

About EXL

EXL (NASDAQ: EXLS) is a global data and AI company that offers services and solutions to reinvent client business models, drive better outcomes and unlock growth with speed. EXL harnesses the power of data, AI, and deep industry knowledge to transform businesses, including the world's leading corporations in industries including sports, gaming, retail, media, insurance, healthcare, and banking, among others. EXL was founded in 1999 with the core values of innovation, collaboration, excellence, integrity, and respect. We are headquartered in New York and have approximately 63,000 employees spanning across the globe including US, UK, Europe, Canada, India, LATAM and more.

What do we offer? – Our Breadth of Services

Domain	Services & Solutions Offered
Data Management	Cloud Strategy & Architecture, Data Modeling & Engineering, Governance & Quality, DevOps & Reliability
Analytics	BI & Visualization, ML Modeling & Predictive Analytics, MLOps & Model Deployment
Generative AI	AI Strategy & Governance, LLM Architecture & Engineering, AIOps & LLMOps <u>Conversational BI</u> : Natural language data interaction <u>Code Harbor</u> : Modular code automation/refactoring <u>Agentic AI</u> : Task execution via text/voice
Digital Engineering	Digital Transformation & Consulting, Software & Application Engineering, QA, Security & Compliance, UI/UX Development
Marketing Operations	Omnichannel Campaigns & Journeys Lifecycle Management – Strategy & Design, Creative Studio, Operations/Execution & Optimization (Measurement, Experimentation, Attribution Modeling) Design, implement, and operationalize modern MarTech ecosystems - including platform integrations (Adobe, Salesforce, Braze), data connectivity, automation workflows, and governance frameworks
CX Operations	AI-enabled Customer Support (Email, Chat, Call), leveraging agentic AI to modernize legacy processes, improve efficiency, and enhance customer experience
F&A Operations	Run and transform end-to-end Finance - R2R, P2P, O2C, FP&A, Tax, Treasury. Optimize processes, systems, and controls across ERP/EPM landscapes. Deliver hyper-automated close cycles, real-time forecasting, and audit-ready financial visibility to improve accuracy, shorten timelines, and strengthen decision intelligence.

How do we collaborate with our client partners? – Our Engagement Models

Category	1. Strategic Advisory & Consulting	2. Project-based Support	3. Staff Augmentation	4. Global Capability Center (GCC) Partner
Client Requirement	<i>“I need a clear AI and data strategy to drive sustainable growth, increase player value, and operate confidently in regulated markets.”</i>	<i>“I need a trusted partner to deliver a high-impact analytics or AI initiative such as churn, pricing, or risk on a fixed timeline.”</i>	<i>“I need flexible analytics capacity to accelerate delivery, improve execution quality, and support business peaks.”</i>	<i>“I need a scalable global analytics and engineering capability to support growth, efficiency, & regulatory execution across markets.”</i>
Description of Engagement Model	• Consultant to staff / upskill to suit client’s evolving requirements • Technical SMEs & strategic thinkers • Time & material-based billing	• Used for time-sensitive / complex problems • Commitment to service quality & performance • Fixed fee	• Skilled staff acts as client team extension • Specific role requirements (e.g., Data Engineers, Developers, etc.) • Time & material-based billing	• Build Operate Transfer (BOT), Hybrid, or Managed models • Support across setup, transition, & governance • Flexible commercial models
Benefits	• Executive-aligned roadmap to guide transformation & investment decisions • High-touch advisory support that adapts as priorities evolve	• Plug-and-play resourcing with specialized skillset • Hands-off for client (no overhead of managing individuals)	• Flexible resource capacity • Cost efficiency (onshore – client liaison & offshore – execution)	• Rapid, low-risk scale using proven operating models and talent • Sustainable cost and capability edge

Why Choose Us? – Our Strengths

- 10+ Years of Unmatched Global Sports Industry Expertise**
 Strategic Data, Digital & AI services partner to **15+ sports & gaming clients** with **300+ experts** delivering complex analytics, data & digital engineering solutions
- Value Add at Scale**
 We help clients **improve efficiency, reduce costs, and increase productivity** through optimized processes and intelligent automation.
- Scalable Round-the-clock Global Delivery Model**
 Powered by **top talent** across diverse skill sets, our flexible, **dual-shore delivery model** enables clients to **scale support seamlessly** as business volumes, markets, and priorities evolve.
- Elite Digital & AI Center of Excellence**
 AI Accelerators & frameworks that **fast-track data and analytics delivery**, strengthened by AWS, Databricks, and NVIDIA partnerships and an AI-driven **culture of automation & data-as-a-product**.