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## Press Release

### **Acquisition of PCS by Mifratel ensures creation of an unique Benelux contact center group.**

- **know-how and geographical complementarity crucial to growth ambitions**
- **increased innovation capacity**

Belgian investment fund KeBeK has taken the next step in the creation of a large, efficient contact center group. Via its stake in Mifratel, it is taking over Dutch contact center Proactive Contact Support (PCS).

PCS was founded in 2011 by Mohlad Hassan. According to the benchmark list of the facilities contact center market published by CustomerFirst, PCS has been the fastest-growing contact center in the Netherlands for the past 6 years. With annual turnover of around €20 million, 650 employees and 3 locations, PCS provides, just like Mifratel, inbound and outbound contact center services to customers in various sectors. In addition, in recent years PCS has been hard at work on its online and BPO (Business Process Outsourcing) service provision, where contact center processes are extensively automated.

The increased product knowledge, know-how and geographical complementarity of the new group are intended to enable an even more flexible, high-quality and innovative service to existing and new customers, across a broad platform of communication channels (telephone, Internet, chat, e-mail, ...). The new group is owned by KeBeK, Mohlad Hassan, BNP Paribas Fortis Private Equity and the management of both organisations.

The take-over has led to the formation of a group with about 1650 employees and turnover of €65 million. More than 60 clients spread across 15 sectors are served by customer teams ranging from 1 to over 100 agents.

Commenting on the transaction, **Mr. Frank Dhooghe, CEO of Mifratel** said: "For Mifratel, this acquisition is part of our "BuilT to Excel" strategy: we aim to remain THE reference in the field of flexible, high-quality, customer-centric Contact Center Services. The Belgian and Dutch contact center markets are both competitive and subject to change. The market is consolidating and evolving to a higher level, with more demanding requirements in terms of quality and diversity of service provision. These developments require new competencies and a strategic approach to contact center organisations, with innovation, quality management and economies of scale playing a key role. The combination of Mifratel and PCS fits seamlessly with this: together, we are more agile and better able to respond to rapidly changing market conditions."

**Mr. Mohlad Hassan, CEO of PCS**, adds: "The combination of Mifratel and PCS leads to a new, interesting service for our customers. PCS's innovative service provision is complementary for

Mifratel's customers. PCS's customers will benefit from a wider range of multilingual support and offshore service provision."

"This merger is a new milestone in our process of expansion and increasing professionalism that we began with Mifratel in 2014. This has enabled us to create a large, diversified Benelux contact center player, with 10 sites spread across Belgium, the Netherlands, Luxembourg and Morocco," says **Gert Van Huffel, Managing Partner at KeBeK Private Equity**. "What appeals to us about PCS is the passion and entrepreneurship with which they have achieved rapid growth in recent years. We believe it is important that Mohlad Hassan is not only an important shareholder of the group, but also a member of the management team of the Mifratel Group."

**For further information:**

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**About KeBeK:**

KeBeK is an independent Belgian private equity fund, which invests in solid, medium-sized companies with a demonstrable potential for further value enhancement. KeBeK actively supports the management teams of its portfolio companies with the implementation of a jointly defined corporate strategy. KeBeK generally acquires controlling stakes, without, however, interfering with the daily operations. The fund is managed by 4 partners, who have been working together for many years and who have a proven track record in the private equity industry. KeBeK's capital is provided by renowned institutional investors, family offices and successful entrepreneurs.

**About BNP Paribas Fortis Private Equity:**

BNP Paribas Fortis Private Equity, the venture capital company of BNP Paribas Fortis, has been operating in the private equity market in Belgium since the 1980s. BNP Paribas Fortis Private Equity acquires minority stakes and provides mezzanine financing to medium-sized companies. Belgian stakes owned by BNP Paribas Fortis Private Equity include Studio 100, Novy, Penne, Het Anker and Point Chaud. BNP Paribas Fortis Private Equity also manages a portfolio of international buy-out funds and local venture capital funds.