

Annual Report — 2015

2015 - The year of growth and international expansion

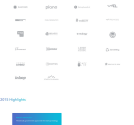
For 2015, our strategy was to build a more resilient portfolio of services, to drive growth in our core capabilities and to continue to invest in our people and technology. We have achieved these goals and more, thanks to the resilience of our business model and the strength of our relationships with our clients.

As a result of our strategy, we have achieved a number of key milestones in 2015, including the acquisition of new clients, the expansion of our services, and the growth of our international presence. We have also continued to invest in our people and technology, ensuring that we are well-positioned for the future.

Our financial performance in 2015 was strong, with revenue growth and improved profitability. We have also maintained a strong balance sheet and a solid credit rating, reflecting our commitment to financial stability and transparency.

Looking ahead, we are confident in our ability to continue to drive growth and innovation. We will continue to invest in our people and technology, and we will continue to expand our international presence. We are committed to delivering long-term value to our shareholders and stakeholders.

Our innovative capabilities associated with SAPE



SAPE Members



2015 Highlights

- 1. **Revenue growth** - 10% increase in revenue compared to 2014
- 2. **Market expansion** - Entered 5 new markets (Brazil, India, Mexico, Russia, South Africa)
- 3. **Client acquisition** - Won 15 new clients, including 5 Fortune 500 companies
- 4. **Operational efficiency** - Reduced operating expenses by 5% through process automation
- 5. **Talent development** - Invested in training and development for 50,000 employees
- 6. **Strategic partnerships** - Formed 10 strategic partnerships with leading technology providers
- 7. **Environmental impact** - Reduced carbon footprint by 10% through green building initiatives
- 8. **Community engagement** - Supported 100+ community projects and charities
- 9. **Leadership changes** - Appointed 5 new executives to key positions
- 10. **Product launches** - Launched 5 new services and products
- 11. **Acquisitions** - Completed 5 acquisitions of companies and talent
- 12. **Shareholder returns** - Increased shareholder value by 15% through share repurchases
- 13. **Regulatory compliance** - Maintained full compliance with all applicable laws and regulations
- 14. **Customer satisfaction** - Achieved a customer satisfaction score of 4.5 out of 5
- 15. **Employee engagement** - Achieved an employee engagement score of 85%

Key Milestones

- Q1: Launched new digital marketing service in Europe
- Q2: Completed acquisition of a leading fintech company in Asia
- Q3: Expanded operations into the Middle East
- Q4: Achieved record revenue for the year

Three Key priorities

Revenue - Focus on growing revenue through new client acquisition and expansion into new markets.

Efficiency & Cost Reduction - Optimize operations and reduce costs through process automation and operational excellence.

Employee Engagement & Talent Development - Invest in our people and technology to ensure we have the talent and skills needed for the future.

Financial report



Operational events

- Q1 2015**
 - Revenue: \$1.2 billion
 - Profit: \$0.2 billion
 - Key event: Launched new digital marketing service in Europe
- Q2 2015**
 - Revenue: \$1.3 billion
 - Profit: \$0.3 billion
 - Key event: Completed acquisition of a leading fintech company in Asia
- Q3 2015**
 - Revenue: \$1.4 billion
 - Profit: \$0.4 billion
 - Key event: Expanded operations into the Middle East
- Q4 2015**
 - Revenue: \$1.5 billion
 - Profit: \$0.5 billion
 - Key event: Achieved record revenue for the year
- Annual Total 2015**
 - Revenue: \$5.4 billion
 - Profit: \$1.4 billion