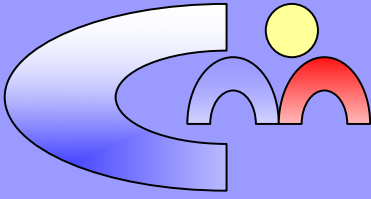



Summary






The following Executive Summary lists in brief some of the key points contained within each section of the main promotional publication.


Should you have any questions or require more detail in any area, please do get in touch.

Thank you.

	Section Title	Key Points
	ChildMINDER® Corporate Introduction & System Overview	Corporate Introduction <ul style="list-style-type: none">• ChildMINDER® is a brand new concept, released in January 2009• A small number of initial partners are being specifically targeted with business proposals. These organisations are businesses such as your own• Childminder UK Limited has been established specifically to operate this system and was incorporated in 2007• We have policies, processes and systems in place to cope with rapid but controlled growth and we work in line with a number of corporate values which give us a solid foundation from which to build• Our management team has considerable experience in growing and leading organisations• We have procured additional expertise in technical and manufacturing areas through long term supply chain partnerships• Technical aspects of the system are provided by individuals and companies who all have an impressive and proven track record• All technical components have already been tried and tested globally over long periods of time• This novel combination is patent-pending and all designs have been registered within and beyond the jurisdictions in which we operate• The system is available as a License. This means that your company utilises its own existing staff but operates our licensed products and systems. In doing so, you retain the vast majority of revenue and profit and improve upon existing staff productivity.

	Section Title	Key Points
	<p>ChildMINDER® Corporate Introduction & System Overview Cont..</p>	<p>System Overview</p> <ul style="list-style-type: none"> • The system helps to improve child safety by preventing children from leaving designated areas within busy leisure or retail facilities. These designated areas could be as small as an indoor playroom or as big as an entire outdoor theme park • Potential Licensees include family orientated pubs, play arenas, crèches, zoos, shops, theme parks, concert halls and water parks for example • The system broadly includes: <ul style="list-style-type: none"> ○ A secure band which is locked comfortably to a child’s wrist upon entry to a facility ○ An alarm that sounds if a child tries to exit the facility ○ Exits which are observed by your staff ○ A unique identification tag that a parent must show before a wristband can be removed from a child ○ Use of a transactional database which helps you to quickly administer the process but also gives you access to superb direct marketing data against all customers ○ Simple processes for operating all aspects of the system and structured procedures for handling instances of lost or separated children are available should these be required <p>This publication includes a full description of how the system operates and its component elements.</p>
	<p>The 4 System Components In More Detail</p>	<ul style="list-style-type: none"> • The reusable wristband is: <ul style="list-style-type: none"> ○ Made from strong plastic. Hence it is durable, lightweight & flexible ○ Locked using a unique key matched to one location or one Licensee ○ Deadlocked to prevent over-tightening ○ Waterproof & streamlined with no sharp edges ○ Smooth and non abrasive, hypoallergenic ○ Branded with a unique alpha-numeric ID, corresponding to a separate parental Tag ○ Available in different colours – e.g. boy/girl ○ Available in different sizes to avoid strap protrusion ○ Cleaned regularly and replaced 6-monthly ○ Operated in conjunction with audible detectors fixed at exits ○ Available to be modified as a unique design specified by you, should you require it ○ Designed to prevent and deter removal in its intended environment, predominantly by children themselves. It will withstand cutting or forcing up to a certain reasonable point but is not made entirely invincible for health & safety reasons – i.e. in case of having to cut off the wristband in the very rare event of a fault with the lock for example.

	Section Title	Key Points
	<p>4 Components Cont..</p>	<ul style="list-style-type: none"> • The Transactional Database System (TRADS) is: <ul style="list-style-type: none"> ○ Designed by industry leading experts ○ A bespoke windows-based solution, designed specifically for our use ○ Extremely quick & user friendly to operate ○ Hosted and maintained by us centrally but utilised by your people and multiple locations simultaneously worldwide ○ Internet based ○ Made to stand alongside your existing EPOS till systems with optional electronic integration at your discretion ○ Designed to utilise domestic-style broadband technology and wireless networking with ease making implementation extremely cost effective ○ Supported by our 24 hour emergency helpdesk for data retrieval & sourcing back-up information ○ Utilised by the general public on-line for pre-booking, which is excellent for larger groups in particular ○ Used to provide you with reports showing the specific contact details and demographics of all parents and children utilising this service, on a monthly basis. This offers superb direct marketing opportunity and further promotion of your core business (and any other group company businesses). You can also easily validate your till takings. • Processes and procedures. We provide: <ul style="list-style-type: none"> ○ An Operation Manual, which is comprehensive but wherein processes and procedures are simple and effective ○ Standard documentation for every eventuality whilst operating the system ○ A level of structure, focus and effectiveness for child safety which has never been seen before in the leisure or retail sectors worldwide <p>A list of some of our processes, forms and documentation can be found within the corresponding section of the publication, with real examples within the final section.</p>

	Section Title	Key Points
	4 Components Cont..	<ul style="list-style-type: none"> • People: <ul style="list-style-type: none"> ○ A proportion of your staff at each location would be nominated to operate and work the system ○ Comprehensive training is provided by us on a train-the-trainer basis ○ Each location will require a different level of resources ○ Activities are easy to conduct and in most cases can be done in parallel with existing duties
	Pricing Options	<p>Consumer demand will be heavily influenced by the prices charged. Selling rates will also vary across Licensees dependent upon, for example: the type of locations, facilities offered & entrance prices.</p> <p>We therefore do not dictate selling rates and would seek to work with you to reach a sensible consensus, in view of your unique sector profile.</p> <p>The Standard Two-Tier Pricing Structure</p> <p>The selling rates for consumers are typically in two tiers. The first tier is a “standard price” and the second relates to “loyalty card holders and those customers with 3 or more children”.</p> <p>Typically the second tier would be charged at £1.00ea less than the first tier – say £1.99 and £2.99 respectively at short-duration locations or £4.99 and £5.99 at all-day leisure facilities. These figures are purely illustrative examples.</p> <p>Your Business-Specific Selling Rates</p> <p>On developing a deeper understanding of your business, the number/type of your locations and visitor volumes etc, we can work together using our standard pricing calculators to determine a competitive but profitable selling rate structure.</p> <p>Early examples have shown that the system is so cost effective that it is possible to achieve a return on investment of less than one season against a modest percentage of consumer take-up and realistic selling rates.</p> <p>High sales volumes offer rewards both in terms of long term profitability and the extent of marketing data captured by the TRADS database. We therefore encourage low selling rates to maximise volumes. For this reason some Licensees will consider subsidising the service through increased admission prices or by whatever other means in its early stages.</p> <p>We explain your options within the publication and show some extracts from our pricing worksheets.</p>



Growth Strategy

We are developing a strong market position and are continually striving for controlled growth year on year.

Our primary market is the UK leisure sector with secondary markets under development within the healthcare, education and infrastructure sectors. We are also in the process of expanding our core service offering to overseas markets. The publication explains more about our overall approach.