



Master Franchise Opportunities

Build your own national business,
partnering with a global brand...

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The Bartercard Story

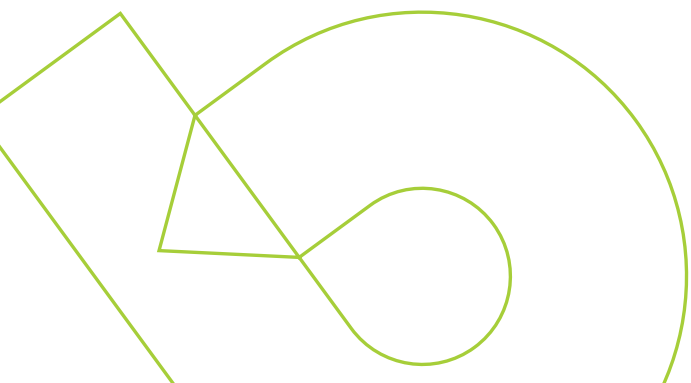
Born in 1991 on Australia's Gold Coast, Bartercard has grown into a global organisation with over 54,000 cardholders in four continents trading revenues of over €400m annually.

Bartercard is the world's largest business to business trade exchange, a member of IRTA (the International Reciprocal Trade Association), and recognised around the world as the leading player, constantly driving change and innovation.

Bartercard's highly successful, award-winning franchise system is run by a world-class global management team and this could be your opportunity to join one of the most dynamic, multi-national businesses today operating in a major growth industry.

Bartercard was floated on the Australian Securities Exchange in October 2014 with an oversubscribed listing that created the BPS Technology group. This group comprises of the Bartercard trading business, a specialist software platform and a mobile loyalty application, creating a base to facilitate major international expansion.

Building on our success in other markets, we aim to continue our growth and development as the world's largest trade exchange, enabling European businesses to utilise the benefits of Bartercard.



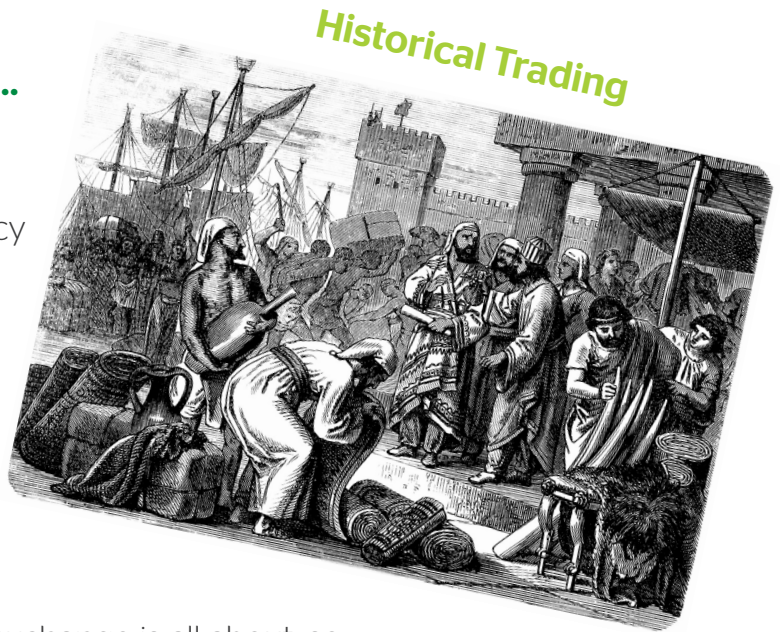
What is a Trade Exchange?

Think of bartering and what image that conjures up for you...

Exchanging products or services - the only form of commerce before currency existed. Now imagine this brought into the 21st century with modern technology and you have one of the most innovative tools available to businesses today.

Ask yourself a question - if you owned a business and had a bill to pay, would you rather pay in cash or pay the bill with your own products or services? The latter is what a trade exchange is all about, so as a member you preserve cash and purchase the products and services you need at a discount equivalent to your gross margin - all without changing any of your accounting systems and **all compliant within current tax legislation**.

Bartercard operates as a trade exchange, or effectively a third party record keeper to ensure security for both transacting parties - the buyer and seller. Transacting through our exchange solves the challenges associated with traditional "one to one" bartering - inequitable values, differences in timing, and security of payment.



Modern Trading



Upon joining, a member of our trade exchange becomes part of a vast network of businesses all looking to trade the same way and benefit from having a huge range of suppliers and customers waiting to trade without cash. Bartercard gives you a real edge over your competitors!

**Bartercard helps businesses
utilise their spare capacity!**

So

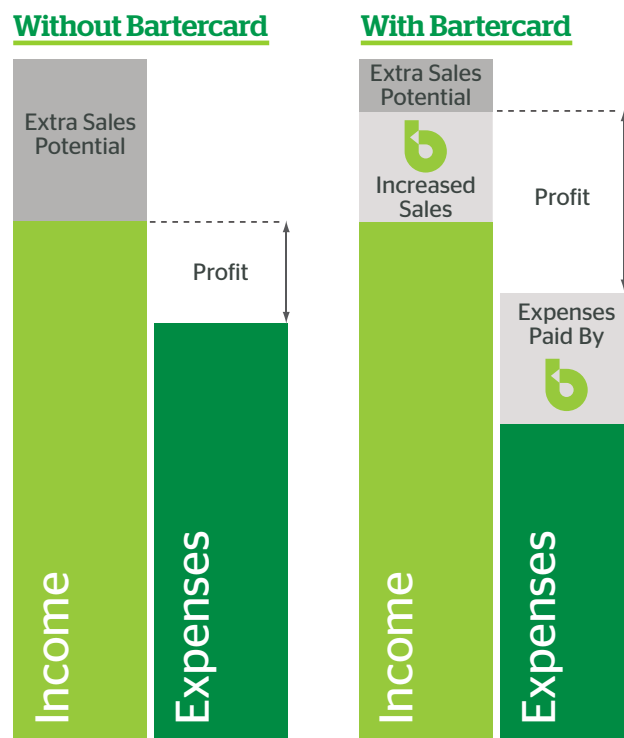
in a

nutshell...

A Trade Exchange assists businesses that have spare capacity and excess stock to maximise their sales and profit potential.

The benefits of businesses joining Bartercard are:

- > guaranteed increased sales
- > introduction to new customers
- > reduced cash expenses
- > improved cash flow
- > improved profitability
- > the opportunity to fill spare capacity or sell excess stock without discounting
- > an interest free line of credit provided to preserve cash
- > buy and sell using online services and a mobile application
- > an account manager is assigned to assist with sales and purchases



Why a

Bartercard

Master Franchise?

What will be your business function?

As a Master Franchisee, you will have the backing of an established and successful Franchisor, giving you the protection and support that a proven product and brand can deliver to grow your business on a large scale.

To get started you will open your own office, which will be the National Office for your region. This will be made up of sales people, trading people and administration.

Your job is to build a local presence and a local trading community, although members trade nationally and internationally as well. There are two distinct sides to a Bartercard Master Franchise - sales (finding and enrolling new members) and trading (working with members to help them buy and sell in the system).

As a Bartercard Master Franchisee, your team will present the opportunity to business owners and these can be in, but not limited to, retail, manufacturing or service related sectors and can be large or small. Our members' directory starts with accommodation and ends with wine, beer and spirit merchants and in between has most businesses that you will be able to think of. You will continue to grow your business with an increased number of members to make your office as profitable as possible.

Franchising

There is also the opportunity to open further offices in your region that are a replica of your foundation office, these can either be your own offices or franchised. However those offices will not need an administration department as they will all source from your National Office.



What are the benefits of partnering with Bartercard?

The best part of becoming a Bartercard Master Franchisee is the ability to build a business with no boundaries for growth.

Bartercard will provide the following:

- > Training and Support:
 - Initial foundation training
 - Initial onsite training
 - Ongoing formal training and support
 - Online training modules via our Bartercard “Knowledge Net” system
 - Online access to a range of Operations Manuals
- > Financial and Management
 - Business Planning templates
 - Financial Modelling Templates
 - Actual historical data
- > Start Up Office
 - Assistance in office location
 - Office set-up support
 - Recruitment and HR support
- > Marketing Support
 - Regional marketing support
 - Planning Templates
 - Online access to all marketing tools and templates
 - Full branding and use of our Intellectual Property
- > Information Technology and Communications
 - Hardware requirements and specifications
 - Software requirements
 - Access to:
 - MYBC (Members Trading Portal)
 - TMC (Trading Management Software)
 - Bartercard Program (Administration Software)
 - Sales Tracker (CRM)
- > Unique return on investment
 - Earnings are unrestricted owing to unlimited membership growth
 - High returns on investment with no growth restrictions

We can provide the opportunity and support but the rest is up to you.





Master

Franchisee

Criteria

First and foremost you need to be committed, have the desire to build a significant business and have the drive and enthusiasm to make things happen.

You will need to demonstrate your ability to build a professional organisation and manage a large team of company personnel as well as a franchise network.

You will possess the following attributes:

- > Business Management and Planning Knowledge
- > People and Organisational Management
- > Financial Management
- > Basic Computer Skills
- > Customer Service Orientated
- > Strong Sales Management
- > Relationship Selling Skills
- > Creative and Lateral Thinking
- > Access to appropriate funds
 - Initial License Fee
 - Start Up Costs
 - Cash-flow Requirements

If you believe that you fit the above criteria...

...then Bartercard may be the perfect opportunity for you

If the below appeals to you...

- > Being part of a worldwide brand
- > An opportunity to earn good returns and capital growth
- > Being in business for yourself but not by yourself
- > Helping businesses win new business, save cash and grow
- > Uncapped earning potential
- > Extensive upfront and ongoing training and support

...then, you may be the perfect fit for us!

So... what's next?

If we've captured your interest we want to hear from you now. You can call us on **+44 800 840 6333** for a discussion, or e-mail us at **franchising@bartercardeurope.com**.



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