

New Year - New name for MM Group & Teleperformance UK

Submitted by: Tina Stanley & Associates

Monday, 13 December 2004

Paris, France, 13 December 2004 - SR.Teleperformance announces today the creation of its new strengthened UK business, MM Teleperformance, created by the merger of its existing UK companies; MM Group and Teleperformance UK. This will take place as from 1st January 2005. The new organisation will rank as 3rd largest in the UK market.

The merger sees the new business strengthen its market position, bringing together its activities under a common management and top quality service delivery umbrella. From its nationwide network of sites located in Birmingham, Ashby-de-la-Zouch, Bangor (Northern Ireland), Bristol and Cardiff it will offer a comprehensive portfolio of CRM, Telemarketing and Fulfilment services. With a UK contact centre capacity in excess of 2000 seats and its access to SR.Teleperformance's group resources of nearly 37,000 workstations worldwide, MM Teleperformance will offer an unrivalled service package incorporating onshore, near shore and offshore solutions.

The new management board combines senior people from both organisations with Jeff Smith as Chairman and CEO, Bibi Bajwa as Chief Operating Officer, Rachel Robinson as Group Business Development Director and Andrew Ashton as Finance Director.

Christophe Allard, Chairman of SR.Teleperformance, comments "The purchase of MM Group and subsequent merge with Teleperformance UK is part of our strategy to offer to our clients a strong and powerful organisation in key markets around the world. MM Teleperformance is now positioned to be the UK market leader with the ability to deliver comprehensive, top quality solutions utilising the range of onshore, near shore and offshore capabilities of the group."

Jeff Smith, Chairman and CEO of MM Teleperformance says "As an organisation providing some of the worlds leading organisations with innovative outsourced customer service solutions, we must ensure that we continually add value to our clients' business and that we represent the very best value for money. This new structure will strengthen our ability to do this."

Jeff Smith was previously Chairman and CEO of MM Group, who just five years ago was ranked number 11 in the league tables with a turnover of £9m. In May 2004 SR.Teleperformance acquired 92.5% of MM Group.

About the SR.Teleperformance Group:

SR.Teleperformance (Euronext: FR 0000051807), the world's #2 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. The SR.Teleperformance Group, which 2003 turnover reached € 862.9 million (1.05 billion US dollars, exchange rate of €1 = US\$1.22), confirms a turnover objective of € 945 million (1,162 billion US dollars, exchange rate of €1 = US\$ 1.23) for 2004.

The Group operates nearly 37,000 computerized workstations across 179 contact centers (including 158

owned contact centers and 21 managed contact centers) in 36 countries, and conducts programs in more than 35 different languages on behalf of a diversified client base of major international companies.

For more information, please visit: www.srteleperformance.com

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