
Notice of a Change in the Percentage Level of a Substantial Shareholder's Interest
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Name of Announcer *	ACCORD CUSTOMER CARE SOLN LTD
Company Registration No.	200009059G
Announcement submitted on behalf of	ACCORD CUSTOMER CARE SOLN LTD
Announcement is submitted with respect to *	ACCORD CUSTOMER CARE SOLN LTD
Announcement is submitted by *	Woo Kah Wai
Designation *	Company Secretary
Date & Time of Broadcast	25-Mar-2005 12:52:25
Announcement No.	00021

>> Announcement Details

The details of the announcement start here ...

>> PART I

1. Date of notice to issuer * 24-03-2005
2. Name of Substantial Shareholder * Seletar Fund Investments Pte Ltd ("Seletar")
3. Please tick one or more appropriate box(es): *
 Notice of a Change in the Percentage Level of a Substantial Shareholder's Interest or Cessation of Interest. [Please complete Part III and IV]

>> PART II

1. Date of change of Select Option
2. Name of Registered Holder
3. Circumstance(s) giving rise to the interest or change in interest [Select Option]
 # Please specify details
4. Information relating to shares held in the name of the Registered Holder

No. of <u>Select Option</u> held before the change	
As a percentage of issued share capital	%
No. of N.A. which are subject of this notice	
As a percentage of issued share capital	%
Amount of consideration (excluding brokerage and stamp duties) per share paid or received	
No. of N.A. held after the	

change	
As a percentage of issued share capital	%

>> PART III

1. Date of change of Deemed Interest 12-08-2004
2. The change in the percentage level From 10.23 % To 9.39 %
3. Circumstance(s) giving rise to the interest or change in interest # Others

# Please specify details	Married Deal - sale by PLE Investments Pte Ltd ("PLE") to an institutional investor.
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4. A statement of whether the change in the percentage level is the result of a transaction or a series of transactions:

The change in the percentage level is the result of a transaction.

PLE was a substantial shareholder of the issuer prior to listing on SGX-ST Mainboard and this was disclosed in the prospectus registered with the Monetary Authority of Singapore in relation to the initial public offering of shares by the issuer on 14 March 2003. Seletar has a 20% shareholding interest in PLE and therefore Seletar has a deemed interest in the shares of the issuer held by PLE by virtue of section 7(4A) of the Companies Act (Cap. 50) of Singapore. PLE is an investment holding company. The management of all of PLE's investments is carried out by their discretionary fund manager, EDBV Management Pte. Ltd.. As a result of the sale by PLE on 12 August 2004, Seletar's deemed interest decreased from 97,172,338 shares in the issuer to 89,172,338 shares in the issuer. Seletar has no direct interest in the issuer.

>> PART IV

1. Holdings of Substantial Shareholder , including direct and deemed interest :

	Direct	Deemed
No. of shares held before the change	0	97,172,338
As a percentage of issued share capital	0 %	10.23 %
No. of shares held after the change	0	89,172,338
As a percentage of issued share capital	0 %	9.39 %

Footnotes	Note 1: No. of shares refer to shares held after the issuer's bonus issue on 27 April 2004. Note 2: % is based on issued share capital of 949,743,475 shares as at 12 August 2004.
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Attachments: Total size = 0

