



## FAQs

### 1 WHAT IS GLG?

GLG is The World's Insight Network. We connect decision makers to the right experts so they can act with the confidence that comes from true clarity and have what it takes to get ahead. Our network of experts is the world's most varied and qualified source of first-hand expertise, and we recruit thousands of new experts every day. GLG founded our industry 25 years ago, and we still lead it today. We bring the power of insight to every great professional decision.

### 2 HOW DOES GLG WORK?

Whether our clients are exploring a new strategy, product, segment, or direction, they learn and discover through 1:1 engagements with experts and across our other solutions including bespoke research, surveys, events, and content.

### 3 WHO ARE GLG CLIENTS?

Our clients are decision makers at thousands of the world's best businesses. We serve leading technology, life science, and industrial companies, including nearly half of the Fortune 100 and the majority of the top 10 global technology companies; leading investment and financial firms; top professional services firms; and hundreds of nonprofits and social entrepreneurs around the world. On average, our clients have worked with us for more than a decade.

### 4 WHO ARE GLG EXPERTS?

Our global network of diverse and qualified experts offers insight from the C-suite to the tractor seat, including Fortune 500 C-suite executives, academics, scientists, policy specialists, former public sector leaders, and subject-matter experts. We recruit thousands of new experts to our network every day.

### 5 HOW DOES GLG SELECT AND SCREEN EXPERTS?

Using our proprietary data, our technology quickly surfaces high-precision, one-in-a-million matches with quality and volume, suggesting qualified experts or populations of experts for a client's needs. That tech-enabled speed is matched with the human touch of our dedicated teams and rigorous compliance standards. Beyond enriching each connection, we identify background issues, quality concerns, or potential conflicts of interest that might make someone a poor fit for our network or for specific types of projects.

### 6 WHAT DO CLIENTS USE GLG TO LEARN?

In a word: anything. Clients use GLG for all their knowledge needs, including deep dives on strategic challenges, hypothesis testing, market feedback, advice from other executives, and more. Engagements occur within our trusted environment, which allows clients to learn in a manner that respects experts' confidentiality obligations and conflicts.

### 7 WHO CAN ACCESS GLG'S NETWORK?

GLG is a B2B network serving top businesses, nonprofits, and others, and we have long-term relationships with many of the world's leading organizations. If you are interested in becoming a client, visit [GLGinsights.com](https://www.glginsights.com) for more information.

## 8 HOW DOES GLG FIND EXPERTS?

We continuously grow our network of experts by recruiting top professionals from around the world for specific project needs and to grow our populations of experts across segments and industries. If you have subject-matter expertise and would like to learn more about joining our network, visit [GLGinsights.com/network-members](https://www.glginsights.com/network-members).

## 9 WHAT MAKES GLG DIFFERENT?

GLG pioneered the first expert network, and a broader industry grew around us. We continue to be the undisputed market leader within the expert network industry for reasons including:

- Our comprehensively broad and diverse product suite
- Our deep partnerships with our client base that includes the world's leading and largest organizations
- Our extensive network that includes the world's most varied and qualified experts
- Our global presence serving clients with localized service across Europe, the Americas, and Asia
- Our unmatched compliance standards
- Our proprietary data and continued innovation

## 10 WHAT ARE GLG'S COMPLIANCE STANDARDS?

GLG invented compliance standards for the industry, and our unparalleled compliance systems help clients engage with subject-matter experts through a trusted environment. We have proprietary systems and technology to manage potential conflicts, help clients implement their own compliance settings, and provide regular training, which supports our robust compliance policies.

GLG requires all experts to complete an interactive tutorial that emphasizes the importance of confidentiality to them, our clients, and us. We also require all experts to sign, and re-sign each year, a contract in which the experts explicitly state that they:

- Have reviewed any relevant agreements to which they are subject and are permitted to serve as experts
- Will decline to participate in any project that would violate those agreements
- Will not provide confidential (including material nonpublic) information to clients
- Will keep client interests and information confidential
- Will immediately terminate any consulting project that moves into subject matters they cannot discuss