

LIVE IT TO LEARN
LIVE IT TO EARN



Our Mission Statement

To be a leading company in the field of English language education for children, adults and businesses, utilising the most up-to-date technologies and providing high-quality teaching services and educational material worldwide.



AXON OVERVIEW

A success story

Founded in 1995, Axon soon became a successful company in the field of English language education for children, adults and professionals. Our objective is to offer a wide range of services to people of all ages, covering diverse educational needs. The group and its associates have a strong global presence through a network of over 200 centres.

During the 18 years of our operation in the ESL field, we have educated more than 800,000 students of all ages around the world. The company is listed on the GXG Main Quote in London, UK. It is the only educational company listed on the GXG and among the very few in its field listed on stock markets all over the world, being fully accredited.



THE AXON METHOD

Philosophy for English fluency

The Axon method is a unique, flexible academic system where learners are closely supported and encouraged. Its adaptive mixture of learning modes and approaches enables everyone to succeed, regardless of his learning preferences and previous experience with the language.

Our method combines live instruction with advanced educational tools and e-learning, so that the student can exercise all four language skills, namely speaking, reading, listening and writing.

Axon offers English language programmes for all age groups:

- juniors (from 6 years old)
- children
- teenagers
- adults

Our global innovations include:

- **ENGLISH:** a fun way to learn English through karaoke, sportscasting, feature films, etc.
- **Axon@home:** the professional assistant in English



W H Y E N G L I S H ?

A global language, a global market

• THE MARKET

Today, over 1.8 billion people speak English as a second language since it has become the lingua franca of our times. Because of its prevailing role in international relations, tourism, business, science and technology, people realise that, unless they speak this language, they will have limited career opportunities and personal development. According to global estimates, the number of English learners is expected to rise to over 2 billion. Since 4.5 billion people do not speak English yet, that means there is a huge market to exploit.

In this extensive and continuously expanding market, Axon is the best option for a potential partner. Profit can be generated by:

- **selling educational material (books and e-learning)**
to a diverse range of target groups
- **operating Axon English language centres**

We have the best system for continuous development and offer a unique business combination, which allows the full exploitation of the entire English language market.



THE EDUCATIONAL SYSTEM

Our global advantage

THE PRODUCT

Axon, with more than 18 years of experience in English language teaching, having educated more than **800.000 students of all ages** around the world and with years of research on students' needs, has created Power Learn. Power Learn is the result of Axon's cooperation with Power Education & Publications, a pioneer company in the fields of publishing and e-learning.

Power Learn is a unique and complete educational system. It is a true innovation in the field of English teaching as it is **adaptable to the students' native language**. Its progression levels are aligned to the globally recognised **Common European Framework of Reference for Languages (CEFR)** and students can prepare for all the internationally recognised certificates,

such as the KET, PET, FCE, CAE, CPE, TOEFL, IELTS, TOEIC and BULATS.

CHILDREN'S PROGRAMMES

Happy Start, Happy Kids

The Happy Start programme is specifically designed for very young children (from 6 years old).

Young learners

Our curriculum and classes are designed to make teaching fun. Our very young and young learners go through a complete learning experience in a specially decorated and entertaining environment. We use advanced pedagogical methods, which include interactive material, video viewing and video making sessions.

THE EDUCATIONAL SYSTEM

Our global advantage

PROGRAMMES FOR ADULTS

With teaching material and methodology specifically designed for the needs of adult learners, we offer:

- crash courses
- English for specific purposes
- flexible courses
- small groups of 2-9 students
- expert teaching personnel
- advanced pedagogical methods
- interactive versions of Axon teaching material
- multimedia online programmes
- online testing
- quality control and assessment

The Axon Power Learn system promotes blended learning. We don't simply rely

on traditional methods, but make the best possible use of modern technology. Educational programmes through computers, mobile phones, teleconferencing and tablets are some of our most important innovations.

PROGRAMMES FOR COMPANIES

All the programmes we offer to companies aim to improve the employees' abilities and skills. As every individual is unique, we test each employee's current level of knowledge and determine the best programme for him. We offer our educational services at an Axon centre, through e-learning, at the company's offices, or a combination of the above.

WHY POWERLEARN SYSTEM?

Dare to compare

Power Learn System VS Publishing Houses' Products

| Educational Services Provided | Power Learn System | Publishing Houses' Products |
|--|--------------------|-----------------------------|
| Online placement test | ✓ | - |
| Teacher evaluation during hiring process | ✓ | - |
| Teacher evaluation during academic year | ✓ | - |
| Teaching materials | ✓ | ✓ |
| Student evaluation through written tests | ✓ | ✓ |
| Online student evaluation | ✓ | - |
| Online progress observation | ✓ | - |
| Custom-made teacher training | ✓ | - |
| Online multimedia educational materials | ✓ | - |
| Materials for class conversation | ✓ | - |
| Blended learning | ✓ | - |
| Help desk | ✓ | - |

POWERLEARN MARKETING

Unlimited choices

Our business partners can market the Power Learn system to a wide range of target groups in a specific country:

- large companies
- private schools
- tutors of private lessons
- English language institutes
- public and private colleges and universities
- government agencies and public organisations
- public schools

MASS SELLING OF E-LEARNING

Our e-learning can be sold in bulk to a number of diverse companies, which can offer it as a special gift in order to attract potential customers. The e-learning can be sold to:

- internet providing companies
- newspapers and magazines
- banks
- toy companies
- computer companies, etc.

Mass selling is the best way for growth as it brings in immediate profits and creates an extensive database of customers.

THE AXON FRANCHISE

Become powerful

Franchising is our philosophy. We believe in the synergy generated by a number of individual entrepreneurs. We believe that the stability of a franchising network is greater than that of a large company. We keep our structure simple, competitive and motivated.

Axon expands into new markets by selecting regional and country partners. These partners acquire franchise or master franchise rights for their regions or countries and are responsible for selecting suitable sub-franchisees. Alternatively, they can operate their own Axon centres. Our advanced services, combined with our expertise in management, have turned Axon into a unique network. Its rapid growth has led to international recognition.



THE AXON FRANCHISE

Make your choice

With the franchise opportunities offered by Axon, everyone can join our global educational network. We offer a well-planned and organised franchising system, based on the following two options.

THE REGIONAL MASTER FRANCHISEE

- launches the business in a region by opening corporate-owned or sub-franchised centres
- manages and expands the business in that region
- sells our educational materials and provides services in that region
- has a 15-year master franchise agreement with the franchisor
- pays 10% of gross income as royalties to the franchisor

Cost of construction or

repair: from €15,000

Cost of equipment and

furnishing: from €35,000

THE COUNTRY MASTER FRANCHISEE

- launches the business in a country by opening corporate-owned or sub-franchised centres
- manages and expands the business in that country
- sells our educational materials and provides services in that country
- has a 15-year master franchise agreement with the franchisor
- pays 10% of gross income as royalties to the franchisor

Cost of construction or

repair: from €15,000

Cost of equipment and

furnishing: from €45,000

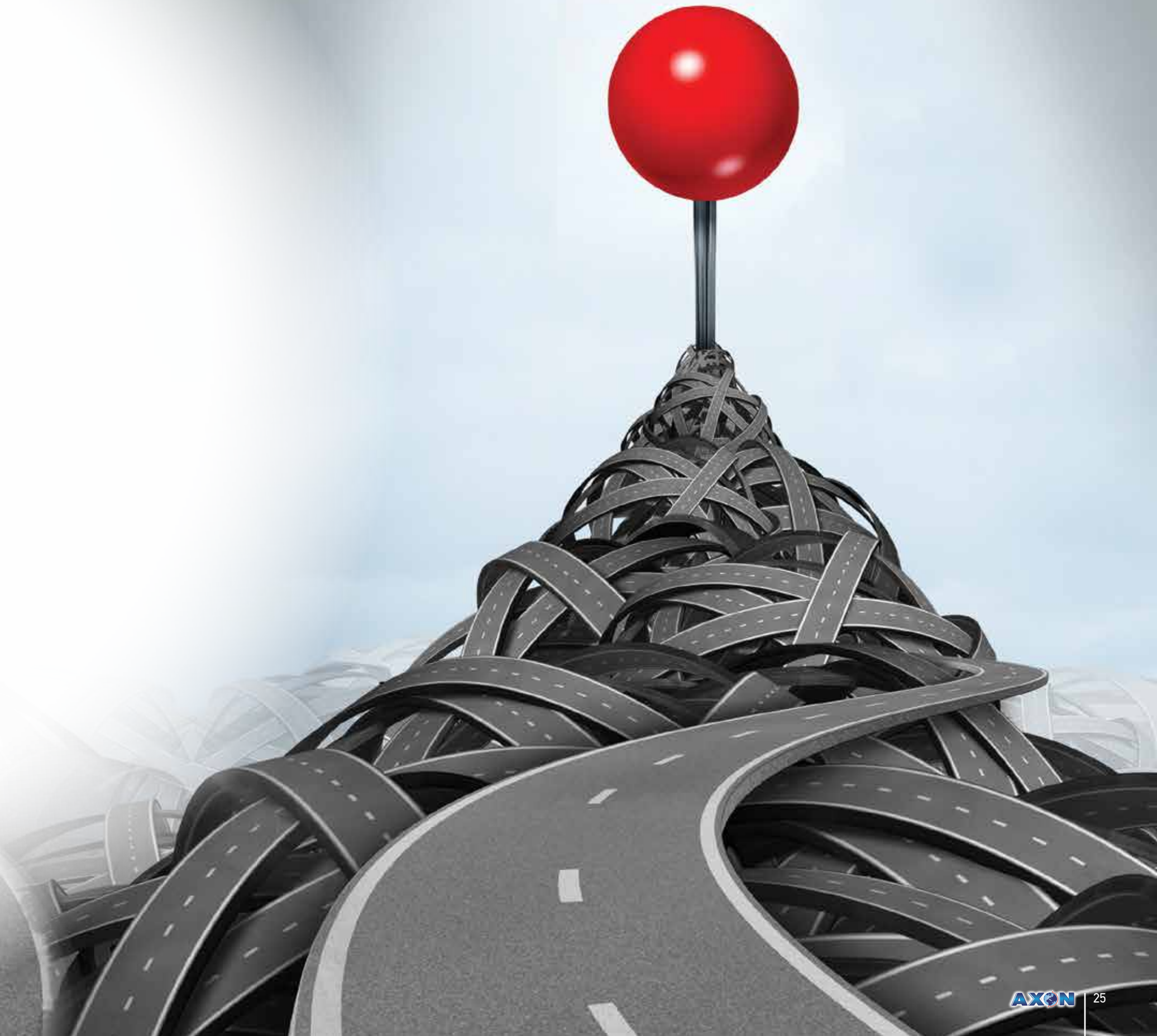
The entry fee for the above depends on the country and its population.



WHY AXON FRANCHISE?

Reach the top

- profit margins up to 50%
- one-time investment, at the beginning of the enterprise
- administrative and educational training through the Axon online system
- Axon educational programmes adapted to local demands
- company growth based on franchisees' capitals
- income from the provision of services and the sales of educational materials (books, e-learning, Axon@home)
- small investment capital (limited at the beginning of the enterprise) in relation to high annual profit
- marketing plan formed in cooperation with Axon
- online teacher training and monitoring of performance
- return on investment in one year
- the master franchisee's main objective is the marketing plan implementation
- the master franchisee can become the leader in the local market in just two or three years.



PARTNER SUPPORT

You are not alone

Businessman Training

- organisation and function of the branch
- academic personnel management
- communication seminar
- sales seminar

Teacher Hiring and Training

- online teacher evaluation test
- online teacher seminar
- organisation of the educational procedure
- director of studies seminar

Administrative Personnel Training

- seminars for secretaries and educational consultants
- sales and educational services seminars
- communication seminar

Continual Support

- online administrative personnel seminars
- online teacher seminars
- educational and administrative manuals
- supervision by central administration consultants



PARTNER CONSIDERATIONS

Join us and build a strong relationship

An Axon business partner can be either an individual or an entity. In both cases the most important factors are the following:

Capitalisation

The partners should have sufficient funds for the investment.

Knowledge of the local market

The partners should have a deep knowledge of the local market so that they can successfully develop and operate their business.



THE DEVELOPMENT PROCESS

The road to success

The candidate partner has to fill in our request form. One of our franchise consultants will contact him and arrange a meeting. There both parties will sign an initial non-disclosure agreement and provide further, detailed information.

Our development department will present the various aspects of our business to the new partner. The latter will have to post a €5,000 deposit against the master franchise agreement. We will then provide him/her with the agreement, negotiate the franchise rights and proceed with signing.

After the agreement has been signed, we will offer our administrative and educational manuals. Also, the appointed consultant will guide our new partner to finding the appropriate location for the language centre.

In cooperation with the new partner, the Axon development department will analyse the local market and form an appropriate business and marketing plan. Administrative and academic personnel training will be provided by our educational consultants.



AXON FRANCHISE & POWER PUBLICATIONS

One combination, many possibilities

This is a **unique business proposal**, which combines two concepts and offers the highest profit potential. The exclusive educational material along with our marketing tools guarantee easier penetration in the local market. By combining the two business concepts, the partner has four different profit centres.

4 profit centers

| Axon Franchised Schools & Owned Schools | Books (for all ages) Target Groups | E-learning & E-books (for all ages) Target Groups | Online School Administration Programme |
|--|--|---|---|
| <ul style="list-style-type: none">• entry fee• royalties• advertising fees | <ul style="list-style-type: none">• all Axon schools• private schools• public schools• English language institutes• free market• public organisations | <ul style="list-style-type: none">• all Axon schools• private schools• public schools• English language institutes• companies• public organisations• free market• mass selling | <ul style="list-style-type: none">• teacher evaluation test• teacher seminars• student placement test• student progress test• student final test• Axon Parents Online (parents can monitor their child's progress) |



AXON FRANCHISE & POWER PUBLICATIONS

A successful move

This is a globally unique business combination, which guarantees:

- a safe investment
- high profits
- large development potential
- adaptability to the local language and needs

Profit margins
up to 50%

Frequently Asked Questions

1) Will the Axon franchise be successful in my area?

Almost all new partners ask us this question. English has become the lingua franca of our times. The number of English learners (children, teenagers and adults) around the world is constantly rising, which results in an ever-increasing demand for English language learning services. However, the number of those who don't speak English yet remains extremely high: it amounts to 4.5 billion, according to reliable estimates. This means that in every country, city and area there is a huge market to exploit. Axon, being firmly established in many countries worldwide, with over 200 centres and many years of experience, guarantees business success.

2) What do I get for my money?

To put it simply, you get the right to market our franchise business and educational material. These have been developed through years of research and refinement. By becoming our partner, you will have access to our marketing system and know-how, as well as to the online school administration programme, training, continual support and every other aspect of our business.

3) Do I need to be an educator to own and operate an Axon centre?

No, you don't. Most of our franchisees have backgrounds in business, sales, marketing, economics and management, or in education.

4) Can existing centres convert to Axon?

Of course! If you are already in the same business and would like to convert to the Axon system, we have a

special programme for you. As an Axon franchisee, you will gain increased credibility in the marketplace, not only with individual customers, but also with major corporations and financial institutions. Furthermore, as the market changes through

competition and new technologies, you can be sure that you will be part of the team leading the way.

5) Will I be able to sell the Power Publications books and e-learning to the free market?

Yes. As an Axon master franchisee you will be able to sell books and e-learning, not only to Axon schools but also to the free market (public and private schools, companies, mass selling, etc.).





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