

The Adecco Group Launches a New Company, Powered by Salesforce, to Enable Businesses to Integrate Human and Digital Talent Seamlessly

The Adecco Group and Salesforce to become investors in the new company

ZURICH, SWITZERLAND AND SAN FRANCISCO, March 27, 2022 - The Adecco Group (SIX: ADEN), a world-leading talent company, announces today the launch of a new company, backed by investments from both the Adecco Group and Salesforce. The new company is entering into a strategic partnership with Salesforce to help organisations build an integrated workforce of humans and AI agents.

The new company will empower senior leaders to strategically plan, deploy, and manage workers and AI agents at scale. It will leverage the customer's data, the Adecco Group's extensive workforce insights, and Salesforce's [Agentforce](#), the digital labour platform for augmenting teams with trusted autonomous AI agents in the flow of work. In doing so, the company will help businesses build workforces where human and digital workers coexist and thrive.

“The mission of this new company is to strengthen and secure the full potential of humans with AI. We are at a critical juncture for the future of work. Embracing AI adoption with a well-defined framework for collaboration between humans and digital agents sets the stage for successful outcomes. The new entity will accelerate decision-making on workforce planning and optimise how tasks are distributed between people and AI agents,” said Denis Machuel, CEO of the Adecco Group.

The company plans to provide a comprehensive suite of capabilities seamlessly integrated into the tools businesses already use every day, including agents accessible via Salesforce products such as Slack. These capabilities will provide customers with the following benefits:

- Awareness: Helping senior leaders make data-driven decisions about where and how they should deploy digital and human workers.



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- Simulation: Creating large-scale simulations for demand surges, M&A integrations, and multi-year workforce transformations using dynamic human-digital models.
- Recommendation: Delivering prescriptive recommendations for operational efficiency, ROI-driven automation decisions, and real-time resource allocation.
- Oversight: Enabling, through partners, the management of an integrated human and digital labour workforce.

The company plans to build the agents on the Agentforce platform and list them on AgentExchange, the trusted marketplace and community for Agentforce that empowers customers to discover, try, and buy solutions so that they can quickly create and deploy AI agents.

“When Salesforce launched AgentExchange to help partners build and monetise agentic AI components, our vision was to fuel the next generation of agent-first businesses built on the Agentforce platform in the [\\$6 trillion digital labour market](#),” said Brian Landsman, EVP & GM, Global Business Development & Partnerships at Salesforce. “The new company is pioneering what an Agentforce company looks like and how leaders can use a data-driven approach to create a digital labour model that unlocks the full potential of humans with AI agents at work.”

The new company will reveal more information in the coming months.

About the Adecco Group

The Adecco Group is the world’s leading provider of workforce solutions, transforming the world of work through talent and technology. Each year, The Adecco Group provides almost 1.3 million people around the world with career opportunities. The Adecco Group offers a wide variety of services that includes temporary staffing, permanent placement, career transition and talent development, as well as outsourcing and consulting. The Adecco Group partners with employers, candidates, colleagues and governments, sharing its labour market expertise and insights to make the world a great place to work.

The Adecco Group is a Fortune Global 500 company, based in Zurich, Switzerland, with more than 33,000 FTE employees and approximately 5,100 branches in 60 countries and territories around the world. Adecco Group AG is registered in Switzerland (ISIN: CH0012138605) and listed on the SIX Swiss Exchange (ADEN).



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Important notice about forward-looking information

Information in this release may involve guidance, expectations, beliefs, plans, intentions, or strategies regarding the future. These forward-looking statements involve risks and uncertainties. All forward-looking statements included in this release are based on information available to Adecco Group AG as of this release, and we assume no duty to update any such forward-looking statements. The forward-looking statements in this release are not guarantees of future performance and actual results could differ materially from our current expectations. Numerous factors could cause or contribute to such differences. Factors that could affect the

Company's forward-looking statements include, among other things: global GDP trends and the demand for temporary work; changes in regulation of temporary work; intense competition in the markets in which the Company operates; integration of acquired companies; changes in the Company's ability to attract and retain qualified internal and external personnel or clients, the potential impact of disruptions related to IT; any adverse developments in existing commercial relationships, disputes or legal and tax proceedings.

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