

Diversity Script (11-28-18)

TTEC

| SCRIPT CONTENT/TEXT | VISUALS |
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| Use emotional music | Start with wide shot of diverse person walking in city (Mexico, Canada, India or Europe) toward office building. Can hear sounds of city (horns honking, etc.) |
| At TTEC, we know our diversity makes us stronger. | Tattooed person walking through office building door |
| Smarter. | Person in bowtie walking out of different office building door (preferably into different city) |
| More competitive. | Someone presenting chart at meeting to diverse audience |
| We know it's because of our different perspectives | Older person/retiree and young person/intern looking at computer screen together |
| that we are better able to serve our clients | Person in wheelchair shaking hands with client in conference room |
| their customers | Woman waiting on customer in Godiva—pull from existing video Super: TTEC client: Godiva |
| and our communities. | Photos from service week (painting fence and picking up trash in TTEC T-shirts. Add Super: TTEC HQ Service Day.) Photos from other countries. |

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| <p>We know that despite our differences, we have much in common.</p> | <p>Shot of Canadian employees in alley with city behind them (existing). Super: TTEC employee: Montreal, Canada</p> |
| <p>We all want to be heard.</p> | <p>Woman speaking at Women in Leadership meeting (existing) Super: “TTEC Women in Leadership meeting”</p> |
| <p>We all want to succeed.</p> | <p>African American person walking with briefcase/computer bag</p> |
| <p>We all want to belong.</p> | <p>Asia pac foosball shot (existing). Super: TTEC: City, Philippines</p> |
| <p>That’s why, at TTEC, the differences in who we are</p> | <p>Shot of short girl with disability who is at end of current Diversity video Shot of EMEA group laughing (existing in footage from EMEA—Add Super: “TTEC: Plovdiv, Bulgaria”)</p> |
| <p>who we love</p> | <p>Shot of Filipinos holding up rainbow signs (existing in Asia Pac footage) and/or shot from LGBTQ festival (existing on our Philippines social media page) Shot of family scene (existing of Mexico couple walking with kids in park). Super: TTEC employee: City, Mexico</p> |
| <p>and what we believe in</p> | <p>Shot of veteran (Shot of Randy or Rich) Super: TTEC employee: Englewood, CO</p> |
| <p>aren’t just accepted,</p> | <p>Find picture that fits</p> |
| <p>they’re valued</p> | <p>Find picture that fits</p> |
| <p>But don’t take our word for it Experience it for yourself</p> | <p>Text only: “Experience it for yourself” in our usual format, Teletech/TTEC logos flipping in our usual format.</p> |

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