másLabor

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Leading Immigration Visa Providers Expand into Mexico and Announce Cutting-Edge AI-Powered Enterprise Platform

"Industry Giants Form Joint Venture, Delivering End-to-End Process Automation and Enhanced Recruitment Capacity for Global Clients

Charlottesville, Va., June 18, 2025 – másLabor, a leading provider of seasonal workforce visa services in the United States, and LaborMex, the largest recruiting firm in the Mexican labor market, have announced a groundbreaking joint venture. Leveraging decades of industry experience and expertise from both companies, this partnership combines subject matter experts and cutting-edge technology to deliver seamless workforce solutions across North America.

The joint venture also introduces a pioneering online platform, másData, designed to enhance the customer experience in various areas. By integrating the visa application technology and knowledge base from másLabor with the power of LaborMex's H2 Organizer platform, másData creates end-to-end process automation and client visibility throughout the labor recruiting process. Services also include worker onboarding and worker training, centralizing many HR processes, and the ability to track workers' locations and activities in real time.

In short, másData supports employers and workers with the right tools to meet the appropriate H-2A and H-2B visa requirements, serving the go-to platform for managing a temporary workforce across borders.

"With more than two decades of experience in helping businesses manage their seasonal worker needs, we've joined forces with LaborMex to recruit labor in Mexico, and indeed anywhere, for our clients and proudly offer másData as a comprehensive, best-in-class platform that will enhance our customers' experience in all facets related to the hiring and management of seasonal workers," said Chris Ball, CEO, másLabor. "Whether they are in the business of agriculture, hospitality, construction, seafood or even the professional services covered by H-1B visas, it's crucial that employers understand there are efficient, legal processes for obtaining

proper labor certifications for foreign workers and managing a temporary workforce. másData is that one-stop home for it all, now with enhanced capabilities for facilitating workforce solutions in Mexico and beyond."

Features of the revolutionary másData platform include:

• Digital Client onboarding and visa process case management tracking

• Comprehensive Digital Repository: A secure, centralized hub for all documentation, accessible 24/7, ensuring compliance and eliminating paperwork hassles

• Real-Time Updates and Notifications: Instant alerts on application status, regulatory changes, and worker movements, keeping all stakeholders informed and compliant

• Seamless Cross-Border Management: Effortlessly handle workforce logistics between the U.S. and Mexico, streamlining international operations

• Automated Compliance Checks: Continuous monitoring and updates to ensure adherence to ever-changing regulations in both countries

• Multi-Language Support: Real-time translation services to facilitate clear communication between employers and workers, breaking down language barriers

• Smart Onboarding and Training: Interactive, AI-guided modules for efficient worker orientation and skill development

• Mobile-First Design: User-friendly app for both employers and workers, providing access to all features on-the-go

• Automated Reporting: Generate comprehensive reports for audits, performance tracking, and strategic planning with a single click

"másData is more than just a platform; it's a paradigm shift in how we approach workforce management across borders," said Ball. "By leveraging AI and our combined decades of expertise, we've created a solution that not only simplifies the process for employers but also enhances the experience for workers. From initial recruitment to ongoing management, másData provides a seamless, efficient, and compliant solution that's continuously evolving to meet the needs of our clients in real-time."

"The process of labor certification and managing a temporary foreign workforce can be complicated, even intimidating, but másData provides an accessible, user-friendly experience for our clients, helping users manage and comply with even the most complex administrative and regulatory hurdles," Ball added. "Our joint venture with LaborMex allows us to offer

unparalleled expertise in both the U.S. and Mexican markets, providing a truly comprehensive solution for businesses operating across North America."

This innovative platform represents a significant leap forward in the industry, offering unparalleled operational efficiency and insights that were previously unattainable. By automating complex processes, providing real-time data, and leveraging AI for decision-making support, másData is set to revolutionize how businesses manage their international workforce needs.

"The collaboration between másLabor and LaborMex represents a key milestone in the industry, combining decades of experience, deep market knowledge, and innovative technology to address the evolving needs of businesses in an increasingly globalized workforce landscape," said Lydia Hock, Founder, LaborMex. "We're excited to contribute the H2 Organizer platform to the másData ecosystem, showcasing how strategic technology partnerships can benefit the entire industry. This collaboration brings tremendous value to másLabor's clients and showcases the power of the H2 Organizer platform to serve agency partners with customized solutions tailored to their unique needs."

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About MAS Labor
másLabor is North America's leading workforce solutions provider, specializing in H-2A, H-2B, H-1B, TN, and Green Card programs. Combining expertise with comprehensive compliance support, másLabor delivers dependable seasonal workforce solutions to thousands of businesses across all fifty states. Serving diverse business sectors including agriculture, hospitality, construction, and professional services, másLabor strengthens the U.S. economy by connecting American employers with qualified workers through legal, efficient, and transparent workforce solutions. For more information, visit www.maslabor.com.

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