

Behaviorally Announces Appointment of Sam Albert as Chief Digital Officer

Manifesting a Strategic Commitment to Digitization

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(Teaneck, NJ) Behaviorally (Formerly PRS), a global behavioral insights consultancy, announces today that Sam Albert has been appointed to a new role as Chief Digital Officer, signaling the company's deep strategic commitment to digitization as part of its new brand promise. The newly rebranded company applies a digital-first approach, a unique behavioral framework, and decades of category expertise to define and diagnose the factors that influence consumer behavior and drive shopper growth.

Sam brings over two decades of experience in the insights industry to his new role. As Behaviorally's Chief Digital Officer, he is responsible for ensuring that the Company's offer and operations align efficiently with the company vision to support clients in driving shopper growth equally in both digital and physical retail channels.

Previously, he held the role of Chief Operating Officer at PRS IN VIVO globally after leading the Quantitative and Qualitative Research Teams in the Americas for eight years. He started his career as Research Director at PRS IN VIVO's predecessor, Perception Research Services managing major client accounts, providing strategic direction on research methodology, project implementation/execution and interpretation of results.

Behaviorally's CEO, Alex Hunt commented: "Sam's appointment to Chief Digital Officer is a tangible manifestation of our strategic commitment to a 'digital -first' approach to defining and diagnosing the consumer behaviors that drive shopper growth. Sam is helping us amass and operationalize considerable expertise in defining the potential at the digital shelf, in a world where our clients will sell as much in this channel as physical retail. He is also ensuring we have all the latest tools available to diagnose the digital path-to-purchase and it's interaction with the physical retail world, which we continue to explore and understand in context in our ShopperLabs™."

Mr. Albert also serves as the head of the Company's Diversity and Inclusion Task Force, helping to reinforce that the company policies reflect a genuine commitment to those principals.

About Behaviorally:

We are Behaviorally (Formerly PRS). With decades of experience and category expertise in shopper research, we apply our unique behavioral framework and a digital-first approach to help clients navigate the uncertainty of a changing retail environment. We help brands make better shopper marketing decisions by defining and diagnosing the digital and physical behaviors that drive shopper growth.

More information about Behaviorally can be found at:

www.behaviorally.com

Twitter: @behaviorallyinc

LinkedIn: <https://www.linkedin.com/company/behaviorallyinc/>

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