

## **PROPOSAL FOR TRANSCOM'S BOARD OF DIRECTORS**

**Luxembourg, 25 April 2012 – Transcom WorldWide S.A., the global outsourced services provider, today announced that, ahead of the Annual General Meeting (the “AGM”) on 30 May 2012, the Nomination Committee proposes that the AGM approves (i) the re-election of Mr. Henning Boysen, Mr. Stefan Charette and Mr. Roel Louwhoff as directors of Transcom, and (ii) the election of Mrs. Laurie Bowen, Mr. Alexander Izosimov, Mr. Dermot Jenkinson, and Mr. Mikael Larsson as new directors of Transcom. Mrs. Mia Brunell Livfors, Mr. Charles Burdick, Mr. Robert Lerwill, and Mrs. Torun Litzén have declined re-election. The Nomination Committee proposes that the board of directors of Transcom re-elects Mr. Henning Boysen to be Chairman of the board of directors of Transcom.**

Laurie Bowen is President, Enterprise Business at Tata Communications Ltd (“TCL”), part of the \$83.5 billion Tata Companies. She is responsible for all of TCL’s business with enterprises globally. In addition she is responsible for marketing across the TCL group, as well as new ventures including TCL’s Banking Infrastructure Services business. Prior to joining TCL, Mrs. Bowen held a number of leadership positions at British Telecom, including Managing Director of Commercial & Brands at BT Global Services, President of Global Business Management, President of Global Financial Services, and CEO of BT Radianz. Mrs. Bowen also spent over 20 years at IBM in a number of senior leadership positions focusing on the telecommunications and financial services industries. Mrs. Bowen has an MBA and BSc degrees in Electrical Engineering and Computer Science from Washington University in St. Louis, USA.

Alexander Izosimov served as Chief Executive Officer of the VimpelCom Group and, latterly, the enlarged VimpelCom Ltd, which is one of the world’s largest emerging market telecommunications companies, between 2003 and 2011. Mr. Izosimov is a director of Modern Times Group MTG AB, East Capital AB, EVRAZ Group S.A. and Dynasty Foundation. He has been a member of the Board of the GSMA (the governing body for the global mobile telecommunications industry), as well a member of the Russian Prime Minister’s Council for Competiveness and Entrepreneurship. Mr. Izosimov previously held several senior management positions at Mars, Inc. over a period of seven years, including as a member of the Global Executive Management Board and as Regional President for Russia, the CIS, Eastern Europe and the Nordics. Mr. Izosimov also worked as a consultant for McKinsey & Co in Stockholm and London for five years. Mr. Izosimov graduated from the Moscow Aviation Institute with a Master’s degree in Science and from INSEAD with an MBA.

Dermot Jenkinson is the founder of beCogent Ltd, and was the company’s Chairman until its sale in August 2010. Mr. Jenkinson remained with the business in an advisory capacity until March 2011. Mr. Jenkinson has a wide range of other business interests, including membership of the boards of John Menzies plc, the Scottish Friendly Society, Sunlaws Development Company Ltd, Renewable Resources (Energy Solutions) Ltd, where he is Chairman. Mr. Jenkinson was Executive Chairman of Early Learning Centre since 1987 and oversaw the expansion of the company from 90 to 212 stores, operating in nine countries. As Executive Chairman of Smythsons, he successfully repositioned it from a loss-making old-fashioned stationers, operating out of a small shop in Bond Street, into a profitable modernized business with five stores and a mail order operation in USA. Mr. Jenkinson was one of the founder shareholders of Regal Hotel Group, and was its director from inception until the business was sold in 1999. He started beCogent Ltd from scratch in 1999, and in 2010 the company had revenues of £50 million with five locations and over

3,000 employees. Mr. Jenkinson won Scottish Entrepreneur of the Year 2009. Mr. Jenkinson is a graduate from Carnegie Mellon University in Pittsburgh, USA.

Mikael Larsson is Chief Financial Officer of Investment AB Kinnevik since 2001. Mr. Larsson is a member of the boards of Bergvik Skog AB, Latgran Biofuels AB, Vireo Energy AB and Relevant Traffic Europe AB, among others. Prior to joining Kinnevik Mr. Larsson worked six years with audit and transaction advisory services at Arthur Andersen in Stockholm. He also has experience from his position as Group Controller at Scandinavian Leisure Group (today Thomas Cook Northern Europe). As CFO of Kinnevik Mr. Larsson has overall responsibility for the group's internal and external financial reporting, internal control, legal compliance, risk management, treasury and taxes. Mr. Larsson is a graduate in Business Administration from Uppsala University. Mr. Larsson is familiar with Transcom following seven months of working with the company as an adjunct and advisory to the Board of Directors.

Nomination Committee Chairman Cristina Stenbeck commented: "On behalf of the Nomination Committee, I am pleased to announce the nomination of several new directors to the Board of Transcom. The Nomination Committee believes the new Board will be well placed to steer the business forward given its new strategic priorities.

The addition of Laurie Bowen from Tata Communications, with her extensive international systems services experience, will reinforce and strengthen Transcom's strategic focus on growing and deepening its client relationships worldwide. Alexander Izosimov brings, in addition to his strategic insight, a successful track record gained in emerging markets, notably in Eastern Europe and Russia, in the media and telecommunications arenas which remain important market sectors for Transcom. Dermot Jenkinson, who founded and operated a call center business for 11 years in the United Kingdom, brings direct sector experience and thus strengthening the Board's industry knowledge. As CFO of Kinnevik, Transcom's largest shareholder, Mikael Larsson brings strong financial leadership skills required to lead the Audit Committee's work ensuring its focus on the turnaround of the business following its recent restructuring.

On behalf of Transcom's shareholders, I would like to thank Mia Brunell Livfors, Charles Burdick, Robert Lerwill and Torun Litzén for their contributions over the years to Transcom, especially during this most recent demanding period of restructuring that required a lot of their time and commitment."

The Nomination Committee consists of Cristina Stenbeck as representative of Investment AB Kinnevik, Stefan Charette as representative of Creades AB, Tomas Ramsælv as representative of Odin Funds, and Caroline af Ugglas as representative of Skandia Liv. The four shareholder representatives in the Nomination Committee jointly represent more than 50 percent of the voting rights in Transcom. Information about the work of the Nomination Committee can be found on Transcom's corporate website at [www.transcom.com](http://www.transcom.com).

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## **About Transcom**

*Transcom is a global outsourced service provider entirely focused on customers, the service they experience and the revenue they generate. Our customer management and credit management services are designed to strengthen our clients' customer relationships and secure their revenue streams.*

*Our broad service portfolio supports every stage of the customer lifecycle, from acquisition through service, retention, cross and upsell, then on through early and contingent collections to legal recovery. Expert at managing both customers and debt, we make a positive contribution to our clients' profitability by helping them win customers, maintain their loyalty and secure their payments.*

*And, while our services are designed to maximize revenue, our delivery operations are built to drive efficiency. Through our global network we can provide service in any country where our clients have customers, accessing the most appropriate skills and deploying the best communication channels in the most cost effective locations.*

*Every day we handle over 600,000 customer contacts in 33 languages for more than 350 clients, including brand leaders in some of today's most challenging and competitive industry sectors. The experience we gain is used to constantly refine our service portfolio and business processes, allowing us to respond quickly to changing market conditions and client requirements.*

*Transcom WorldWide S.A. Class A and Class B shares are listed on the Nasdaq OMX Stockholm Small Cap list under the symbols 'TWW SDB A' and 'TWW SDB B'.*