era GROUP



Start your own **consulting business**

Join the world's #1 cost management franchise

value through insight™

eragroup.com

Contents

3. The ERA Group
4. A brief history
5. What makes ERA Group different?
8. Training & development
9. Award-winning marketing
10. Technology, operations & business support
11. Building an asset
12. A look at our market & clients
13. Client case study
14. Income potential & next steps



Our model and structure fits the current, fast- changing business scene and is extremely well suited to today's economy.

The future is bright for the ERA Group. After refining our services over more than 30 years, today we're a global leader and help over 5000 clients in more than 50 countries. Our new franchise partners build on that success.

Fred Manfleet

FOUNDER & CHAIRMAN



The ERA Group franchise opportunity

The ERA Group is the world's number one franchise in business strategy and cost management since 1993.

We partner with businesses to tackle their most important challenges and illuminate their greatest opportunities.

Today, we help clients validate, improve processes and turn insight into opportunities - enabling organizations to grow, build competitive advantage, and drive bottom-line impact. Our success is built on transparency and trust.

As a global team of thinkers and doers, ERA franchise partners bring deep industry and functional expertise and a range of perspectives to spark change.

We help thousands of clients from small and medium enterprises to some of the world's largest organizations.

We're the resource that today's modern leaders need as they navigate new horizons, face unforeseen challenges, and seek out new opportunities.

Are you intrigued by this dynamic franchise opportunity?

As an ERA franchise partner, you'll enjoy entrepreneurial freedom within a globally recognized brand.

Backed by cutting-edge technologies and a world class support system, you'll thrive within a client-centric environment committed to excellence and innovation.

To take the next step in your discovery journey, read this franchise brochure and contact our global network development team for more information.

We'll help you discover how you can power your own cost management consultancy as part of the ERA Group.

A brief history

Business origins

Pre - 1993

Fred Marfleet, Founder and Executive Chairman of Expense Reduction Analysts, had always taken a keen interest in finance and business. From growing up in the UK on a family farm and later in Australia, Fred transitioned into the financial services industry.

He successfully gained his business degree and qualified as a Certified Practising Accountant (CPA) in Perth, Western Australia. Leveraging his experience in accounting Fred quickly decided to also utilize his entrepreneurial skills and move into the finance industry forming a boutique financial services business.

The founding of Expense Reduction Analysts

1993

Expense Reduction Analysts

In a growing economy, with businesses looking to streamline their costs, Fred soon identified an opportunity to assist companies leveraging his personal experience in finance & accounting in combination with his passion for working with people. This was the starting point from which the Expense Reduction Analysts business grew.

When first launched, ERA was a training business. It attracted people wanting to become consultants along with small professional firms wanting to add another service to their portfolio.

The franchise

1996

Advancements in computer technology and the introduction of the Intranet provided Fred and ERA with the opportunity for global scalability. This led Fred to take the next step in the ERA journey and move from a training business to a franchise organization.

This proved to be a hugely successful formula, taking off quickly with minimal challenges, however it soon became clear that collaboration between the trainees could offer clients an even more impactful service.

Collaboration the cornerstone for success

1996 - 2018

Working together and utilizing ERA's 10-Step Methodology for cost optimization, franchise partners leverage each other's expertise to deliver significant savings and valuable insights to businesses and their suppliers.

With more than 18 languages being spoken throughout the global offices, and many more in local offices, ERA staff support more than 700 franchise partners present in over 40 countries. ERA has become a truly international corporation.

Value through insight

2018 - 2024

As the business continues to grow and more franchise partners join the ERA global network, ERA begins the next stage of its' evolution. Having outgrown its' strapline of 'Find Extra Profit' – designed to motivate businesses to reduce costs – ERA evolves its' narrative by adopting 'Value Through Insight' to better reflect the value it brings to clients outside of cost optimization. This becomes the foundation for future growth and development.

Illuminating opportunities

2024

Building on 'Value Through Insight', Expense Reduction Analysts becomes the ERA Group. An international force in business strategy and cost management, illuminating opportunities like never before. With more than 1000 people operating across more than 50 countries, ERA Group continues to expand and champion business health and profitability across the globe.

era GROUP



What makes us different?

As the world's number one 'white collar' franchise, ERA Group enables you to profit from your professional experience and unlock your true potential as a business owner.

To help your discovery, we've streamlined our 'unique selling points' into three key areas where we believe our quality shines through:

1 The ERA network

For more than 30 years, we've evolved and perfected our unique delivery model which empowers our franchise partners to joint venture with their peers, forming a project delivery team dedicated to their clients.

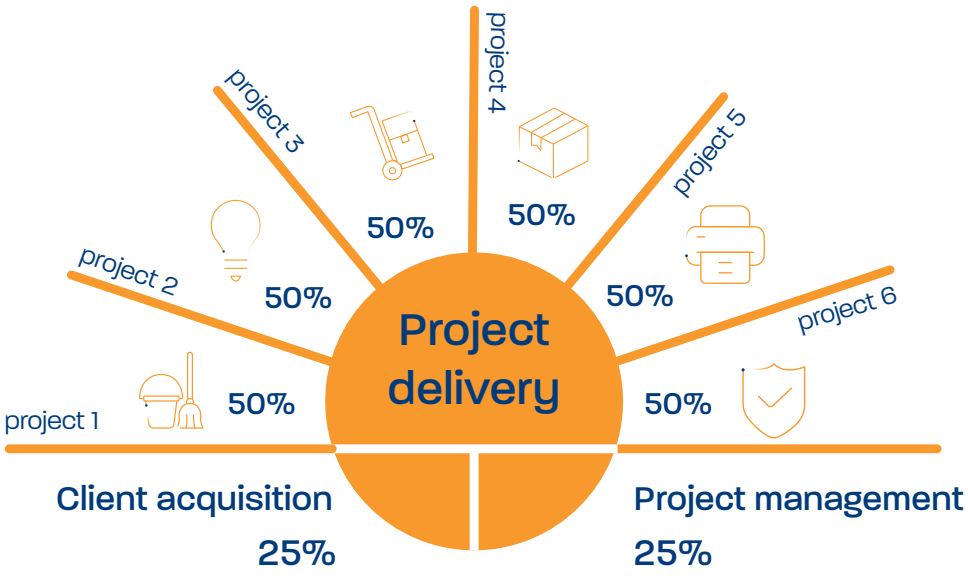
This means you collaborate regularly, share insights, best practice, expertise, and resources, driving value to your clients' operations and enhancing your business' growth.

Tapping into this extensive pool of specialized knowledge enables you to provide your clients with a level of expertise that neither they, nor any competitor, can match. Through cooperating as part of a project team, you concentrate on your core strengths while leveraging the strengths of your peers.

Whether your focus is on client acquisition and management or project delivery, collaboration ensures no opportunity is overlooked and that the best possible solutions are always delivered to your clients.

That's Value Through Insight.

Every project requires the input of multiple franchise partners to perform different roles:





2 Our business model & methodology

Our 'No Win, No Fee' approach stands as a cornerstone of our franchise partners' commitment to their clients, offering unparalleled value.

This proposition assures clients only pay when tangible savings are achieved through our services, mitigating financial risk and solidifying long-term partnerships with clients.

With over 30 years in the market and more than 30,000 implemented projects worldwide, we have the expertise to help our clients grow value and shrink spend. This positions you as a 'trusted business advisor' to your clients and encourages long-term client relationships.

As an implementation-focused organization, we don't just identify savings, we also implement them and monitor their progress over a 36-month period to ensure results are achieved.

This value proposition ensures fairness for your clients but also presents a unique advantage for you.

By invoicing based on the realized savings rather than the time invested, it opens the door for substantial income growth with each successfully delivered project.

Risk-free value proposition for clients

We work on a success-fee basis splitting the savings with our clients

Market knowledge & intelligence

Deep industry & cost category expertise and supplier benchmarking

Long-term & lasting value

We identify, implement and monitor savings over 24-36 months

1) Analysis
Situation Report
(4-6 weeks)

2) Research
Options Report
(4-6 weeks)

3) Implementation
Implementing of Options
(2-4 weeks)

4) Monitoring
Performance Reports
(36+ months)

3 Comprehensive business support

Our franchise partners can rely on world-class business support in every area of their operations. ERA has, for years, invested heavily in our global support team to provide our franchise partners with the perfect platform to launch and grow their businesses. Across our various support centres worldwide, we have dedicated teams of staff delivering support in a variety of different areas vital to success. It all starts with your initial training, onboarding and access to advanced tools and methodologies aiding you in client acquisition and management as well as in navigating complex financial landscapes and delivering value to your clients.

Once you're onboarded, you receive marketing, operational and local business support to help you scale your activity and grow your success.

This holistic approach fosters a dynamic business environment, ensuring you are equipped with cutting-edge resources, robust frameworks, and easy access to expertise within the ERA network.



> Our support team has one goal: to help our franchise partners focus their time on high-value activities for ERA clients and maximize revenue.

DAVID ROUNSEVELL
MANAGING DIRECTOR ASIA PACIFIC



- Training & Development
- Operations & Events
- Award Winning Marketing
- Local Business Support & In-Field Mentoring
- Technology Platforms & Full IT Support
- Building an Asset

Training & development

Your training begins with our Pre-Launch phase, accessible via our Learning platform. Here, you'll engage with diverse courses carefully curated to prepare you for the Foundation Training phase.

The comprehensive Foundation Training lasts 10 days, immersing you in the vital aspects of establishing your business. Topics covered include client acquisition, effective client management, project delivery, and the utilization of our specialized systems.

Led by seasoned franchise partners and staff, this group-oriented training allows you to learn alongside new colleagues. Here, you'll acquire essential knowledge and skills vital to achieving success in your new business as quickly as possible.

ERA Ramp-Up is the next phase following your in- person training. Once back home, you'll begin establishing your ERA consultancy. To foster success in the initial weeks and months, we provide supplementary virtual training modules.

These sessions are specifically tailored to enhance your sales strategies, networking initiatives, marketing skills, and other essential areas, accelerating your skill development for a quicker and more effective adaptation to the ERA environment.

1 Online Pre-Learning

2 10 Day Foundation Training

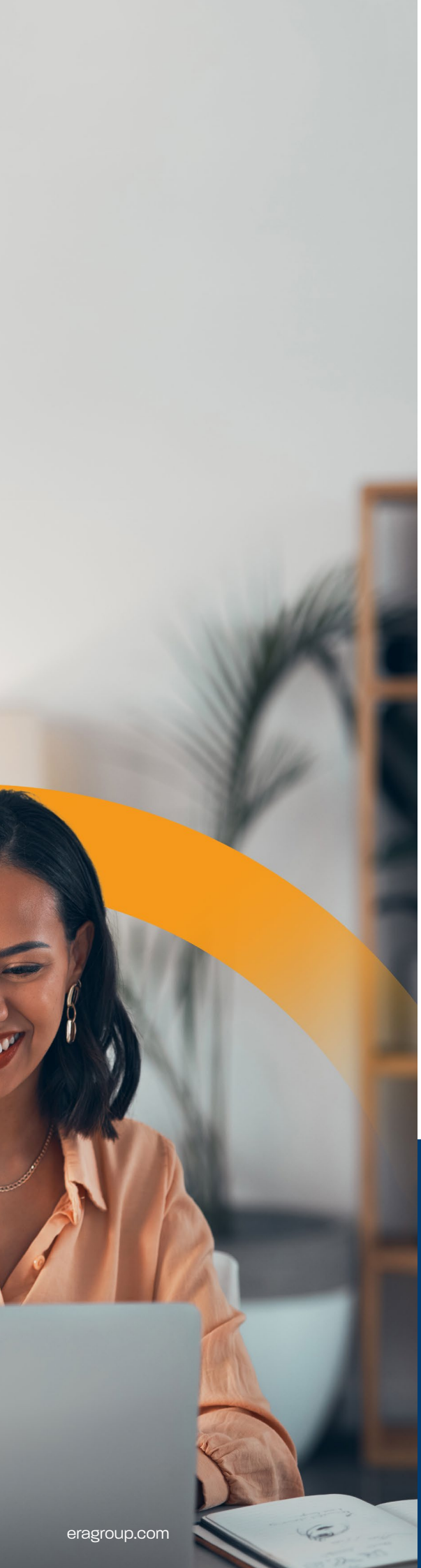
3 Local Onboarding, Coaching & Mentoring



"Joining ERA pushes you forward in every way possible from both a professional and personal point of view.

TASHA STARKS
HEAD OF ACADEMY





Award-winning marketing

Our award-winning marketing team act as your own 'in-house agency', reacting to your needs as well as providing ongoing training and guidance on winning new business.

They'll help you implement a comprehensive marketing strategy and provide creative ideas, designs and assets to help your business development.

Leveraging the brand's global reputation, you gain access to a suite of marketing resources and strategies designed to enhance your business growth. From customizable collateral and digital assets to social media campaigns, we provide the tools to help you build your client base. This support not only saves time and resources but also ensures a consistent, professional image.

Examples of some of the marketing support you can expect to receive, and shared within our 'Marketing Playbook' for all franchise partners, can be found listed below:

- PR Campaigns
- Events (in-person & online)
- Personal Branding
- Thought Leadership
- Digital Marketing
- Content Marketing (vertical & horizontal)
- Email Marketing
- Direct Marketing
- 700+ Case Studies (digital, print & video)
- Presentation & Reports (templates)
- Merchandise
- CRM System



"Our dedicated marketing team equips franchisees with the tools and strategies, across a variety of different mediums, to build trust and sign high-value clients."

JOHN MOCKLER
HEAD OF MARKETING

Technology platforms & full IT support

Technology, innovation and data are at the forefront of our business support and enable our franchise partners to be cutting-edge with their delivery.

You'll have access to industry leading software like prospecting databases, Microsoft 365, templating tools, the ERA global app, our proprietary data visualization tool, SpendVue, and direct tech-support from our global IT team.



Operations & events

As a collaborative organization, it's essential that we facilitate knowledge-sharing, networking and social opportunities to support you in developing your business. This includes the option to attend multiple conferences and events helping you to fortify relationships with your peers and encourage project collaboration.



My mission is to ensure our franchise partners have the technology, platforms and tools required to enhance their day-to-day business operations.

DAVID DE LA NOUGEREDE
HEAD OF IT

Local support & in-field mentoring

Country Leadership

As a new franchise partner, you'll have dedicated guidance from your Country Leader and support team during your initial year and throughout your time in ERA.

Their role includes network integration, professional introductions, sharing best practices, and aligning you with a seasoned ERA mentor, ensuring a seamless transition and ongoing support for your success within the network.

This guidance is key in fostering a thriving business in your early months with ERA.

ERA Mentor

Our mentoring program plays a critical role in nurturing your business start-up. Experienced, successful franchise partners are paired with new partners to offer guidance and support, ensuring you have access to a wealth of expertise.

Mentors help you navigate various business aspects, from client interactions to problem-solving and project delivery. This personalized support nurtures a culture of continuous learning and growth.

Building an asset

Building a business with ERA isn't just about income; it's about creating an asset that secures a lasting financial future for you and your family.

As a franchise partner, these client relationships are yours to own and nurture, allowing your asset to grow in tandem with your income.

Expanding your Asset

As your client base expands and income streams multiply, the value of your asset grows. Numerous franchise partners expand by employing 'associates', fostering business growth, and potentially scaling into larger consulting practices.

In fact, our largest ERA practice boasts a team of over 20 associates, emphasizing the limitless growth potential.

Business Exit Strategies

When contemplating an exit strategy, our model prioritizes flexibility. You can opt to sell externally or, more commonly, facilitate a smooth transition by transferring operations to trusted associates or to other franchise partners within the ERA network.

This freedom empowers franchise partners to tailor their exit strategy, ensuring a seamless transition aligned with their preferences and goals.





Being the founder of a start-up business, I understood what it takes for a business to survive and ERA provided the right network and model for success.

ANNAMARIA VARGA
ERA FRANCHISE PARTNER AUSTRALIA

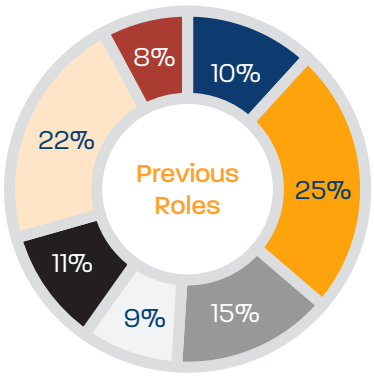


An international network of thinkers and doers

Our global network come from all types of professional backgrounds. The thing they all have in common is a desire to take control of their lives, earn what they deserve and put their experience to use.

When you join, in addition to ERA's training, business support and methodology, you'll also have access to a network of expertise to help your clients save money by drawing on the experience and skills of your ERA colleagues.

You don't have to be a cost management expert to join ERA. In fact, we recently asked our franchise partners which of the following roles most closely matched with their profession prior to joining us. The results are shown on the right.



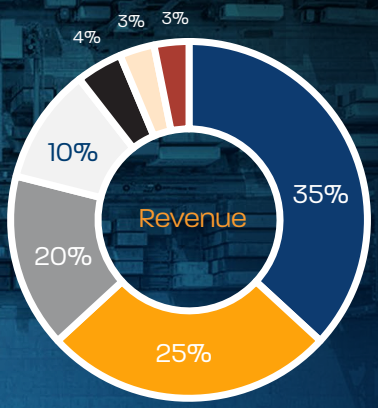
- Entrepreneur/Self-Employed
- CEO/Managing Director
- CFO/Finance Director
- Consultant
- Project Manager
- Sales/Marketing
- Engineering

A look at our market

Our business comes from all types of industries including manufacturing, retail & wholesale, professional services, healthcare, education, built environment, agrifood, automotive, finance, not for profit and many others, the majority of which come from the SME sector.

Most organizations turning over less than 50million won't have a procurement department. For those that do, the team is typically focused on their highest costs – often purchasing goods for resale or raw materials. Expertise in buying one product or service doesn't necessarily translate into buying others.

However, having an expert in (for example) logistics, freight, telecom, energy, insurance, packaging, waste management, etc on a clients' side of the negotiating table, means that our franchise partners can use their market knowledge, price visibility and understanding of contracts to significantly reduce client outgoings when compared to historic prices.



- Up to 19 million
- 20-49 million
- 50-99 million
- 100-249 million
- 250-499 million
- 500-999 million
- 1 billion +

A look at some of our clients

ABB, Unilever, Paul Smith, FRANKE, DECATHLON, SUNDEK, COCCODRILLO, IKEA, Virgin, CARGLASS, dfs, AVIS, Clintons, smashbox

Client case study

THE CLIENT

Gunnebo is an international company specialised in security systems. With 6,000 employees in 30 countries, they offer the best solutions to protect individuals, buildings and properties.

THE CHALLENGE

What does a large International company do after completing 40 acquisitions across 30 countries?

They remove duplicity and optimize their costs wherever possible. The method for core business operations is a common process to experienced staff who manage core cost areas.

But how do you optimize indirect expenses across so many business units and countries?

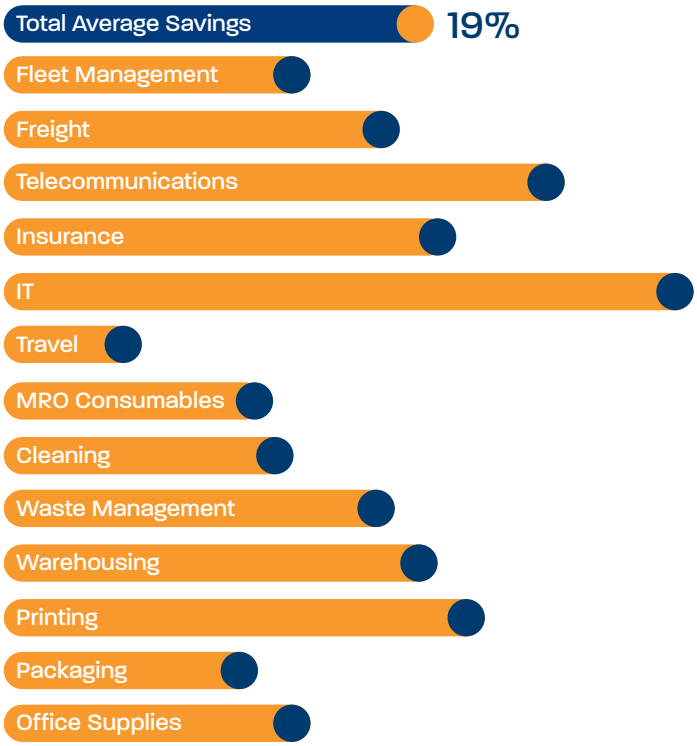
THE PROJECT

We started working with Gunnebo and obtained an average of 19% savings in different cost categories. The customer satisfaction was so high that we were asked to apply our methods to other international offices.

What also convinced Gunnebo was the fact that there was a worldwide network of ERA experts who could be involved locally, and that the fees were based on the results achieved.

We have now implemented the project in fifteen countries. This was led by 2 of our franchise partners in collaboration with Gunnebo's management team. The job was to achieve the successful coordination of over 50 ERA Experts, working together to optimize costs in over 20 categories, some of which common to all and others specific to each country.

Annual savings



> I am overall very satisfied with the work currently done and would recommend them for mainly the minimal financial risk it poses on top of the quality of work achieved by each cost category analyst.



Income potential & next steps

Income

ERA franchise partners will generally look to earn a six-figure income. Our business model allows franchise partners to build a recurring monthly income stream with 60-70% average net profit.

Target asset value

The larger you can scale your consultancy, the greater the value of the business – so we always strongly encourage and assist you in scaling up.

This makes your consultancy a highly valuable asset to sell when you decide to exit the business – potentially worth many hundreds of thousands or even millions, depending on the size of the business.

The investment required to start your consultancy

The total investment depends on the ambitions, scale and pace of what you want to build – we have different license options, and you'll have your own working capital requirements.

Our support team will help you carefully consider the costs and financials ensuring the business will meet your needs.

Everything about your 10-year ERA franchise licence will be clearly laid out for you during the business planning phase of becoming a franchise partner, enabling you to tailor your investment to fit what is best for you.

Ongoing costs

There are almost no fixed costs to running your consultancy: there are no printed materials and no essential need for a dedicated office. All you really need is a laptop and a method of travel when required.





"ERA Group has benefited me through becoming vocationally independent, allowing me to run my own business, meet a lot of terrific people, employ some fantastic staff, serve my clients directly, and to have a direct impact from the work I do each day.

BRETT HAY
ERA FRANCHISE PARTNER AUSTRALIA



How to apply

Please contact us today and start your “Discovery Process”, which includes the following key steps:

1) Introduction Meeting

2) Franchise Opportunity Webinar

3) 2nd Meeting

4) Franchise Disclosure Document

5) Business Planning

6) Discovery Day / Validation Calls

7) Signature Meeting

8) Foundation Training



I’ve been with ERA for more than 15 years now and I’ve never come across a better value proposition to the customer. It is very rewarding to see our people live their dreams and build successful businesses for themselves and their families.

Our global franchise development team is here to help you discover the opportunity in more detail.

ARND HALBACH
GLOBAL HEAD OF FRANCHISE DEVELOPMENT

We welcome applicants from all around the world to get in touch and email us today!

joinus@eragroup.com

APAC
Australia
Indonesia
Japan
New Zealand
Philippines
Singapore
South Korea
Vietnam
Cambodia
Laos

EMEA
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Egypt
Finland
France
Germany
Greece
Hungary
Italy
Jordan
Kenya
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NORAM
Canada
USA

*List of countries published as of 1/3/2024

value through insight™