

# ACN Corporate Profile

ACN is the world's largest direct selling telecommunications company offering highly competitive fixed line, mobile calling, and Internet access services to consumers and small businesses in North America, Europe and Asia Pacific. With annual double digit revenue growth and annualized revenue of over €500 million, ACN is one of the fastest growing privately held companies in the world. Further expansion throughout Europe and Asia Pacific is planned.

ACN uses the proven, direct selling business model to provide value and choice to consumers while also providing Independent Representatives with an opportunity to form their own businesses. Bypassing traditional marketing methods, ACN's Independent Representatives use relationship marketing to inform people they know of money saving alternatives available on services they are already using. Because traditional marketing methods are not used, representatives are able to pass savings directly on to their customers.

## The Company

**Founded**  
January 1993

**Employees**  
Over 1,000 worldwide

## Countries of Operation

Australia	Netherlands
Austria	New Zealand
Belgium	Norway
Canada	Portugal
Denmark	Spain
France	Sweden
Germany	Switzerland
Ireland	United Kingdom
Italy	United States

## The ACN Difference

### Traditional Marketing Methods

Telemarketing	TV Commercials
Public Relations	Radio Ads
Magazine Ads	Trade Shows
Direct Mail	Internet Ads
	Billboards

**High Costs**



Traditional Customer

### ACN Relationship Marketing



ACN Independent Representative

**SAVINGS**



ACN Customer

ACN saves millions by bypassing traditional marketing methods. ACN then passes these savings on to its customers and is able to reward its representatives for acquiring those customers.

## ACN's Services

### Europe

- Local Subscription/Line Rental
- Fixed Line
- Mobile
- Internet

### North America

- Local & Long Distance Calling
- Internet
- Digital Phone Service with Video Phone
- Mobile – coming soon

### Asia Pacific

- Fixed Line
- Mobile

ACN is a proud member of the Direct Selling Association (DSA) in the United States, Canada, the United Kingdom, the Netherlands, Norway and Spain, and serves on the DSA Board in the United States and Canada. The DSA is the national trade association of the leading firms that manufacture and distribute goods and services sold directly to consumers. Every member company pledges to abide by the Association's Code of Ethics as a condition of admission and continuing membership.



**Direct Selling Industry is Exploding**

- 58 million distributors globally
- 475,000 new distributors weekly globally
- \$101 billion in sales worldwide
- Growth over next 10 years expected to be higher than entire prior 50 years

Source: World Federation of Direct Selling Associations

**From Fortune Magazine, August 9, 2004**

"It's an investor's dream: an industry with steady annual growth, healthy cash flow, high return on invested capital, and long-term prospects for global expansion. That's the direct-selling industry, in which independent contractors sell products and services directly to customers, away from a fixed retail location."

ACN's leadership is comprised of the four original Co-Founders and an executive staff. Working together, this leadership team is active in ACN's operations; ensuring business practices continue to reflect the company's vision and mission.

**ACN's Vision**

To be a multi-billion dollar global direct seller of telecommunication services.

**ACN's Mission**

To provide our Independent Representatives with the premier global opportunity in the direct selling industry by offering essential services in the growing deregulated telecommunications industry and to provide customers greater choice and greater value for these essential services.

**Vision. Ambition. Opportunity. Integrity.**

These are the hallmarks of ACN, and the foundation upon which the Founders have built the company since it was first conceived.

ACN customers receive complete support, as do the businesses of ACN's representatives. A world-wide staff of over a thousand employees provides complete back office support for ACN representatives including marketing, provisioning, billing and more. Representatives are in business for themselves but never by themselves.

**Using a variety of marketing vehicles, ACN's leadership is in constant communication with the representative base.**

- Local, regional and international training events
- ACN's Success System – a start-up kit for new representatives
- Monthly and quarterly recognition, including website and magazine publications
- Weekly email announcements
- Weekly conference calls hosted by ACN leaders



www.acneuro.com

**ACN Operational Centers**



Sydney, Australia  
Asia Pacific  
Headquarters



Farmington Hills, MI  
North American  
Headquarters



Marquette, MI  
Customer Service  
Center



Montreal, Canada  
Canadian Customer  
Service Center



Charlotte, NC  
Corporate  
Headquarters



Amsterdam,  
The Netherlands  
European  
Headquarters



Åmål, Sweden  
Nordic Home Office  
& Customer Service  
Center