

Simply call or complete the enclosed
confidential application.

Home Instead
SENIOR CARE®

homeinstead.com





Each Home Instead Senior Care franchise office is independently owned and operated.

Home Instead
SENIOR CARE®

homeinstead.com

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Global Senior Care Master Franchise Opportunity

The difference between counting the years,
and living them.



*The World's Trusted Source of Non-Medical
Companionship and Home Care for Seniors.*



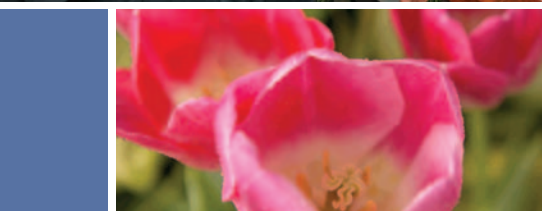
A Message from Founders Lori and Paul Hogan

Home Instead Senior Care is a very successful business, but we're more than just a business. The work we do is really a means of serving the growing worldwide senior population by helping them stay in their homes as long as possible. In doing that, we've created wonderful global business opportunities for both our Master Franchisees and their respective franchise owners.

We invite you to join us in what we believe is a gratifying mission and an outstanding industry dedicated to helping seniors worldwide.

Sincerely,

Lori and Paul Hogan
Founders of Home Instead Senior Care



Home Instead Senior Care: The International Experts in Senior Care

Home Instead Senior Care® is the world leader in non-medical senior care with nearly 700 independently owned and operated franchises in the United Kingdom, Ireland, Spain, Portugal, Japan, Taiwan, Australia, New Zealand, Canada and the United States.

Around the world, Home Instead Senior Care Master Franchisees have built successful and rewarding businesses by providing affordable solutions for seniors who wish to remain at home as long as possible. Services (part-time, full-time and around-the-clock) are designed for seniors who need a little help from a friend to live independently.

Home Instead CAREGiversSM provide just that: a little help in the form of personal care, meal preparation, medication reminders, light housekeeping, companionship, help with errands, and even Alzheimer's and other dementia care – so that seniors from Toledo to Tokyo, Baltimore to Brisbane, Detroit to Dublin and Los Angeles to London can remain safely and comfortably in their homes.

The need for Home Instead Senior Care's services is universal, as is the company's record of success – the result of using an established, profitable business model that has been proven worldwide hundreds of times over. We invite you to learn more about this rapidly-growing business, its unequalled growth potential and the exciting opportunities await you as a Master Franchisee for Home Instead Senior Care.



Pioneering an Industry Worldwide

Millions of mature adults around the world do not require specialized medical attention for their aging needs. But from time to time, they may need a little extra help from a friend to live comfortably at home for as long as possible in their later years of life.

Many are like Mrs. Manhart of Omaha, Nebraska, U.S.A., an active widow and grandmother with a large extended family. When she was in her 90s, the family began providing extra assistance to keep her safe and independent. In 1994, after several years of helping care for Mrs. Manhart, her grandson Paul Hogan and his wife Lori opened the first Home Instead Senior Care office to assist other local families like theirs.



In fact, the company began with little more than their unique home care idea for seniors. However, in 1996, just two years later, Home Instead Senior Care first topped the US \$1 million annual-revenue mark. Just a decade hence, in 2006, this remarkable company found itself the undisputed leader in the international non-medical senior care industry, with more than 700 independently owned and operated offices throughout the world. This network currently boasts global service statistics such as the following:

- More than 37,000 CAREGivers
- More than 1 million clients served
- 20 million hours of service delivered annually
- Universal recognition as the world's leading senior care franchise company

In fact, the mission statement Lori and Paul Hogan created reflects the global vision they had for Home Instead Senior Care, even in its early days: *To Be the World's Trusted Source of Non-Medical Companionship and Home Care for Seniors.* And the Home Office's four core values were intended to ensure that Home Instead Senior Care never wavered from pursuing this mission in a respectful and nurturing manner:

- To honor God in all we do
- To treat each other with dignity and respect
- To encourage growth in ourselves and others
- To build value in our service to others

For 2006, projected global revenues for the Home Instead Senior Care network will exceed US \$500 million. With this foundation of international success, Home Instead Senior Care seeks to explore ways that our organizations may work together to enhance the lives of seniors in your country.

"Home Instead Senior Care is truly a business of the heart. With your unfailing assistance and cooperation, we will continue to put our focus on providing services to the many seniors in Japan who need personal care – care that speaks to the heart."

Hideyuki Ito
President and CEO
Duskin Company
Master Franchisee for Japan
Joined Home Instead Senior Care Network 2000



Clients Served

Mrs. Manhart was Home Instead Senior Care’s first client, and perhaps she remains its most famous. But we consider all of the seniors we care for to be noteworthy. Here are a few stories about “typical” clients:

Ayaka

Ayaka is a 75-year-old active widow who broke her hip. After a hospital stay, she had the choice of finishing her rehabilitation at a nursing home, or going home with a service like Home Instead Senior Care. She opted for the comfort of her own home. Before Ayaka arrived, her CAREGiver tidied the house, cleaned the refrigerator and stocked the shelves with fresh food. Then, once Ayaka got home, this CAREGiver helped her sort through the mail and coordinated a contractor to install hand rails. For several months, the CAREGiver was there five hours a day to prepare meals, take Ayaka to her physical therapy appointments, and offer friendship and encouragement.

Liam

Liam, age 80, recently lost his wife of 55 years to cancer, and his three grown children all have families and all live far away. After his wife’s death, he was depressed. Liam stopped eating, withdrew from socializing and even stopped playing the guitar – his passion. His daughter called the local Home Instead Senior Care franchise office, which placed a CAREGiver in his home within a day. This CAREGiver engaged him in thoughtful, fun activities such as crossword puzzles and conversation, and she urged him to play the guitar. As a result, Liam regained his zest for life and once again is doing the things he loves.

Sam and Mary

Sam, who has Alzheimer’s disease, requires constant care and monitoring – something that has taken a toll on Mary, his wife of 60 years. She is physically and emotionally exhausted and has no time for activities such as shopping, visiting with friends and participating in her curling club. Fortunately, Mary discovered that Home Instead CAREGivers have specialized training in providing care to Alzheimer’s patients, so she called Home Instead Senior Care. These CAREGivers provided Mary with peace of mind, knowing that Sam was well cared for while she regained some routine and joy in her life.

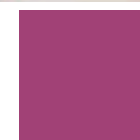


A Resource You Can Trust

Our Services

No other company has earned the level of trust, enjoyed the level of acceptance or experienced the level of growth the Home Instead Senior Care franchise network has since its founding in 1994. Thus, thousands of worldwide health care, medical and social service organizations regularly refer their clients to Home Instead Senior Care franchise offices for one-on-one, non-medical attention and help with activities of daily living such as these:

- Eating
- Transferring
- Transition Care
- Companionship
- Light Housekeeping
- Shopping
- Bathing
- Respite Care
- Dressing
- Errands
- Meal Preparation
- Personal Care
- Toileting
- Convalescent Care
- Alzheimer’s Care
- Medication Reminders



Dedicated CAREGivers

The passionate dedication of Home Instead CAREGivers to serving seniors sets them apart from all others in the industry worldwide. They know how to respond to unique situations and have learned the techniques to manage issues such as dementia with a sensitive touch. For example:

- 75% have experience caring for an older family member, friend or loved one
- 95% receive their highest job satisfaction from simply helping their clients, so it’s not just about receiving a paycheck

Moreover, all Home Instead CAREGivers are employed by each local office – rather than being contracted or working independently – so they are:

- Carefully screened for temperament, integrity, and character
- Cleared through a complete criminal background check
- Bonded and insured, covered by workers’ compensation insurance
- Thoroughly trained and then matched to complement their clients’ needs and personalities
- Always reliable and responsive

The fact that these CAREGivers are employed by the locally owned franchises provides Home Instead Senior Care with a significant competitive advantage, since our clients, their families and friends appreciate the fact that the company takes care of time-consuming administrative tasks such as payroll and insurance. They also feel safer knowing that each CAREGiver is screened, background-checked and bonded.

“We were extremely impressed by everything about Home Instead Senior Care – the company, its people, and, of course, its mission. In particular, however, we appreciated the quality and extent of the training provided to Home Instead Senior Care Master Franchisees, which not only encompasses business operations, but also emphasizes in-country franchise development and support.

Essentially, we were taught exactly how to develop our own market-specific franchise system, and thus make Home Instead Senior Care Ireland’s number-one brand for non-medical senior care.”

Ed Murphy
Master Franchisee for Ireland
Joined Home Instead Senior Care Network 2005

Proven Master Franchise Development Success

Responding to the Needs of Seniors and Their Families Worldwide

Home Instead Senior Care Master Franchisees provide an affordable care solution for seniors who prefer to remain at home. Talk with family and friends who care for older loved ones – especially those in the global “sandwich generation” caring for children and senior family members – and they’ll tell you they find it difficult, if not impossible, to find a trusted source of home care for their parents and relatives. This will confirm for you the need in your country for Home Instead Senior Care’s services and help you understand the tremendous business opportunities for those who become Master Franchisees.

Thorough Training Helps You Succeed Quickly

Your success is everyone’s success. Thus, we will provide you with a Master Franchisee training program that’s thoroughly researched, evaluated and tested, and led by a team of experienced, qualified Home Office staff members.

You’ll begin by attending a two-week Master Franchisee training session at our Home Office in Omaha, Nebraska, U.S.A., covering topics such as these: Building a Pilot Office; Operational Training; Franchise Development; and Franchise Support.

This training will prepare you to open your Pilot Office in an aggressive yet manageable fashion, and then expand the Home Instead Senior Care franchise system throughout your country. And, you’ll do this with the guidance of a 10-year plan that’s specially tailored for your national market – outlining your recommended annual rates of expansion, and projecting yearly expenditures and growing revenues.

In addition, thanks to the personal relationships you’ll develop while at the Home Office, you’ll understand the full extent of our excellent support program and know just who can provide help when you need it.

We also provide Master Franchisees with specialized training programs designed exclusively for their key staff members. These training programs are designed to help your staffers develop lasting managerial skills.

“We were attracted immediately to Home Instead Senior Care because we could personally relate to the concept, and knew that there was a great need for quality non-medical home care services in Australia. We were impressed from the start with the people we met in the Home Office in Omaha, and by the values that Founders Lori and Paul Hogan have instilled in the business from day one and retained as the business has grown nationally and internationally.

We receive support from experienced professionals who assist us in building and developing our business in Australia. They deliver on their promises and are focused on helping us achieve our goals the best they can. For example, when we secured a meeting in June 2006 with the Australian government to discuss Home Instead Senior Care, the Hogans immediately made themselves available, traveling to Australia on short notice to share their experiences with John Howard, the Australian Prime Minister, and other key government ministers. This is typical of the support we receive.”

Sarah and Martin Warner
Master Franchisees for Australia
Joined Home Instead Senior Care Network 2004



Extraordinary
Caring
Compassionate

Ongoing Assistance

Once you’ve completed your initial training and initiated operations in your country, the Home Office will continue to guide and support you in many ways:

- Our Field Visit Program will reinforce techniques and methods learned during your initial training. During this time, we’ll help you create a business model that fits your culture and country’s regulations.
- Our growing Home Office staff is always ready to serve you. Staff members have a combined 150+ years of franchising experience.
- Interaction with other Master Franchisees will allow you to benefit from their advice and insight.
- Online resource centers and electronic bulletin boards help you stay informed about company and industry developments – positively impacting your operational, marketing and administrative efforts.
- Our International Convention each year brings in Master Franchisees and owners from around the globe to create an unparalleled atmosphere of learning and motivation.
- Our annual International Regional Meetings afford you yet another opportunity to learn, network and facilitate the growth of your business.
- Likewise, the Franchise Exchange Council and Leadership Conferences will provide you with proven techniques to motivate your in-country franchisees. No other franchise system has anything like it.



Marketing and Advertising Provide Ongoing Referral Sources

Our Master Franchisees are universal in their praise of local and national public relations programs that build brand awareness and produce media attention, publicity and visibility for Home Instead Senior Care throughout the world.

Home Instead Senior Care Master Franchisees leverage market-tested materials that are the best in the industry. These videos, printed materials and exhibit tools present a thoroughly professional image and create brand trust – exactly what you’d expect from the world’s senior care leader. They will help you quickly establish Home Instead Senior Care as the dominant senior care provider in your country.

And the company’s public Web site, homeinstead.com, provides a convenient resource for clients and prospective employees to contact Master Franchisees and franchise owners. This online presence also enhances global brand awareness for Home Instead Senior Care and reminds visitors to the site of the company’s ongoing leadership position in the worldwide senior care industry.

“We knew there was a booming market for good quality senior care in Spain – one that only was going to continue growing. So we looked all over Spain, the United Kingdom and the United States for a senior care franchising company, and Home Instead Senior Care won this search hands-down.

Three major factors influenced our decision to go with Home Instead Senior Care: the company’s high-quality services; its established franchising structure, which meant we’d get a good start as Master Franchisees; and its value system, which provides a foundation that will help ensure the business model stays true to itself.”

Luis Vivanco
Master Franchisee and CEO for Spain
Joined Home Instead Senior Care Network 2006

Master Franchisee Information

Successful Home Instead Senior Care Master Franchisees come from every walk of life. They might be young or experienced; urban or rural; individuals, families, or even corporations. They include executives, bankers, teachers, entrepreneurs, nurses, social workers, and musicians – or they may possess other educational and vocational backgrounds. But they do share these common denominators:

- Heartfelt desire to work with seniors
- Entrepreneurial and competitive
- Prior track record of business success
- Leadership skills
- Compassionate and personable
- Marketing experience

Here are profiles of some of our international Master Franchisees – great people and great organizations who share with you an abiding interest in serving seniors:

Ed Murphy and Michael Kearney: Ireland

Ed and Michael are established leaders in the Irish franchising community, having won the “Irish Franchiser of the Year” award twice for other companies. After deciding in 2004 to diversify their own franchising-based company, on St. Patrick’s Day 2005 they became Home Instead Senior Care’s Master Franchisees for Ireland. Given their prior record of business success, it’s no surprise that Ed and Michael subsequently shattered every established company sales mark as they established Home Instead Senior Care in Ireland. Within their first 10 months of operation, they had already captured almost the entire Dublin senior care market and were poised to expand countrywide.

The Duskin Company: Japan

The Duskin Company began in 1963 as a franchiser for cleaning products. Over the next 40 years, it diversified into food service and other service-related concepts – developing into a recognized international expert in franchising. In 2000, Duskin became the Home Instead Senior Care Master Franchisee for Japan, despite the fact that the Japanese government maintained a sponsored healthcare system for seniors. In fact, in Japan, the concept of non-medical care for seniors was entirely new, and a word for “companionship” had yet to be created. Still, in 2003, the Duskin Company decided to change its focus to senior care. Within the first five years of serving as Home Instead Senior Care’s Master Franchisee, Duskin opened more than 130 franchises in Japan.

Samantha and Trevor Brocklebank: United Kingdom

Samantha and Trevor Brocklebank’s goal as Home Instead Senior Care’s Master Franchisees for the United Kingdom is to be the leader in a new market sector that cares for Britain’s elderly in an exemplary manner. Their motivation for doing so comes from personal experience; in recent years, Samantha’s father and Trevor’s grandfather both passed away, and the lack of quality care available to both of them troubled the Brocklebanks. Before becoming Master Franchisees, Samantha and Trevor owned a business intelligence consultancy, Mezenet, which they sold to a French company in 2004. Trevor’s prior experience also includes stints with Nissan, Cable and Wireless, and BT (formerly British Telecom), while Samantha has worked with Deloitte and Touche. Their affiliation with Home Instead Senior Care represents their first professional experience with franchising.



Willie Lin: Taiwan

Willie Lin is the Associate Vice President, Business Development, for China Chemical and Pharmaceutical Company (C.C.P.C.), parent company of Chunghwa Biomedical Technology Corporation (C.B.T.), the new Home Instead Senior Care Master Franchisee for Taiwan. He also has experience as a bio-venture capitalist with the Industrial Bank of Taiwan Management Company. He holds a Bachelor’s degree from Tunghai University in Taiwan, and a Ph.D. from Kansas State University in the U.S.A. Willie believes that C.C.P.C.’s commitment to providing non-medical home care to Taiwan’s seniors – along with the company’s excellent reputation of more than 50 years – will make possible great things for Home Instead Senior Care in Taiwan.

Luis Vivanco: Spain

Luis Vivanco is a co-owner and the Chief Executive Officer for Home Instead Senior Care in Spain. Most recently, he served as a founding partner of Ductum Trading, which developed trade business between Spain and Mexico. Prior to that, Luis served as the International Development Director for BT (formerly British Telecom), running partnership and acquisition projects in Europe and Latin America. “Spain is a ripe senior care market. Currently, 18 percent of the population is over 65 years of age, and this figure is expected to increase to 20 percent by 2010,” he said. “Home Instead Senior Care offered us the best product and franchise support anywhere – which we knew were keys to making it tremendously successful in Spain.”

“The senior population in Taiwan currently is over 2.3 million, a number that will only increase dramatically in the following decades. Currently, however, Taiwan is still focused mainly on providing medical care to seniors – an approach that does not address their needs for non-medical services such as companionship and help around the home.”

It is this shortage of non-medical in-home care that prompted C.B.T to become the Master Franchisee for Taiwan. We partnered with Home Instead Senior Care because both of our organizations are totally committed to providing the highest-quality services to clients. We are convinced that working together, C.B.T. and Home Instead Senior Care can become Taiwan’s trusted source of non-medical care for seniors.”

David Lee
President
Chunghwa Biomedical Technology Corporation (C.B.T.)
Master Franchisee for Taiwan
Joined Home Instead Senior Care Network 2006





The Next Step is Yours: Become a Home Instead Senior Care Master Franchisee

The rapidly aging global population will test governments and societies worldwide as they address critical senior-oriented issues ranging from the provision of adequate health care services to retirement benefits. While many nations do offer publicly subsidized home care for seniors, the concept of private-pay, non-medical in-home care is a new one in most countries around the world.

Home Instead Senior Care can offer this alternative model in untapped global markets – filling this service gap in a way that allows seniors worldwide to stay at home, where they remain happier and healthier. So take the first step toward owning a solid business that can make a difference in people’s lives – and join entrepreneurs worldwide who are fulfilling their professional dreams – by becoming a Home Instead Senior Care Master Franchisee.

There’s no cost or obligation to learn more about Home Instead Senior Care and our exclusive Master Franchise opportunities. To learn more, just complete the enclosed International Master Franchise Profile Form and return it by mail or fax to the Home Office. You’ll then be contacted by the Vice President of International Development, who will help you learn more about becoming a Home Instead Senior Care Master Franchisee.

“The Home Instead Senior Care team has constantly exceeded our expectations, particularly in terms of the training and support they’ve provided. We believe very strongly that if you’re going to work in a particular sector, you should work with the number-one organization in that sector. In senior care, that company is Home Instead Senior Care.”

Trevor Brocklebank
Master Franchisee for the United Kingdom
Joined Home Instead Senior Care Network 2005

