

PRESS RELEASE

Transcom WorldWide is number one in the Annual Teleperformance International CRM Award

Transcom WorldWide S.A. (Tele2's CRM call center) won the 1st Prize in CRM Prix Teleperformance in call handling. Transcom WorldWide was tested among 87 companies represented from 12 different industries in Austria.

Mystery calls were made in order to evaluate the winner of the award CRM Prix Teleperformance in call handling. Transcom WorldWide was tested in the following: availability, introduction, kindness of welcoming, listening quality, commitment, language quality, sales skills, closing the conversation, atmosphere of the call and efficiency.

"We have been focusing on quality and it is very rewarding for the organization to get this confirmation that the effort is being noticed", says Vigo Carlund, CEO of Transcom WorldWide S.A.

Transcom WorldWide with a total of 26 call centers is present in Austria, Denmark, Estonia, Finland, France, Germany, Italy, Latvia, Luxembourg, Morocco, the Netherlands, Norway, Spain, Sweden and Switzerland.

Transcom WorldWide, with headquarters in Luxembourg, is a subsidiary of the Swedish Industriförvaltnings AB Kinnevik Group. The company handles Customer Relationship Management (CRM) solutions for companies in various industries like e-commerce, telecommunication, travel & tourism, retail, finance and energy. Transcom WorldWide offers clients a broad array of relationship management services, including inbound and outbound calls, Interactive Voice Response, Internet Services, e-mail processing and broadcast fax. Client programs are tailor made and range from single applications to complex programs, which are offered both on a domestic and international basis in as many as 37 languages.

Stockholm June 27, 2001
INDUSTRIFÖRVALTNINGS AB KINNEVIK

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