

1

Bureau Opportunities

No1 for foreign currency services



No1 foreign currency specialists
currency



No1 Currency... ...your perfect partner



No1 Currency is a foreign currency specialist who provide a branded Bureau de Change solution.

Our model allows us to consistently offer the most competitive exchange rates in the high street. Offering foreign currency will provide a new product for existing customers and also drive new clients into your business.

Founded in 1996, No1 Currency began as a small Bureau de Change in Edinburgh's High Street. No1 Currency has grown steadily to establish a chain of over 225 outlets throughout the UK. In 2008 the product range was expanded to include a worldwide transfer service, creating a "one stop shop" for customers' foreign currency requirements.

Why offer No1 Currency?



Be a part of a growing UK Market valued at £32.2 billion

(Government Statistic Office 2005).



Additional revenue stream for your business.



Decline in existing currency supply outlets as Post Office closure campaign takes effect.



"Big Four" Travel Agents have consolidated, further removing competition.



Increased online holiday bookings leaves customers in need of currency providers.

What our clients say...

I found No1 Currency to be the best rate in the city centre. I was very surprised that they were better than the Post Office and Marks and Spencer.

I found No1 Currency to be in a variety of stores, making it easy for me to get my holiday money!

Craig Fell

If you plan to offer a currency service, offer the **No1 Currency** service!

Potential of No1 Currency...

No1 Currency can be fantastic for you; adding profit and increasing footfall.

You can expect:



- Store earnings on average, £100k per annum.
- Worldwide transfer that pays you commission on any referrals.
- Targeted marketing designed to drive customers to your store.
- Designated account manager who will provide continual support.

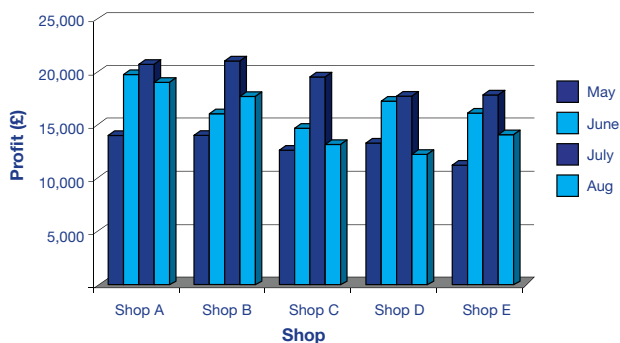
Rewards from No1 Currency:



No1 Currency offers fantastic profit making opportunities and more!

- 50/50 Split of all bureau profits.
- No ceiling on potential income.
- Quality product designed to compliment existing offerings.
- Inclusion on No1 Currency website.
- Additional footfall for your business.

Actual Shop Profits (May 2007 - Aug 2007)



With your commitment and our expertise these figures are achievable.

Case Study

As the UK's largest independent buy and sell chain, Cash Generator has enjoyed a successful and mutually beneficial partnership with No.1 Currency over the last two years.

We offer No.1 Currency bureau de change services throughout our high street outlets, providing competitive foreign currency services to our customers. When looking for partners to widen our own service offering we are fundamentally looking to attract increased footfall and revenue streams to our existing format. We found that No.1 Currency offer a strong proposition both in terms of synergy and meeting our expectations.

As a leading franchise operator in our own right, we have been impressed with No1. Currency's approach to business and have found their affiliate programme to provide high levels of service, added value and above all real commercial viability.

We are at present, looking at new ways in which to increase the number of outlets from where we offer these currency services and are more than pleased to be associated with No.1 Currency.

Daniel Lewis

Requirements...

We provide you with all the support, training and expertise you will need to make foreign currency services an integral part of your business.



- Store earnings on average of £100k per year
- Most competitive exchange rates on the high street
- Proven track record in over 225 outlets already
- Distinct and successful national brand
- A comprehensive 'start up kit' including:
 - All training
 - Electronic Rate board
 - New PC & Printer with No1 FX software
 - Store POS, Window Graphics and livery
 - Full Marketing Support

- Start up fee of £2500
- Initial working capital of £10,000 which is exchanged into your stores currency stock

Interested in becoming a No1 Currency Partner?

Call our Business

Development team:

0845 612 0065

or email bureau@no1currency.com

Our Brand...

By joining No1 Currency, you become part of our distinct and successful brand giving you new products for existing customers and driving new business to your stores.



Benefits...

As a partner of No1 Currency, you will instantly receive the benefits of our experience and the brands growing reputation throughout the UK.

No1 for Success

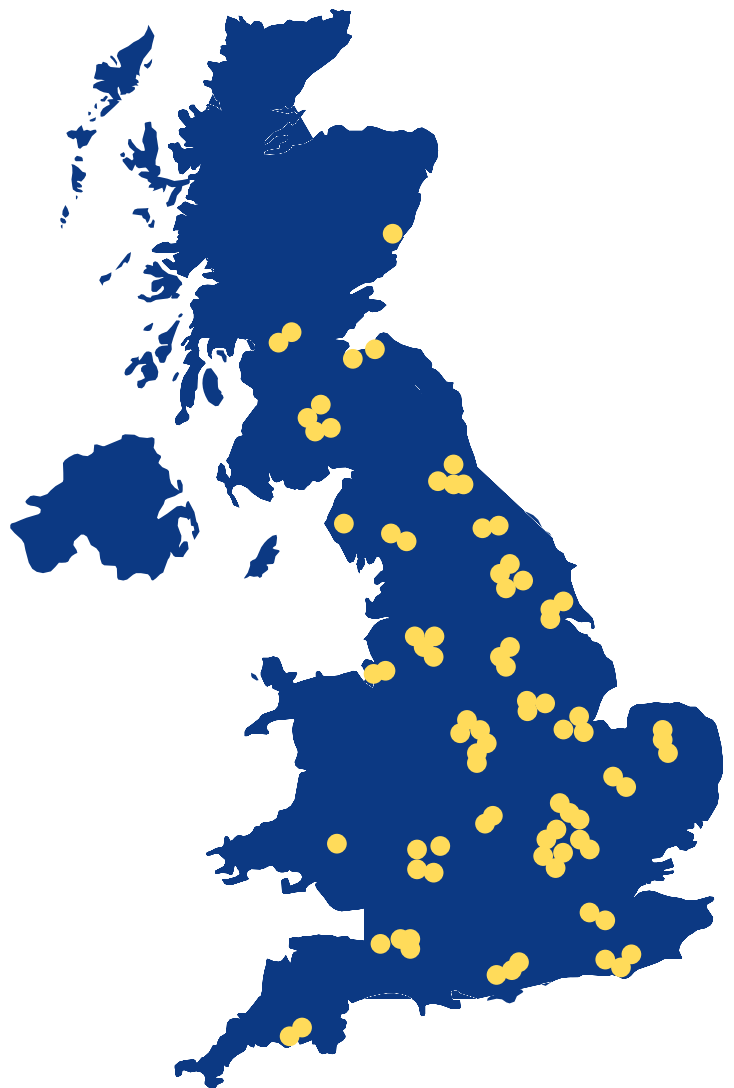
- Most competitive rate on the high street.
- Be part of a rapidly growing national brand.
- Bespoke No1 foreign exchange operating system.
- Currency offering has a proven success rate in over 225 outlets.

No1 for Profit

- High return on minimal capital outlay.
- Rates set to maximise earning potential.
- Regular income stream adding real value to baseline profits.
- Additional earning opportunity via worldwide money transfers.

No1 for Support

- Complete training carried out by us.
- Fully dedicated support team.
- Marketing strategy developed with you, for you.
- Operating System with CRM potential.



Current locations of No1 Currency Bureaux

Frequently asked questions...

Q

Do I need to have previous experience of Foreign Exchange?

A

No - No1 Currency will fully train you and your staff, and supply full ongoing support.

Q

How easy is the operating system to use?

A

Developed by a team of Bureau experts in conjunction with a leading software company, the system is designed to be quick to learn, easy to use, and allows transactions to be completed in the minimum of time.

Q

How many currencies can I stock?

A

With the support of a major high street bank, we have access to all commonly traded currencies - currently standing at 77.

Q

How does No1 Currency drive customers to my store?

A

No1 Currency is a growing distinct brand. We supply stores with eye catching advertising materials to highlight the bureau offering and No1 Currency's great value. We can also drive customers direct to a store through our store locator and our new reserve currency online service on our website.



11 Glenfinlas Street | Edinburgh | EH3 6AQ
t: 0131 476 7373 f: 0131 476 7380
www.no1currency.com