



NEWS RELEASE

# Acxiom Announces Change to Facebook Relationship

3/28/2018

## FY18 Revenue and EPS Guidance Remain Unchanged

CONWAY, Ark.--(BUSINESS WIRE)--**Acxiom®** (NASDAQ: ACXM), the data foundation for the world's best marketers, announced it was informed today, by Facebook, that Facebook Partner Categories will be discontinued over the next several months. Facebook Partner Categories provides audience targeting options by leveraging third-party data providers, including Acxiom's Audience Solutions division.

"Today, more than ever, it is important for businesses to be able to rely upon companies that understand the critical importance of ethically sourced data and strong data governance. These are among Acxiom's core strengths," said Acxiom CEO Scott Howe. "It will always be true that the ethical use of data creates tremendous value for both businesses and consumers."

## Financial Impact

Acxiom does not expect this change to impact its fiscal 2018 guidance.

The Company intends to provide fiscal 2019 guidance on its fourth quarter earnings call. However, given the change at Facebook, it is updating its preliminary fiscal 2019 guidance as follows:

- Acxiom now expects total revenue and profitability to be negatively impacted by as much as \$25 million.
- However, the Company continues to expect its LiveRamp segment to grow by at least 30% year-over-year.

These estimates are based on our current understanding of Facebook's new guidelines and could change materially.

## About Acxiom

Acxiom provides the data foundation for the world's best marketers. We enable people-based marketing everywhere through a simple, open approach to connecting systems and data that drives seamless customer experiences and higher ROI. A leader in identity and ethical data use for more than 48 years, Acxiom helps thousands of clients and partners around the globe work together to create a world where all marketing is relevant. Acxiom is a registered trademark of Acxiom Corporation. For more information, visit **Acxiom.com**.

## Forward Looking Statements

This release contains forward-looking statements including, without limitation, statements regarding a contemplated corporate reorganization strategy and possible strategic alternatives. Such forward-looking statements are subject to certain risks and uncertainties that could cause actual results to differ materially. The following are factors, among others, that could cause actual results to differ materially from these forward-looking statements: the evolution of our relationships with Facebook and other publishers, the impact of this change on the broader marketing ecosystem, and the possibility that other risks and uncertainties may emerge, including those detailed from time to time in our current and periodic reports filed with the Securities and Exchange Commission, including our current reports on Form 8-K, quarterly reports on Form 10-Q and annual reports on Form 10-K, particularly the discussion under the caption "Item 1A. RISK FACTORS" in our Annual Report on Form 10-K for the year ended March 31, 2017, which was filed with the Securities and Exchange Commission on May 26, 2017.

We undertake no obligation to update the information contained in this press release or any other forward-looking statement.

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