

March 30, 2020

Dear Customers, Partners and Colleagues,

I hope you, your loved ones, and all of those close to you remain healthy and safe in these challenging times.

COVID-19 has caused us all to hit the pause button. While I have full confidence that we will weather this crisis and come out stronger on the other side, I also know that our lives will not be the same again. We are heading into a major “reset”, not all of it necessarily bad if we take the opportunity to reinvent ourselves and prepare for the bounce back that is inevitable.

Today, Utopia remains open for business having pivoted to the “new normal” over the last several weeks:

- Our rapid response team was proactive with a business continuity plan as early as February to ensure we minimized disruptions for our customers in the event the situation escalated
- Our WFH policies were in effect before the lockdowns kicked in globally, our teams already productive remotely, so all we had to do was extend the WFH guidelines
- Our teams continue to deliver projects on-time, with many of our colleagues supporting critical transformation projects around the world - away from home, working from hotel rooms while maintaining social distancing guidelines
- Utopia remains financially strong to weather this crisis

We recognize it's critical that we adapt quickly to our clients' changing business needs. With demand dropping, supply chains disrupted, stores and offices closed, and commodity prices falling, our customers need good data to make decisions and respond quickly. To help our customers, we are offering a variety of assistance at no charge such as:

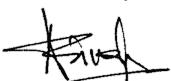
- COVID-related data cleansing
- Strategic consulting and rapid data assessments
- Developing new business cases to fix gaps in the data foundation
- Flexible billing on new projects or change orders

Please let us know how we can be of help during this challenging period.

My personal thanks go to hundreds of Utopians around the globe that have united to maintain the unfettered continuity of our services, and for how they have so actively engaged in community health and safety initiatives that demonstrate the Utopia Way. We also owe a debt of gratitude to all our heroes in the front lines fighting this virus - we can never put into words how much we appreciate your sacrifice, your courage and your resilience.

I wish you, your families and your colleagues continued good health and hope in a brighter, stronger tomorrow. I know we will adapt. We will overcome. And we will thrive. Together we are stronger, together we cannot fail.

Sincerely,



Arvind Singh
Co-Founder & CEO