



PRESS RELEASE

Teleperformance Launches a New Era for Customer Experience Management

Multilingual CEM Hubs" Revolutionize the Contact Center Industry in Europe

PARIS, OCTOBER 3RD, 2012 – Teleperformance, the Worldwide Leader in Customer Experience Management, announced today that it has launched a new “high tech-high touch” Multilingual Customer Experience Management Hub facility in Portugal. The new campus is located in the exclusive Parque das Nações area of Lisbon, one of the most sophisticated urban developments in Europe. A recent opening ceremony was attended by 300 VIP people including Portugal’s Minister of Economy, Alvaro Santos Pereira, and Daniel Julien, Founder and Worldwide Chairman of Teleperformance.

The new “Expo” Teleperformance complex is a Multilingual Hub which has the capability to serve 40 countries in 24 languages across all channels of interaction. It is the latest Teleperformance’s Customer Experience Management (CEM) Hub dedicated to the European market using fully integrated voice and non-voice technology through redundant data centers, and common processes systems and management controls.

In addition to Portugal, Teleperformance has also developed multilingual hubs in Athens (29 languages), Cairo (15 languages), Istanbul (4 languages) and Maastricht Netherlands (11 languages). This network allows the client to cover all the European markets with a limited number of centers.

People’s profile, skills and motivation are vital to the overall Teleperformance operating strategy. Therefore CEM hubs utilize an international recruitment and hiring process to employ native language speakers for each market served to ensure a cultural proximity with the customer on every interaction.

Teleperformance attracts candidates from countries being served by a CEM hub by providing beneficial “life experiences”. Native language speakers from other countries are welcomed to their hub with a “place to live”, including outdoor activities, language courses and accommodation. Promotion of such a friendly working environment has already proven to be extremely successful to attract young graduates of all European countries.

Joao Cardoso, CEO of Teleperformance Portugal stated: “Our multilingual hub strategy is absolutely revolutionary and really turbocharges our client delivery capabilities across multiple markets, cultures and languages. With capacity of 1,200 full time staff, the new “Expo” campus in Lisbon is our fifth facility in Portugal where we currently serve 40 markets in 24 languages with over 3,200 people.”

Daniel Julien, Founder, CEO and Worldwide Chairman of Teleperformance added: “No one else in the industry in Europe can offer such a level of integration and flexibility. This integrated, smart and high quality solution improves dramatically customer experience management in the European complex mosaic of markets and languages. We have developed a creative human resources management approach by offering an attractive place to live to employees and therefore have implemented a fully integrated Atlantic Ocean, Mediterranean Sea and Black Sea market coverage strategy. This is not a concept, as these operations are already in place and fully proven, with thousands of people serving dozens of clients.



ABOUT TELEPERFORMANCE

Teleperformance, the world's leading provider of outsourced CRM and contact center services, serves companies around the world with customer acquisition, customer care, technical support and debt collection programs. In 2011, it reported consolidated revenue of €2,126.2 million (\$2,955.4 million, based on €1 = \$1.39).

The Group operates about 98,000 computerized workstations, with more than 130,000 full-time equivalent employees across 250 contact centers in 49 countries. It manages programs in more than 66 languages and dialects on behalf of major international companies operating in a wide variety of industries.

Teleperformance shares are traded on the NYSE Euronext Paris market, Compartment A (symbol: RCF - ISIN: FR0000051807 - Reuters: ROCH.PA - Bloomberg: RCF FP), and are eligible for the deferred settlement service. They are included in the following indices: SBF 120, STOXX 600 and France CAC Mid & Small.

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