

Press release

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EUR 3.5 MILLION INVESTMENT FOR TALK-A-BOT

Hungarian chatbot provider focusing on CEE regional growth and Asian language adaptations

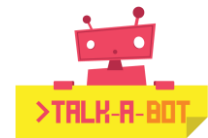
Szechenyi Funds have decided to invest EUR 3,5 million to Budapest-based Talk-A-Bot, which established the chatbot market in Hungary. The investment will be used for the company's export Central-and South-Eastern European market expansion and Far-Eastern language adaptation of their product. In recent years, Talk-A-Bot has developed an advanced artificial intelligence-based system to automate the internal and external communication of companies. The investment will be used for the sale of the latter, CHEQ, already available on the Microsoft's global software market Azure, as well as for further product development. With the arrival of the new owner, one of the company's oldest foreign investors, Rakuten-Viber, will retain its unchanged stake in the company.

Szechenyi Funds, one of the largest and most active investors in the Hungarian capital market, is investing €3.5 million in Talk-A-Bot, the first Hungarian chatbot service provider, which has been operating since 2016.

"Our mission is clear, we want to bring internal communication culture-change to companies. Our solution has created a significant market and new service in Hungary and is now used by more than 100 international and domestic companies. We expand abroad in order to support the digitalization of the CEE corporate life especially the manufacturing sector. The Szechenyi Funds saw the imagination not only in the company and the team but also in our internal communication product, which is now increasingly in demand regardless of company size and sector." - said Akos Deliaga, Founding Managing Director of Talk-A-Bot.

Talk-A-Bot started its operations in 2016 as the first chatbot provider in Hungary. Since then, it has become a customer of many companies and institutions, from 15,000 staff firms to SMEs and family businesses. CHEQ is Talk-A-Bot's proprietary corporate internal communication tool, originally developed for industrial, logistics and commercial companies. CHEQ is now available several languages. Since the Ukrainian-Russian war thousands of Ukrainians residing in Hungary use the system in their native language, connecting mobile workers with companies helping workers settle down and managing their private life.

"Global technology companies are developing their corporate communication solutions mostly for white-collar workers. In contrast, with CHEQ, we offer to bring not only office workers but also hard-to-reach physical workers, forklift operators, and warehouse workers into the corporate news and information bloodstream, connecting the line worker with the HR, the tractor driver with the CEO." The popular Ukrainian and Polish-language chatbots were



sought after by manufacturing companies even before the war broke out. We are currently working on language adaptations in Vietnamese, Korean and Mongolian, said Akos Deliaga.

Talk-A-Bot's provided consumer chatbots are applied for many international brands beyond local organizations (e.g. Hungarian Central Bank) e.g. [Auchan](#), [Burger King](#), Polish-Hungarian coding school [Codecool](#), [Erste Bank](#) etc. Manufacturing companies that employ mostly physical workers have chosen CHEQ, such as Bosch, UniCredit Bank, GoodMills, Praktiker, Maxon Motors, etc. Talk-A-Bot's solutions are most in demand in the automotive industry and banking and retail trade.