



## What is Franchising?

Many people want to start their own business but developing an idea into a brand with an effective sales team and support technology can be very expensive and full of risk. So franchising is another option for people who want to be their own boss.

Franchising is a network of independent businesses that share the benefits of the franchisor's brand, reputation and identity, centrally developed systems and technology, corporate marketing and support. Franchising enables you (the franchisee) to gain rapid expansion of your business with a much lower capital outlay and much less risk.

### Who is AngloINFO?

AngloINFO is the world's leading network of expat websites. It was founded in 2000 and has seen its biggest period of growth in the last two years with very exciting plans to ensure that growth continues.

The websites are free to use and there are currently 90 local websites in Europe, Asia and the Americas of which over 55 are run by franchisees. There are more than 40 further national sites (run by AngloINFO) and our global site, www.angloinfo.com, bringing the total to more than 130 AngloINFO websites globally.

AngloINFO is trusted everywhere around the world for its free to use, regularly updated factual content, local relevance and reliability. Our websites provide expat communities of all nationalities with English content, news, forums, information, discussion groups and networking opportunities.

**“ For me, AngloINFO is a brilliant tool / platform where in the past I have found a job, found work, found customers, found an apartment, found a car, sold Lego, bought a swimming pool, sold a sack load of baby clothes... sites like this exist in French and Spanish but the point is, AngloINFO makes it so much easier - you find exactly what you want or need, just like being “back home”. ”**

Ben Collison, Pure Design International

Franchisee Conference 2014

130 

130 AngloINFO websites around the world

4   
Million

4 million unique monthly visitors

25 

25 million page views a month

260,000 

Detailed listings on 260,000 registered English-speaking businesses

79% 

79% of our users visit AngloINFO at least once a week\*

93% 

93% of users think our content is Good or Excellent\*

450,000 

450,000 requested Newsletters sent out every week

\*May 2013 User survey



**“ In January 2005 I became AngloINFO Limited's first franchisee - 9 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. After living near Dinan for 9 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 Brittany

2



Click here to find out more about starting a successful AngloINFO business in your region



Apply today to become part of the AngloINFO success story

3

**Google™**

12 billion Google searches in March 2014

**1.6**

Over 1.6 trillion online searches each year

**3**

3 billion people use the internet every day

**50%**

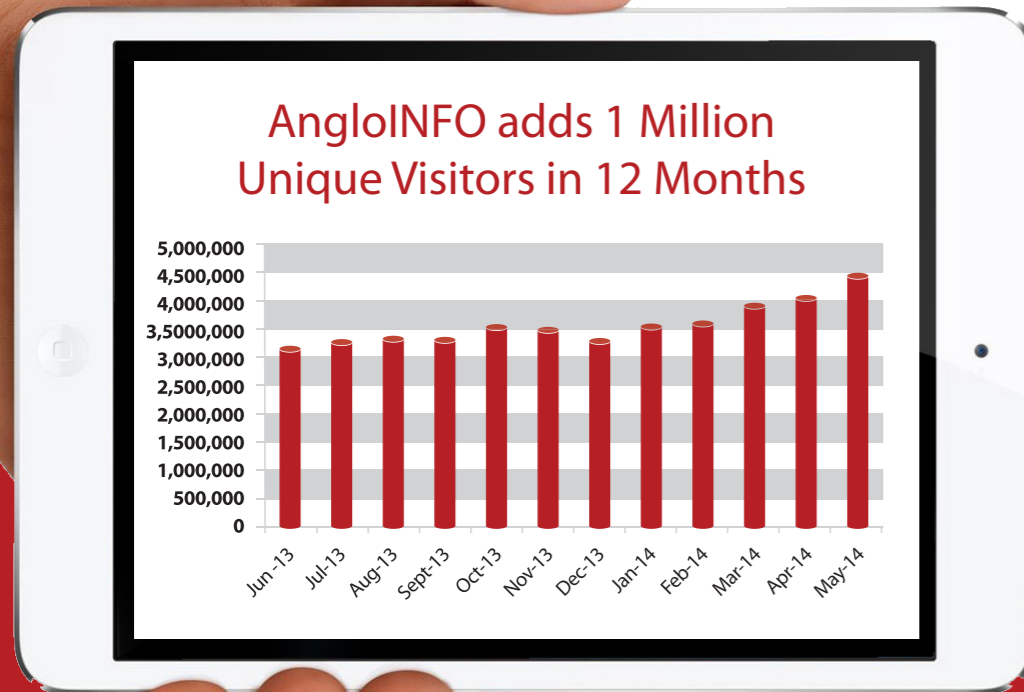
Internet use will rise to over 3.5 billion in the next two years - 50% of the world's population

**52%**

820 million internet users in Europe and 52% of their purchase decisions start online

In 2012, newspapers lost \$16 for every \$1 earned in digital advertising

lost \$16



### AngloINFO's Technical Support:

The AngloINFO websites are supported by our highly skilled in-house technology and IT team who ensure that our systems are robust with tried and tested "back office" software that makes your business reliable and easy to run.

You do not need advanced technical skills as your website is designed to be easy to use and manage. If you do run into problems, our Technical HelpDesk is an easy way for you to flag the problem to our support team so that the problem can be resolved quickly.

Our technical team also ensures that our websites are intuitive for visitors to use so that they can find what they want easily and, therefore, become regular users. We will continually improve your site to increase users and sales.

Once you become a franchisee, you will get regular reports with your page views, unique visits/month, number of visitors per page, returning visits and data on your website's traffic. If all this is new to you, don't worry, we cover it on our training because this data is a vital sales tool to show advertisers that AngloINFO works

*"The AngloINFO team are highly professional and great to work with on a daily basis. The system has been carefully honed and the many years of experience are visible in the excellent CRM software AngloINFO uses."*

David Raleigh, AngloINFO Amsterdam



**David Raleigh**  
AngloINFO Amsterdam



Fill in the application form today to find out if you could become part of the AngloINFO success story



Click here to find out more about starting a successful AngloINFO business in your region

AngloINFO provides expats with free information, in English, on the essential goods and services that make life in another country easier. Each individual AngloINFO website serves an area that is large enough to offer great media sales opportunities and yet small enough to be truly local and relevant to both the users and advertisers.



As a franchisee, you will be selling local businesses advertising and sponsorship space on your AngloINFO website. From local plumbers, builders, accountants, mechanics and schools to doctors, vets, babysitters and many more trades, your AngloINFO website is a unique opportunity for them to talk directly to expats through one of the world's most trusted brands.

Expats are one of the hardest markets for local businesses to penetrate, so the AngloINFO websites quickly become an important resource and invaluable interface between expats and the local businesses who can offer services.

## What does an AngloINFO franchise offer me?

AngloINFO gives you the chance to run your own successful online media business without the costs and risk of setting up a 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 your location and a simple online management system that requires no technical skills.

We believe in ongoing support for all our franchisees and we continue to invest heavily in central systems, new IT infrastructure and communications. Our franchisees also regularly swap information, tips, advice and experience amongst each other so, although you may be running your own business, you are never alone. You will be part of a community of business owners with a common goal - To grow their businesses.

## See what our franchisees say...



*“ Working as an AngloINFO franchisee has more than a few advantages over setting up a business on your own. You start a business that has proven to work many times over, you receive training and can rely on a very professional support team and a circle of colleague franchisees for advice when necessary. Overall, it feels a lot like being part of a team. ”*

Raf Kiss, AngloINFO Rio de Janeiro

Expats are a valuable target market for advertisers - their combined global spending power makes them the world's third strongest economy!\*

\*The Expat Survey 2013



David Raleigh - Amsterdam



Apply today to become part of the AngloINFO success story

Raf Kiss  
AngloINFO Rio de Janeiro



Click here to find out more about starting a successful AngloINFO business in your region

Each AngloINFO website is a complete stand-alone package crammed with useful content for the local international expat community. Our franchisees add value to their business through their in-depth, insider knowledge of a location and their local customer relationships. They are in charge of the day-to-day management of the site, building sales revenue, developing local editorial and marketing the business to the local international community.

## WHAT YOU DO

### Sales

- Build long term relationships with local businesses from your directory
- Create sales through local business networking, face to face meetings and regular telephone contact
- Manage the sales database using AngloINFO's CRM system.

### Editorial

- Develop and maintain the local business directory
- Build a comprehensive local What's On with a focus on local community events
- Find interesting bloggers
- Create a positive and inclusive discussion forum

### Local marketing

- Build the user base through focused local marketing initiatives
- Establish relationships with local clubs and associations in the international community
- Create a strong social media presence

## 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
- A valuable target market
- Freedom to work where you want to live
- Use of a trusted, recognised brand
- Status, at the heart of your community



## Search Engine Optimisation (SEO):

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

*“The ad is online for less than a month and I have already got 5 new clients because of it. Thank you so much for having introduced AngloINFO to me.”*

**Anthony George**, Therapist

*“This is great info as always. We direct all newcomers to the site and I personally use it all the time to find information.”*

**Community Liaison Co-ordinator:** US Embassy, Paris



### Franchise Options

We have two options available – Start-Up and QuickStart™.

#### 1. Start-Up

Buy the website and build your own content from scratch. We will give you all the editorial content for the Information Pages, but you have to source the information for your Business Directory and all the local content. This normally takes three to four months from start to launch, but you can market your site and pre-sell advertising so that you have revenue from launch day.

The fee for Start-Up sites vary depending on the size and location of the franchise, but can be as low as £10,000 for a rural region and £17,500 for an urban region.

#### 2. QuickStart™

We have existing, operational live sites that are ready for an immediate start, some with established revenue streams. So, once you have bought the site and completed your training, you can start earning from day one. The fees for a QuickStart™ vary depending on the size, location and existing revenue.

##### Whether you chose Start-Up or QuickStart™

- you will also need some working capital to tide you over as you build up the revenues of your business
- the amount needed varies depending on specific circumstances.

“*AngloINFO Singapore was the first AngloINFO outside Europe and the first to launch in an English-speaking country in 2006.*

*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 after just 12 months of operations.*”

Lynn Hesketh, AngloINFO Singapore

### Your Earning Potential

If you start with a QuickStart™ and sell just one text-based Showcase ad per week (at the European rate card of €105/month), you will have a recurring revenue of €5,000/month by the end of year one. If, however, you add in direct online bookings from advertisers, classified ads and sponsorship, then you can see the potential is much greater.

In addition to what you sell, you also earn some revenue from our corporate sales.

### A Franchise at a Glance

- Positive cash flow possible from day one.
- You earn 70% of the revenue from all the advertising you sell.
- You earn 20% of the revenue from corporate advertising sold by AngloINFO.
- No marketing or management fees.
- All you need is a PC and a reliable broadband internet connection.
- A five-year contract with a built-in right to renew.
- You run your own business but you are not alone, we support you every step of the way
- The AngloINFO community looks after each other
- Low risk and low cost way to set up your own business

Being an AngloINFO franchisee is an exciting prospect - running your own business wherever you want to be in the world!

### The Next Steps:

1. You start the process by filling in our application form
2. We send you information on becoming part of AngloINFO's global franchising family
3. We have an initial conversation to discuss whether this is the right opportunity for you
4. You sign a Non Disclosure Agreement
5. We handle your more detailed conversations through email and by telephone
6. We supply draft copies of the Franchisee Contract, A Disclosure Document and give you access to AngloINFO's online Manual
7. You have the opportunity to talk to some of the Head Office team to get an understanding of the culture within the organisation
8. Then talk to other franchisees to get the inside story!
9. Become an integral part of the AngloINFO network.

**If you think you have the skills and enthusiasm to build a successful online media business in your region then please, contact us today. We would love to hear from you.**



User Testimonials

“ Love your new site, I recommend it to all my friends. Thanks for all you do.”

Pam, French Riviera

“ I am compelled to congratulate you... in more than 11 years of living in Boquete this is the best source of information for expats I have seen to date by a long shot.”

George, Panama City

“ Just wanted to thank you for your great website! It's packed with information for everyone. A million thanks to you and your team! ”

Bryan, Almeria

Customer Testimonials

“ AngloINFO is our major advertising platform. Their professionalism and instant and willing reaction to requests and help is of great service to us and has really made a difference. It is a pleasure to work with them. AngloINFO is the most widely used information service by English speakers abroad and the best positioned company for our advertising requirements. I highly recommend them, they are the best in their market.”

Karen Webster, Director Expat Dating

“ Being a major international exhibition and convention organizer in Korea, Coex finds AngloINFO to be a fantastic way of reaching out to expats and overseas professionals living in and around Seoul. AngloINFO offers a variety of online marketing and advertising options for businesses and event organizers looking to reach out to a global client base. We have always found the service from AngloINFO to be efficient and professional, and look forward to working with them again this year ”

International Marketing Team, Coex Convention and Exhibition Center

More From our Franchisees

“ 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. ”

Danny Wheatley, AngloINFO Barcelona

“ I came across AngloINFO when I lived in the Netherlands and always found it a useful source of information. When I returned to South Korea, I was looking for a new business opportunity and, having run my own small business before, I was very interested in the idea of franchising. I launched AngloINFO Korea in April 2012 and have been delighted with its success. It's hard work but running your own business with the support from a central team makes the whole experience much better. ”

Yesung Han, AngloINFO Seoul



Yesung Han, AngloINFO Seoul

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



Apply today to become part of the AngloINFO success story



Fill in the application form today to find out if you could become part of the AngloINFO success story

### Q What is an AngloINFO franchise?

The AngloINFO franchise gives you the opportunity to run your own successful online media business, wherever you choose to live. AngloINFO is known for delivering clear, reliable, relevant information to English-speaking expats living in a particular region. The local expat communities see AngloINFO as a vital part of their lives and depend on it to enrich their experience of living and working away from home.

### Q Do I need to have technical skills?

No, apart from basic computer skills that most of us have these days. Your website is designed to be easy to use and manage. We provide a complete package, pre-loaded with core content for your location and a simple online management system that requires no technical skills.

### Q What are the advantages of buying an AngloINFO franchise?

AngloINFO offers a proven business model with over 50 franchisees in operation around the world. By becoming an AngloINFO franchisee you are establishing a partnership with a longstanding successful company and with extensive training and comprehensive support.

You will also be able to capitalise on our global presence in the expanding online market, our optimised editorial content and simple back office systems which will help you to quickly develop a website that really supports the local expat community - a hugely valuable target market for advertisers.

### Q Is AngloINFO financially stable?

Yes! We have been successfully trading for 15 years and we have grown internationally across 41 countries. We now have more than 130 AngloINFO websites worldwide. We are currently in a very exciting development phase with an extensive project to make the user experience more engaging and intuitive.

### Q What franchise fee does AngloINFO charge?

AngloINFO charges a flat franchise fee of 30% on all the revenues you bring in locally which means that you keep 70% of local sales revenues. You will also earn revenue on corporate advertising sold by AngloINFO centrally. Remember, this is low overhead business with no hidden extras, marketing or management fees or need for expensive offices and equipment.

### Q How do I make money?

The bulk of your revenue will come from the sale of advertising within the quality local editorial content. Your website will become essential to the lives of local expats - a highly valued target market as demonstrated by the 2013 Expat Survey which found that the global expat population equates to the world's third largest economy. There are advertising products to suit every need and budget, all of which are proven to work in the local expat market.

Our products and training focus on building long term relationships and customers tend to stay with us for many years. AngloINFO becomes an integral part of their long term local marketing activity.

Other revenues will come from the sale of advertising online and from advertising sales generated by AngloINFO centrally.

### Q How much can I earn as an AngloINFO franchisee?

This depends so much on the region and the input from the local franchisee. Our more established franchisees have annual revenues of between €120,000 and €350,000. The management systems are designed to manage any level of sales revenue.

### Q How much does it cost to set up an AngloINFO franchise?

The costs vary depending on the size and availability of the region. Our Start-Up options can be as low as £10,000 for a rural region and £17,500 for an urban region while existing, operational live sites ready for an immediate start will be higher.

### Q What other investment will I need?

You will need some working capital to fund you as you build up the revenues of the business - the amount will vary according to your plans and specific circumstances. You will also need a small budget for local marketing although much of this will be done through building free partnerships with local expat business and community networks.

### Q What skills do I need to be an AngloINFO franchisee?

Successful AngloINFO franchisees want to run their own business and have the drive and motivation to succeed. Your revenues come from selling our tried and tested advertising products and you should relish the prospect of building long term relationships with local businesses and becoming an integral part of the expat community.

### Q What training and support do I receive as a franchisee?

We provide intensive training at the start of your franchise with support from a member of the Head Office team and ongoing general support throughout. There is a busy franchisee forum where our franchisees share ideas and best practise as well as comprehensive online documentation, an internal HelpDesk, regular Webinars and an annual conference. We work hard to encourage a co-operative and positive culture where success is celebrated.

### Q How long is the franchise agreement?

The franchise agreement is for a 5 year initial term, renewable every five years after this. You are free to sell your franchise on at any time.

### Q How much time do I need to invest in my franchise?

Although part of a franchise you will still be running your own business and this takes time and dedication. This is not a part-time business and to build a successful region you will need to dedicate the equivalent of one full time sales resource and one part time editorial resource. It is possible for one person to manage the franchise in the first six months.

As with any business, the rewards come with effort - the more you put in, the more you get out.

### Q Can I talk to existing franchisees?

Yes, absolutely. This should be an integral part of the research you do in making the decision to become an AngloINFO franchisee.



“ 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 Slee, AngloINFO Lyon, French Alps and Burgundy





Franchisee Conference 2014

**Click here NOW**  
to find out more about  
running a successful  
AngloINFO business  
in your region



**Angloinfo**<sup>®</sup>  
the global expat network

**AngloINFO Limited**

Registered in England and Wales No: **05311692**

Registered Office: The Manor House | Howbery Park | Wallingford | OX10 8BA

**email:** [franchising@angloinfo.com](mailto:franchising@angloinfo.com)

**[www.angloinfo.com](http://www.angloinfo.com)**

Member of the International Franchising Association

Information in this brochure may be subject to change. Figures are accurate at the time of writing but may alter, so please check with us before relying on them. Some images are indicative only. All testimonials are unscripted, unprompted and genuine.