

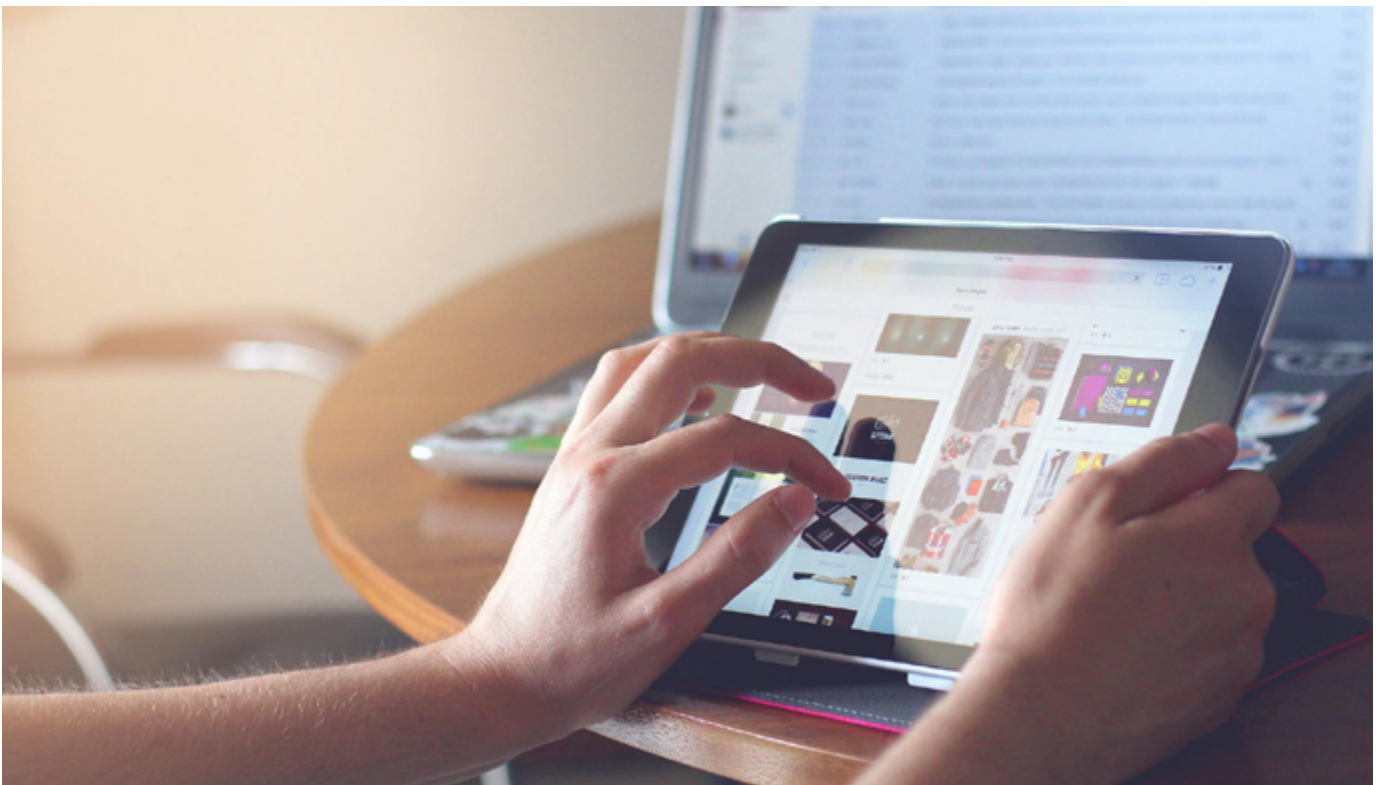
## / ALTIOS supports ATEME in its foreign establishments

The French company ATEME is the world leader in video compression and broadcasting solutions for television channels, telecom operators, streaming platforms, etc. With a presence on every continent, the company has chosen Altios to help it hire and open new subsidiaries abroad.

### Challenge

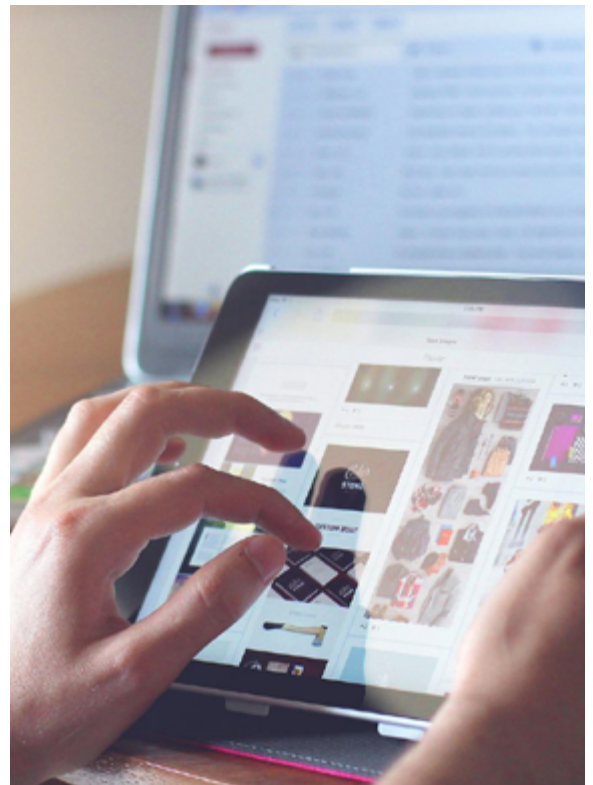
Headquartered in the Paris region, Ateame markets video compression and delivery solutions to content providers, service providers, and streaming platforms, enabling them to increase their audience, improve subscriber engagement, and generate new revenue streams based on personalization and advertising campaigns.

Ateame generates 93% of its revenues (€81.1 million in 2021) internationally through a network of 20 offices worldwide. The company, listed on the Euronext Paris market, is notably present in the United States, Brazil, Argentina, the United Kingdom, Spain, Germany, Russia, the United Arab Emirates, Singapore, China, Korea and Australia. Ateame continues to expand its international network and is therefore regularly facing the issues that goes with the creation and management of foreign subsidiaries.





- / **Founded in 1991**
- / **Headquarters:** France
- / **Employees:** 500
- / **Turnover in 2021:** 81,1 million d'€, 93% of which is international
- / **Clients:** more than 1 000 worldwide
- / **Offices:** 20
- / **Listed on the Euronext Paris market since 2014**



## Solution

ALTIOS contributes to facilitating the establishment of companies abroad and brings local solutions for HR management or the creation of subsidiaries. Thus, it takes care of all the administrative formalities related to the recruitment of employees and their salary management, but also to the creation and management of a subsidiary in the country.

For Ateме, ALTIOS got involved in three ways:

- Providing information to calculate the costs generated by the establishment in a given country.
- Administrative and salary management of employees or structures abroad.
- Single point of contact between headquarters and local teams.

«Altios' support makes our job easier and saves us a lot of time when we set up in a country. Altios is able to provide us with all the information we need to calculate the costs of setting up in a country and to decide whether or not we should go there. It is always possible to look for this information yourself, but it is very time-consuming. Secondly, it is useful to have a single, professional contact person to act as a link between the head office and the teams on site. Altios' knowledge of our needs, its presence in countries that are strategic for us, and its local teams' mastery of the culture, practices, languages, etc. of these countries are effective and reassuring for us,» comments Anna Balmaseda, Human Resources Business Partner at ATEME.

## Result

Ateme first entered into a relationship with Altios when it created its subsidiary in Australia in 2019. Since then, the company has continued this collaboration in 2021 with the opening of representative offices in Poland and Italy.

«In 2022, we will send a VIE to Brazil, still accompanied by Altios, and we have other plans for the future. Altios is the trusted partner we've been looking for for a long time,» adds Anna Balmaseda.

## Tips

- Be accompanied by export professionals to save time.
- Anticipate the costs and delays involved by a local establishment.