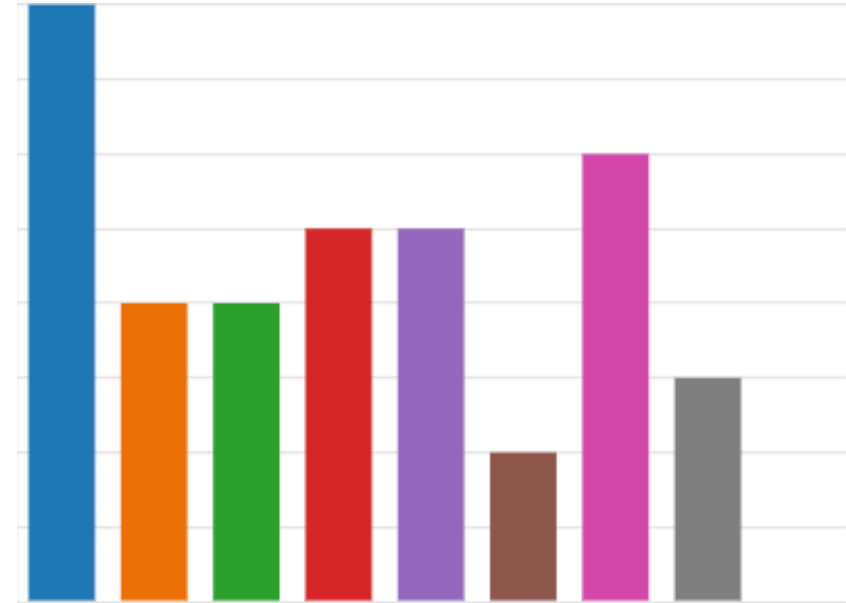


## 1-Question Survey Results - Why Do You Translate Content?

- Global growth & brand visibility **53.3%**
- To be able to compete with local players in foreign markets **26.6%**
- Domestic growth & awareness in multicultural markets or countries **26.6%**
- Regulatory necessity **33.3%**
- Employee engagement **33.3%**
- To promote a culture of DEI in the organization **13.3%**
- User/buyer/audience experience **40%**
- To enhance SEO and increase conversions in marketing campaigns **20%**



*“More than half of the survey respondents (53,5%) chose **Global growth & brand visibility** as the reason why they translate their products or services.”*