


- 
- ✓ Be your own boss
 - ✓ Run your own profitable business
 - ✓ Work where you choose to live your life
 - ✓ Share in the growth of online advertising
 - ✓ Be part of a dynamic, successful franchise network

AngloINFO - The Global Expat Network

Angloinfo[®]
the global expat network



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Do you dream of having your own, profitable, easy-to-operate business? Do you want to work wherever in the world you choose to live? AngloINFO might be the solution!

Now in its twelfth year of business, AngloINFO is the world's leading network of expat websites operating in many regions of countries around the world. You can be part of this remarkable success story with AngloINFO's proven franchise opportunities.

THE OPPORTUNITY

AngloINFO gives you the chance to run your own successful online media business. And you can do it where you have chosen to live.

You start with the backing of an established infrastructure, a proven business model and a great team supporting you all the way.

Your website is designed to be easy to use and manage. We provide a complete package, pre-loaded with core content for the area you choose and a simple online management system that requires no technical skills.

WHAT YOU GET

- ✓ Proven products and markets
- ✓ Comprehensive training and support
- ✓ Easy-to-use technology that needs no special skills
- ✓ Membership of a vibrant franchisee network
- ✓ Robust IT infrastructure and interfaces
- ✓ A "weightless" business – no inventory costs
- ✓ A business centred on the growing online market
- ✓ Freedom to work where you want to live
- ✓ Use of a trusted, recognised brand
- ✓ Status, at the heart of your community

INSIDE ANGLOINFO:

Each AngloINFO website is made up of useful, up-to-date content including:

- ✓ **The AngloFILE Business Directory:** all the local English-speaking businesses and service providers
- ✓ **INFOrmation Pages:** local reference library with clear, concise "how to" information on all issues vital to an expatriate: moving, living, working, retiring
- ✓ **Classified Advertisements:** for rental accommodation, house sales, jobs, cars, buy and sell
- ✓ **Local Discussions:** for sharing support, experiences and ideas relevant to life in the region
- ✓ **What's On:** events calendar, local and global news, local weather, and more

"An all inclusive English-language website providing news and tips on every aspect of expatriate life."

(Daily Telegraph)



OVERVIEW

AngloINFO is a global leader in an important and valuable market – providing local English language information, community and services to the continuously growing expat market.

Each AngloINFO website is a complete stand-alone package including a reference library of hundred pages of practical information relevant to life in the country and region it serves, a comprehensive directory of local businesses and services, and much more!

Excellent service = a loyal audience = enthusiastic advertisers

AngloINFO is known for delivering a clear, reliable and relevant service specific to each region. Local expat communities see it as a vital part of their lives, and value it as an essential resource.

Our franchisees add value to their business through their in-depth, insider knowledge of a location and their local customer relationships.

THE REVENUE STREAM

Advertisers are the key to the financial return of an AngloINFO franchise business.

Core revenue is generated from the sale of advertising space in a web-based directory, used by this highly targeted audience: English-speaking expatriates.

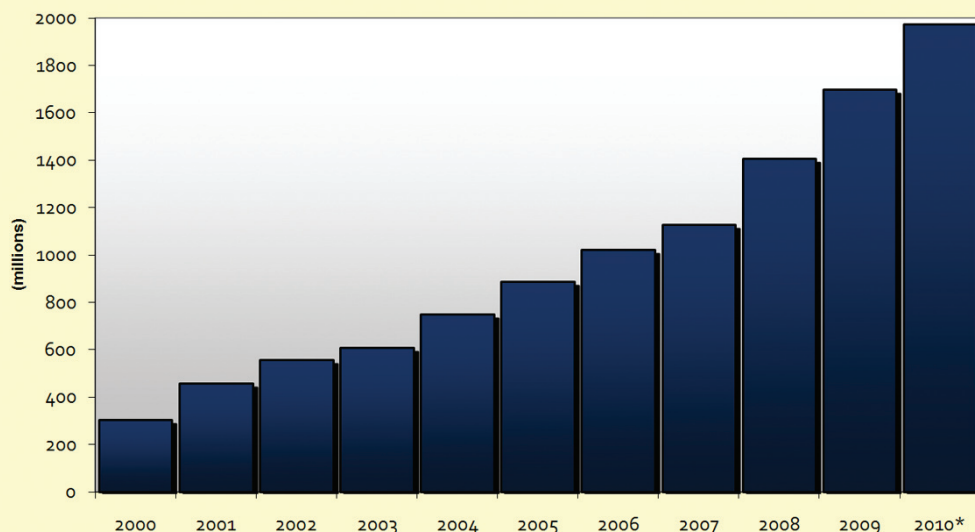
AngloINFO sells advertising to local business and international

companies who want to reach the valuable expat community.

We have a full range of highly effective advertising products. There's something to suit every business budget and objective.

Advertisers see a strong return on investment from AngloINFO advertising and generally continue to advertise year after year.

World Internet Users 2000-2010



source: Internet World Stats

WHY AN ONLINE BUSINESS?

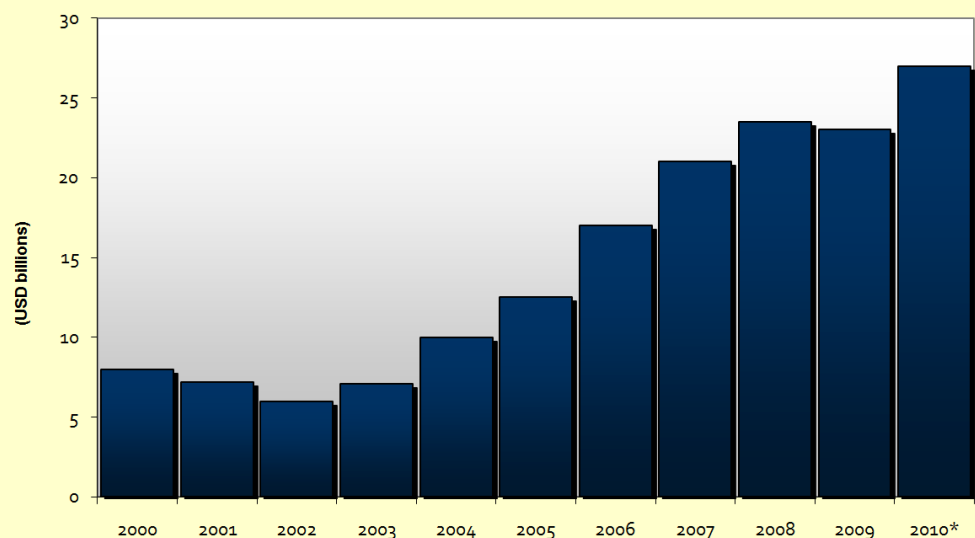
Global Internet usage continues its massive growth with much of the world spending substantially more time online than watching TV, reading newspapers or listening to the radio.

And people use it for a myriad of purposes, chiefly:

- To find out information
- To buy goods and services
- To sell goods and services
- To connect with other people

Online advertising spend matches this growth with companies worldwide allocating an ever-increasing share of their annual marketing budget to online campaigns.

World Internet Advertising Revenues 2000-2010



source: PricewaterhouseCoopers LLP

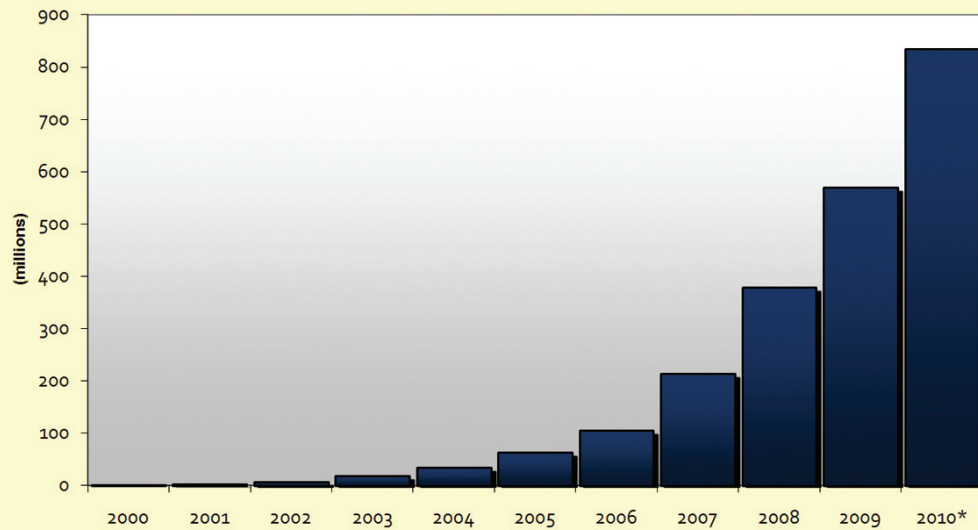
WHY BUY A FRANCHISE?

Why not do it yourself?"

For many people, the reasons are clear. By buying into a established organisation you benefit in many ways, among them:

- ✓ You have access to existing know-how – you don't need to "re-invent the wheel"
- ✓ You have access to existing IT, design, sales and marketing skills sets – you don't need to hire in expertise
- ✓ Custom back-office systems tailor-made for your business
- ✓ The technology is provided (and supported) for you
- ✓ You benefit from the brand equity of an existing, high-growth, international group
- ✓ A central sales team brings advertising revenue to you

AngloINFO Pageviews 2000-2010



source: AngloINFO/analog



KNOWLEDGE & EXPERIENCE COMBINED

We have been developing robust IT systems and a stable infrastructure since 2000.

We ensure that all aspects of running and managing an online business are in trustworthy, expert hands.

We know that reliability, speed and transparent business ethics are

essential to any successful online operation – and we make sure we deliver these.

And we understand the important balance between our consumers' requirements and our advertisers' expectations, and we ensure that both are satisfied.

Just look at our growth for proof!

WHY AN ANGLOINFO FRANCHISE?

- ✓ **Build a successful and profitable business:**
A well-run AngloINFO business can be large and highly-profitable. If you are ambitious but value your independence, an AngloINFO franchise can allow you to earn a good living as well as becoming a major player in your local expat community.
- ✓ **A resalable investment:**
Every day your website grows, the value of your investment grows too.
- ✓ **Freedom - work where you want:**
Do you dream of moving to another country but worry what you will do? Have you happily relocated but find you need something to do? Do you want to retire early but still keep doing something? An AngloINFO franchise is the perfect opportunity.
- ✓ **Local business, global brand:**
Our proven reputation will give your local business instant status and credibility. Your site is part of network of sites operated and managed in a standard way. It is part of a vibrant, global community of loyal users.
- ✓ **Comprehensive start-up support:**
You get a detailed step-by-step manual supported by comprehensive training on editorial, sales and business management with an effective sales and marketing toolkit providing everything you need.
- ✓ **Stress-free day-to-day:**
We have an excellent IT infrastructure, and continuously invest in improving our systems. With full-time site management and daily backups you need never worry that your work will be lost. A dedicated HelpDesk is there to provide guidance whenever you need it.
- ✓ **Lifestyle:**
You have the flexibility to manage the business around your family, interests and other commitments.

MORE GOOD REASONS

...for you to buy in to an AngloINFO franchise:

- ✓ It's a turn-key package, a "business in a box"
- ✓ High income, low overhead
- ✓ Sales are direct business-to-business (not retail)
- ✓ Start almost immediately (no long drawn-out process)
- ✓ Self-employed flexibility with big-company security
- ✓ A proven business model - in many different locations
- ✓ 100% support from an experienced and successful franchisor
- ✓ AngloINFO's great technical infrastructure
- ✓ Continuing product development and training
- ✓ You supply a useful and valued service to people
- ✓ You're independent – but not alone
- ✓ It's great fun, and a great business!



IT'S THE PERFECT RECIPE!

Quality content + social networking + advertisers = success

Quality editorial:

One internet adage is "Content is King". Good, up-to-date information on important, appropriate subjects creates a large, loyal audience for a website. AngloINFO editorial content is relevant, comprehensive and trustworthy.

Consumers & customers:

Where groups of people come together, communities are formed and networks develop. Each AngloINFO website provides a vibrant platform for community and social groups to connect with each other – and with the businesses that serve them.

On the Web:

AngloINFO is optimised for search engines and is highly ranked with Google. Your advertisers receive up to 350% more traffic to their sites, creating a compelling reason to advertise and keep advertising with you.

THE POWER OF THE INTERNET

Internet advertising works world-wide 24 hours a day, 7 days a week, 365 days a year. Our customers reach *their* customers in a cost-effective, targeted way.

Our websites' comprehensive usefulness attracts consumers - and the strong reputation that results attracts advertisers. The more

advertisers want to appear on a site, the greater the revenue for the business.

And because some of AngloINFO's products have been developed specifically for people to create themselves and then buy online, you'll be making sale after sale – even while you sleep!



YOUR ROLE AS THE FRANCHISEE

AngloINFO is a media business. As is standard in media businesses it has two audiences:

1. **Consumers** who use the free services on your website, designed specifically for them
2. **Customers** who advertise to these valuable consumers

You have two main roles:

In order to run a successful franchise you have just two main roles to manage effectively:

1. **Editorial:** Create and look after the editorial content, following the clear instructions, with an easy-to-use interface
2. **Sales:** Sell to and manage profitable, long-term relationships with paying advertisers

(And of course you don't have to do all of these yourselves - you can hire and manage your own team to take care of the day-to-day running of your site).

The perfect formula!

“Great site – totally addicted – the only site that I have ever used in 10 years of internet use that I would actually pay for”

“you always seem to have the answer!”

“Your website and the information it contains is just **superb!** Thank you!”

“I don't know what we'd all do without it”

“Fantastic Job. Gave me everything I wanted to know for our move”

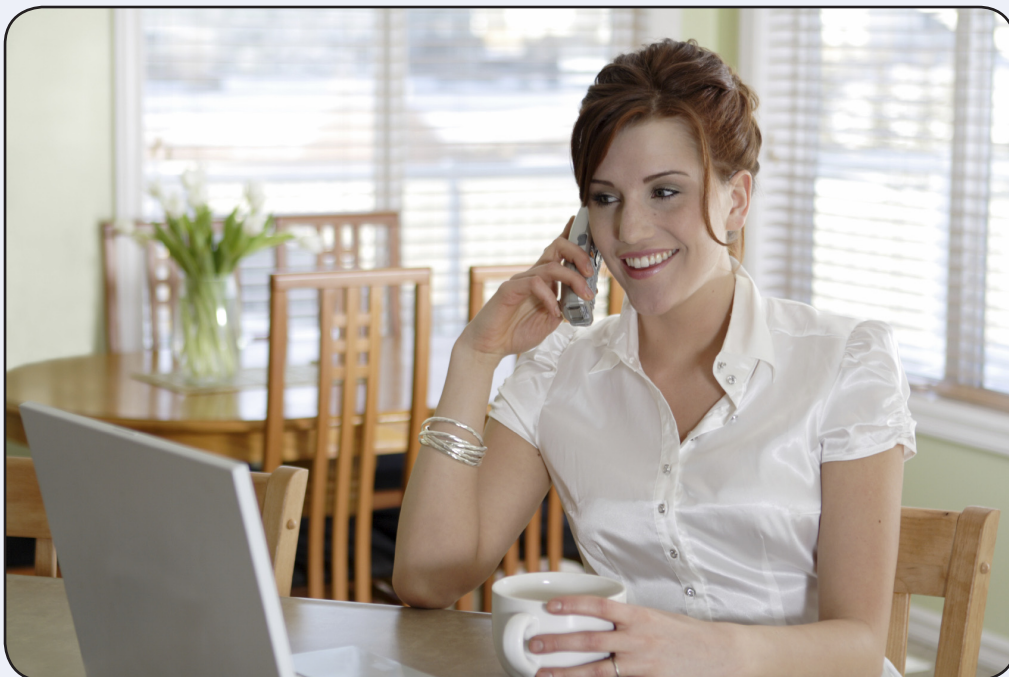
“this website is so essential!”

A BUSINESS TO FIT YOU

It's a scalable business, adaptable to you:

- ✓ to your chosen location
- ✓ to your available investment capital
- ✓ you can operate it alone from a laptop (your business in a box)
- ✓ or from home with your partner
- ✓ or get a team on board and be as big as you want to be

It's lightweight, flexible, portable and easy!



THE NEXT STEP

So, are you ready to change your life with an AngloINFO franchising programme? If you want to move on, move up, and run your own business where you want to live, why not tell us some more about yourself by filling in the online franchise enquiry form at:

www.angloinfo.com/franchising

AngloINFO Limited • The Manor House • Howbery Park • Wallingford • Oxon OX10 8BA •
United Kingdom franchising@angloinfo.com

FINANCIAL SUMMARY

WHAT IT COSTS

AngloINFO initial franchise fees vary depending on the size and location of the franchise region being discussed, but start from as little as £10,000. You will also need some working capital to tide you over as you build up the revenue stream of your business – again, the amount needed varies depending on specific circumstances.

WHAT YOU SELL

Your profits come from four main income areas:

- ✓ Page **Sponsorships** – graphical display brand advertising
- ✓ Directory advertising with **Showcase** advertisements and **Featured Listings**
- ✓ Advertising in the events guide – the **Featured Event**
- ✓ Classified advertising – **Featured Classified** advertisements

Many products can be selected, bought and paid for online by your client, with no need for assistance from you.

WHAT YOU GET

If you start from scratch with an AngloINFO QuickStart™ Operator Start-Up franchise and sell just one text-based Showcase Display advertisement per week (for only €105*/month), you will have an income of over €3,800* per month by the end of Year One!

(Add online sales and sales made into your territory by AngloINFO's in-house telesales team and it could be higher still.)

So, do you think you can sell one ad per week?

** Based on a typical European advertising ratecard*

AND THIS IS WHAT IT'S LIKE:

What our franchisees have to say!

"AngloINFO Singapore was the first AngloINFO outside Europe and the first to launch in an English-speaking country. I think that we really proved that the potential was very real outside Europe – AngloINFO Singapore was probably the most successful commercial launch for any site so far with annualised revenues exceeding €100,000 per year after just 12 months of operations. We continue to go from strength to strength and have a very strong brand franchise in the Singapore market." - *Lynn Hesketh, AngloINFO Singapore*

"Like running any small business, building an AngloINFO business is hard work. Unlike many other businesses, though, we have found it to be rewarding as well. In a sophisticated market like Paris, it is vital to be able to access the local French market when looking for advertisers. Luckily we speak French well so that has been a pleasure rather than a chore. The other thing that makes it so satisfying is the fact that it is our own business and the work which we put in is building long-term value. We have also found the communications/community role that we play to be very satisfying; helping people settle into their new lives in Paris, in English!"
- *Karen Dys, AngloINFO Paris & Ile de France*

"In January 2005 I became AngloINFO Limited's first franchisee – 5 years later I am still amazed how much I enjoy it. It really is *my* business, with AngloINFO's central office helping me as and when I need it. They have never interfered in the day-to-day running trusting me to drive the business forward. I now have a large network of businesses and friends across Brittany and I am regularly contacted by the local French press as the expert on the life of the English speaking population in Bretagne. After living near Dinan for 7 years, this is my home, and working with AngloINFO has enabled us to stay here, earn a good income, watch my children grow and continue to enjoy our lives." - *Richard Barnes, AngloINFO Bretagne*

"My last job as a TV producer had me working ridiculous hours away from home and never seeing my family. We had thought for a long time about moving to France but could never see an obvious way of making a living, before I stumbled upon AngloINFO. At the outset my biggest concern was that I would find the sales side of the business difficult because I didn't have a sales background. So I took advice from my father who did. Happily he persuaded me that I would be fine."
- *Stephen Garwood, AngloINFO Poitou-Charentes*

"I had been a big user of AngloINFO while living in Aquitaine, but always wanted to move back to Spain – and, especially, Barcelona. I wouldn't say I was a sales person but I'm pretty persuasive and guess that most of what I have done all of my life has involved "selling myself" in one way or another. Running AngloINFO has allowed me and my family to integrate back into Barcelona life much more quickly than we would have otherwise been able to, and we are really seeing the results of our hard work in both sales growth and user growth. When the opportunity came up to buy AngloINFO Madrid as well, it seemed like a no-brainer – there are loads of synergies in our customer base, as Madrid and Barcelona are the two main commercial centres in Spain. I can also see economies of scale when managing my editorial content. Once I have grown the sales of AngloINFO Madrid a little more, I will put a local manager in place but, for now, I can get good results by going to Madrid myself for a few days every month." - *Danny Wheatley, AngloINFO Barcelona & AngloINFO Madrid*

"Very often, I'm asked about my nationality, but I do believe this is an old-fashioned concept. I am Belgian, have lived in Luxembourg, the United Kingdom, France with so many long stays in Norway, Germany, the Netherlands and, honestly, it does not matter – I just have to adjust to local life. AngloINFO Luxembourg did not exist. However, I had used AngloINFO French Riviera and AngloINFO Provence for years – both as an advertiser and as a user – and I could really see how it would work in Luxembourg. So when I decided to come back and live here with my partner, I thought it would be great to take the concept with me, to implement something that is so useful for so many people travelling and living abroad; there is a real need. AngloINFO is the tool. It simply just answers all basic questions one can have when moving and after having settled. In addition, it is part of the world's top network of websites for English-speakers living abroad. We are a relatively new site (December 2009) and so it is early days, but we certainly hit the ground running." - *Jean-Yves Gilson, AngloINFO Luxembourg*

"We took over the AngloINFO Burgundy franchise in early 2009 and got to know the team and a few of the other franchisees fairly quickly. The fantastic experiences of working on the Burgundy site, and knowing from talking with satisfied customers that AngloINFO works, meant we had no hesitation in wanting to expand. We bought AngloINFO French Alps and AngloINFO Lyon in October 2009 and we are looking forward to developing all three regional sites, and building strong links with the local communities and businesses. I live where I want and have a business challenge which I can really get my teeth into. It's a great opportunity to be involved with a company whose ambition and drive matches my own. The help, advice and support network is first class as you would expect from market leaders." - *Chris & Sue Slee, AngloINFO Burgundy, AngloINFO French Alps & AngloINFO Lyon*

KEY FEATURES

1. Positive cash flow is possible from Day 1
2. You keep 70% of the revenue from all the advertising that you sell
3. We also pay you 70% of the revenue from your online advertising sales
4. We pay you 20% of the revenue from any advertising we sell on your website
5. There are no targets, retainers or fixed monthly commitments
6. You benefit from the support and systems of a rapidly growing group
7. Only basic PC and Internet knowledge required - no need to be an IT expert
8. You have your own business and are part of a successful world-wide network
9. A five year contract with a built-in right of renewal
10. Every day you are accumulating equity in a valuable business venture

NEXT STEPS

Once you have had an opportunity to assess your interest in the franchise in more detail (based on this document and your own initial research) we proceed as follows:

- You sign a nondisclosure agreement (NDA) with us.
- We handle your more detailed questions both in writing and over the telephone.
- We supply draft copies of the Franchisee Contract, a Disclosure Document and give you access to the AngloINFO Manual.
- You have the opportunity to speak to existing AngloINFO franchisees in order to see the process from their perspective.

Being an AngloINFO franchisee is an exciting prospect – being your own boss, running your own business wherever you want to be in the world. Why not grasp the opportunity now?

THE FRANCHISING PROCESS

We offer different franchising options. The right choice depends on your personal preferences and the region you choose to operate.

Option 1: Start-up

Buy and build your site yourself!

- Two months' development time from start to launch
- While you build your directory, you can market your new business and pre-sell advertising: prepare to launch with a bang!

Option 2: QuickStart

Buy an existing live, operational site!

- AngloINFO has live operations in Europe and the Far East ready for immediate franchising
- You're in active business from Day 1 with everything up and running and ready to go!
- A great opportunity to save time, get ahead of the game and start making money straight away, if you're looking to start your business in one of the target QuickStart locations

HOW IT WORKS

You are in charge of the day-to-day management of the site, taking care of sales, editorial and local promotion/marketing.

You manage your advertising sales and client database using AngloINFO's bespoke Customer, Invoicing and Contact-management System (CICS).

AngloINFO looks after all of the technology, training and support as well as the core country information pages.