

CEEDING NUMBER'S EXPRESSION OF FACTS CAN APPEAR IN THE SCOPE OF OBJECTIVE EXPECTATION.

o n t h e c o v e r

Statue of Pharaoh Menkaura, found at Giza. He is accompanied by the goddess Hathor on his left and a provincial goddess on his right.

INDUSTRY LEADING SERVICES



ENDING OBJECTIVE EXPECTATIONS EXCELLENCE QUALITY EXCELLENCE FROM STAR EXPERIENCE

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CEEDING NUMBER'S SPIRES OF FACTS' SEC A PA B C L I N T E S C O B J E C T I V E A E X P E C T A T I O N



INDUSTRY LEADING SERVICES

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Founded in 2001, Xceed started its operation with an initial mandate to provide business process outsourcing to commercial and government clients, worldwide. Today, Xceed Contact Center offers inbound and outbound integrated customer contact solutions that range from Telemarketing, Technical Support, CRM Services, Order/Complaints Handling, Telesales, Market Research and other value added services such as customer Retention Programs. It operates the largest contact center in the Southern Mediterranean region with a capacity of 1200 web-enabled, multi-channel workstations. Xceed's contact center currently manages programs for clients covering more than ten countries in nine different languages. The core objective is to deliver superior quality and value to its clients throughout the CRM lifecycle.

Xceed has succeeded in rapidly developing extensive relations with key domestic and international companies and governments. It has also attracted a number of Fortune Global 500 companies such as Microsoft, General Motors, and Oracle, which clearly underlines Xceed's ability to meet the objectives of major blue chips who ask much of themselves and their strategic partners.

One of Xceed's major corporate highlights was Bill Gates' visit to its exciting premises early 2005.

"I would like to congratulate you on the inauguration and impressive set up you have with Xceed and on the great job your team has been delivering to Microsoft's customers. The high tech infrastructure and the talent of your skilled professionals is something you can be truly proud of."

Bill Gates, Chairman and Chief Software Architect, Microsoft

Overview



Hieroglyphics: An ancient Egyptian language that consists of more than 7000 symbols. It transcends boundaries and is famous as one of the world's first and most complex written languages.

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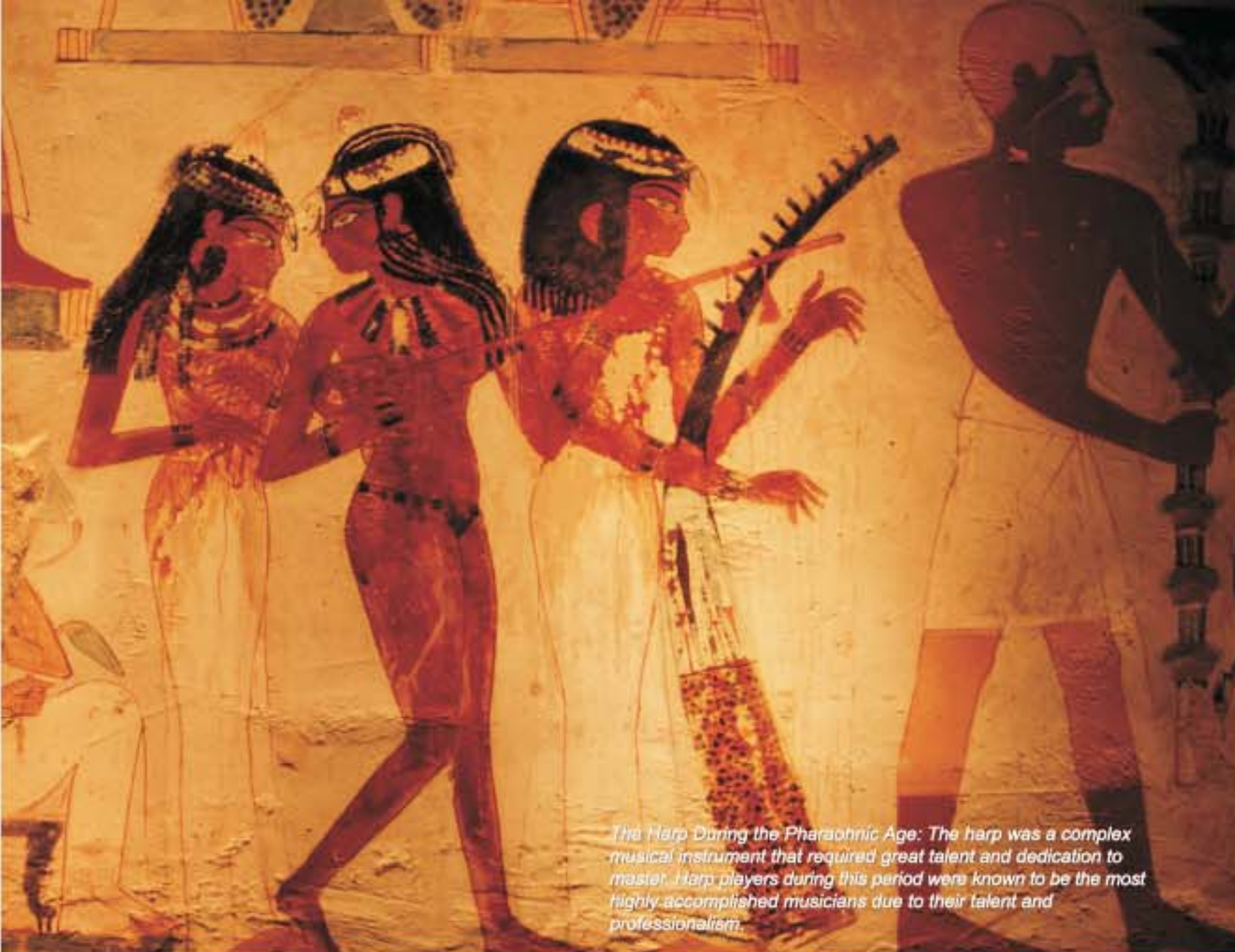
The decision to outsource offshore is often driven by a desire to reduce overheads, balanced with the need to maintain quality and performance. Access to multilingual capabilities and accent-neutral agents is often a major factor in the decision-making process, particularly as this can impact upon customers' perception of value and service levels. Xceed's team of multilingual and accent-free neutral agents has helped global companies to communicate effectively and professionally with their customer bases.

** The Egyptian labor force is known for its proficiency in western languages. This is because at the University level, instruction is carried out predominantly in English, with some institutions focusing on French and German. It is also important to note that the spoken languages in Egypt are reputed to be accent-neutral. This is very important when serving countries where offshoring has become a contentious political issue.*

**Datamonitor.2005. Emerging Opportunities – Offshore Outsourcing in Egypt, February*

Language	Arabic	English	French	German	Italian	Spanish
Hire rate/month	200 - 300	150 - 200	50 - 75	50 - 75	25 - 50	25 - 50

Multilingual Capabilities



The Harp During the Pharaonic Age: The harp was a complex musical instrument that required great talent and dedication to master. Harp players during this period were known to be the most highly accomplished musicians due to their talent and professionalism.

XCEEDN'T PEOPLE, EXPERIENCE, XCEED, LE PEOPLE

Xceed agents are the cornerstone of its value proposition, today and going forward. Their multilingual skills and university education, combined with Xceed's competitive rates, assure clients that their customers will receive the optimum levels of professionalism, reliability and experience.

All Xceed agents complete an extensive core-training program, regardless of the program / service in which they are involved. This training combines exposure to Xceed's philosophy and values and experience in how to engage and empathize with customers to optimize the outcomes of the conversation.

Our exclusive modules cover:

- Culture and accent training
- Business writing skills training
- Soft skills training
- Cross-selling and up-selling
- Leadership techniques
- Technical skills
- Training / practice calls
- Tailored programs

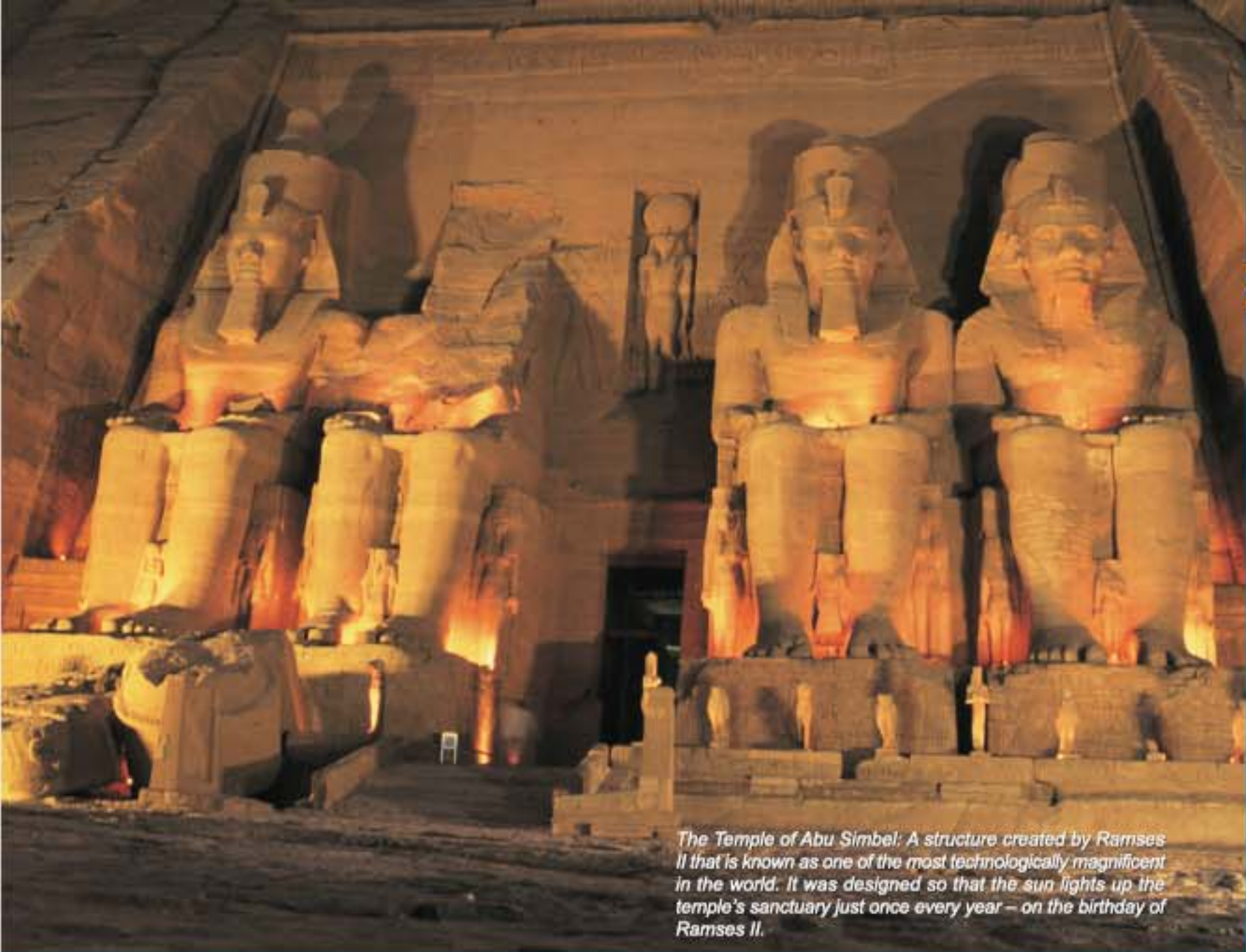
Xceed management also includes executives who have worked in Western Europe, North America, etc within a number of vertical markets, including telecommunication, consumer goods, financial services and contact center outsourcing. The management team consequently possesses sound knowledge and commercial and cultural understanding of what consumers from those regions would expect from a contact center.

**Egypt's business culture and top management is very westernized. Indeed, most commercial leaders are multilingual, speaking at least one Western language, with many having experienced working abroad. In addition, due to its cosmopolitan nature, Egypt has attracted a number of ex-patriots to help manage multinational subsidiaries located in Cairo. This is very important in understanding not only how to conduct business transactions with western companies but also ensures a corporate culture based on western business practices.*

**Datamonitor.2004. Emerging Opportunities – Offshore Outsourcing in Egypt, February*



People



The Temple of Abu Simbel: A structure created by Ramses II that is known as one of the most technologically magnificent in the world. It was designed so that the sun lights up the temple's sanctuary just once every year – on the birthday of Ramses II.

XCEED TECHNOLOGY

Xceed has made and continues to make significant investment in leading-edge technology to support its systems and processes. These are designed to optimize the effectiveness and expertise of its agents, ensure the highest quality and return for clients and positively impact upon the customer experience. The levels of investment are a clear indication of Xceed's commitment to being a long-term, expanding and successful player in the competitive global contact center industry.

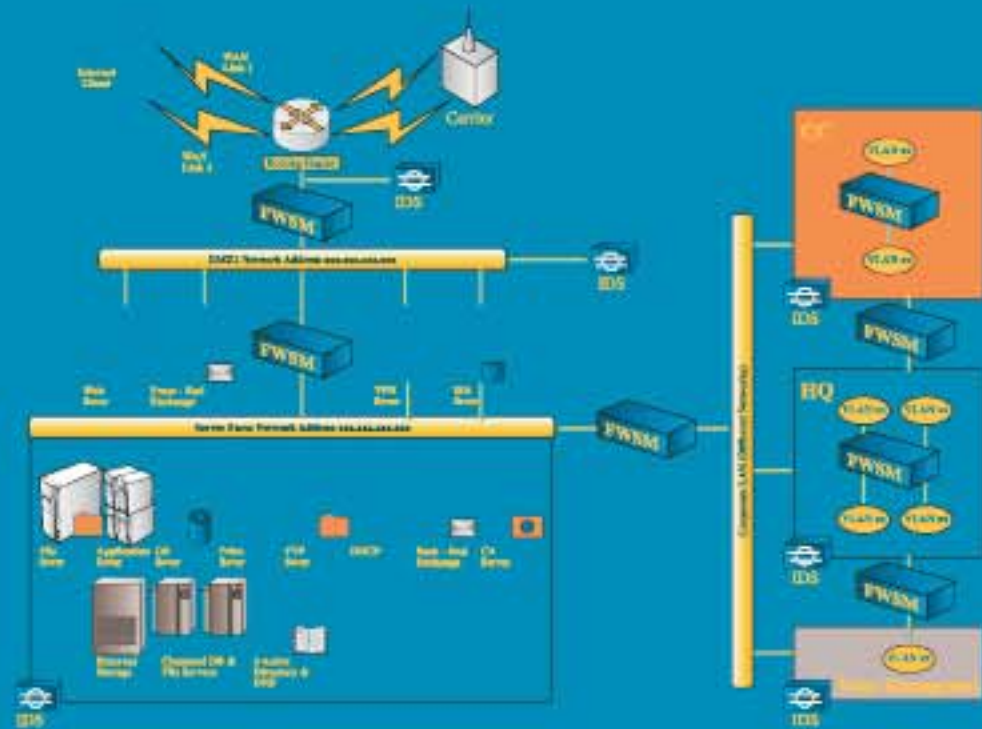
Security

Xceed recognizes that security is a major concern for its clients and has therefore consolidated with other vendors' security solutions so that it may maximize network and data security. Xceed has incorporated the following into its security system:

- Central antivirus protection with automatic updates (servers and workstations)
- Group policy (users may do only what they need to)
- User rights (strict policy for assigning user rights)
- Patch management (SUS and SMS)
- Hardware firewall between all network assignments
- IDS systems in all segments

Technology

Cairo – Egypt Site Security Logical Topology



Voice & Data Connectivity

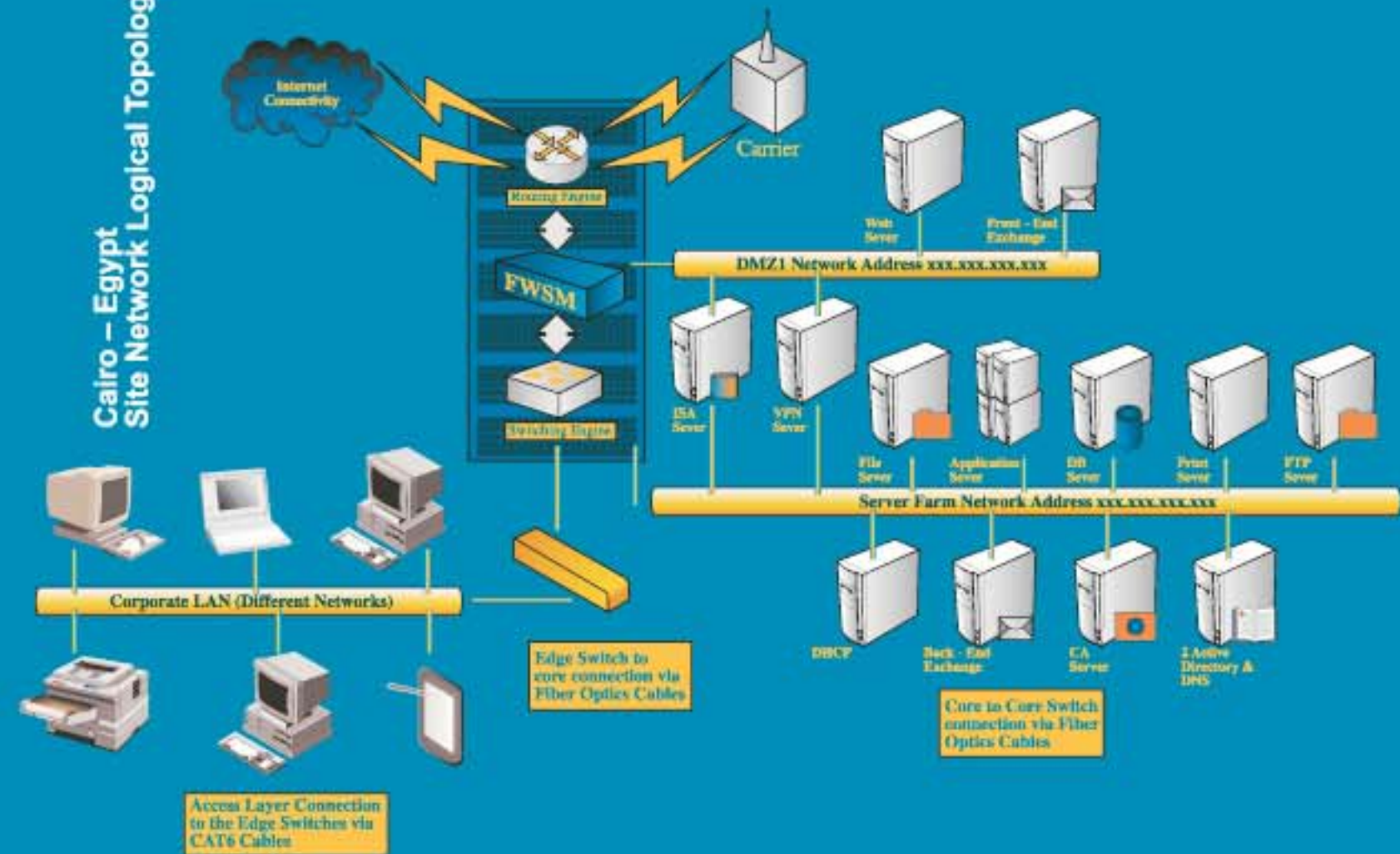
Xceed is equipped with three types of connection to ensure redundant voice and data connectivity:

- Optical fiber links connected directly to a protected, carrier ring network
 - Redundant control and radio SDH Microwave with a capacity of 155Mbps (STM1)
 - Multiple pairs of copper cables connect Xceed and one of the largest local carriers
- Both the fiber optic and microwave links are terminated at a duplicated STM4 multiplexer with a transparent, fail-safe mechanism.

Xceed has also established partnerships with a number of telecommunication providers including EsatBT, Deutsche Telecom, Cable and Wireless, MCI and Arcor for international connectivity. Furthermore, to ensure almost zero down time, Xceed has developed and implemented its own fail-save mechanism solution for its connectivity in conjunction with one of the largest multinational software companies in the world.

XCEED TECHNOLOGY & SERVICES

Cairo – Egypt Site Network Logical Topology





The Great Pyramids of Giza: a prime example of infrastructure that has stood the test of time for over 7000 years. Talent, dedication and hard work are the key building blocks of a structure that will endure.

XCEED INFRASTRUCTURE XCEED INTERIOR

Facility

Xceed's premises were designed and built specifically to create a call center environment conducive to efficiency and effectiveness. This is of benefit to both the clients and the personnel and, in common with the overall Xceed philosophy, reflects the very best of current international call center standards.

The building's design has a host of features, including:

- 16,000m² surface area spread over four storeys
- 20,000m² basement to house the data center, equipment room and garage
- Earthquake-resistant design
- Building façade constructed of double-glass and structural-curtain-wall delivers a high degree of sound insulation
- A central security room which is connected to all-digital CCTV system and access card control system throughout the building
- A flexible, modular partition system allows for reconfiguration of Xceed's agents' work space depending on client requirements
- Power outlets connected to UPS systems and back-up generators
- A recreational area, fully-equipped workout facilities, cafeteria and on-site daycare

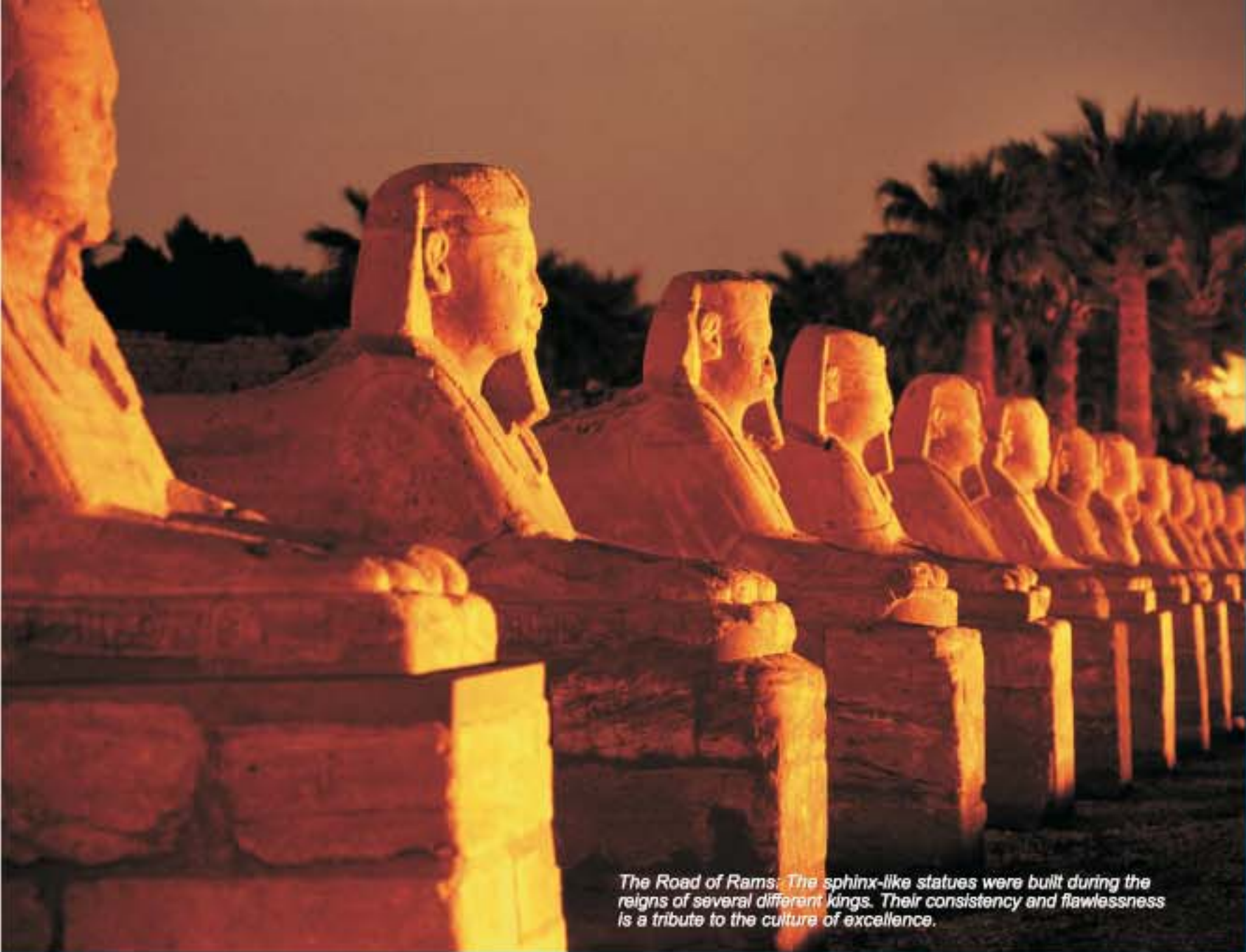
There are also public facilities such as a post office, a fire department and a police department to be found inside the Smart Village.

Business Continuity

Xceed's facilities and infrastructure were created, as one would expect, with the express intentions of mitigating risk and ensuring business continuity, a future-proof strategy which guarantees long-term commitment to customer support.

Xceed currently has a hot site too, based 70km from its call center main premises in the Smart Village. The hot site is designed to handle high capacity traffic and has a different telecommunication ring.

I nfrastructure



The Road of Rams: The sphinx-like statues were built during the reigns of several different kings. Their consistency and flawlessness is a tribute to the culture of excellence.

XCEEDS QUALITY ELSEWHERE QUALITY



Xceed is ISO 9001: 2000 Certified

No organisation can flourish without an unfaltering commitment to quality and continuous development. Recognition of the quality standards valued in its core markets has led Xceed to conclude the ISO 9001:2000 Quality Management System certification audit. It has enlisted the expertise of the world's leading registrar – British Standards Institution (BSI) – as its accreditation body.

COPC - 2000 Certification

Xceed believes that quality is the responsibility of every single person in its organization. It is therefore not surprising that it is working towards gaining COPC2000, a performance standard specifying operational requirements in critical functional areas. COPC2000 is the brainchild of a number of household name blue chip companies who have set the bar in their expectations of professional levels of service from customer service provider organizations. Xceed has brought on board several certified COPC coordinators to facilitate the process, which will underline its determination to have industry-leading management processes and systems.

Quality Monitoring

Xceed considers quality monitoring a key component for success in the call center industry. Its diligent quality assurance department regularly monitors transactions to ensure the highest performance standards for maximum customer satisfaction. This is essential given that every individual from Xceed who comes into contact with a customer makes a contribution to the reputation of the business.

Quality



Abydos, the relief depicting king is devoted to serve the gods and give offerings to delty.



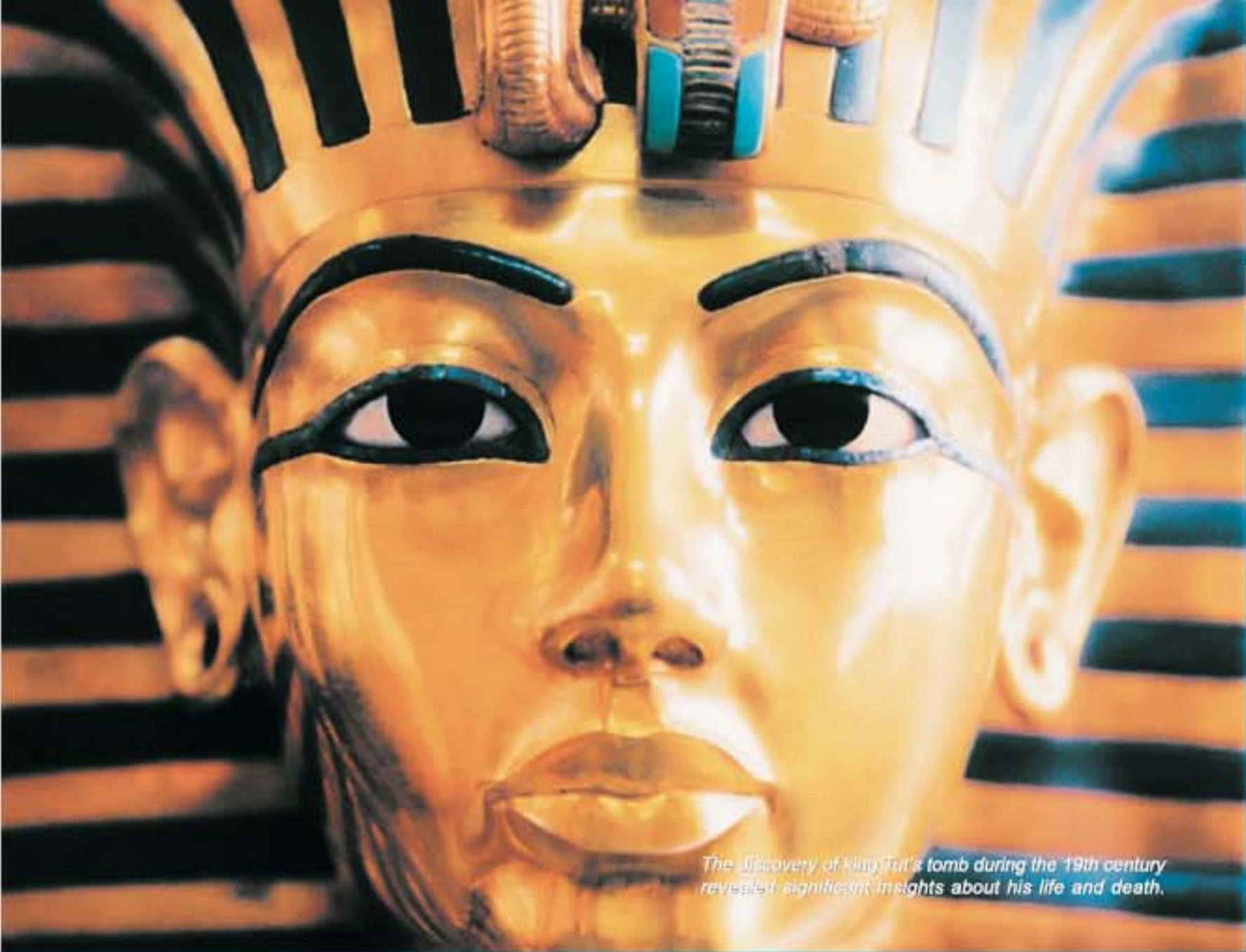
Xceed has developed a suite of services to support its ambitions of offering business process outsourcing to global commercial and government clients.

Customer contact solutions include:

- Customer Acquisition
- Customer Retention & Growth
- Customer Services
- Database Management, Enhancement and enrichment
- Direct response Management
- Helpdesk / Technical Support
- Order Handling
- Researches services
- Telemarketing services
- Welcome calls

Xceed is committed to working in partnership with clients, developing inbound and outbound programs focused upon delivering added value. This is reflected in Xceed subjecting its range of services to continuous development, ensuring that at all times its campaigns meet industry regulations and exceed client expectations.

S services



The discovery of King Tut's tomb during the 19th century revealed significant insights about his life and death.

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Cost of Labor:

Egypt is very competitive as an offshore contact center destination.

- Its wage rate is more competitive than nearly all offshore locations, including Canada, Mexico, Poland and Hungary.
- Egypt's competitive agent rate is 54% that of a US customer care agent.

Agent cost analysis - Type of agent and cost per hour, 2004

	Canada	Hungary	India	Mexico	Poland	Egypt	USA
% US price for voice-based customer care agent	89%	54%	49%	60%	61%	54%	100%

Source: DATAMONITOR

Multilingual Capabilities:

The Egyptian labor force is known for its proficiency in western languages. The factors behind this are:

- University education is predominantly conducted in English, in addition to French and German.
- Foreign governments, including those of the United States, Canada, France and Germany, fund several, very large, post-secondary education institutions in Egypt. Each of these annually produces many multilingual graduates.
- Spoken languages in Egypt tend to be more accent-neutral than those in other outsourcing destinations.

Facts

Data Center



UPS



Generators



Security Room



Xceed Call Center



Xceed Facilities



Cafeteria



Gymnasium

