partner “sell with” revenue <strong>doubled</strong> in 2017, grew <strong>14%</strong> in 2018. Partner pipeline increased <strong>485%</strong> in 2018.</td>
<td>40 reports (35% YoY increase) with <strong>10</strong> Leader, <strong>5</strong> Challenger and <strong>1</strong> Niche equivalent ratings in 2018</td>
</tr>
</tbody>
</table>
Thank You

Questions?
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