

Finder

BUSINESS TYPE

Health, Beauty & Household

Beauty

Household

Health & Beauty

Health

Miscellaneous

Communications

Miscellaneous

Health & Beauty

Health, Beauty & Household

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Household

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VISION, AMBITION, INTEGRITY

ACN IS A 10-YEAR-OLD WITH AN INCREDIBLE FUTURE

ACN is celebrating its 10th birthday this year at its first world training event in its hometown of Detroit, Michigan in an auditorium set to take 10,000 people and expected to be a sell-out event. Yet this 10-year-old is experiencing incredible growth in its oldest market - the USA - with the expansion of its utilities opportunity as the US continues its state-by-state deregulation and the launch of newly-deregulated local calling.

Here in Europe ACN billed three billion minutes of calls last year and had revenues of almost 150 million (£100 million), yet it commenced its European expansion only four years ago with some countries still in their first year of operation. To achieve this, the company has harnessed the power of network marketing and combined it with a sound infrastructure backed by a £35 million investment in Europe alone.

PRINCIPLES

ACN was founded by five partners in 1992 on the principles of vision, ambition and integrity. The company began in the USA as a residential customer acquisition company for a telecommunications company called LCI. Its customer acquisition concept was so successful that it grew to represent over 35 per cent of LCI's customer base.

When five years later LCI was acquired by Quest, a US telecoms giant, ACN became almost \$100 million dollars richer and reinvested this money to become the only network marketing company that is a fully licensed energy provider in the USA and to finance its international expansion.

Since then ACN has become its own telecoms and utilities company in America, expanded its phone business to Canada and now operates in the UK, Ireland, Germany, Austria, Sweden, Denmark, Norway, the Netherlands and has just launched into Italy. The company plans to significantly expand the opportunity in 2003 with Spain, Portugal, France and Switzerland heading up the list.

ACN's expansion into new services in Europe began with the launch of gas and electricity in the UK in 2002; at the same time ACN changed its UK telecoms offer to a full phone service (CPS) with no pre-dialling or

equipment changes. As the third largest telecoms company in Sweden, it has attracted the attention of Telia (the BT equivalent in Sweden) and now through Telia ACN offers mobile phone services in Sweden and Norway. So successful has this been that ACN has already acquired 50,000 mobile customers in Sweden and 10,000 in Norway. This year ACN opened up a call centre in Amal, Sweden, dedicated to the Scandinavian market.

LUCRATIVE

As well as a proven track record, ACN provides its reps with a very lucrative compensation plan. Reps can earn up to eight per cent on the bills of their customers and up to five per cent on the bills of their team's customers with no ongoing monthly qualifications required. This is combined with one-off bonuses of up to £150 and team-building bonuses of between £600 and £12,000 a month (subject to customer acquisition). The company's top earners, many of whom had no prior network marketing experience, earn in excess of £50,000 a month.

Last year ACN added an additional position to their plan - Senior Vice President - to entice their top earners, many of whom had effectively retired, to expand their teams. Art Napolitano and his partner George Zalucki were the first to achieve this new position and in four years, having led the expansion of ACN into Europe, the pair overrode more than 600,000 customers.

Napolitano, a former broke rock musician, has put his eight-bedroom and nine-bathroom home in New Hampshire, USA, into mothballs and has brought his wife and two young children to Europe. He has committed to live here for the next three years to lead ACN's expansion into new markets and services.

Napolitano sees this as the most exciting time for ACN, declaring: "ACN as it is today is not the tip of the iceberg, it is just the snowflake on the tip of the iceberg. What we need now are individuals that see this as a chance for them to make a difference for themselves and their family and to position themselves at the crest of this opportunity." ■

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