

## PRESS RELEASE

### *Transcom WorldWide opens its first callcenter in Estonia*

Transcom WorldWide is opening a new callcenter in Tallinn, Estonia, after having signed contracts with one of the leading mobile phone operators Q (Ritabell) and Tele2 regarding outsourcing of their customer services.

Ritabell AS launched Q GSM in Estonia in April 1997 and was the first mobile telephone operator in Estonia to court the mass market with attractive and less expensive price and service packages. Q GSM is one of the fastest growing mobile operators in the Baltic States.

Tele2 in Estonia is currently operating 12 cable TV networks and the second largest dial-up ISP in the country. The Estonian telephony market is going to be deregulated from January 1, 2001, and Tele 2 is aiming to become the largest alternative to the old monopoly.

Transcom WorldWide, with the addition of Estonia, will be present in 13 countries throughout Europe, namely Luxembourg, Sweden, France, Denmark, Germany, Finland, Italy, Switzerland, Norway, the Netherlands, Spain, Austria and Estonia. "Transcom is at present expanding fast throughout Europe, and with a total of 21 callcenters, all under expansion, Transcom WorldWide expects to employ more than 5500 employees at the end of the year," says Vigo Carlund, CEO of Industriförvaltnings AB Kinnevik and Transcom WorldWide S.A.

Transcom WorldWide, with headquarters in Luxembourg, is a subsidiary of the Swedish Industriförvaltnings AB Kinnevik Group. The company handles customer services for consumer intensive companies in various industries like telecommunication, travel & tourism, finance and energy. 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. Clientprograms 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.

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INDUSTRIFÖRVALTNINGS AB KINNEVIK

For further information:

Vigo Carlund, President, Industriförvaltnings AB Kinnevik, phone: +46 8 562 000 00