

RESPONDA GROUP ACQUIRES PERSONLIG SVARSSERVICE AB AND STRENGTHENS ITS CUSTOMER SERVICE OFFERING

Responda Group, a leading Swedish supplier of customer service, announced today that they have signed an agreement to acquire Personlig svarsservice AB and are thus further strengthening its offering towards the small to medium-sized enterprise segment. The acquisition is part of Responda Group's strategy to expand its offering and further strengthen its capacity as the leading provider of outsourced customer service.

- "We are very pleased to welcome Personlig svarsservice as part of Responda Group. This acquisition is a part of our growth journey, as it will further strengthen our customer service offerings to small and medium sized clients" says Joakim Ögren, CEO Responda Group.

- "We are very happy that Personlig svarsservice is becoming part of Responda Group. They share our commitment and focus on providing excellent customer service. As a part of Responda Group, the business will be able to grow further to reach new levels" says Richard Ahnell and Niklas Berg owners and founders of Personlig svarsservice AB.

About Responda Group

Responda Group is a leading Swedish customer service provider. Our 250 employees handle more than 20 000 customer contacts daily – for more than 2,500 clients. Our passion is to provide value-added customer experiences and strengthen relations through innovative, effective, and qualitative customer service. Responda Group was founded in 1992 and has a yearly turnover of about 120 MSEK with good profitability. The company has operations in Stockholm, Eskilstuna, Kalix and Haparanda. For more information, visit www.respondagroup.se

About Personlig svarsservice AB

Personlig svarsservice offers increased availability for businesses with telephone services, webchat and appointment booking services. Our ambition is to always be at the forefront in customer service solutions and professional interactions for our clients. By increasing the availability of telephone and web services, we increase their level of customer service and the profitability of their operations. The business segment answering services were launched in 2004 and was at that point a part of the sister company GCM. In 2013 Personlig svarsservice was founded as an individual company. The company is today located in Stockholm (Bromma/Mariehäll). For more information visit www.personligsvarsservice.se

For further information and questions, please contact:

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