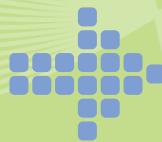


*They chose France...*



# Transcom Worldwide in Soissons



## ■ Transcom Worldwide, Europe's leading network of call centers

- Created in 1995, Transcom Worldwide is a subsidiary of Kinnevik, the second-largest Swedish industrial and services group. Over the past ten years, Transcom Worldwide has become Europe's leading network of call centers. The Scandinavian company employs 14,000 people in Europe, and its services are developed in 22 European countries.
- In 1999, Transcom opened its headquarters and its first call center in France at Velizy. Since then, Transcom has extended its business activity in France and now employs over 2,000 people.

## ■ Creation of a new call center in Soissons:

- In May 2006, Transcom opened its fifth call center in Soissons in the Aisne region (France).
- 180 people were already recruited between May and November 2006. The call center will create a total of 300 jobs over three years, with the possibility of further job creation during a second development phase.
- This investment demonstrates that, even where call centers are concerned, Western Europe and France remain competitive, particularly when the call center offers a high added-value service (sophisticated client services that are culture based and require a high level of professionalism).

## ■ Why choose France?

France was in competition with North African countries for this project bid.

Transcom Worldwide chose to develop its sites in France for the following reasons:

- The quality of the manpower in Soissons and the availability of a large pool of qualified personnel;
- The strong support from the French national, regional and local authorities to facilitate the installation of the new site within a short time framework;
- The financial assistance: the government offered regional development and employment grants and the Picardie regional council provided further financial support;
- The proximity of airports and business centers in Paris.

Keith Russell, President and CEO of Transcom, says: "We chose Soissons because of the strong support from local government in favor of our development project and the quality of the local workforce".