

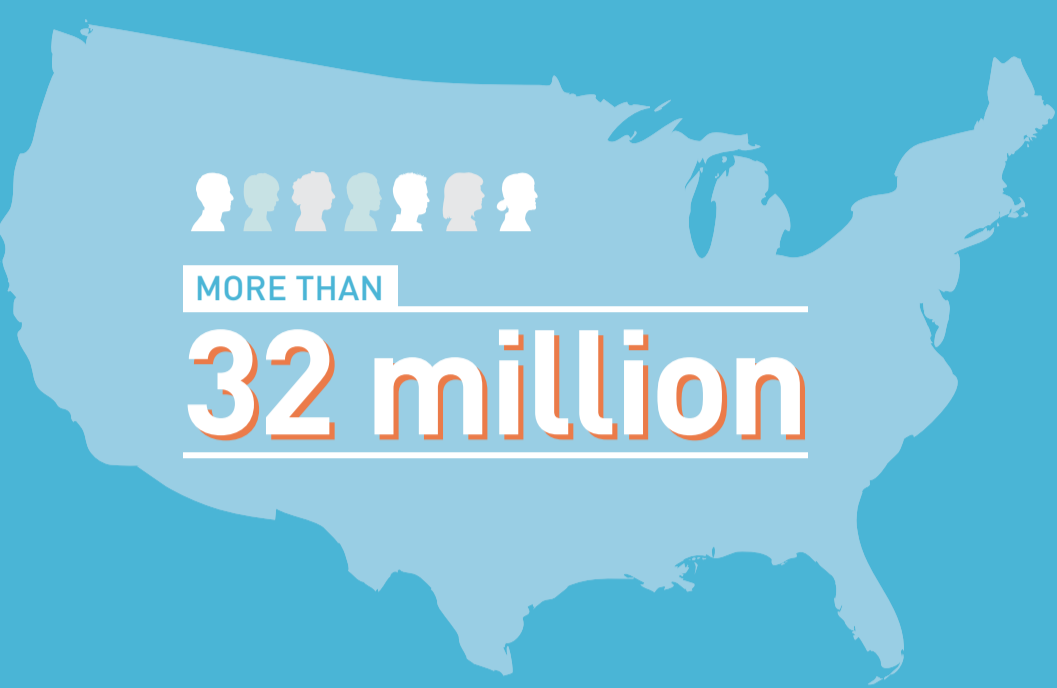
Why offering multilingual services makes sense

75%

of people say...

I'd be more likely to buy a product if customer support were in my own language.

DePalma DA. "Press 1 for English, Press 2 for Your Language." Common Sense Advisory, Inc. www.common senseadvisory.com. March 18, 2014.



consumers in America speak a language other than English at home.

Agricultural Marketing Resource Center. "Ethnic Marketing—Turning Obstacles Into Opportunities." www.agmrc.org.



The Hispanic segment in the United States is growing 5 times faster than the general population.

Agricultural Marketing Resource Center. "Ethnic Marketing—Turning Obstacles Into Opportunities." www.agmrc.org.

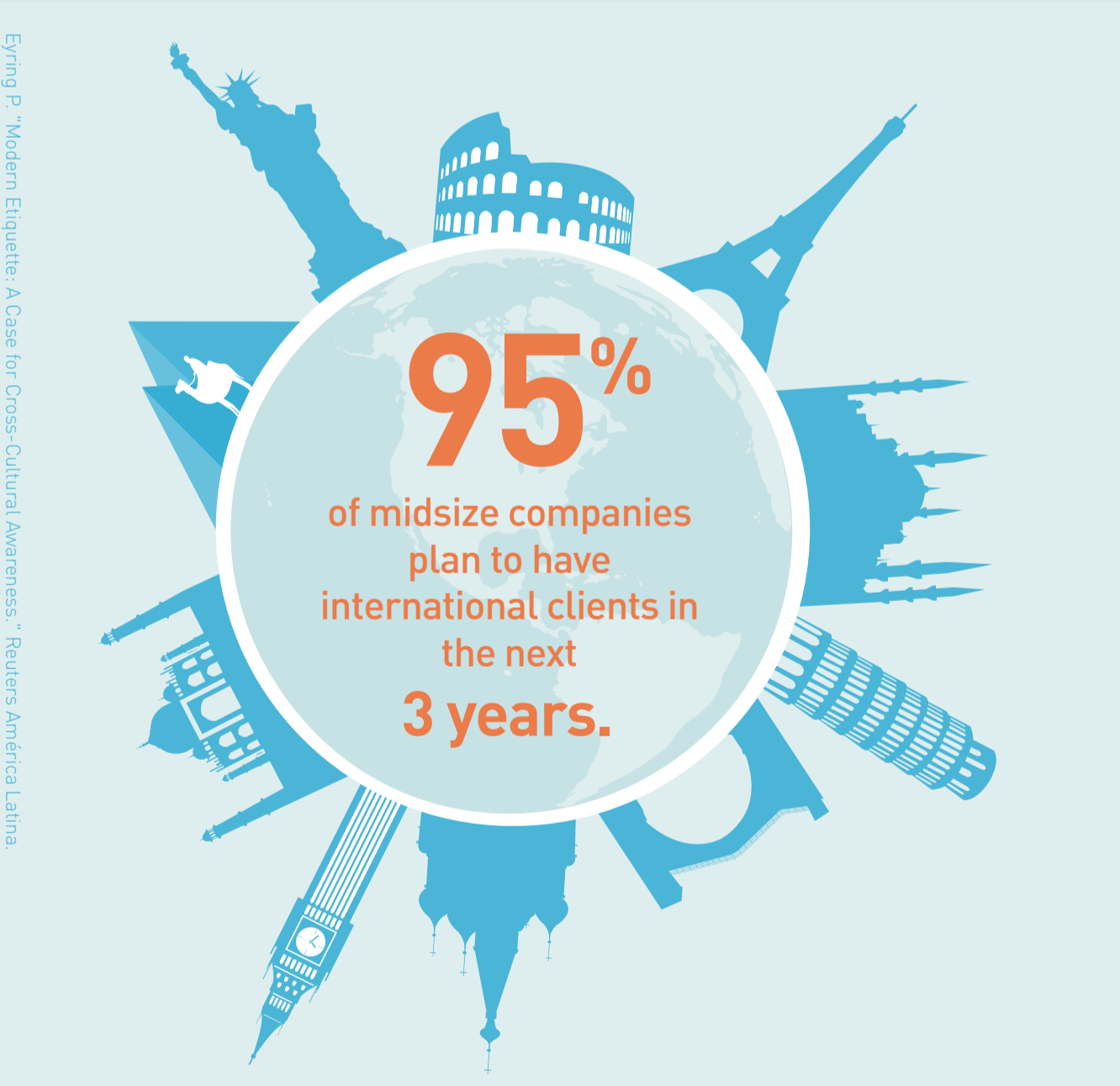


Over half of consumers polled said access to product information in their own language is more important than price.

Kelly N. "Speak to Global Customers in Their Own Language." Harvard Business Review. http://blogs.hbr.org. August 3, 2012.

OVER **83%** of small to midsize businesses in the United States list overseas expansion as their top priority.

Eyring P. "Modern Etiquette: A Case for Cross-Cultural Awareness." Reuters América Latina. http://lta.reuters.com. March 21, 2014.



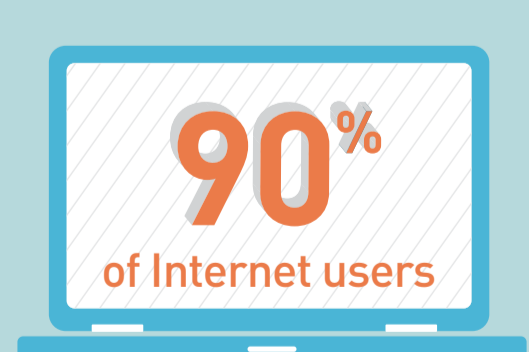
Eyring P. "Modern Etiquette: A Case for Cross-Cultural Awareness." Reuters América Latina. http://lta.reuters.com. March 21, 2014.

42%

of Internet users polled only purchase products and services in their native language.

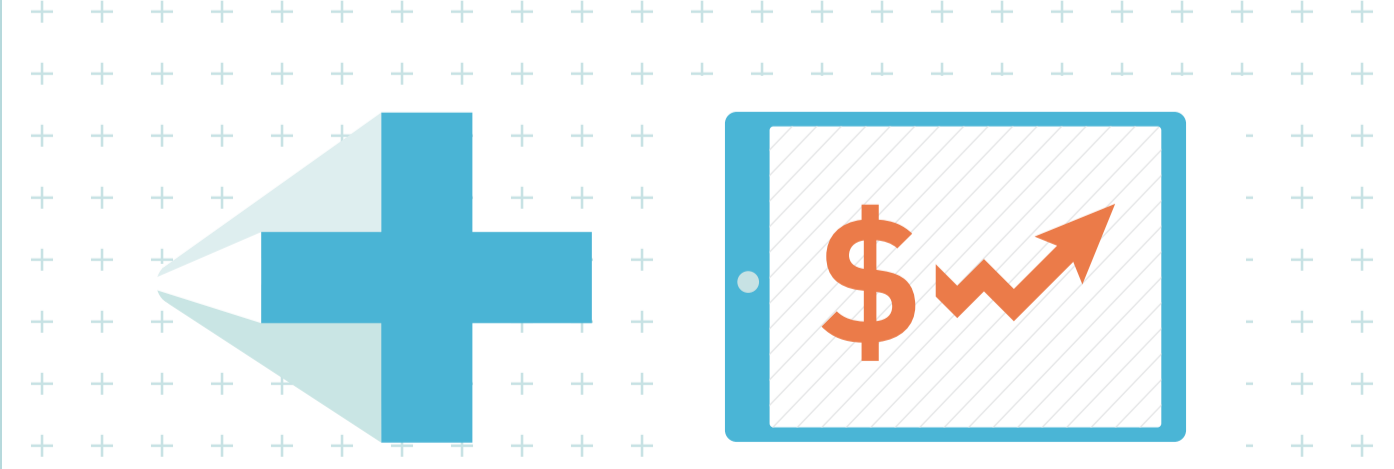


Kelly N. "Speak to Global Customers in Their Own Language." Harvard Business Review. http://blogs.hbr.org. August 3, 2012.



said when given a choice, they always visit a website in their own language.

Kelly N. "Speak to Global Customers in Their Own Language." Harvard Business Review. http://blogs.hbr.org. August 3, 2012.



Among businesses with foreign language websites, those that increased their translation budgets were more likely to report an increase in total revenues than their Fortune 500 peers.

The Association of Language Companies. "Success in Any Language." www.fortune.com/adsections.