



The Right ANSwer for COMmunication

FOR IMMEDIATE RELEASE

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**Transcom WorldWide S.A., the European CRM specialist, today announced that it has created a flagship call centre operation in Barcelona, which will serve as a focal point for the development of Transcom's business.**

The call centre operation in Barcelona is unique for Transcom and will serve three major purposes: it will be the new centre for Transcom's international sales and marketing; it will be a centre for developing ideas and solutions to continually improve the business; and it will be a training and development centre for Transcom's employees.

This will help Transcom attract new business clients. Barcelona's reputation as a dynamic and cosmopolitan city, as well as being one of the most desirable business cities in Europe, means that it has attracted more than 3,000 multinational companies to Catalonia, of which 1,500 are in Barcelona.

Barcelona is also an advantageous location for a call centre, as it enjoys a competitive cost base and it is a place where Transcom's multi-lingual services can be developed.

Transcom is also able to benefit from some support from the government of Catalonia, through its investment promotion agency CIDEM, for development and training initiatives, further improving the business case for establishing these activities in this location.

Keith Russell, Transcom's President and CEO commented, "The development of our flagship centre in Barcelona will be a major step forward in the progress and growth of Transcom Worldwide. I am excited by the opportunity this presents".

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*Transcom WorldWide is a rapidly expanding Customer Relationship Management (CRM) solution provider, with 35 centers employing more than 7,800 people delivering services to 19 countries – Luxembourg, Sweden, France, Denmark, Germany, Finland, Italy, Switzerland, Norway, the Netherlands, Spain, Austria, Morocco, Portugal, 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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