

**Your life**  
**Your future**  
**Your opportunity**



**UTILITY  
WAREHOUSE**  
*The Discount Club*

A small white piggy bank icon with a coin slot on its back, positioned above the text 'UTILITY WAREHOUSE'.

# Congratulations, you've found the key to success!

## Now all you have to do is open the door...

This booklet is your introduction to an incredible opportunity. If you have any questions, or want to know what to do next – please email or call the Utility Warehouse Distributor who told you about us.

## Who are the Utility Warehouse?

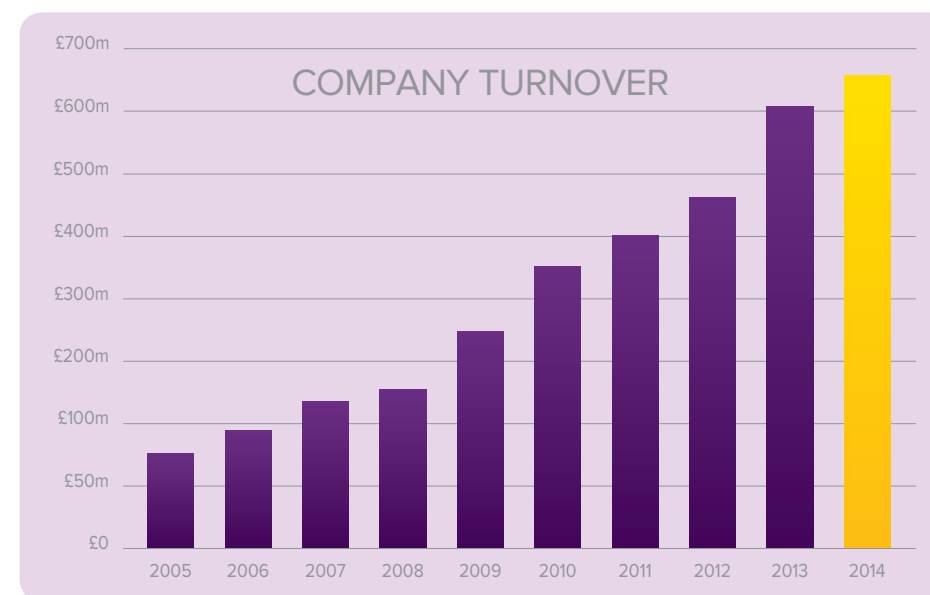
The Utility Warehouse is the trading name of Telecom Plus PLC, a FTSE-250 company listed on the London Stock Exchange with a market value of more than £1 billion. We provide a range of essential services (gas, electricity, phone, broadband, mobile) to over 500,000 homes and businesses throughout the UK.

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## The business is growing fast!

Our phenomenal growth has been achieved without any advertising in the national press or on TV. Instead, we rely upon people like you to try our services, then recommend us to your family, friends and colleagues. The bigger we get, the faster we are growing, with a new customer joining us (on average) every single minute of every working day.

# Become a Partner and share in our future success

The company is headed by two outstanding individuals, who are supported by an experienced, dedicated and hard-working team of professional managers, and over 750 full-time employees.



**Charles Wigoder**  
Executive Chairman

A successful entrepreneur with a strong track record. Before joining Telecom Plus in 1996, he founded Peoples Phone, the UK's first virtual mobile network, with 10% of the UK market.



**Andrew Lindsay, MBE**  
Chief Executive

Olympic Gold Medal winner at the Sydney Games in 2000 – testament to his drive and determination.

## We treat our customers fairly

It's really that simple. Our business is all about creating happy customers who save money. We provide an exceptional level of customer service, unbeatable value, and the convenience of a single monthly bill.

## How big is the opportunity? Every single person in the UK!

We currently have a little under 2% of the UK market; that means 98 out of every 100 households haven't yet discovered our unique Discount Club, so there's no limit to the size of business you could build.

### We are:

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

### We're not:

Asking people to spend extra on services they don't normally use, or trying to convince people to use products they don't need or want.

## That's why the Utility Warehouse has huge potential to grow!

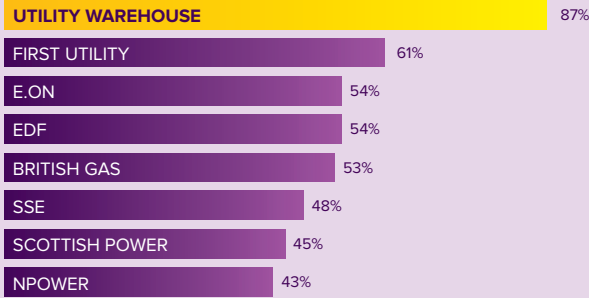
# The Nation's most trusted Utility Supplier

We recently commissioned a major piece of market research to find out how consumers feel about their suppliers.

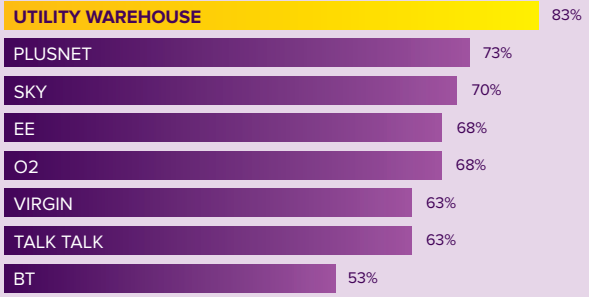
It showed that when it comes to customers trusting their utility supplier to treat them fairly, we really are head and shoulders above the competition.

And not just for Gas and Electricity, but for Home Phone, Broadband and Mobile too!

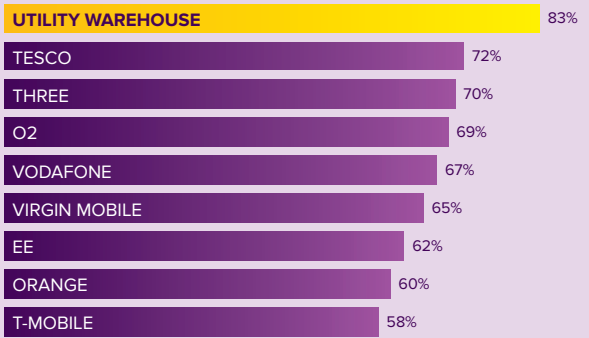
### Energy



### Home Phone and Broadband



### Mobile



# Save money, plus a wide range of other benefits

## Our unique Price Promise

We guarantee our customers will save money when they switch all their services to us, or we will give them back **'Double the Difference'**.



## Member benefits

The Utility Warehouse is a Discount Club, where members enjoy a wide range of benefits.

### One monthly bill

All our services come on one monthly bill. It's simple, convenient and makes it much easier to budget.

### CashBack card

The UK's most generous CashBack card – providing savings of between 3% and 7% on shopping and petrol. The CashBack card allows members to save money every time they shop at our big name retail partners, including Sainsbury's, M&S, Argos, Boots and many others.

### UK's cheapest online shopping

We've developed an exclusive search engine called **findmethecheapest** where members can find the cheapest price on the internet for any item they want to buy. We also have over 2,000 online retail partners who offer our members discounts or CashBack.

### 5 star customer service

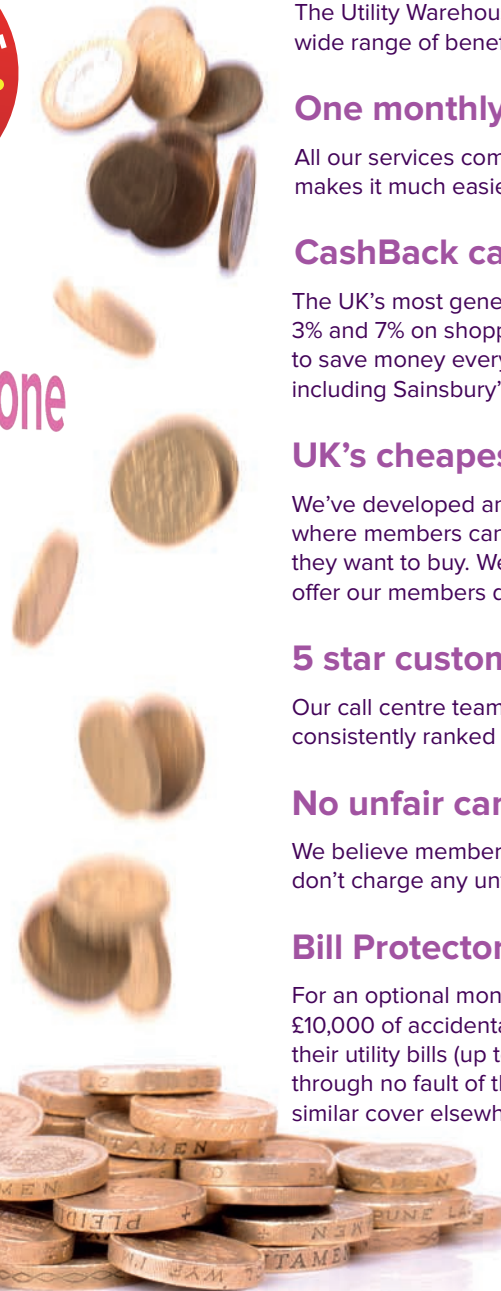
Our call centre teams are based here in the UK and Which? magazine has consistently ranked us as one of the best for customer service.

### No unfair cancellation fees

We believe members should be free to switch if they want to – so we don't charge any unfair cancellation fees.

### Bill Protector

For an optional monthly payment of just £2, members benefit from £10,000 of accidental death cover and up to six months' payment of their utility bills (up to £150 per month) from us if they are unable to work through no fault of their own. That's a fraction of the cost of obtaining similar cover elsewhere.





# 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 £100 to join, but you can earn Fast Start Bonus payments of up to £1,000 in your first year, by meeting achievable and realistic goals.

You'll receive a one-off bonus of up to £50 for every customer you introduce **and** a regular monthly income based on a percentage of the amount your customers' spend on our services. So the more customers you sign up, the more your monthly income grows.

## Build your own team of Partners... this gets really interesting!

IDs can also build a team by signing-up other Partners, and get paid for all their customers as well!

Your team not only includes everyone you introduce as a Partner, but everyone they introduce as well. So, if you sign up an ID, you'll receive a share of their customers' bills. And, if that ID signs up another ID, you get paid a share of their customers' monthly bills too. It works the same way, all the way down the line.

## You get paid, every month, and earn money from your team's customers too!

## You can also earn substantial bonuses as your team grows.



# Independent Representative (IR)

## Generate additional income for your business

This position is designed for businesses and other commercial organisations, who want to promote our services to their customers, employees and business contacts.

You simply need to encourage them to visit our website, or to call our dedicated Sales team, using a freephone number. 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 position.

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

**Promote the benefits of our Discount Club to your customers and employees – boost your company's income at the same time!**



# Community Fundraiser (CFR)

## Raise money for your local community

This position is designed for community groups or organisations (eg. schools, charities, churches and social clubs). You can earn a regular monthly income for your chosen cause by encouraging your supporters to switch their utilities to the Utility Warehouse.

Just prompt your supporters to visit our website, or call our Community Fundraising team, using a freephone number. We'll explain all the savings and benefits with no hard sell, and when the customer signs up they'll be added to your CFR position.

Joining as a CFR costs just £25, which is refundable when you gather 12 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!**





# Great incentives and rewards

As well as receiving a one-off bonus and on-going commission for every customer you sign up, we also offer Independent Distributors a wide range of other benefits and incentives.

## Cash Bonuses

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

**Fast Start Bonus:** An opportunity to receive bonus payments of up to £1,000 in your first year!

**Promotion Bonuses:** Significant bonuses are available to IDs who achieve promotion up the 'Stairway to Success' 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

From time to time, we run Share Option promotions as an additional way for IDs to share in the success of the company. The Options issued so far now have a market value of £80 million!

## Distributor Car Plan – BMW Mini

Once you have established yourself as a successful ID with a residual income of at least £175 each month, you can apply for a new, company branded BMW Mini. A great tool to take your business to the next level – and completely free if you keep building your business!



## 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

We run other promotions to motivate IDs. These have included all-expenses-paid luxury holidays, European city breaks and trips to the Olympics.



**London**  
**STOCK EXCHANGE**

# Help and support to build your business

## Although you'll be in business for yourself, you're never by yourself

IDs are offered comprehensive training to help promote our products and services. Training is provided online and at venues across the UK – it's free, and you can attend as often as you like.

We've teamed up with one of the UK's best-known and most trusted personalities – Sir Terry Wogan – to make a short film that explains all the benefits of the Utility Warehouse.

As you might expect, Sir Terry does a fantastic job of showing people how to save money on their utilities, food, shopping and petrol by joining our Discount Club!

We'll even provide your own website to help you build your business, where customers and new Partners can sign up online and be added to your position. And there's a wide range of professional marketing materials, and promotional items available.

## Head Office support

Head Office has a dedicated Partner Services team to provide 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 access to the Extranet, filled with information and resources to help you succeed.



## Terry on your Tablet

To promote your business professionally, you'll need a tablet! If you don't have one, don't worry – we offer all our IDs one of the world's best-selling tablets, for just £10 up-front, followed by 30 monthly payments of £10.



## Advice, motivation & guidance

**What makes this business really special is our network of Partners!**

You'll receive advice and support from your peers to help you build a successful business. You'll also benefit from a unique opportunity for personal development, not to mention the chance to meet people and make friends.



# Awards and Endorsements

## Massive UK success

Telecom Plus was named **Company of the Year** at the prestigious PLC awards, sponsored by the Financial Times and the London Stock Exchange. High praise – and it's all down to our unique business model!

Telecom Plus also received the **Best Main Market Company Achievement** award at the Shares Awards in 2011 and was named **Best Telecommunications PLC** at the UK Stock Market Awards in 2011, 2012 and 2014.

The company has also been recognised by leading consumer finance magazine Moneywise as the **Best Gas and Electricity Provider** for both value for money and service.



## Which? awards

The Utility Warehouse has consistently received praise from the UK's leading consumer magazine, most recently being named

**Recommended Provider for Broadband Services.**

Which? said:

**"Utility Warehouse [is] leading the way – value for money being a real highlight."**



## National press recognition

### THE TIMES

Telecom Plus stands out in the telecoms industry. While other companies tempt customers to join with faster internet speeds or flashy mobile phones, this telecoms provider draws subscribers in with cheap gas and electricity rates.

### Daily Mail

Telecom Plus aims to make life cheaper and easier. The company trades under the name Utility Warehouse and is the only business to offer gas, electricity, phone, mobile and broadband services all together. Customers can take one or two services or all of them, but the more they take, the more they save.

### FINANCIAL TIMES

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.



# A few of our successful business partners...



## Wes Linden

**University drop-out now semi-retired in his 30s**

"I thought that working this opportunity part-time would be a good way to help me repay my student debts, overdrafts, and credit cards. But after just a few years, I was able to clear my debts and build a property portfolio. Ten years ago I was at uni hoping to become a teacher... now I am earning great money with the time to enjoy it! 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."



## Steve Critchley

**No boss, no stress, great lifestyle... why not you?**

"This opportunity has allowed me to design a life of choice for my family and me. It's a wonderful feeling to support your children though University without them having to work. In the past few years I've been able to travel extensively and buy my dream car and home. With self-belief, ambition and a willingness to learn you could have the freedom to choose your own lifestyle, like I do."



## Angela & Mark D'Souza

**Teacher has more quality time with the family**

"The residual income we earn has given me the freedom to choose to work just one day a week, allowing me to spend more quality time with our boys; supporting them through their education and sporting activities. As a parent, you can't put a price on that. We have worked this business very part-time, but consistently and, as a result, it's enabled Mark to stay in a role he thoroughly enjoys, rather than enter the promotion rat race."



## Susan Mackenzie

**Mum builds businesses 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 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 Telecom Plus 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!"



## Clive Leach & Diana Ross

**Ex-wet fish merchant finds financial freedom**

"Our backgrounds were perfect for this opportunity. Diana was a mum with eight part-time jobs and I was a wet fish merchant! We made the decision to treat this as a real business and learn the skills to become successful. Our residual income has made us financially free! We have homes in Cheshire, Hertfordshire and Florida, two luxury sports cars and two luxury saloons, all debt free! When Clive was diagnosed with prostate cancer we didn't have to worry about money and were able to take immediate private medical action and Clive is now fit and cancer free!"

# What you need to do now!

## Joining fee just £100!

It costs just £100 to become an ID. That's not much for an opportunity that really could transform your future.

But 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, service and value we provide.

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 booklet 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 booklet from a website, go back to where you requested it and follow the links to join online or find more information.

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

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