

PRESS RELEASE

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50 Years of ASC – a Success Story

After 50 years of experience in speech and communications technology, ASC, founded on July 1, 1964, has established itself as a worldwide leading software company offering innovative solutions to record, analyze and evaluate communications.

On July 1, 2014, ASC is celebrating its 50th anniversary: five decades brimming with groundbreaking events and milestones, boosting the evolution of a company with the courage to constantly reinvent itself. Anti-cyclic R & D investments in new technologies such as speech analytics as well as the long-term growth of its international sales activities have established ASC as a key player in its industry and one frequently a step ahead of the competition.

After its founding in 1964, ASC focused on worldwide distribution of language laboratory systems. From the mid-eighties, ASC started focusing on the new growing market communications recording and since then has decisively influenced the industry with a series of innovative products. Upon the acquisition of Kreutler telecom in 1999, ASC became Europe's largest provider of voice recording solutions.

2003 was marked by another paradigm shift: offering innovative software solutions for communications processes. Today, these software solutions account for more than 80 percent of company revenues. In spring 2014, the company unveiled the groundbreaking ASC suite *neo* to revolutionize the market for workforce optimization (WFO) solutions. Intelligent analysis methods recognize the content and meaning of communications and evaluate them in real time. And *neo*, as well as ASC's entire portfolio, are also available via the Cloud to enable Software as a Service.

ASC employs more than 250 people at eight subsidiaries, and certified sales partners in all major export markets implement demanding customer projects around the globe.

The owner Guenther Mueller, who managed the company with entrepreneurial skills and visionary foresight from April 1, 1979 to June 30, 2012, is today ASC's Chairman of the Supervisory Board. He says: "We are proudly looking back at 50 exciting years of top performance, earning us numerous awards as well as the respect and recognition of the industry. Today, ASC is internationally known as a synonym for visionary products, superior quality and technological excellence. Our innovative solutions to record, analyze and evaluate corporate communications set high standards worldwide. We owe our success to entrepreneurial courage,



groundbreaking ideas and the outstanding commitment of our employees, as well as a little bit of luck.”

The executive board members Dr. Frank Schaffrath (Chief Executive Officer), Marco Mueller (Chief Operating Officer) and Andreas Seum (Chief Sales Officer) are responsible for current operations and have undoubtedly set ASC on course for a promising future.

For more information about the evolution and history of ASC, watch the company presentation at <http://www.youtube.com/watch?v=1c2YJClqZF4>.

About ASC

ASC is a worldwide leading software company with innovative solutions to record, analyze and evaluate communications. All multimedia interactions in contact centers, financial institutions and public safety organizations are documented and analyzed. The content of communications becomes transparent, critical information is generated and market trends are revealed, providing real-time business intelligence for immediate management action.

ASC solutions make customer experience measurable. Specific actions can be taken to significantly improve customer retention, increasing corporate revenue and creating sustained loyal customers. Thus, ASC’s clients are always one step ahead of the competition.

ASC also offers its entire suite as a Cloud solution. Therefore, customers have the choice to retrieve Software as a Service, on demand and always up-to-date, without any risk or pre-investment, and in the most flexible manner.

With subsidiaries in the United Kingdom, France, Switzerland, the United States, Japan, Singapore and Dubai, as well as certified and vastly experienced distribution partners, ASC’s ambitious projects span more than 60 countries. Headquartered in Germany, ASC is a powerful global player with an export quota of almost 70 percent and a worldwide service network.

For more information, contact:

ASC telecom AG • Seibelstrasse 2 - 4 • 63768 Hoesbach • Germany
Contact: Katrin Henkel, Manager PR & Communications
Phone: +49 6021 5001-264
Fax: +49 6021 5001-310
E-mail: k.henkel@asc.de
Internet: www.asctelecom.com