

NETWORK MARKETING



The best is yet to come

With an annual turnover approaching \$500m and worldwide expansion plans, 2004 is set to be the best year yet for **ACN**

WHAT YOU NEED TO KNOW

Investment level: £199.75 (special time-limited promotion – UK only).

What you get: ACN starter kit in a briefcase with all the information, forms and marketing materials you need to start. Access through the ACN website to all the information you require to do your business internationally. Customer support through an 0800 number and representative support through a London number.

Earnings potential: huge, but depends on the individual's efforts.

Contact details: for more information contact an ACN Independent Representative. See facing page.

What occurs when an 11-year-old company already growing at more than 30 per cent a year and approaching the \$500 million mark in annual turnover plans to expand into five more countries in Europe, launch into a new continent and roll out new services in its existing markets? A huge financial opportunity is created.

HUGE MARKET

In 1993 five men founded ACN to take advantage of the huge market created by the global deregulation of telecommunications and utility services and to enable ordinary individuals to benefit from access to quality services at competitive prices and to tap into this huge shift of wealth to enable them to change their income, their lifestyles, their futures and that of their families.

Going from a \$1 million turnover in their first year of operation to more than \$60 million in their fifth, they were recognised in 1998 by INC magazine (a highly respected financial publication) as the 22nd fastest-growing privately held company in the USA with the second highest profitability rating.

The \$4.2 billion takeover of LCI, the company whose telecoms services ACN was marketing, landed the owners of ACN a \$78 million windfall. This enabled the founders of ACN to take the company to the next level from their own resources without the need to go 'cap in hand' to banks or shareholders.

In 1998 ACN became the first referral marketing company to be a fully licensed utility company in the USA (www.acnenergy.com) at a cost of \$30 million. In January of 1999 ACN began a \$55 million programme of international expansion starting in the UK. Later that year ACN launched operations in Germany, Sweden, Denmark and the Netherlands and has since expanded into Norway, Austria, Ireland, Italy and Finland.

A fixed-line phone service is the lead product for ACN in each market. ACN operates as a licensed telecommunications company

connecting, servicing and billing millions of customers in their own language and currency. Building on this base, ACN then adds further services in each market – mobile, internet access, utilities and e-commerce. This means each market will, in the future, represent at least four potential income opportunities for a single enrolment fee.

ACN Mobile was first launched in Europe in Sweden after it had become the third largest fixed-line phone company in Sweden by virtue of the strength of its innovative marketing method. It entered into a strategic collaboration with Telia (the equivalent of BT in the Swedish market) because of its advanced position in the Nordic mobile market and because it offered the best national coverage in Sweden. By September of 2002 ACN was offering Telia's mobile service in Sweden – under the ACN Mobile brand – cheaper than Telia.

Telia supported ACN's further launch of mobile into Norway, and at the end of 2003 Finland was the first country to be launched with mobile as the lead product. Within two months ACN acquired more than 130,000 mobile customers, this in a country with a population smaller than London. As a result, substantial customer acquisition bonuses were paid to ACN Representatives within weeks of the launch of this new market.

NEW HEAD OFFICE

ACN has run its operation from the company's European headquarters in Amsterdam. This state-of-the-art 80,000 square ft facility soon bulged at the seams with over 400 employees supporting all of ACN's European markets in their own language. In order to deal with the enormous growth, in March of 2003 the Mayor of Åmål in Sweden opened ACN's new Scandinavian head office that now employs 100 staff. To enable further growth, ACN has just signed a €20-million, 10-year lease for a new headquarters in Amsterdam three times the size of its existing facility.

Tens of thousands of people of all ages, backgrounds and from both sexes earn from ACN the additional income that makes all the difference at the end of the month. Thousands have, through ACN, been able to make a career change and secure their family's futures, with many at the top of the programme joining the elite 0.5 per cent of all the income earners in the world.

ACN President, Greg Provenzano, states that 2004 will be ACN's breakout year. ACN is already laying the groundwork for its launch into France at the end of March, to be followed in quick succession by Belgium, Switzerland, Spain and Portugal. ACN is also targeting expansion into Asia Pacific and plans to be in Australia and New Zealand around the turn of the year.

At the same time ACN has dedicated teams working on the expansion of ACN Mobile and internet access throughout existing markets. With ACN operating in 10 countries in Europe with a single service, and two services in the other two countries, this currently gives a total of 12 opportunities in Europe to its representatives. With a possible five more countries in the next 12 months and more services to be offered in existing markets, that could total 60 ACN opportunities in Europe alone in the next two-three years. Add to this ACN in the USA, which is experiencing incredible growth, and Canada.

ACN can document an 11-year track record of success with five of those years in Europe. It can point to its \$400 million turnover and project that to become billions of dollars in years to come. You can enjoy the security of a proven system with huge potential, as the best is yet to come. ■

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