



InnerWorkings and KPMG Announce Strategic Alliance for Marketing Execution

August 29, 2018

CHICAGO--(BUSINESS WIRE)--Aug. 29, 2018-- InnerWorkings, Inc. (NASDAQ: INWK) a global leader in marketing execution, and KPMG LLP, the U.S. audit, tax and advisory firm, today announced an alliance to help clients create the most impact from their marketing spend through technology and services designed to increase efficiencies, improve consistency and drive savings.

"By combining KPMG's experience and deep understanding of their client's business challenges with InnerWorkings' global marketing execution capabilities, the two companies offer corporations a compelling value proposition," said Oliver Kimberley, Senior Vice President, Client Solutions for InnerWorkings. "We are excited about this alliance and look forward to assisting KPMG drive greater value to their clients in the months and years ahead."

"Today's marketing budgets are under pressure to perform more than ever before, and marketing executives need transparency, innovation and a technology-driven approach to maximize their ROI," said Pat Canning, KPMG Chicago Managing Partner. "Our alliance can create meaningful cost savings on marketing collateral, which significantly impacts our clients' bottom line."

KPMG's Procurement Advisory group brings extensive experience in controlling spend, developing strategies to manage suppliers, improving efficiencies and identifying areas where technology will drive savings. KPMG will evaluate current marketing spend and operating models against industry-leading practices, build a roadmap to meet short-term business objectives and assist clients in achieving their long-term transformation goals.

InnerWorkings is the transformative global marketing partner for ambitious companies, relentlessly driving value to help brands thrive. It helps leading brands make data-driven decisions that streamline processes, leverage buying at scale, lower costs, shorten time to market and improve ROI.

For more information, visit www.kpmg.com/us/innerworkings.

About InnerWorkings

InnerWorkings, Inc. (NASDAQ: INWK) is the leading global marketing execution firm serving Fortune 1000 brands across a wide range of industries. As a comprehensive outsourced enterprise solution, the Company leverages proprietary technology, an extensive supplier network and deep domain expertise to streamline the production of branded materials and retail experiences across geographies and formats. InnerWorkings is headquartered in Chicago, IL and employs approximately 2,100 individuals to support global clients in the execution of multi-faceted brand campaigns in every major market around the world. InnerWorkings serves many industries, including: retail, financial services, hospitality, consumer packaged goods, nonprofit, healthcare, food & beverage, broadcasting & cable, automotive, and transportation.

About KPMG LLP

KPMG LLP is the independent U.S. member firm of KPMG International Cooperative ("KPMG International"). KPMG International's independent member firms have 197,000 professionals working in 154 countries. Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities. Learn more at www.kpmg.com/us or follow us [@KPMGUS_News](https://twitter.com/KPMGUS_News).

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InnerWorkings, Inc.

Bridget Freas

312-589-5613

bfreas@inwk.com

or

KPMG LLP

Libby Langsdorf

312-665-5155

elangsdorf@kpmg.com