

NEW INVESTMENT OF SAHAM GROUP

SAHAM GROUP through its subsidiary Saham Services acquired from Abraaj Capital a majority stake in ECCO Outsourcing S.A.E., one of Egypt's leading contact center outsourcing (CCO) and business process outsourcing (BPO) companies.

The acquisition allows the offshoring business unit of the Pan-African SAHAM Group to re-inforce its footprint in North Africa and the Middle East. Saham Group's intentions are to develop through ECCO a multilingual offshoring customer relationship management (CRM) platform to address customers in Arabic and English speaking markets throughout the Middle East, Europe and the US.

The participation of Saham in ECCO completes the current offering of Saham outsourcing services in French, assured today through its other subsidiary Phone Group. Phone Group is one of the pioneers in developing offshoring customer contact centers for the French speaking markets; it serves today more than 20 customers including Global and French blue chips out of 3 countries in Africa, Morocco, Senegal and Ivory Coast.

"Throughout this new partnership we expect to broaden our offering of premium CRM and BPO services to our existing clients and prospects requesting English, German, Italian and Spanish at very competitive costs and establish a strong footprint in the GCC market" said Saad BENDIDI, General Manager of Saham Group.

"Today, we are very excited about this strategic partnership which will further expand Ecco Group's market position in the MEA market and will contribute to Egypt's attractiveness as a multilingual offshoring destination for global customers" said Amr GOHAR, CEO of ECCO Outsourcing.

ABOUT SAHAM GROUP

Saham Group was born from the ambitious and humanistic vision of its founder Moulay Hafid Elalamy. Founded in 1995, the Group has become in less than two decades a leading player in the fields of high value-added services: insurance, assistance, customer relations centers, health and real estate.

For nearly 20 years, the vocation of the Group is to develop and integrate the essential human services. The Group contributes to the serenity of its customers, by protecting them, assisting them and by providing to the largest number of people access to quality care in Africa and the Middle East.

Today, Saham Group weighs 1.1 Billion USD in terms of turnover (2013). Present in 24 countries, the Group contribute daily to the serenity of its customers, trying to integrate the specificities of each environment.

Saham Group has strategic and equity partnerships with leading players such as Bertelsmann, Abraaj Capital, International Finance Corporation and Wendel. These key partnerships strengthen the solid financial base of the Group and enable it to continue its expansion. The dynamics of this growth has been built on a base of ethical values, fully expressing themselves through the action of the Saham Foundation, which initiates and implements social development projects in Africa through programs focused on health and entrepreneurship.

ABOUT ECCO OUTSOURCING

Established in 2002, ECCO Outsourcing offers multi-channel CCO, BPO, CRM services, human resource outsourcing, IT outsourcing and training services. The Company has grown to become one of Egypt's leading BPO firms, employing over 3000 employees serving Egypt, Qatar, Saudi, UAE and Kuwait customers. ECCO enjoys a solid client base, including a number of regional blue chip organizations across several industry verticals including telecoms, government, financial services and automotive. The Company has been recognized by different awards and highest industry certifications in a statement to its focus on quality and service excellence.

ABOUT PHONE GROUP

Phone Group was created in Morocco in 2000. It is a joint venture of Saham and Arvato. It operates through 10 customer relationship centers across 3 countries in Africa, (8 in Morocco, 1 in Senegal, 1 in Ivory Coast), and employees more than 4500 customer service specialists. Phone Group provides outsourced multichannel Customer Relationship Management, offering a variety of services such as customer care, commercial support, technical support, marketing campaign management, telesales, e-mail, fax and back office processing. It also provides Business Process Outsourcing in domains such as insurance underwriting and claims management.

Over the years Phone Group has been awarded by the most recognised certifications in the French customer services industry (NF 345, ALRS, CGEM Social Label) in representation of its commitment to highest quality standards and its active role in corporate social responsibility.

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