

GARTNER, INC. - KEY BUSINESS METRICS

| | March 31, 2012 | June 30, 2012 | September 30, 2012 | December 31, 2012 | March 31, 2013 | June 30, 2013 | September 30, 2013 | December 31, 2013 | March 31, 2014 | June 30, 2014 |
|--|-------------------|------------------|-----------------------|----------------------|-------------------|------------------|-----------------------|----------------------|-------------------|------------------|
| <u>RESEARCH</u> | | | | | | | | | | |
| Contract value ⁽¹⁾ | \$1,110,928 | \$1,141,461 | \$1,174,700 | \$1,262,865 | \$1,269,206 | \$1,293,027 | \$1,326,733 | \$1,423,179 | \$1,408,245 | \$1,436,157 |
| Client retention - organization level | 82% | 83% | 83% | 83% | 82% | 82% | 82% | 82% | 82% | 83% |
| Client retention - enterprise level | 84% | 84% | 84% | 84% | 84% | 83% | 83% | 83% | 84% | 84% |
| Wallet retention - organization level | 99% | 99% | 99% | 99% | 99% | 97% | 97% | 98% | 99% | 99% |
| Wallet retention - enterprise level | 105% | 104% | 105% | 105% | 105% | 104% | 104% | 104% | 104% | 105% |
| Research client organizations | 12,303 | 12,474 | 12,612 | 13,305 | 13,203 | 13,315 | 13,422 | 14,099 | 13,983 | 14,091 |
| Research client enterprises | 8,053 | 8,132 | 8,210 | 8,630 | 8,526 | 8,516 | 8,541 | 9,071 | 9,094 | 9,115 |
| Gross contribution margin ⁽²⁾ | 69% | 68% | 68% | 68% | 69% | 69% | 70% | 69% | 71% | 69% |
| <u>CONSULTING</u> | | | | | | | | | | |
| Backlog ⁽¹⁾ | \$95,533 | \$93,100 | \$106,100 | \$102,718 | \$97,500 | \$93,954 | \$96,509 | \$106,130 | \$111,357 | \$104,643 |
| Utilization | 70% | 67% | 64% | 67% | 65% | 68% | 58% | 65% | 64% | 70% |
| Billable headcount | 476 | 481 | 499 | 503 | 528 | 518 | 516 | 509 | 512 | 505 |
| Annualized revenue per billable headcount ⁽¹⁾ | \$437 | \$425 | \$415 | \$445 | \$404 | \$428 | \$374 | \$430 | \$421 | \$454 |
| Gross contribution margin ⁽²⁾ | 37% | 36% | 34% | 36% | 31% | 39% | 30% | 36% | 36% | 39% |
| <u>EVENTS</u> | | | | | | | | | | |
| Number of events | 13 | 21 | 14 | 14 | 12 | 25 | 16 | 11 | 8 | 28 |
| Number of attendees | 5,707 | 12,540 | 5,566 | 22,548 | 5,788 | 12,098 | 6,353 | 20,786 | 3,394 | 16,594 |
| Gross contribution margin ⁽²⁾ | 39% | 48% | 24% | 51% | 30% | 47% | 30% | 53% | 21% | 50% |

(1) In thousands.

(2) The Company evaluates reportable segment performance and allocates resources based on gross contribution margin. Gross contribution is defined as operating income excluding certain cost of services and product development expenses, selling, general and administrative expenses, depreciation, acquisition and integration charges, and amortization of intangibles. Gross contribution margin is defined as gross contribution as a percentage of revenues.

(3) We define an *enterprise* as a single company or customer. We define *organization* as a buying center within an enterprise, such as a location or department. A single enterprise may have multiple organizations.