

LightCounting Citation Policy

LightCounting LLC produces syndicated and custom research that is both objective and based on rigorous research methodologies. LightCounting creates the research for its clients' internal use, but fully understands that clients and other third parties will frequently seek to cite the research externally. The following Citation Policy provides both clients and non-clients with guidelines for the internal and external use and citation of the research.

Please note that LightCounting may agree to additional uses of the research outside the scope of this Citation Policy on a case-by-case basis. Please contact LightCounting for additional information.

1. General Guidelines

External or commercial use of the research and/or the LightCounting name or logo requires prior approval from LightCounting.

How to Seek Approval

- All requests should be submitted to renee@lightcounting.com
- Please provide us with the full citation and context for your request along with a draft copy of the document in which the citation will be included.
- **We will reply to your request via email within two business days.**

Uses that Do Not Require LightCounting's Prior Approval

- A client's internal use of the syndicated research subject to the guidelines set forth in Section 2 below.
- A client's use of custom research subject to the guidelines set forth in Section 3 below.
- Certain external use of Research by the press subject to the guidelines set forth in Section 4 below.

Uses that Always Require LightCounting's Prior Approval

- With the exception of certain uses by the press, all external and commercial use of the research including without limitation, citations:
 - in press releases;
 - in sales brochures, marketing collateral (direct or e-mail marketing), advertising copy, trade show materials and newsletters;
 - in a client's own report intended for public use, a white paper or other publication or any other materials contracted by the client from a third party;
 - in advertisements in all types of media;
 - in SEC filings or other legal documents;
 - in public presentations including webinar, conference and trade show presentations.
- All full reproductions and/or distributions of the research provided, however, that a user may make a single copy of any licensed research for the user's personal archival use.

- All analyst quotes from media publications.
- All non-client requests which are reviewed on a case-by-case basis by LightCounting.
- In general, if you are uncertain about a particular use, please seek our prior approval.

2. Syndicated Research

General use of syndicated research is governed by the agreement between LightCounting and each of its clients. Clients may cite internally to LightCounting's syndicated research which include reports, forecasts, spreadsheets, graphics, tables, charts and other content or materials provided to a client by LightCounting, in accordance with the following guidelines:

- Clients may include a copy or slide of each spreadsheet, graphic, table or chart, or a single paragraph or a portion of text up to a paragraph long in internal client materials and on client's internal website.
- All text must have a source citation (e.g. *Source : LightCounting, Report Title, Date*) and the following must be affixed to all copies or slides © year, LightCounting. All rights reserved.
- All citations must be accurately cited in verbatim or briefly summarized within the appropriate context of the syndicated research.
- The syndicated research and any analyst quotes **may not** be used to endorse a client, product or service (unless a client is citing the syndicated research verbatim), nor can the syndicated research be used to disparage a client's competitor.
- Individual analysts cannot be named in internal client materials where LightCounting analysts are used for client promotion (unless a client is citing the individual analyst verbatim).
- Citations and excerpts must be from published syndicated research that is more than 12 months old.
- Copying and/or modifying information taken from the LightCounting website, in whole or in part, is prohibited.

3. Custom Research

General use of custom research is governed by the agreement between LightCounting and each of its clients. Clients may cite internally to deliverables created specifically and exclusively for a client by LightCounting which result from general consulting projects, speaking engagements, webinars, custom publications and other customized products in accordance with the following guidelines :

- Clients may freely cite to custom research in internal client materials and on client's internal website.
- All citations of custom research must be accompanied by the following attribution : *"The following is excerpted from a commissioned program of work conducted by LightCounting on behalf of (insert Client Name) as of (Insert Month), (Insert Day), (Insert Year)"*
- All citations must be accurately cited in verbatim or briefly summarized within the appropriate context and spirit of the custom research.

4. The Press

The research may be used by members of the press externally in accordance with the following guidelines:

- Members of the press may use excerpts of text from the research which are less than a paragraph long without obtaining LightCounting's written approval, provided that all such citations are sourced as follows: *Source: LightCounting, Report Title, Date.*
- All other citations of the research by members of the press, including but not limited to, the reproduction of spreadsheets, graphics, tables or charts must be pre-approved by LightCounting.

5. Press Releases

The research may be used by clients in press releases in accordance with the following guidelines:

- The use of the research in a press release must be pre-approved by the LightCounting analyst who authored the cited research and LightCounting.
- The "About LightCounting" boilerplate may appear only in LightCounting press releases, provided however, that use of this boilerplate may be allowed in joint press releases and association partnership press releases with the prior approval of LightCounting.
- Citations from the research must appear no **earlier** than the third paragraph of a press release.
- If there are any changes to a press release after receipt of approval from LightCounting, the revised press release must be re-submitted in its entirety for final approval.