



August 10, 2020

Mr. Jim Watson
SVP, Client Solutions
Foursquare Labs, Inc.
50 W. 23rd Street, 8th Floor
New York, NY, 10010

Dear Mr. Watson

The Media Rating Council (MRC) Board of Directors has voted in favor of granting accreditation of the Foursquare Visits data set (“the Service”, previously known as the Placed Visits data set).

Accreditation indicates that the Measurement Statistics reported for the Service comply with: (1) the *Minimum Standards for Media Rating Research*, the General Invalid Traffic provisions of the *Invalid Traffic Detection and Filtration Guidelines Addendum*, and the *Location-Based Advertising Measurement Guidelines* published by the MRC; the *Audience Reach Measurement Guidelines* published by the Interactive Advertising Bureau (IAB); and the *Mobile Web Impression Guidelines* and *Mobile In-App Impression Guidelines* published by the MRC, IAB, and Mobile Marketing Association (MMA); (2) the procedures described in Foursquare’s answers to the MRC questionnaire; and (3) the procedures described in procedure manuals and textual materials included in reports of the Service.

We congratulate you on maintaining this important Industry standard of quality, and look forward to continuing our work with Foursquare in the future.

Sincerely,

A handwritten signature in black ink that reads "George W. Ivie". The signature is written in a cursive, flowing style.

George W. Ivie, Executive Director and CEO

Copy to: MRC Digital Committee, MRC Out-of-Home Committee, MRC Executive Committee
Anthony Torrieri, David Gunzerath, Ron Pinelli, Laris Oliveri (MRC)
Jackson Bazley, Chris Johnson