



NICE Launches CXone@home to Enable Immediate Contact Center Transition to Work-From-Home in Response to COVID-19

Activate in 48 Hours, Unlimited Scale, At No Charge

Hoboken, N.J., March 16, 2020 – NICE (Nasdaq: NICE) today announced [CXone@home](#), a limited time offering to support organizations in their challenging time, as they respond to COVID-19. CXone@home cloud native offering is designed to enable contact centers to transition their workforce to work-from-home in 48 hours or less. CXone@home is also available to organizations with on-premises infrastructure that still do not use CXone and enables expediting their response to COVID-19. CXone@home is offered to them with no commitment, no contract and free for 45 days. Powered by the state-of-the-art CXone cloud platform, CXone@home key functionality includes ACD/IVR and Audio Recording with no maximum seat limits, 99.99% availability and E-learning for agent onboarding.

The contact center industry is facing its biggest challenge ever, transitioning more than 15 million office-based employees to work-from-home, as it's required to balance safety with maintaining critical service to hundreds of millions of citizens. Organizations who already adopted CXone were capable of making this transition in a matter of hours in the last 2 weeks. With CXone@home, every contact center that uses legacy on-premises technology can now complete the mission of work-from-home in 48 hours and at no cost.

"During this time of uncertainty related to COVID-19, it is especially hard on contact centers that are at the heart of organizations," said **Barak Eilam, CEO NICE**, "As we speak, our customers are racing to transition employees to work from home to maintain business continuity and handle spikes in interaction volume. NICE is taking this important step with CXone@home to do our part, removing barriers and giving organizations the tools they need, as they rapidly respond to a changing world."

Businesses and government agencies can [learn more about CXone@home here](#).

About NICE

NICE (Nasdaq: NICE) is the world's leading provider of both cloud and on-premises enterprise software solutions that empower organizations to make smarter decisions based on advanced analytics of structured and unstructured data. NICE helps organizations of all sizes deliver better customer service, ensure compliance, combat fraud and safeguard citizens. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, are using NICE solutions. www.nice.com.

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Forward-Looking Statements

This press release contains forward-looking statements as that term is defined in the Private Securities Litigation Reform Act of 1995. Such forward-looking statements, including the statements by Barak Eilam, are based on the current beliefs, expectations and assumptions of the management of NICE Ltd. (the Company). In some cases, such forward-looking statements can be identified by terms such as believe, expect, may, will, intend, project, plan, estimate or similar words. Forward-looking statements are subject to a number of risks and uncertainties that could cause the actual results or performance of the Company to differ materially from those described herein, including but not limited to the impact of the global economic environment on the Company's customer base (particularly financial services firms) potentially impacting our business and financial condition; competition; changes in technology and market requirements; decline in

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demand for the Company's products; inability to timely develop and introduce new technologies, products and applications; difficulties or delays in absorbing and integrating acquired operations, products, technologies and personnel; loss of market share; an inability to maintain certain marketing and distribution arrangements; and the effect of newly enacted or modified laws, regulation or standards on the Company and our products. For a more detailed description of the risk factors and uncertainties affecting the company, refer to the Company's reports filed from time to time with the Securities and Exchange Commission, including the Company's Annual Report on Form 20-F. The forward-looking statements contained in this press release are made as of the date of this press release, and the Company undertakes no obligation to update or revise them, except as required by law.

נייס משיקה את CXone@home כדי לאפשר למרכזי שירות לקוחות מעבר מידי לעבודה מהבית כמענה להתפשטות נגיף הקורונה

מעבר מלא פחות מ-48 שעות לארגונים בכל גודל וללא עלות

הבוקר, ניו ג'רזי, 16 במרץ, 2020 – נייס (נאסד"ק: NICE) מכריזה היום על CXone@home, חבילה לזמן מוגבל לתמיכה בארגונים בתקופה מורכבת זו, כאשר הם מתמודדים עם COVID-19. CXone@home הוא פתרון מבוסס ענן המאפשר לארגונים לעבור לעבודה מהבית תוך 48 שעות או פחות. CXone@home אינו דורש התחייבות או חוזה ומוצע בחינם ל-45 יום לארגונים שאינם לקוחות CXone. CXone מבוסס על פלטפורמת הענן המובילה בשוק CXone וכולל ACD/IVR, שירותי הקלטה, זמינות של 99.99% eLearning-ו להדרכת עובדים.

תעשיית שירות הלקוחות עומדת בפני אחד מאתגריה הגדולים: העברה של מעל 15 מיליון נציגי שירות לעבודה מהבית במספר ימים בודד תוך כדי שמירה על זמינות שירות לקוחות חיוני למאות מיליוני אזרחים ברחבי העולם. ארגונים רבים שכבר משתמשים ב-CXone הצליחו לבצע משימה זאת בשבועיים האחרונים תוך מספר שעות. עם CXone@home כל מרכז שירות, המשתמש בטכנולוגיה של הדור הקודם שאינה מבוססת ענן, יכול עכשיו להשלים את המשימה בתוך 48 שעות וללא עלות.

"אי הוודאות הנוכחית עקב התפשטות נגיף הקורונה הינה תקופה מורכבת למרכזי שירות לקוחות, הנמצאים בליבה של העשייה הארגונית" אמר ברק עילם מנכ"ל נייס. "נרתמנו בנייס לסייע לארגונים לשמור על בריאות עובדיהם תוך כדי המשכיות עסקית עם CXone@home, המאפשר מעבר מהיר לעבודה מהבית באמצעות טכנולוגיית הענן המובילה שלנו"

למידע נוסף על CXone@home

<https://get.niceincontact.com/cxoneathome>

אודות נייס

נייס (NASDAQ: NICE, ת"א: נייס) הינה המובילה העולמית במתן פתרונות תוכנה, הן ברישיונות תוכנה והן בענן, המאפשרים לארגונים לנקוט בפעולה הבאה הטובה ביותר באמצעות כלים אנליטיים המנתחים מידע מובנה ושאינו מובנה. הפתרונות של נייס מסייעים לארגונים לשפר את חוויית הלקוח, להבטיח ציות לרגולציה, להיאבק בפשיעה פיננסית ולשמור על נכסים. הפתרונות של נייס נמצאים בשימוש של יותר מ-25,000 ארגונים ביותר מ-150 מדינות, כולל מעל 85 מהחברות המדורגות ב-Fortune 100.

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מסמך זה מהווה תרגום נוחות בלבד לעיקרי הדוחות ולהודעה לעיתונות באנגלית שפורסמה בארה"ב, המחייבת מבחינת החברה, והכוללת מידע נוסף, בין היתר בנוגע להפרשים בין GAAP ל-Non-GAAP.

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statements include guidance regarding the Company's revenue and earnings and the growth of our cloud, analytics and artificial intelligence business.

Forward looking statements are inherently subject to significant economic, competitive and other uncertainties and contingencies, many of which are beyond the control of management. The Company cautions that these statements are not guarantees of future performance, and investors should not place undue reliance on them. There are or will be important known and unknown factors and uncertainties that could cause actual results to differ materially from those expressed or implied in the forward-looking statements. These factors, include, but are not limited to, risks associated with competition, success and growth of the Company's cloud Software-as-a-Service business, cyber security attacks or other security breaches against the Company, privacy concerns and legislation impacting the Company's business, the Company's dependency on fourth-party cloud computing platform providers, hosting facilities and service partners, changes in general economic and business conditions, rapidly changing technology, changes in currency exchange rates and interest rates, difficulties in making additional acquisitions or effectively integrating acquired operations, products, technologies and personnel, successful execution of the Company's growth strategy, the effects of tax reforms and of newly enacted or modified laws, regulation or standards on the Company and its products, and other factors and uncertainties discussed in our filings with the U.S. Securities and Exchange Commission (the "SEC"). You are encouraged to carefully review the section entitled "Risk Factors" in our latest Annual Report on Form 20-F and our other filings with the SEC for additional information regarding these and other factors and uncertainties that could affect our future performance. The forward-looking statements contained in this presentation speak only as of the date hereof, and the Company undertakes no obligation to update or revise them, whether as a result of new information, future developments or otherwise, except as required by law.

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