



Run Your Own inlingua Center



Introduction to inlingua

inlingua International is a Swiss company founded in 1968. Together with the licensed owners of over 250 inlingua language centers, inlingua provides material and services to millions of end consumers all over the world.

With this experience, it is no surprise that the licensees of inlingua International constitute a leading force within the global market for language services.

- Established in 1968
- Licensor company is 100 % owned by its licensees and their family members
- Globally active in more than 30 countries
- Publisher of educational material/ technology for several languages
- Annual license fee from CHF 1,800



More than 50
years of excellence in
language training

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ilingua as a Network

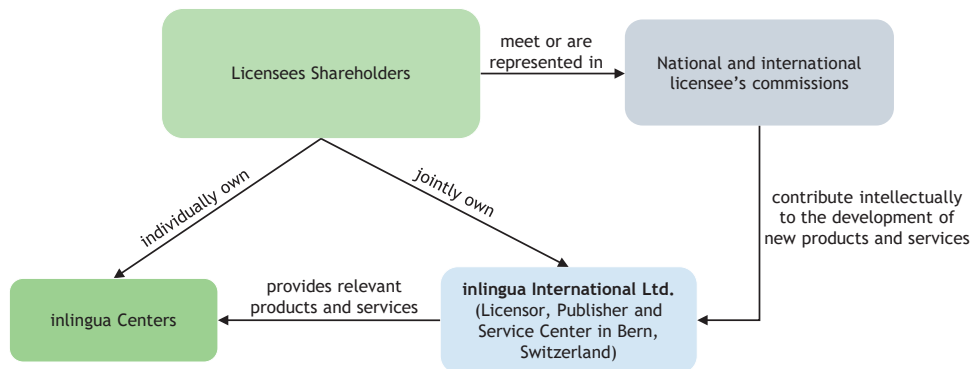
Every inlingua licensee is an independent entrepreneur, free to take the individual steps necessary to ensure success in local markets.

ilingua International, the licensor company and material publisher, is a Swiss limited company. Shares of inlingua International are only sold to licensees and their family members. Licensees are encouraged to become involved at all levels of the organization and in all aspects of its work, from product development to marketing.

As the shareholders and therefore owners of inlingua International, the licensees are entitled to participate in the annual General Assembly, elect the Board of Directors every four years and receive dividends.

Many inlingua licensees work together to approach tasks like marketing and product development in a joint effort on a national or international level. Collaboration among licensees is an essential part of our business. Clients of inlingua centers appreciate the option of transferring a booked language course from one inlingua center to another anywhere in the world.

How we are organized

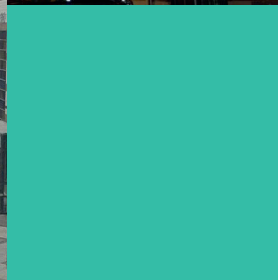
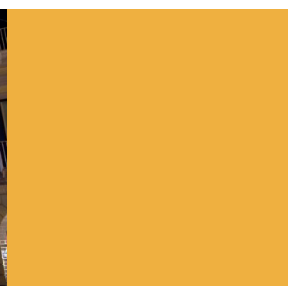
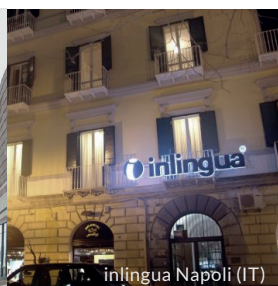


ilingua as a Brand

ilingua is an established brand in over 30 countries around the world.

To help the licensees maintain an identity separate from other language training centers, inlingua International is diligent about protecting the inlingua trademark. inlingua stands not only for language

training of the highest quality but also for a unique approach to language acquisition. To leverage the value of our brand, inlingua licensees comply with inlingua corporate design guidelines.





Learning by speaking

inlingua as a Method

The inlingua Method is one of the key elements of inlingua that contribute to learning success.

It is a direct teaching method, based on decades of experience in language training. Our training method is continually adjusted to match the needs of a changing world. The emphasis is on direct communication through speaking. Language learners concentrate on their oral competence before turning their attention to reading and additional listening or writing skills. inlingua trainers use only the target language during class.



inlingua Products and Services

inlingua is renowned for its production of printed and digital books, modules and other training material in a wide range of languages.

- The pedagogical department, in collaboration with inlingua centers and language experts around the world, regularly updates training material and develops new concepts to take advantage of new training techniques and technologies. Every effort is made to meet the changing needs of clients around the world.
- inlingua International offers a wide variety of learning and teaching material. Specialized modules on meetings, presentations, business correspondence, negotiating, telephoning, socializing and much more allow the learner to be ready for specific situations. Our intercultural material helps our customers prepare for business trips and career related expatriations.
- It's never too early to start learning! Beginning with inlingua DOTS, material specially created for children aged 1 to 5, followed by Bubbles and Junior, inlingua International has developed a range of English material for young learners. English is learned playfully and gradually before adulthood. The combination of DOTS, Bubbles and Junior material is very effective!
- inlingua International also provides **trainer support material** with pre-planned lessons as well as teacher training seminars.



Digital Solutions

inlingua International provides new technologies for tailor-made and flexible online language learning.

flex-e-book:

For individual and interactive offline training on Android and iOS Tablets



my.lab:

blended learning platform with customizable contents



my.conversations:

Pre-scheduled online conversation sessions by inlingua International

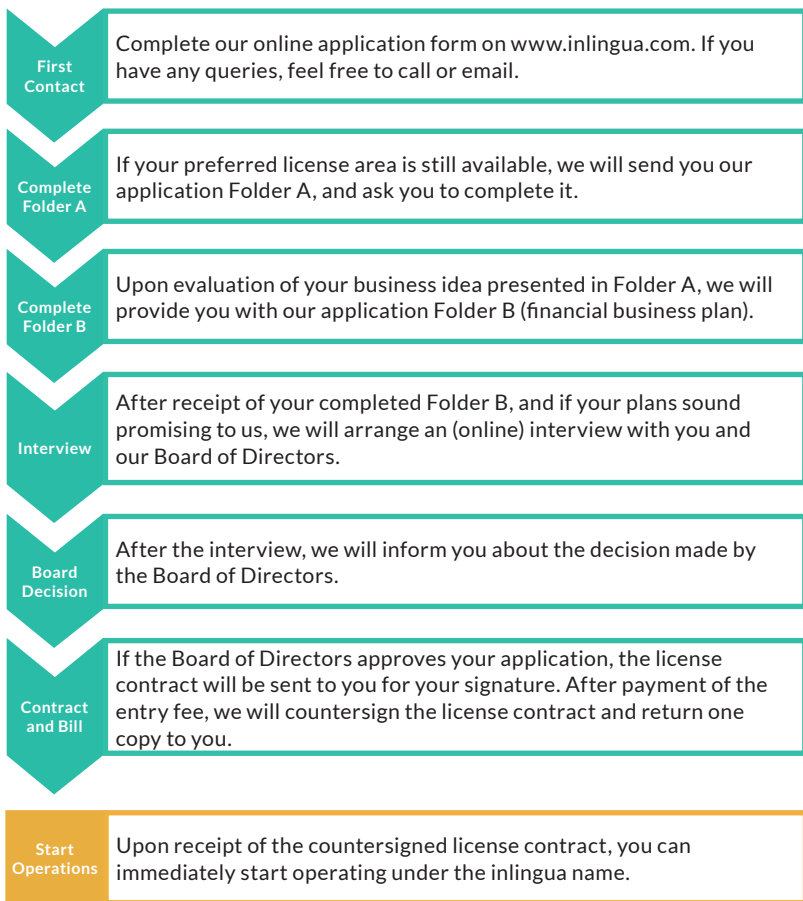


my.VC:

Virtual face-to-face classes taught by your trainers

How to Become a Licensee

It only takes a few steps to apply for an inlingua license.





Your Investment

inlingua International generates its revenues primarily from book sales rather than charging exorbitant license fees.

Licensees are only required to pay an **annual fee between CHF 1,800 and CHF 18,000 based on the population and purchasing power** of their license area. Your annual license fee will be stipulated by the Board of Directors. Licensees of entirely new license areas receive a **discount on the license fee for the first two years.**

In addition to the annual license fee, a one-time investment is required when opening a new inlingua center. This investment is either CHF 12,000 or CHF 20,000 depending on the annual license fee. In return for this one-time payment, new licensees receive one or two inlingua International shares with a value of CHF 3,000 each, a starter kit of inlingua materials (approx. value CHF 5,000), a seminar for new licensees including an inlingua method and material course as well as the set-up fee and a credit balance for the use of the my.inlingua platform.

Are you taking over an existing inlingua center? Then your initial investment is CHF 8,000 or CHF 11,000,

including all the above-mentioned services but without the starter kit.

After the new licensee has purchased one or two shares by paying the entry fee, one additional share must be purchased every year until a total of five inlingua shares is owned by the licensee.

inlingua International expects every licensee to buy and use inlingua materials exclusively, where they are available. This will help you distinguish your business in the market and is an important sales pitch. There will be a minimum purchase amount, which will be stipulated based on the estimated market potential of your license area. Selling the material to your customers (with a margin) will not only allow you to set-off the costs but also to increase your profits. Licensees who exceed the minimum amount receive a discount on their annual license fee.

Now it's Your Turn!

To start the process of joining our network, please complete our application form on <https://www.inlingua.com/licensee>.

If you are already further ahead in the process, please complete the application folder which you received together with this brochure.





„inlingua: the perfect mix of tradition and innovation, representing the excellence of language learning in the digital era.“

Magda Bteibet
Owner of inlingua Lugano
(Switzerland)

Please do not hesitate to contact us for further information or assistance.

We are looking forward to learning more about your plans!



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