

Press release

May 6, 2019

Transcom signs asset transfer agreement with DPV to acquire ASA Informationsdienste GmbH

On April 18, 2019, Transcom Holding AB (publ) and its subsidiaries ("Transcom") and DPV Deutscher Pressevertrieb GmbH signed an agreement to transfer assets and contracts from ASA Informationsdienste GmbH to Transcom Rostock. The transaction is expected to be effective from May 2019.

ASA is one of the leading customer service provider specialized in the publishing and media industry in Germany. The company was founded in 1993 and has now been servicing the media industry for more than 25 years. ASA's clients benefit from over 100 experienced and fully dedicated media experts that handle subscription services, customer enquiries, and market surveys for media and publishing houses out of their location in Berlin, Germany as well as from a strong work at home operation. ASA has been a subsidiary of DPV, Germany's leading operator for media sales and subscription management. The transaction also marks the start of a strategic partnership of DPV and Transcom. The two partners want to expand their customer service collaboration and fully utilize the Transcom Group's technology capabilities to the benefit of DPV's customers.

"Welcoming ASA Informationsdienste and its team members to the Transcom family will not only further expand our footprint in the strategically important German market, but also creates an opportunity to form the largest independent customer service provider for the media industry in Germany, combining the deep media expertise from ASA and the digital and financial capabilities from Transcom. This will provide an opportunity to further professionalize and digitize customer services for current and future media clients", says Michael Weinreich, President & CEO, Transcom.

"We are happy to have found a partner with whom we can continue our successful journey. We believe that ASA's specialist knowledge will be a great asset for Transcom going forward, and DPV's service portfolio will be strengthened by Transcom's expertise in digital products and services. Above all, we expect to strengthen our cross-selling and upselling for our publishing customers", says Michael Rathje, COO of DPV Deutscher Pressevertrieb GmbH

ASA Informationsdienste will continue to be a specialized media industry sector expert, strengthening its portfolio of value added services with access to innovative, digital services as well as nearshore delivery thus becoming an even better partner for leading companies in the media sector.

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Transcom

About Transcom

Transcom is a global customer experience specialist, providing customer care, sales, technical support and credit management services through our extensive network of contact centers and work-at-home agents. We are 27,000 customer experience specialists at 50 contact centers across 20 countries, delivering services in 33 languages to international brands in various industry verticals.