

Bogota, a city with opportunities for contact centers

COLOMBIA

4th largest BPO market in LATAM

According to ATKearney's Global Services Location Index 2017:

10th

most competitive country in the world

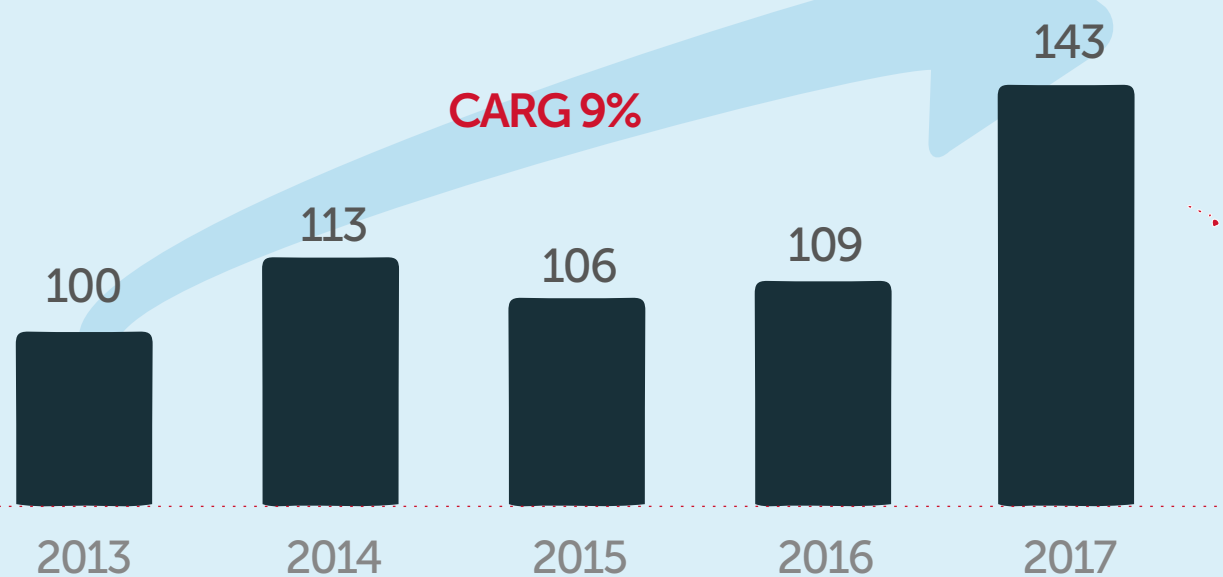
3rd

in Latin America, after Brazil and Chile to develop a global services operation

Industry with a high international component

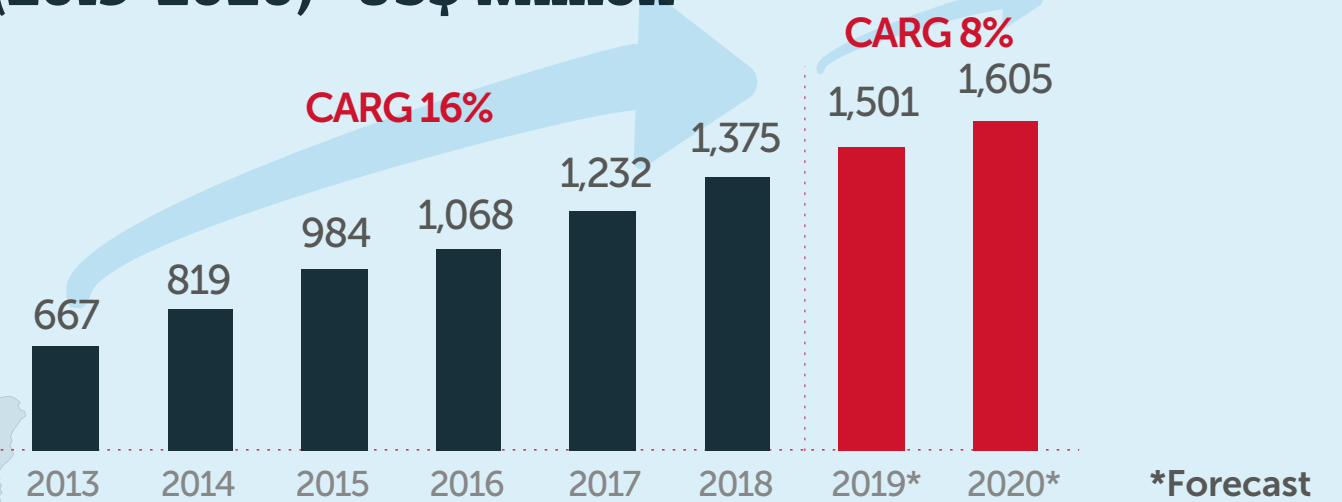
63% of contact centers in Colombia export services

Contact center exports in Colombia 2013-2017 (US\$ million)

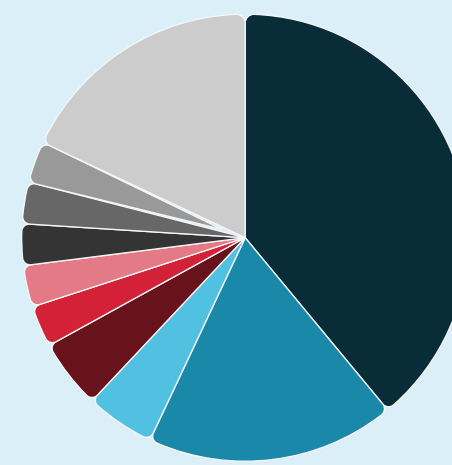


One of the most dynamic sectors of the Colombian economy, with an average annual growth of 16% in the last five years. It is expected a growth of 8% in the next two years.

Size of the contact center industry in Colombia (2013-2020)* US\$ Million



BPO by service type (2017)



58% of the contact centers offer services in one language (Spanish), 29% in two languages (+English), 10% in three languages (+Portuguese/French) and 3% in more than four languages.

Destinations of Contact Center exports 2017



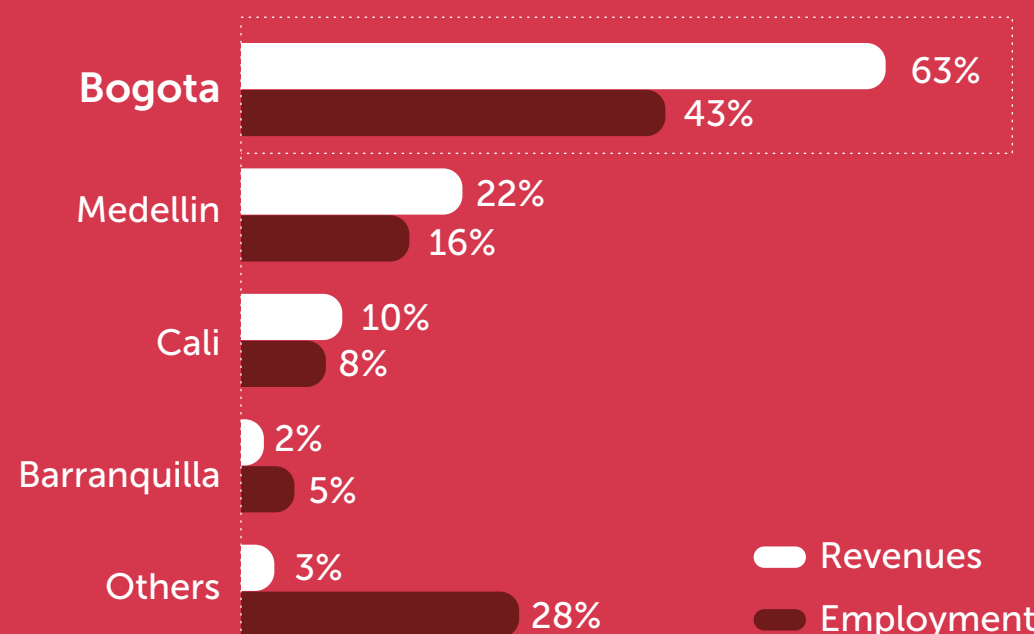
40% of the contact centers have foreign capital

Spain, United States, Chile and Argentina are the main investors, sharing 44%, 26%, 9% and 4% of the "sites" established in Colombia respectively.

BOGOTA

Colombia's main contact center cluster

Revenue and employment generated by contact centers in Colombia, 2017



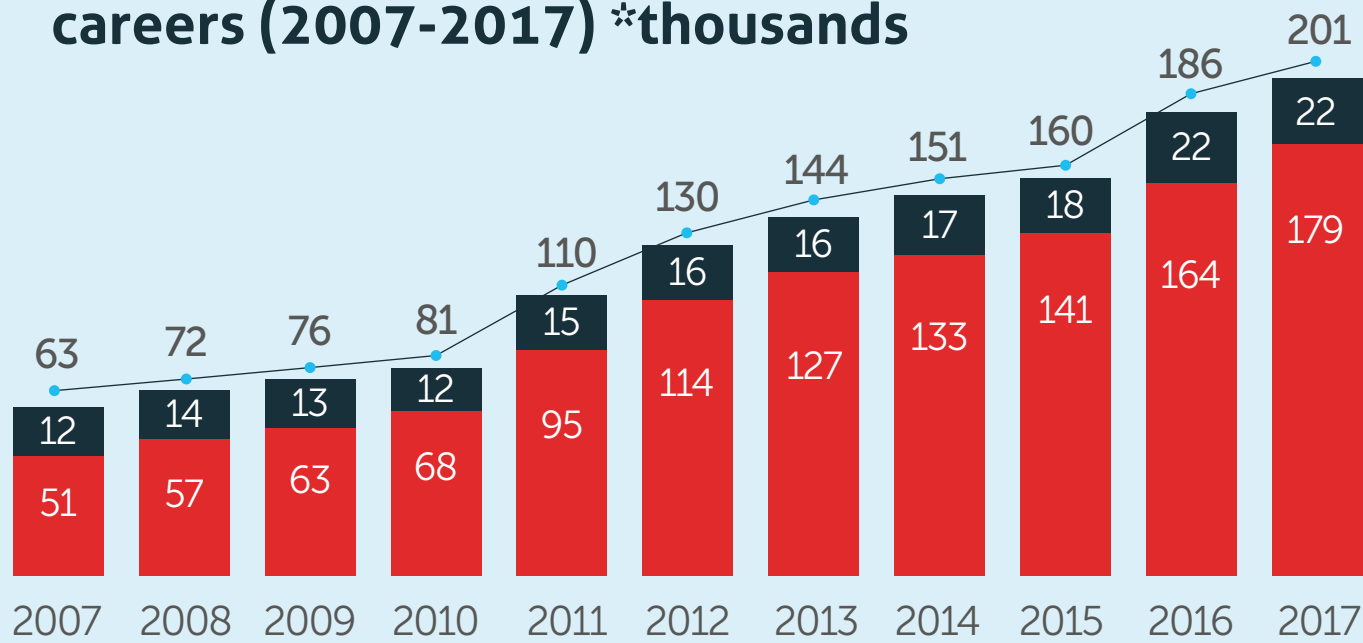
Some international contact centers established in Bogota

CONCENTRIX/CONVERGYS
SUTHERLAND + SITEL + SYKES
TELEPERFORMANCE + ARVATO
AVANZA + KONECTA + ATENTO
UNISONO + TELEMARCK + ONELINK

Human Talent

In the last 10 years, the number of annual graduates in Colombia in careers of interest has tripled, from 63,800 in 2007 to 201,600 in 2017. Management, economics, accounting and related areas register an average annual growth of 13%, while computer systems engineering and related exhibit an average annual growth of 6%.

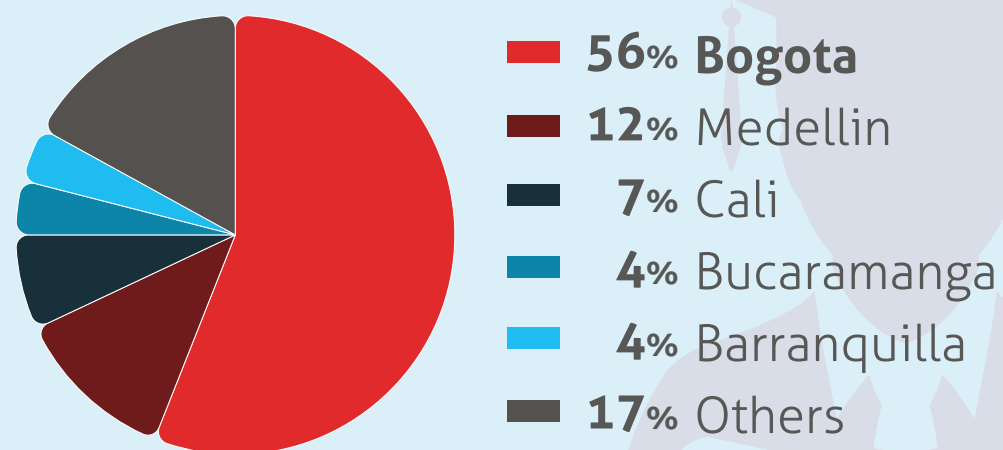
Number of graduates in Colombia in selected careers (2007-2017) *thousands



- Management, economics, accounting and related areas
- Computer systems engineering and related areas
- Total

Bogota stands out as the country's main education cluster, with 56% of graduates in careers of interest.

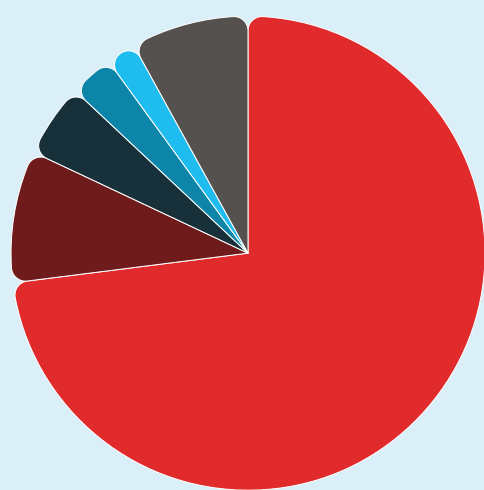
Graduates in selected careers by city (2007-2017)



It is estimated that between 8% and 17% of the Colombian labor force is bilingual (2-4.5 million).

Bilingual Population in Colombia

- 73% Bogota
- 9% Medellin
- 5% Cali
- 3% Bucaramanga
- 2% Barranquilla
- 8% Others



An industry with competitive salaries

Average salary by position 2017 (US\$/Month)



Exchange rate: US\$ 1 = COP\$ 2.800

The wages do not include the social benefits assumed by the employer.

These are between 34% - 50%

*These are bilingual positions

Bogota's strategic position



47 daily international flights



Eastern time zone USA



Neutral accent with willingness to support



Low risk of natural disasters (earthquakes)

Institutional support



Tax incentives

- Free Trade Zone Regime
- Labor incentives
- VAT exemptions and export/import benefits
- R&D incentives

Invest in Bogota is the investment promotion agency for Bogota and Cundinamarca. The Agency offers, free of charge, and in absolute confidentiality, services for investors during each stage of their investment process: Exploratory phase, start-up phase, operational phase and re-investment.

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