

## Press release

July 30, 2021

### Transcom acquires City Connect

On July 29, Transcom signed an agreement to acquire City Connect, a specialist within omnichannel customer experience, primarily serving the German market through nearshore delivery from the Adriatic region. The transaction is expected to close and be consolidated as of August 1, 2021.

City Connect employs more than 620 people across Croatia, North Macedonia, and Slovenia and is primarily serving blue chips companies and fast growing companies within e-commerce. The company is expected to generate 15 MEUR in revenue for 2021 and is growing fast with double digit profitability.

“Over the past years, Transcom has significantly improved profitability, developed a strong digital offering, and is now growing fast in attractive segments such as eCommerce & Tech. The German market is a strategic priority and we are continuously strengthening our nearshore operations to support the strong demand for our services. By teaming up with City Connect, we are further reinforcing our capabilities for the German market”, says Jonas Dahlberg, President & CEO Transcom.

“Sharing similar culture and values, joining forces with Transcom is a great match for City Connect. With Transcom’s well run operations in Albania, Bosnia and Herzegovina, Croatia, and Serbia, we now have a complete footprint and resources to deliver top notch services throughout the Adriatic region, serving not only the German market but also large multilingual and international clients. With the new opportunity to extend and expand our current portfolio, we will continue to execute flexible, agile and high-end service to our clients”, says Marko Dagelić, Chairman of The Supervisory Board of City Connect.

#### **For further information, please contact**

Jonas Dahlberg, President & CEO Transcom

Phone: +46 (0)70 347 23 83, email: [Jonas.dahlberg@transcom.com](mailto:Jonas.dahlberg@transcom.com)

Snejana Koleva, CFO

Phone: +46 (0)70 508 38 30, email: [snejana.koleva@transcom.com](mailto:snejana.koleva@transcom.com)

Helene Ruda, Head of Group communications

Phone: +46 (0)70 311 7560, email: [helene.ruda@transcom.com](mailto:helene.ruda@transcom.com)

#### **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 28,000 customer experience specialists at 50 contact centers across 23 countries, delivering services in 33 languages to international brands in various industry verticals.