



## TTEC Enters Into Strategic Partnership with Pega to Accelerate Digital Transformation Across the Contact Center

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### Two industry leaders combine to deliver customer success at scale.

DENVER, Feb. 18, 2020 /PRNewswire/ -- **TTEC Holdings, Inc.** (NASDAQ: TTEC), a leading digital customer experience technology and services company focused on the design, implementation and delivery of transformative solutions for many of the world's most iconic and disruptive brands, announced a [strategic partnership](#) with **Pegasystems, Inc.** (NASDAQ: PEGA), the software company empowering digital transformation at the world's leading enterprises. This partnership will empower clients with industry-leading digital transformation solutions to optimize customer experiences within their contact centers.

With the partnership, Pega's world-class intelligent automation and customer engagement suite, combined with TTEC's Customer Experience as a Service platform, will provide the backbone of optimized, digitally driven employee and customer experiences managed by TTEC Digital. The two market leaders will leverage their decades of experience to deliver best-of-breed human and AI-powered intelligence across the customer lifecycle.

Together, TTEC and Pega are uniquely positioned to remove the technical and operational obstacles that stand in the way of great experiences for a brand's customers and employees. TTEC will build on Pega's digital transformation solutions to deliver superior services and strategic outcomes for the world's largest enterprises.

The global partnership will immediately benefit from TTEC's recent acquisition of Serendebite, which provides additional scale and expertise serving the Pega ecosystem. A Pega Premier Gold Partner, Serendebite delivers a community of engineers and deep experience in automation solution development to optimize and improve front- and back-office interactions.

Clients have already benefited from the TTEC-Pega partnership, seeing substantial time and cost savings in customer-related processes via intelligent automation. As part of the strategic partnership, TTEC and Pega will go to market together, accelerating autonomous and augmented CX across the front, mid and back office to enable a one-office contact center solution for customers.

"We were deliberate in choosing Pega as a best-of-breed software partner to significantly strengthen the power of TTEC's CX as a Service platform for clients," said Jonathan Lerner, President of TTEC Digital. "We are excited to go to market together with unparalleled solutions that empower human-centric digital transformation at the world's leading organizations."

"As consumers demand better customer experiences when interacting with contact centers, organizations need the technology to modernize and optimize their operations to meet these high expectations," said Eric Musser, VP, Partner Ecosystems, Pegasystems. "This partnership with TTEC will help us better enable our clients with industry-leading, AI-based solutions that help fulfill their digital transformation goals within their contact centers."

To learn more about the partnership between TTEC and Pega, please visit: <https://www.ttec.com/pega>.

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#### About TTEC:

TTEC Holdings, Inc. (NASDAQ: TTEC) is a leading digital global customer experience (CX) technology and services company focused on the design, implementation and delivery of transformative customer experience, engagement and growth solutions. The Company's TTEC Digital business provides insight-driven, outcome-based and AI-enabled omnichannel cloud platforms and CX consulting solutions and its TTEC Engage business delivers operational excellence through customer care, acquisition, retention, fraud prevention and detection, and content moderation services.

Founded in 1982, the Company's 48,500 employees operate on six continents across the globe and live by a set of customer-focused values that guide relationships with clients, their customers, and each other. To learn more about how TTEC is bringing humanity to the customer experience, <https://www.ttec.com/pega>

#### FORWARD-LOOKING STATEMENTS

This release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based on the current beliefs and expectations of TTEC Holding, Inc.'s management and are subject to significant risks and uncertainties. Specifically, we would like for you to focus on risks related to our strategy execution, our ability to innovate and introduce technologies that are sufficiently disruptive to allow us to maintain and grow our market share, cybersecurity risk and risks inherent to our equity structure. Actual results may differ from what is expressed in the forward-looking statements. Factors that could cause TTEC's results to differ materially from those described in the forward-looking statements can be found in TTEC's Annual Report on Form 10-K for the year ended December 31, 2018, which has been filed with the U.S. Securities and Exchange Commission (the "SEC") and is available on TTEC's website [www.ttec.com](http://www.ttec.com), and on the SEC's public website at [www.sec.gov](http://www.sec.gov). TTEC Holdings, Inc. does not undertake to update any forward-looking statements.

#### SAFE HARBOR PROVISION

Statements in this press release regarding Pega that are not historical facts are forward-looking statements and are subject to risks and uncertainties that could cause actual future events or results to differ materially from such statements. Any such forward-looking statements, including but not limited to financial guidance, are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. It is routine for our internal projections and expectations to change as the quarter and year progress, and therefore it should be clearly understood that the internal projections and beliefs upon which we base our expectations may change. Although these expectations may change, we are under no obligation to inform you if they do. Actual events or results may differ materially from those contained in the projections or forward-looking statements. Some of the factors that could cause actual results to differ materially from the forward-looking statements contained herein include, without limitation: potential fluctuations in our quarterly revenue and operating results; competition in the markets for mobile and online business messaging and digital engagement technology; our ability to retain existing clients and attract new clients; privacy concerns relating to the Internet that could result in new legislation or negative public perception; risks related to new regulatory or other legal requirements that could materially impact our business; failures or security breaches in our services, those of our third party providers, or in the websites of our customers; potential adverse impact due to foreign currency exchange rate fluctuations; economic conditions and regulatory changes caused by the United Kingdom's exit from the European Union; our ability to retain key personnel, attract new personnel and to manage staff attrition; supporting our existing and growing customer base could strain our personnel resources and infrastructure; risks relating to governmental export controls and economic sanctions; our ability to effectively operate on mobile devices; risks related to industry-specific regulation and unfavorable industry-specific laws, regulations or interpretive positions; the adverse effect that the global economic downturn may have on our business and results of operations; risks related to the ability to successfully integrate past or potential future acquisitions; additional regulatory requirements, tax liabilities, currency exchange rate fluctuations and other risks as we expand internationally and/or as we expand into direct-to-consumer services; risks related to the regulation or possible misappropriation of personal information belonging to our customers' Internet users; potential failure to meeting service level commitments to certain customers; technology systems beyond our control and technology-related defects that could disrupt the Pega services; risks related to protecting our intellectual property rights or potential infringement of the intellectual property rights of third parties; legal liability and/or negative publicity for the services provided to consumers via our technology platforms; technological or other defects could disrupt or negatively impact our services; errors, failures or "bugs" in our products may be difficult to correct; increased allowances for doubtful accounts as a result of an increasing amount of receivables due from customers with greater credit risk; payment-related risks; delays in our implementation cycles; impairments to goodwill that result in significant charges to earnings; risk associated with the limitations on the effectiveness of our controls; our history of losses; risks associated with the recent volatility in the capital markets; our ability to secure additional financing to execute our business strategy; our ability to license necessary third party software for use in our products and services, and our ability to successfully integrate third party software; our ability to maintain our reputation; risks related to our recognition of revenue from subscriptions; our lengthy sales cycles; risks related to our operations in Israel, and the civil and political unrest in that region; changes in accounting principles generally accepted in the United States; risks associated with any future stock repurchase programs, including whether such programs will enhance long-term stockholder value, and whether such stock repurchases could increase the volatility of the price of our common stock and diminish our cash reserves; natural catastrophic events and interruption to our business by man-made problems; potential limitations on our ability to use net operating losses to offset future taxable income; risks relating to recently-enacted changes to the U.S. tax laws; and risks related to our common stock being traded on more than one securities exchange. This list is intended to identify only certain of the principal factors that could cause actual results to differ from those discussed in the forward-looking statements. Readers are referred to the reports and documents filed from time to time by us with the Securities and Exchange Commission for a discussion of these and other important factors that could cause actual results to differ from those discussed in forward-looking statements.

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