

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

Schedule 1

	Quarter Ended December 31,		AFX	Effects of Foreign Exchange	BFX	Full Year December 31,		AFX	Effects of Foreign Exchange	BFX
	2016	2015	% Change Fav (Unfav)	Fav (Unfav)	% Change Fav (Unfav)	2016	2015	% Change Fav (Unfav)	Fav (Unfav)	% Change Fav (Unfav)
<i>Dollar amounts in millions, except per share data</i>										
Revenue:										
Americas (1)	\$ 441.2	\$ 416.9	6 %	0.0 %	6 %	\$ 1,416.1	\$ 1,329.1	7 %	(0.1)%	7 %
Non-Americas	75.9	82.4	(8)%	(7.8)%	0 %	287.6	308.0	(7)%	(5.4)%	(1)%
Total Revenue (2)	\$ 517.1	\$ 499.3	4 %	(1.3)%	5 %	\$ 1,703.7	\$ 1,637.1	4 %	(1.2)%	5 %
Operating Income (Loss):										
Americas (3)	\$ 175.6	\$ 147.8	19 %			\$ 429.5	\$ 369.3	16 %		
Non-Americas (4)	12.2	19.7	(38)%			59.4	83.1	(28)%		
Corporate and Other (5)	(25.1)	(38.8)	35 %			(129.7)	(115.4)	(12)%		
Total Operating Income (6)	162.7	128.7	26 %			359.2	337.0	7 %		
Interest Income	0.4	0.5	(28)%			1.8	1.6	15 %		
Interest Expense	(13.0)	(14.0)	7 %			(53.1)	(51.0)	(4)%		
Other Income (Expense) - Net (9)	(12.4)	(0.2)	N/M			(104.3)	(7.6)	N/M		
Non-Operating Income (Expense) - Net (10)	(25.0)	(13.7)	(83)%			(155.6)	(57.0)	N/M		
Income Before Provision for Income Taxes	137.7	115.0	20 %			203.6	280.0	(27)%		
Less: Provision for Income Taxes (11)	54.9	37.7	(45)%			99.9	74.2	(35)%		
Equity in Net Income (Loss) of Affiliates	(0.1)	(0.2)	54 %			2.8	2.7	4 %		
Net Income From Continuing Operations	82.7	77.1	7 %			106.5	208.5	(49)%		
Less: Net (Income) Loss Attributable to the Noncontrolling Interest	(1.5)	(1.2)	(32)%			(5.0)	(4.3)	(16)%		
Net Income From Continuing Operations Attributable to Dun & Bradstreet	81.2	75.9	7 %			101.5	204.2	(50)%		
Income from Discontinued Operations, Net of Income Taxes	-	-	0 %			-	2.1	N/M		
Loss on Disposal of Business, Net of Tax Impact	(3.2)	0.8	N/M			(4.1)	(37.5)	89 %		
Income (Loss) from Discontinued Operations, Net of Income Taxes	(3.2)	0.8	N/M			(4.1)	(35.4)	88 %		
Net Income Attributable to Dun & Bradstreet (7)	\$ 78.0	\$ 76.7	2 %			\$ 97.4	\$ 168.8	(42)%		
Basic Earnings (Loss) Per Share:										
From Continuing Operations	\$ 2.21	\$ 2.10	5 %			\$ 2.78	\$ 5.66	(51)%		
From Discontinued Operations	(0.09)	0.02	N/M			(0.11)	(0.98)	89 %		
Basic Earnings (Loss) Per Share of Common Stock Attributable to Dun & Bradstreet Common Shareholders	\$ 2.12	\$ 2.12	0 %			\$ 2.67	\$ 4.68	(43)%		
Diluted Earnings (Loss) Per Share:										
From Continuing Operations	\$ 2.19	\$ 2.08	5 %			\$ 2.76	\$ 5.61	(51)%		
From Discontinued Operations	(0.09)	0.03	N/M			(0.11)	(0.97)	89 %		
Diluted Earnings (Loss) Per Share of Common Stock Attributable to Dun & Bradstreet Common Shareholders (8)	\$ 2.10	\$ 2.11	0 %			\$ 2.65	\$ 4.64	(43)%		
Weighted Average Number of Shares Outstanding:										
Basic	36.8	36.2	(2)%			36.5	36.1	(1)%		
Diluted	37.1	36.4	(2)%			36.8	36.4	(1)%		
Operating Margins (Calculated on Total Revenue)										
Americas	39.8%	35.5%				30.3%	27.8%			
Non-Americas	16.0%	23.8%				20.6%	27.0%			
Total Company	31.5%	25.8%				21.1%	20.6%			
Effective Tax Rate	39.8%	32.7%				49.0%	26.5%			

AFX - After Effects of Foreign Exchange

BFX - Before Effects of Foreign Exchange

N/M - Not Meaningful

See Schedule 6 (Notes to Schedules) for a reconciliation of each of these As Adjusted metrics to the corresponding GAAP metrics.

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)

Schedule 2

	Quarter Ended December 31,		AFX % Change	Effects of Foreign Exchange	BFX % Change	Full Year December 31,		AFX % Change	Effects of Foreign Exchange	BFX % Change
	2016	2015	Fav (Unfav)	Fav (Unfav)	Fav (Unfav)	2016	2015	Fav (Unfav)	Fav (Unfav)	Fav (Unfav)
<i>Dollar amounts in millions, except per share data</i>										
Revenue:										
Americas (1)	\$ 441.2	\$ 422.0	5 %	0.1 %	4 %	\$ 1,419.2	\$ 1,349.0	5 %	(0.1)%	5 %
Non-Americas	75.9	82.4	(8)%	(7.8)%	0 %	287.6	308.0	(7)%	(5.4)%	(1)%
Total Revenue (2)	\$ 517.1	\$ 504.4	2 %	(1.3)%	4 %	\$ 1,706.8	\$ 1,657.0	3 %	(1.1)%	4 %
Organic Revenue:**										
Total Revenue	\$ 517.1	\$ 504.4			4 %	\$ 1,706.8	\$ 1,657.0			4 %
Less:										
Acquisitions	-	-			N/M	40.0	-			N/M
Net Divested	4.7	9.0			N/M	25.0	32.3			N/M
Organic Revenue	\$ 512.4	\$ 495.4			5 %	\$ 1,641.8	\$ 1,624.7			2 %
Operating Income (Loss):										
Americas (3)	\$ 187.3	\$ 174.6	7 %			\$ 465.0	\$ 424.2	10 %		
Non-Americas (4)	14.6	19.6	(25)%			62.2	82.7	(25)%		
Corporate and Other (5)	(21.2)	(19.8)	(6)%			(78.7)	(69.6)	(13)%		
Total Operating Income (6)	\$ 180.7	\$ 174.4	4 %			\$ 448.5	\$ 437.3	3 %		
Net Income Attributable to Dun & Bradstreet (7)	\$ 110.8	\$ 104.8	6 %			\$ 270.2	\$ 263.9	2 %		
Basic Earnings Per Share of Common Stock										
Attributable to Dun & Bradstreet Common Shareholders	\$ 3.01	\$ 2.90	4 %			\$ 7.41	\$ 7.31	1 %		
Diluted Earnings Per Share of Common Stock										
Attributable to Dun & Bradstreet Common Shareholders (8)	\$ 2.99	\$ 2.87	4 %			\$ 7.35	\$ 7.25	1 %		
Weighted Average Number of Shares Outstanding:										
Basic	36.8	36.2	(2)%			36.5	36.1	(1)%		
Diluted	37.1	36.4	(2)%			36.8	36.4	(1)%		
Other Information:										
Interest Income	\$ 0.4	\$ 0.5	(28)%			\$ 1.8	\$ 1.6	15 %		
Interest Expense	(13.0)	(14.0)	7 %			(53.1)	(51.0)	(4)%		
Other Income (Expense) - Net (9)	(0.2)	(0.2)	(34)%			(0.7)	0.8	N/M		
Non-Operating Income (Expense) - Net (10)	\$ (12.8)	\$ (13.7)	6 %			\$ (52.0)	\$ (48.6)	(7)%		
Provision for Income Taxes (11)	\$ 55.5	\$ 54.5	(2)%			\$ 124.1	\$ 123.2	(1)%		
Operating Margins (Calculated on Total Revenue)										
Americas	42.4 %	41.4 %				32.8 %	31.4 %			
Non-Americas	19.3 %	23.8 %				21.6 %	26.9 %			
Total Company	35.0 %	34.6 %				26.3 %	26.4 %			
Effective Tax Rate	33.1 %	33.9 %				31.3 %	31.7 %			

AFX - After Effects of Foreign Exchange

BFX - Before Effects of Foreign Exchange

N/M - Not Meaningful

See Schedule 6 (Notes to Schedules) for a reconciliation of each of these As Adjusted metrics to the corresponding GAAP metrics.

* As Adjusted includes the effect of divesting our operations in Benelux and Latin America

** See Schedule 6 (Notes to Schedules) for definition of Organic Revenue

The Dun & Bradstreet Corporation
Supplemental Revenue Detail (unaudited) - GAAP Results

Schedule 3

	Quarter Ended December 31,		<i>Effects of</i>			Full Year December 31,		<i>Effects of</i>		
	2016	2015	<i>AFX</i> % Change Fav/(Unfav)	<i>Foreign</i> Exchange Fav/(Unfav)	<i>BFX</i> % Change Fav/(Unfav)	2016	2015	<i>AFX</i> % Change Fav/(Unfav)	<i>Foreign</i> Exchange Fav/(Unfav)	<i>BFX</i> % Change Fav/(Unfav)
<i>Amounts in millions</i>										
Geographic and Customer Solution Set Revenue:										
Americas:										
Risk Management Solutions										
Trade Credit	\$ 131.5	\$ 136.5	(4)%	0.1 %	(4)%	\$ 518.5	\$ 530.7	(2)%	(0.2)%	(2)%
Other Enterprise Risk Management	78.5	67.8	16 %	0.0 %	16 %	256.9	202.7	27 %	(0.3)%	27 %
Total Americas Risk Management Solutions	210.0	204.3	3 %	0.1 %	3 %	775.4	733.4	6 %	(0.2)%	6 %
Sales and Marketing Solutions										
Traditional Prospecting Solutions	\$ 39.8	\$ 43.4	(9)%	0.0 %	(9)%	\$ 147.3	\$ 147.2	0 %	(0.1)%	0 %
Advanced Marketing Solutions	191.4	169.2	13 %	0.0 %	13 %	493.4	448.5	10 %	(0.1)%	10 %
Total Americas Sales and Marketing Solutions	231.2	212.6	9 %	0.0 %	9 %	640.7	595.7	8 %	(0.1)%	8 %
Total Americas Revenue	\$ 441.2	\$ 416.9	6 %	0.0 %	6 %	\$ 1,416.1	\$ 1,329.1	7 %	(0.1)%	7 %
Non-Americas:										
Risk Management Solutions										
Trade Credit	\$ 43.5	\$ 45.8	(5)%	(7.5)%	2 %	\$ 169.4	\$ 181.5	(7)%	(5.2)%	(1)%
Other Enterprise Risk Management	17.9	18.3	(2)%	(6.8)%	5 %	67.0	63.4	6 %	(5.5)%	11 %
Total Non-Americas Risk Management Solutions	61.4	64.1	(4)%	(7.3)%	3 %	236.4	244.9	(3)%	(5.2)%	2 %
Sales and Marketing Solutions										
Traditional Prospecting Solutions	\$ 4.8	\$ 5.4	(10)%	(4.2)%	(6)%	\$ 16.6	\$ 18.4	(9)%	(4.5)%	(5)%
Advanced Marketing Solutions	9.7	12.9	(25)%	(11.7)%	(13)%	34.6	44.7	(23)%	(7.1)%	(16)%
Total Non-Americas Sales and Marketing Solutions	14.5	18.3	(21)%	(9.5)%	(11)%	51.2	63.1	(19)%	(6.3)%	(13)%
Total Non-Americas Revenue	\$ 75.9	\$ 82.4	(8)%	(7.8)%	0 %	\$ 287.6	\$ 308.0	(7)%	(5.4)%	(1)%
Total Corporation:										
Risk Management Solutions										
Trade Credit	\$ 175.0	\$ 182.3	(4)%	(1.8)%	(2)%	\$ 687.9	\$ 712.2	(3)%	(1.4)%	(2)%
Other Enterprise Risk Management	96.4	86.1	12 %	(1.5)%	14 %	323.9	266.1	22 %	(1.6)%	23 %
Total Risk Management Solutions	271.4	268.4	1 %	(1.7)%	3 %	1,011.8	978.3	3 %	(1.5)%	5 %
Sales and Marketing Solutions										
Traditional Prospecting Solutions	\$ 44.6	\$ 48.8	(9)%	(0.5)%	(8)%	\$ 163.9	\$ 165.6	(1)%	(0.6)%	0 %
Advanced Marketing Solutions	201.1	182.1	10 %	(0.8)%	11 %	528.0	493.2	7 %	(0.7)%	8 %
Total Sales and Marketing Solutions	245.7	230.9	6 %	(0.7)%	7 %	691.9	658.8	5 %	(0.7)%	6 %
Total Revenue	\$ 517.1	\$ 499.3	4 %	(1.3)%	5 %	\$ 1,703.7	\$ 1,637.1	4 %	(1.2)%	5 %

The Dun & Bradstreet Corporation
Supplemental Revenue Detail (unaudited) - GAAP Results

Schedule 3

	Quarter Ended December 31,		<i>Effects of</i>			Full Year December 31,		<i>Effects of</i>		
	2016	2015	<i>AFX</i> % Change Fav/(Unfav)	<i>Foreign</i> Exchange Fav/(Unfav)	<i>BFX</i> % Change Fav/(Unfav)	2016	2015	<i>AFX</i> % Change Fav/(Unfav)	<i>Foreign</i> Exchange Fav/(Unfav)	<i>BFX</i> % Change Fav/(Unfav)
<i>Amounts in millions</i>										
Trade Credit Revenue:										
Americas:										
DNBi	\$ 96.4	\$ 97.5	(1)%	0.0 %	(1)%	\$ 380.5	\$ 391.0	(3)%	(0.2)%	(3)%
Other Trade Credit	35.1	39.0	(10)%	0.2 %	(10.0)%	138.0	139.7	(1)%	(0.2)%	(1)%
Total Americas Trade Credit Revenue	131.5	136.5	(4)%	0.1 %	(4)%	518.5	530.7	(2)%	(0.2)%	(2)%
Non-Americas:										
DNBi	\$ 5.4	\$ 6.2	(14)%	(9.9)%	(4)%	\$ 23.7	\$ 25.2	(6)%	(6.2)%	0 %
Other Trade Credit	38.1	39.6	(4)%	(7.1)%	3 %	145.7	156.3	(7)%	(5.0)%	(2)%
Total Non-Americas Trade Credit Revenue	43.5	45.8	(5)%	(7.5)%	2 %	169.4	181.5	(7)%	(5.2)%	(1)%
Total Corporation:										
DNBi	\$ 101.8	\$ 103.7	(2)%	(0.6)%	(1)%	\$ 404.2	\$ 416.2	(3)%	(0.5)%	(2)%
Other Trade Credit	73.2	78.6	(7)%	(3.5)%	(3)%	283.7	296.0	(4)%	(2.7)%	(1)%
Total Trade Credit Revenue	\$ 175.0	\$ 182.3	(4)%	(1.8)%	(2)%	\$ 687.9	\$ 712.2	(3)%	(1.4)%	(2)%
Total Revenue:										
Americas:										
Direct	\$ 394.4	\$ 379.2	4 %	0.0 %	4 %	\$ 1,282.5	\$ 1,216.7	5 %	(0.2)%	6 %
Alliances & Partners	46.8	37.7	24 %	0.5 %	24 %	133.6	112.4	19 %	0.4 %	18 %
Total Americas Revenue	441.2	416.9	6 %	0.0 %	6 %	1,416.1	1,329.1	7 %	(0.1)%	7 %
Non-Americas:										
Direct	\$ 47.7	\$ 57.0	(16)%	(8.7)%	(8)%	\$ 191.4	\$ 214.2	(11)%	(6.2)%	(4)%
Alliances & Partners	28.2	25.4	11 %	(5.8)%	17 %	96.2	93.8	2 %	(3.7)%	6 %
Total Non-Americas Revenue	75.9	82.4	(8)%	(7.8)%	0 %	287.6	308.0	(7)%	(5.4)%	(1)%
Total Corporation:										
Direct	\$ 442.1	\$ 436.2	1 %	(1.1)%	2 %	\$ 1,473.9	\$ 1,430.9	3 %	(1.1)%	4 %
Alliances & Partners	75.0	63.1	19 %	(2.1)%	21 %	229.8	206.2	11 %	(1.5)%	13 %
Total Revenue	\$ 517.1	\$ 499.3	4 %	(1.3)%	5 %	\$ 1,703.7	\$ 1,637.1	4 %	(1.2)%	5 %

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

Supplemental Revenue Detail (unaudited) - As Adjusted*

	Quarter Ended December 31,		<i>Effects of</i>			Full Year December 31,		<i>Effects of</i>		
	2016	2015	<i>AFX</i> % Change Fav/(Unfav)	<i>Foreign</i> Exchange Fav/(Unfav)	<i>BFX</i> % Change Fav/(Unfav)	2016	2015	<i>AFX</i> % Change Fav/(Unfav)	<i>Foreign</i> Exchange Fav/(Unfav)	<i>BFX</i> % Change Fav/(Unfav)
<i>Amounts in millions</i>										
Geographic and Customer Solution Set Revenue:										
Americas:										
Risk Management Solutions										
Trade Credit	\$ 131.5	\$ 137.0	(4)%	0.1 %	(4)%	\$ 518.8	\$ 532.6	(3)%	(0.2)%	(2)%
Other Enterprise Risk Management	78.5	71.3	10 %	0.0 %	10 %	259.1	215.6	20 %	(0.3)%	20 %
Total Americas Risk Management Solutions	210.0	208.3	1 %	0.1 %	1 %	777.9	748.2	4 %	(0.2)%	4 %
Sales and Marketing Solutions										
Traditional Prospecting Solutions	\$ 39.8	\$ 44.3	(10)%	0.0 %	(10)%	\$ 147.9	\$ 150.6	(2)%	(0.1)%	(2)%
Advanced Marketing Solutions	191.4	169.4	13 %	0.0 %	13 %	493.4	450.2	10 %	(0.1)%	10 %
Total Americas Sales and Marketing Solutions	231.2	213.7	8 %	0.0 %	8 %	641.3	600.8	7 %	(0.1)%	7 %
Total Americas Revenue	\$ 441.2	\$ 422.0	5 %	0.1 %	4 %	\$ 1,419.2	\$ 1,349.0	5 %	(0.1)%	5 %
Non-Americas:										
Risk Management Solutions										
Trade Credit	\$ 43.5	\$ 45.8	(5)%	(7.5)%	2 %	\$ 169.4	\$ 181.5	(7)%	(5.2)%	(1)%
Other Enterprise Risk Management	17.9	18.3	(2)%	(6.8)%	5 %	67.0	63.4	6 %	(5.5)%	11 %
Total Non-Americas Risk Management Solutions	61.4	64.1	(4)%	(7.3)%	3 %	236.4	244.9	(3)%	(5.2)%	2 %
Sales and Marketing Solutions										
Traditional Prospecting Solutions	\$ 4.8	\$ 5.4	(10)%	(4.2)%	(6)%	\$ 16.6	\$ 18.4	(9)%	(4.5)%	(5)%
Advanced Marketing Solutions	9.7	12.9	(25)%	(11.7)%	(13)%	34.6	44.7	(23)%	(7.1)%	(16)%
Total Non-Americas Sales and Marketing Solutions	14.5	18.3	(21)%	(9.5)%	(11)%	51.2	63.1	(19)%	(6.3)%	(13)%
Total Non-Americas Revenue	\$ 75.9	\$ 82.4	(8)%	(7.8)%	0 %	\$ 287.6	\$ 308.0	(7)%	(5.4)%	(1)%
Total Corporation:										
Risk Management Solutions										
Trade Credit	\$ 175.0	\$ 182.8	(4)%	(1.8)%	(2)%	\$ 688.2	\$ 714.1	(4)%	(1.4)%	(2)%
Other Enterprise Risk Management	96.4	89.6	8 %	(1.4)%	9 %	326.1	279.0	17 %	(1.5)%	18 %
Total Risk Management Solutions	271.4	272.4	0 %	(1.7)%	1 %	1,014.3	993.1	2 %	(1.4)%	4 %
Sales and Marketing Solutions										
Traditional Prospecting Solutions	\$ 44.6	\$ 49.7	(10)%	(0.5)%	(10)%	\$ 164.5	\$ 169.0	(3)%	(0.6)%	(2)%
Advanced Marketing Solutions	201.1	182.3	10 %	(0.8)%	11 %	528.0	494.9	7 %	(0.7)%	7 %
Total Sales and Marketing Solutions	245.7	232.0	6 %	(0.7)%	7 %	692.5	663.9	4 %	(0.7)%	5 %
Total Revenue	\$ 517.1	\$ 504.4	2 %	(1.3)%	4 %	\$ 1,706.8	\$ 1,657.0	3 %	(1.1)%	4 %

The Dun & Bradstreet Corporation

Supplemental Revenue Detail (unaudited) - As Adjusted*

	Quarter Ended December 31,		<i>Effects of</i>			Full Year December 31,		<i>Effects of</i>		
	2016	2015	<i>AFX</i> % Change Fav/(Unfav)	<i>Foreign</i> Exchange Fav/(Unfav)	<i>BFX</i> % Change Fav/(Unfav)	2016	2015	<i>AFX</i> % Change Fav/(Unfav)	<i>Foreign</i> Exchange Fav/(Unfav)	<i>BFX</i> % Change Fav/(Unfav)
<i>Amounts in millions</i>										
Trade Credit Revenue:										
Americas:										
DNBi	\$ 96.4	\$ 97.6	(1)%	0.0 %	(1)%	\$ 380.6	\$ 391.5	(3)%	(0.2)%	(3)%
Other Trade Credit	35.1	39.4	(11)%	0.2 %	(11)%	138.2	141.1	(2)%	(0.2)%	(2)%
Total Americas Trade Credit Revenue	131.5	137.0	(4)%	0.1 %	(4)%	518.8	532.6	(3)%	(0.2)%	(2)%
Non-Americas:										
DNBi	\$ 5.4	\$ 6.2	(14)%	(9.9)%	(4)%	\$ 23.7	\$ 25.2	(6)%	(6.2)%	0 %
Other Trade Credit	38.1	39.6	(4)%	(7.1)%	3 %	145.7	156.3	(7)%	(5.0)%	(2)%
Total Non-Americas Trade Credit Revenue	43.5	45.8	(5)%	(7.5)%	2 %	169.4	181.5	(7)%	(5.2)%	(1)%
Total Corporation:										
DNBi	\$ 101.8	\$ 103.8	(2)%	(0.6)%	(1)%	\$ 404.3	\$ 416.7	(3)%	(0.5)%	(2)%
Other Trade Credit	73.2	79.0	(7)%	(3.4)%	(4)%	283.9	297.4	(5)%	(2.7)%	(2)%
Total Trade Credit Revenue	\$ 175.0	\$ 182.8	(4)%	(1.8)%	(2)%	\$ 688.2	\$ 714.1	(4)%	(1.4)%	(2)%
Total Revenue:										
Americas:										
Direct	\$ 394.4	\$ 384.3	3 %	0.0 %	3 %	\$ 1,285.6	\$ 1,236.1	4 %	(0.2)%	4 %
Alliances & Partners	46.8	37.7	24 %	0.5 %	24 %	133.6	112.9	18 %	0.4 %	18 %
Total Americas Revenue	441.2	422.0	5 %	0.1 %	4 %	1,419.2	1,349.0	5 %	(0.1)%	5 %
Non-Americas:										
Direct	\$ 47.7	\$ 57.0	(16)%	(8.7)%	(8)%	\$ 191.4	\$ 214.2	(11)%	(6.2)%	(4)%
Alliances & Partners	28.2	25.4	11 %	(5.8)%	17 %	96.2	93.8	2 %	(3.7)%	6 %
Total Non-Americas Revenue	75.9	82.4	(8)%	(7.8)%	0 %	287.6	308.0	(7)%	(5.4)%	(1)%
Total Corporation:										
Direct	\$ 442.1	\$ 441.3	0 %	(1.1)%	1 %	\$ 1,477.0	\$ 1,450.3	2 %	(1.1)%	3 %
Alliances & Partners	75.0	63.1	19 %	(2.1)%	21 %	229.8	206.7	11 %	(1.5)%	13 %
Total Revenue	\$ 517.1	\$ 504.4	2 %	(1.3)%	4 %	\$ 1,706.8	\$ 1,657.0	3 %	(1.1)%	4 %

* As Adjusted includes the effect of divesting our operations in Benelux and Latin America

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
Supplemental Financial Data (unaudited)

Schedule 5

<i>Amounts in millions</i>	Quarter Ended December 31,		AFX % Change Fav/(Unfav)	Full Year December 31,		AFX % Change Fav/(Unfav)
	2016	2015		2016	2015	
Operating Costs (GAAP):						
Operating Expenses	\$ 146.5	\$ 144.9	(1)%	\$ 542.6	\$ 544.7	0 %
Selling and Administrative Expenses	186.9	192.4	3 %	711.2	664.4	(7)%
Depreciation and Amortization	17.7	16.1	(9)%	68.6	58.7	(17)%
Restructuring Expense	3.3	17.2	81 %	22.1	32.3	32 %
Total Operating Costs (GAAP)	\$ 354.4	\$ 370.6	4 %	\$ 1,344.5	\$ 1,300.1	(3)%
Capital Expenditures (GAAP)						
	\$ 2.3	\$ 6.0	62 %	\$ 14.4	\$ 12.8	(12)%
Additions to Computer Software & Other Intangibles (GAAP)						
	\$ 10.0	\$ 15.4	35 %	\$ 45.8	\$ 52.0	12 %
Operating Costs (As Adjusted):						
Operating Expenses	\$ 146.5	\$ 142.6	(3)%	\$ 542.6	\$ 542.4	0 %
Selling and Administrative Expenses	178.2	177.4	0 %	671.3	636.4	(5)%
Depreciation and Amortization	11.7	10.0	(15)%	44.4	40.9	(8)%
Restructuring Expense	-	-	N/M	-	-	N/M
Total Operating Costs (As Adjusted)	\$ 336.4	\$ 330.0	(2)%	\$ 1,258.3	\$ 1,219.7	(3)%

<i>Amounts in millions</i>	Quarter Ended December 31,		Full Year December 31,	
	2016	2015	2016	2015
Operating Expenses (GAAP):				
Impaired Asset - Data Management and Back Office Infrastructure	\$ -	\$ (2.2)	\$ -	\$ (2.2)
Impaired Assets - Parsippany, NJ Building	-	(0.1)	-	(0.1)
Operating Expenses (As Adjusted)	\$ 146.5	\$ 142.6	\$ 542.6	\$ 542.4
Selling and Admin (GAAP)				
Legal and Other Professional Fees and Shut-Down (Costs) Recoveries Related to Matters In China	(0.4)	(0.4)	(2.0)	(1.6)
Accrual for Legal Matters	-	-	(26.0)	-
Impairment for China	(2.4)	-	(2.4)	-
Acquisition/Divestiture Related Costs	(5.9)	(10.1)	(9.5)	(21.9)
Impaired Asset - Data Management and Back Office Infrastructure	-	(4.5)	-	(4.5)
Selling and Admin (As Adjusted)	\$ 178.2	\$ 177.4	\$ 671.3	\$ 636.4
Depreciation and Amortization (GAAP)				
Amortization of Acquisition Related Intangibles	\$ 17.7	\$ 16.1	\$ 68.6	\$ 58.7
	(6.0)	(6.1)	(24.2)	(17.8)
Depreciation and Amortization (As Adjusted)	\$ 11.7	\$ 10.0	\$ 44.4	\$ 40.9
Restructuring (GAAP)				
Restructuring	\$ 3.3	\$ 17.2	\$ 22.1	\$ 32.3
	(3.3)	(17.2)	(22.1)	(32.3)
Restructuring (As Adjusted)	\$ -	\$ -	\$ -	\$ -

The Dun & Bradstreet Corporation
Supplemental Financial Data (unaudited)

Schedule 5

<i>Amounts in millions</i>	Quarter Ended				
	Dec 31, 2016	Sep 30, 2016	Jun 30, 2016	Mar 31, 2016	Dec 31, 2015
Net Debt Position:					
Cash and Cash Equivalents	\$ 352.6	\$ 327.3	\$ 379.1	\$ 365.7	\$ 365.7
Short-Term Debt	(22.5)	(20.0)	(20.0)	(20.0)	(20.0)
Long-Term Debt	(1,594.5)	(1,586.4)	(1,715.6)	(1,725.4)	(1,797.0)
Net Debt	<u>\$(1,264.4)</u>	<u>\$(1,279.1)</u>	<u>\$ (1,356.5)</u>	<u>\$(1,379.7)</u>	<u>\$(1,451.3)</u>

<i>Amounts in millions</i>	Full Year		
	Dec 31, 2016	Dec 31, 2015	% Change Fav/ (Unfav)
Free Cash Flow:			
Net Cash Provided By Operating Activities - Continuing Operations (GAAP)	\$ 322.7	\$ 336.8	(4)%
Less:			
Capital Expenditures (GAAP)	14.4	12.8	(12)%
Additions to Computer Software & Other Intangibles (GAAP)	45.8	52.0	12 %
Free Cash Flow	<u>\$ 262.5</u>	<u>\$ 272.0</u>	<u>(4)%</u>

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

Schedule 6

(1) The following table reconciles Americas Total Revenue included in Schedule 1 and Schedule 2:

Amounts in millions

Americas Total Revenue (GAAP) (Schedule 1)
Acquisition Related Deferred Revenue Fair Value Adjustment
Americas Total Revenue (As Adjusted) (Schedule 2)

Quarter Ended December 31,	
2016	2015
\$ 441.2	\$ 416.9
-	(5.1)
<u>\$ 441.2</u>	<u>\$ 422.0</u>

Full Year December 31,	
2016	2015
\$ 1,416.1	\$ 1,329.1
(3.1)	(19.9)
<u>\$ 1,419.2</u>	<u>\$ 1,349.0</u>

(2) The following table reconciles Total Revenue included in Schedule 1 and Schedule 2:

Amounts in millions

Total Revenue (GAAP) (Schedule 1)
Acquisition Related Deferred Revenue Fair Value Adjustment
Total Revenue (As Adjusted) (Schedule 2)

Quarter Ended December 31,	
2016	2015
\$ 517.1	\$ 499.3
-	(5.1)
<u>\$ 517.1</u>	<u>\$ 504.4</u>

Full Year December 31,	
2016	2015
\$ 1,703.7	\$ 1,637.1
(3.1)	(19.9)
<u>\$ 1,706.8</u>	<u>\$ 1,657.0</u>

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

Amounts in millions

Americas Operating Income (GAAP) (Schedule 1)
Acquisition/Divestiture Related Costs
Amortization of Acquisition Related Intangibles
Acquisition Related Deferred Revenue Fair Value Adjustment
Impaired Asset - Data Management and Back Office Infrastructure
Impaired Assets - Parsippany, NJ Building
Americas Operating Income (As Adjusted) (Schedule 2)

Quarter Ended December 31,	
2016	2015
\$ 175.6	\$ 147.8
(5.7)	(8.8)
(6.0)	(6.1)
-	(5.1)
-	(6.7)
-	(0.1)
<u>\$ 187.3</u>	<u>\$ 174.6</u>

Full Year December 31,	
2016	2015
\$ 429.5	\$ 369.3
(8.2)	(10.4)
(24.2)	(17.8)
(3.1)	(19.9)
-	(6.7)
-	(0.1)
<u>\$ 465.0</u>	<u>\$ 424.2</u>

(4) 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)
Legal and Other Professional Fees and Shut-Down (Costs) Recoveries Related to Matters In China
Acquisition/Divestiture Related Costs
Impairment of Certain Intangible Assets in China
Non-Americas Operating Income (As Adjusted) (Schedule 2)

Quarter Ended December 31,	
2016	2015
\$ 12.2	\$ 19.7
-	0.1
-	-
(2.4)	-
<u>\$ 14.6</u>	<u>\$ 19.6</u>

Full Year December 31,	
2016	2015
\$ 59.4	\$ 83.1
(0.1)	0.6
(0.3)	(0.2)
(2.4)	-
<u>\$ 62.2</u>	<u>\$ 82.7</u>

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

Schedule 6

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

<i>Amounts in millions</i>	Quarter Ended December 31,		Full Year December 31,	
	2016	2015	2016	2015
Corporate and Other (GAAP) (Schedule 1)	\$ (25.1)	\$ (38.8)	\$ (129.7)	\$ (115.4)
Restructuring Charges	(3.3)	(17.2)	(22.1)	(32.3)
Legal and Other Professional Fees and Shut-Down (Costs) Recoveries Related to Matters In China	(0.4)	(0.5)	(1.9)	(2.2)
Accrual for Legal Matters	-	-	(26.0)	-
Acquisition/Divestiture Related Costs	(0.2)	(1.3)	(1.0)	(11.3)
Corporate and Other (As Adjusted) (Schedule 2)	\$ (21.2)	\$ (19.8)	\$ (78.7)	\$ (69.6)

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

<i>Amounts in millions</i>	Quarter Ended December 31,		Full Year December 31,	
	2016	2015	2016	2015
Total Operating Income (GAAP) Schedule 1)	\$ 162.7	\$ 128.7	\$ 359.2	\$ 337.0
Restructuring Charges	(3.3)	(17.2)	(22.1)	(32.3)
Legal and Other Professional Fees and Shut-Down (Costs) Recoveries Related to Matters In China	(0.4)	(0.4)	(2.0)	(1.6)
Accrual for Legal Matters	-	-	(26.0)	-
Acquisition/Divestiture Related Costs	(5.9)	(10.1)	(9.5)	(21.9)
Amortization of Acquisition Related Intangibles	(6.0)	(6.1)	(24.2)	(17.8)
Acquisition Related Deferred Revenue Fair Value Adjustment	-	(5.1)	(3.1)	(19.9)
Impaired Asset - Data Management and Back Office Infrastructure	-	(6.7)	-	(6.7)
Impaired Assets - Parsippany, NJ Building	-	(0.1)	-	(0.1)
Impairment of Certain Intangible Assets in China	(2.4)	-	(2.4)	-
Total Operating Income (As Adjusted) (Schedule 2)	\$ 180.7	\$ 174.4	\$ 448.5	\$ 437.3

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

<i>Amounts in millions</i>	Quarter Ended December 31,		Full Year December 31,	
	2016	2015	2016	2015
Net Income Attributable to Dun & Bradstreet (GAAP) (Schedule 1)	\$ 78.0	\$ 76.7	\$ 97.4	\$ 168.8
Restructuring Charges	(2.2)	(10.8)	(14.4)	(20.6)
Legal and Other Professional Fees and Shut-Down (Costs) Recoveries Related to Matters In China	(0.2)	(0.3)	(1.3)	(0.8)
Accrual for Legal Matters	(0.6)	-	(22.6)	-
Acquisition/Divestiture Related Costs	(5.6)	(9.1)	(8.0)	(18.4)
Amortization of Acquisition Related Intangibles	(3.8)	(3.7)	(15.1)	(11.0)
Acquisition Related Deferred Revenue Fair Value Adjustment	0.1	(3.2)	(2.1)	(13.6)
Impaired Asset - Data Management and Back Office Infrastructure	-	(4.7)	-	(4.7)
Impairment of Certain Intangible Assets in China	(2.4)	-	(2.4)	-
Effect of Legacy and Other Tax Matters	-	-	1.7	7.4
Gain (Loss) on Investment	(6.7)	-	(6.7)	(0.9)
Gain (Loss) on Sale of Businesses	(8.2)	-	(97.8)	-
Tax Impact on Repatriation of Foreign Earnings	-	2.9	-	2.9
After-Tax Impact	(29.6)	(28.9)	(168.7)	(59.7)
Income (Loss) From Discontinued Operations, Net of Income Taxes	(3.2)	0.8	(4.1)	(35.4)
Net Income Attributable to Dun & Bradstreet (As Adjusted) (Schedule 2)	\$ 110.8	\$ 104.8	\$ 270.2	\$ 263.9

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

Schedule 6

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

	Quarter Ended December 31,		Full Year December 31,	
	2016	2015	2016	2015
	Diluted EPS Attributable to Dun & Bradstreet Common Shareholders (GAAP) (Schedule 1)	\$ 2.10	\$ 2.11	\$ 2.65
Restructuring Charges	(\$0.06)	(0.29)	(0.39)	(0.57)
Legal and Other Professional Fees and Shut-Down (Costs) Recoveries Related to Matters In China	(0.01)	(0.01)	(0.04)	(0.02)
Accrual for Legal Matters	(0.02)	-	(0.61)	-
Acquisition/Divestiture Related Costs	(0.15)	(0.25)	(0.22)	(0.51)
Amortization of Acquisition Related Intangibles	(0.10)	(0.10)	(0.41)	(0.30)
Acquisition Related Deferred Revenue Fair Value Adjustment	-	(0.09)	(0.06)	(0.38)
Impaired Asset - Data Management and Back Office Infrastructure	-	(0.13)	-	(0.13)
Impairment of Certain Intangible Assets in China	(0.06)	-	(0.06)	-
Effect of Legacy and Other Tax Matters	-	-	0.04	0.21
Gain (Loss) on Investment	(0.18)	-	(0.18)	(0.02)
Gain (Loss) on Sale of Businesses	(0.22)	-	(2.66)	-
Tax Impact on Repatriation of Foreign Earnings	-	0.08	-	0.08
Discontinued Operations	(0.09)	0.03	(0.11)	(0.97)
Diluted EPS Attributable to Dun & Bradstreet Common Shareholders (As Adjusted) (Schedule 2)	\$ 2.99	\$ 2.87	\$ 7.35	\$ 7.25

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

<i>Amounts in millions</i>	Quarter Ended December 31,		Full Year December 31,	
	2016	2015	2016	2015
	Other Income (Expense)-Net (GAAP) (Schedule 1)	\$ (12.4)	\$ (0.2)	\$ (104.3)
Effect of Legacy and Other Tax Matters	-	-	(1.7)	(6.9)
Gain (Loss) on Investment	(6.7)	-	(6.7)	(1.2)
Gain (Loss) on Sale of Businesses	(5.5)	-	(95.1)	-
Acquisition/Divestiture Related Costs	-	-	(0.1)	(0.3)
Other Income (Expense)-Net (As Adjusted) (Schedule 2)	\$ (0.2)	\$ (0.2)	\$ (0.7)	\$ 0.8

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

<i>Amounts in millions</i>	Quarter Ended December 31,		Full Year December 31,	
	2016	2015	2016	2015
	Non-Operating Income (Expense) - Net (GAAP) (Schedule 1)	\$ (25.0)	\$ (13.7)	\$ (155.6)
Effect of Legacy and Other Tax Matters	-	-	(1.7)	(6.9)
Gain (Loss) on Investment	(6.7)	-	(6.7)	(1.2)
Gain (Loss) on Sale of Businesses	(5.5)	-	(95.1)	-
Acquisition/Divestiture Related Costs	-	-	(0.1)	(0.3)
Non-Operating Income (Expense) - Net (As Adjusted) (Schedule 2)	\$ (12.8)	\$ (13.7)	\$ (52.0)	\$ (48.6)

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

Schedule 6

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

Amounts in millions

Provision for Income Taxes (GAAP) (Schedule 1)

Restructuring Charges	(1.1)	(6.4)
Legal and Other Professional Fees and Shut-Down (Costs) Recoveries Related to Matters In China	(0.2)	(0.1)
Accrual for Legal Matters	0.6	-
Acquisition/Divestiture Related Costs	(0.3)	(1.0)
Amortization of Acquisition Related Intangibles	(2.2)	(2.4)
Acquisition Related Deferred Revenue Fair Value Adjustment	(0.1)	(1.9)
Impaired Asset - Data Management and Back Office Infrastructure	-	(2.0)
Impaired Assets - Parsippany, NJ Building	-	(0.1)
Effect of Legacy and Other Tax Matters	-	-
Gain (Loss) on Investment	-	-
Gain (Loss) on Sale of Businesses	2.7	-
Tax Impact on Repatriation of Foreign Earnings	-	(2.9)

Provision for Income Taxes (As Adjusted) (Schedule 2)

Quarter Ended December 31,		Full Year December 31,	
2016	2015	2016	2015
\$ 54.9	\$ 37.7	\$ 99.9	\$ 74.2
(1.1)	(6.4)	(7.7)	(11.7)
(0.2)	(0.1)	(0.7)	(0.8)
0.6	-	(3.4)	-
(0.3)	(1.0)	(1.6)	(3.8)
(2.2)	(2.4)	(9.1)	(6.8)
(0.1)	(1.9)	(1.0)	(6.3)
-	(2.0)	-	(2.0)
-	(0.1)	-	(0.1)
-	-	(3.4)	(14.3)
-	-	-	(0.3)
2.7	-	2.7	-
-	(2.9)	-	(2.9)
\$ 55.5	\$ 54.5	\$ 124.1	\$ 123.2

The Dun & Bradstreet Corporation

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

	Quarter Ended December 31, 2016			Quarter Ended December 31, 2015		
	GAAP (Sched 3)	Acquisition Related Deferred Revenue	As Adjusted* (Sched 4)	GAAP (Sched 3)	Acquisition Related Deferred Revenue	As Adjusted* (Sched 4)
<i>Amounts in millions</i>						
Geographic and Customer Solution Set Revenue:						
Americas:						
Risk Management Solutions						
Trade Credit	\$ 131.5	\$ -	\$ 131.5	\$ 136.5	\$ 0.5	\$ 137.0
Other Enterprise Risk Management	78.5	-	78.5	67.8	3.5	71.3
Total Americas Risk Management Solutions	210.0	-	210.0	204.3	4.0	208.3
Sales and Marketing Solutions						
Traditional Prospecting Solutions	\$ 39.8	\$ -	\$ 39.8	\$ 43.4	\$ 0.9	\$ 44.3
Advanced Marketing Solutions	191.4	-	191.4	169.2	0.2	169.4
Total Americas Sales and Marketing Solutions	231.2	-	231.2	212.6	1.1	213.7
Total Americas Revenue	\$ 441.2	\$ -	\$ 441.2	\$ 416.9	\$ 5.1	\$ 422.0
Non-Americas:						
Risk Management Solutions						
Trade Credit	\$ 43.5	\$ -	\$ 43.5	\$ 45.8	\$ -	\$ 45.8
Other Enterprise Risk Management	17.9	-	17.9	18.3	-	18.3
Total Non-Americas Risk Management Solutions	61.4	-	61.4	64.1	-	64.1
Sales and Marketing Solutions						
Traditional Prospecting Solutions	\$ 4.8	\$ -	\$ 4.8	\$ 5.4	\$ -	\$ 5.4
Advanced Marketing Solutions	9.7	-	9.7	12.9	-	12.9
Total Non-Americas Sales and Marketing Solutions	14.5	-	14.5	18.3	-	18.3
Total Non-Americas Revenue	\$ 75.9	\$ -	\$ 75.9	\$ 82.4	\$ -	\$ 82.4
Total Corporation:						
Risk Management Solutions						
Trade Credit	\$ 175.0	\$ -	\$ 175.0	\$ 182.3	\$ 0.5	\$ 182.8
Other Enterprise Risk Management	96.4	-	96.4	86.1	3.5	89.6
Total Risk Management Solutions	271.4	-	271.4	268.4	4.0	272.4
Sales and Marketing Solutions						
Traditional Prospecting Solutions	\$ 44.6	\$ -	\$ 44.6	\$ 48.8	\$ 0.9	\$ 49.7
Advanced Marketing Solutions	201.1	-	201.1	182.1	0.2	182.3
Total Sales and Marketing Solutions	245.7	-	245.7	230.9	1.1	232.0
Total Revenue	\$ 517.1	\$ -	\$ 517.1	\$ 499.3	\$ 5.1	\$ 504.4

The Dun & Bradstreet Corporation

Schedule 6

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

	Quarter Ended December 31, 2016			Quarter Ended December 31, 2015		
	GAAP (Sched 3)	Acquisition Related Deferred Revenue	As Adjusted* (Sched 4)	GAAP (Sched 3)	Acquisition Related Deferred Revenue	As Adjusted* (Sched 4)
<i>Amounts in millions</i>						
Trade Credit Revenue:						
Americas:						
DNBi	\$ 96.4	\$ -	\$ 96.4	\$ 97.5	\$ 0.1	\$ 97.6
Other Trade Credit	35.1	-	35.1	39.0	0.4	39.4
Total Americas Trade Credit Revenue	131.5	-	131.5	136.5	0.5	137.0
Non-Americas:						
DNBi	\$ 5.4	\$ -	\$ 5.4	\$ 6.2	\$ -	\$ 6.2
Other Trade Credit	38.1	-	38.1	39.6	-	39.6
Total Non-Americas Trade Credit Revenue	43.5	-	43.5	45.8	-	45.8
Total Corporation:						
DNBi	\$ 101.8	\$ -	\$ 101.8	\$ 103.7	\$ 0.1	\$ 103.8
Other Trade Credit	73.2	-	73.2	78.6	0.4	79.0
Total Trade Credit Revenue	\$ 175.0	\$ -	\$ 175.0	\$ 182.3	\$ 0.5	\$ 182.8
Total Revenue:						
Americas:						
Direct	\$ 394.4	\$ -	\$ 394.4	\$ 379.2	\$ 5.1	\$ 384.3
Alliances & Partners	46.8	-	46.8	37.7	-	37.7
Total Americas Revenue	441.2	-	441.2	416.9	5.1	422.0
Non-Americas:						
Direct	\$ 47.7	\$ -	\$ 47.7	\$ 57.0	\$ -	\$ 57.0
Alliances & Partners	28.2	-	28.2	25.4	-	25.4
Total Non-Americas Revenue	75.9	-	75.9	82.4	-	82.4
Total Corporation:						
Direct	\$ 442.1	\$ -	\$ 442.1	\$ 436.2	\$ 5.1	\$ 441.3
Alliances & Partners	75.0	-	75.0	63.1	-	63.1
Total Revenue	\$ 517.1	\$ -	\$ 517.1	\$ 499.3	\$ 5.1	\$ 504.4

* As Adjusted includes the effect of divesting our operations in Benelux and Latin America

The Dun & Bradstreet Corporation

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

	Full Year December 31, 2016			Full Year December 31, 2015		
	GAAP (Sched 3)	Acquisition Related Deferred Revenue	As Adjusted* (Sched 4)	GAAP (Sched 3)	Acquisition Related Deferred Revenue	As Adjusted* (Sched 4)
<i>Amounts in millions</i>						
Geographic and Customer Solution Set Revenue:						
Americas:						
Risk Management Solutions						
Trade Credit	\$ 518.5	\$ 0.3	\$ 518.8	\$ 530.7	\$ 1.9	\$ 532.6
Other Enterprise Risk Management	256.9	2.2	259.1	202.7	12.9	215.6
Total Americas Risk Management Solutions	775.4	2.5	777.9	733.4	14.8	748.2
Sales and Marketing Solutions						
Traditional Prospecting Solutions	\$ 147.3	\$ 0.6	\$ 147.9	\$ 147.2	\$ 3.4	\$ 150.6
Advanced Marketing Solutions	493.4	-	493.4	448.5	1.7	450.2
Total Americas Sales and Marketing Solutions	640.7	0.6	641.3	595.7	5.1	600.8
Total Americas Revenue	\$ 1,416.1	\$ 3.1	\$ 1,419.2	\$ 1,329.1	19.9	\$ 1,349.0
Non-Americas:						
Risk Management Solutions						
Trade Credit	\$ 169.4	\$ -	\$ 169.4	\$ 181.5	\$ -	\$ 181.5
Other Enterprise Risk Management	67.0	-	67.0	63.4	-	63.4
Total Non-Americas Risk Management Solutions	236.4	-	236.4	244.9	-	244.9
Sales and Marketing Solutions						
Traditional Prospecting Solutions	\$ 16.6	\$ -	\$ 16.6	\$ 18.4	\$ -	\$ 18.4
Advanced Marketing Solutions	34.6	-	34.6	44.7	-	44.7
Total Non-Americas Sales and Marketing Solutions	51.2	-	51.2	63.1	-	63.1
Total Non-Americas Revenue	\$ 287.6	\$ -	\$ 287.6	\$ 308.0	\$ -	\$ 308.0
Total Corporation:						
Risk Management Solutions						
Trade Credit	\$ 687.9	\$ 0.3	\$ 688.2	\$ 712.2	\$ 1.9	\$ 714.1
Other Enterprise Risk Management	323.9	2.2	326.1	266.1	12.9	279.0
Total Risk Management Solutions	1,011.8	2.5	1,014.3	978.3	14.8	993.1
Sales and Marketing Solutions						
Traditional Prospecting Solutions	\$ 163.9	\$ 0.6	\$ 164.5	\$ 165.6	\$ 3.4	\$ 169.0
Advanced Marketing Solutions	528.0	-	528.0	493.2	1.7	494.9
Total Sales and Marketing Solutions	691.9	0.6	692.5	658.8	5.1	663.9
Total Revenue	\$ 1,703.7	\$ 3.1	\$ 1,706.8	\$ 1,637.1	19.9	\$ 1,657.0

The Dun & Bradstreet Corporation

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

	Full Year December 31, 2016			Full Year December 31, 2015		
	GAAP (Sched 3)	Acquisition Related Deferred Revenue	As Adjusted* (Sched 4)	GAAP (Sched 3)	Acquisition Related Deferred Revenue	As Adjusted* (Sched 4)
<i>Amounts in millions</i>						
Trade Credit Revenue:						
Americas:						
DNBi	\$ 380.5	\$ 0.1	\$ 380.6	\$ 391.0	\$ 0.5	\$ 391.5
Other Trade Credit	138.0	0.2	138.2	139.7	1.4	141.1
Total Americas Trade Credit Revenue	518.5	0.3	518.8	530.7	1.9	532.6
Non-Americas:						
DNBi	\$ 23.7	\$ -	\$ 23.7	\$ 25.2	\$ -	\$ 25.2
Other Trade Credit	145.7	-	145.7	156.3	-	156.3
Total Non-Americas Trade Credit Revenue	169.4	-	169.4	181.5	-	181.5
Total Corporation:						
DNBi	\$ 404.2	\$ 0.1	\$ 404.3	\$ 416.2	\$ 0.5	\$ 416.7
Other Trade Credit	283.7	0.2	283.9	296.0	1.4	297.4
Total Trade Credit Revenue	\$ 687.9	\$ 0.3	\$ 688.2	\$ 712.2	\$ 1.9	\$ 714.1
Total Revenue:						
Americas:						
Direct	\$ 1,282.5	\$ 3.1	\$ 1,285.6	\$ 1,216.7	\$ 19.4	\$ 1,236.1
Alliances & Partners	133.6	-	133.6	112.4	0.5	112.9
Total Americas Revenue	1,416.1	3.1	1,419.2	1,329.1	19.9	1,349.0
Non-Americas:						
Direct	\$ 191.4	\$ -	\$ 191.4	\$ 214.2	\$ -	\$ 214.2
Alliances & Partners	96.2	-	96.2	93.8	-	93.8
Total Non-Americas Revenue	287.6	-	287.6	308.0	-	308.0
Total Corporation:						
Direct	\$ 1,473.9	\$ 3.1	\$ 1,477.0	\$ 1,430.9	\$ 19.4	\$ 1,450.3
Alliances & Partners	229.8	-	229.8	206.2	0.5	206.7
Total Revenue	\$ 1,703.7	\$ 3.1	\$ 1,706.8	\$ 1,637.1	\$ 19.9	\$ 1,657.0

* As Adjusted includes the effect of divesting our operations in Benelux and Latin America

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 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 and material tax and legal settlements); acquisition and divestiture-related fees (such as costs for bankers, legal fees, diligence costs, retention payments, and contingent consideration adjustments); and acquisition-related intangible amortization expense. A recurring component of our “As Adjusted” basis 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 revenue 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.