

Dear client,

We are happy to inform you that IPG Group acquired GoExcellent Netherlands, with its subsidiary GoExcellent Belgium.

GoExcellent Group strategic direction is to focus their outsourcing operations to the Nordic market. In addition GoExcellent will offer services in Europe in close collaboration with professional partners. With IPG Group's presence and strong market position this is a perfect match and common potential to the future development of contact center activities in Europe.

IPG is pleased to welcome GoExcellent to the group. Through the acquisition IPG wants to accelerate the development of its existing onsite services offering and thus propose a broader services spectrum to its client and prospects. IPG's strategy is focused on profitable growth, both organically and through acquisitions to reinforce its overall market leadership. Whilst the current activities are almost entirely related to the domestic Belgian market, it is IPG's explicit target to internationalize its presence. Starting with the neighboring country through this acquisition is the most logical step forward today. The acquisition of GoExcellent Netherlands/Belgium clearly contributes to this ambition.

The GoExcellent companies in Netherlands and Belgium will continue as separate entities and both IPG Group and GoExcellent will retain their name. For employees and existing clients there will be no or minor changes in the near future.

Going forward GoExcellent and IPG Group have agreed to engage into a privileged commercial relationship for the future development of contact services activities in Europe and secure to continue to delivery high quality services to existing and new clients.

We both believe this is a good decision for both companies, our clients and employees and look forward to continue working closely together to ensure this success.

