

PRESS RELEASE

Transcom WorldWide opens its first site in Spain

Transcom WorldWide, a Customer Relationship Management Company, is present in 12 countries in Europe, namely Luxemburg, Sweden, France, Denmark, Germany, Finland, Italy, Switzerland, Norway, the Netherlands, Austria and Spain. With 19 call centres, Transcom WorldWide employs around 4,300 people throughout Europe, handling presently over 3 million customer contacts monthly.

Transcom will open its first site in Spain on October 15th, 2000 in Leon. Mr. Raju Tonapi, Regional Director of Operations, announced that the site in Leon will gradually grow to employ 360 people in a 1,500m² high quality office facility. The staff will be recruited locally, which, of course, will have a beneficial impact on the current regional employment situation.

« Part of Transcom's continuous growth is leading this year to the opening of a call center in the Netherlands with its second site in Groningen, which will employ 500 people. Transcom is also planning to open a callcenter in Morocco. In addition, the company reinforced its presence in Italy and established its second Italian site on August 1, 2000 in L'Aquila, which will employ 360 people » says Vigo Carlund - CEO, Industriförvaltnings AB Kinnevik and Transcom WorldWide S.A.

Transcom WorldWide, a relationship management company with headquarters in Luxemburg, is a subsidiary of the Swedish Industriförvaltnings AB Kinnevik Group. The company primarily services telecommunication, travel & tourism, financial and energy industries. Transcom offers clients a broad array of traditional and emerging relationship management services, including inbound and outbound calls, Interactive Voice Response, Internet Services, e-mail processing and broadcast fax. Programs range from single applications to complex multi-national and international programs conducted in as many as 37 languages.

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