



## The strategic cooperation (The cooperation project of call center) of Shaanxi Telecom Limited and Teleperformance China

Xian, October 24th, 2007,

Last night, in the presence of Mr. Li Tangtang, Vice Governor of Shaanxi Provincial People's Government and of Mr. Yin Yiping, chairman of the board of Shaanxi Telecom Company, as well as in the presence of Mr Daniel Julien , Chairman of Teleperformance supervisory board, Mr. Jacques Berrebi , Vice chairman of Teleperformance supervisory board, and Mr. Dominic Dato , CEO of Teleperformance USA, a **strategic cooperation contract has been signed between Shaanxi Telecom Limited and Teleperformance China** respectively represented by Mr Li Gong, Deputy general manager of Shaanxi Telecom and Mr. Joseph Wai, CEO of Teleperformance China.

Under this agreement, Teleperformance will provide outsourced services to Shaanxi Telecom Company. The two companies also agreed to develop a strategic partnership in order to offer value added call center solutions integrating best global practices to the companies of Shaanxi province to help them to better serve their customer base in customer service and technical support.

It is also expected to promote Xian as a very attractive offshore destination for BPO services within the frame of this partnership.

**Mr. Li Tangtang, Vice governor of Shaanxi Provincial People's Government said :**

"This does not just help Teleperformance to implement its global strategy, improving its competitiveness in the global market and scaling its company size and strengths. This also helps to strengthen the development of the Telecommunication industry in Shaanxi province, improving the overall strength of Shaanxi province's information and outsourcing capability. Finally, it also sets a guiding signal for investments and a proactive example to all multinational companies to invest in Shaanxi province."

**Mr. Daniel Julien, Chairman of the Supervisory Board of Teleperformance SA, said :**

"We have found in Xian and in the Shaanxi Province a skillful place with large educated resources managed by very dynamic leaders that want to promote customer information and quality of services. Teleperformance's commitment within this cooperation agreement is to bring "best in class" methodologies, management tools, and call center management. We expect a sustainable and very fruitful cooperation for both parties"



Vice Governor of the People's Government for the Shaanxi Region - Mr. Li Tangtang sits to the left of D. Julien, Chairman of the Supervisory Board of Teleperformance



Representatives from the People's Government for the Shaanxi Region, The Shaanxi Telecom Company Limited and Teleperformance stand to witness the contract signing.



Vice Governor of the People's Government for the Shaanxi Region - Mr. Li Tangtang (center, standing left) stands to the right of D. Julien, (center, standing right) Chairman of the Supervisory Board of Teleperformance as they witness the contract signing ceremony.

#### About Shaanxi Province:

'Shaanxi province, with a population of over 37 million inhabitants, is one of the most important Science and Technologies provinces in China, with outstanding advantages in human resources, cultural resources and one of the top science and educational provinces in China. In parallel to the Reforms and Opening of China especially the implementation of the "GO WEST" strategy, Shaanxi province has strengthened its economy significantly. Basic facilities has been developed to a new stage, both natural and living environments have experienced great improvements and they have established a new pace for "Harmonize Shaanxi Province" In the last five years, provincial Annual provincial GDP growth has reached over 12.2%, and annual financial income growth rate has reached 25.3%.'

#### 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).

On August 31, 2007 the Teleperformance management team revised upwards its annual objectives for the revenues 2007 at around €1,590 million, increasing by +14% (US\$2,150 million at: €1 = US\$ 1.35).

The Group operates nearly **62,000 computerized workstations**, with **more than 70,000 employees (Full-Time Equivalents)** across **293 contact centers in 45 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](http://www.teleperformance.com)

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