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## X-Pand! GmbH



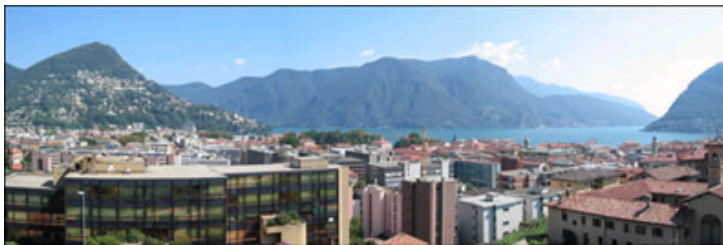
### 1. Company History

The consulting company X-pand ! ltd. was founded in the year 1997 in the Swiss canton of Zug. Since 1999 the Managing Director and the co-owner of the company is Mr. Alexander Hartung. The same year the company became an integral part of EFC European Franchise Consultancy Group (EFC Group) – the great European

Group of franchise-consulting companies, having its headquarters in Zug.

The major specialization of X-pand ! ltd. within EFC Group was the consulting services for dynamic and innovative franchise enterprises with the focus on European expansion of franchise-systems.

From 2004 X-pand ! ltd. became the partner of franchise-net Group. At this moment the company has successfully taken over the management and supervision of the internet-portal franchise-net Italy and, later on, the marketing development of French franchise-net site.



### 2. Cooperation with franchise-net Group

#### a. Coordination of web portals

In 2006 following the reorganization of franchise -net Group's managerial structure, X-pand ! ltd. has been assigned the task of the coordination and management of various national franchise-net partners` activities.

#### b. International Development

The company's name "X-pand ! ltd." truly reflects its new strategic assignment – the promotion of the global expansion of franchise-net Group.

The main objective is to position franchise-net as the leading European internet portal specialized in franchising, self-employment and start-up. In September 2006 the conclusion of the new overseas agreements with such strategically important countries as Argentina and Uruguay has become the first step for franchise-net developing as the online business platform Number 1 in the whole world!

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### Partner



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In order to reinforce the importance of the franchise-net network worldwide, the company started the implementation and development of the new CMS software, which is constantly updated.

A close collaboration between X-pand ! ltd. and IT-Direkt Business Technologies (based in Berlin) has started. IT-Direkt Business Technologies is well known as one of the leading software providers in Germany.

Consequently the new software has been skillfully designed to maximize the user-friendliness of all franchise-net web portals, as well as the facilitation of the system adoption by other national franchise-net partners and its uniform practical daily application.

### c. International Sales

Most of franchise-net customers are working internationally. Having successfully built franchise networks in their home countries many franchisors are looking for the possibilities to expand abroad.

franchise-net is the right partner to assist the strategic international expansion!

franchise-net is able to offer a huge variety of services, starting from a publication of a company's online fact sheet on franchise-net web sites, to a professionally designed marketing campaign for the target country and new financial and real-estate partners search.

Mrs. Julija Ivanova, X-pand ! GmbH International Sales Manager, is always available for clients assistance and professional consultations both via email [ivanova@franchise-net.com](mailto:ivanova@franchise-net.com) and telephone.

### 3. Contact details

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