



inspired to be *the best* |  **Teleperformance**

Teleperformance

TP Open Doors in Lisbon
January 17, 2023

Agenda

- Teleperformance overview
- Teleperformance in Portugal
- Recruitment and Training
- Employee Engagement and Wellness, ESG
- Client Management
- The future of CX - the Metaverse
- Helping companies grow their customer base – Digital Sales
- Trust & Safety overview
- TP eSports Arena – Supporting the gaming industry

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Group overview

Teleperformance (TP) is a global leader in Digital Integrated Business Services

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TP Teleperformance
each interaction matters

We are a
team of

420K

people

We provide
services in

265+

languages and
dialects

We are
present in

88

countries

We serve

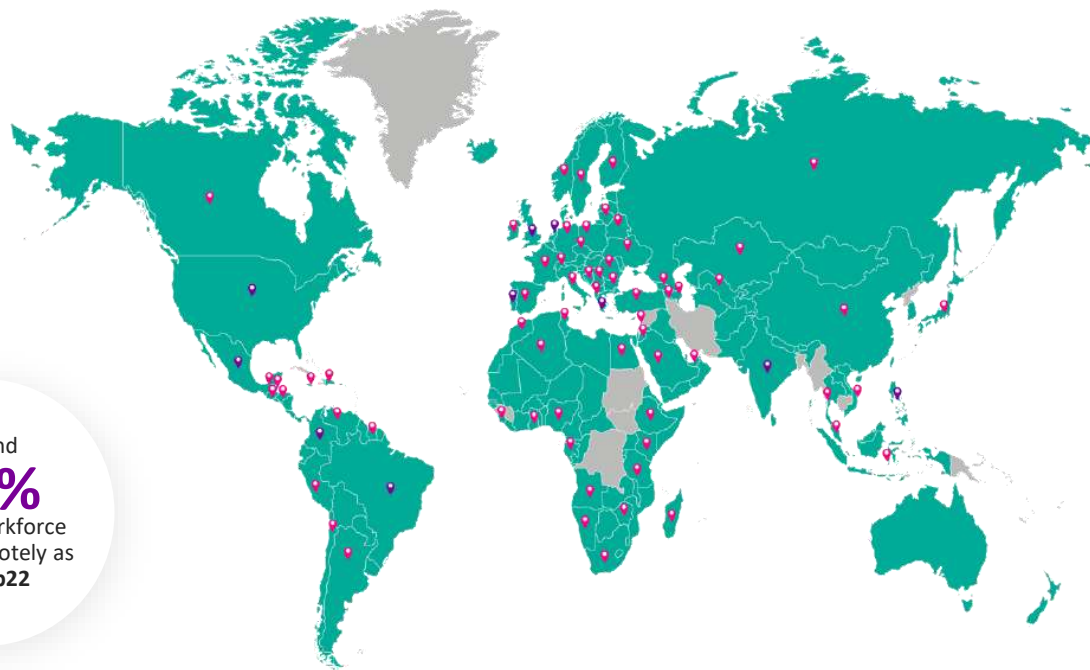
170+

markets

Around

50%

of our workforce
works remotely as
on **Sep22**



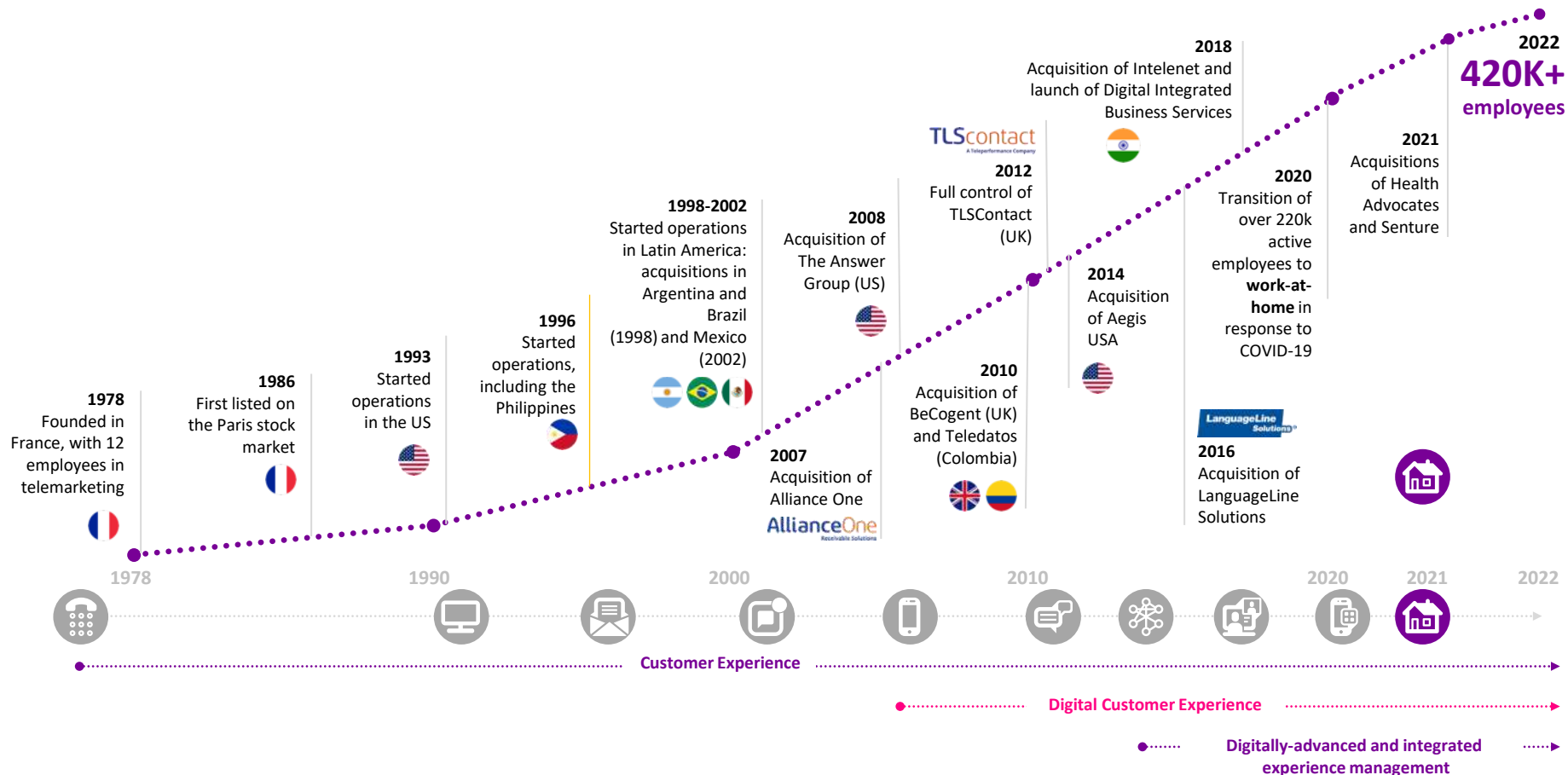
As of 31-12 2021

Our History

A proven track record with more than 44 years of experience

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Our Strategy: TP Cube

Now a leader in innovative customer and citizen experience management services

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Customer and Citizen Experience Services

- Customer and citizen care
- Technical support Sales
- Accounts receivable
- Online interpreting

Back-Office Services

- Industry-specific services
- Content moderation (Trust & Safety)
- Security risk management
- Financial & accounting processes
- Visa application management

Knowledge Services

- Operations consulting that ranges from customer experience design to business process optimization
- Advanced analytics solutions
- Digital solutions that enhance human productivity through Optical Character Recognition (OCR), Robotic and Cognitive Automation, among other technologies



Geographies

- 88 countries
- 170 markets
- 265+ languages
- Global and flexible delivery model (smart & cloud shoring)

Main Client Verticals

- Governments
- Travel agencies, hospitality, transportation
- Retail, e-commerce
- Energy
- Social media, entertainment, gaming
- Healthcare
- Financial services
- Technology
- Telecommunications

Intelligent, integrated, industry-specific operations

Leveraging the power of our end-to-end services

Cx Journey



Channels



CX & Business Services



CUSTOMER EXPERIENCE

- Customer Care
- Technical Support Level 1, 2 & 3
- Gamers Help Desk
- Accounts Receivable
- Loyalty Management



BUSINESS SERVICES

- Digital Customer Onboarding
- Digital Content Management
- Risk, Compliance & Fraud Ops.
- Global Business Services
- Localization & Interpretation
- F&A, HRO



SALES OPERATIONS

- B2B Sales
- B2C Sales
- Collections
- Churn / Retention
- Sales Training & Coaching
- Sales Recruitment (HRO)

T&S Services



TRUST & SAFETY

- User-Generated Content Moderation
- Ad Moderation & Monetization
- Identity & Account Authenticity
- e-Commerce, Shopping, and Payment/Fraud Review
- Application & Developer Support
- Digital Media & Copyrights
- Social Media CX
- AI operations

Digital Services



T.A.P.™

- Analytics & Data Integration
- Innovation, Research & Development
- Digital Transformation Implementation
- Customer Consulting & Insights
- Customer Experience Analytics
- Market Research & Intelligence

Shoring Strategy



ONSHORE



NEARSHORE



OFFSHORE



MULTILINGUAL



CLOUD CAMPUS

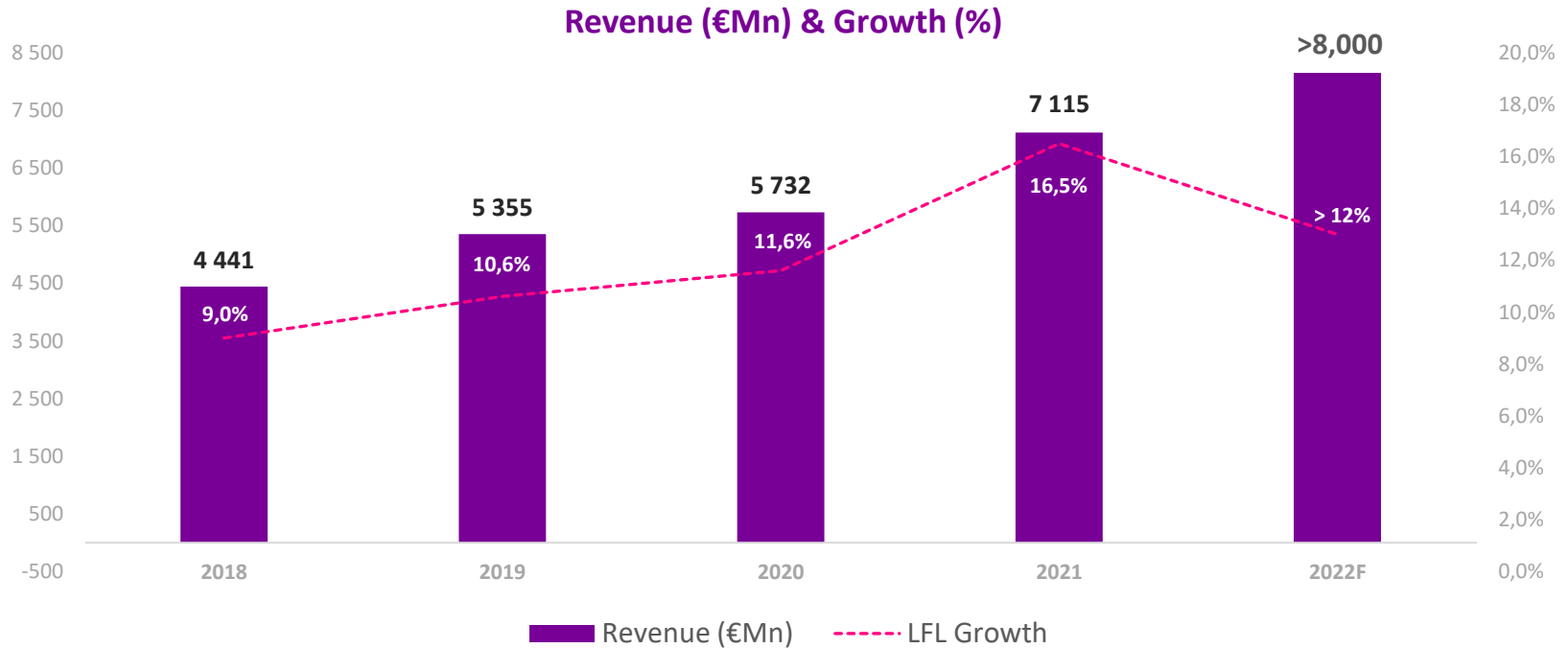


We grow steadily and are financially solid

...with a revenue forecast of EUR 8Bn+ in 2022, up 12%+ (like-for-like* objective)

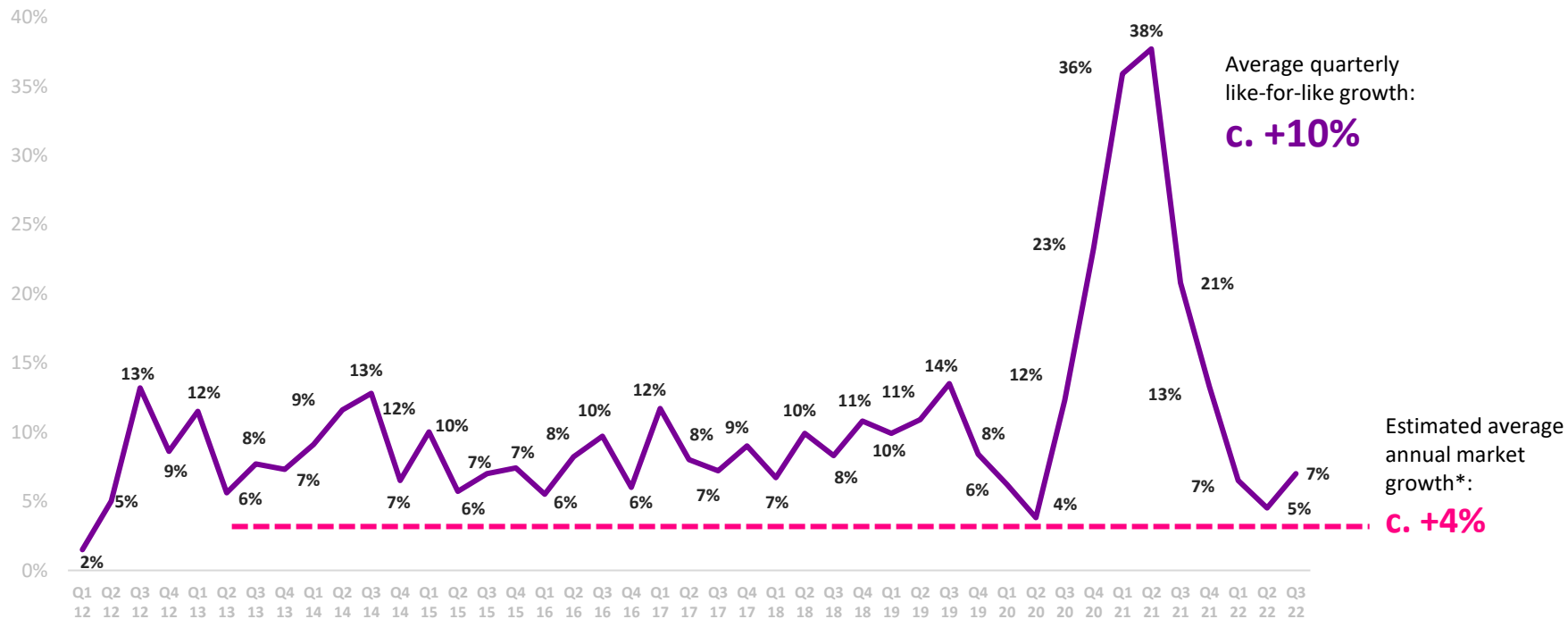
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*2021 & 2022E LFL growth excludes Covid impact

Despite the competitive environment, Teleperformance has delivered above average growth rates for 42 consecutive quarters



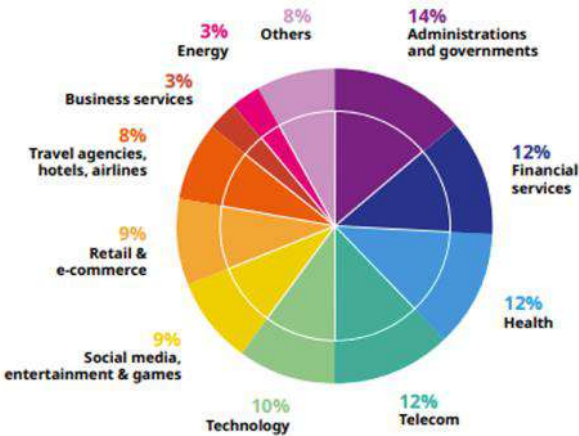
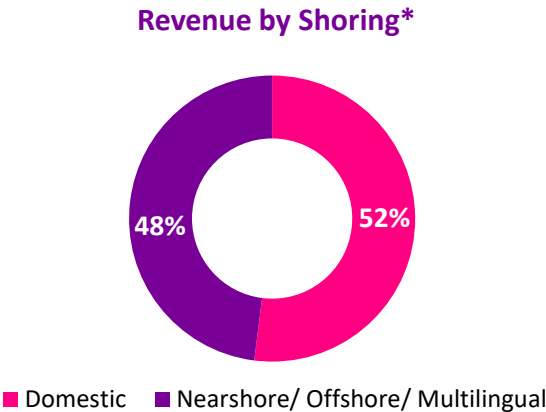
Diversified Client Portfolio

With more than 1,000 clients, 50% of which are multinationals, Teleperformance has the most diverse client base in its sector

A 95% retention rate and an average client relationship of 13 years demonstrates the strength of our partnerships and our industry-leading innovation.

We are a public company listed on Euronext Paris, a member of the CAC 40 index, and BBB investment-grade rated by Standard & Poor's.

Industry expertise and strong growth in the digital economy (% revenue by vertical)



*Core Services Revenue

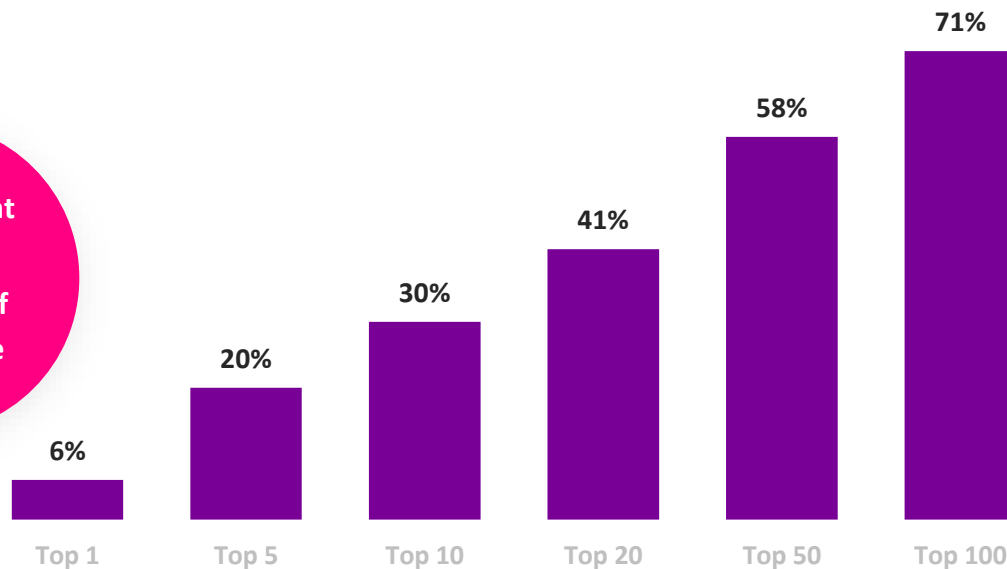
Teleperformance has a vast array of clients representing a wide variety of industries, regions, and countries.

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Our top client
represents
only **6%** of
our revenue



As per 2021 revenue. Excluding LLS & Health Advocate revenue, given the specificity of their business and client portfolios. These companies since 2016 and 2021 respectively were not included in the concentration rate calculation

Our Values

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Cosmos

Integrity

**Absolute.
Harmonious.
Universal**

I say what I do,
I do what I say.



Earth

Respect

**Deep.
Nurturing.
Abundant.**

I treat others
with kindness
and empathy.



Metal

Professionalism

**Crafted.
Solid.
Reliable.**

I do things
right the very
first time.



Air

Innovation

**Inspiring.
Renewing.
Dynamic.**

I create &
improve.



Fire

Commitment

**Steady.
Strong.
Radiant.**

I'm passionate
& engaged.

We are trusted by the world's best brands

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Interbrand
Best
Global
Brands
2021

80%

of InterBrand's 10
Best Global Brands


VISUAL
CAPITALIST

84%

Of the 25 Most
Innovative Companies
of 2021

The
RepTrak
Company

72%

Of the world's 25 Most
Reputable Companies
for 2022.

Forbes

68%

Of the Top 25 Public
Companies for 2021

A True Business Partner

Our clients **trust us** to navigate the waves of change and adapt quickly to the world's challenges and disruptions, while providing innovative services that provide a competitive advantage.

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“



“More than a provider that simply blends in, Teleperformance wishes to go beyond and regularly challenge us.”

“

SAMSUNG

“Our relationship with Teleperformance is built on innovation and never standing still.”

“

GRUBHUB™

“Cloud Campus formalizes the work-at-home model and uses innovation to take it to the next level.”

“

wish

“Our results were great. All of this was made possible by the fact we now had access to a geographically dispersed workforce that allowed us to hire the best talent possible.”

See what our clients have to say...

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Teleperformance Cloud Campus

50% of our workforce remains remote
Q3 2022



Eliminate
hiring
boundaries



Dedicated
support for
dispersed teams



Effective
employee
management and
optimization



A highly secure
remote
environment



We are widely recognized for our experience, sustainability, and technology

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Environmental Social and Corporate Governance



Customer Experience



Technology



Best Service Provider



Industry-Leading Vision and Market Impact

At Teleperformance, good is never good enough. We believe in delivering nothing but the best.

Everest Group Peak Matrix – Trust and Safety 2021

Everest Group Trust and Safety – Content Moderation Services PEAK Matrix® Assessment 2021¹



Everest Group Peak Matrix - CXM Market Standings 2021

Everest Group Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2021¹



Everest Group Peak Matrix – Work at Home Agent 2021

Everest Group Work at Home Agent (WAHA) Customer Experience Management (CXM) Services PEAK Matrix® Assessment 2021





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Teleperformance in Portugal

Why Portugal

A **very touristic country** that attracts people from all around the globe, speaking all sort of languages

individuals and families are motivated to relocate and are placing a greater emphasis on health, wellness and overall lifestyle.

State of the art infrastructure in fantastic locations in a beautiful country



Portugal is considered the **4th safest country in the world** after continuous improvement in its scores.

Lisbon tops the **ranking** thanks to the high quality of life that Portugal offers

High skilled labor force, with very good English skills

Gartner.

Portugal is an attractive nearshore destination due to:

- Strategic geographic location
- Qualified talent pool
- Multilanguage capabilities

Leading developed-market locations:

According to the Expat Insider 2020 Survey conducted by InterNations, **Lisbon ranks 3rd best city for expats out of 66 cities worldwide.**



- Quality of Urban Living
- Getting Settled
- Urban Work Life
- Finance & Housing
- City Focus

A **cultural and linguistic melting pot** of people that always desire to welcome and help tourists and expatriates speaking these newcomers' own language

Cultural affinity with the market to deliver the highest success rate

Low pollution and a favorable climate are also advantages.

high-speed internet is reliable

Consistency of Service

Lisbon also offers strong physical connectivity, thanks to a well-connected international airport.

Culture of service is one and only across all markets

COVID-19 NATIONAL VACCINATION PLAN

89% of the Portuguese population is fully vaccinated against COVID-19 since Oct. 10, 2021.

Portugal – The Epicentre for Multilingual Services



Teleperformance is leader in managing the contact center services of some of the most recognized global brands in various sectors and Portugal is the epicentre for **multilingual services** for Europe.

State of the art infrastructure in fantastic cities in a beautiful country. It is a great relocation spot, making it easy to attract and retain highly qualified talent.

Great Place to Work in Portugal for the last 10 years, with a culture of continuous improvement, innovation and creativity.

SITE EXPERTISE

- Native speakers
- Experienced and tenured management team
- Relevant programs with agents with similar skills
- Over 2,000 Sales champions in B2C/B2B

EDUCATION POOL

- 70% agents from abroad, mainly with college & university educations
- HS diploma minimum

ON SITE AMENITIES

- Leisure Area
- TV / Game Room
- Cafeteria
- Ocean Boardwalk
- Expo Area

10
sites

We are a team of
13.500+
people

10.300+
workstations

Serving
107
clients

Across
67
markets

Ops in
37
languages

CERTIFICATIONS



Our Certifications

In addition to gdpr compliance,

**We are the only BPO to have
Binding corporate rules (BCR)
APPROVAL.**

**In Portugal,
Teleperformance is the only BPO
company holding simultaneously the
PCI and ISO 27001 certifications.**

Best
Workplaces™

Great
Place
To
Work.

PORTUGAL
2021

CERTIFIED COMPANY

eic
ISO 9001
Quality

VEREGO



CERTIFIED



Compliant with EUDPD
EU Data Protection Directive

Awards and Recognition

Our Awards and Recognitions: We are proud of what we have achieved!



Awards and Recognition



**Best Workplaces in Europe
by GPTW®
Multinational size category**

2022

**World's Best Workplaces
by GPTW® Institute and
Fortune Magazine**

2022



**Best Contact
Center Design
Award**



**Best Home /
Remote Agent
Program**



**Best Employee
Wellness
Program**



**Best
Recruitment
Campaign**



**Best
Improvement
Award**

**Global Top Ranking
Performer Awards**

2022



**Most Awarded
Company in Europe
8 ECCCS Awards**

2022

**Top Employer
Company**

2022



**Best Workplaces in
Portugal by GPTW®**

2022



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Recruitment



Defining the Right Profile

All job profiles are co-created with the client to ensure the achievement of KPIs and business results

Skill Level Assessment

The candidate's skills are matched with client's hiring requirements and position profile.

Tests are performed to evaluate verbal and written communication skills.

Compatibility and availability are reviewed, including several standard tests and also client-specific tests.

OnTarget Recruiting

Proprietary analytic methods determine the probability of an applicant being a high performer.

Behaviour-Based Assessment

Candidate's attitude, listening skills, and behaviour are evaluated through role-plays during the interview process.

Profile Calibration

Regular meetings with operations, training, and quality assurance to ensure that the candidate profile is continuously improved for success.

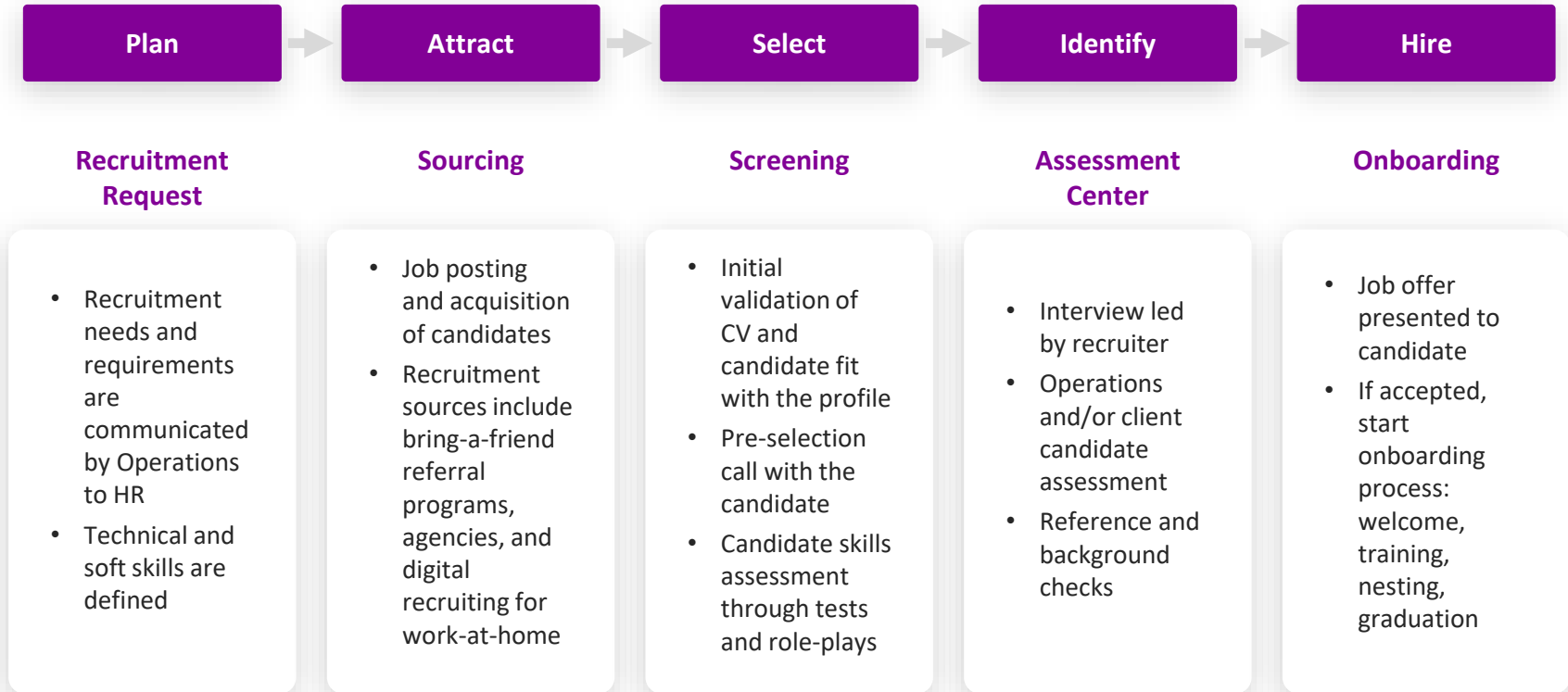
Recruitment Channels

Referrals, Recruitment Agencies, Digital Marketing



Recruitment Process

Standardization of processes and procedures to ensure consistency



Our Recruitment

We source quality candidates from a variety of channels

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BEST

Teleperformance typically recruits a percentage of new client personnel - agents and management, from its tenured and experienced pool of employees.

We aim to recruit 30% of the agents internally – who will make up the core of the client's team and are able to coach new hires during and after initial training.

For management positions, the percentage hired internally is the same - most management is developed internally, via our personnel development program: 'JUMP'.

We also like to discuss with our clients the possibility of using their branding during recruitment campaigns – as this, in our experience, significantly boosts recruitment results.

Teleperformance will finely tune the recruitment profile of each of the Client's Agent. The specific recruitment profiles will be agreed upon during the planning phase of the project. Our recruitment specialists will facilitate the process to ensure that it meets the client's expectations.



Refer a friend



External Recruitment



Internal Recruitment



Recruitment Agencies



Digital Marketing

Coast-to-Coast Program

Live and work in one or more locations across Portugal

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What's in it for the candidates?

Our package includes:

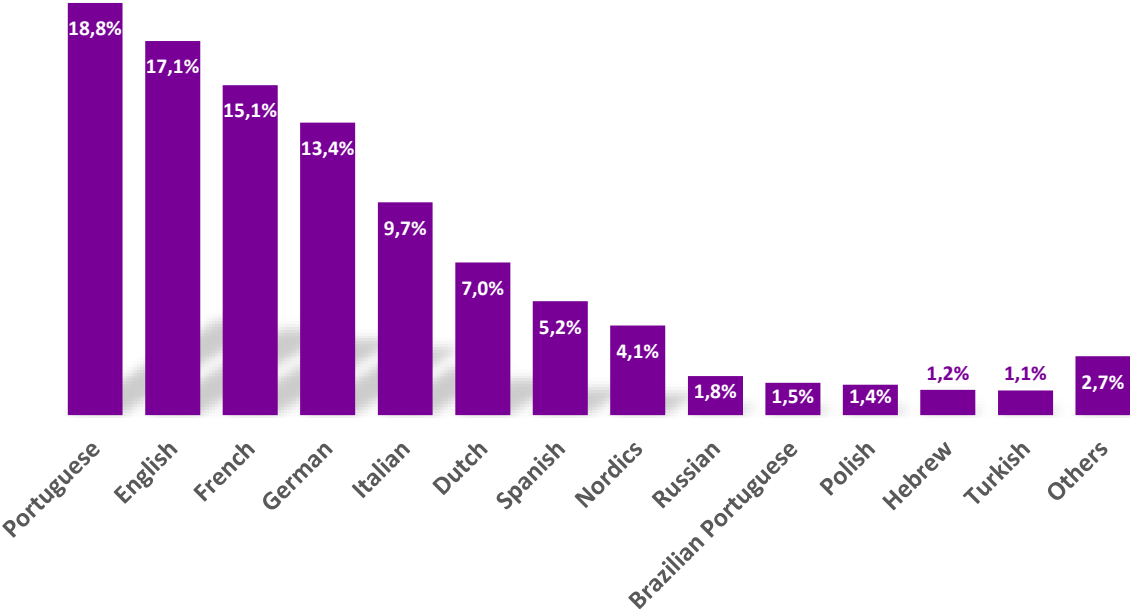
- Above-average wages
- Health insurance from day one
- TP Clinic
- Free healthy items: soup, bread, salad and fruit
- Social, sports and cultural activities
- TP e-Learning Courses
- Career opportunity in an international and multicultural environment

Specifically for internationals:

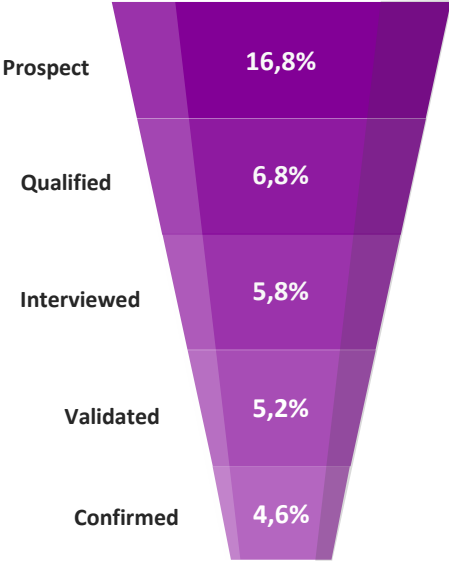
- Accommodation in a TP apartment (serviced twice a week)
- Relocation assured (cost and logistics wise)
- Local language classes
- Travel expenses to home country twice a year
- Legal and administrative support (visa applications, ID cards, housing, among others)
- Access to local TP Club activities
- Local discounts



2022 Hires



2022 Funnel





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Training

Our Training Differentiators

We aim to educate, engage and empower our employees

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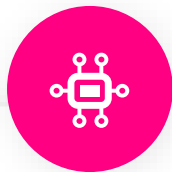


Simulation Training

Incorporating this true-to-life learning environment into the classroom training, provides associates with hands-on experience to make them more effective post go-live

NPS improved **65.3 to 78.2**

Reduction in average response time from **1073 secs to 374 secs**



Gamification

Adding an extra layer over traditional training activities, gamification increases user engagement, influences behavior and increases participation

Critical error reduction - **30%**

Quality improved **by 10%**

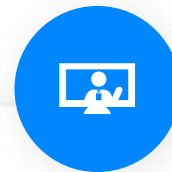


Digital Floor Walker

A chatbot platform provides our new associates with the answers to queries to help them during the nesting phase

Nesting First Time Pass **78% to 100%**

Quality increased from **86.75 – 90.15**



Self-Directed Learning

We use digital multimedia learning modules, including all the new age learning concepts, videos, quizzes and interactivity to effectively embed critical concepts.

Increase in quality **75% to 95%**

Reduction in Training Timeline from **20 days to 16 days**



MY TP Learning



TP Simulator



Test Environment



Kahoot



TP Arcade



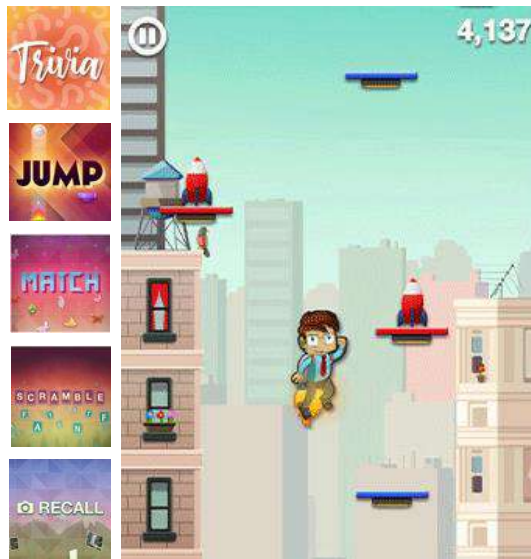
TP Gamification

What is TP Arcade?

Delivering an engaging and interactive training experience

TP Arcade is a premium add-on service in TP's The Training Arcade platform. It offers a **highly customizable** destination for learners to **play the games** built in The Training Arcade as well as our own created learning materials. Learners can **compete** against one another for **recognition** and prizes and **collaborate** as teams for group awards.

With Arcade, learners can participate in: Player-to-Player Challenges, Team Tournaments, daily Mini-Games, level-Up and Achievements Systems, point tracking via individual game leaderboards and global Leaderboard powered by Experience Points earned along the way.



TP Arcade delivers learner engagement and stickiness while providing tremendous data about player usage, knowledge improvement, and behavioral traits.

Project Results

Project #1

TSAT
4.9 (Target: 4.5)
QA
87,92% (Target: 85%)

Project #3

TSAT
5 (Target: 4.5)
QA
89,73% (Target: 75%)

Project #5

QA
94,95% (Target: 85%)
AHT
00:03:39 (Target:
00:06:30)

Project #2

NPS
29,34 (Target: 18,75)
CSAT
7,49 (Target: 6,71)
ASAT
8,15 (Target: 7,47)

Project #4

QA
91,93% (Target: 85%)
TSAT
4.8 (Target: 4.5)



“10% improvement
in response rate, achieving
92.5% and more than 50% of
the participants scored 100%”

“15% increase in Adherence 86% of the
team completed Ok Quiz (330 out of 384 participants)
as opposed to 71% of previous Quiz”

Career Development Programs and Initiatives



JUMP! is a development program exclusively designed for Teleperformance to identify and prepare high-potential employees to take on leadership positions in the company. JUMP! is a dual training program offering both technical and behavioral training, as well as personal development planning.



Teleperformance University is an executive program comprised of two tracks focusing on our high-tech, high-touch strategy as well as the completion of a Six Sigma Green Belt project to apply what was learned and drive real value back into the organization.



Teleperformance Academy is a facility exclusively designed for training initiatives consisting of buildings with bright classrooms, spaces with natural lighting, equipped with individual and modern tools to support the learning process.



Teleperformance e-Institute provides e-learning training to all management staff (supervisors, platform managers, operations directors, etc.).

Development initiatives

We provide personal training throughout the employee lifecycle

80% of our management and leadership positions are filled by internal promotions. Because we know the importance of training and career progression, we created several development initiatives to provide our employees the opportunity to grow professionally.



Jump!

A Career Development Program designed to take CSRs to the next level of their career in TP. It aims at preparing high-potential employees to take on a different challenge in the future, including leadership roles.

- 1800+ participants
- Placed 42% of graduates



Leadership Science Lab

In partnership with the top executive school in Portugal, we are developing our leaders on how to carry out this role in an inspiring and future-oriented way, via an executive program specifically designed for Teleperformance's present and coming challenges.

- 80 hours
- 80% Senior management already concluded



Mentoring Program

Available to employees identified as top performers/High potentials. Aimed at retaining talent and promoting diversity, and to engage and create a meaningful network, creating job readiness, and allowing mentees to take responsibility for their own development.

- 2nd edition (28 mentees)
- 50/50 gender balance



goFluent

Teleperformance offers language courses to all employees through the goFluent platform. With over 10,000 activities, this language learning platform allows our people to learn with a wide variety of languages, at their own pace!

- 2300+ users
- EN, PT and DE as top languages

The Metaverse

Anticipating the future... starting today!

Teleperformance Portugal has been exploring the uses and benefits of **Metaverse**, including different approaches and best practices inside our own organization.



Create Your Avatar



Virtual Classrooms



Breaktime



Meet Your Manager



Graduation Ceremony



Health & Wellness

For Teleperformance, the metaverse is more than **technology**, it is a new way of **omnichannel business integrity, customer experience and digital trust...** with our people in the center of it all!

A smiling man with a beard, wearing a white t-shirt, is holding a baby in his arms. He is also holding a white smartphone to his ear with his right hand. The background is a gradient of blue and purple, with a decorative pattern of small purple dots on the left side.

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Employee Engagement and Wellness

An integrated approach to the employee journey



Onboarding:

- Creating a sense of belonging and providing support since day one

Engagement activities

- Fun activities that cover our employees main interests
- Celebrate and praise along the way

Diversity, equity & inclusion

- Promoting an inclusive culture from within

Voice of the employee

- Continuous listening approach to capture real time experience

Wellness initiatives

- A holistic approach to our employees' wellbeing

COTW & COTP programme

- Fund raising drives
- Activities of community service

Performance management & career opportunities

- 71% internal promotion rate for supervisor and management positions
- JUMP program for all leadership positions and other career development opportunities

Foster a culture of belonging from the start

Motivate, engage & retain talent

Reward high performance & competence

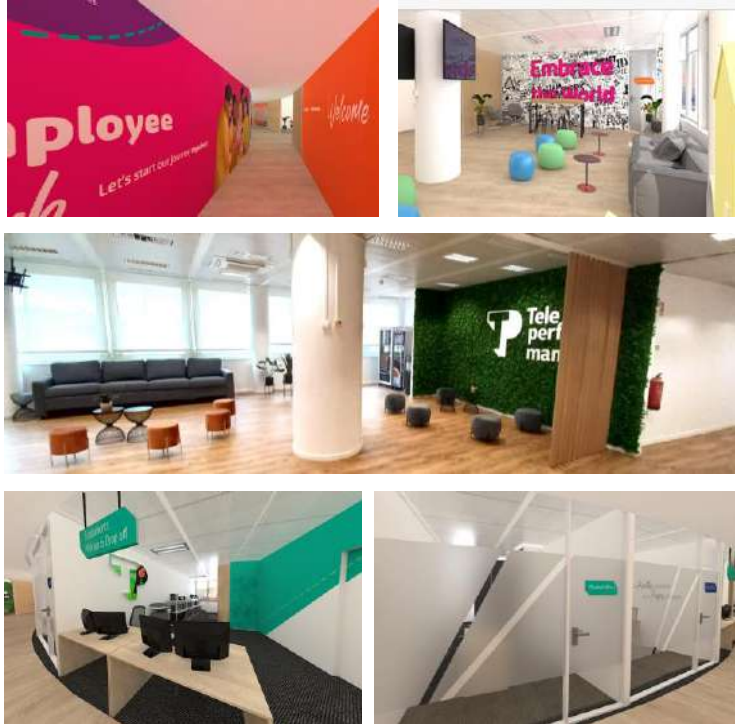
Provide first time right resolution to queries & concerns

Promote internal growth & build career paths

Create a long-lasting relationship with our employees

Foster a culture of belonging from the start

Onboarding Program



A dedicated Welcome and Support team. This team, available 24/7, greets new colleagues at the airport, brings them to their TP apartment, provide paperwork help, and assists in case of medical attention.

A welcoming Onboarding program

A centralized Employee Hub to support all employees' needs in just one place, alongside an omnichannel approach to employees' main requests.



Omnichannel Employee Support

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Face to Face

Phone



Email



Chat (Whatsapp)



Self Help



Because each interaction matters (and is solved!)

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An Employee Experience team that is driven by

People-centered processes

Personalized interactions

Real time monitoring

Continuous improvement

99.0%

Resolution

84.4%

Satisfaction

82.51%

First Contact Resolution

A global engagement calendar...

Employee Engagement Campaigns 2023



January

What's to come in 2023!
Webcast to PoCs and HR Leads

February

6th - 12th: Children's Mental Health Week
14th: Valentine's Day
17th: Random Acts of Kindness Day
Mothers Day

March

3rd: Employee Appreciation Day
13th - 19th: Nutrition & Hydration Week
17th: World Sleep Day
20th: International Day of Happiness
Fathers Day

April

Stress Awareness Month*
7th: World Health Day
29th: International Dance Day

May

Parental Mental Health Month
11th: World Ego Awareness Day
21st: World Meditation Day

June

26th - 30th World Wellbeing Week

July

Hints & Tips for Summer
30th: International Day of Friendship

August

Summer Break Wellness Tips
Summer Break Happiness Tips

September

10th: World Suicide Prevention Day
18th - 24th: International Week of Happiness at Work
30th: World's Biggest Coffee Morning

October

Pink October
6th: World Smile Day
7th: World Dyslexia Awareness Day
10th: World Mental Health Day
31st: Halloween

November

Blue November
1st: National Stress Awareness Day
13th: World Kindness Day*
25th: White Ribbon Day

December

2nd - 8th Grief Awareness Week/Month
Celebrating 2023

...supported by a local program

TP Club

At **TP Club** employees can meet colleagues from all over the world, try something new, do a workshop or engage in tournaments and gaming competitions to have memorable experiences together!

In 2022 we had + 90 activities that impacted +9000 employees

January



February



March



Engagement Activities

eSports Arena

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In May we opened the first eSports Arena in e-gaming line of Business!

eSports is a designed space to serve our internal and external **community on eSports**.

So far, we have had several **external events** with e-gaming industry clients, experts and fans from all over the world and **22 internal Team buildings for our teams** with **+740** participants.



Reinforcing our virtual offer with great new features!

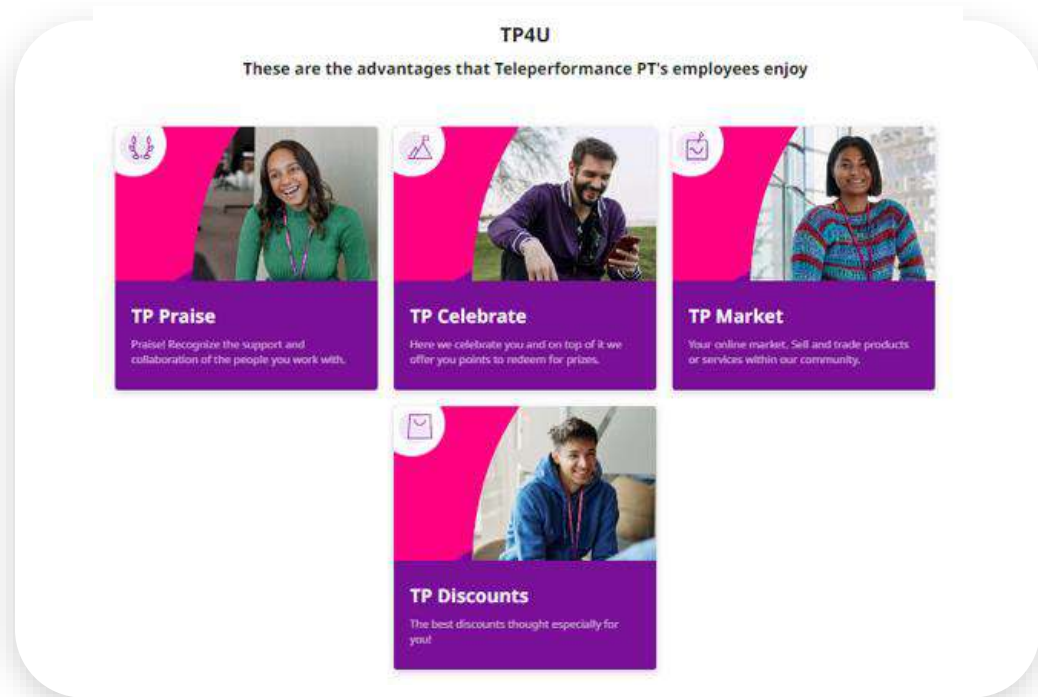
TP4U

Our new exciting virtual tool that elevates engagement at TP!

Main goals:

- Boost recognition moments between peers and teams
- Celebrate important dates and achievements
- Promote circular economy
- Communicate employee benefits

Expected result: increased connection and engagement with the company (measured via the Voice of the Employee tools).



61% of the employees engaged in the first week of pilot launch during November 2022. +3000 engaged users so far.

A holistic approach to our employees' wellness

Our Wellbeing Pillars



Our Wellbeing Strategic Actions

Surveys

To understand employees' mood, concerns and address actions to improve their conditions

Engagement

Interact with other users by creating blogs, forums and questions

Calendar

Share wellbeing activities calendar including trainings & events

Development

Offer Workshops, Curriculums and other learning opportunities

Gamification

Dynamic interaction with other users and track own performance

Report & Analytics

Real time tracking and automated reporting on all in-app activities

Coaching

Provide a service of psychologists or wellness professionals for support

Celebration

Provide tools, mechanisms and ensure a mindset of praise and recognition

Physical health – ensuring everyone is well

- **TP Feel Well Clinic** - Teleperformance Portugal's medical clinic has a permanent office in every one of our facilities and offers medical support to all employees.
- The clinic is fully equipped for **examinations and free medical appointments**, with a nurse and doctor on-call, daily from 9 am to 8 pm.
- Appointments can take place **online** to serve all Work at Home colleagues.
- All Teleperformance employees benefit from **private Health Insurance since day one** – no need for application or documentation as it is taken care during Onboarding.
- Every Employee can add **direct family members to the insurance** at a reduced price.
- **Insurance covers** ambulatory care, Hospitalization, Surgery and Childbirth as well as Dental co-payment appointments and 2nd Medical opinion.



100%

employees are
being covered by
health insurance

Scaling employee mental health support

Breaking the stigma with dedicated spaces and learnings

100%

employees have
access to
psychological
support

Creating awareness moments
via social media and internal
campaigns

Promoting self care via
psychological support

**Developing skills and tools to
improve individual and team
wellness**, with dedicated
workshops and spaces to put
the theory into practice



Certifying the teams that support our people

Our Mental Health Expertise Program

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Certification

Our goal

Reporting

Testimonies

Mental Health Leadership Certification

Training Curriculum launched in December 2022 on addressing and supporting anyone with mental illness or at risk, Focus on the role of the leader / psychological safety

More than 1.100 leaders involved – 100% completion expected by Q1 2023

"The course learnings allied with the support session made it to the point. Really liked it!"

Mental Health First Aid Certification

35 hours Face to Face certification on how to address, manage and provide first aid support in **Mental Health Crisis** situations.

Employee Experience and Welcome & Support teams Certified

"It was phenomenal the depth and practicality on the Mental Health subject!"

Suicide First Aid Certification

Training certification on understanding, how to address, manage and provide first aid support in **Suicide risk** situations. Focus on Communication skills.

Employee Experience and Welcome & Support teams Certified

"This course made me aware of how to approach, listen and better support!"

Nutrition – How our cafeterias play a critical role

We redesigned our Cafeterias based on our Employee Voice and they were part of it too!

Extensive **focus groups** were made on what our employees value in the cafeterias and what they were missing.

We listened also on what people would like to see in their Cafeteria space.

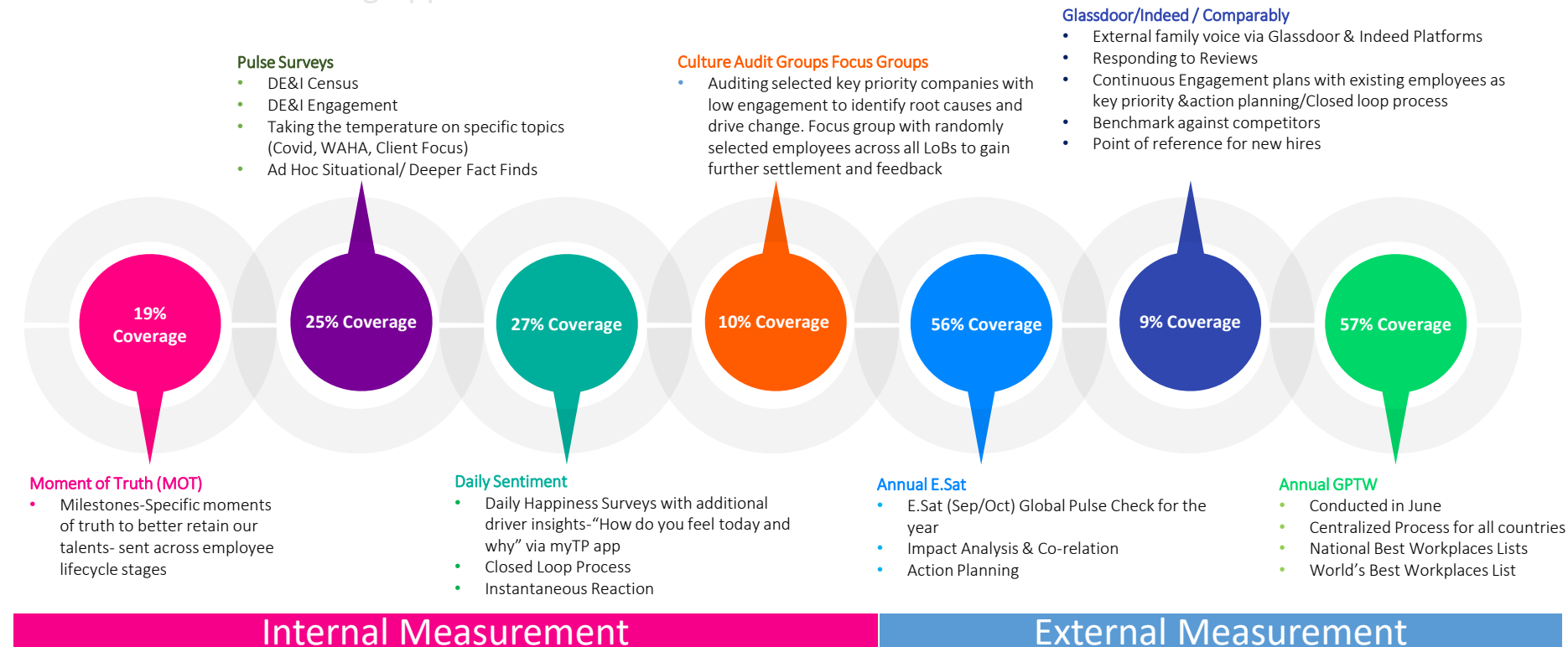
The Cafeteria of the building where we are today was designed BY our employees, in an engagement initiative that brought together almost 20 different proposals within our teams.

Cafeterias redesigned with our employees' feedback and inputs
All Employees benefit from free daily healthy items



Real Time Experience @Teleperformance

Our Continuous Listening Approach



YTD we've had **+2.2million** interactions across these approaches for our leaders and teams to have a clear view of how our people feel & how we can proactively improve the journey and experience our people.

TP has been consistently rated the best
(or close to the best) in the industry in every
external HR benchmark

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#11ranking

on Top 25 World's Best Workplaces



Certifications For 2022!

64Great Place To Work



23Countries



8Countries



Responsible Practices and ESG

We have a comprehensive ESG and CSR program with quantified and ambitious targets

Commitments

Be a preferred employer in the market

Promote diversity, equity & inclusion (DEI)

Reduce carbon footprint

A Force of Good

Objectives

Maintaining >90% of total employees working in a TP subsidiary certified GPTW®

Increase in % of women on Executive Committee by 2023, while maintaining gender balance at all levels

SBTi targets
Climate pledge
(net zero by 2040)

Develop local economy
Give back to communities

How?

Uphold the best HR and social practices in every country: living wage, benefits, work-life balance, values and culture...

A truly diverse, multicultural and inclusive workplace
DE&I pillars focusing on leadership, systems, culture and social impact

Adopting renewable energy
Energy efficiency measures
Awareness & campaigns

A great first job experience for more than 125k people
Impact Sourcing, COTW, UNICEF partnership



Since 2011,
Teleperformance is a
signatory of the UN
Global Compact and is
committed to promote
its 10 principles and to
contribute to the
Sustainable
Development Goals.

We have a comprehensive ESG and CSR program with tangible achievements

We are committed to building a sustainable business for our employees, clients, shareholders and communities.

- **97%+ employees work in a certified Great Place to Work® environment**
- **79% Trust Index score** from our employees (based on more than 201K surveys)
- **61M training hrs.** were provided worldwide in 2021 alone, a 39% increase from 2020
- **71% internal promotion rate** for supervisor and management positions
- **15% reduction** in per-employee **carbon emissions** from 2020 to 2021
- **21.4% reduction in electricity** consumption per-employee from 2020 to 2021; **21% renewable energy**
- **\$70M+ in donations** to help underprivileged people or victims of natural disasters since 2006
- Our employees dedicated more than **60,000 volunteer hours** in 2021 alone

TP started its ESG journey well before it became a frontline corporate and investor topic

We have a comprehensive ESG and CSR program that has been validated by external agencies

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Since 2020, approved at “GC Advanced” level for the quality of its CSR documentation which corresponds to the highest distinction from the United Nations Global Compact.



TP recognized by Fortune and Great Place to Work® as one of the 25 World's Best Workplaces (ranked 11th in 2022)



2022 and 2021 Frost & Sullivan Institute Enlightened Growth Leadership Award



Verego Social Responsibility Standard Enterprise-Wide Social Responsibility Standard (SRS) Certification for the 9th time in a row. Teleperformance achieved certification in all five defined areas at a Group-wide scope.



Ranked in first quartile of its sector

Sustainability Award
Industry Mover 2022

S&P Global

Distinguished as an Industry Mover in the S&P Corporate Sustainability ranking. Ranked in the top 14% of its sector.



Received the ISS **Prime Label** which is awarded to companies with an ESG performance above the sector-specific Prime threshold



Reconfirmed in the Ethibel Sustainability Excellence Europe Index with effect from March 2019



FTSE4Good

Included in the FTSE4Good Index since June 2018



Included in the Euronext Vigeo Eurozone 120 Index since 2015 and ESG CAC 40 since September 2022

With our ongoing commitment to social responsibility through our growing list of initiatives that strive to make a positive global impact, Teleperformance is grateful, and beyond honored, to be the recipient of a full, enterprise-wide Social Responsibility Standard (SRS) certification from Verego! *This is the ninth consecutive year that Teleperformance has received this recognition.*



- Leadership
- Community
- Environment
- Ethics
- People



A preferred employer

Great Place to Work®, international reference in employee engagement and wellbeing

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In 2022, Teleperformance has been recognized as one of the

25 World's Best Workplaces™

by Fortune Magazine in partnership with Great Place to Work® (**ranked 11th**)

Out of 10,000 other companies for the second consecutive year.



As of 2022, Teleperformance is Great Place to Work® certified in **64 countries**, covering **more than 97%** of global workforce.

About Great Place To Work®

Thousands of companies in the world trust GPTW® to **measure their employees' trust index** towards their employers, their pride and happiness at work.

Anonymous survey sent to all employees, containing one question on overall satisfaction and around 60 questions covering five values: Credibility, Respect, Fairness, Pride and Camaraderie.

What our employees say

Trust Index© score of 79%

According to more than 201,000 employees, well above the required minimum score of 65% to be certified.

- **93% Say TP is a safe working environment**
- **90% Say they are treated fairly, no matter gender or origin**
- **87% Feel welcome in the company**
- **84% Say TP makes them feel they belong, no matter their role**

An employer committed to well-being and diversity

For Teleperformance our Diversity makes us stronger

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We celebrate diversity and have opportunities for all



Priority strands



Improve representation of women or men in leadership roles, across business units and geographies



Ensuring reasonable accommodation, increased representation, support and awareness in the workforce



Respectful workplaces through equal rights, benefits, opportunities for advancement



Improve race, ethnic and cultural diversity in the leadership roles and in the workforce



Flexibility for companies to prioritize diversity strand relevant to their needs and local realities

Diversity is in our DNA

110

Nationalities

37

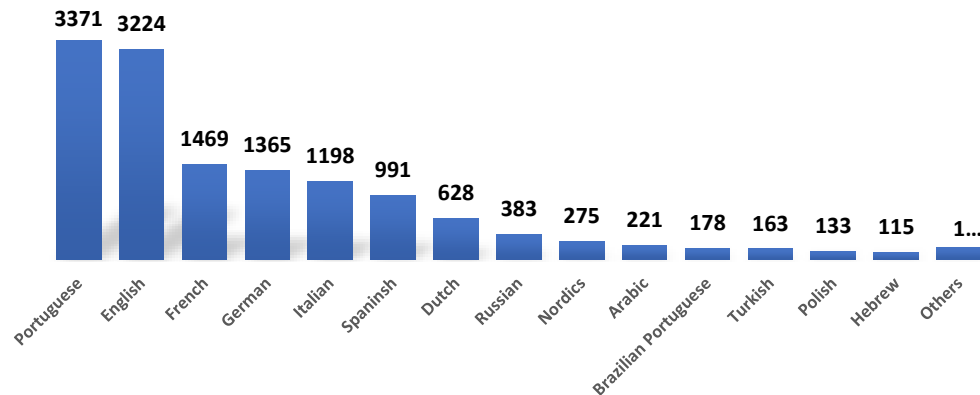
Languages

52%

Women

48%

Men



Baby Boomers
(1946-1964)

2,5%

Generation X
(1965-1980)

14,6%

Millennials
(1981-1996)

62,8%

Generation Z
(1997-2012)

20,1%

An employer committed to well-being and diversity

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Created in 2019, the **TP Women** initiative seeks to address the challenges faced by women in the workplace and drive positive change:

- A **mentoring program** to help high-potential female employees reach senior positions in the Company;
- A review of recruitment and training procedures for management positions;
- **Dashboards to track changes** per region and per department;
- **Networks / ERGs** to raise awareness and promote equality.

54% of women in the workforce
46% in management positions
25% in the executive committee
50% in Board committee

Public commitment:
reach at least
30% of women
in Executive Committee by 2023.

At TP Portugal women represent 42% of our Executive Team and 48% of our Supervisors



Our Pillars of Action

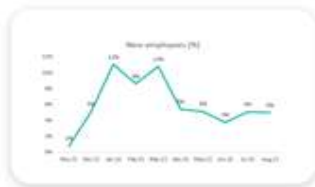
Leadership



15 countries involved
226 top leaders
Sample of 1323 employees

48% of Connectors /
Advocates in the organization
Inclusive Leadership
workshops planned for
Q1 2023

Systems



Project Charlie launched in
Portugal at the end of 2021,
impacted already 1,333
people, involving around
10% of new hires every
month

Project launched globally
in 2022

Culture



5 ERGs created in 2022

TP Participated in Pride
Parade with our TP Pride ERG
members

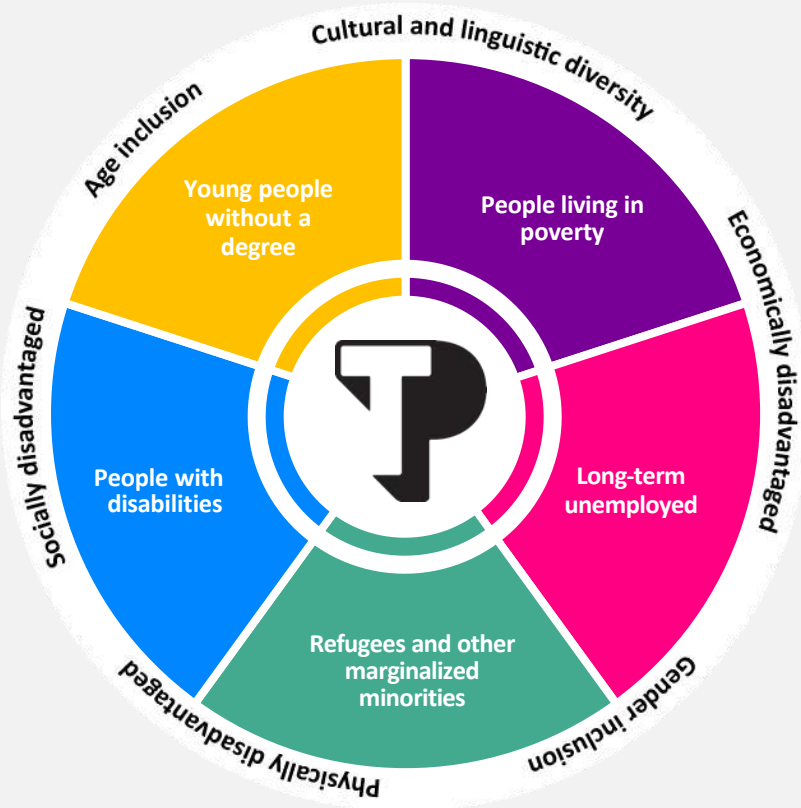
8.500 people celebrated
diversity in our Lisbon World
Fest, in May 2022

Reputation



EECCSA Awards Gold
Winner for **Best
Approach to Diversity &
Inclusion in 2022**

An inclusive model - Impact Sourcing



Committed to Impact Sourcing for over a decade

- Our Impact Sourcing framework focuses on hiring people from disadvantaged groups and develop a truly inclusive workplace, for people from all backgrounds. 15% of global workforce are Impact workers
- In 2021, 125,000 young people started at TP in their first job opportunity.
- Recognized as an Impact Sourcing champion by the IAOP.
- A special effort for refugees:
 - TENT Partnership for Refugees
 - 2,000+ Venezuelan refugees hired by TP Colombia
 - At TP Portugal we are focused in supporting the Ukrainian refugees as well as Afghan women.

Market benchmarking

TP approach to the Rewards market benchmarking





We care about the environment

15%

Reduction in per-employee*
carbon emissions from 2020
to 2021

7%

Decrease in our
carbon footprint
in absolute terms in 2021.

Net-Zero Carbon by 2040

Citizen of the Planet

Engaged in favor of reforestation and biodiversity conservation

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Teleperformance joined One Tree Planted to fund the planting of 500,000 trees in India, Philippines, the Andes region, Portugal and the Southeastern United States.

Additionally, Teleperformance has launched a fundraising program to engage employees and other stakeholders to match its commitment and fund the plantation of an additional 500,000 trees.

Force of Good

COTW charity initiative, helping local communities

- **Established in 2006**, Citizen of the World (COTW) is TP charitable initiative that seeks to generate a positive impact on local communities, focusing primarily on education and disaster relief.
- Global and local partnerships with NGOs across the world.
 - **60,000+ children beneficated from COTW support to education programs in 2022**, of which more than 10,000 in India
 - In 2022, TP raised \$1.6m in support to Ukraine.

- **\$7m donations and +60K volunteer hours in 2021 alone**
- **\$70m+ donations since inception**
- **New partnership with UNICEF launched in 2022**

Force of Good

Global partnership with UNICEF

Teleperformance engaged into a
3-year US\$ 6m global partnership
with **UNICEF**.



Education

- India : long-term full education program around early childhood, digital learning, quality teaching, adolescent education & out of school children
- Philippines : education fund to face significant school disruption due to Covid

Emergency response and disaster relief

TP positioned as one of UNICEF's global partners for emergencies, which include in immediate disaster relief but also in mid-term & long-term recovery programs around Nutrition, Water, Sanitation, Hygiene, and Education.

Support to the emergency response in Ukraine.

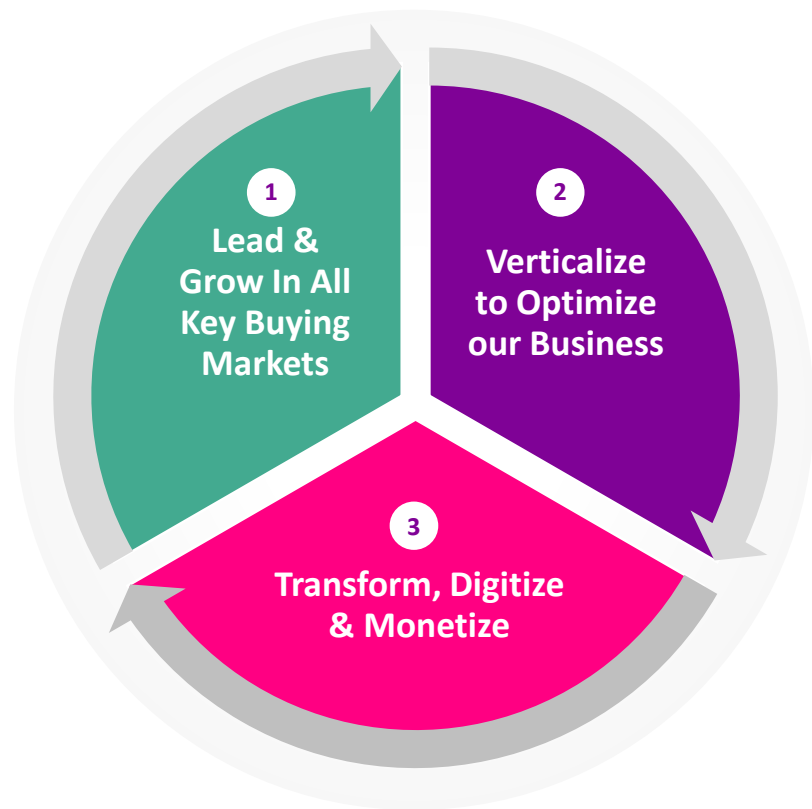
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Client/Account Management

A Simplified New Business Strategy for Increased Growth & Profitability

With TP committed to delivering >2 to 3x market growth over the long term.

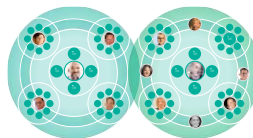


Go-to-Market Strategy Drivers

**Client obsession with fierce focus on
gamma & global enterprise brands**



**Vertical expertise
And client proximity**



**Best-in-class service & product
portfolio tailored to verticals**



TP Cube: a three-dimensional strategic approach.

**Dominate the market in all
largest buying markets**



US Market, UK, DACH, France, China,
Brazil, Turkey,...

**Industry leading with
highest profit margin**

15%

2021 EBITA before non-recurring items:
€1,071million, or 15.1% of revenue, up +45.7%

**Culture of ownership,
& street smart mindset**

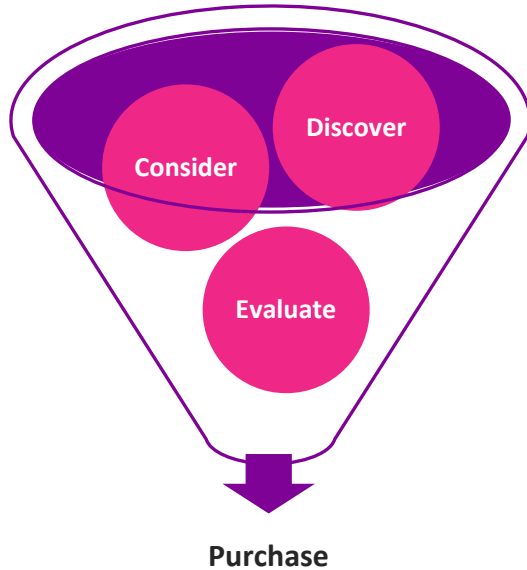


Teleperformance Integrated and Dynamic

Go-To-Market and Client Experience Model

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From the traditional sales funnel



To TP's integrated & dynamic GTM model

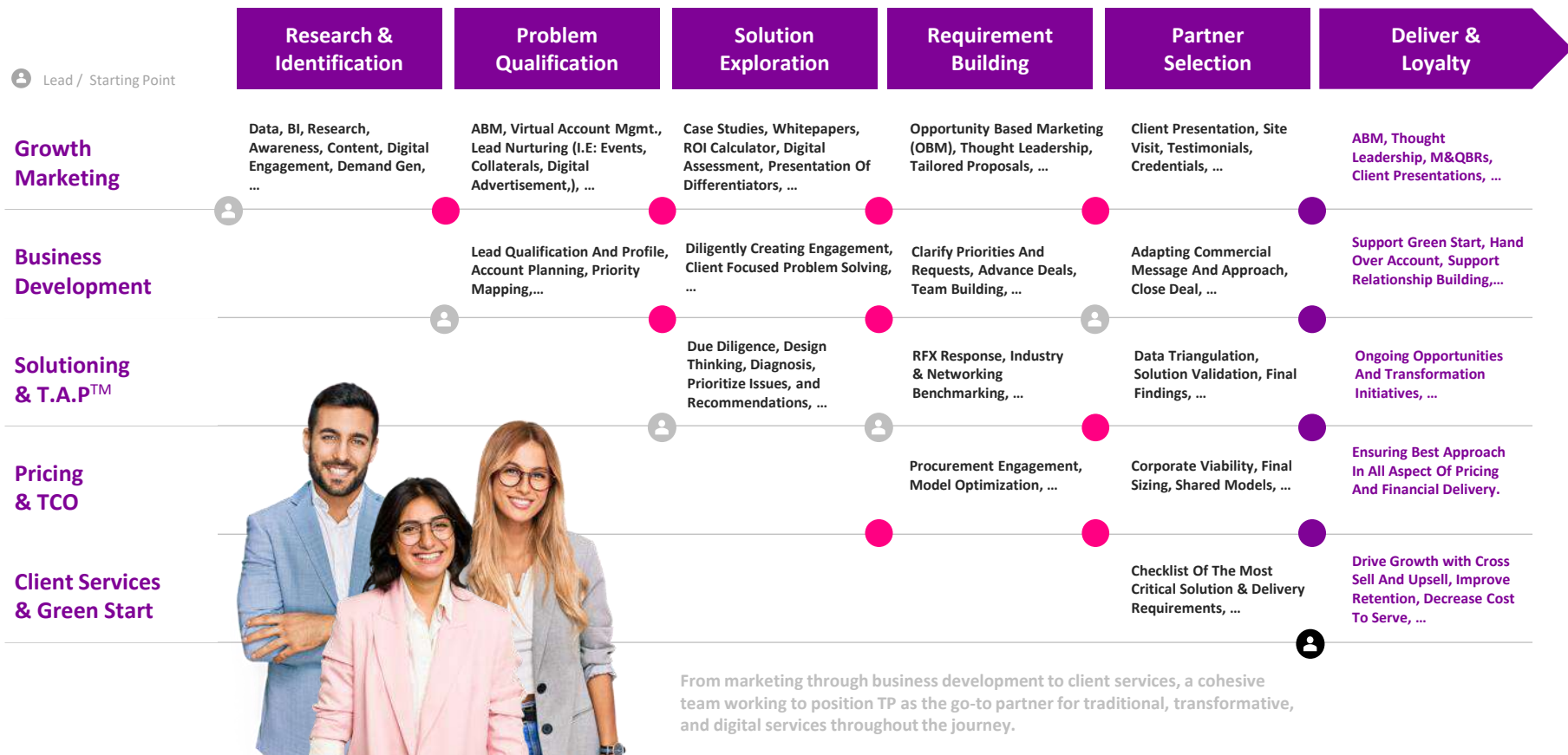
Company's promise are constantly qualified and supported by the reality of what we deliver with BD and CS working together.



Fully integrated teams and GTM approach for engaging B2B customers throughout the journey

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Fully integrated teams and GTM approach for engaging B2B customers throughout the journey

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Research &
Identification

Problem
Qualification

Solution
Exploration

Requirement
Building

Partner
Selection

Deliver &
Loyalty

Best practice sharing

Utilizing the best of what we have to offer, to ensure that every account operating across different regions is operating as 'ONE-TP' for the client.

Hypermatrix

Share of Wallet mapping ensures that we aim to be the #1 provider to all clients.

T.A.P.™

Technology, Analytics, Process Diagnosis, Prioritize Issues, and Recommendations.

Proximity

Close proximity allows for customer retention, collaboration, and growth.

A client obsessed, growth-oriented client solutioning team.



Account CEO

Tp cube strategy

Expertise on both the vertical and horizontal axes, ensuring subject-matter knowledge in all areas of problem-solving and delivery

Client solutions planning (csp)

Annual Account Plan, detailing their corporate objectives, decision-making process, market dynamics, and selection standards.

K-sat

Annual Client Satisfaction Survey with Action Plans for Follow-Up.

Relationship mapping

Make sure that strong client relationships are matched to the appropriate level of engagement.



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Driving Innovation through TAP & TP Digital

Driving External & Internal Transformation through T.A.P.™

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Adding value to our clients by deploying simple, safe and cost-effective digital solutions



Technology

- High Tech Solutions such as RPA & AI, Chatbots, Omni-channel CX
- High Touch Solutions for AI-based Coaching, Gamification, Simulation



Analytics

- Customer Interaction Analytics
- Predictive Modelling
- Recommendation Engines
- Dynamic Dashboards/Reporting



Process Excellence

- Customer Journey Mapping
- Lean Six Sigma
- Design Thinking
- All Ideas Matter

TP unify

TP voice2messaging

TP video assistance

TP interact

TP recommender

TP dialog



TP writeless



IDEO



2,000+

Knowledge Services
& TAP Experts

15,000+

Total Bots Deployed

100+

Digital platforms

2022: Transition from TAP to TP Digital

1

2000+ TP Digital Network

- Global network with 3 COEs (India, Colombia, Philippines)
- **40% verticalized**

2

2400+ projects

>€100Mn direct bottom-line impact to TP through delivery transformation programs in 2022

- 4K+ bots deployed in 2022
- 64% of Top 200 clients with at least one digital product

3

Pivoted to a P&L model

- Beginning to sell Analytics-aaS, WFMAaaS, QAaaS
- Helped launch TP Boost (Sales), TP Collect and TP Live

4

Transformation Led Solutions for Clients

- 70% of client proposals submitted with medium to high complexity of transformation
- Transitioning to alternate commercial models

5

Hiring & Training

- 10% of new hires via internship, Jump and internal hiring
- Conducted global knowledge sharing sessions; certifications to be launched in January 2023

6

Innovation

- Launched new products (e.g. StoryfAI, TP Writeless)
- Thought leadership in industry events

2023 TP Digital Objectives

01

Deliver tangible impact to TP Group

Digital P&L:

- **Sell TAP as a service**

Savings through Deliver Better:

- Through a combination of Lean Six Sigma, Automation and Analytics
- Improve efficiency of internal functions such as QA, WFM

Growth through Sell More:

- Tailor-made transformation solutions for new and existing clients

02

Evangelize TP's transformation value proposition

- Continue the shift from “transactional” to “transformational” selling
- **Shift from input to output / outcome based commercial models**
- Upskill wider organization on TAP - **solidify learnings through certifications**
- **Build deeper vertical and horizontal domain experience**
- Hire and groom digital-savvy talent for TP Group

03

Act as the innovation hub for the group

- Build and launch new domain-focused, AI-enabled products
- Forge new strategic partnerships and drive tangible outcomes
- **Research and invest in emerging areas such as Web3, Blockchain, Metaverse**
- Conduct internal hackathons such as Botathon and Datathon
- Create new thought leadership on digital transformation themes

1

CX & Ops Consulting

CX Redesign & Transformation

Operations Effectiveness

Project & Change Management

Workforce Optimization, WFM-
aaS

2

Data Analytics and AI

Customer Interaction Analytics

Predictive Modelling

AI-aaS

Conversational AI, QA-aaS

3

Technology Platforms

Product Engineering, SaaS

RPA-aaS

Cloud Migration & CC-aaS

InfoSec-aaS

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Imagining
Customers'
Possible Future.

Beyond Hype & Buzzwords.

Virtual and augmented reality is rapidly finding its footing in the industry.

While a single interconnected metaverse or a full metaverse digital experience is still some years away, the market is quickly utilizing this new customer touchpoint as part of an interconnected omnichannel experience to help them interact, sell, and be more efficient.



Innovative and practical applications of the metaverse:



BMW BEYOND DRIVER'S EXPERIENCE

BMW's Omniverse is creating a virtual world for the car's production rather than the driver's experience. It allows the OEM to visualize their production line and make efficiency or design changes.



AMAZON'S HOLISTIC DIGITAL APPROACH

Amazon has been exploring a holistic approach to connecting with their customers and fans including digital partnerships and deployments in the Metaverse, Blockchain, VR, AR, AI and Games ecosystems.



DISNEY'S NEXT GENERATION OF STORYTELLING

Approaching it as the “third dimension of the canvas”, Disney is already using technology and offering services that resemble a unified and connected metaverse experience with their MagicBand, virtual tours of their parks and rides, and AR enhanced experiences.



NIKE, BEYOND PURCHASE EXPERIENCE

Nike is one of the retailers that has gone to the most lengths to succeed on the metaverse with unique partnerships with RTFKT Studios or Roblox for the 'Nikeland', one of the biggest gaming and metaverse platforms available.

From CX to MX.

As virtual environments become mainstream, we can help you build and equip teams to prepare for their next phase of digital transformation.

The following are only a few examples of Metaverse, and virtual economy use cases from lower to increased level of complexity:

①②③④

SIMULATION & TRAINING

Digital and immersive experience with semantic content, physics engine, delivered to our employees serving clients, client's employees and their partners' network.

①②③④

VIRTUAL WORKPLACES

The natural evolution of the employee workplace is already happening in the metaverse and can help break silos and improve efficiency across client's network.

①②③④

IN-VERSE CUSTOMER SUPPORT

Exploring Metaverse as a channel with community driven engagement that create new ways to support and interact with client's fans and customers.

①②③④

IN-VERSE VR & AR SHOWROOM

Brands are turning to more automated tech solutions to boost their in-store experiences, and virtual solutions can play a key role to client's strategy.

①②③④

VIRTUAL STORES

We can help cliente develop the next stage of Flipverse platforms, with customer focused experiences showcasing products & services, and driving engagement and sales in the metaverse.

①②③④

IMMERSIVE ECOSYSTEMS

Evolving experiences for client in the metaverse, enhancing in-verse engagement and brand presence with immersive content and in-verse support.



TP Essential Metaverse Capabilities at a Glance

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MARKETING



SALES



FULFILLMENT



SERVICE



INSIGHTS



RETENTION



ADVOCACY

SERVICES



CUSTOMER
EXPERIENCE



BUSINESS
SERVICES



SALES
OPERATIONS



TRUST &
SAFETY



T.A.P.TM

OMNICHANNEL INTEGRATION & CUSTOMER SUPPORT

1 2 3 4

- Customer Journey Mapping, Integrated Omnichannel / Digital Support Platforms.
- **In-Verse CX operating model blueprint and metrics.**
- Ecosystem Issues – e.g., Missing Purchased Items, Malfunctioning Features, etc.
- **In-Verse Accounts Related Support – e.g., Unable to Login, Lost and Hacked Accounts Recovery, Billing and Refund Queries, etc**
- Technical/Bugs (Mobile/PC).

IN-VERSE ENGAGEMENT & MARKETING MANAGEMENT

1 2 3 4

- KYC, Users Identification, and Management in Metaverse.
- **Real-Time Community Members Engagement.**
- Online Events and Competitions Management (e.g., Registrations, Queries, Change Management, etc.)
- Digital Marketing, Campaign Management, Ad Optimization.
- **Multilanguage Forum and Community Engagement.**
- Insights on Consumer Trends & Behaviors.

TRUST & SAFETY, MODERATION, AND BUSINESS INTEGRITY

1 2 3 4

- **In-Verse Real-Time Content Moderation, Monitoring and Reporting.**
- Community Cheating, Harassment, Ageism, and Language Moderation, Filtering and Blacklist Maintenance.
- **Fraud Detection & Prevention (Proactive and Reactive).**
- Fraud investigation & Buyers Authentication.
- Data Protection, Cybersecurity, Policy Management Framework.

TECHNOLOGY, AUTOMATION & INNOVATIONS

1 2 3 4

- Extended Reality (XR), Augmented Reality (AR) and Mixed Reality (MR) Solutions.
- Application Development (e.g., Integration of Chat, Images & Texts Moderation, Smart Video Assistance, etc.)
- **AI Automation Solutions (e.g., Chatbot, Data Tagging)**
- **Multilanguage Translation AI-powered Solution For Real-time Conversations.**
- Knowledge Base Development and Content Localization.



ONSHORE



NEARSHORE



OFFSHORE



MULTILINGUAL



CLOUD CAMPUS

Shipping Into the Metaverse

“...we want to help our clients to keep leveraging Metaverse as a growing customer touch point, evaluating how it stimulates engagement both inside and outside of the ecosystem, as well as between the two worlds.”

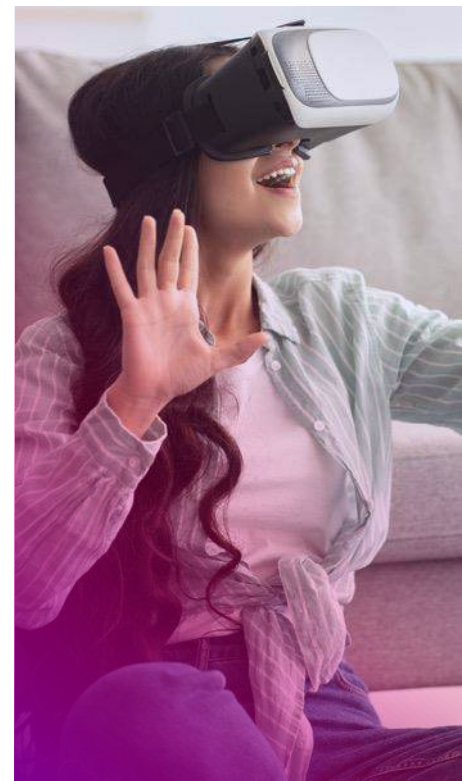
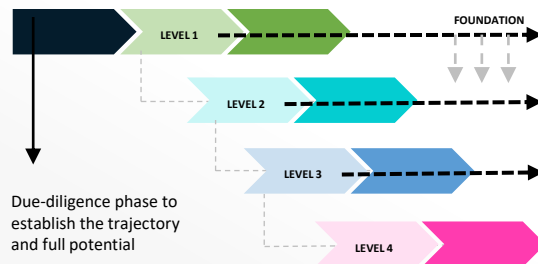
Within a more complex and diversified retail & ecommerce-industry landscape, players can compete simultaneously on multiple fronts and improve engagement in all key customer touchpoints – including the metaverse, but not excepting other channels.



TP Maturity Layers for a Secure Metaverse Implementation:

- 1 Integrated Omnichannel Experience
- 2 Innovative VR, AR & AI Application
- 3 Development of New Digital Platforms
- 4 Fully Immersive & Integrated Virtual Ecosystems

Road-mapping's sprints not only with near-term impact but also creating time and proper foundation for the deployment of complex initiatives.



Take the First Step Towards a Metaverse Future With Us!

Use our Metaverse & Digital Maturity® Assessment Tool to understand which aspects of your CX strategy are best for creating immersive virtual experiences or developing tools for the metaverse.

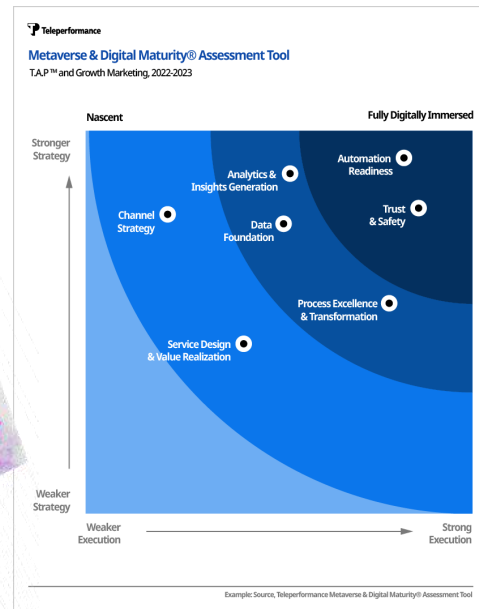
Our assessment covers seven key CX categories:

1. Data foundation,
2. Channel strategy,
3. Automation readiness,
4. Process excellence & transformation,
5. Trust & safety,
6. Service design & value realization,
7. and Analytics & insights generation.



<https://digital.teleperformance.com/metaverse>

Don't miss out on this exciting opportunity to enhance your brand and reach a new audience in the virtual world. Use our assessment tool to get started today!



We Combine The Best of Both Worlds.

Industry Expertise

TP KEY ATTRIBUTES

- Revenue generation DNA
- Customer experience delivery at scale
- Smooth Omnichannel Integration
- Multilingual CX management
- Highly engaged workforce
- Diversity of thought and strong cultures
- Strong security, people & process standards

Developing enhanced experiences, co-innovating to deliver **UNIQUE DIGITALLY INTEGRATED CUSTOMER EXPERIENCE** results through:

- **Trust & Safety**
- **Analytics and Data Integration**
- **Intelligent Automation**
- **Digital Platforms**
- **Technology and T.A.P.**
- Cloud Campus Virtual Model
- Omnichannel Development
- Customer Consulting & Insights

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Giant Disruptors

TP KEY ATTRIBUTES

- Fast and agile operations
- Fully digitally integrated
- Diverse vertical expertise
- Efficiency gains and cost optimizations
- Continuous innovation
- Dynamic partnership ecosystems
- Strong business integrity operations (T&S)

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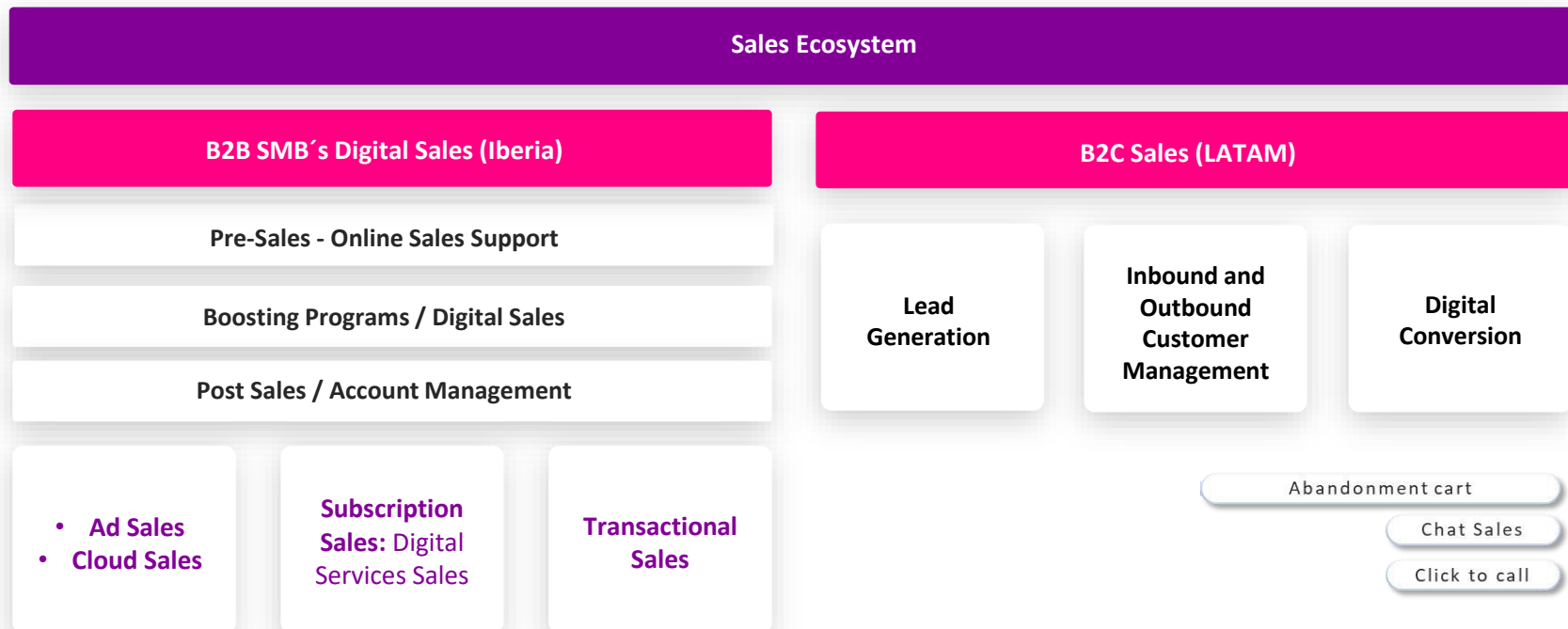
Digital Sales B2B

Helping Companies Grow
their Customer Base

What We Do

B2B Sales as part of the total TP Sales Ecosystem

TP is currently working on different sales programs around the world. Each one is focused on different segments and has different GTM processes and strategies. Digital SMB's Sales is part of the B2B Digital field, specifically focused on Sales programs at scale, serving different markets from its Iberia Hub, focused on products and services for SMB's.



What We Do

B2B Sales in Iberia

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B2B Sales agents

+2.1K Agents

Typical anual portfolio per
B2B Sales agent

1.3MM

Brands:

Search Engine Giant
Social Media Giant

B2B Revenue facilitated by TP
Iberia

2.7 Billion



24

Languages



26+

Countries



2

Delivery hubs
In Iberia



From Portugal & Spain



Austria



Belgium



Denmark



Estonia



Finland



France



Germany



Greece



Indonesia



Ireland



Israel



Italy



Kazakhstan



Lithuania



Middle East/
North Africa
(MENA)



Netherlands



Norway



Poland



Portugal



Russia



Spain



Sweden



Switzerland



Turkey



Ukraine

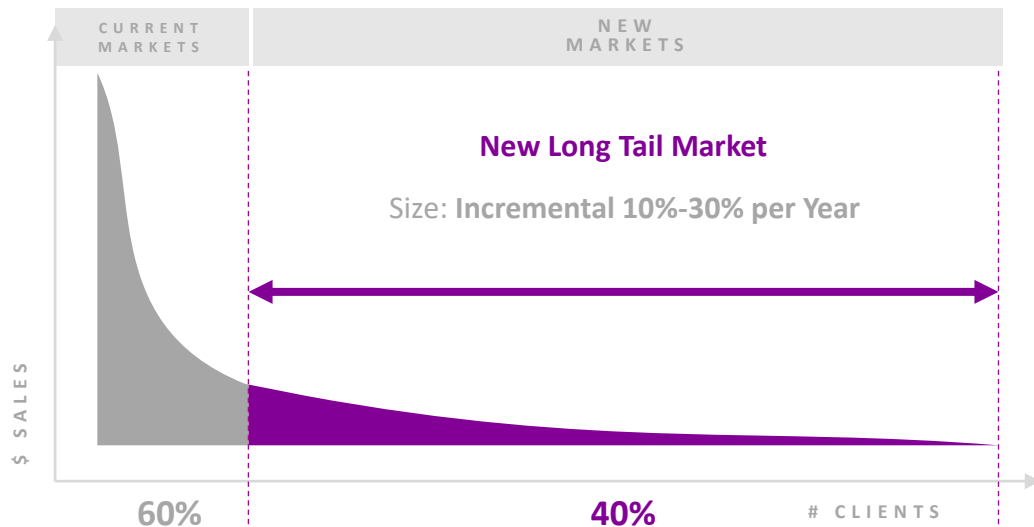


United Kingdom (UK)

Why We Do It

The most cost-effective way to reach the long tail

Reaching the long tail is complex and costly



The long tail can represent **1,5 to 4x of a client's annual revenue**

TP Value Proposition

We scale our Client's Long Tail portfolio
in the most cost-effective way

Brands keep in-house their high value
portfolio and TP increases their SMB –
long tail portfolio

Our multilingual capabilities enable
clients to penetrate **New Countries, New
Languages or New Segments**

TP has proven to be able to also manage
bigger portfolio clients

How We Do It

All the sales cycle covered from one location

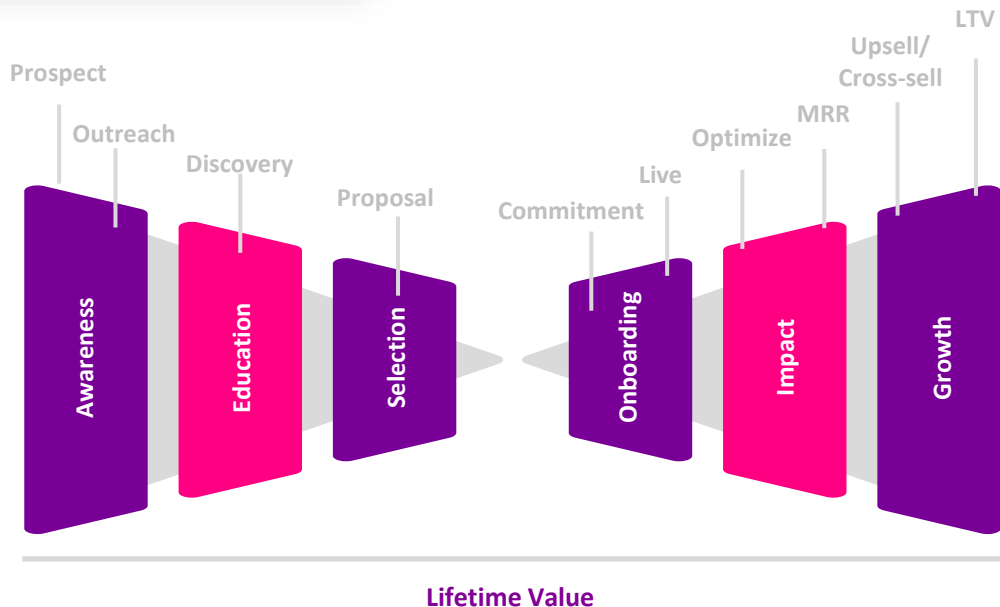
Teleperformance

Business Engine

High performing

Sales Teams

always thinking how to revenue opportunities



Inspired to be *the best* | **Teleperformance**
each interaction matters

SMB-centric sales process

Covering all B2B Sales cycle, from Awareness-Education to Acquisition - On Boarding and Account Management

Maximizing clients SMB's **Life Time Value** after having closed the sale

Adapting Sales organization to ever changing needs, customer segments, Tier portfolios stages, and maturity

Sales is a **Sport Team** in which everyone plays a part ensuring customer is buying the **right product/service** for their problem

How We Do It

B2B Sales Process for SMBs: Phases and Teams



Example: Media and Ads approach to sell to SMBs

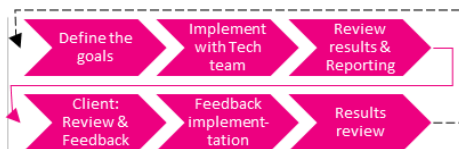
Inspired to be *the best* |  **Teleperformance**
each interaction matters

Specific decks per vertical to present how we understand the industry, what we can do for them, our experience and way of work.



Campaigns are created uniquely for each client following their KPIs-

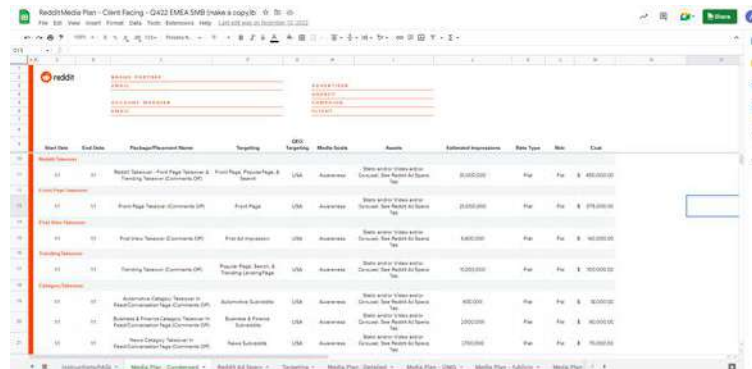
- Brand Awareness - Mass volume/ no interaction
- Traffic Campaign - Click Through Rate to site
- Conversion / Leads or Sales - Call to Action required from user



Market Analysis and reporting

For each new business, analyzing the best markets based on a market stability, digitalization and Brand penetration rate.

E	F	G	H	I	J	K	L
Lang	Internet	Population	SMIs	Lang age	Lang age	cc	
Mandarin-Ch	1,156,740,900	1,425,893,460	140,000,000		105	105	cn
English	312,320,000	316,977,624	31,700,000		16,263	30,614	us
English	605,016,616	67,281,019	5,583,245		4,617	6,717	uk
Hindi	1,010,720,000	1,407,361,642	63,000,000		3,621	6,171	in
English	33,950,632	38,155,012	343,311		1,609	2,659	ca
English	21,159,515	25,521,089	2,400,000		1,043	1,753	au
French	59,470,000	63,341,444	4,000,000		201	364	fr
Spanish	42,400,756	47,486,951	2,400,000		526	789	es
German	77,794,405	83,408,554	2,600,000		379	1,122	de
Italian	50,540,000	59,240,129	4,300,000		461	758	it
Portuguese	160,020,801	214,126,223	4,000,000		900	9601	br



inspired to be *the best* |  Teleperformance



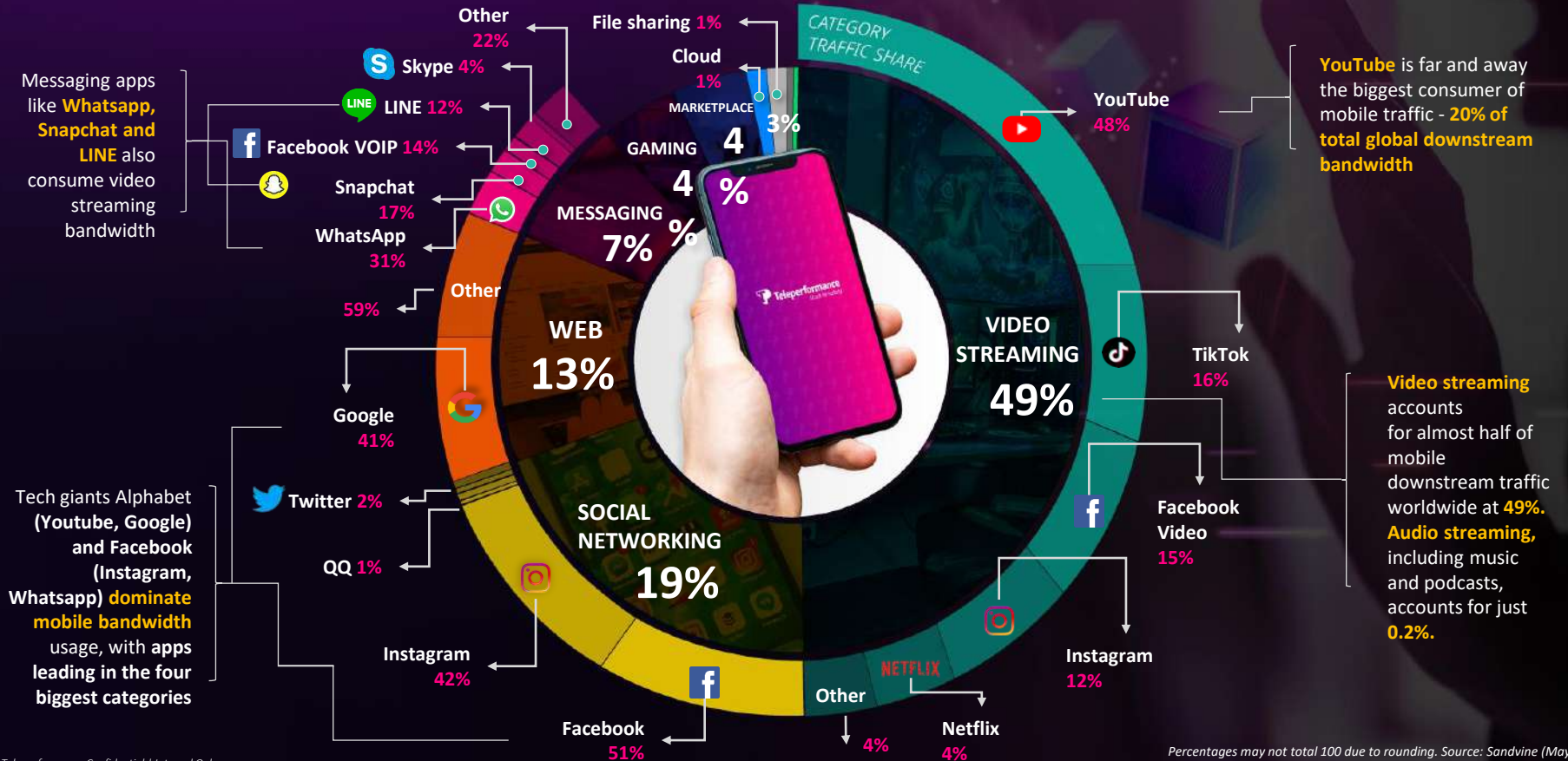
Trust & Safety Overview

2022 Mobile Traffic Worldwide

inspired to be *the best*

Teleperformance
each interaction matters

As global smartphone proliferation surges, a handful of categories and apps are dominating internet bandwidth



A Minute Of Internet 2022

inspired to be *the best*

Teleperformance
each interaction matters



What is Trust & Safety?

- Trust and Safety (T&S) refers to the process of ensuring that **digital content upholds platform-specific guidelines and rules**
- Within T&S, Content Moderation is an essential **first-responder service** to protect public from bad actors in the digital world. Global brands, governments and lawmakers worldwide are trying to find solutions to make social media safer at multiple levels without creating censorship: **in business integrity, IP protection, fake news, scams, hate and egregious content**
- T&S staff perform tasks that involve **monitoring, flagging, filtering, reviewing, and finally, escalating violating content** to social media platforms for immediate, necessary action

Why is Trust & Safety important?

facebook

- Over **2.3 billion** pieces of content were actioned in Q2 2022
- In Q2 2022, **20.4 million** of Content was Actioned on Child Endangerment: Sexual Exploitation and **13.6 million** for Dangerous Organizations and Individuals: Terrorism
- Proactive rate ranges from **77%** for Bullying and Harassment to **99.7%** for Fake Accounts

TikTok

- In Q2 2022 alone, over **113 million** videos were removed from TikTok
- Of this, **48 million** were removed by AI while **65 million** required human intervention
- **43.7% of videos** removed were related to Minor Safety, **21.2%** related to Illegal activities and regulated goods

YouTube

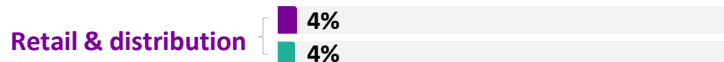
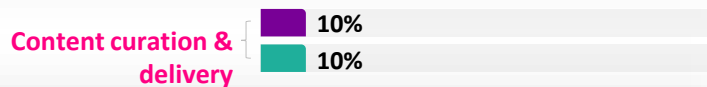
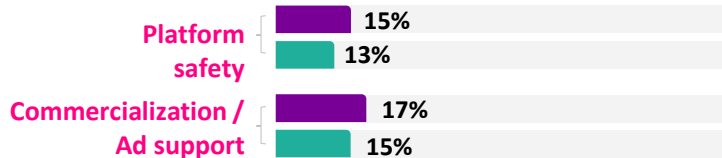
- In Q2 2022 alone, over **4.4 million** videos removed
- Over **30%** of videos were related to Child Safety, **20%** Violence and Graphic Content, **15%** Nudity and Sexual Content
- **754M+ of comments** also removed in Q2
- **1.1% of comments** are removed based on human flaggers as the first source of detection



- Over **46.6 million** pieces of content were actioned from Instagram in Q2 2022
- **479.8K** of Content were related to Child Endangerment: Nudity and Physical Abuse
- Proactive rate ranges from **87.4%** for Bullying and Harassment to **99.3%** for Violence and Graphic Content

Trust & Safety Market

T&S services is a fast-growing Business Process Services market segment, expected to reach >\$10 billion by 2025.



Adoption by work type
Percentage of revenue

2020

2021



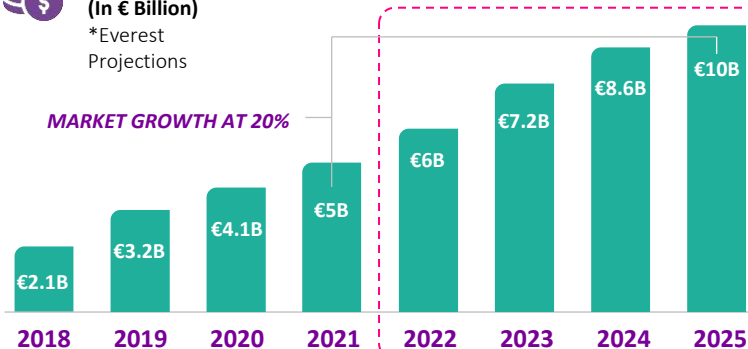
Adoption by industry
Percentage of revenue



Global Trust & Safety Market & Next Years Projection

(In € Billion)

*Everest Projections

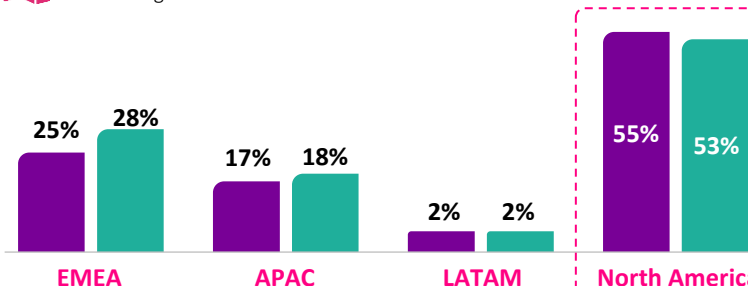


Adoption by geography

Percentage of revenue

2020

2021

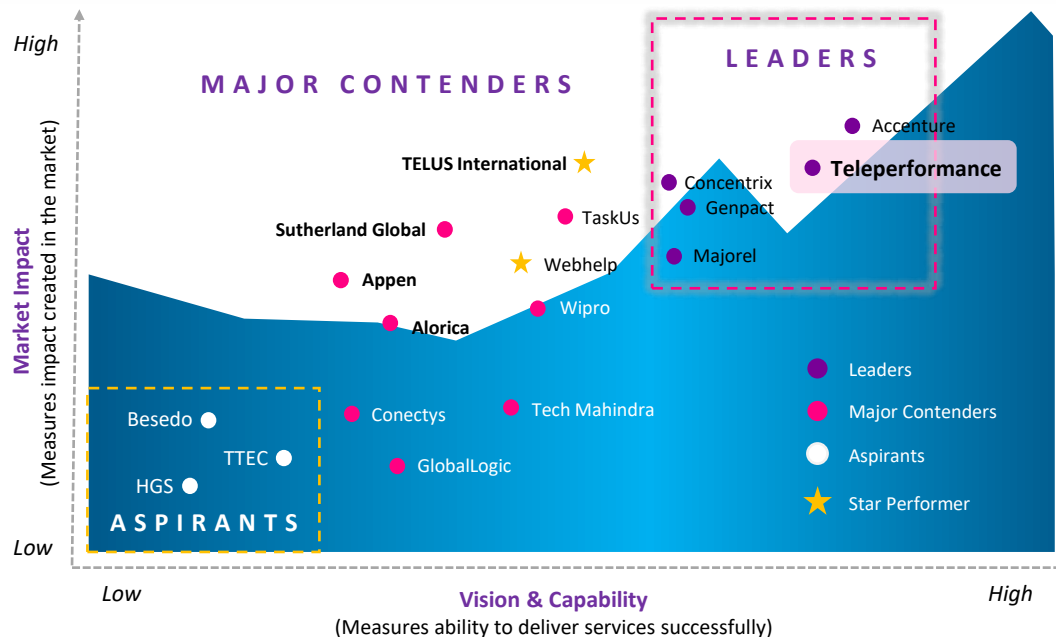


Everest Group Peak Matrix For Teleperformance Trust & Safety 2022



Ranked 4th in Leader's Group in 2021

Ranked 2nd in Leader's Group in 2022



Continuously invest in strengthening all around T&S capabilities and endeavoring towards creating differentiated capabilities by exploring newer avenues of value creation for our T&S clientele



Deep industry and domain expertise, superior technology capabilities and robust frameworks for moderator's well-being monitoring and management



Global operations and delivery presence across onshore, nearshore, and offshore locations with strong capabilities in a variety of languages



Superior analytics capabilities, dedicated practice to monitor the evolution of T&S policies and policy insights



Research in moderators' well-being and consulting /transformation capabilities

Global T&S Market Share

2022 Service Provider Share Distribution

By Everest Group 2022. Active ACV in US\$ billion



More than 35% of market share

The acquisition of Lionbridge AI and Playment has enhanced Telus market adoption

Webhelp expanded delivery presence

LATAM, EMEA and APAC

TP'S TOP COMPETITORS



EMERGING THREATS



Providers	Market Impact				Vision & Capability				
	Market adoption	Portfolio mix	Value Delivered	Overall	Vision and Strategy	Scope of services offered	Innovation and investments	Delivery footprint	Overall
Teleperformance	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●
Accenture	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●
Concentrix	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●
Genpact	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●
Majorel	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●	●●●●●●●●●●

TP T&S Business: Key Markets & Clientele

TP TRUST & SAFETY



SOCIAL MEDIA

Content Moderation, Monetization, Creator, Risk, Actor, Policy & Quality, Authenticity



HI-TECH, AI & METAVERSE

Data labeling, annotation, automation, categorization and training data for AI/ML algorithm



E-COMMERCE

Content moderation (Paid, Commerce), Monetization (Integrity/Ads, Sales), Risk (Fraud, IP, Legal, Compliance & escalations)



GAMING & COMMUNITY

Content (community) moderation, Chat, Ads, Transactions & Payments, Authentication



DATING & MATRIMONY

Content moderation, Risk (Legal, Escalations), Actor Review, Quality, Authenticity



TRANSPORTATION & FOOD DELIVERY SERVICES

Identity, Authenticity, Monetization (Integrity/Ads, Sales), Content Moderation



SOCIAL MEDIA MONITORING & ANALYTICS

Real-time knowledge & analytics on social media



FRAUD PREVENTION & MONITORING

Fraud & Privacy, Risk, Whitelisting, Categorization, Quality and Financial



OTHER AREAS

NFT, Crypto, Proctoring & Fleet Management

Policy insights

User generated content moderation

Review user generate contents including image, video, audio, texts and live streaming

- Sexual content
- Hate speech | Fake News
- Violence & Illegal activities
- Impersonation
- Live chat review & moderation
- Child abuse & Molestation
- Animal Cruelty

Use of analytics

Ads moderation & monetization

Reviewers disapprove or takedown Ads that target or harm users

- Inappropriate Ads
- Content & data labelling
- Spam link
- Unacceptable advertiser
- False or misleading ads

Language processing

AI Operations

Review and labelling of images, text, video and audio for training ML/AI

- Data labeling
- Data annotation
- Data protection
- Categorizations
- Comment & live stream moderation
- Copyright infringement

Gamification

Digital solutions

E-commerce shopping & payment/fraud

Screening of shopping website to check the authenticity of the merchant

- Fake goods, news or products
- Fraud review & resolution
- Dispute intake & resolution
- Unauthorized purchase
- Dangerous or illegal products
- Anti-Money Laundering (AML)

Application & developer support

Support applications at the script level and developers as per policies

- Identity mitigation
- Identity theft
- KYC (Know your customer)
- Legal restrictions
- Illegal apps/activities

Digital Media & copyrights

Unauthorized usage of any original content

- Unauthorized use of a copyright image
- Unauthorized use of a logo
- Unauthorized reselling of artwork
- Re-upload of an original video

Identity & account authenticity

Protect individual user identity and authenticity from unauthorized access and activities

- Risk management
- Unauthorized account access
- Account violations
- Fake accounts
- Bot accounts
- Illegal activities
- Impersonation

Social Media community management

Promotes safer digital ecosystem, prioritizing safer brands and online communities

- Social media monitoring
- Terrorist propaganda
- Bullying & Harassment
- Comment & Content relevance
- Self harm & threats
- Sentiment Analysis
- Search relevance



MISSION

To create a Positive Wellness culture and tailor impactful, custom-made, accessible & proactive Holistic Wellness & Resiliency solutions for the Global Trust & Safety community that we serve.



VISION

To re-define Wellness by optimizing a framework of whole person care, deep collaboration, continual research & innovation.

T&S is wholly committed to the Health & Wellness of our content moderators both during your employment and beyond.

We view Wellness as the Golden Thread that spans across employment lifecycle, an end to end offering, which firmly places our people above all else.

Take Greater
Responsibility

Be the Source
of Truth

Hold Ourselves
Accountable

Positive
Wellness Culture

Passion &
Enthusiasm

We Succeed
Together

OUR 6 PILLAR WELLNESS PROGRAM

Continuity
&
Cohesion

Risk
Assessment
&
Tailored
Wellness

Purpose
&
Pride

Proactive
Holistic
Wellness

Resiliency
Skills

Research &
Innovation

2022 Wellness Trends Comparison

Global Wellness Summary

64 experienced and
licenced
Psychologists

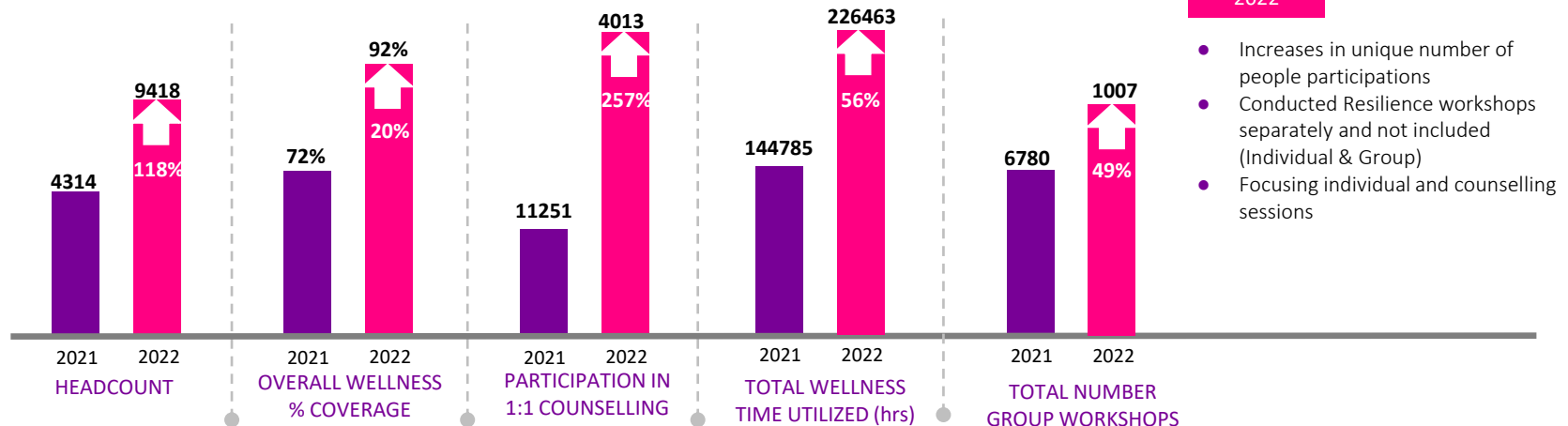
46,703+
1:1 Counselling
sessions completed

100% of Leaders
trained in SPOT

100% New Hires
have completed
Welcome to
Wellness

2022 Wellness Trends Comparison – Top TP Account

47% of Overall T&S HC



Content Categorization Overview

The First Cross-Culturally defined Content Categorization Guidelines

1

Internal reference for what constitutes Non-Egregious, Egregious and highly egregious contents given the varying level

Content Categorization

Adult Sexual Content (Note: This is applicable for Adults (i.e. 18 years of age and up) online. Any Content involving or seeming to involve a Child are covered under the Child Safety Section)

SUMMARY:

Non-Egregious	Egregious	Highly Egregious
- Partial Nudity in a Non-Sexual Context (e.g. Breastfeeding) - Sexual Slang Terms (e.g. slutty) - Kissing, handholding, romantic event depictions (honeymoon)	- Any content related to sexual exploitation, sextortion, non-consensual sharing of intimate images - Pornographic material (except those covering areas mentioned in Highly Egregious) - Sexual Arousal and Sexual Stimulation - Glorifying / promoting sexual violence, rape, incest, bestiality	- Rape and sexual violence, including practices that could cause risk to life (e.g. autoerotic asphyxiation) - Content that is illegal in many markets (e.g. Necrophilia, coordinating a large-scale sex trafficking ring online)

2

Standard guideline for evaluation, conversation and determination or workflow

Child Safety / Content Involving Minors

SUMMARY:

Non-Egregious	Egregious	Highly Egregious
Child nudity in a non-sexual content (e.g. child in a bathtub)	Emotional abuse (e.g., cruel, humiliating and/or psychologically harmful interactions with children)	Any content that is or seems to be Child Sexual Abuse and Exploitation Material

DETAIL:

Non-Egregious	Non-sexual content of children with partial or full nudity (e.g., baby in bathtub in a non-sexual manner with genitals not visible, newborn baby in hospital)
Egregious	- Physical forms of discipline against children (e.g., mild spanking.) - Emotional abuse (e.g., cruel, humiliating and/or psychologically harmful interactions with children) - Any content sexualizing minors / that is sexually suggestive (e.g. clothed minor twerking, clothed minor with visible nipples)
Highly Egregious	- Any content depicting, promoting, normalizing, or glorifying Child Sexual Abuse or Exploitation Material - Grooming behaviours such as eliciting sexual photos, videos, etc. of children, content that displays or offers nudity to minors - Content that depicts or promotes physical abuse, self-harm, violence, neglect, or endangerment, of minors

3

Currently focusing on US centric terms, but [Equivalency Matrix](#) for comparable ratings in other global locations

Equivalency Matrix

US	UK	India	Philippines
Video games (Rating: M)	PEGI 18 (18 years and over)	None	
MPAA (Rating: R)	British Board of Film Classification 16	Central Board for Film Certification - Rating A/ Dirty content	Movie and Television Review and Classification Board Rating - R 16 (16 years and over)
Pornography X-rated Content	British Board of Film Classification = R18 (Pornographic Content)	Porn/Indecent/Erotic content/Blue Film/X-Rated (X-XXX)	Movie and Television Review and Classification Board Rating = R 18 (18 years and over)/X (Not for Public exhibition)

4

Self-assessment for each T&S CoMo accounts by:

- Account
- Region
- Location
- LOB



% Non-Egregious
% Egregious
% Highly Egregious

Content Categorization Landscape



19

COUNTRIES

Albania
Brazil
Canada
Colombia
Costa Rica
Egypt
India
Indonesia
Ireland
Lithuania
Malaysia
Mexico
Morocco
Peru
Philippines
Portugal
Tunisia
Turkey
USA



18

COMO Accounts

2072

QUEUES

1261

(61%)
Non Egregious
queues

811

(39%)
Mixed queues
(NE, E & HE)

None

dedicated HE queues

1.7B

2022 ANNUALIZED T&S VOLUME

Of 1.7B total
TP T&S annualized volume,
1.15M is highly egregious,
which is **0.0674%** of the
total TP T&S business

**Volume is not
available for New
queues**

- Product Abuse, Legal Investigation, unnamed queue of CR
- queues in discussions / in implementation phase

TRUST & SAFETY SERVICES

THE guardians OF THE INTERNET





inspired to be *the best* |  Teleperformance

Videogames & Metaverse

Felix Bradshaw, Global President Gaming
| Gambling | Esports | Metaverse

Videogames & Metaverse

Felix Bradshaw, Global President Gaming | Gambling | Esports | Metaverse

January 2023

Gamertag- ukzz4iroc



Content

1. Why Games?
2. What is our Total Addressable Market?
3. How are games made?
4. Strategy



Why Games?

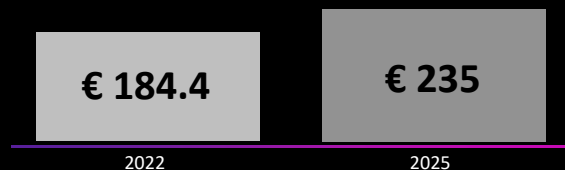


Video Games Industry Statistics

MARKET SIZE

Total (€Bn)

CAGR 7.67%

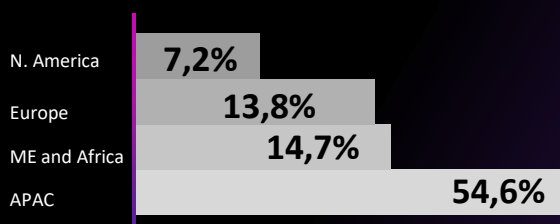


TOP GAMING MARKETS

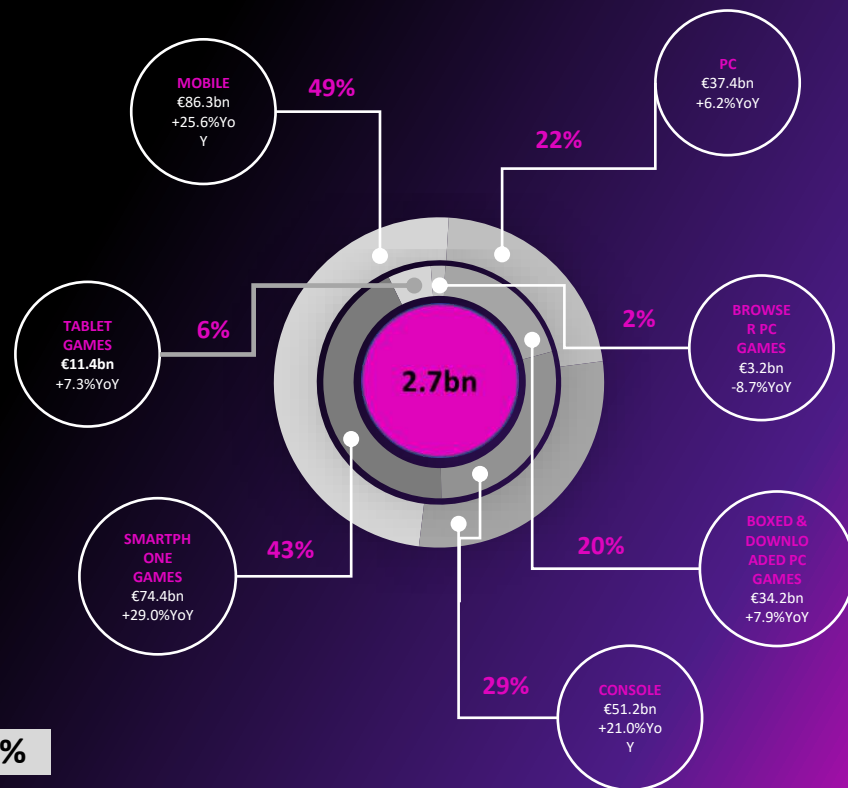
By Gaming Rev. (€ Bn, 2022)



By Players (% , 2021)



GLOBAL GAMES MARKET BY DEVICE



(Source: Newzoo 2020 Global Games Market Report(October Update))

The Top Games Of All Time

TITLE	PLATFORM(S)	YEAR	GROSS (US€)	AS OF	GROSS INFLATION (US€)	GENRE
Pac-Man	Multi-platform	1980	€12,810,000,000	2016	€19,239,000,000	Maze
Space Invaders	Multi-platform	1978	€13,930,000,000	2016	€19,045,000,000	Shmup
Dungeon Fighter Online	PC	2005	€18,000,000,000	2021	€18,000,000,000	Beat 'em up
Street Fighter II	Multi-platform	1991	€10,857,000,000	2017	€17,437,000,000	Fighting
Honor of Kings	Mobile	2015	€14,667,500,000	2022	€14,667,500,00	MOBA
League of Legends	PC	2009	€13,451,000,000	2021	€13,451,000,000	MOBA
Cross Fire	PC	2007	€13,088,000,000	2019	€13,088,000,000	MMOFPS
World of Warcraft	PC	2004	€11,320,000,000	2018	€11,320,000,000	MMORPG
PUBG	Multi-platform	2017	€11,180,200,000	2018	€11,180,200,000	Battle royale
Monster Strike	Mobile	2013	€9,912,000,000	2021	€9,912,000,000	Puzzle
Lineage	Multi-platform	1998	€6,417,000,000	2018	€9,635,000,000	MMORPG
Fortnite	Multi-platform	2017	€9,000,000,000	2019	€9,000,000,000	Battle royale



Gaming trends

1

Battle Royale

2

F2P

3

Mobile

4

Social Gaming

5

W3, NFT, Meta

6

Fortnite



Cross Industry engagement



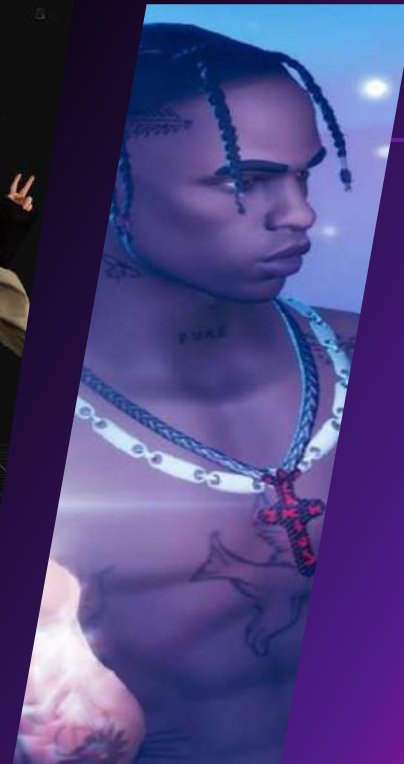
AUTOMOTIVE



RETAIL



MEDIA AND ENTERTAINMENT



What is our Total Addressable Market?



Total Addressable Market

€11.1bn

Includes

€3.8bn CX + T&S

€1.8bn Localization + LQA

€2bn QA

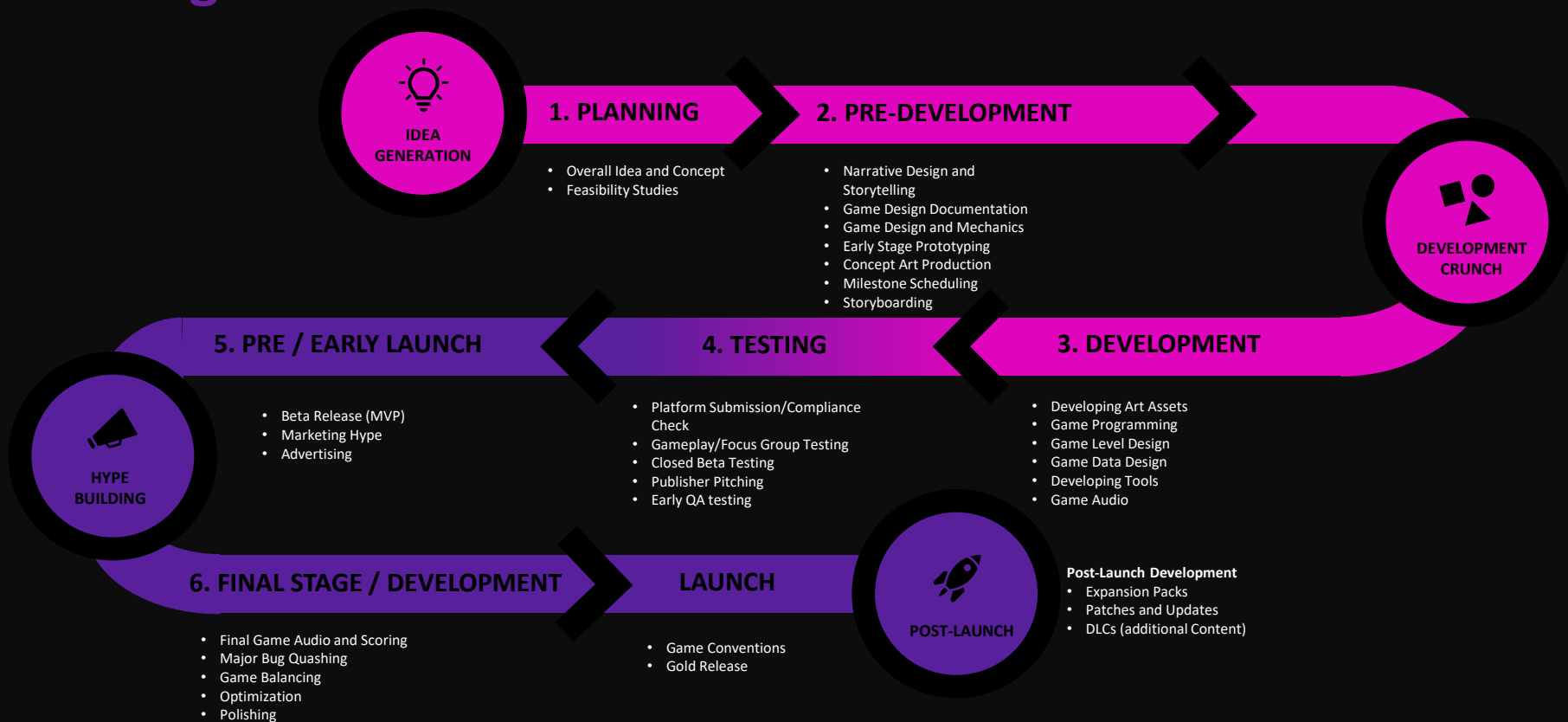
€2.6bn Professional Services

€0.9bn other (audio, marketing)

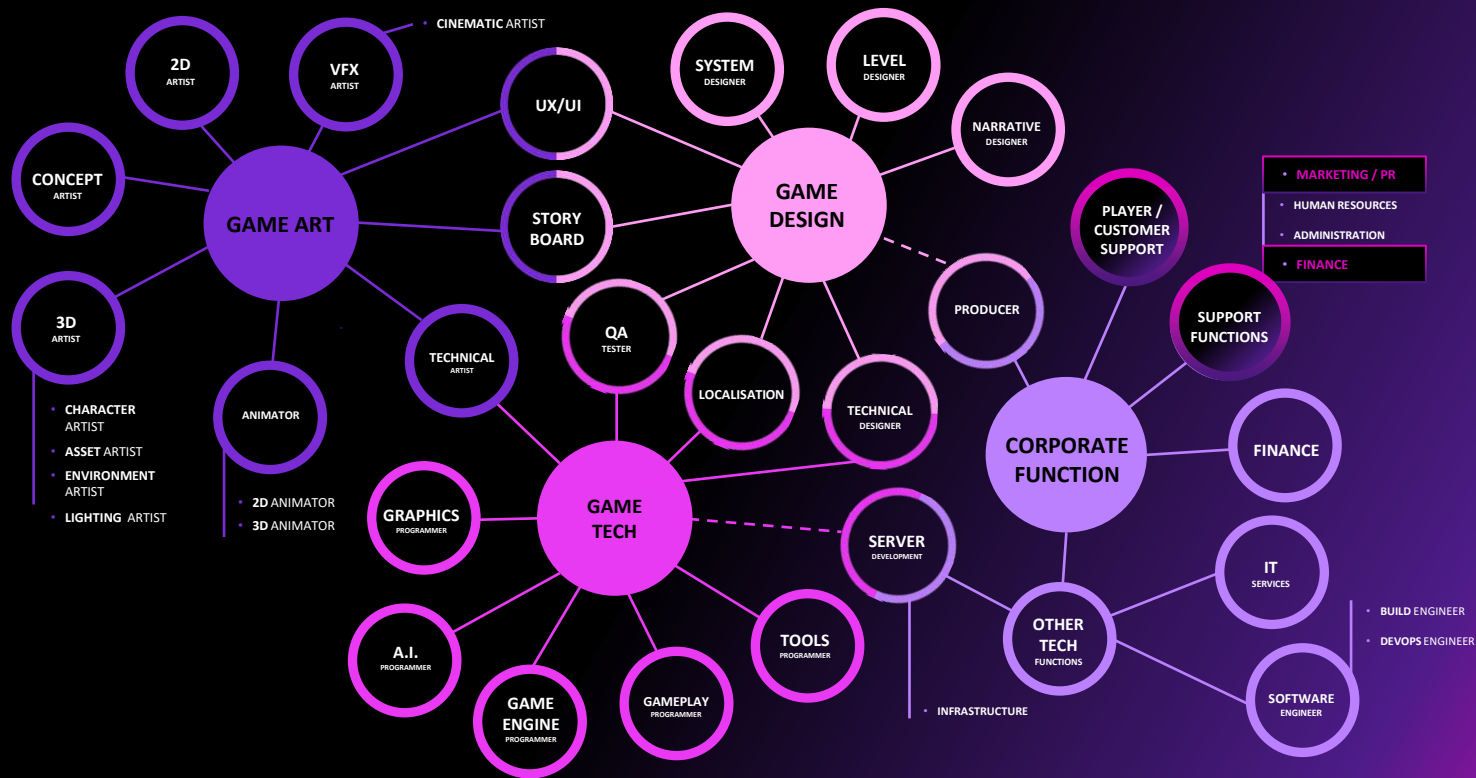
How are games made?



How games are made- Production



How games are made- Studio.



Strategy

A close-up photograph of a person's hand typing on a backlit keyboard. The keyboard has blue and purple lights. The background is blurred with colorful bokeh lights in shades of green, blue, and red. The image is partially covered by a dark purple geometric shape on the left side.

2023-2026 Game Plan

- Productization e.g. Sales/ marketing/ social media/ PX/ T&S As-A-Service (AAS)
- Technology Partnerships

Localization and QA

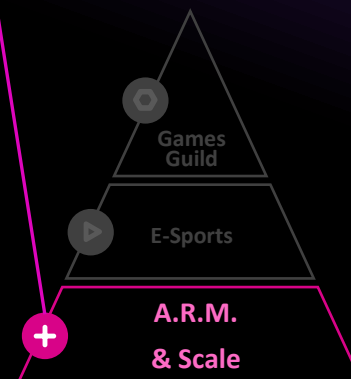
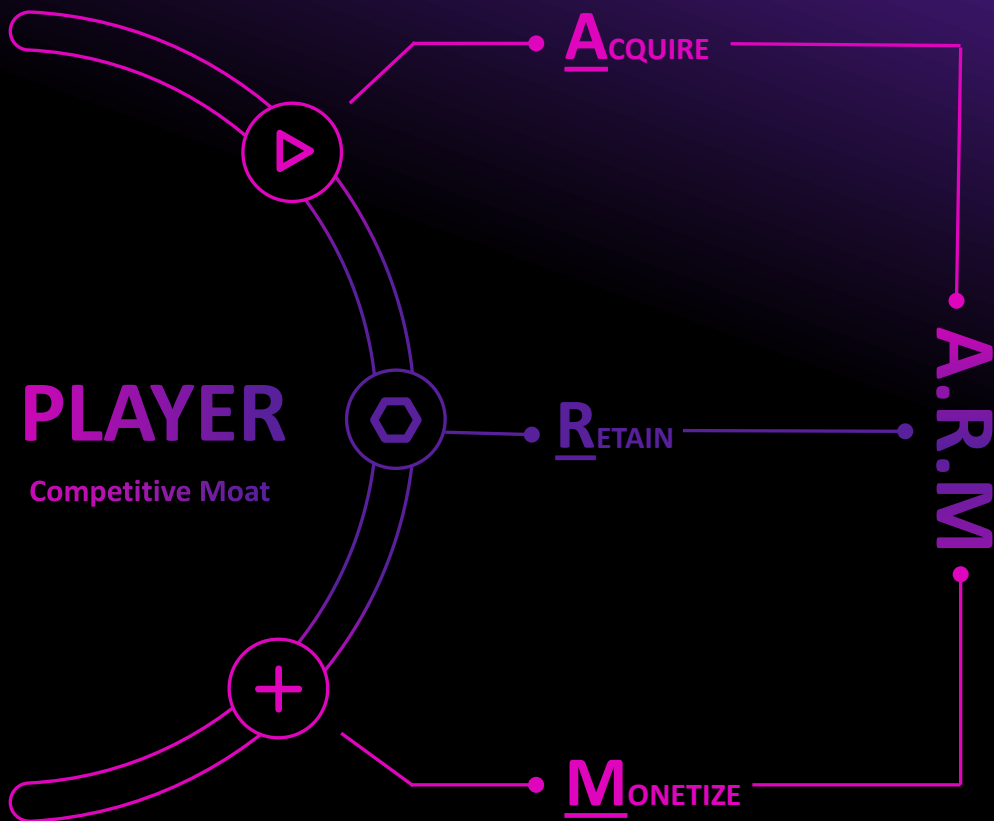
- New LOB's into existing and new logos- Build a competitive moat
- Engage sooner with studios – Dev phase
- Go Deeper and level up
- Existing LOB's into existing (T&S, Fraud, collection, sales, esports/ Influencer management)



- Publisher agreements (SONY, MSFT)
- Use infrastructure, stay lean
- New logo's- increase to new studios in new sectors
- Games fringe businesses- Nvidia, Razer, Intel, GreenManGaming
- BROF- Boss Room Open Forum (monthly)
- Master sessions with all BD's, ongoing

1/ TP Strong A.R.M and Scale





PLAYER

Pain Points

AQUIRE

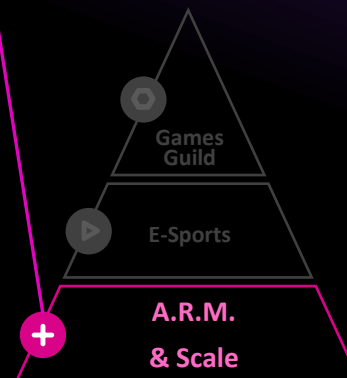
Marketing and Advertising- UA |
Bug and glitch free | High Quality |
Previews | Reviews | Beta's |
Influencers | Strength of IP

RETAIN

Content updates | Active, social,
community | If things go wrong, they are
fixed quickly | Reward/ XP balance |
Progression | Safety and security- no
scams, no bullying | Robust infrastructure

MONETIZE

Feedback loop from community | Active,
social, community | Reliable- service |
Content w/ payments- right balance |
Reward/ XP balance



PLAYER

Solution Mapping

ACQUIRE

- Sales support
- Marketing
- Forum moderation
- Influencer + social management
- Esports support if applicable
- Transformation/ Consulting

RETAIN

- Player Support
- Technical Support
- Forum Moderation
- Influencer + social management
- Social Media Management
- Community support
- T&S
- AI solutions

MONETIZE

- Player Support- Feedback loop
- Technical Support
- T&S- anti fraud, follow up
- Moderation
- Insights
- Sales & marketing

- QA
- Localisation
- Technical writing
- Analytics
- Fraud
- Feedback loop (Productize and Monetize)
- User Acquisition



PROFESSIONAL SERVICES

Games Guild

E-Sports

**A.R.M.
& Scale**

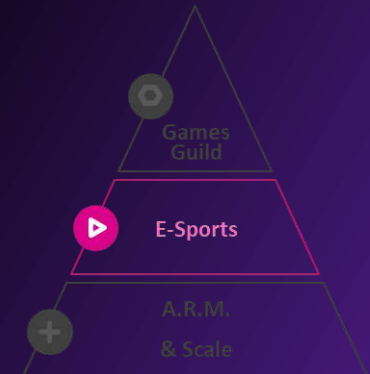
Scale



2/ E-Sports Facility



Attract new logos, shorten sales-cycle
Hire, Train, Engage and retain employees
Key USP- statement of intent
Showcasing hardware and games
Creating game champions
Streaming of live events
Infusing gaming culture
Wellbeing and social benefits
QA Testing



3/ Games Guild



GAMES CX
GUILD

Since 2015

For the CX Community and NEW T&S!
Europe, AMER (and soon Asia)
Collaborative sharing
Best practices
Challenges
Lessons learned
Working together

