

Ethics Code for Executive and Financial Officers

TTEC Holdings, Inc. ("TTEC") has adopted this ***Executive and Senior Financial Officers' Code of Ethics*** to:

- Promote accurate financial reporting;
- Enhance accountability for financial disclosures to shareholders and other stakeholders;
- Deter wrongdoing and encourage transparency in financial reporting.

This Code applies to TTEC's Chief Executive Officer, Chief Financial Officer, senior operational leaders including all business segment presidents or operational equivalents, Controller, Treasurer, General Counsel, executive in charge of TTEC's Tax function, executive in charge of TTEC's Finance function, executive in charge of financial reporting, all business segment financial directors or operational equivalents, executive in charge of TTEC's internal audit, and other employees performing similar functions who have been identified by the Chief Financial Officer or the General Counsel in his/her discretion, from time to time, because their roles directly relate to TTEC's financial reporting and other mandatory disclosures (the "Covered Executives").

By signing below, each Covered Executive agrees to:

1. Act honestly and ethically in the performance of his/her duties at TTEC and consistently interact with others on the basis of highest ethical principles;
2. Avoid personal and organizational conflicts of interest whenever possible, and fully disclose all potential conflicts of interest to her/his supervisor and TTEC's General Counsel or Chief Financial Officer, when applicable;
3. Provide comprehensive, fair, accurate, and timely disclosure of TTEC's business and financial conditions in support of all financial communications and reports that TTEC makes to the public, including reports to shareholders and filings that it submits to the US Securities and Exchange Commission and other similar regulatory organizations in jurisdictions where TTEC's shares are registered;
4. Comply with rules and regulations of all national, federal, state, provincial, and local governments and other private and public regulatory agencies that affect TTEC's business conduct and TTEC's financial reporting in all jurisdictions where TTEC does business, but only with respect to those laws and regulations which apply to the part of our business for which the Covered Executive and/or his/her direct reports are responsible;
5. Act in good faith, responsibly, with due care, competence and diligence, making every reasonable effort to make sure that material facts are not misrepresented in TTEC's disclosures to shareholders and other key stakeholders;
6. Engage in open discussion with senior management about any material disagreements where his/her independent judgment on issues of financial reporting or disclosure does not align with that of other responsible parties;
7. Respect the confidentiality of information acquired in the course of work at TTEC, except when authorized or legally obligated to disclose such information;

8. Share knowledge and maintain skills relevant to carrying out his/her duties at TTEC;
9. Strive to use responsibly all TTEC's assets and resources entrusted to his/her care;
10. Promptly bring to the attention of the Chief Financial Officer, General Counsel, executive responsible for TTEC's internal audit function any information of which he/she becomes aware concerning:
 - a. significant deficiencies in the design or operation of internal controls which could adversely affect TTEC's ability to record, process, summarize and report financial data;
 - b. any fraud that involves a Covered Executive or any other member of TTEC's leadership team; and
 - c. any violations of this Code of Ethics or TTEC's Ethics Code: How TTEC Does Business, applicable to all employees.

The obligations under this Executive and Senior Financial Officers' Code of Ethics supplement, but do not replace, the obligations that all TTEC employees have under our Ethics Code: How TTEC Does Business or any other applicable code of conduct or ethics policy. Waivers of Covered Executives' obligations under this Executive and Senior Financial Officers' Code of Ethics may only be obtained from TTEC Audit Committee of the Board of Directors. Such waivers are subject to public disclosure.

Accepted and Agreed,

Employee Signature

Date

Employee Name Printed