



FOR IMMEDIATE RELEASE

NICE Actimize Named Winner for Suitability Technology Product Category by 2023 WealthBriefing European Awards

Addressing the needs of changing FCA regulations, NICE Actimize's AI-powered suitability solution supports wealth management institutions and consumers

Hoboken, N.J., October 30, 2023 – NICE Actimize, a [NICE \(NASDAQ: NICE\)](#) business, was named the winner in the “Suitability” technology product category by [WealthBriefing European Awards 2023](#). Sponsored by WealthBriefing, a publication of Clearview Financial Media and a leading global provider of business intelligence in the private banking and wealth management space, the awards program rewards achievement, top class performance, innovation, and a focus on the client experience.

NICE Actimize's award-winning SURVEIL-X Suitability for Wealth and Insurance is a comprehensive AI-powered surveillance and suitability solution that builds on the capabilities of NICE Actimize's industry-leading [SURVEIL-X Holistic Conduct Surveillance](#) suite. The SURVEIL-X Suitability capabilities include complete data coverage, advanced detection scenarios, predictive analytics, self-development & tuning, intelligent investigations, dashboards & visualization, and automated insights.

Already adopted by leading global financial services organizations, SURVEIL-X combines communications surveillance, sales practices & suitability, and Regulation Best Interest (Reg BI) surveillance in a single, integrated cloud-native platform. The cloud native suite provides easy onboarding and managed services, as well as simple integrations with open API and industry leading security protections.

“The new suitability regulations being put in place in the UK clearly require that financial services firms put consumers' interests first,” said **Chris Wooten, EVP Vertical Markets, NICE**. “NICE Actimize automates oversight and supervision of suitability and sales practices to reduce the risk exposure faced by financial services organizations and their senior managers while reducing the risk of reputational harm and fines.”

With its proposed Consumer Duty rule, [The Financial Conduct Authority \(FCA\)](#) has signaled a major shift in expectations for financial services firms as it steps up efforts to shield everyday consumers. To access more information and whitepapers on NICE Actimize's approach to these new regulations, please [click here](#).

To view NICE Actimize's feature coverage in WealthBriefing's ACCLAIM publication, titled, “Intelligent Surveillance Supports Suitability Requirements,” please [click here](#) and forward to page 89.

About NICE Actimize

NICE Actimize is the largest and broadest provider of financial crime, risk and compliance solutions for regional and global financial institutions, as well as government regulators. Consistently ranked as number one in the space, NICE Actimize experts apply innovative technology to protect institutions and safeguard consumers and investors assets by identifying financial crime, preventing fraud and providing regulatory compliance. The company provides real-time, cross-channel fraud prevention, anti-money laundering detection, and trading surveillance solutions that address such concerns as payment fraud, cybercrime, sanctions monitoring, market abuse, customer due diligence and insider trading. Find us at www.niceactimize.com, @NICE_Actimize or Nasdaq: NICE.

About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center – and beyond. Over 25,000 organizations in more than

150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform - and elevate - every customer interaction. 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 Mr. Costigan, 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," "seek," "may," "will," "intend," "should," "project," "anticipate," "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 changes in economic and business conditions, including as a result of the COVID-19 pandemic; competition; successful execution of the Company's growth strategy; success and growth of the Company's cloud Software-as-a-Service business; changes in technology and market requirements; decline in 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; the Company's dependency on third-party cloud computing platform providers, hosting facilities and service partners; cyber security attacks or other security breaches against the Company; the effect of newly enacted or modified laws, regulation or standards on the Company and our products and various other factors and uncertainties discussed in our filings with the U.S. Securities and Exchange Commission (the "SEC"). 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 SEC, 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.