



Why Owning a Frega Area License is like 'WINNING THE LOTTERY'!

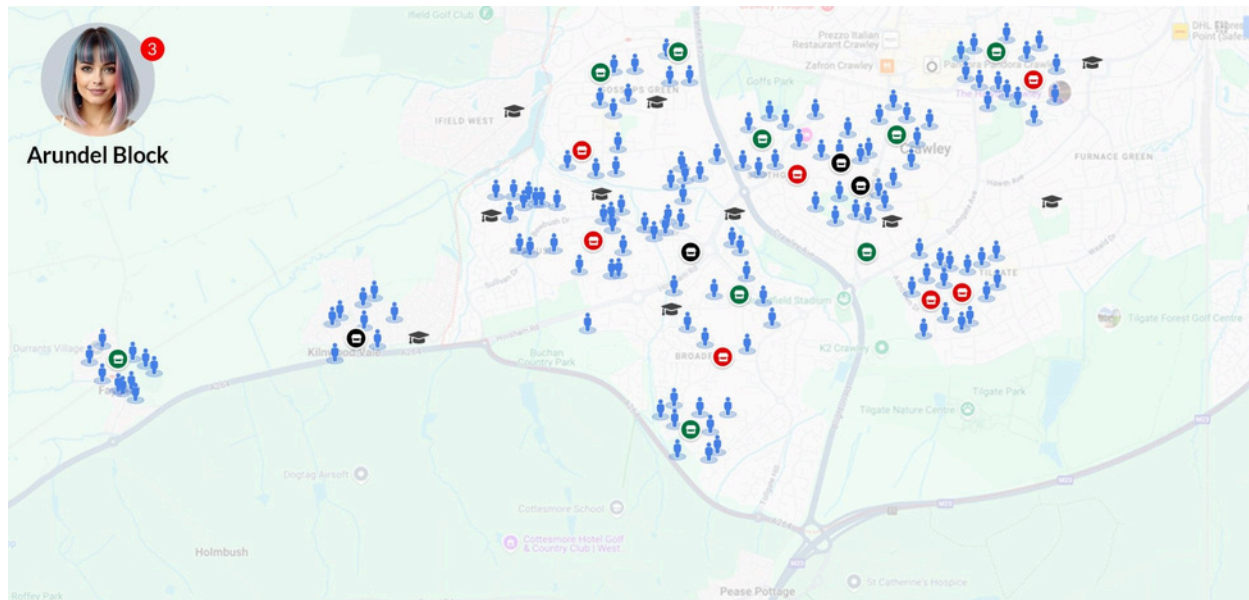


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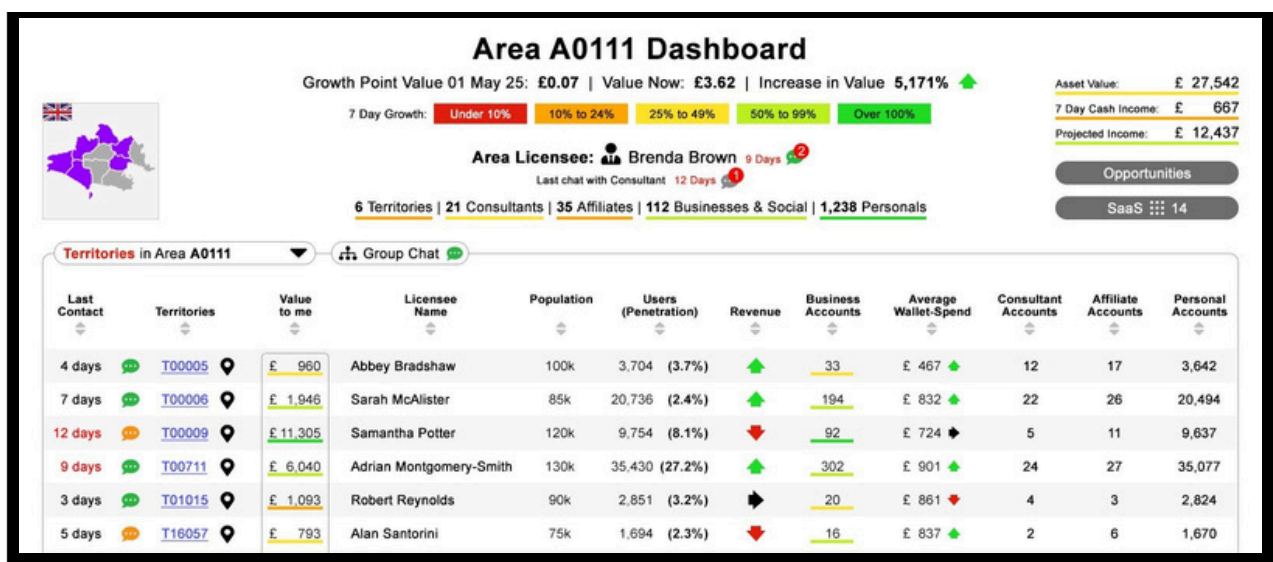
Your Area Licence...

Thanks to Frega's latest update, Areas are about to **self-populate** with thousands of Businesses, Affiliates and Consultants and are expected to yield returns exceeding £50,000 a month and increasing for the Area Licensee, in a matter of months.

For as little as £5,000, Area Licensees own their own geographical area with a population of approximately 1 million people and serviced by up to 100,000 businesses.



Area Licensees run their business by managing a team of Territory Licensees. This is done remotely using Frega's proprietary dashboards on their laptops.



What is unique about this opportunity is that there is no selling. All that is required is to manage the process.

To fully appreciate the scope and scale of the opportunity, please read the Frega White Paper attached.

Notwithstanding Frega's global reach, this opportunity is only open for a limited number of Areas in the UK, New Zealand and Australia, and for a strictly limited period.

The limited-time opportunity to buy a License falls away on the imminent, final submission of the Frega App to the App Stores.

After submission, licenses will not be available for outright purchase. They will only be acquired through a highly competitive elimination process with less attractive commercial terms.

What is required of an Area Licensee?

Area Licensees play a very important role in giving structure and support to the expansion of the Frega ecosystem.

They have a geospatial, birds-eye view of everything in their area, as recorded on their dashboards and their remit is to respond to what is happening on the ground.

Their dashboard highlights what is needing attention and provides the channels of communication for them to respond. Here they will work with a full array of Frega stakeholders, ranging from fellow Area Licensees to Territory Licensees, Consultants, Frega Management and Technical Support.

A core responsibility of an Area License is to manage approximately 10 Territory Licensees within their area.

What is a Territory Licensee?

A Territory Licensee is the owner of a license to a sub-section of the Area, of approximately 100,000 population and 10,000 businesses. And like the Area Licensee, has their own geospatial map and dashboards and more closely manages and supports partners in the area. They are remunerated in a similar manor.



How is a Territory License Acquired?

Frega deploys the 'Get Rid of the Red' protocol to gather and validate data and applies its proprietary 'Pain Point Messaging Method' as a diagnostic tool to interpret and analyse the data.

Armed with the data and diagnostics, Frega identifies within the ranks of the increasing number of partners in the area, which partners would be ideal candidates to own the License. It then pits them against each other in a seamless way.

The drive to become the winner of the license triggers the registration of a large number of businesses and stimulates the registration of a lot of partners, with the winner of the license effectively presented with a well populated dashboard of Businesses and Partners.

The net result is that this is a highly profitable and robust business which, at 5% penetration is generating 5 to £6000 a month and increasing.

An Area typically has 10 Territories

The PPM Method will cause a cascading impact on the drive to own all the licenses in an Area, which at the lowest common denominator will present the Area Licensee with 10 x £5000 a month, being a matching amount of the combined Territories in the Area.

Conclusion

As stated in the title of this document: Owning a Frega Area License is like 'WINNING THE LOTTERY'. For £5000 you own a very exciting and profitable business.

Your Area Licensee...

