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TRANSCOM OPENS ITS FIRST CALL CENTER IN PORTUGAL

Transcom WorldWide S.A., the European CRM specialist, today announced that it has opened its first call center in Portugal.

The call center, located in the city of Porto, Portugal's second largest city, will trade as a subsidiary of Transcom WorldWide. It will commence operations in September 2003, initially supporting Tele2's Portuguese operations and then expanding to include other clients. The call center is expected, in the longer term, to employ around 250 people.

The opening of the call center in Porto, which is being funded from Transcom's existing cash flow, continues Transcom's policy of opening call center operations in cost-efficient locations and in areas where applications for Government grants can be made.

Keith Russell, CEO of Transcom WorldWide, commented: "The opening of our first call center in Portugal is important for Transcom as it demonstrates our continuing successful expansion in Southern Europe. The Portuguese CRM industry is in a strong growth phase and it has great potential, particularly in the telecommunications and financial services sectors".

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Transcom WorldWide is a rapidly expanding Customer Relationship Management (CRM) solution provider, with 34 centers employing more than 7,800 people delivering services to 18 countries – Luxembourg, Sweden, France, Denmark, Germany, Finland, Italy, Switzerland, Norway, the Netherlands, Spain, Austria, Morocco, Poland, Estonia, Latvia, Lithuania and the UK.

The company provides CRM solutions for companies in a wide range of industry sectors, including telecommunications and e-commerce, travel & tourism, retail, financial services and utilities. Transcom offers clients a broad array of relationship management services, including inbound and outbound call handling, Interactive Voice Response, Internet Services, e-mail processing and fax broadcast. Client programs are tailor-made and range from single applications to complex programs, which are offered on a country-specific or international basis in up to 38 languages.

Transcom WorldWide S.A. 'A' and 'B' shares are listed on the Stockholmsbörsen O-List under the symbols TWWA and TWWB.

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