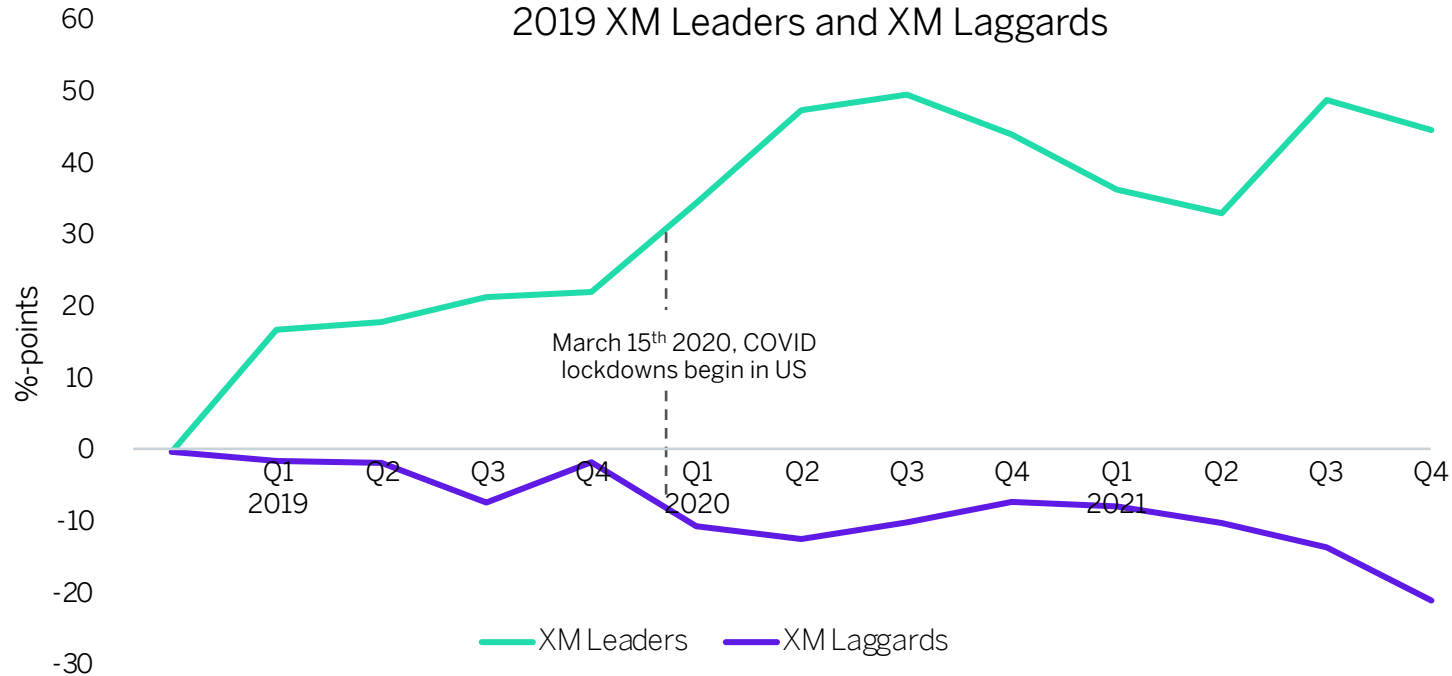


XM Leaders' Stock Outperformed through Uncertainty

Stock Performance Compared with Industry Indices for
2019 XM Leaders and XM Laggards



Base: 10,000 US Consumers, 40 Publicly Traded Companies

Source: Qualtrics XM Institute Q2 US Benchmark Study

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