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# Exela Technologies Announces Expansion of Digital Marketing Execution Solutions with a New Logo in Healthcare Industry

Sep 07, 2023

IRVING, Texas, Sept. 07, 2023 (GLOBE NEWSWIRE) -- Exela Technologies, Inc. ("Exela" or "the Company") (NASDAQ: XELA, XELAP), a leader in business processing automation ("BPA") announced today that the Company signed a new customer for its Marketing Execution solution ("XME"). Exela's customer, a large regional healthcare provider, was using multiple vendors for print, promotional products and branded apparel leading to inefficiencies and escalating costs. The customer also experienced operational issues with reporting, inventory control, and invoicing. Exela's XME solution will provide real-time reporting, inventory management, and print-on-demand enabling the elimination of over-inventoried items, reducing the cost of carry on their books and eliminating obsolete materials that needed to be discarded. The TCV of the contract is estimated at \$7.5 million and will be included in the ITPS segment which generated \$765 million of revenue in 2022.

"The rich features of the XME solution greatly enhances productivity, reduces waste and adds a level of personalization. Additionally, our XME solution will provide cost savings of over 15% while also improving processes," noted Ken Bechard, President, Integrated Communications Solutions, Exela Technologies.

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About Exela Technologies

Exela is a business process automation (BPA) leader, leveraging a global footprint and proprietary technology to provide digital transformation solutions that improve efficiency, quality, and productivity. With decades of experience operating mission-critical processes,



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Exela serves a growing roster of more than 4,000 customers throughout 50 countries, including over 60% of the Fortune® 100. With foundational technologies spanning information management, workflow automation, and integrated communications, Exela's software and services include multi-industry solution suites addressing finance & accounting, human capital management, facilities optimization, and legal management, as well as industry-specific solutions for banking, healthcare, insurance, and the public sector. Exela is a leader in workflow automation, attended and unattended cognitive automation, digital mailrooms, print communications, and payment processing, with deployments across the globe. Through cloud-enabled platforms, built on a configurable stack of automation modules, and approximately 15,500 employees operating in 21 countries, Exela rapidly deploys integrated technology and operations as an end-to-end digital journey partner.

#### Forward-Looking Statements

Certain statements included in this press release are not historical facts but are forward-looking statements for purposes of the safe harbor provisions under The Private Securities Litigation Reform Act of 1995. Forward-looking statements generally are accompanied by words such as "may", "should", "would", "plan", "intend", "anticipate", "believe", "estimate", "predict", "potential", "seem", "seek", "continue", "future", "will", "expect", "outlook" or other similar words, phrases or expressions. These forward-looking statements include statements regarding our industry, future events, estimated or anticipated future results and benefits, future opportunities for Exela, and other statements that are not historical facts. These statements are based on the current expectations of Exela management and are not predictions of actual performance. These statements are subject to a number of risks and uncertainties, including without limitation those discussed under the heading "Risk Factors" in Exela's Annual Report and other securities filings. In addition, forward-looking statements provide Exela's expectations, plans or forecasts of future events and views as of the date of this communication. Exela anticipates that subsequent events and developments will cause Exela's assessments to change. These forward-looking statements should not be relied upon as representing Exela's assessments as of any date subsequent to the date of this press release.

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