

**QUANTIFIND**

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Quantifind Announces Additions to QSR Roster of Clients

SIGNUM for Restaurants Will Provide Consumer Insight and Competitive Intelligence Solutions for CKE Restaurants, with Special Focus on Hardee's and Carl's Jr.

SAN FRANCISCO — Quantifind announced today the addition of CKE Restaurants (CKE) to its roster of clients using the SIGNUM for Restaurants platform. This agreement means that top CKE brands, Carl's Jr.® and Hardee's®, will now have access to the Quantifind platform, SIGNUM for Restaurants. The tool analyzes five years' worth of restaurant information – including more than 700 million online conversations from 60 million consumers – and matches it up against a panel of 3.5 million receipt transactions to determine which consumer segments, discussion topics, and interest groups drive revenue for CKE and its competitors.

“We were immediately impressed by the breadth and scope of Quantifind's data around our business and the competition. In a world where there's so much data, finding new ways to get closer to what's driving our revenue is what makes SIGNUM for Restaurants so compelling,” said Brad Haley, chief marketing officer for Carl's Jr. and Hardee's.

The SIGNUM for Restaurants solution includes data for 80+ leading brands across quick serve, fast casual, and casual dining restaurants. Clients can drill down into competitive revenue drivers across different consumer segments, unique interest groups, and more than 60 discussion topics – including menu items, pricing, service, operations, and mobile technology.

“We're thrilled to help QSR giants like Hardee's and Carl's Jr. Their team is at the forefront of quality food and efficient service in the fast food space. We can't wait to help them build on their momentum by uncovering previously hidden consumer insights and competitive intelligence,” said Ari Tuchman, President and Co-founder of Quantifind.

ABOUT QUANTIFIND

Quantifind is a technology company that uncovers hidden signals in massive data sets that drive business results. Its flagship product suite, Signum, extracts the most critical and timely revenue-driving factors for a brand and distills them into clear statements describing the opportunity. Founded by two physicists from Stanford University, Quantifind's clients include some of the world's most well-known brands spanning multiple industries including automotive, consumer packaged goods (CPG), movies, restaurants, and telecom. Based in Menlo Park, CA, the company's investors include AME Cloud Ventures, Andreessen Horowitz, Comcast Ventures, Iris Capital, Redpoint Ventures and USVP. For more information, please visit <http://quantifind.com>.