



Clarivate in the Age of AI:

Driving Innovation in Intellectual Property
Management & Decision Making

Safe Harbor Statement and Non-GAAP Financial Measures

Forward-Looking Statements

This communication contains “forward-looking statements” as defined in the Private Securities Litigation Reform Act of 1995. These statements, which express management’s current views concerning future business, events, trends, contingencies, financial performance, or financial condition, appear at various places in this communication and may use words like “aim,” “anticipate,” “assume,” “believe,” “continue,” “could,” “estimate,” “expect,” “forecast,” “future,” “goal,” “intend,” “likely,” “may,” “might,” “plan,” “potential,” “predict,” “project,” “see,” “seek,” “should,” “strategy,” “strive,” “target,” “will,” and “would” and similar expressions, and variations or negatives of these words. Examples of forward-looking statements include, among others, statements we make regarding: guidance outlook and predictions relating to expected operating results, such as revenue growth and earnings; strategic actions such as acquisitions, joint ventures, and dispositions, including the anticipated benefits therefrom, and our success in integrating acquired businesses; anticipated levels of capital expenditures in future periods; our ability to successfully realize cost savings initiatives and transition services expenses; our belief that we have sufficient liquidity to fund our ongoing business operations; expectations of the effect on our financial condition of claims, litigation, environmental costs, the impact of inflation, the impact of foreign currency fluctuations, the COVID-19 pandemic and governmental responses thereto, international hostilities, contingent liabilities, and governmental and regulatory investigations and proceedings; and our strategy for customer retention, growth, product development, market position, financial results, and reserves. Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based only on management’s current beliefs, expectations, and assumptions regarding the future of our business, future plans and strategies, projections, anticipated events and trends, the economy, and other future conditions. Because forward-looking statements relate to the future, they are difficult to predict and many of which are outside of our control. Important factors that could cause our actual results and financial condition to differ materially from those indicated in the forward-looking statements include those factors discussed under the caption “Risk Factors” in our annual report on Form 10-K/A, along with our other filings with the U.S. Securities and Exchange Commission (“SEC”). However, those factors should not be considered to be a complete statement of all potential risks and uncertainties. Additional risks and uncertainties not known to us or that we currently deem immaterial may also impair our business operations. Forward-looking statements are based only on information currently available to our management and speak only as of the date of this communication. We do not assume any obligation to publicly provide revisions or updates to any forward-looking statements, whether as a result of new information, future developments or otherwise, should circumstances change, except as otherwise required by securities and other applicable laws. Please consult our public filings with the SEC or on our website at www.clarivate.com.

Industry and Market Data

In this presentation, we refer to certain information and statistics from third-party sources. Although we believe that these sources are reliable, we have not independently verified the accuracy or completeness of such third-party sources and disclaim any liability with respect to the data therein that have been included in this presentation and cannot guarantee their accuracy or completeness.

Agenda

Introduction

Intellectual Property Strategy Update

Intellectual Property AI Strategy

AI Demonstrations

Forecast

Portfolio Benchmarking

Brand Landscape Analyzer

Closing Summary

Introduction



Gordon Samson

President, Intellectual Property (IP)

- Responsible for leading the IP segment and empowering customers to establish, protect and manage their IP
- Joined Clarivate in October 2020 with the acquisition of CPA Global where he was COO
- 30+ years of B2B experience in executive roles in private and public companies
- Track record of customer centricity, driving organic growth and delivering efficiencies



Intellectual Property Strategy Update

Clarivate helps law firms and corporations establish, protect and manage their intellectual property



Enable critical IP decision-making across the organization



Enhance IP management efficiency and effectiveness



Improve practice profitability, and increase client service levels

Customers



**Baker
McKenzie.**



L'ORÉAL

m&c
Marks&Clerk



SAMSUNG

SIEMENS

An indispensable partner, deeply connected across the global IP ecosystem, providing mission critical solutions to our customers

20k+

Organizations across 100+ countries use our solutions ¹

30+

Patent & Trademark Offices including all the IP5 ¹

90%

Of the world's top 100 R&D investors ^{1 2}

94%

Of the top 50 largest global law firms ^{1 3}

A diverse portfolio of end-to-end solutions to empower customers across the innovation and IP lifecycle

~35% Clarivate Revenue ¹

~\$5B Serviceable Addressable Market ²

~5% Market Growth ²



Patent & Trademark Intelligence

Software, data, and services for IP research and analysis to support legal risk, R&D investment, and IP strategy decisions



Patent & Trademark Management

Workflow management software aimed at automating and simplifying global IP creation and filing and creating a structured environment for managing IP portfolios



Patent & Trademark Maintenance Solutions

Managed services to support critical paralegal tasks throughout Patent & Trademark prosecution and portfolio maintenance



Built on Strong Foundations



1

Data



2

Technology



3

People

Best-in-class data powers our IP Solutions



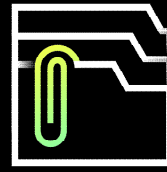
Patent & Trademark Intelligence

Derwent™

Darts-ip™

CompuMark™

Innography™



Patent & Trademark Management

FoundationIP™

Inprotech™

IPfolio™

Unycom™



Patent & Trademark Maintenance Solutions

Patent Annuities

IP Recordals

IP Admin

Trademark Renewals



59+ million
DWPI families



172+ million
Indexed biological
sequences



6+ million
Indexed chemical
substances



72+ million
Literature citations
in DPCI



9.6+ million
Case law records



140+ million
Trademark records



5+ million
Patents maintained
annually



1.5+ million
Trademarks
maintained annually

Globally recognized for our product innovation



Protecting our own product innovation



150+

Granted Patents ¹



15+

Jurisdictions covered

Technology areas covered ²

Image classification & labelling

Workflow integration

Technology-enabled services

ML models for string prediction

Gen AI / LLM models

IP derived metrics

Recent Awards



IPfolio, FoundationIP, Unycom, and Memotech recognized as leading, advanced IP Management solutions by MarketView™



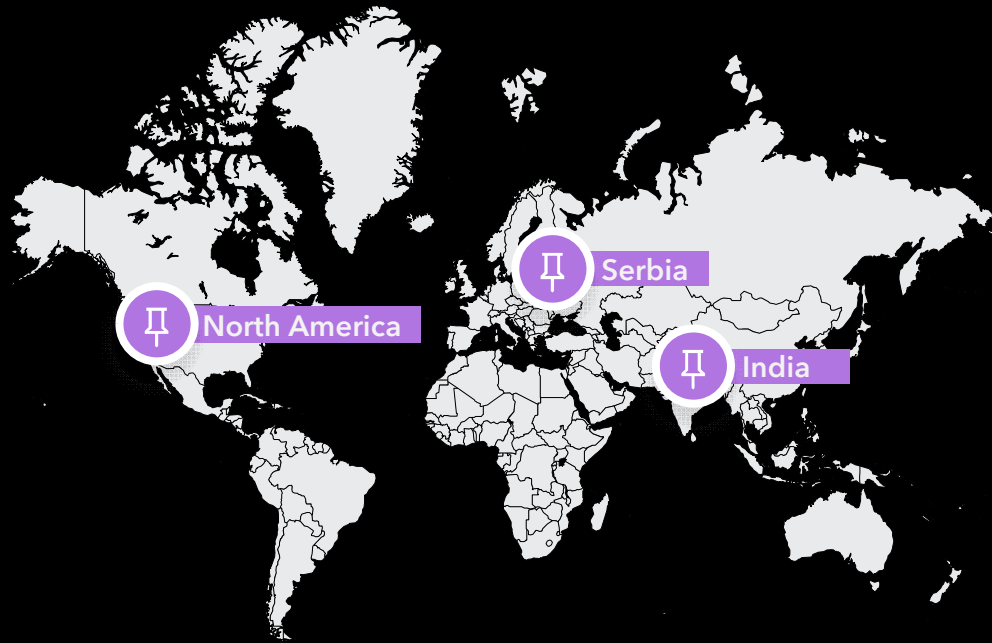
IPfolio received numerous **Summer 2023 awards** from G2 in recognition of delivering excellence in user experience

IP services building trust and credibility



Global Presence at Scale and with Heritage

5,000+ international Clarivate IP colleagues



IP Service Centers



1,000+ dedicated IP services professionals with deep expertise in IP laws, formalities and payments



200+ customers globally with 70% committed subscriptions



A dedicated **IP Training Academy** producing certified professionals



ISO 9001 certified quality management procedures



Tech Enabled Expertise
across the IP Lifecycle

IP services **supported by RPA** (robotic process automation) across hundreds of uniquely defined processes, driving efficiency and accuracy

Establishing credibility and authority through unique insights and expertise

Top 100 Global Innovators™ 2023



"It's an honor to be recognized as a Top 100 Global Innovator for the 10th consecutive year, along with so many esteemed companies."

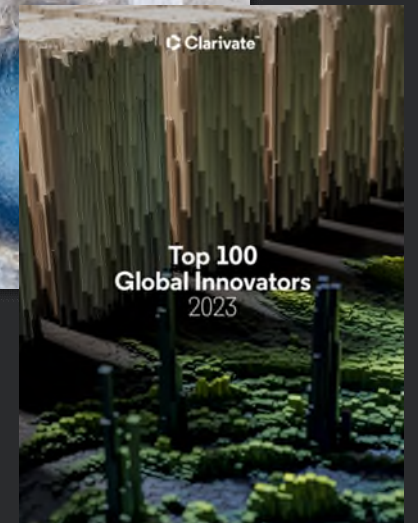
PHILIPS



"Being awarded for the seventh time is truly a great acknowledgement of ITRI's multidisciplinary innovation capability, robust intellectual property achievements, and successful IP strategies."

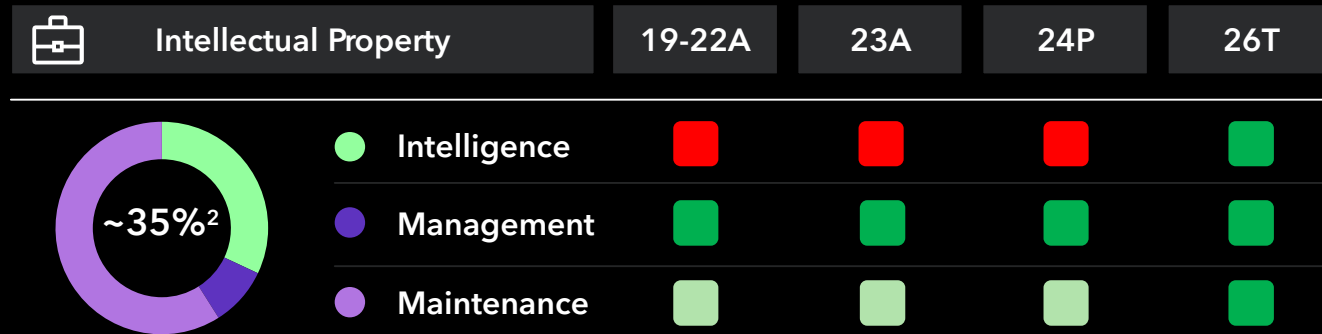


ITRI
Industrial Technology
Research Institute






On track to achieve market growth in 2026

(Market Growth ~5% ¹)



Performance to Market Growth Rates

 Achieving/exceeding  Close to market growth  Underperforming

¹ SAM growth per company estimates.
² Percentage of 2022 Clarivate revenue.

Strategic Priorities



Become the central hub for IP management



Embedded IP intelligence



Disrupt traditional TM search & watch



Pivot managed services into a trusted IP partner

Our strategy empowers law firms, IP departments and PTOs

Become the central hub for IP management

Focus on integrated solutions to create a connected ecosystem of data, workflow solutions and expertise to drive productivity and collaboration in IP filing & management.



Embedded IP intelligence

Deliver use-case-specific IP intelligence embedded in decision-making processes to help customers mitigate risk and gain competitive advantage.



Become an integral extension of our customers' teams, adding expertise, capacity, and scale to improve their business results through deep IP process knowledge & tech-enabled services.

Pivot managed services into a trusted IP partner



Leverage AI and tech-enabled services to empower TM professionals to make more informed decisions faster, saving time and gaining insights to develop effective strategies to mitigate brand risk.

Disrupt traditional TM search & watch



Driving innovation and improving customer workflows

Select examples

2023 Accomplishments



Improved Customer Engagement

- User conferences
- Customer advisory meetings
- Leadership engagement with key customers



Product Integrations

- IPMS portfolio hybrid cloud solution
- Forecast within IPMS
- e-filing and e-correspondence



Focus on Product Innovation and AI

- Forecast Next Generation
- Brand Landscape Analyzer
- Enhanced patent search

2024/2025 Priorities



Artificial Intelligence / Generative AI

- Portfolio optimization
- AI search & classification
- Attorney toolkits
- IP Chatbot



Expand on Ecosystem Strategy

- IP Collaboration Hub
- Improved PTO integrations
- Innovation Intelligence



Trusted Advisor

- Ignite 2024 conference
- Tech-led services expansion
- IP Consulting



Intellectual Property AI Strategy

AI can help navigate complex IP data, consider bias and to make quicker, more informed decisions across the IP process



Patent & Trademark Offices are increasingly focusing on AI and related technologies



While Gen AI has increased interest in AI, it has also amplified policy concerns



Gen AI is bringing waves of funding to the broader Legal Tech sector



Two fundamental elements differentiate IP solution leaders from new providers ... expert trained models and access to quality data

"You cannot change the coming of AI.
How to adapt our way of working with
AI assistant is the key question for any
practitioner in the field to answer."

[Clarivate: Redefining Artificial Intelligence](#),
October 2023

B B C

20 December 2023

AI cannot patent inventions, UK Supreme Court confirms

The New York Times

27 December 2023

The Times Sues OpenAI and Microsoft Over A.I. use of copyrighted work

FT FINANCIAL
TIMES

8 January 2024

Cloud giants offer only limited protection to businesses over AI copyright claims

AI capabilities run throughout our solutions creating both operational efficiency and revenue growth opportunities

Algorithms	Supervised Learning (SL)		Unsupervised Learning (USL)	Reinforcement / Deep Learning			SL or USL
	Prediction & Classification	Recommendation	Clusters	Neural Nets / Deep Learning	Image Recognition & Translation	LLMs / Generative AI	Knowledge Graphs & Fingerprinting
Solutions							
Brand Landscape Analyzer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Darts-ip™	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CompuMark™	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Derwent™	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
IPMS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Underpinned by a **100+ enterprise-wide team** of data scientists and engineers and further enabled by the engagement and **retention of a leading applied AI company**

Our near-term and upcoming AI focus areas

Strategy with Clarity

Accelerate and improve decision making

IP portfolio optimization

Increase Efficiencies

Concentrate efforts where value is added

Attorney toolkits:

Automated TM office actions

Patent prep & prosecution

IP Chatbots

Advise with Confidence

Navigate complex IP data

Enhanced Patent Search

Brand clearance & protection

Unlock value and instil future resilience across products, services and operations

Leveraging unique Clarivate assets and competencies

Comprehensive, trusted IP content

Embedded in IP workflows

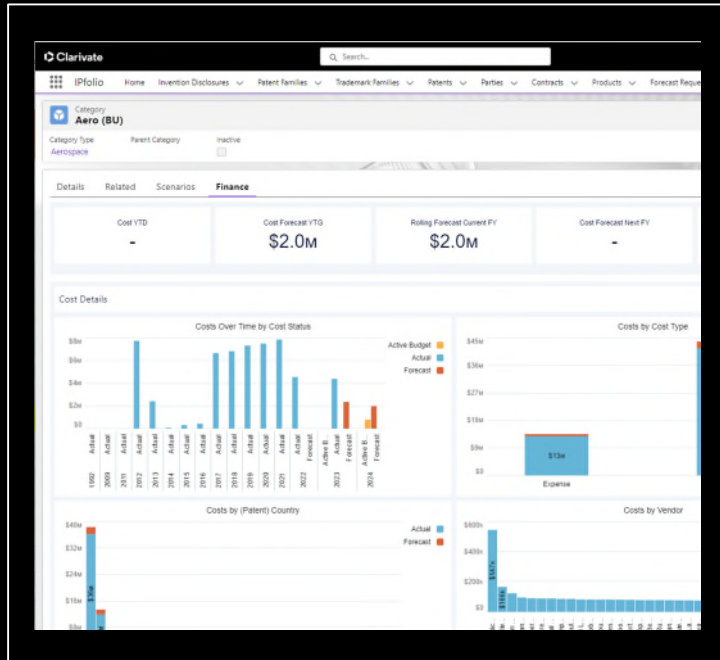
AI technology expertise & talent

Deep partnerships within the IP community

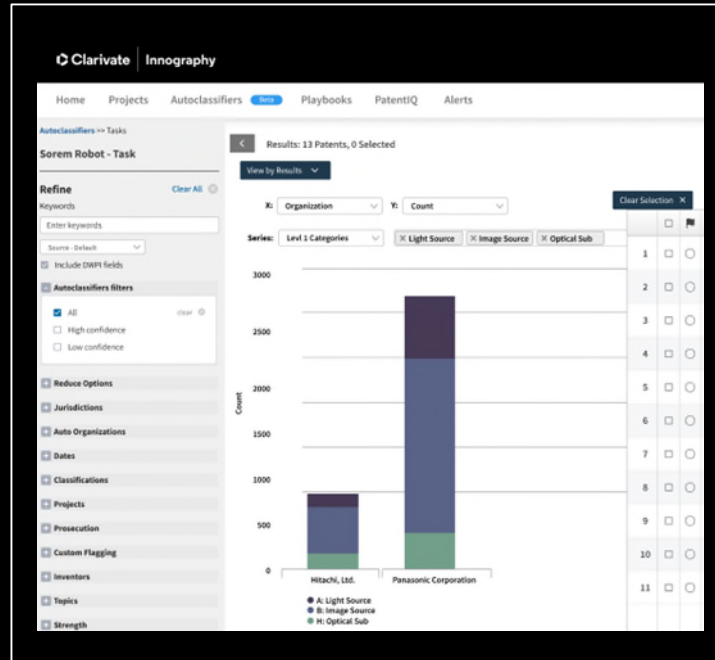
Strong governance for responsible AI

Today's AI demonstrations

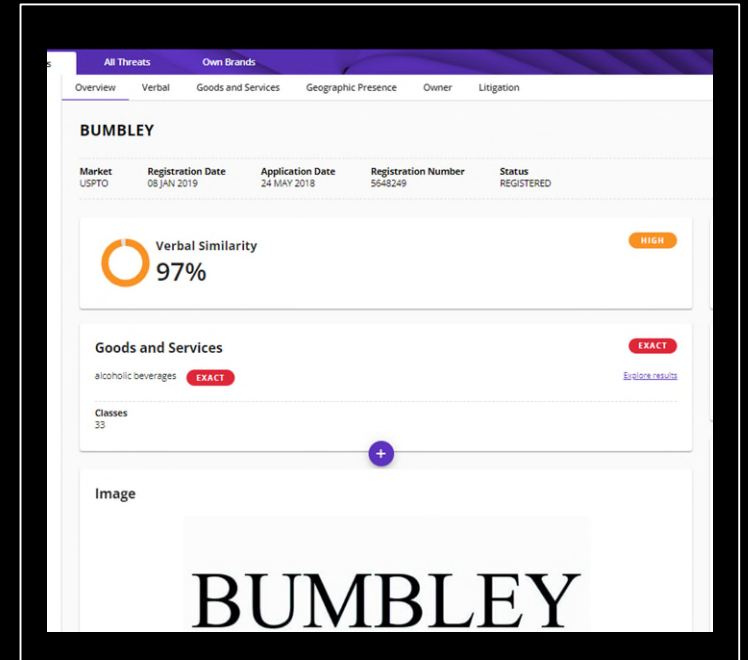
Forecast



Portfolio Benchmarking



Brand Landscape Analyzer





Forecast IPMS

Forecast

Forecast empowers IP departments to maximize outcomes through better cost-prediction, proactive monitoring & real-time insights

Democratizes IP Cost Management

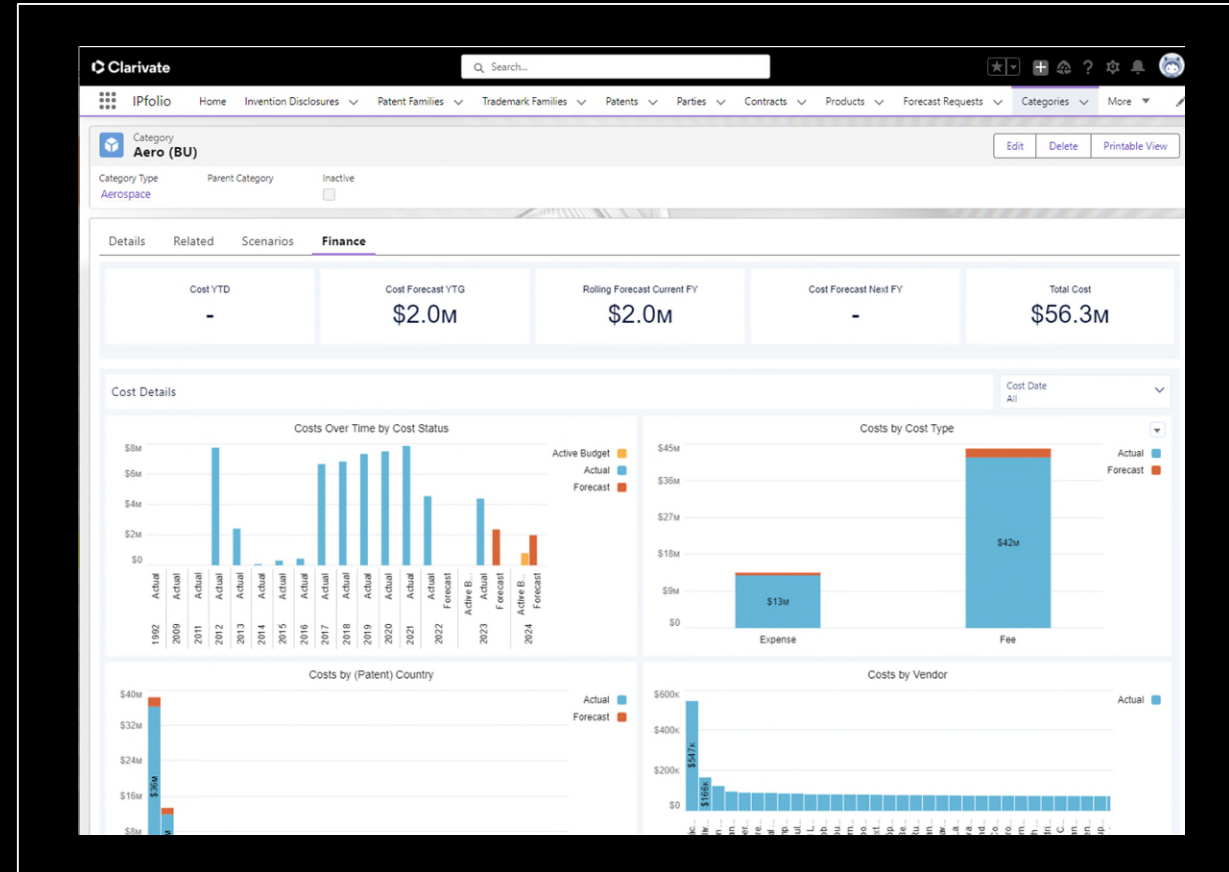
Our AI-driven Forecast employs machine learning to predict costs from historical invoices, significantly cutting setup and maintenance expenses. This ensures cost-effective forecasting for businesses of any scale.

Provides Real-Time Insights

The cloud-based system automatically regenerates forecasts in the background, alerting customers if projections exceed the approved budget. Customers can identify problems with interactive visualizations.

Integrates with Clarivate IP Management Software & Customer Enterprise Resource Planning

Forecast automatically connects to Clarivate IP Management software data and can sync data with a wide variety of enterprise applications like SimpleLegal & SAP.



Forecast Demonstration



Portfolio Benchmarking

Innography

Portfolio Benchmarking AI Classifier

AI powered patent classification engine is a use-case focused solution to help companies benchmark their patent portfolios

Customer focused taxonomy

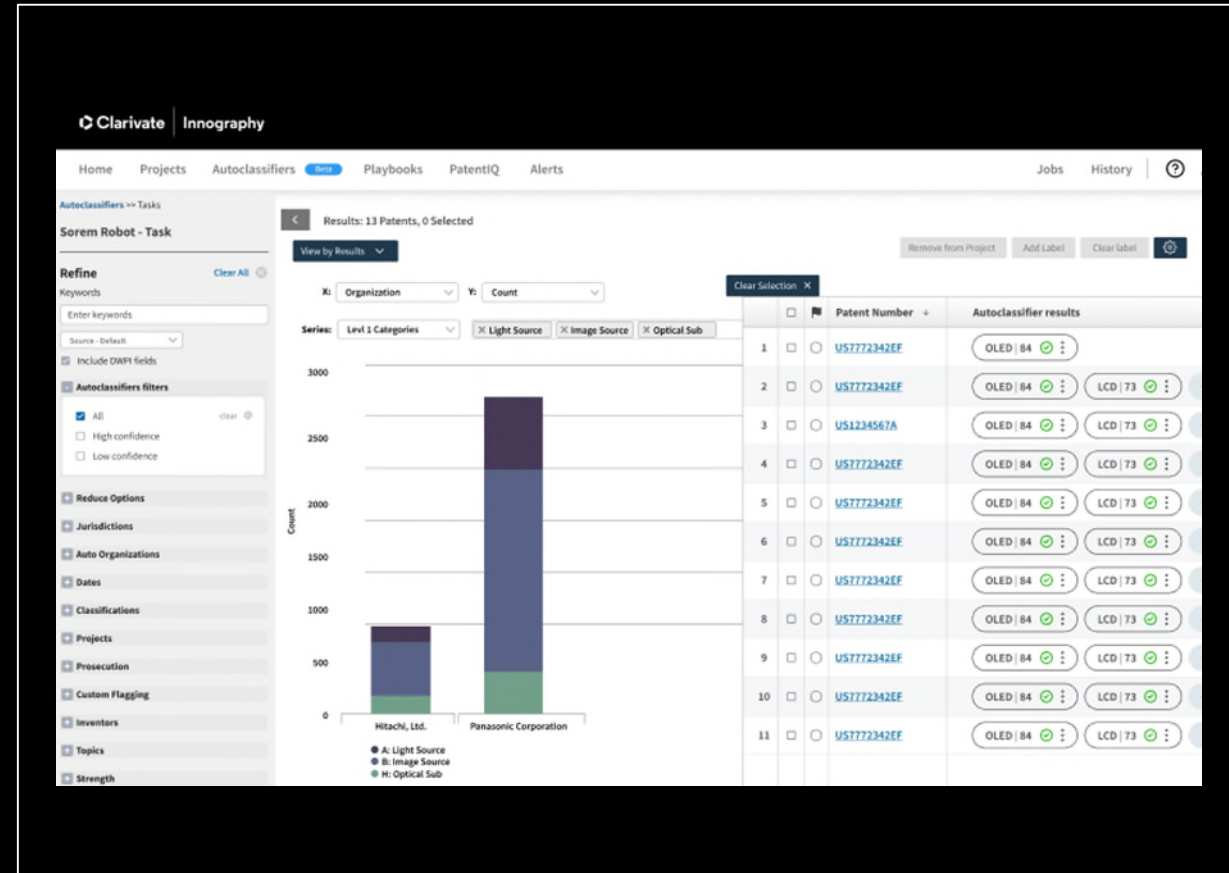
Input a taxonomy which enables customers to view competitor portfolios from their organizational lens.

Adapts according to availability of customer data

Leverage the power of supervised machine learning model combined with large language model to classify patents with minimal initial information.

Scale up portfolio benchmarking

Push manual boundaries of portfolio benchmarking leveraging the swiftness of AI. Under test conditions, the AI engine classified more than 5000 patents in the same time that it takes for manual classification of one patent.



Portfolio Benchmarking Demonstration



Brand Landscape Analyzer

CompuMark

Brand Landscape Analyzer

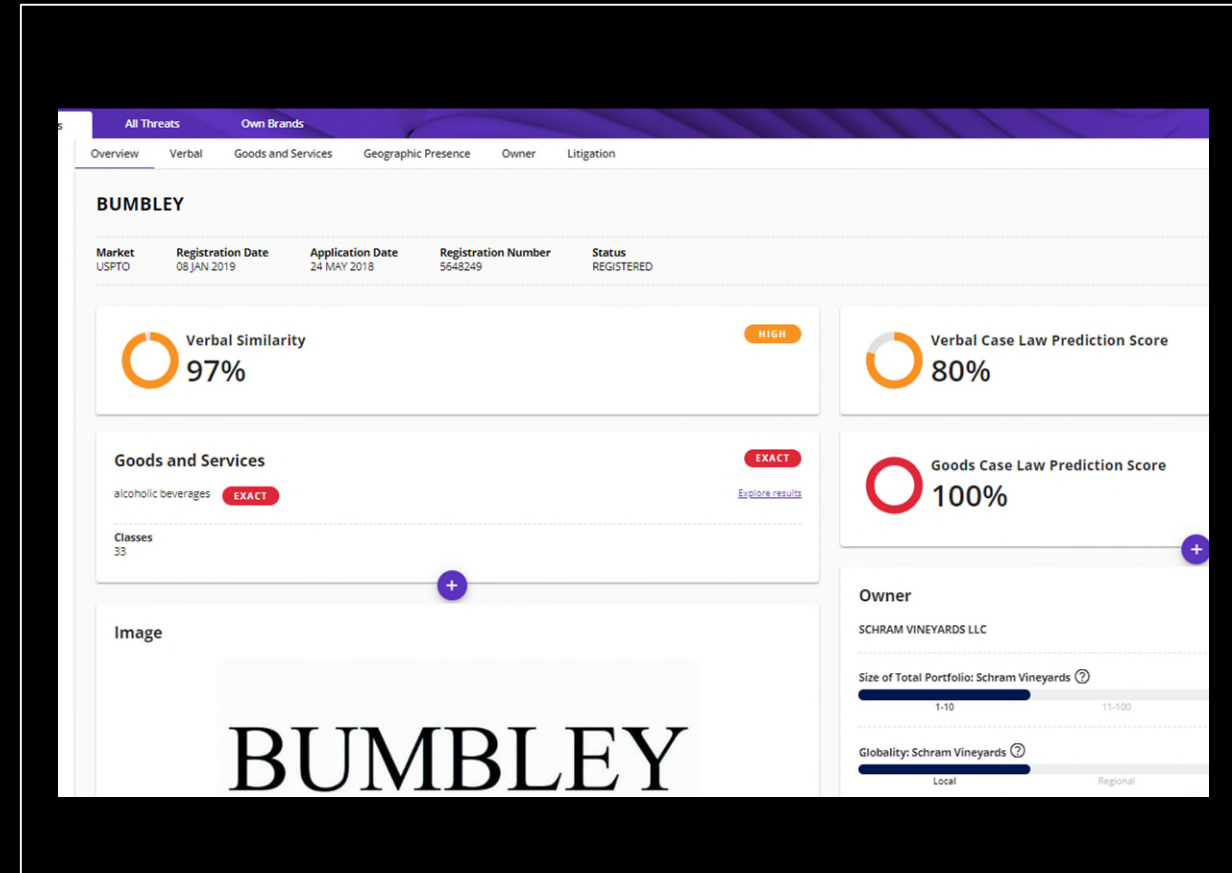
A cutting-edge predictive AI solution to support the analysis of trademark similarity to mitigate critical risks on new and existing registrations

Training AI on insight from our expert IP analysts

The similarity of trademarks is specific to language, legal systems and culture. We have advanced expertise and extensive data from our highly trained IP analysts. Educating our AI models on their knowledge will provide users with more accurate results and risk assessments from curated search algorithms.

Unique case law data integration

The predictive scores trained on case law rulings provide insights into how perception of similarity is handled in certain jurisdictions, courts and Patent and Trademark Offices. It helps IP Legal experts in supporting their risk assessment, including specific case law, relevant precedent and insights into the bias of the courts.



Brand Landscape Analyzer Demonstration



Closing Summary



Thank you

About Clarivate

Clarivate is the leading global information services provider. We connect people and organizations to intelligence they can trust to transform their perspective, their work and our world. Our subscription and technology-based solutions are coupled with deep domain expertise and cover the areas of Academia & Government, Life Sciences & Healthcare and Intellectual Property. For more information, please visit clarivate.com

© 2024 Clarivate

Clarivate and its logo, as well as all other trademarks used herein are trademarks of their respective owners and used under license.