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## Press Release

### **Mifratel Group acquires 50% of the Bulgarian contact center Euroccor**

The Belgian contact center Mifratel has acquired 50% of the shares of Euroccor, a Bulgarian contact center with offices in Sofia and in Veliko Tarnovo, from Rossel Media Group.

Euroccor was set up in Sofia in 2005 by the Belgian nationals Stefan Dermul and Reinhilde Muys. After the entry of Rossel in 2009, the latter was holding 50% of the shares of the company.

Last year, Euroccor realized a turnover of € 5 million and employs over 200 agents. The company serves Western European companies active in different industries. A substantial part of the business is related to support and sales services in Dutch and French for Benelux companies. Employees with those language skills are actively recruited in Belgium and the Netherlands and relocated to Bulgaria. Besides the Benelux, Euroccor also has customers in Italy, Switzerland, France and Germany.

Commenting on the transaction, **Mr. Frank Dhooghe, CEO of Mifratel Group** said: “This acquisition further broadens our service offering towards our customers. Besides the core-offering by our local sites, the group also provides “off-shore”-services from Morocco by its fully owned subsidiary in Meknes. “Near-shoring”-activities are now added through this joint-venture in Bulgaria.”

**Mr. Stefan Dermul, CEO of Euroccor**, adds: “With the entry of the Mifratel Group in the shareholdership of Euroccor, the company embarks on an intense cooperation with one of the leading contact centers in the Benelux. Mifratel is renowned for the high quality of its services and customer-centric focus. We share this philosophy with Mifratel and I’m convinced that the joint-venture will be beneficial for our customers.”

“The acquisition of 50% of the shares of Euroccor is a new milestone in the expansion strategy of Mifratel Group. In summer, Mifratel acquired the Dutch contact center Proactive Contact Support, thereby creating a group with about 1,650 employees and a turnover of €65 million, operating from 10 sites across Belgium, the Netherlands, Luxembourg and Morocco”, says **Gert Van Huffel, Managing Partner at KeBeK Private Equity** – the main investor in Mifratel. “Stefan Dermul and Euroccor share the values of Mifratel and PCS whereby focus on quality and client-satisfaction are key.”



**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.