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FOR IMMEDIATE RELEASE

March 17, 2004

TRANSCOM ACQUIRES HUNGARIAN CALL CENTRE BUSINESS

Transcom WorldWide S.A., the European CRM specialist, today announced that it has acquired Marketlink Kft, a Hungarian call centre operator based in Budapest.

Transcom is paying Euro 2 million in cash for Marketlink Kft and the purchase is funded out of existing cash. Marketlink is the leading outsourced customer contact and call centre solutions provider operating out of Budapest, Hungary. Marketlink currently operates in a facility with more than 100 workstations and has approximately 200 employees.

Marketlink was one of the first players operating CRM and call centre solutions in this region and has been managing projects on behalf of a wide array of multinational corporations in industries including: Financial Services, Technology, Healthcare and FMCG. Marketlink's focus is on enabling its clients to aggressively expand within Hungary and provide cost effective pan-European initiatives. Marketlink serves fourteen countries in twelve languages.

Keith Russell CEO of Transcom WorldWide commented: "This is an important acquisition for Transcom as it gives us immediate access to one of the fastest growing markets for CRM services in Europe. It demonstrates our clear strategy of increased footprint through geographic expansion and the growth of new business revenues."

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Transcom WorldWide is a rapidly expanding Customer Relationship Management (CRM) solution provider, with 40 centres employing more than 8,200 people delivering services to 21 countries – Luxembourg, Sweden, France, Denmark, Germany, Finland, Italy, Switzerland, Norway, the Netherlands, Spain, Austria, Morocco, Portugal, Poland, Estonia, Latvia, Lithuania, Belgium, Hungary 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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