



TaskUs Launches New State-of-the Art Site In Medellin to Accommodate Rapid Growth In Latin America

July 25, 2023

“The Gallery” Adds Capacity to TaskUs’ Operations in Colombia, which Include a Sold Out Site in Cali

NEW BRAUNFELS, Texas, July 25, 2023 (GLOBE NEWSWIRE) -- TaskUs, Inc. (Nasdaq: TASK), a leading provider of outsourced digital services and next-generation customer experience to the world’s most innovative companies, today announced the launch of its new site in Medellin, the second largest city in Colombia. With completion expected by September 2023, the Medellin site further strengthens TaskUs’ operational capabilities in Latin America.

Medellin, which is known as the “land of eternal spring” because it boasts amazingly warm weather all year round, has well-established technology infrastructure, a talented workforce and a culture of customer service. Strategically located in the heart of the city, “The Gallery” offers convenient access to teammates via bus and metro. Drawing inspiration from Medellin’s vibrant hip-hop culture, urban rhythm, and free-style expression, the Gallery redefines traditional workspaces by incorporating elements of graffiti and bringing the artistic spirit of the city to life.

The Medellin site adds to TaskUs’ presence in Colombia, which includes a site launched in November 2021 in Cali called “the Arena”, which grew so quickly that more seat capacity was added last year. TaskUs clients serviced in Colombia include some of the biggest names in global sports apparel, healthcare, e-commerce and financial services.

TaskUs has become a major, disruptive player in the business process outsourcing sector globally and in Colombia through its people-first culture and employee benefits and perks. TaskUs takes a people-focused approach and, in Colombia, all employees regardless of position have access to medicina prepagada, dental plans, and life insurance—all with 100% coverage. Each employee can also enlist two beneficiaries who are eligible for up to 50% coverage of the same benefits.

“We are thrilled to embark on this exciting venture and bring our exceptional customer service offerings to the vibrant city of Medellin,” said Pablo Gonzalez, Vice President of Operations in Medellin. “The cultural richness and dynamic spirit of Medellin, along with the warm and welcoming nature of its people, make it the perfect location for our expansion. We are excited to collaborate with the local community, embrace their unique culture and contribute to the city’s economic growth.”

“Colombia is one of our fastest growing regions and we are quickly adding capacity to meet the demand,” said Stephan Daoust, TaskUs, COO. “We are thrilled that Pablo Gonzalez has joined us to lead our new site in Medellin. He brings years of experience in customer operations and service management with business process outsourcers and large, innovative global brand names. Pablo is the perfect leader to drive our growth and success in Medellin.”

About TaskUs

TaskUs is a leading provider of outsourced digital services and next-generation customer experience to the world’s most innovative companies, helping its clients represent, protect and grow their brands. Leveraging a cloud-based infrastructure, TaskUs serves clients in the fastest-growing sectors, including social media, e-commerce, gaming, streaming media, food delivery and ride-sharing, Technology, FinTech and HealthTech. As of March 31, 2023, TaskUs had a worldwide headcount of approximately 47,700 people across 27 locations in 13 countries, including the United States, the Philippines and India.

Investor Contact

Alan Katz

Investor Relations

alan.katz@taskus.com

Media Contact

Lisa Wolford

Corporate communications

lisa.wolford@taskus.com

This press release contains “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements include all statements that are not historical facts and include, without limitation, statements reflecting our current views with respect to the investment in our Latin American operations, which is subject to a number of factors that could affect its success, including but not limited to changes in market demand, economic conditions, and regulatory developments. In some cases, you can identify these forward-looking statements by the use of words such as “outlook,” “believes,” “expects,” “potential,” “continues,” “may,” “will,” “should,” “could,” “seeks,” “predicts,” “intends,” “trends,” “plans,” “estimates,” “anticipates,” “positions us” or the negative version of these words or other comparable words. Such forward-looking statements are subject to various risks and uncertainties. Accordingly, there are or will be important factors that could cause actual outcomes or results to differ materially from those indicated in these statements. These factors include but are not limited to those described under “Risk Factors” in the Company’s Annual Report on Form 10-K for the year ended December 31, 2022 filed with the Securities and Exchange Commission (the “SEC”) on March 6, 2023, as such factors may be updated from time to time in our periodic filings with the SEC, which are accessible on the SEC’s website at www.sec.gov. These factors should not be construed as exhaustive and should be read in conjunction with the other cautionary statements that are included in the Company’s SEC filings. TaskUs undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future developments or otherwise, except as required by law.

