

Grupo Werthein invests U\$40 million and launches Illumia, a humanized generative AI services company

Illumia offers services to companies seeking to maximize customer satisfaction and loyalty through humanized Generative Artificial Intelligence solutions that significantly reduce the cost of customer acquisition, service, and retention. Illumia already operates in Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Peru, Uruguay, Puerto Rico, and the Caribbean, and serves over 10 million customers of corporate companies that have relied on its services.

Buenos Aires, 25 May 2025 - With an **initial investment of U\$40 million**, Grupo Werthein launches Illumia onto the market, a company born in response to the disruption generated in businesses by digitalization, Generative Artificial Intelligence, and new technologies, in a context where customers expect greater personalization and empathy from their goods and services providers.

This is the most ambitious and innovative market initiative to address customer sales, service, and retention processes, built upon empathetic conversational models powered by Generative Artificial Intelligence solutions that emulate human conversations and solve the needs of companies providing goods and services in their relationship with their customers.

Illumia provides integral *Customer Journeys* solutions (end-to-end customer experiences) in the *Business Transformational Outsourcing* modality with the capacity to handle tens of thousands of simultaneous interactions, saving valuable time for each customer and costs for the companies providing goods and services.

Daniel Figueirido, with over 25 years of international experience in the world of business consulting, technology, and services, has the challenge of leading this initiative as CEO & Board Member of Illumia.

“Companies providing goods and services face the challenge of competing in a context where consumers, taking advantage of the possibilities offered by digital channels, demand greater personalization in interactions, and experience is the key to loyalty. The cost of competing is a great challenge for corporate companies that manage a considerable number of customers,” said Figueirido.

The CEO of Illumia explained that the new company has developed solutions based on Generative AI that “allow companies to achieve the efficiency they require, based on humanized and personalized experiences for their customers needs, which significantly increases satisfaction and loyalty”.

Figueirido explained that various market studies clearly show that customers want to interact with companies in the way and at the time that is most convenient for their needs, consistently and without interruptions, through the channel they choose, valuing response times and the resolution of their queries and/or issues.



“The development of Digital Assistants based on Generative AI that can interact and converse in the same way as a human to resolve customer needs is the answer to the challenges companies face when competing on Experiences”, considered Figueirido.

Illumia is presented as a key player to transform the interaction between companies and their customers. To achieve this, it has an ecosystem of strategic partners such as Amazon Web Services, Oracle, Accenture, and Overlabs, among others.

About Grupo Wertheim

Grupo Wertheim is a private Argentine holding company with over 100 years of history, with diversified investments in sectors such as telecommunications, insurance, health, agribusiness, food and beverages, real estate developments, energy, and technology. The holding has an international presence with product exports to the five continents and service commercialization in South America through Vrio Corp, parent company of DIRECTV Latin America and SKY Brasil.