

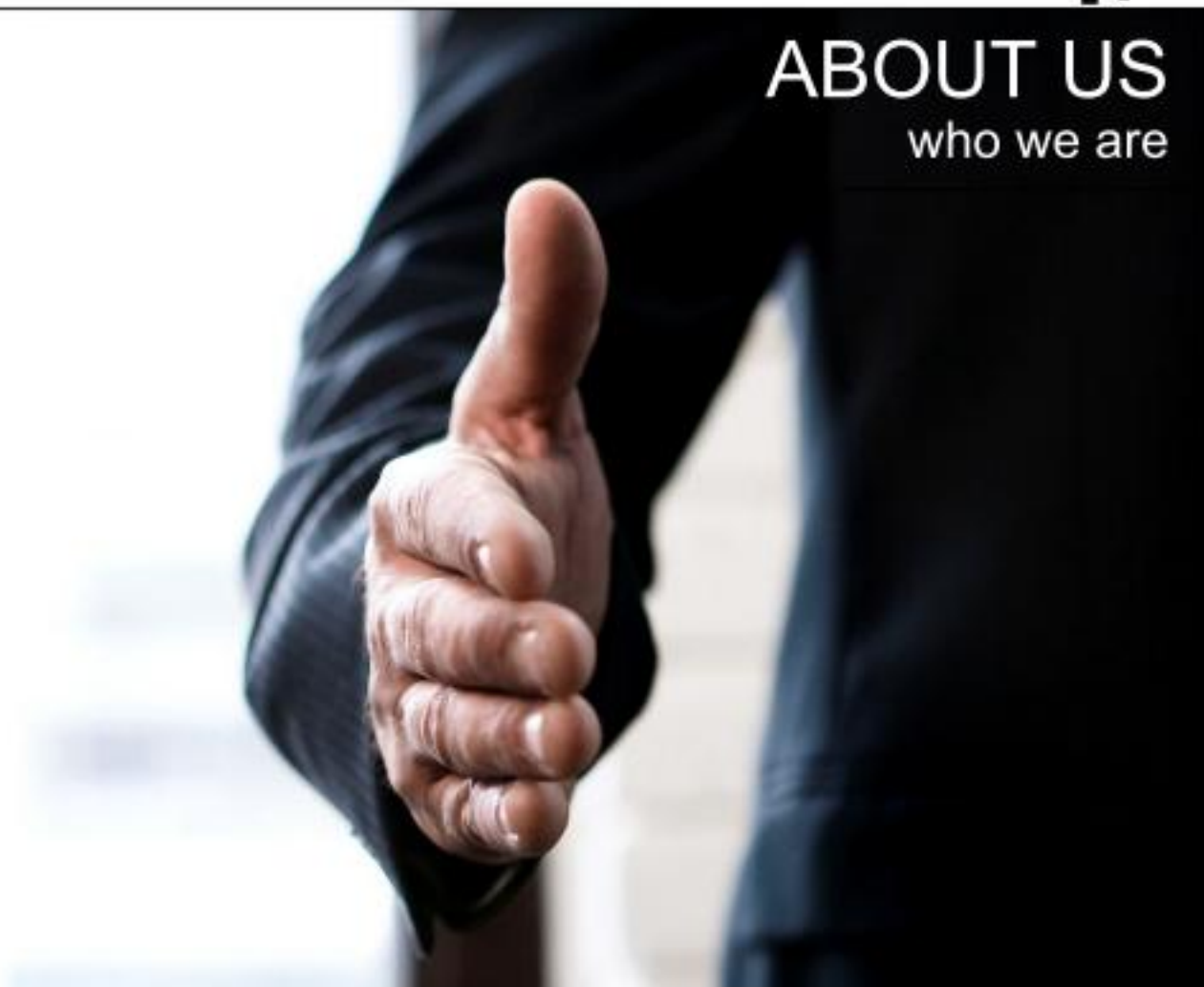


FM GROUP

„If you can dream it,
then you can achieve it
You will get all you want in life
if you help enough
other people get what they want.”
Zig Ziglar

ABOUT US

who we are



Welcome

FM GROUP is a family business distributing perfumes and perfumed products. It was launched by Artur and Andrzej Trawinski.



High quality fragrances

Trawinski's perfume adventure started almost 15 years ago. In 1995 Andrzej Trawinski launched PERFAND – a company producing high quality perfumes, and in 2004 launched FM GROUP Poland – a perfume distribution company.

FM GROUP Poland

development



Szewce

FM GROUP Poland has seen rapid growth.

In February 2008 they moved to Szewce where their administration, call centre and warehousing is based with personnel experienced in economics, chemistry, export, graphics, etc.



Growing with FM GROUP

And that is not all. At the beginning of 2005 FM GROUP expanded into international markets – new FM GROUP branches have started to appear all over the world. Such dynamic development enforces the company's objective of creating a truly international business.

FM GROUP World Centre

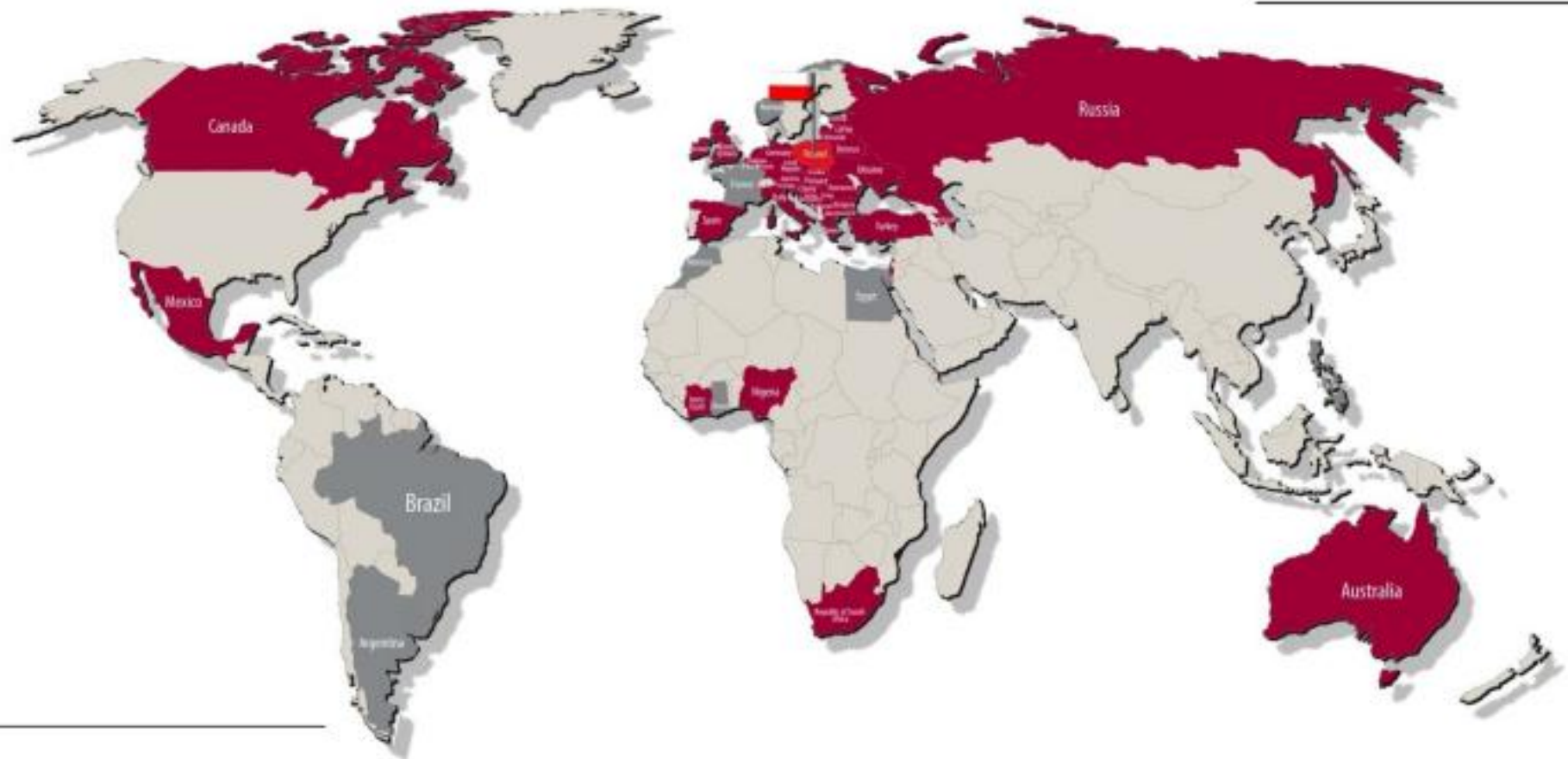


Beginning of FM GROUP World

In January 2007 Andrzej and Artur Trawinski opened FM GROUP World, a company co-ordinating all branches of the worldwide expansion.



FM GROUP World branches



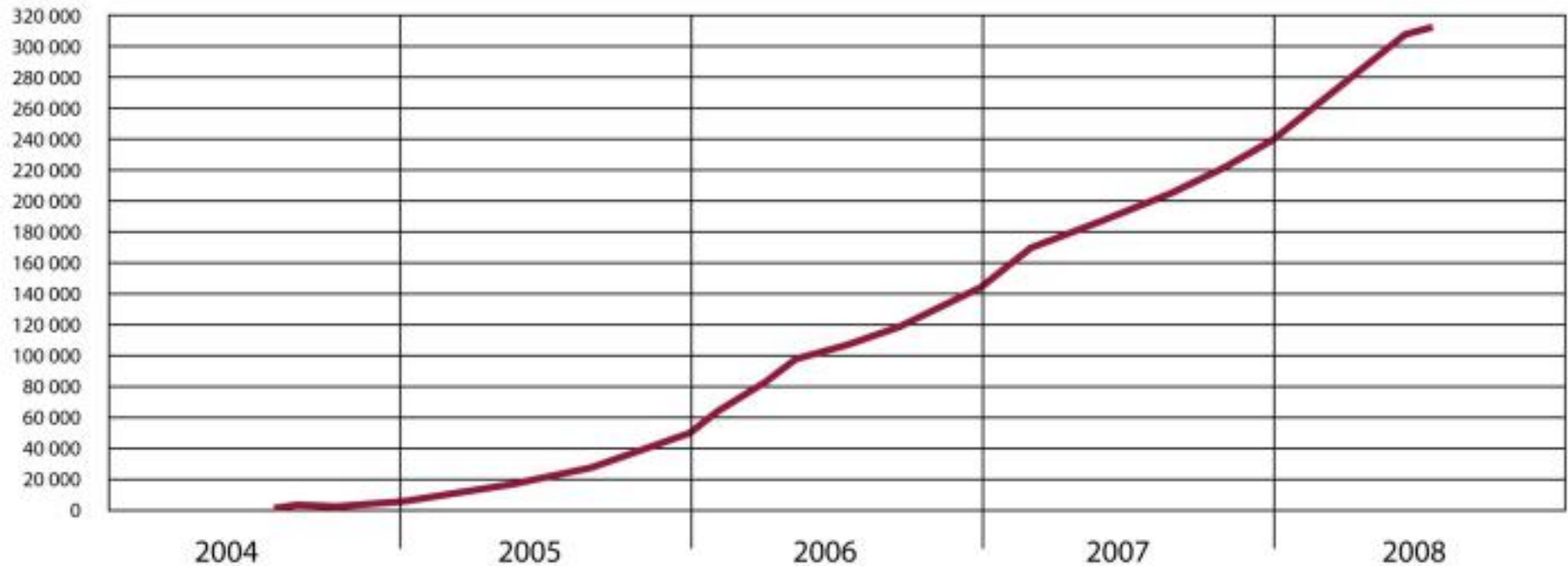
Now in FM GROUP

Head Office of FM GROUP World is in Poland and plus over 40 branches in Europe, Asia, North America, Australia, Africa and the Far East

FM GROUP numbers

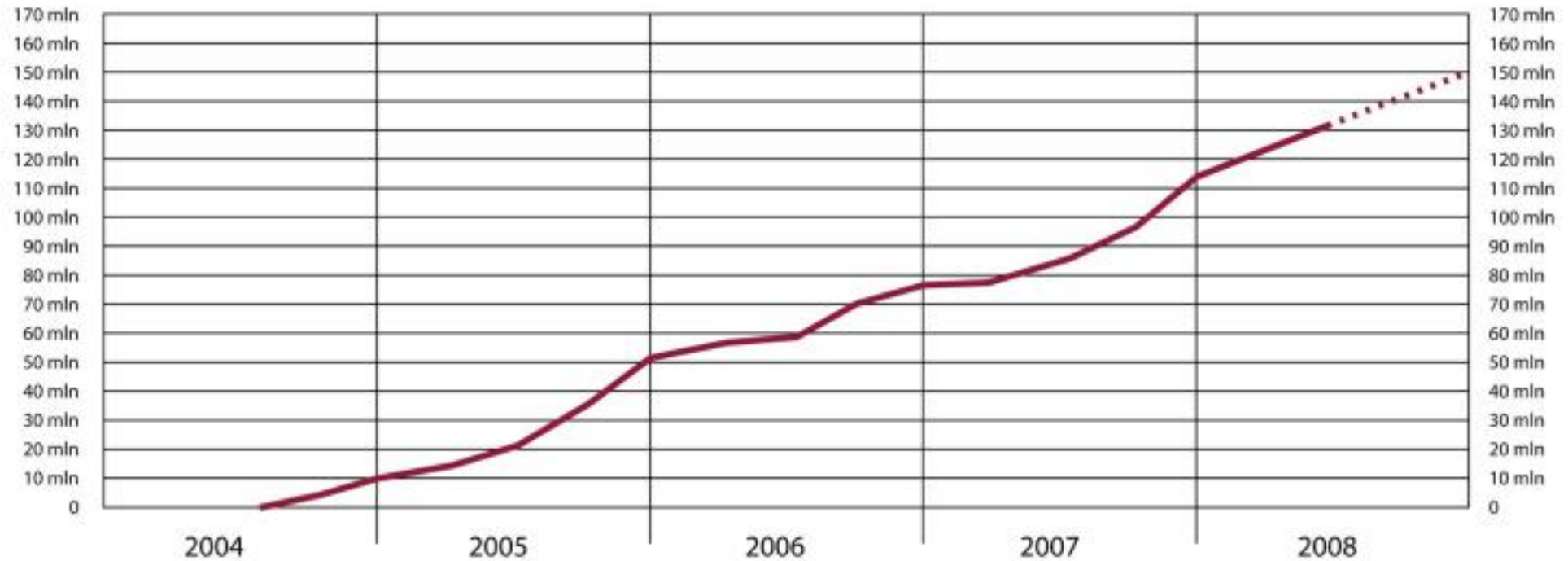


FM GROUP numbers



300,000 distributors

In corporation of FM GROUP has taken over 300,000 people on world-wide.



Turnover

The turnover is still growing – in 2007 over 112 million PLN.
By June 2008 over 75 million PLN.



Strategic partners

FM GROUP

partners



PERFAND

- launched: 1995
- In: Psary
- Founder: A. Trawiński

PERFAND



DROM Fragrances International

- launched: 1911
- In: Monachium
- founder: F. i A. Storp

drom

Strategic partners

FM GROUP's main partners are PERFAND and DROM Fragrances International.

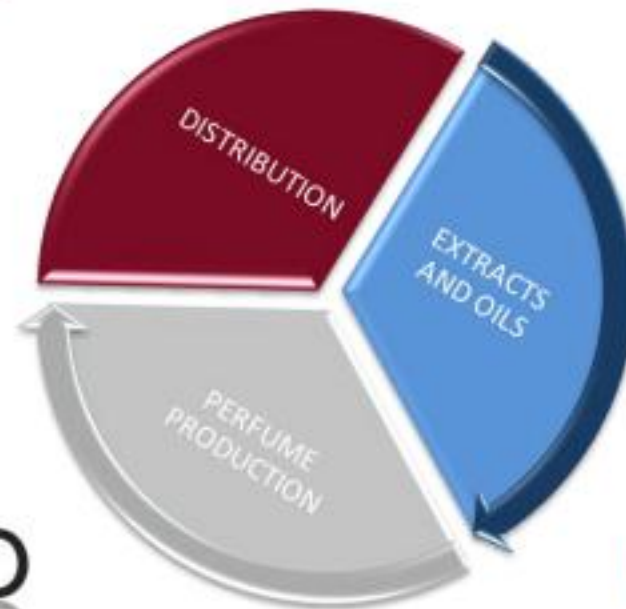


New factory

In June 2008 PERFAND opened a new large factory with huge production capacity.



FM GROUP World



PERFAND



With these three big companies working together, we have created a product seducing our senses which is...



Fragrance

feelings

imagination

dreams

fragrance

emotions



Perfect product



You have just found the perfect product and,
with it, success with FM GROUP



Perfect product

- Large selection of fragrances and body care products
- top quality, and long lasting, scent
- beautiful packaging suitable for every bag
- consumable products (high usage and constant need for products)
- affordable prices

FM GROUP products are very popular with their customers!

Why are FM GROUP products available at such affordable prices?

- you pay only for high quality product, not for it's packaging
- FM GROUP reduces money spent on advertising and marketing
(billboards, magazines, TV, radio, famous actors, actresses, models)

The cost of producing FM perfumes is similar to other well known brands.



FM GROUP Product catalogue

In FM GROUP Product catalogue

You will find over
200 unique products
divided into special collections:

Classic, Luxury, Inspirations,
Pheromones, Fruit, Flower
Youth, Refreshing
and Body Care.

beautiful easy to read handy



Women collection

Body care...

Body lotion
Shower gel
Miniatures set
Hand and nail cream

collections

- Classic
- Luxury
- Inspirations
- Pheromones
- Fruit



Classic collection



Luxury collection



Inspirations collection



Pheromones collection



Fruit collection



Men collection

Body care...

Body lotion
Shower gel

collection

- Classic
- Luxury
- Inspirations
- Pheromones
- Refreshing



Classic collection



Luxury collection



Inspirations collection



Pheromones collection



Refreshing collection



Youth collection

Body care ...

Shower gel for girls
Shower gel for boys



Eau de toilette
For girls

Eau de toilette
For boys



Eau de toilette



Eau de toilette



Shower gel



Shower gel



Lip gloss



MLM
multilevel marketing



Retail sales and MLM

2 main **ways** of supplying products to the market:

	1	2
DEFINITION	<p>RETAIL SALE</p> <p>Product sold in a shop</p>	<p>MULTILEVEL MARKETING</p> <p>Network marketing, product sold through the network structure.</p>
PRODUCT PRICE	<p>Product price plus costs of advertising, delivery, warehouse costs, employees, others</p>	<p>Price of the product doesn't contain costs of advertising, warehouse, employees, sale.</p>
Who earns money?	<p>producer, transport company, a shop</p>	<p>producer and You</p>
What are your possible ways of EARNING money?	<p>YOU CAN'T EARN MONEY</p>	<p>YOU HAVE THE POSSIBILITY TO EARN MONEY</p> <ol style="list-style-type: none"> 1. being the customer, but also 2. to become a distributor earning on a margin 3. From your sales structure

Main advantages of working in MLM

- flexible work hours
- international business
- independence
- choice of partners
- running own business, but **without**
investing your own **money**



Huge potential for very high income

Thanks to MLM, Distributors receive **2 types of income**

1

Active income

(retailing product)

J

2

Passive income

(commission from the sales network)

S

Thanks to MLM, Distributors receive **2 types of income:**

1

Active income

(retailing product - margins up to 30%)

J

2

passive income

(commission from the sales network)

two extraordinary stages
of the Marketing Plan

5

29.5% of the worldwide turnover is paid out as commission to the distributors by FM GROUP WORLD in Stages I and II of the Marketing Plan.

FM GROUP Marketing Plan

Two stages:

1

Magnolia Club

Income from personal retail and commission from your sales network.

J

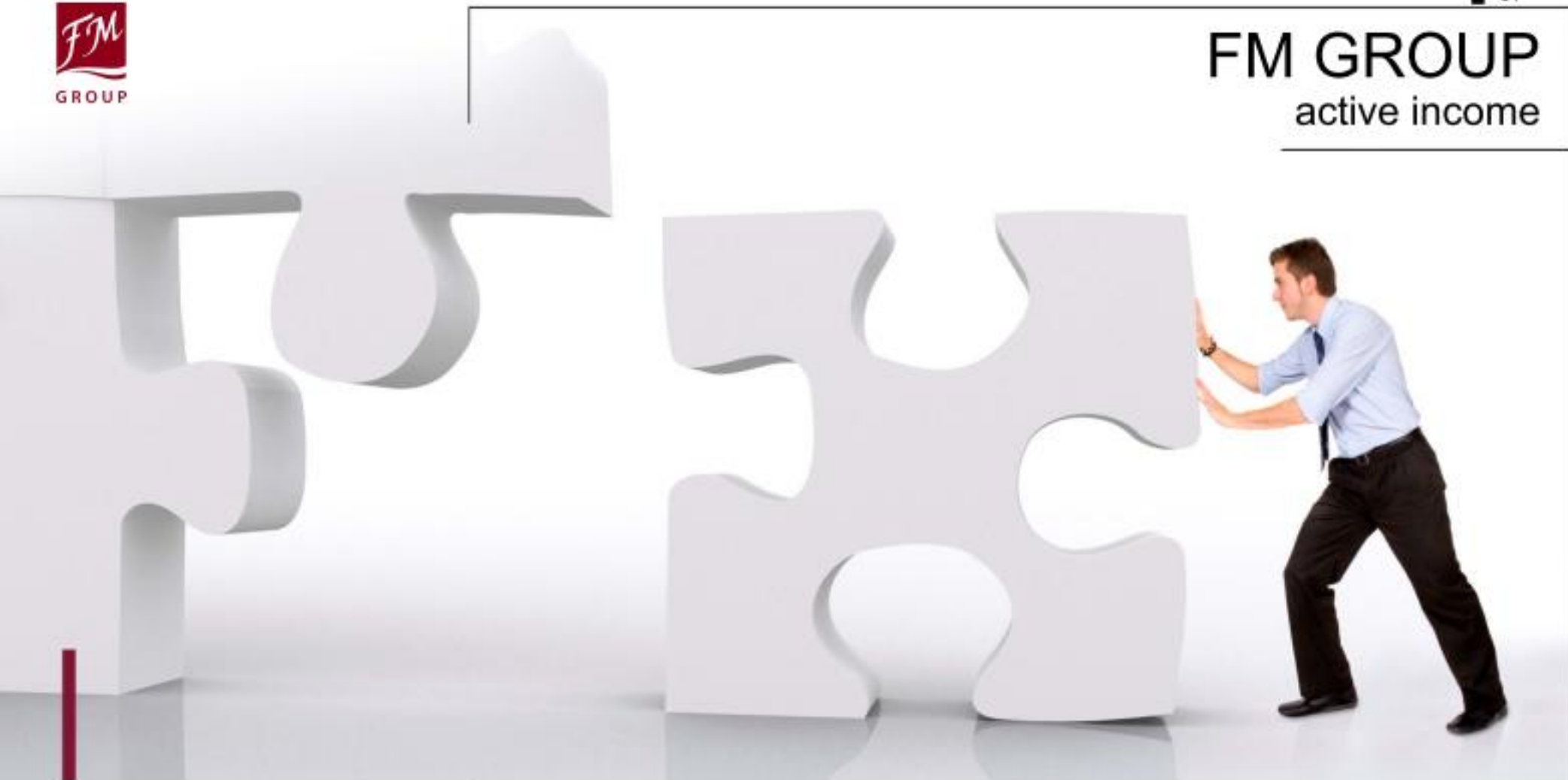
2

Orchid Club

Commission from being a leader in the sales network.

S





1.

Save money buying cheaper

Being a distributor you can be your own first customer and buy FM GROUP products cheaper at distributor prices.

FM GROUP

active income



2.

You earn money selling to others

By selling FM GROUP products you earn the difference between distributor and recommended retail catalogue price. Selling one bottle of perfumes from the Classic Collection for \$20.00 earns you \$6.00.

	PRODUCT	CATALOGUE PRICE	DISTRIBUTOR'S PRICE	HOW MUCH WILL I MAKE?	HOW MANY POINTS WILL I GET?
1 qty of	LUXURY COLLECTION PERFUME	\$30.00	\$21.00	\$9.00	36
	CLASSIC COLLECTION PERFUME	\$20.00	\$14.00	\$6.00	24
	BODY CARE COLLECTION (Ex: Body Lotion)	\$12.00	\$8.00	\$4.00	14
10 qty of	LUXURY COLLECTION PERFUME	\$300.00	\$210.00	\$90.00	360
	CLASSIC COLLECTION PERFUME	\$200.00	\$140.00	\$60.00	240
	BODY CARE COLLECTION (Ex: Body Lotion)	\$120.00	\$80.00	\$40.00	140
50 qty of	CLASSIC COLLECTION PERFUME	\$1,000.00	\$700.00	\$300.00	1,200

Magnolia Club

\$300.00



3. You earn money by building your own sales network

You can create your own group of sellers (sales structure) and get extra income from it. This kind of income is called passive income.

Your passive income from the sales network in FM GROUP could be very substantial!

MAGNOLIA CLUB

passive income

	ACHIEVEMENT LEVEL	POINTS	MONEY PAID TO THE STRUCTURE	AVERAGE QTY OF BOTTLE SOLD*
MAGNOLIA	3%	300	\$3.33	14
	6%	1,200	\$26.64	57
	9%	3,600	\$119.88	171
SILVER MAGNOLIA	12%	7,200	\$319.68	343
	15%	12,000	\$666.00	571
	18%	20,400	\$1,358.64	971
GOLD MAGNOLIA	21%	30,000	\$2,331.00	1,429

Magnolia Club

*Average Price per Bottle \$21.00

1 POINT = \$0.37

ORCHID CLUB passive income

8.5% of the FM GROUP Worldwide turnover
is **shared between** all **Orchids!**

ORCHID	Percent of the FM GROUP worldwide turnover in points to share
PEARL	4%
AMARANTH	1,5%
GOLDEN	1,5%
DIAMOND	1,5%

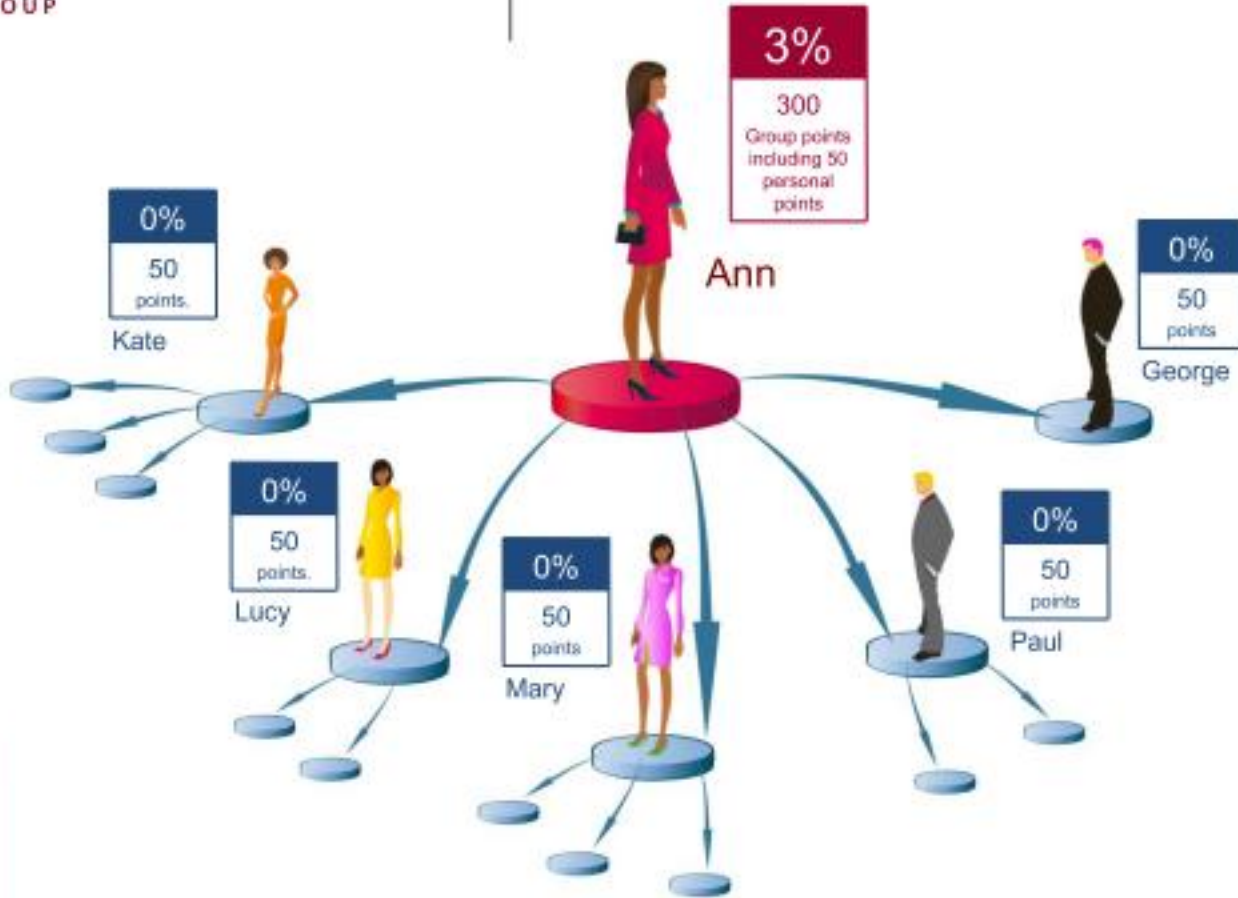
Orchid Club

Commission from all Orchid levels **is accumulative!**

A photograph of a man in a dark suit and striped tie, with his hands held open in a gesture of offering or explanation. The image is partially cut off on the right side.

MLM
multilevel marketing

Now is the time to explain how you can start earning money...



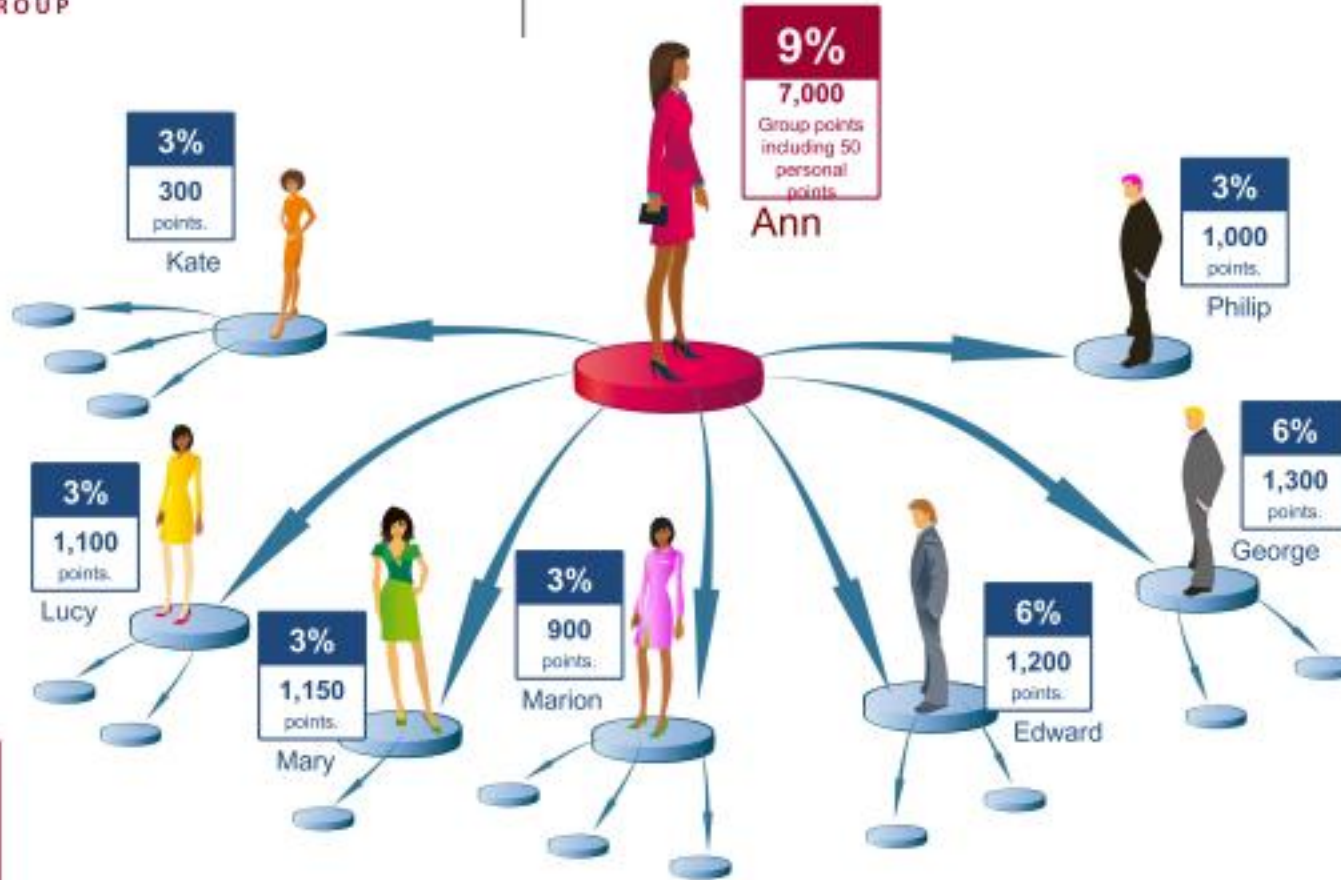
Calculating Ann's commission from her sales network

Kate's 50 points. X 3% = \$0.56
 Lucy's 50 points X 3% = \$0.56
 Mary's 50 points X 3% = \$0.56
 Paul's 50 points X 3% = \$0.56
 George's 50 points X 3% = \$0.56
 Ann's (personal purchase) 50 points X 3% = \$0.56

Ann's COMMISSION:
\$3.36

3% achievement level example

- LEGEND:
- 3% = 300 points.
 - 6% = 1200 points.
 - 9% = 3600 points.
 - 12% = 7200 points.
 - 15% = 12000 points.
 - 18% = 20400 points.
 - 21% = 30000 points.



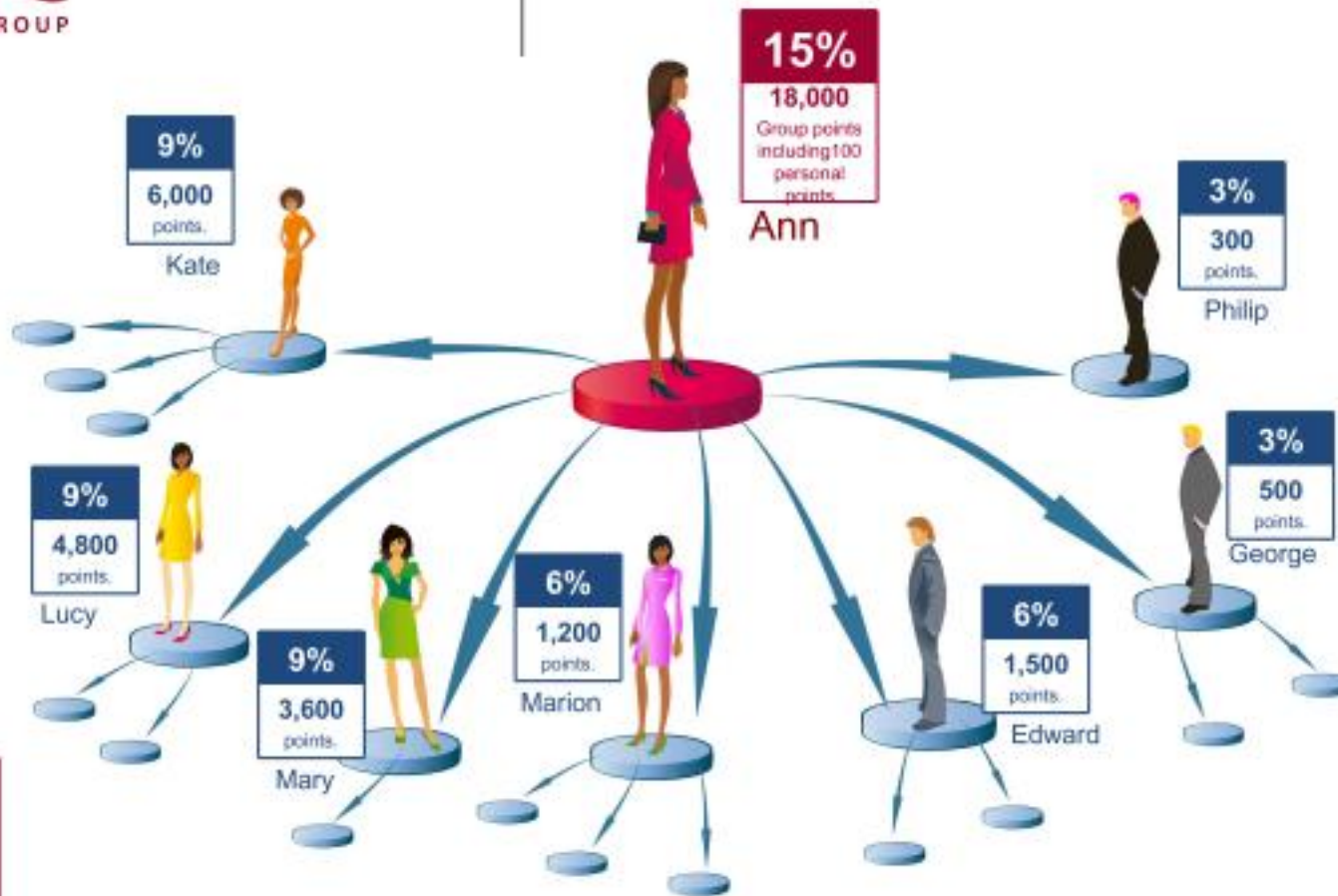
Calculating Ann's commission from her sales network

Kate's 300 points X 6% = \$6.66
 Lucy's 1,100 points X 6% = \$24.42
 Mary's 1,150 points X 6% = \$25.53
 Marion's 900 points X 6% = \$19.98
 Edward's 1,200 points X 3% = \$13.32
 George's 1,300 points X 3% = \$14.43
 Philip's 1,000 points X 3% = \$22.20
 Ann's (personal purchase) 50 points X 9% = \$1.67

Ann's commission
\$128.21

9% achievement level example

- LEGEND:
- 3% = 300 points.
 - 6% = 1200 points.
 - 9% = 3600 points.
 - 12% = 7200 points.
 - 15% = 12000 points.
 - 18% = 20400 points.
 - 21% = 30000 points.



Calculating Ann's commission from her sales network

- Kate's 6,000 points X 6% = \$133.20
- Lucy's 4,800 points X 6% = \$106.56
- Mary's 3,600 points X 6% = \$79.92
- Marion's 1,200 points X 9% = \$39.96
- Edward's 1,500 points X 9% = \$49.95
- George's 500 points X 12% = \$22.20
- Philip's 300 points X 12% = \$13.32
- Ann's (personal purchase) 100 points X 15% = \$5.55

Ann's commission
\$450.66

15% achievement level example

LEGEND:

- 3% = 300 points.
- 6% = 1200 points.
- 9% = 3600 points.
- 12% = 7200 points.
- 15% = 12000 points.
- 18% = 20400 points.
- 21% = 30000 points.



We invite you to
Join us now!

Look!



- You will improve your life style!
- You can build a great income now... and provide yourself a great pension, too!
- Your age doesn't matter to us!
- You won't get fired!
- You don't have to be well educated!

You can count on help from FM GROUP,
your Sponsor and Your Group Leaders.



- 1 Membership in FM CLUB**
(you buy products cheaper for your own use)
- 2 You earn commission**
(paid to your bank account)
- 3 You earn commission**
(paid as a discount when buying products)

Advantages of Joining Us



Ideal working conditions



In the Starter kit:

- Fragrance samples (20, 137 or 195 samples)
- Product catalogue
- Marketing Plan

Handy STARTER KIT is your main work tool to present the FM GROUP Products and Business Opportunity.



The new internet platform

Each international FM branch has its own website where you can find news about new products, promotions and company events.

FM Distributors also receive regular newsletters with important information about FM GROUP.

Genealogy Tree

FM GROUP DISTRIBUTORS can make

immediate
decisions

about
developing their sales network



ID	Name	Business	Medicine	Public Address	Public Group	Phone	Mobile
1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10

GENEALOGY TREE (look at sales structure)

It is a very professional work tool. You can monitor your sales structure every day at any time. Data on the tree is confidential and updated every hour giving you a current picture of your business structure (*only a Distributor has access to his/her personal database*).

Even partners working in different countries in your sales team are shown in current time.

Many ways of ordering FM products:

- Fax
- On-line FM STORE
- E-mail
- Distributor's centre in Chicago, Illinois

Internet shop is active 24/7

Training meeting



- well prepared
meeting room
- modern multimedia tools
- trainer support
- individual consultations

Professional training system



MOTIVATIONAL Programmes

1

“Move to the next level”

is prepared from time to time for distributors starting their business with FM GROUP.

J

2

“Keep the level”

is prepared from time to time for distributors with already developed sales structure.

S

3

“Drive Mercedes to your success”

This is a leader's programme in conjunction with Mercedes Benz cars.



FM GROUP has:

3 different Motivational Programmes

Created to match the needs of FM distributors.



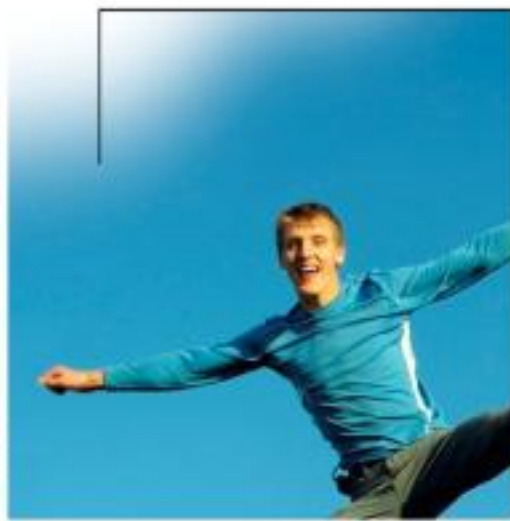
- Increasing the range of FM products
- Improved the quality of FM products
- Keeping affordable prices while maintaining quality
- new international branches
- more training materials

Your future is our business

People



People are important to FM GROUP – our Customers, Distributors and business partners alike. We increase our range of products and improve the quality to match people's needs.



We share with you not only the support of our company and our amazing products, but also the joy of working together with you for your success. Over 300,000 people have already started their careers with FM GROUP.

Before you join us you need to know one thing
– it is not an ordinary job, it is a way of life.



FM GROUP World

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