



Teleperformance sets up in Ukraine

Paris, October, 8th, 2008 – We are happy to announce that Teleperformance and First Call signed on the 30th of September a Purchase Agreement where Teleperformance Group acquires a majority shareholding in First Call, as soon as the Ukrainian anti monopoly authorities give their approval. As from today, First Call operates under the Teleperformance brand.

The Ukrainian market is a strategic market for Teleperformance as Ukraine is one of the fastest growing economies in Europe with an average of more than 7% growth per year since 2000 and a current domestic demand growth around 14%. This constant macro economic growth leads to a rapid increase in foreign investment into this emerging market. As a result, the Ukrainian market is offering a lot of opportunities of development for international Companies, especially in verticals such as, the bank and finance, the insurance, the telco, and the retail sectors which constitute the historical and main verticals of Teleperformance Group portfolio.

First Call Ltd , a fast growing start-up based in Kiev, is expected to operate approximately 300 workstations in 2009, strictly complying with the international standards. It is expected that the fast implementation of Teleperformance Group best practices will allow to apply the highest western corporate standards among them: quality of services, processes, data security and confidentiality in order to serve first -class local and international clients in Ukraine with the same service level as in any other Teleperformance subsidiary in the world.

The target is to become quickly the leading outsourced CC provider in Ukraine, offering a wide range of outsourced CRM and contact center services, such as customer acquisition, customer service and technical assistance.

Jacques Berrebi, Chairman of the Board of Directors and CEO of Teleperformance said:

“Teleperformance is really happy to expand its footprint in Eastern Europe. Because of geographic, language and cultural similarities, Teleperformance will be able to optimize synergies between Russia and Ukraine to serve its local Clients. We are already in talks with some of our Russian clients who are expanding their business in Ukraine. With Teleperformance Ukraine the Group will also be able to explore near shore solutions, enabling us to offer our Russian clients long term cost effective solutions, whilst maintaining our excellent quality of services.”

Martin Elling, Founder of First Call Ukraine said:

“The need for outsourced contact center services is evolving rapidly in Ukraine, supported by the fast growth of a range of industries including banking, consumer lending, telecommunications, internet shopping, etc. The investment by Teleperformance, will allow us to provide a first class, client-oriented service based on the latest technology and best-practice operations. The financial strength of the Teleperformance group will further reassure our present and future clients and will allow us to implement our ambitious investment program.”



ABOUT TELEPERFORMANCE

Teleperformance (NYSE Euronext Paris: FR 0000051807), the world's leading provider of outsourced CRM and contact center services, has been serving companies around the world rolling out customer acquisition, customer care, technical support and debt collection programs on their behalf. In 2007, the Teleperformance group achieved €1.593 billion revenues (US\$2.182 billion – exchange rate at December 31, 2007: €1 = US\$1.37).

The group operates nearly 75,000 computerized workstations, with more than 83,000 employees (Full-Time Equivalents) across 281 contact centers in 45 countries and conducts programs in more than 66 different languages and dialects on behalf of major international companies operating in various industries.

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