



Teleperformance sets up in Egypt and launches a 600 workstation contact center

Paris, October 8, 2007 – Today Teleperformance announced the start-up of a new contact center in Egypt. Located in Cairo, the contact center is expected to deploy over 600 workstations before the end of the year and implement an aggressive growth plan into 2008 and 2009. The new company was set up to service the local and regional contact center needs of the Group's international clients. Egypt benefits from a large highly skilled and multilingual human resource, from state-of-the art and efficient international telecommunications infrastructures, as well as from the Egyptian government's specific initiatives aimed at actively supporting the contact center industry.

With the launch of operations in Egypt, Teleperformance aims to complement its offshore solution offer in English.

Yannis Skordilis, Chairman and CEO of Teleperformance Egypt, declared: "With a population exceeding 75 million, with over 200,000 university graduates each year, a skillful and dedicated management pool, a dynamic and growing local economy, which is quickly transitioning to the service sector, Egypt represented an ideal opportunity for Teleperformance. We look forward to developing this major opportunity and bringing into the market Teleperformance skills and know-how, which are already recognized worldwide."

Yannis Tourcomanis, Director of Teleperformance's Southern European Operations, added: "Egypt represents a major booming market with a strong domestic economy. In addition, the Egyptian government's strong commitment to the contact center industry gives us the opportunity to meet our clients and prospects' needs locally, as well as to act as a regional hub for the Arabic-speaking countries in the Middle East region."

Christophe Allard, Chairman of the Board of Directors of Teleperformance, concluded: "We have been examining the Egyptian market for the last few years. I am glad that we have now found the opportunity to establish ourselves in this booming market. Our expansion in Egypt and our capacity to service our clients all over the Middle East region will be a valuable asset to the Teleperformance Group's growth strategy in the EMEA region."



About Teleperformance:

Teleperformance (Euronext: FR 0000051807), the **world's co-leading provider** of outsourced CRM and contact center services, **operates under various brands**, such as **Teleperformance** for customer acquisition, customer service and customer growth programs, as well as **TechCity Solutions** and **Cash Performance** respectively specializing in technical support and debt collection. In 2006, the Teleperformance Group achieved €1,385 million revenues (US\$1,824 million - exchange rate at December 31, 2006: €1 = US\$1.317).

The Group operates nearly **62,000 computerized workstations**, with **more than 70,000 employees (Full-Time Equivalents)** across **292 contact centers in 44 countries** and conducts programs in more than 60 different languages and dialects on behalf of major international companies operating in various industries.

For more information, visit: www.teleperformance.com

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