

The Dun & Bradstreet Corporation
Consolidated Statement of Operations (unaudited) - GAAP Results (ASC 606)

Schedule 1

	Quarter Ended March 31,		AFX	Effects of	BFX
	2018*	2017*	% Change Fav (Unfav)	Foreign Exchange Fav (Unfav)	% Change Fav (Unfav)
<i>Dollar amounts in millions, except per share data</i>					
Revenue:					
Americas (1)	\$ 345.7	\$ 314.5	10 %	0.1 %	10 %
Non-Americans (2)	72.5	67.0	8 %	6.7 %	1 %
Total Revenue (3)	\$ 418.2	\$ 381.5	10 %	1.3 %	8 %
Operating Income (Loss):					
Americas (4)	\$ 106.4	\$ 57.6	85 %		
Non-Americans (5)	20.4	18.2	12 %		
Corporate and Other (6)	(32.1)	(34.5)	7 %		
Total Operating Income (7)	94.7	41.3	N/M		
Interest Income	0.8	0.4	N/M		
Interest Expense	(14.1)	(14.6)	4 %		
Other Income (Expense) - Net (10)	(0.5)	(2.2)	76 %		
Non-Operating Income (Expense) - Net (11)	(13.8)	(16.4)	16 %		
Income (Loss) Before Provision for Income Taxes	80.9	24.9	N/M		
Less: Provision for Income Taxes (12)	15.9	8.2	(93)%		
Equity in Net Income (Loss) of Affiliates	0.6	0.8	(31)%		
Net Income (Loss) From Continuing Operations	65.6	17.5	N/M		
Less: Net (Income) Loss Attributable to the Noncontrolling Interest	(1.7)	(1.2)	(43)%		
Net Income (Loss) From Continuing Operations Attributable to Dun & Bradstreet	63.9	16.3	N/M		
Loss on Disposal of Business, Net of Tax Impact	-	(0.8)	N/M		
Income (Loss) from Discontinued Operations, Net of Income Taxes	-	(0.8)	N/M		
Net Income (Loss) Attributable to Dun & Bradstreet (8)	\$ 63.9	\$ 15.5	N/M		
Basic Earnings (Loss) Per Share:					
From Continuing Operations	\$ 1.73	\$ 0.44	N/M		
From Discontinued Operations	-	(0.02)	N/M		
Basic Earnings (Loss) Per Share of Common Stock					
Attributable to Dun & Bradstreet Common Shareholders	\$ 1.73	\$ 0.42	N/M		
Diluted Earnings (Loss) Per Share:					
From Continuing Operations	\$ 1.71	\$ 0.44	N/M		
From Discontinued Operations	-	(0.02)	N/M		
Diluted Earnings (Loss) Per Share of Common Stock					
Attributable to Dun & Bradstreet Common Shareholders (9)	\$ 1.71	\$ 0.42	N/M		
Weighted Average Number of Shares Outstanding:					
Basic	37.0	36.8	0 %		
Diluted	37.3	37.1	0 %		
Operating Margins (Calculated on Total Revenue)					
Americas	30.8%	18.3%			
Non-Americans	28.2%	27.2%			
Total Company	22.6%	10.8%			
Effective Tax Rate	19.6%	33.0%			

AFX - After Effects of Foreign Exchange BFX - Before Effects of Foreign Exchange N/M - Not Meaningful

* The Company has adopted Accounting Standards Codification ASC 606, Revenue from Contracts with Customers ("ASC 606") for 2018 using the modified retrospective transition method. As required by the new standard, the Company will report its financial results under both ASC 606 and the previous standard ASC 605, Revenue Recognition ("ASC 605") for the 2018 transition year. As such 2018 GAAP results are presented on an ASC 606 basis and 2017 is presented on an ASC 605 basis.

This financial information should be read in conjunction with the consolidated financial statements and related notes of The Dun & Bradstreet Corporation contained in filings with the Securities and Exchange Commission.

The Dun & Bradstreet Corporation
Certain Selected As Adjusted Metrics (unaudited) - (ASC 605)

Schedule 2

	Quarter Ended March 31,		AFX	Effects of Foreign Exchange	BFX
	2018	2017	% Change Fav (Unfav)	% Change Fav (Unfav)	% Change Fav (Unfav)
<i>Dollar amounts in millions, except per share data</i>					
Revenue:					
Americas (1)	\$ 311.5	\$ 316.3	(2)%	0.1 %	(2)%
Non-Americas (2)	73.2	67.5	8 %	6.7 %	2 %
Total Revenue (3)	\$ 384.7	\$ 383.8	0 %	1.3 %	(1)%
Organic Revenue:					
Total Revenue	\$ 384.7	\$ 383.8			(1)%
Less:					
Net Divested	-	0.8			N/M
Organic Revenue	\$ 384.7	\$ 383.0			(1)%
Operating Income (Loss):					
Americas (4)	\$ 71.6	\$ 70.3	2 %		
Non-Americas (5)	21.2	18.7	13 %		
Corporate and Other (6)	(20.9)	(21.4)	3 %		
Total Operating Income (7)	\$ 71.9	\$ 67.6	6 %		
Net Income Attributable to Dun & Bradstreet (8)	\$ 46.1	\$ 35.2	31 %		
Basic Earnings Per Share of Common Stock Attributable to Dun & Bradstreet Common Shareholders	\$ 1.24	\$ 0.95	31 %		
Diluted Earnings Per Share of Common Stock Attributable to Dun & Bradstreet Common Shareholders (9)	\$ 1.24	\$ 0.95	31 %		
Weighted Average Number of Shares Outstanding:					
Basic	37.0	36.8	0 %		
Diluted	37.3	37.1	0 %		
Other Information:					
Interest Income	\$ 0.8	\$ 0.4	N/M		
Interest Expense	(14.1)	(14.6)	4 %		
Other Income (Expense) - Net (10)	(0.5)	(1.5)	64 %		
Non-Operating Income (Expense) - Net (11)	\$ (13.8)	\$ (15.7)	12 %		
Provision for Income Taxes (12)	\$ 10.9	\$ 16.3	33 %		
Equity in Net Income (Loss) of Affiliates	\$ 0.6	\$ 0.8	(31)%		
Net (Income) Loss Attributable to the Noncontrolling Interest	\$ (1.7)	\$ (1.2)	(42)%		
Operating Margins (Calculated on Total Revenue)					
Americas	23.0 %	22.2 %			
Non-Americas	28.9 %	27.8 %			
Total Company	18.7 %	17.6 %			
Effective Tax Rate	18.7 %	31.5 %			

AFX - After Effects of Foreign Exchange BFX - Before Effects of Foreign Exchange N/M - Not Meaningful

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See Schedule 5 (Notes to Schedules) for a reconciliation of each of these As Adjusted metrics to the corresponding GAAP metrics and the relevant definitions.

The Dun & Bradstreet Corporation

Schedule 3

Supplemental Revenue Detail (unaudited) - As Adjusted (ASC605)

<i>Amounts in millions</i>	Quarter Ended March 31,		AFX % Change Fav/(Unfav)	Effects of Foreign Exchange Fav/(Unfav)	BFX % Change Fav/(Unfav)
	2018	2017			
Geographic and Customer Solution Set Revenue:					
Americas:					
Risk Management Solutions					
Trade Credit	\$ 116.8	\$ 124.2	(6)%	0.2 %	(6)%
Other Enterprise Risk Management	58.4	57.8	1 %	0.0 %	1 %
Total Americas Risk Management Solutions	175.2	182.0	(4)%	0.1 %	(4)%
Sales and Marketing Solutions					
Sales Acceleration	\$ 68.9	\$ 71.1	(3)%	0.0 %	(3)%
Advanced Marketing Solutions	67.4	63.2	7 %	0.1 %	7 %
Total Americas Sales and Marketing Solutions	136.3	134.3	2 %	0.1 %	1 %
Total Americas Revenue (1)	\$ 311.5	\$ 316.3	(2)%	0.1 %	(2)%
Non-Americans:					
Risk Management Solutions					
Trade Credit	\$ 40.2	\$ 40.9	(2)%	6.5 %	(8)%
Other Enterprise Risk Management	18.0	13.5	33 %	6.4 %	27 %
Total Non-Americans Risk Management Solutions	58.2	54.4	7 %	6.6 %	0 %
Sales and Marketing Solutions					
Sales Acceleration	\$ 6.5	\$ 5.3	23 %	9.3 %	14 %
Advanced Marketing Solutions	8.5	7.8	9 %	5.8 %	4 %
Total Non-Americans Sales and Marketing Solutions	15.0	13.1	15 %	7.2 %	8 %
Total Non-Americans Revenue (2)	\$ 73.2	\$ 67.5	8 %	6.7 %	2 %
Total Corporation:					
Risk Management Solutions					
Trade Credit	\$ 157.0	\$ 165.1	(5)%	1.8 %	(7)%
Other Enterprise Risk Management	76.4	71.3	7 %	1.2 %	6 %
Total Risk Management Solutions	233.4	236.4	(1)%	1.6 %	(3)%
Sales and Marketing Solutions					
Sales Acceleration	\$ 75.4	\$ 76.4	(1)%	0.7 %	(2)%
Advanced Marketing Solutions	75.9	71.0	7 %	0.7 %	6 %
Total Sales and Marketing Solutions	151.3	147.4	3 %	0.7 %	2 %
Total Revenue (3)	\$ 384.7	\$ 383.8	0 %	1.3 %	(1)%

The Dun & Bradstreet Corporation
Supplemental Revenue Detail (unaudited) - As Adjusted (ASC605)

Schedule 3

	Quarter Ended March 31,		AFX % Change Fav/(Unfav)	Effects of Foreign Exchange Fav/(Unfav)	BFX % Change Fav/(Unfav)
	2018	2017			
<i>Amounts in millions</i>					
Trade Credit Revenue:					
Americas:					
D&B Credit Suite	\$ 91.9	\$ 94.1	(2)%	0.2 %	(3)%
Other Trade Credit	24.9	30.1	(17)%	0.2 %	(17)%
Total Americas Trade Credit Revenue	116.8	124.2	(6)%	0.2 %	(6)%
Non-Americas:					
D&B Credit Suite	\$ 6.5	\$ 3.7	75 %	15.1 %	59 %
Other Trade Credit	33.7	37.2	(9)%	5.6 %	(15)%
Total Non-Americas Trade Credit Revenue	40.2	40.9	(2)%	6.5 %	(8)%
Total Corporation:					
D&B Credit Suite	\$ 98.4	\$ 97.8	1 %	0.7 %	0 %
Other Trade Credit	58.6	67.3	(13)%	3.2 %	(16)%
Total Trade Credit Revenue	\$ 157.0	\$ 165.1	(5)%	1.8 %	(7)%
D&B Hoovers Suite					
Americas	\$ 40.9	\$ 44.0	(7)%	0.1 %	(7)%
Non-Americas	4.3	2.9	48 %	13.4 %	35 %
Total Corporation	\$ 45.2	\$ 46.9	(4)%	0.8 %	(4)%

This financial information should be read in conjunction with the consolidated financial statements and related notes of The Dun & Bradstreet Corporation contained in filings with the Securities and Exchange Commission.

See Schedule 5 (Notes to Schedules) for a reconciliation of the total segment As Adjusted metrics to the corresponding GAAP metrics.

The Dun & Bradstreet Corporation
Supplemental Financial Data (unaudited)

<i>Amounts in millions</i>	Quarter Ended March 31,		AFX % Change Fav/(Unfav)
	2018	2017	
Operating Costs GAAP (ASC 606)			
Operating Expenses	\$ 139.2	\$ 141.6	2 %
Selling and Administrative Expenses	152.2	170.7	11 %
Depreciation and Amortization	21.1	18.9	(11)%
Restructuring Expense	11.0	9.0	(22)%
Total Operating Costs (GAAP)	\$ 323.5	\$ 340.2	5 %
Capital Expenditures (GAAP)	\$ 1.0	\$ 2.8	64 %
Additions to Computer Software & Other Intangibles (GAAP)	\$ 13.9	\$ 12.7	(9)%

<i>Amounts in millions</i>	Quarter Ended March 31,		AFX % Change Fav/(Unfav)
	2018	2017	
Operating Costs As Adjusted (ASC 605)			
Operating Expenses	\$ 139.2	\$ 141.6	2 %
Selling and Administrative Expenses	160.3	163.4	2 %
Depreciation and Amortization	13.3	11.2	(18)%
Restructuring Expense	-	-	N/M
Total Operating Costs (As Adjusted)	\$ 312.8	\$ 316.2	1 %

<i>Amounts in millions</i>	Quarter Ended March 31,	
	2018	2017
Reconciliation of GAAP to As Adjusted (ASC 605)		
Operating Expenses (GAAP):	\$ 139.2	\$ 141.6
None	-	-
Operating Expenses (As Adjusted)	\$ 139.2	\$ 141.6
Selling and Admin (GAAP)	\$ 152.2	\$ 170.7
Impact of ASC 606	9.2	-
Legal and Other Professional Fees and Shut-Down (Costs) Recoveries Related to Matters In China	(0.1)	(0.3)
Acquisition/Divestiture Related Costs	(1.0)	(7.0)
Selling and Admin (As Adjusted)	\$ 160.3	\$ 163.4
Depreciation and Amortization (GAAP)	\$ 21.1	\$ 18.9
Amortization of Acquisition Related Intangibles	(7.8)	(7.7)
Depreciation and Amortization (As Adjusted)	\$ 13.3	\$ 11.2
Restructuring (GAAP)	\$ 11.0	\$ 9.0
Restructuring	(11.0)	(9.0)
Restructuring (As Adjusted)	\$ -	\$ -

The Dun & Bradstreet Corporation
Supplemental Financial Data (unaudited) - (ASC 606)

Schedule 4

	Quarter Ended					
	Mar 31, 2018	Dec 31, 2017	Sep 30, 2017	Jun 30, 2017	Mar 31, 2017	Dec 31, 2016
<i>Amounts in millions</i>						
Net Debt Position:						
Cash and Cash Equivalents	\$ 188.1	\$ 442.4	\$ 431.0	\$ 400.2	\$ 375.4	\$ 352.6
Short-Term Debt	(35.0)	(32.5)	(30.0)	(27.5)	(22.5)	(22.5)
Long-Term Debt	(1,293.9)	(1,645.6)	(1,651.6)	(1,673.0)	(1,684.7)	(1,594.5)
Net Debt	<u>\$(1,140.8)</u>	<u>\$(1,235.7)</u>	<u>\$ (1,250.6)</u>	<u>\$(1,300.3)</u>	<u>\$(1,331.8)</u>	<u>\$(1,264.4)</u>

	Year-To-Date		
	Mar 31, 2018	Mar 31, 2017	% Change Fav/ (Unfav)
<i>Amounts in millions</i>			
Free Cash Flow:			
Net Cash Provided By Operating Activities - Continuing Operations (GAAP)	\$ 121.6	\$ 123.8	(2)%
Less:			
Capital Expenditures (GAAP)	1.0	2.8	64 %
Additions to Computer Software & Other Intangibles (GAAP)	13.9	12.7	(9)%
Free Cash Flow	<u>\$ 106.7</u>	<u>\$ 108.3</u>	<u>(1)%</u>

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See Schedule 5 (Notes to Schedules) for a reconciliation of each of these As Adjusted metrics to the corresponding GAAP metrics and the relevant definitions.

The Dun & Bradstreet Corporation
Notes to Schedules 1, 2, 3, and 4 (unaudited) and Definitions of Non-GAAP Measures

Schedule 5

- (1) The following table reconciles Americas Total Revenue included in Schedules 1, 2, and 3:

Amounts in millions

Americas Total Revenue (GAAP) (Schedule 1)
Impact of ASC 606
Acquisition Related Deferred Revenue Fair Value Adjustment
Americas Total Revenue (As Adjusted) (Schedules 2 and 3)

Quarter Ended March 31,	
2018	2017
\$ 345.7	\$ 314.5
34.2	-
-	(1.8)
<u>\$ 311.5</u>	<u>\$ 316.3</u>

- (2) The following table reconciles Non-Americas Total Revenue included in Schedules 1, 2 and 3:

Amounts in millions

Non-Americas Total Revenue (GAAP) (Schedule 1)
Impact of ASC 606
Acquisition Related Deferred Revenue Fair Value Adjustment
Non-Americas Total Revenue (As Adjusted) (Schedules 2 and 3)

Quarter Ended March 31,	
2018	2017
\$ 72.5	\$ 67.0
(0.7)	-
-	(0.5)
<u>\$ 73.2</u>	<u>\$ 67.5</u>

- (3) The following table reconciles Total Revenue included in Schedules 1, 2, and 3:

Amounts in millions

Total Revenue (GAAP) (Schedule 1)
Impact of ASC 606
Acquisition Related Deferred Revenue Fair Value Adjustment
Total Revenue (As Adjusted) (Schedules 2 and 3)

Quarter Ended March 31,	
2018	2017
\$ 418.2	\$ 381.5
33.5	-
-	(2.3)
<u>\$ 384.7</u>	<u>\$ 383.8</u>

- (4) The following table reconciles Americas Operating Income included in Schedule 1 and Schedule 2:

Amounts in millions

Americas Operating Income (GAAP) (Schedule 1)
Impact of ASC 606
Acquisition/Divestiture Related Costs
Amortization of Acquisition Related Intangibles
Acquisition Related Deferred Revenue Fair Value Adjustment
Americas Operating Income (As Adjusted) (Schedule 2)

Quarter Ended March 31,	
2018	2017
\$ 106.4	\$ 57.6
43.2	-
(0.9)	(3.2)
(7.5)	(7.7)
-	(1.8)
<u>\$ 71.6</u>	<u>\$ 70.3</u>

- (5) The following table reconciles Non-Americas Operating Income included in Schedule 1 and Schedule 2:

Amounts in millions

Non-Americas Operating Income (GAAP) (Schedule 1)
Impact of ASC 606
Acquisition Related Deferred Revenue Fair Value Adjustment
Amortization of Acquisition Related Intangibles
Non-Americas Operating Income (As Adjusted) (Schedule 2)

Quarter Ended March 31,	
2018	2017
\$ 20.4	\$ 18.2
(0.5)	-
-	(0.5)
(0.3)	-
<u>\$ 21.2</u>	<u>\$ 18.7</u>

The Dun & Bradstreet Corporation
Notes to Schedules 1, 2, 3, and 4 (unaudited) and Definitions of Non-GAAP Measures

Schedule 5

(6) The following table reconciles Corporate and Other expenses included in Schedule 1 and Schedule 2:

Amounts in millions

Corporate and Other (GAAP) (Schedule 1)
Restructuring Charges
Legal and Other Professional Fees and Shut-Down (Costs) Recoveries Related to Matters In China
Acquisition/Divestiture Related Costs
Corporate and Other (As Adjusted) (Schedule 2)

Quarter Ended March 31,	
2018	2017
\$ (32.1)	\$ (34.5)
(11.0)	(9.0)
(0.1)	(0.3)
(0.1)	(3.8)
\$ (20.9)	\$ (21.4)

(7) The following table reconciles Total Operating Income included in Schedule 1 and Schedule 2:

Amounts in millions

Total Operating Income (GAAP) (Schedule 1)
Impact of ASC 606
Restructuring Charges
Legal and Other Professional Fees and Shut-Down (Costs) Recoveries Related to Matters In China
Acquisition/Divestiture Related Costs
Amortization of Acquisition Related Intangibles
Acquisition Related Deferred Revenue Fair Value Adjustment
Total Operating Income (As Adjusted) (Schedule 2)

Quarter Ended March 31,	
2018	2017
\$ 94.7	\$ 41.3
42.7	-
(11.0)	(9.0)
(0.1)	(0.3)
(1.0)	(7.0)
(7.8)	(7.7)
-	(2.3)
\$ 71.9	\$ 67.6

(8) The following table reconciles Net Income Attributable to Dun & Bradstreet included in Schedule 1 and Schedule 2:

Amounts in millions

Net Income (Loss) Attributable to Dun & Bradstreet (GAAP) (Schedule 1)
Impact of ASC 606
Restructuring Charges
Legal and Other Professional Fees and Shut-Down (Costs) Recoveries Related to Matters In China
Acquisition/Divestiture Related Costs
Amortization of Acquisition Related Intangibles
Acquisition Related Deferred Revenue Fair Value Adjustment
Gain (Loss) on Sale of Businesses
After-Tax Impact
Income (Loss) From Discontinued Operations, Net of Income Taxes
Net Income Attributable to Dun & Bradstreet (As Adjusted) (Schedule 2)

Quarter Ended March 31,	
2018	2017
\$ 63.9	\$ 15.5
33.0	-
(8.4)	(6.0)
(0.1)	(0.2)
(0.8)	(5.5)
(5.9)	(5.0)
-	(1.6)
-	(0.6)
17.8	(18.9)
-	(0.8)
\$ 46.1	\$ 35.2

The Dun & Bradstreet Corporation
Notes to Schedules 1, 2, 3, and 4 (unaudited) and Definitions of Non-GAAP Measures

Schedule 5

(9) The following table reconciles Diluted Earnings Per Share Of Common Stock included in Schedule 1 and Schedule 2:

	Quarter Ended March 31,	
	2018	2017
Diluted EPS Attributable to Dun & Bradstreet Common Shareholders (GAAP) (Schedule 1)	\$ 1.71	\$ 0.42
Impact of ASC 606	0.88	-
Restructuring Charges	(0.23)	(0.16)
Legal and Other Professional Fees and Shut-Down (Costs) Recoveries Related to Matters In China	-	(0.01)
Acquisition/Divestiture Related Costs	(0.02)	(0.15)
Amortization of Acquisition Related Intangibles	(0.16)	(0.13)
Acquisition Related Deferred Revenue Fair Value Adjustment	-	(0.04)
Gain (Loss) on Sale of Businesses	-	(0.02)
Discontinued Operations	-	(0.02)
Diluted EPS Attributable to Dun & Bradstreet Common Shareholders (As Adjusted) (Schedule 2)	<u>\$ 1.24</u>	<u>\$ 0.95</u>

(10) The following table reconciles Other Income (Expense)-Net included in Schedule 1 and Schedule 2:

	Quarter Ended March 31,	
	2018	2017
<i>Amounts in millions</i>		
Other Income (Expense)-Net (GAAP) (Schedule 1)	\$ (0.5)	\$ (2.2)
Gain (Loss) on Sale of Businesses	-	(0.7)
Other Income (Expense)-Net (As Adjusted) (Schedule 2)	<u>\$ (0.5)</u>	<u>\$ (1.5)</u>

(11) The following table reconciles Non-Operating Income (Expense)-Net included in Schedule 1 and Schedule 2:

	Quarter Ended March 31,	
	2018	2017
<i>Amounts in millions</i>		
Non-Operating Income (Expense) - Net (GAAP) (Schedule 1)	\$ (13.8)	\$ (16.4)
Gain (Loss) on Sale of Businesses	-	(0.7)
Non-Operating Income (Expense) - Net (As Adjusted) (Schedule 2)	<u>\$ (13.8)</u>	<u>\$ (15.7)</u>

(12) The following table reconciles Provision for Income Taxes included in Schedule 1 and Schedule 2:

	Quarter Ended March 31,	
	2018	2017
<i>Amounts in millions</i>		
Provision for Income Taxes (GAAP) (Schedule 1)	\$ 15.9	\$ 8.2
Impact of ASC 606	9.7	-
Restructuring Charges	(2.6)	(3.0)
Legal and Other Professional Fees and Shut-Down (Costs) Recoveries Related to Matters In China	-	(0.1)
Acquisition/Divestiture Related Costs	(0.2)	(1.5)
Amortization of Acquisition Related Intangibles	(1.9)	(2.7)
Acquisition Related Deferred Revenue Fair Value Adjustment	-	(0.7)
Gain (Loss) on Sale of Businesses	-	(0.1)
Provision for Income Taxes (As Adjusted) (Schedule 2)	<u>\$ 10.9</u>	<u>\$ 16.3</u>

Notes to Schedules 1, 2, 3, and 4 (unaudited) and Definitions of Non-GAAP Measures

N/M - Not Meaningful

The following defines the non-GAAP measures used to evaluate performance:

In addition to reporting generally accepted accounting principles in the United States of America (“GAAP”) results, the Company evaluates performance and reports on a total company basis and on a business segment level basis its results (such as revenue, operating income, operating income growth, operating margin, net income, tax rate and diluted earnings per share) on an “As Adjusted” basis. The term “As Adjusted” refers to the following: the elimination of the impact of ASC 606; the elimination of the effect on revenue due to purchase accounting fair value adjustments to deferred revenue; restructuring charges; other non-core gains and charges that are not in the normal course of our business (such as gains and losses on sales of businesses, impairment charges, effect of significant changes in tax laws, and material tax and legal settlements); acquisition and divestiture-related fees (such as costs for bankers, legal, due diligence, retention payments, and contingent consideration adjustments); and acquisition-related intangible amortization expense. A recurring component excluded from our “As Adjusted” results is our restructuring charges, which we believe do not reflect our underlying business performance. Such charges are variable from period to period based upon actions identified and taken during each period. Additionally, our “As Adjusted” results exclude the results of Discontinued Operations. Management reviews operating results on an “As Adjusted” basis on a monthly basis and establishes internal budgets and forecasts based upon such measures. Management further establishes annual and long-term compensation such as salaries, target cash bonuses and target equity compensation amounts based on performance on an “As Adjusted” basis and a significant percentage weight is placed upon performance on an “As Adjusted” basis in determining whether performance objectives have been achieved. Management believes that by reflecting these adjustments to our GAAP financial measures, business leaders are provided incentives to recommend and execute actions that support our long-term growth strategy rather than being influenced by the potential impact one of these items can have in a particular period on their compensation. The Company adjusts for these items because they do not reflect the Company’s underlying business performance and they may have a disproportionate positive or negative impact on the results of its ongoing business operations. We believe that the use of our non-GAAP financial measures provides useful supplemental information to our investors.

We also isolate the effects of changes in foreign exchange rates on our revenue growth because we believe it is useful for investors to be able to compare revenue from one period to another, both after and before the effects of foreign exchange. The change in our operating performance attributable to foreign currency rates is determined by converting both our prior and current periods by a constant rate. As a result, we monitor our “As Adjusted” revenue growth both after and before the effects of foreign exchange.

We also analyze “As Adjusted” revenue growth on an organic basis because management believes this information provides important insight into the underlying/ongoing performance of the business. Organic revenue excludes the estimated revenue contribution from acquired businesses for one year from the date of the acquisition and net divested revenue which we define as the historical revenues from the divested businesses net of the annual ongoing future revenue streams resulting from the commercial arrangements entered into in connection with such divestitures.

We may from time to time use the term “sales”, which we define as the annual value of committed customer contracts. This term is often referred to as “bookings” or “commitments” by other companies.

We monitor free cash flow as a measure of our business. We define free cash flow as net cash provided by operating activities minus capital expenditures and additions to computer software and other intangibles. Free cash flow measures our available cash flow for potential debt repayment, acquisitions, stock repurchases, dividend payments and additions to cash, cash equivalents and short-term investments. We believe free cash flow to be relevant and useful to our investors as this measure is used by our management in evaluating the funding available after supporting our ongoing business operations and our portfolio of investments.

Free cash flow should not be considered as a substitute measure for, or superior to, net cash flows provided by operating activities, investing activities or financing activities. Therefore, we believe it is important to view free cash flow as a complement to the consolidated statements of cash flows.

We also monitor deferred revenue after adjusting for the effect of foreign exchange, dispositions, acquisitions and the impacts of the write-down of deferred revenue due to purchase accounting.

This financial information should be read in conjunction with the consolidated financial statements and related notes of The Dun & Bradstreet Corporation contained in filings with the Securities and Exchange Commission.