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FOR IMMEDIATE RELEASE

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**TRANSCOM ANNOUNCES ITS INTENTION TO OPEN A NEW FRENCH  
CALL CENTRE**

**Transcom WorldWide S.A., the European CRM specialist, today announced its intention to open a new call centre in Roanne, France early in the second quarter of 2004.**

The new call centre in Roanne will help meet the demand for Transcom's services in France and is being funded from existing cash flow. It will initially support Tele2's operations and will then expand to include other clients. It is estimated that over a three-year period the call centre will employ 400 to 500 people.

Roanne meets Transcom's criteria of establishing its call centre operations in low cost areas that can provide a well-qualified workforce and where applications for Government grants can be made.

The Local, Regional and National authorities commented, "We are delighted to have attracted such a dynamic and fast growing company as Transcom to Roanne"

Keith Russell, CEO of Transcom WorldWide, commented: "The planned opening of the new call centre in Roanne, early in the second quarter, demonstrates the continuing growth in our business and in the opportunities we see in the French market. This is the first of a number of openings we have planned for 2004."

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*Transcom WorldWide is a rapidly expanding Customer Relationship Management (CRM) solution provider, with 38 centres employing more than 8,200 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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