



Pingu's English

An Exceptional Business
Opportunity



Foreword



Identifying a business opportunity that is unique and offers exceptional potential on a global basis is truly a rarity. Nevertheless, Pingu's English not only satisfies all of these criteria but it goes well beyond. Indeed, I have every confidence that Pingu's English will not only revolutionise the Children's English language teaching market, but set the standard for others to follow for many years to come.

As you will discover should you choose to join our global family of Master Licensees, the Linguaphone Group prides itself on service and innovation. This has been a consistent theme since the formation of the company in 1901, but never more so than today.

I hope you come to share our 'passion for Pingu' and decide to work with us in forming a bright and shining future for children throughout the world.

Derek Price
Chief Operations Officer
Linguaphone Group



 Linguaphone



Pingu's English, Linguaphone and Direct English are part of the Linguaphone Group



Pingu - The Loveable Penguin

Pingu is a charming, mischievous penguin who has gained worldwide fame through the highly successful children's television programme of the same name.

Currently broadcast in over 160 countries, the Pingu stories follow the daily adventures of the loveable, sometimes naughty, penguin as he plays and interacts with his family and friends in the snow and ice of the South Pole.

The exclusive global English language teaching rights for Pingu have been licensed to the Linguaphone Group by HIT Entertainment Limited, one of the world's leading independent children's entertainment producers and intellectual property rights owners.

About Pingu's English

Pingu's English is a course for young learners based on the enormously popular animated character, Pingu.

Published by the Linguaphone Group, a world leading-provider of home study and classroom-based learning training solutions, Pingu's English inspires, educates and enriches the lives of pre-school children around the world. Fun and imaginative, children cannot fail to be enchanted by Pingu!



A Unique Opportunity Waiting to be Explored

The English for Young Learners market is a **high demand, highly rewarding and high profit growth opportunity**:

- English in particular is now seen as essential for a child's education and future prosperity.
- The global market for English language teaching goods and services is US\$25bn, of which approximately 50% is in the children's segment*.
- The pre-school and primary children's education market has always been a continual growth market.
- Parents/carers of young learners are willing to spend a significant proportion of their disposable income on their offspring to ensure they have an advantage before entering the formal education system.
- The prime language learning years of children are those before and in pre-school. Research shows that people who learned a second language at a younger age has a positive impact on a child's emotional and intellectual growth, as well as increasing their self confidence.



* Economist Intelligence Unit 2004





Our Proposition to You



The Linguaphone Group is offering you the opportunity to join our global network of Master Licensees and exploit the enormous potential offered by Pingu's English.

We are looking for successful partners who can recognise an exceptional business opportunity and who have the depth of talent required to drive dynamic business growth in the multi-billion dollar global English for Young Learners marketplace.

If you are any of the following we would like to hear from you;

- An existing training or early years provider with an established network of kindergartens, creches, cram schools or day-care nurseries.
- Well-established distributors of home-study or early years products through direct to market channels - via retail, door to door sales, telesales, part-works etc.
- A business seeking diversification or entrepreneurs looking for a new and rewarding opportunity.

Becoming a Linguaphone Group Master Licensee with exclusive rights to Pingu's English in your territory offers you

- A highly flexible, pedagogically sound children's English course based on the strength of the globally recognised Pingu brand, combined with the expertise of Linguaphone and Direct English. Together, they convey reassurance to the parents (the purchasers) on the quality of the offering, its educational soundness and the safety and wellbeing of their child.
- The opportunity to leverage the enormous brand awareness generated by the television series, publishing and merchandising of the Pingu character.
- The cross-promotional opportunities derived from the Linguaphone Group's array of adult assisted learning and distance learning courses.
- The expertise, experience and commitment of the Linguaphone Group one of the world's leading language training providers.

The Opportunities for Growth are Endless

There are undoubtedly a range of commercial propositions that could be applied to Pingu's English. However, examples of network growth opportunities for a Master Licensee include:

- **Pingu's English Schools** The establishment of branded children's English Schools or kindergartens.
- **Program Licensing** The adoption of Pingu's English by established schools and other early-years providers.
- **Home School Licensing** Developing a network of qualified / experienced tutors or parents to teach Pingu's English to young learners.
- **Direct to Market Opportunities** Distribution of Pingu's English as a distance learning program through direct to market channels - via retail, door to door sales, telesales, part-works and kiosk sales.

Pingu... A Multi-Award Winning Brand

- Pingu has been a popular, well-known character for over 20 years and continues to be sold globally through the television series, publishing and merchandising.
- Over 1 billion people have seen Pingu on 160 TV channels globally including SCP/NHK (Japan), Cartoon Network (Korea), Pogo TV (India) and Minimax (Pan-Europe).
- Over 5 million Pingu books have been sold globally.



Our Unrivalled Expertise

The Linguaphone Group is a world-leading provider of home study and classroom-based language training solutions, operating under the internationally recognised Linguaphone, Direct English and Pingu's English brand names. With over 100 years of experience, the Group has an extensive network of over 250 learning centres worldwide.

Our experience and knowledge has earned us the reputation as the world's authority on language training. So, you can be confident that when you join our Pingu's English network, you will be able to draw on our shared experience, knowledge and support, and can help you to achieve a high level of business success.



Your Success is Our Success

At the Linguaphone Group, we know that it is the strength and success of our strategic partners that makes the difference.

What Next...

Having now told you a little about ourselves and our truly exceptional Pingu's English business opportunity, we would like to tell you a whole lot more.

If you are interested in becoming a Linguaphone Group Master Licensee for your region or country and would like further information, contact us today*.

* All correspondence will be held in the strictest confidence and places no obligation on either party.



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