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## **TRANSCOM ANNOUNCES THE OPENING OF ITS FIRST CALL CENTRE IN BELGIUM**

**Transcom WorldWide S.A., the European CRM specialist, today announced the opening of its first call centre in Belgium.**

The new call centre in Liège, which will officially start operating on April 1, 2004, is funded from Transcom's existing cash flow. Liège will employ 25 people initially, servicing Transcom's main client Tele2. This will rise to over 60 employees in early May, handling inbound, outbound and back office activities.

Liège 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 Minister of Economic Affairs, Serge Kubla, commented, "We are delighted that Transcom has chosen Liège to set up its first call centre in Belgium."

Keith Russell, CEO of Transcom WorldWide, commented: "The opening of our first call centre in Belgium, demonstrates the continuing growth in our business and the opportunities new countries offer us. This is the second in a number of openings planned for 2004."

Jeanette Almborg, Customer Service Director at Tele2 AB, commented: "This is good news for Tele2's customers in Belgium as they will benefit from Transcom's expertise in customer service. Tele2 is growing its Belgian business and is pleased to be associated with this job creation."

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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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