

EVERISE COMPLETES THE ACQUISITION OF HYPERLAB

Acquisition of Malaysia-based Hyperlab will be used to support research and development and expand into new markets with the aim of providing more comprehensive solutions to BPO clients

Hyperlab brings Everise new language capabilities, including Bahasa Malaysia, colloquial Malaysian, Singaporean English, and conversational experience with over 1,000,000 unique users around the world

SINGAPORE October 8, 2018 – Everise announces today the completion of its acquisition of Hyperlab, Southeast Asia's leading Conversational Artificial Intelligence (AI) company. The acquisition will see Everise take a majority stake in the Malaysia-based company, adding Hyperlab to its own suite of solutions that allow its clients to interact with their customers at a time, place and channel of their choosing.

“Our acquisition of Hyperlab is the latest stage of our journey to becoming a true experience company, one that drives innovation and disruption in the BPO industry,” said Sudhir Agarwal, CEO of Everise. Mr. Agarwal added, “Hyperlab will provide a significant boost in capabilities to both Everise and our clients allowing us to interact with customers online in multiple South-east Asian dialects, handle more interactions more efficiently, automate more tasks, reduce costs and generate actionable data and analytics. When this is married to quality human-to-human engagement we will start to see the evolution of a highly effective customer service ecosystem that easily and smoothly spans the online and physical worlds. These are exciting times for Everise, our clients, and the wider BPO industry.”

“Our Conversational AI platform can be highly localised and deeply integrated into the businesses we work with. This enables us to support customer service functions at a level of quality and efficiency that our competition simply cannot” says Vic Sithasanan, Co-Founder of Hyperlab, continuing “part of our success can be attributed to the support and feedback we received from our visionary investors who believed that we could build world-class product from the start.”

The deal also saw the successful exit of Hyperlab’s seed round investors, Dato’ M. Murly, the President and Group CEO of Aspen (Group) Holdings Limited and Datuk Michael Tang of Mettiz Capital Limited.

“I am happy to have been able to participate as an angel investor and to contribute to Hyperlab's rapid growth and current achievements, together with founders, Vic Sithasanan, Janet Teo, and Chris Greenough, who have steered Hyperlab to where it is today. I hope that the acquisition by Everise will enable Hyperlab to go the next level of growth and become a global service provider. I wish them all the success,” says Dato’ M. Murly. He continues, “I am very keen to continue to invest in other start-ups in the Southeast Asia region, particularly in Malaysia to give these companies and entrepreneurs the opportunities which they deserve.”

Datuk Michael Tang, who himself is a prolific startup investor, adds “I am very proud that a large global payer, like Everise, find value in what we’ve built and wants to invest in developing Malaysian-grown AI Technology. I’m confident that they will continue to deliver great value to Hyperlab’s existing and future clients, and we’re truly grateful to all who’ve supported us one way or another.”

“Hyperlab is a true example of the wealth of start-up talent that exists in the region,” says Atul Kapur, co-founder of Everstone and Board Member of Everise. He added, “the company’s



highly conversational AI solutions will integrate perfectly into our own BPO solutions and will allow us to provide an even higher level of customer service, at scale and at lower cost, for our clients. Everise will continue to partner with companies large and small who we feel are able to provide solutions for our clients. The sophisticated AI solutions provided by Hyperlab fit our model, enabling customer service functions to be handled quickly and efficiently online, resulting in happier customers and actionable data.”

Everise’s acquisition of Hyperlab follows its recent partnership in March 2018 with Microsoft, which saw the two firms develop an Artificial Intelligence (AI) platform to disrupt the Contact Center and BPO industry through an omni-channel customer service solution that targets voice, video and text interactions. This will empower Everise to deliver an unprecedented intelligent, customer-centric experience by leveraging the power of AI. The resulting C3 Labs incubate and develop AI solutions for the BPO industry, enabling firms to bridge the online and physical worlds, and automating time consuming tasks that then enable BPO employees to concentrate on higher value customer-centric work.

Hyperlab will join Everise’s suite of companies as a subsidiary and continue to be based in Malaysia as they grow into strategic markets. The core team of Hyperlab, Vic Sithasanan, Janet Teo, and Chris Greenough, will join the Everise group of companies under its technology arm.

For high-resolution images, click [here](#)

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About Everise

Everise, owned by Sunrise BPO Services Pte. Ltd., Everstone, and ACPI, is the only Asia-based global experience company that provides, through its operating companies around the world, a full range of customer contact management services for corporate from both U.S. and international locations. The company’s vision is to create an Experience Company, meeting the need for innovation and disruption in the BPO industry through smart partnerships and technology, and by providing high quality end-to-end customer experiences. In 2018, Everise partnered with Microsoft to develop an Artificial Intelligence (AI) platform to disrupt the Contact Centre and BPO industry through an omni-channel customer service solution that targets voice, video and text interactions, and delivers an unprecedented intelligent, customer-centric experience by leveraging the power of AI. Everise owns C3|CustomerContactChannels and co-owns Globee, a Global Business Service centre in Malaysia focusing on global clients looking for a multi-lingual solution. For more information, visit www.everiseholdings.com.

About Hyperlab

Hyperlab is Southeast Asia’s leading Conversational AI company. We build virtual assistants for visionary enterprise, helping them intelligently automate their customer and employee experiences.

Our smart assistants are brought to life with our multilingual Conversational Artificial Intelligence Platform, paired with our robust orchestration and automation layer and a secure and scalable infrastructure. Headquartered in Kuala Lumpur Malaysia, our bots are fluent in English and Southeast Asian dialects. Their virtual assistants have hosted more than 3 million minutes worth of conversation with over 1 million people, processing thousands of tasks for leading Banking, Insurance, Telecommunications, and CX companies.



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