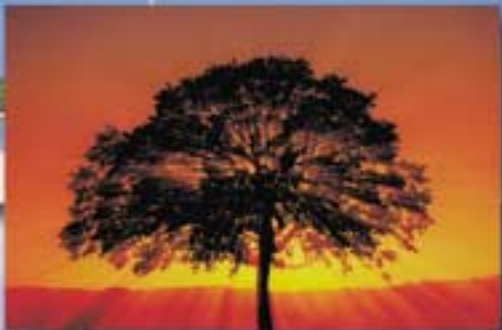


ROI Edition

Independence



Growth



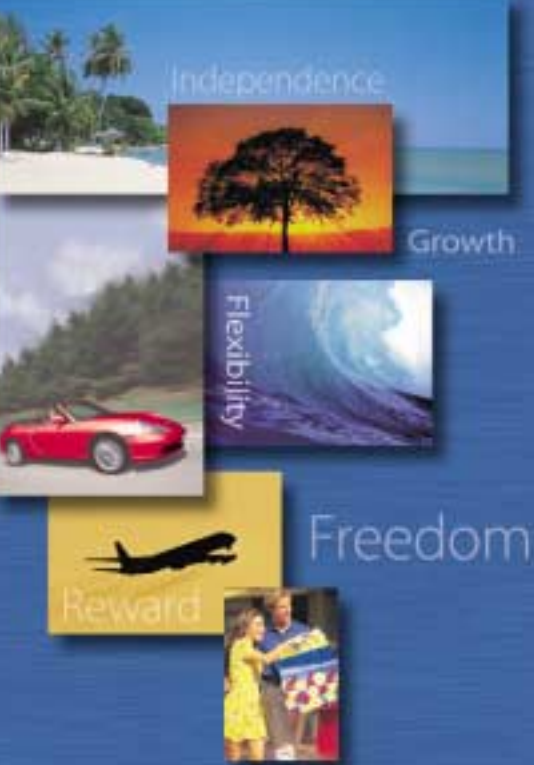
Reward



*Kleeneze*<sup>®</sup>  
PEOPLE IN BUSINESS

***the opportunity***

# What do these people have in common?



**Nuala and Martin McDonald**  
Ex-party plan organiser and joiner, Wexford.

Now earning over **€100,000 pa**



**Noel Lynch**  
Ex-retailer, County Cork.

Now earning over **€45,000 pa**



**Marie Ryan and Eamon Lynch**  
Housewife and ex-retail manager, County Kildare.

Now earning over **€95,000 pa**



**Matthew and Olivia Conway**  
Farmer and ex-benefit analyst, Galway.

Now earning over **€30,000 pa**



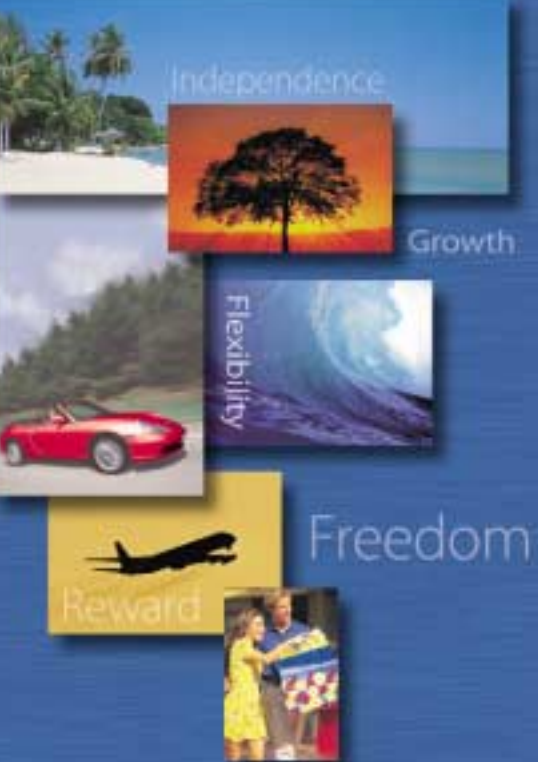
**Grainne and Brian Quigley**  
Ex-civil servants, County Roscommon.

Now earning over **€25,000 pa**



**Anne and Eamon Roe**  
Housewife and ex-retail manager, County Cork.

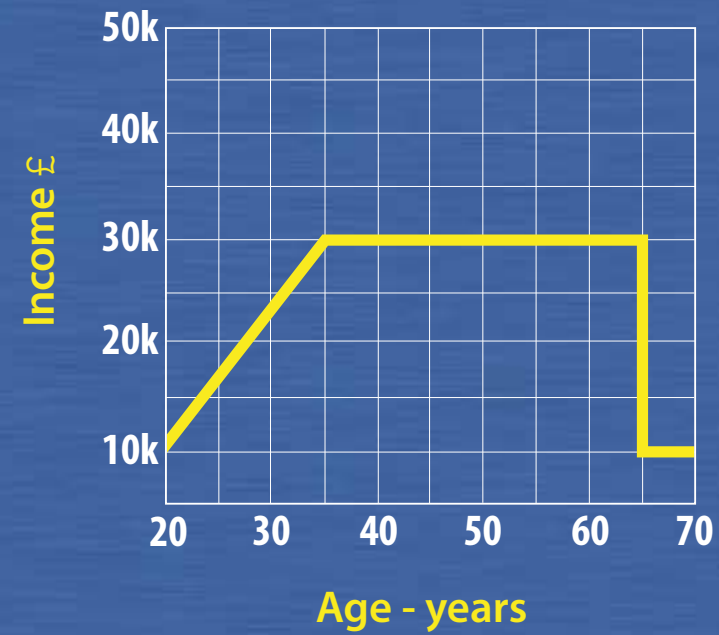
Now earning over **€70,000 pa**



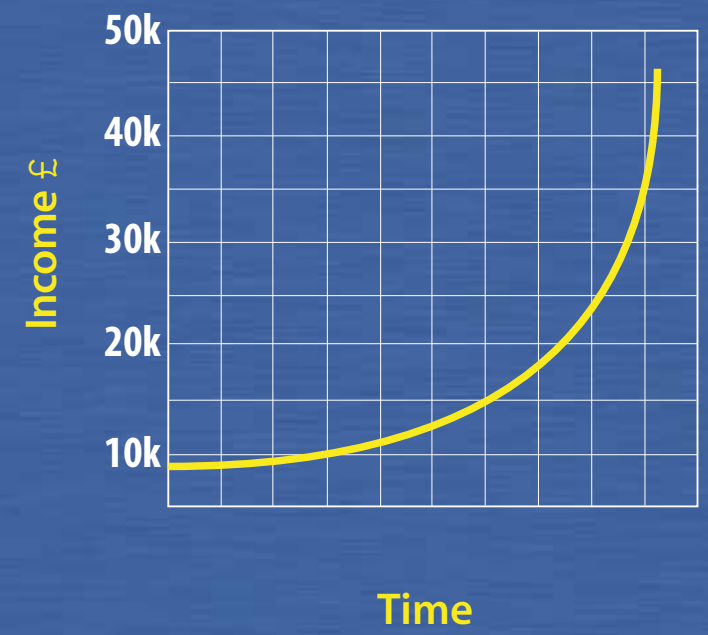
# They have all made the decision

To escape from just earning a living...

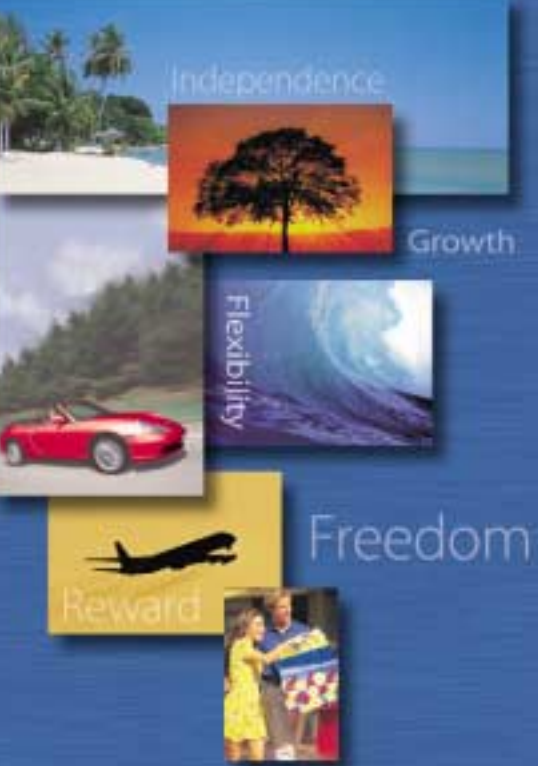
...and start changing their lives



*The 45 year plan*



*The Kleeneze option*

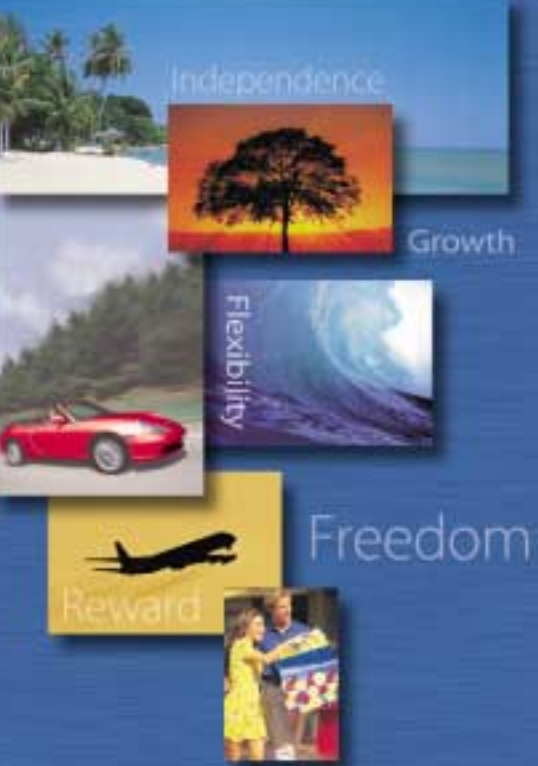


# Most people want financial independence

Research shows out of a group of one hundred 25 year olds, by the age of 65:

- *1 will be rich*
- *4 will be financially independent*
- *6 will need to still be working*
- *32 will be dead*
- *57 will be dependent upon the state*

*Which group would you prefer to be in?*



# The top 5% typically run their own business

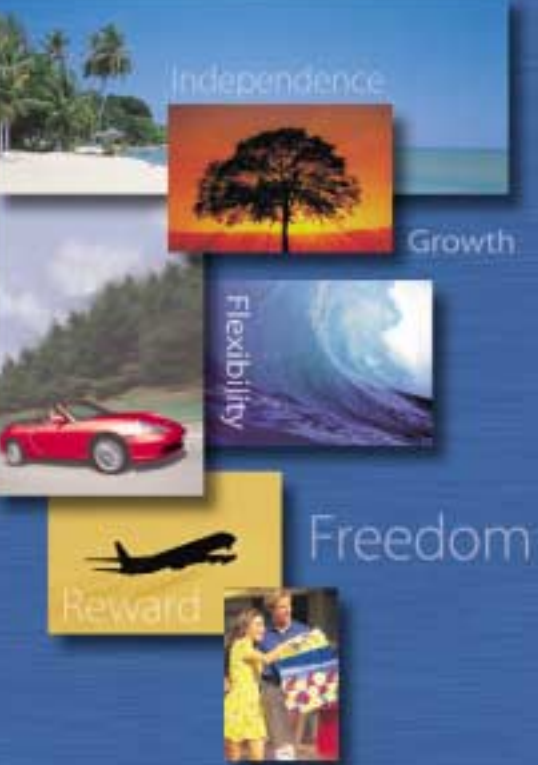
## So why don't we all do it?

Most of us do not want to:

- *Gamble our homes*
- *Risk hard earned savings*
- *Work for 2-5 years just to break even*
- *Be tied to rent, rates and overheads*

## What is the alternative?





# The Kleeneze opportunity

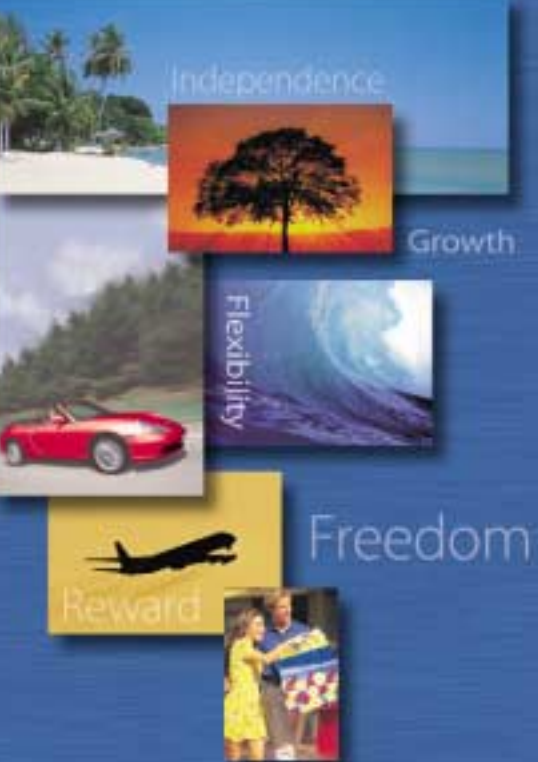
## Home Shopping

The fastest growing worldwide trend in retailing

## Network Marketing

The most powerful income structure ever devised

- *Unlimited income*
- *Total flexibility of hours*
- *No targets*
- *No capital outlay for stock*
- *Residual income*



# Kleeneze - The company

## Security

*Part of a €320+ million plc*

## Stability

*Trading successfully for over 80 years*

## Integrity

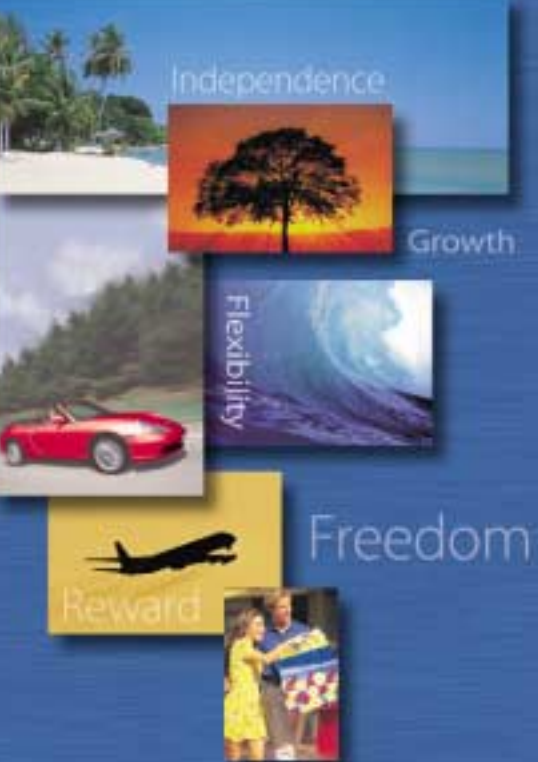
*Founder member of the  
Direct Selling Association*

## Vision

*Re-investment of €6.5 million  
into 'state of the art' IT systems*

## Results

*Already producing incomes in  
excess of **€580,000 per annum***



# The Marketplace

## Mass Market

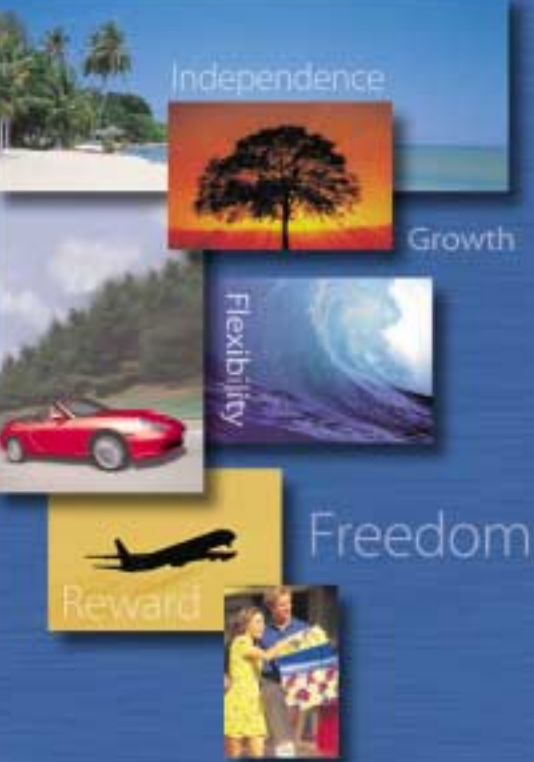
32 million homes in the UK and Republic of Ireland

## Warm Market

70% of the population already know, respect and trust the Kleeneze brand name



*We are in a market where people are already spending €16 billion per annum*



# The products

## Repeat Business

Many of the products are consumable household necessities



## Exclusive Products

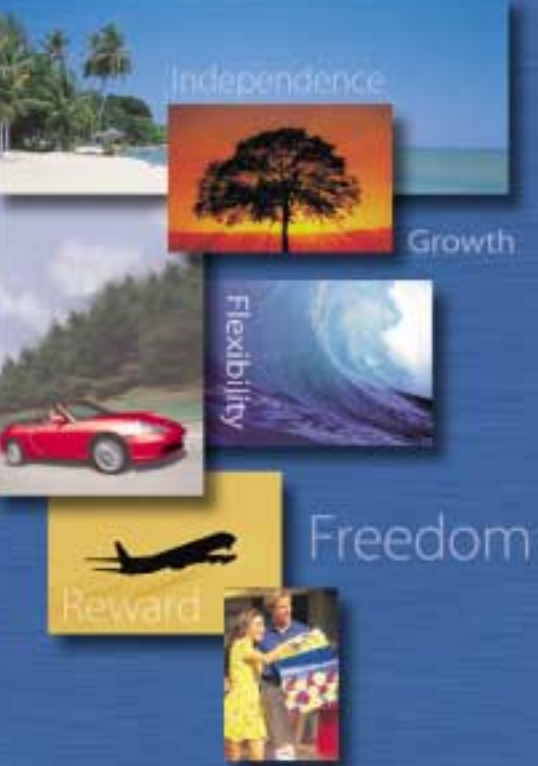
Many exclusive own brand products plus 'hard to find' products not found in shops



## Something for everyone

Over 900 different products priced to sell but also priced for profit





# Method of operation

## Very simple

*No special skills or experience needed – catalogue placement with households, friends and neighbours*

## No limitations for growth

*You can operate anywhere in the UK and Republic of Ireland without limitations of territory restrictions*

## No Boss

*You work at your own pace, full-time, part-time or spare-time*

## Expansion from day one

*Team building for enormous potential profits*

# Sales method

## Conventional distribution

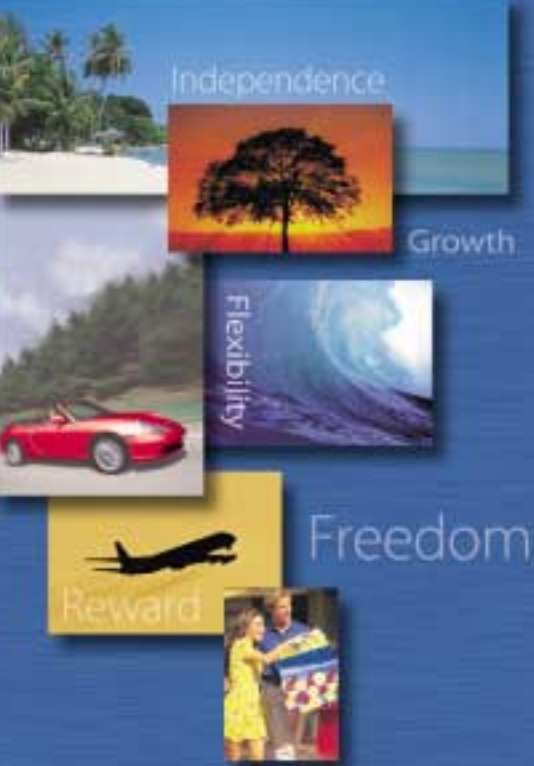


## Kleeneze network distribution



*By eliminating the traditional middle men and overheads - the savings made are paid to the Distributor network*

# Kleeneze's track record



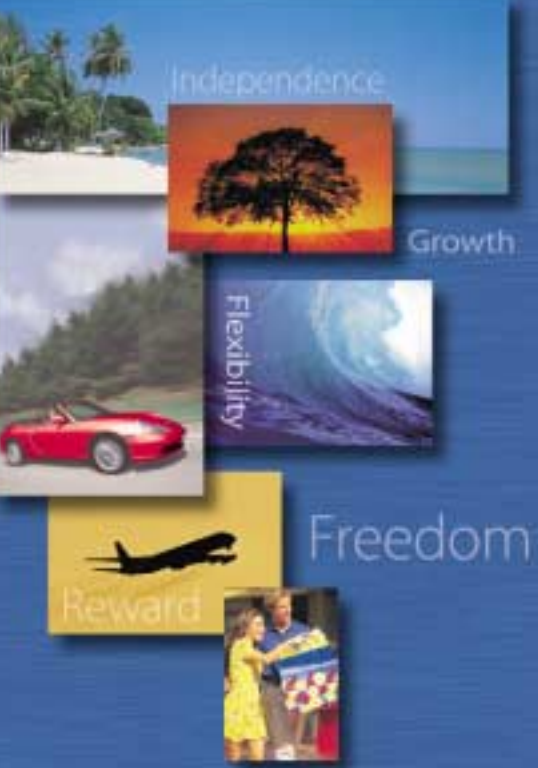
€360,000,000 retail sales in the last 4 years

€197 million paid to the network in bonuses

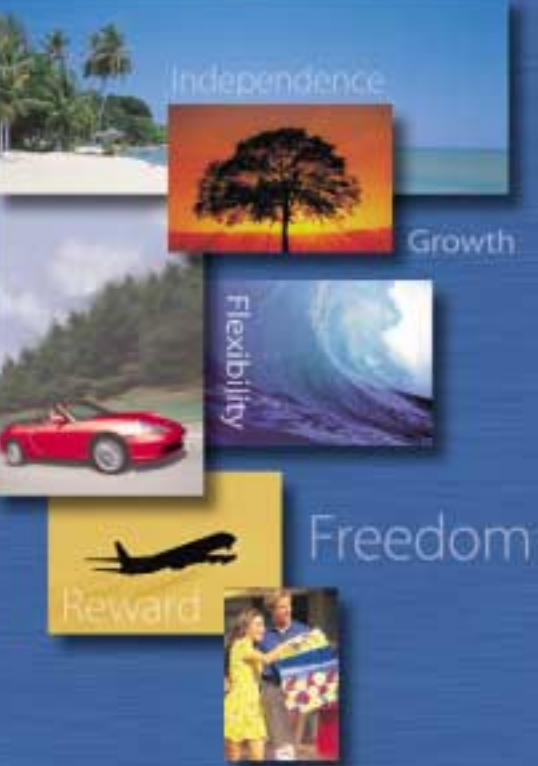
# Statutory wealth warning

It is illegal for a promoter or a participant in a trading scheme to persuade anyone to make a payment by promising benefits from getting others to join a scheme

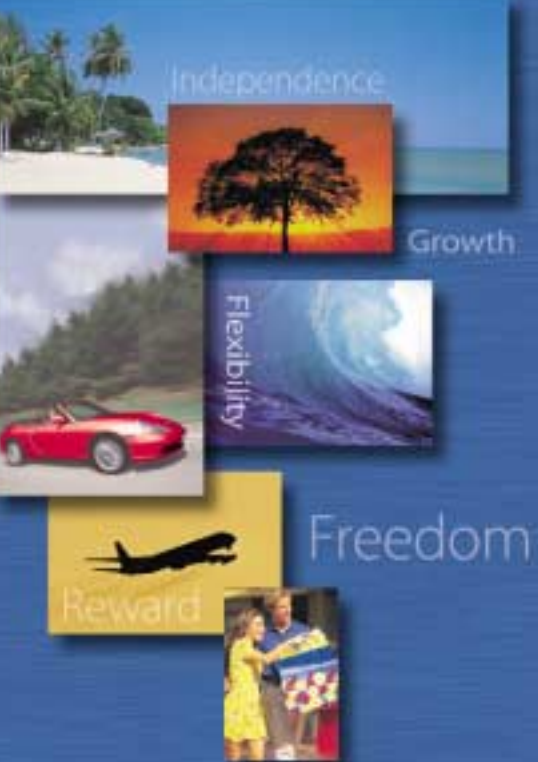
*Do not be misled by claims that high earnings are easily achieved*



# Three ways you earn money



- 1** Retail Profit
- +
- 2** Volume Profit
- +
- 3** Royalty Bonuses



# Retail profit

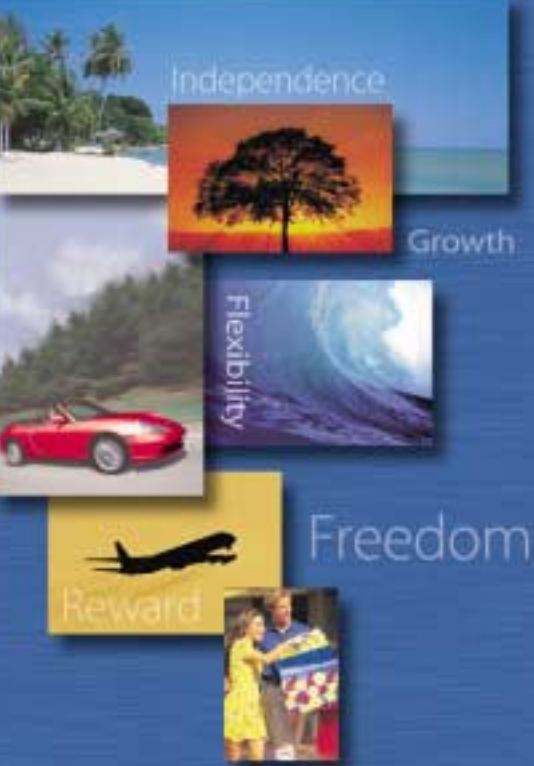
You earn 33%\* retail profit from day one including all products for personal use, simply by leaving the catalogue with neighbours, friends, colleagues or family.

*The catalogue does the selling for you*

Who do you know who does not use washing up liquid, have a car, or a garden?

# Volume Profit

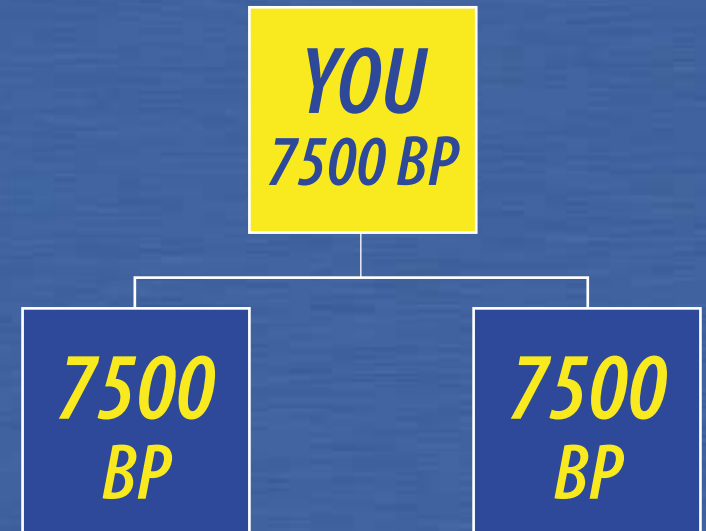
You can now earn up to 57% profit on Sales Plan Values



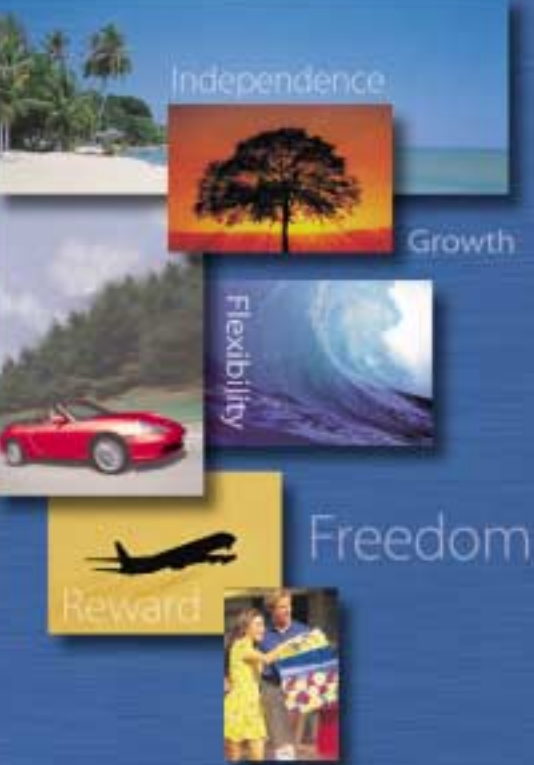
# Royalty Bonuses

Distributor Bonus 4%\*

Executive Bonus of up to 3%\* (5 generations)



\* of SPV



# If you sponsored twenty people

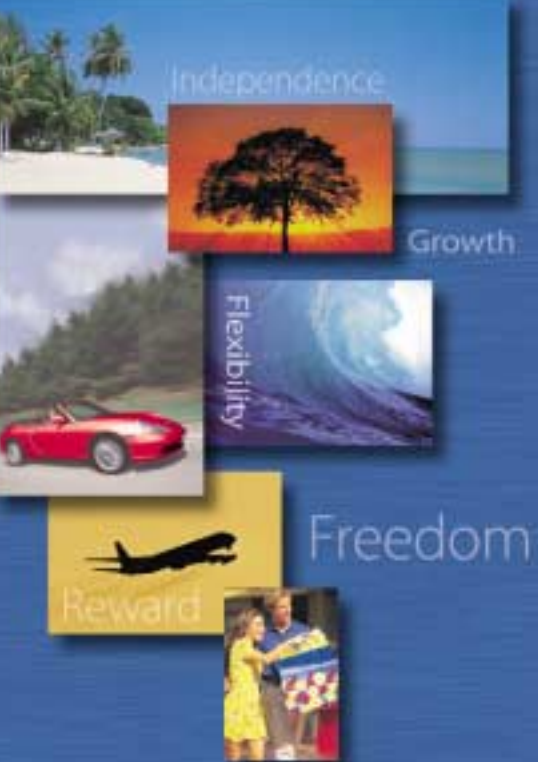
Who with you each produced orders for  
€820 per 4 week period, you would earn  
a Volume Profit Bonus of over







**€33,000 per annum**

PLUS the chance to qualify  
for Foreign Conferences



# How your business can grow



<i>You</i>		1
<i>1st Generation</i>		5
<i>2nd Generation</i>		25
<i>3rd Generation</i>		125
<i>4th Generation</i>		625
<i>5th Generation</i>		3125

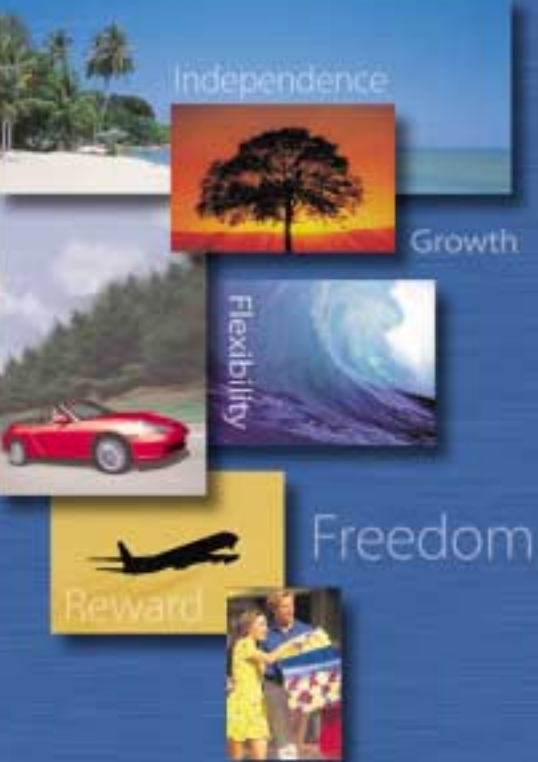
TOTAL 3906

Every time somebody in your team orders a Super Wonder Mop you earn 22 cents

**22 cents x 3906 = €859 per period**

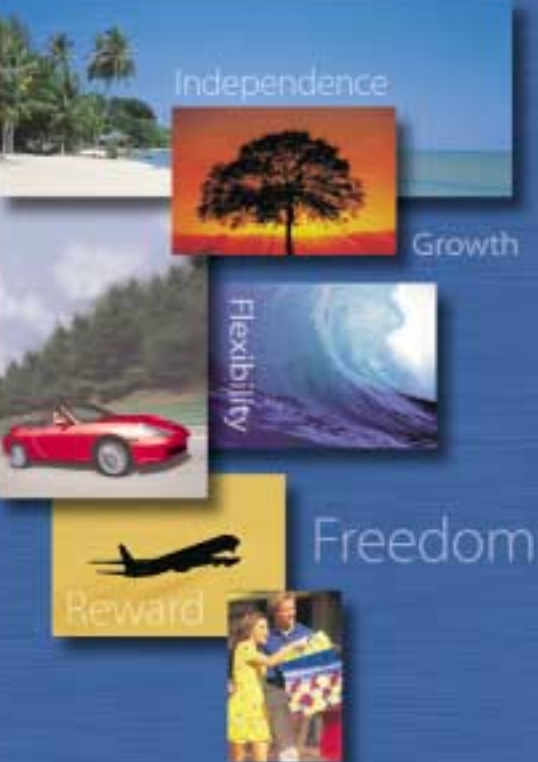


# Foreign conferences



Two foreign conferences to qualify for each year

# Car Rewards



We will be giving away 10 **Mini Coopers** during 2004. Competition available to **BRONZE DISTRIBUTORS** and above.



A **BMW 3 Series Saloon** will be yours to keep, on achieving **GOLD SED**

(see Sales & Awards plan).



A **BMW 5 Series** will be yours to keep, on achieving **GOLD PREMIER**

(see Sales & Awards plan).



A **Porsche Boxster** will be yours to keep, on achieving **PRINCIPAL**

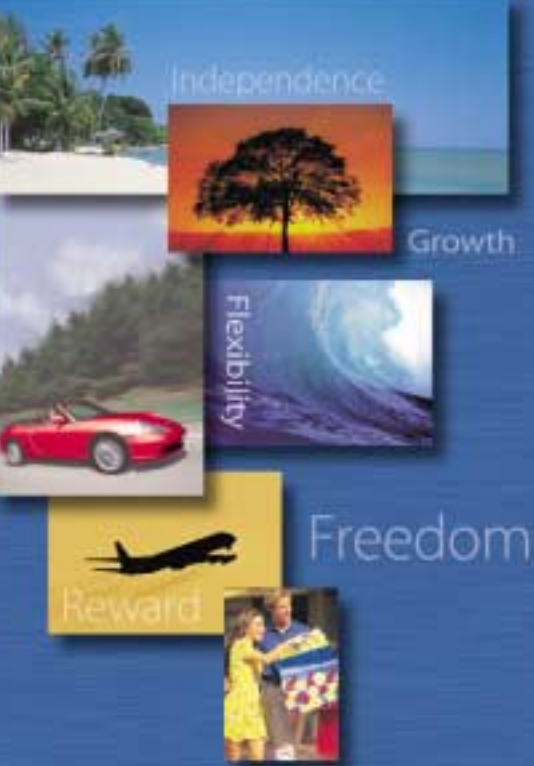
(see Sales & Awards plan).



A **Ferrari 360 Spider** will be yours to keep, on achieving **GRAND MASTER**

(see Sales & Awards plan).

# In business for yourself...



Training



Service Centre

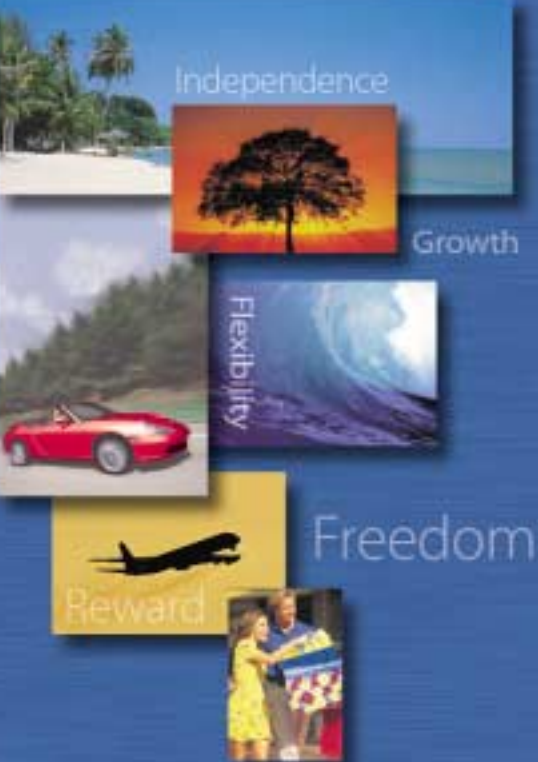


Conferences



Incentives

# In business for yourself...



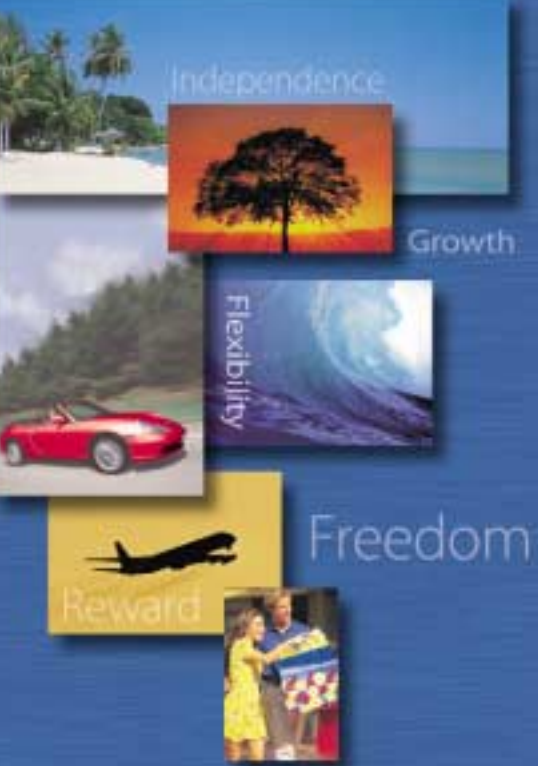
## The Opportunity

- *Video*
- *Audio tape*
- *DVD*



## eeZenet.com

- *Online support*
- *Internet connectivity*

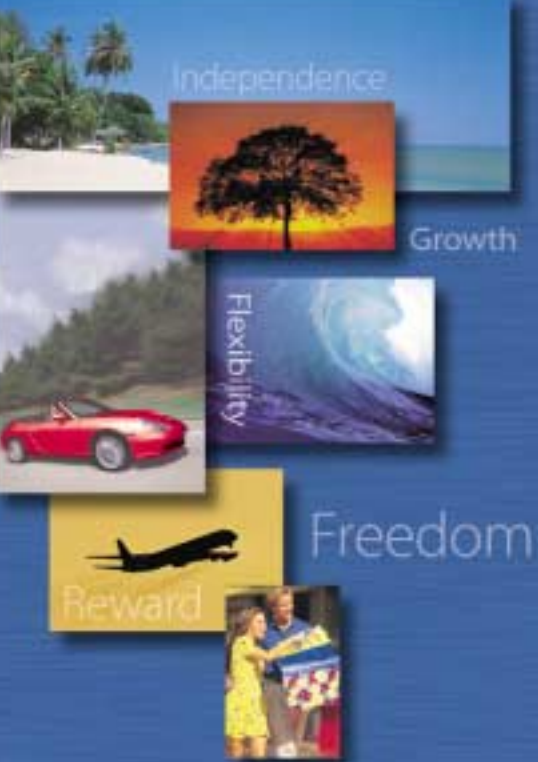


# Three questions to ask yourself

If you had unlimited income, would you...

1. Be going home to the same house today?
2. Be driving the same car?
3. Be going on the same holiday this year?

## Can you afford not to join Kleeneze?



# What do you do now?

For an investment of €110\* you get a registration kit with everything you need to get started.

- *All paperwork*
- *Retail and sponsoring video*
- *50 catalogues*



Further retail kits containing 50 main book catalogues, 50 health and beauty catalogues, 50 Kleeneze Plus catalogues and seasonal specialogues are available

***Plus credit facility† from day one = positive cash flow***

\*Full refund available after one year - subject to account status

† subject to status