

# What does **success** mean to you?

choice  
freedom time  
potential  
income future

## Welcome to the Utility Warehouse Business Opportunity



## Success stories

### Mum builds business between school runs

"After my children started school I found myself with plenty of free time that I wanted to put to good use, but I needed to ensure that I had enough flexibility to do the school runs. The idea of earning a little extra money had definite appeal and the Utility Warehouse seemed to fit my requirements nicely. Little did I know that I had stumbled across a potential goldmine! Now when I buy clothes or a new car, I like being able to tell the other mums that it was thanks to my own efforts!"

**Susan Mackenzie**



### University drop-out semi-retired in his 30's

"I thought that working this opportunity part-time would be a good way to help me repay my huge student debts, overdrafts, and credit card bills. But after a few short years, the Utility Warehouse allowed me, while still in my 20's, to clear my student debts and build an extensive property portfolio, while having the freedom to go on holiday six or seven times a year. It took about five years to become semi-retired – that sure beats working until I'm 75. If you're looking to beat the rat-race, you've found the right vehicle."

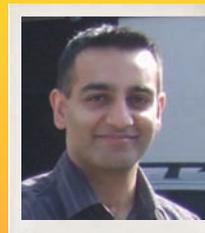
**Wes Linden**



### Franchisee finds a better model

"I got involved because I saw a great opportunity to work this business alongside my other business interests. I have been in Franchising for over 17 years and saw that this business model was not only very similar but actually a lot better. The main benefit of this business is that you are rewarded again and again for work you do just once, which means I can leverage the most valuable thing to me - TIME. That's definitely something I did not have a lot of when I started but now I'm able to spend less time in my franchises and work with more freedom than ever on building my long-term fortune."

**Joga Shoker**



### Grandparents choose to build their own pension

"We weren't confident that the Government coffers would support us and our seven million fellow 'baby boomers' in the UK, who all expect to draw a state pension in a few year's time. So we decided to take control of our future. After six year's effort, much of it part-time, we now enjoy an enviable lifestyle between our home in the Cotswolds and our recently purchased second home in Cornwall. Because we have eight children and 10 grandchildren between us it's important for us to have quality time to spend with them. We'd urge anyone who wants to make a change, to get involved in this business."

**John and Pauline Naylor**



### Cabbie takes short cut to financial freedom

"Five years ago I was working every evening as a cab driver and Jayne was juggling two part-time jobs with looking after the kids! I now only drive the taxi at the weekends, Jayne has given up one of her part-time jobs and we have a lot more quality time with the kids. Our Utility Warehouse income now covers our monthly mortgage payments so we never need to worry about losing the roof over our heads again. Why on earth would we ever go back to those long hours?!"

**Mike and Jayne Evans**



### This one works!

"I've tried various network-marketing businesses but with limited success. However, with the Utility Warehouse opportunity there's free local training, no stock to carry, no deliveries to make and no money to handle - I now have the chance to build my pension."

**Avril Mitchell**



# Welcome to the Opportunity of a Lifetime

## Whatever success means to you - congratulations! You've found the means to achieve it.

Take a few minutes to read through this brochure. It will tell you about the opportunity you have found. If you have any questions at all, or want to know what to do next - please email or call the Utility Warehouse Distributor who brought this opportunity to your attention.

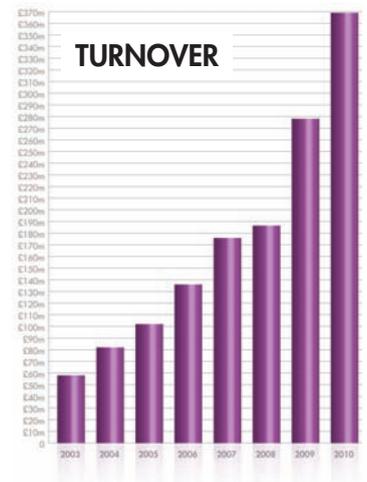
## Who are the Utility Warehouse?

The Utility Warehouse is the trading name of Telecom Plus PLC. We provide a range of essential everyday services to over 350,000 homes and businesses across the UK.

### **Our aim is simple: to save our customers money.**

Telecom Plus was founded in 1996 and has grown into a large, very successful company, fully listed on the London Stock Exchange, licensed by Ofgem, winner of the 'PLC of the Year' award in 2009, and with a turnover of £370 million in 2009-10. This phenomenal growth has all been achieved by word of mouth referral marketing.

And we believe this is just the beginning.



### Would you like to share in our future success?

The company is headed by Charles Wigoder (left), a successful entrepreneur with a very strong track record. Before joining Telecom Plus he founded Peoples Phone in 1988, building it into the UK's first virtual mobile network, with over 400,000 customers and 10% of the UK market.

We believe that the Utility Warehouse is in the right place to grow substantially over the next few years. We recently bought a new Head Office building so that we can accommodate the staff we will need to manage our projected growth. We have confidence in the future of the business.

### Our customers

We believe that happy customers will stay with us. Unlike many companies, we genuinely care about the level of customer service we provide. We are always looking to build on our range of products and services, and increase the savings we can offer our customers.

## How big is the opportunity?

### **The best thing about this business is the size of the market: every single person in the UK!**

We're not asking people to spend extra money on services they don't normally use. We're not trying to convince people to use products they don't need or want.

We're simply offering people the same services they already use every day, but with one major difference – better value!

We currently have a little over one percent of the market.

This is a company with huge potential to grow. You can be part of our future!

# The benefits of being a Club member

The Utility Warehouse is a Discount Club, where members pay a small monthly membership fee, starting at just £1.50 per month.

## We make a unique Price Promise.

We guarantee a customer will save money when they switch to our services – or we'll give them back **Double the Difference**



**Our unique Price Promise means our members can benefit from:**

- The UK's cheapest Home Phone
- The UK's cheapest Home Phone and Broadband bundle
- The UK's cheapest Mobile tariffs
- The UK's cheapest standard Gas and Electricity

## The services we provide:



Home Phone



Mobile



Internet



Gas



Electricity

**As well as great savings on their utilities, members get access to a wide range of benefits and additional savings:**

### One bill

With us, all your services come on one monthly bill. It's simple to use and makes budgeting much easier.

### 'Free Global Calls'

Our Club members can make unlimited free calls ('Free Global Calls') to any landline number in the UK and 10 popular international destinations at weekends, evenings and weekends or anytime (depending on the number of services they take) and to other Club members.

### CashBack card

Many members reduce their bill by 25% every month... just by shopping! Our exclusive CashBack card allows members to save money every time they shop at our big name retail partners, including Sainsbury's, ASDA, M&S, Argos, Boots and many more.

### Cheapest online shopping

We've developed an exclusive search engine called **findmethecheapest** where members can find the cheapest online retailer for all their shopping. We also have over 2,000 online retail partners who offer discounts or CashBack.

### Share and Save Plan

Members who introduce another person to the Club get an extra discount on their monthly bill, for as long as the person they introduced remains a customer. The more people they introduce the more they save!

# What do you have to do?

## Anyone can be successful!

If you want to earn some money and have drive and enthusiasm, you can become successful with the Utility Warehouse.

## Independent Distributor (ID)

### Earn an income to improve your life

This position is designed for anyone who wants to generate a regular additional income.



It costs £199.75 to join, but you can earn a £200 starter bonus – equivalent to getting your money back – by meeting an achievable and realistic goal within your first 90 days.

You earn a one-off bonus of up to £42.50 for every customer you sign up **and** a regular monthly commission based on a percentage of your customers' monthly spend on our Services.

So the more customers you sign up, the more your monthly commission grows.



### Build a team of Distributors. This gets really interesting!

IDs can also sign up other Distributors, and build a team, and get paid for all the team's customers as well!

Your team includes everyone you introduce as a Distributor and everyone they introduce as well. So, if you sign up a Distributor, you get paid a percentage of their customers' bills. And, if that Distributor signs up another Distributor, you get paid a percentage of their customers' monthly bills too. It works the same way, all the way down the line.

You get paid, every month, for work you didn't do! You can also earn substantial bonuses as your team grows.

## Community Fundraiser (CFR)

### Raise money for your local community

This position is designed for community groups or organisations (eg. schools, charities, churches, social clubs, etc.). Earn a regular monthly income for your chosen cause by encouraging your supporters to join the Utility Warehouse.

Just prompt your supporters to call our Community Fundraising team, using a freephone number, 0800 131 3000. We'll explain all the savings and benefits on offer with no hard sell, and when the customer signs up they'll be added to your CFR account.

Joining as a CFR costs just £25, which is refundable when you gather 12 'qualifying customers' within your first 90 days. We pay a one-off bonus and an ongoing monthly income, based on a percentage of your customers' bills, directly to your chosen cause.

Your supporters save money, you raise money!



## Independent Representative (IR)

### Generate additional income for your business

This position is designed for businesses/organisations with a large group of contacts in place.

Just encourage your contacts (eg. customers, employees, business network) to call our dedicated Sales team, using a freephone number, 0800 131 3000. We'll explain all the savings and benefits on offer with no hard sell, and when the customer signs up they'll be added to your IR account.

To join as an IR costs £199.75, which is refundable when you gather 12 'qualifying customers' within your first 90 days. You'll receive a one-off cash bonus for each customer you sign up and a percentage of your contacts' monthly spend, every month.

Offer your business contacts an additional benefit and boost your company's income at the same time!

# Great incentives and rewards

As well as receiving a one-off bonus and on-going commission for every customer you sign up, Telecom Plus also offers Independent Distributors a host of other benefits and incentives to motivate them.



## Cash Bonuses

Receive a cash bonus when you reach certain milestones, or grow your business quickly. Here are just some of the bonuses available:

**90 Day Starter Bonus.** Receive a bonus equivalent to your joining fee back when you gather a set amount of qualifying customers (or a combination of customers and Distributors) within your first 90 days!

**Team Building Bonus.** Earn £50 every time a personally recruited Distributor earns their 90 Day Starter Bonus, and £100 if they go on to hit certain targets within a year.

**Promotion Bonuses.** Significant promotion bonuses are paid when you achieve promotion to a new status level within a certain time frame. By hitting all the targets, you could earn over £38,500!

These bonus payments are on top of everything else you earn along the way.



## Share Options

Telecom Plus often operates a Share Option promotion as an additional way for Distributors to share in the success of the company. The Options issued so far have been worth a staggering £6 million!



## Distributor Car Plan – BMW Mini-One

Once you have established yourself as a successful Distributor with an income of £175 each month, you can apply for a new, company branded BMW Mini-One. A great tool to take your business to the next level!



## Plus Clubs

Gather 50, 100, 200, 500 or 1,000 personal customers to be promoted to our 'Plus Clubs', earning extra commission, the use of a Porsche Boxster for a month and invitations to special events.



## Holiday Promotions

Telecom Plus regularly release other new promotions to inspire the network of Distributors, including luxury, all expenses paid, six-star holidays.

## Business owner finds low-risk the better option

"The Utility Warehouse offers a level-playing field for all and what I really like is that you don't have to re-mortgage your house, leave your safe salary and job, nor do you need to sacrifice your life savings to get started."

**Jeremy Tromans**



# Help and support to build your business

**Although you'll be in business for yourself, you'll never be by yourself.**

## Training

We don't throw you into the deep end unprepared.

Independent Distributors receive comprehensive training to prepare them to promote our products and services. Training is provided online and at venues across the UK – it's free and you can use it as often as you like.

All Distributors receive a Business Manual to guide you to success.

CFRs and IRs don't need training, they just encourage people to visit a website or call us to save money.

## Professional marketing materials

We'll help you to market your business professionally.

All Distributors receive a free hosted website, which looks just like our corporate website, where customers and Distributors can sign up online and be added to your account.

You'll have access to a wide range of professionally made marketing materials free of charge, and also promotional material for purchase (T-shirts, business cards and much more).



## Head Office support

Head Office has dedicated departments in place to give phone and online support for your business, and to help with your customer queries.

You'll also receive regular email updates, a quarterly magazine and have access to a company Extranet, filled with information and resources to help build your business.

## Advice, motivation and guidance

Head Office provides guidance on building your business, as well as motivation and recognition for success. However...

## What makes this business really special is the network of Distributors!

You'll be joining thousands of individuals who mutually benefit from each other's success – and so help each other!

You'll receive advice and support from your peers to help you build a successful business, not to mention the opportunity to meet people and make friends.

## Staying at home with kids adds up for accountant

"Once I'd had my two children I just didn't want to go back to work as an accountant. Darren loves his job as a policeman but we were keen to find a home-based business that could replace my earnings. Now we know we could both give up work before we are 50. We've made some great friends and love working with positive, like-minded people and it's great for Darren and I to be working together."

**Jane & Darren Turner**



# Third-party credibility

We know this opportunity can be life-changing... but you may not be so sure.

So you can have complete confidence, here's just some of the excellent third-party credibility Telecom Plus and the Utility Warehouse have received:

## PLC of the Year 2008

Telecom Plus was named 'Company of the Year' at the prestigious PLC awards, sponsored by the Financial Times and the London Stock Exchange.

Ross Tieman, of the Financial Times, wrote 'By any measure, a FTSE 250 business that is doubling revenues annually is remarkable; to be doing so in the utility sector, by definition mature, is all the more astonishing.'



High praise – and it's all down to our unique business model!

## Which? awards

The Utility Warehouse has consistently received praise from the UK's leading consumer magazine, most recently being named 'Recommended Provider for Phone and Broadband' in March 2011.

We're also very proud that we've received five stars out of five for customer service in Which? surveys.



## Strong shares, strong business

### TELECOM PLUS

Telecom Plus supplies gas, electricity and telecoms services to residential customers and small businesses; it claims to be the UK's only fully-integrated provider of a wide range of attractively priced utility services. The company has both strong cash flows and a healthy balance sheet. At the end of March, it had net cash of £25.8m (equivalent to 38.2p a share).

With earnings per share expected to come in at 13p this year and 15.7p next year, its share price (at the time of writing) of 190p looks inexpensive. But these earnings also cover expected dividend payments for 2008 and 2009 of 9.5p and 11.5p, respectively.

While the balance sheet cash and the progressive dividend policy should help to underpin the company's share price during the current stock market jitters, Telecom Plus also has strong defensive aspects to its business model.

14 SEPTEMBER, 2007 ■ INVESTORS CHRONICLE 19

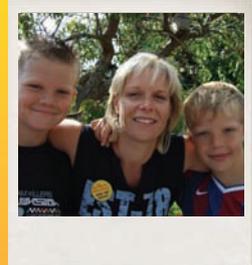
## National press recognition



## Mum finds rewards in an unconventional business

"I started off as a customer with the Utility Warehouse. I was so impressed with the savings I was making I decided to become a Distributor. Fitting this business around my hairdressing and raising my two sons proved to be both fun and easy! There is free training provided, and you can go as many times as you like. Now the Utility Warehouse has given us a very positive future. We've made great friends along the way. We now have great opportunities, and I'm able to spend quality time as a mother with my sons, while building a secure future for the three of us."

Christine Wise



## What you need to do now!

As you have read, it costs £199.75 to join (or £25 for CFRs), with the realistic opportunity to receive a bonus equivalent to your joining fee back. Not much for an opportunity that has changed so many lives already!

However, if you want to succeed, you must be prepared to spend time building your Utility Warehouse business. You need to talk to everyone you meet about the Utility Warehouse and spread the word about the great savings on offer.

You can run this opportunity in your spare time, but the more time and effort you put in, the more successful your business will become, and the faster your income will grow.

If you were given this pack by someone, email or call them back. They'll answer any questions you have and show you what to do next.

If you downloaded this pack from a website, go back to where you requested it and follow the links to join online or access more information.

**SPECIAL  
OFFER!**  
Joining fee  
now half price  
Just £100!

Limited period only

**Whatever success means to you –  
this opportunity is your means to achieve it.**

It is illegal for a promoter or participant in a trading scheme to persuade anyone to make a payment by promising benefits from getting other people to join a trading scheme. Do not be misled by claims that high earnings can be easily achieved.