

## **PRESS RELEASE**

### **Shepard Fox Communications supports Teleplan International N.V. in global repositioning**

Amsterdam/Zurich, March 19, 2012. Swiss-based PR agency Shepard Fox Communications has successfully completed the first phase of a collaboration with Teleplan International N.V. as they currently undergo strategic repositioning.

The now completed first phase of this collaboration saw Shepard Fox supporting and developing a new value and sales proposition, including its verbal & visual presentation, and creating a series of winning client success stories.

The repositioning became necessary to reflect Teleplan's full service range, offering much more than the classical repair services of e.g. mobile phones. Today, Teleplan is a leading supplier of integrated end-to-end after-market services, providing the total range of lifecycle care solutions for the world of computers, communications and consumer electronics ("3Cs").

Headquartered in Amsterdam/Schiphol, Teleplan currently operates from 24 sites in Europe, North America, Asia and Australia. The company employs 5,300 employees worldwide.

"High-tech after-market services are extremely competitive and the industries we are servicing are highly dynamic and innovative. Shepard Fox's long-standing experience in the telecommunications market has helped us a great deal in defining our new value proposition, and in developing success stories that illustrate our integrated end-to-end after-market services", said Monika Collée, Director Corporate Communications and Investor Relations at Teleplan.

"We are glad to be able to support Teleplan and to highlight their full service range. Technologically and logistically their work is truly remarkable. Today, our world revolves around mobile and web 2.0 communications. Once a device is broken the consumer expects a minimum of service time. Teleplan's after-market services help achieve the shortest possible turn-around time, said Axel Schafmeister, Managing Director of Shepard Fox Communications.

#### **About Shepard Fox Communications:**

Shepard Fox Communications was founded 2007 in Zurich/Switzerland and has quickly grown into an international PR agency with outlets in 21 countries across Europe and Asia. The agency specializes in cross-border media relations and communications for companies and organisations, breaking down international campaigns to highly localized approaches to media and other target groups.

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