

Transcom Holding AB to acquire Awesome OS

Press release

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On July 27th, Transcom Holding AB (publ) and its subsidiaries ("Transcom"), the global customer experience specialist, signed and closed the acquisition of Awesome OS, a leading niche e-commerce customer experience specialist.

Awesome OS is providing customer experience and business process solutions to leading and fast-growing US e-commerce clients from its operations in Davao, Philippines. Awesome OS has approximately 2,000 team members. A vast majority of their offerings are digital/non-voice services such as emails, chat, and back office support. Awesome OS was founded in 2006 by Johnny Cheng, Edmund Lee, and Anastacio Cubos III.

"It's a pleasure to welcome Awesome to the Transcom family. Awesome's track record of partnering with US e-commerce companies from a very early stage, combined with our global footprint and robust delivery models, is a great opportunity to support high growth companies through their global expansion. For Transcom, this acquisition will also strengthen our digital capabilities and increase our focus on the e-commerce industry", says Michael Weinreich, President & CEO.

"This further demonstrates our commitment to growing both our North American customer base as well as our delivery centers in the Philippines. With this acquisition the combined operation in the Philippines now employs close to 12,000 people", says Mark Lyndsell, CEO of Transcom's Global English Region.

"This partnership represents a special milestone for all of our team members, our partners, and the entire Awesome community. We have enhanced our services to clients with Transcom's global operations, multilingual delivery, and robust operational excellence", says Johnny Cheng, Co-Founder of Awesome OS. "Together with Transcom, we will continue to build on the group's unique culture which has been the foundation of our success."

"The entire Awesome family is extremely excited to join Transcom who shares our relentless desire for excellence, constant innovation and passion for our people", says Roger Kuo, incoming CEO of Awesome OS. "This partnership will allow us to continue to deliver truly differentiated customer experience solutions and enable Awesome OS to enter new markets such as Europe and Latin America for our clients who are at the forefront of digital disruption."

Primeiro Partners acted as M&A advisor to the shareholders of Awesome OS.

For more transaction specific information, please refer to the [Bond Investor Q&A document](#).

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About Transcom

Transcom is a global customer experience specialist, providing customer care, sales, technical support and credit management services through our extensive network of contact centers and work-at-home agents. We are 27,000 customer experience specialists at 45 contact centers across 21 countries, delivering services in 33 languages to international brands in various industry verticals.

About Awesome OS

AwesomeOS is a US-based full-service contact center that partners with the leading innovative and disruptive companies, enabling them to rapidly scale operations and increase their competitive edge by providing tailored customer experience solutions. The company has approximately 2,000 employees offering high quality customer service and back office support from various delivery centers in Davao City, Philippines.