

PL Independent Brochure

In the Beginning ...

Back in January 2000, a small group of seasoned global entrepreneurs came together. Their objective was to discuss how best to expand and achieve their visions and financial independence, by pooling their years of knowledge & experience together, rather than independently of each other.

At that moment in time, they had nothing specific in mind, except that they were all tired of spending time and money trying to find ways of moving confidently towards real financial security.

Mindful of the major upheavals to the World economy and stability in recent years, which has left tens of millions around the world insecure, in debt and forced into part-time or short-term jobs, without proper pension or health provisions, or the means to pay for it in real terms – they decided to create a tangible *product driven*, low cost, low risk opportunity.

Not just *any* opportunity (to go with the thousands already out there), but one that would share the vast majority of its profits with its customers, in such a way that their initial purchase price (initial outlay) would be very quickly recovered.

It would also have to offer a viable opportunity for everyone involved to achieve their own personal goal of financial independence, within the shortest possible time.

After months of detailed research and thorough evaluation, this group of entrepreneurs came up with a plan that has turned out to be *pure genius*.

In fact, any marketing professional will agree that it is a totally **unique** and truly **revolutionary** concept – and the first program of its type in the World.

Here is that plan:

- 1) As agreed, they needed to become a real company with a real tangible product. A product that by its very nature would be much sought after, limited in number, aesthetically pleasing and appealing to a massive worldwide audience;
- 2) It would have to be a bona-fide mail-order, direct marketing and Internet based operation, in turn facilitating advertising and promotion through regular time tested channels;
- 3) As a profit sharing company, they also needed a very special compounding formula, so that all their customers would be rewarded equally, without exception, and irrespective of their own personal activity (i.e. whether the customer was passive or active);

With such a plan, everyone would make money!

4) Finally, they needed the perfect product. The ultimate secret to successful sustained exponential growth is to have a product that is appealing, within everyone's price range, a product that can be easily & securely shipped, and be purchased via standard mail order methods. There should also be a desire to place repeat orders (multiple purchases). Finally, there should be an unlimited marketplace for the product.

In summary, and with all these 4 elements in place, our entrepreneurial team were certain the business would be a success. Although they knew that *sourcing* a global product of this exact nature was not going to be easy.

The Breakthrough ...

After careful consideration and expert advice, it was decided the product heading up the business would be Limited Edition Fine Art ... oil paintings, photography, limited edition prints & fine art originals.

This product range ideally matched the stringent criteria initially laid down by our savvy entrepreneurial group. In fact, it was a *perfect* match.

The only remaining challenge was deciding where to physically base the company and its operations, for *maximum profitability*. Several suggestions were put forward over the coming months, culminating in a prestigious trading country (The Cayman Islands) being strategically chosen. This would enable the company to generate *substantial profits* from its Global operations, whilst legally incurring zero direct tax liabilities for the company or its members.

The solution was *perfect*. The deal was done ... and in September 2000, the company passed all strict due diligence laws and received the Cayman governments' prestigious *license to trade* - together with a 20-year tax exemption agreement with the Grand Cayman authorities

A truly unique and revolutionary business model was born.

4 years later, our intrepid entrepreneurs' "Master Plan" has been an overwhelming success. Furthermore, it has enabled countless thousands of *ordinary* people around the world, not only to attain supreme financial independence, but to generate themselves a substantial regular monthly income.

This brings up right up to the present day, and the business itself - which I'll fully detail for you right now ...

Proudly Announcing ...

Planline[©]

***“Creating Supreme Residual Wealth
through Limited Edition Fine Art Ownership”***

Company Overview:

The companies registered offices are located in Georgetown, Grand Cayman – the largest of the 3 Cayman Islands – and part of the British West Indies, where all forms of gambling & pornography are strictly forbidden.

In addition to hosting some of leading hotels & golf courses in the Caribbean, Grand Cayman is also the ideal location for a business like Planline, which is heavily reliant upon advanced banking systems, and the latest developments in information technology.

As Grand Cayman is one of the World's leading tax havens, there is no direct taxation applicable to Planline, its income or its members. This subsequently enables ultra-high profitability, which the Company passes on to its members in the form of rewards.

It is widely believed that Planlines' specific system of redistributing funds to its members, sets it apart from the tens of thousands of other art and photographic companies currently trading on the Internet.

Gallery Overview:

Art Exhibitions and Art Galleries have always been perceived as *elitist* and very localised in the past, so to assist with the logistics of displaying the full range of Limited Edition artworks within a Global online art gallery exhibition.

The gallery not only contains Limited Edition paintings & unique photographic productions, but also includes Limited Edition prints and original oil paintings.

In this way, artists can exhibit their work on a worldwide basis, dramatically increasing their National and International exposure to a Global audience, 24 hours a day.

The aims of the Planline program are simple:

- 1) To market its Limited Editions artwork worldwide,
- 2) To launch the careers of new Artists worldwide,
- 3) To substantially increase the wealth of its members, via paying 85% of all generated company turnover back to members.

In essence, and unlike most other businesses, Planline has formulated an iron-clad long term (20-year tax-free) global growth plan, to enable them to drive the business confidently into the future, irrespective of all possible outside events & influences.

Here are just a few of the many advantages of *owning* Limited Edition Fine Art:

- ❖ Limited Edition Fine Art never loses its real value, and has been traded for hundreds of years,
- ❖ Limited Edition Fine Art is an excellent hedge against inflation,
- ❖ Limited Edition collectables nearly always increase in value,
- ❖ The Limited Edition Fine Artworks, are to be treasured and will be a joy to behold for years to come.

Long-term Financial Stability:

The financial logistics of the Planline business is based around the Swiss Franc (CHF) - one of the World's *strongest* and most *stable* currencies, fluctuating very little in value.



Let's now take a look at how profits are generated, via Planline's revolutionary 3-Phase Reward System ...

Here's how you'll make money with Planline:

(All figures stated in Swiss Francs (CHF) followed by the *current* UK£ Sterling equivalent. The current exchange rate, as of April 2004, is 2.33CHF to UK£1)

Within the online gallery, Limited Edition artworks are available for purchase in multiples of **CHF260** (£110).

As part of the Planline marketing & rewards strategy, each time you purchase Limited Edition artwork from the online gallery, you automatically receive **1 Free Bonus Point**.

This Bonus Point is instantly entered into **Target Plan A**. Each Bonus Point allows a member to earn rewards from the plan.

For example:

❖ CHF260 (£110) spent in the Gallery	= 1 Free Bonus Point,
❖ CHF780 (£330) spent in the Gallery	= 3 Free Bonus Points,
❖ CHF1300 (£550) spent in the Gallery	= 5 Free Bonus Points,
❖ CHF2600 (£1,100) spent in the Gallery	= 10 Free Bonus Points,
❖ CHF6500 (£2,750) spent in the Gallery	= 25 Free Bonus Points.

As additional Limited Editions are purchased, the Free Bonus Points generated are fed into Target Plan A, attaching to other points already in the system.

After 14 points have been allocated into Target Plan A, and have attached to one of your points, you will be rewarded with a payment of **CHF260** (£110).

At this stage, you can choose to have the **CHF260** (£110) paid out to you, thereby recouping your initial outlay – or you can choose to keep your money *in the system*, and/or use it to purchase additional artworks (giving you *additional Free Bonus Points*). The choice is yours.

After a further 16 points have attached to your point, you will receive a final reward of **CHF1600** (£690).

Again, at this stage, you can choose to have the **CHF1600** (£690) paid out to you, or you can choose to keep your money *in the system*, and/or use it to purchase additional artworks (giving you *additional Free Bonus Points*).



This point has now completed **Target Plan A**,
Generating a total of **CHF1860** (£800) in rewards.

A new Free Bonus Point will also be *automatically purchased* for you upon completion of Target Plan A, and entered back into Target Plan A to start the cycle again, thereby compounding your income and enabling you to receive a *residual* income.

Points that have completed Target Plan A are placed in Target Plan B. This works in a similar way with 6 point attachments triggering a reward of **CHF520** (£225) and a further 8 point

attachment triggering the final Plan B reward of **CHF780** (£335). When a point completes Target Plan B, it will move onto the final stage of Planline, Target Plan C.



This point has now completed **Target Plan B**,
Generating a total of **CHF1300** (£560) in rewards.

At this stage, you can choose to have the **CHF1300** (£560) paid out to you, or you can choose to keep your money *in the system*, and/or use it to purchase additional artworks (giving you *additional Free Bonus Points*).

Target Plan C works in a similar way to the first 2 parts of the Planline system. Points that have completed Target Plan B attach to other points in Target Plan C. When a point has 6 point attachments, a reward of **CHF780** (£335) is generated. A further 8 point attachments will trigger a reward of **CHF1560** (£670). The point has now completed the Planline system.



This point has now completed **Target Plan C**,
Generating a total of **CHF2340** (£1,000) in rewards.

Again, at this stage, you can choose to have the **CHF2340** (£1,000) paid out to you, or you can choose to keep your money *in the system*, and/or use it to purchase additional artworks (giving you *additional Free Bonus Points*).

Target Plans - Income Summary:

Once a point has completed cycled through all three Target Plans (**A, B & C**), the rewards generated will be **CHF5500** (£2,360), detailed as follows:

- ❖ Target Plan A: Final Reward CHF1860 (£800)
- ❖ Target Plan B: Final Reward CHF1300 (£560)
- ❖ Target Plan C: Final Reward CHF2340 (£1,000)

- ❖ **Total Reward:** **CHF5500** (£2,360)

At this stage, the “life” of your Free Bonus Point in Planline, is now over.

Don't get too worked up over exactly *how* and *why* the customised 3-Phase Reward System of Planline actually functions. We have weekly hi-impact presentations, which fully detail every aspect of the Planline business for you *and* all your interested prospects to learn from.

In the meantime, simply take into account that fact that it does work, and (more importantly) it has worked, as regularly as clockwork, for over 4 years now. It will also continue to work, and produce excellent rewards for all its valued members, for many years to come. Fact: *Planline has never missed a payment in 4 years.*

Extraordinary Returns from an Extraordinary Program:

As you may have noted from the previous earning potential of each **Free Bonus Point** you receive, the Planline business certainly has the capability (and the *immense* compounding power) to deliver a truly *extraordinary* monetary return.

To be exact, each Free Bonus Point you receive can ultimately mature into **CHF5500** (£2,360).

**This equates to a return of just over 21 times the original amount –
or a return of 2,020% ...**

Based on these figures, here's an overview of how each **Free Bonus Point** you receive could deliver you a substantial monetary return:

Initial Gallery Purchase	Free Bonus Points Rec'd	Ultimate Reward
CHF260 (£110)	1 Free Bonus Point	CHF5500 (£2,360)
CHF780 (£330)	3 Free Bonus Points	CHF16500 (£7,080)
CHF1300 (£550)	5 Free Bonus Points	CHF27500 (£11,800)
CHF2600 (£1,100)	10 Free Bonus Points	CHF55000 (£23,600)
CHF6500 (£2,750)	25 Free Bonus Points	CHF137500 (£59,000)

With regards to the respective timescales applicable to your Free Bonus Point/s cycling through Target Plans A, B & C, this is very much dependent upon your level of activity.

For example, if you were to enter the business on a purely *passive* basis, then you should expect to cycle through Target Plan A in around 24-30 months.

Bottom line: You could search for the next 50 years and never find a legal facility that can deliver you a 21 times (2,020%) return on your money within such a timeframe.

Alternatively, if you choose to maximise your profitability by becoming an **active** Planline member, (*which I would strongly recommend for reasons I'll explain below*), and if you can devote just a few hours each week in order to *spread the word* of Planline locally, Nationally and Internationally, then the ultimate reward timescale of fully cycling through Target Plans A, B & C – and realising a 21 times return – will undoubtedly be massively reduced.

In fact, not only will realise a 21 times (2,020%) return, you will also be eligible to receive many **additional** and potentially **massive rewards** from the Planline system.

For example, as each of your direct & indirect referrals become active in the system, and their respective Free Bonus Point cycles through **Target Plan A**, the amazing Planline system rewards the referrers 10 levels above that cycle.

Here's how it works, and how it could compound your income to even higher levels:

As a Free Bonus Point fully cycles through **Target Plan A**, the Free Bonus Point owner receives **CHF1860** (£800) ...

In addition:

Their referrer receives **CHF150** (£65)
 Their referrer receives **CHF150** (£65)
 Their referrer receives **CHF150** (£65)
 Their referrer receives **CHF150** (£65)
 Their referrer receives **CHF75** (£32)
 Their referrer receives **CHF40** (£17)

Their referrer receives **CHF40** (£17)
Their referrer receives **CHF40** (£17)
Their referrer receives **CHF15** (£7)
Their referrer receives **CHF15** (£7)

So, as a Free Bonus Point completes its cycle through **Target Plan A**, 11 people receive a Bonus.

How does all this benefit you? ...

Simple. As your referral group grows Nationally and Internationally, and ‘your people’ start to cycle through **Target Plan A**, you’ll benefit accordingly each and every time (as detailed above) with a Planline Bonus payment ranging from between **CHF150** (£65) and **CHF15** (£7).

Imagine, just for one moment, how the above Planline Bonus payments will rapidly stack up in your account, as ‘your people’ start to become active within many different countries around the world ...

... also take into account that all these potential Planline Bonus payments will be paid to you **in addition** to the rewards accumulating in respect of each Free Bonus Point you have cycling through the Planline system.

It could all add up to a substantial income – *as it has already done* for many thousands of people over the past 4 years.

Planlines’ Massive Global Potential:

With regards to the marketplace for Planline, it really is massive – and increasing on a *regular daily basis*.

Right now, there are **millions** of prospects in the UK, **multi-millions** across Europe and **TENS of millions** in the USA, Canada, South America, South Africa, the Far East and Australasia ...



Expose the Planline opportunity to this ever-increasing group of people, and make no mistake - they will jump at the chance to come aboard.

Furthermore, latest figures indicate that *on the Internet alone*, there are currently in excess of **400 million people** *eagerly searching* for an income opportunity – and there are literally **hundreds of millions more** outside of the Internet. That’s a truly mammoth marketplace!

In a nutshell, you too can become financially independent courtesy of Planline, simply by helping other people like yourself, who equally want to increase their income. *It’s rather like finding a secret short cut to the front of a very long queue.*

In essence, why bother to *scratch around* looking for a way to make money with a business idea, *which may take you years to find*, when with a little drive and determination, you can do it by providing others with the opportunity they desperately yearn for?

To emphasise this point, let me give you a few Planline facts:

- ❖ 6 months ago, Planline had in the region of 5,300 members.

- ❖ During 2003, over **CHF46 Million** (equivalent to over UK£20 Million) was cumulatively paid out to 4,000 Planline members.
- ❖ At the time of writing this letter (May 2004), Planline has around 11,500 members worldwide.

The word of Planline is starting to spread around the World, like a forest fire.

Rest assured, as a valued Planline member, we'll give you the tools to enable you to introduce an unlimited number of people to the many advantages of Planline, and Limited Edition fine art ownership.

The Planline Reward & Payment System

All monies paid into Planline goes into a separate Members' holding account held by the company's bankers.

At the end of a Planline payment period, money is released first to the qualifying Planline members, and then to the company. *Planline members are always paid first.*

For added security, and before any funds can be paid out from any members *holding account*, the agreement of 3 people is required:

- ❖ First, the Finance Director of Planline.
- ❖ Second, a Senior Director of Planlines accountants. There are no common Directors between these 2 companies.
- ❖ Finally, a senior member of the Bank.

In this way, all Planline members' interests are *fully protected*, and control of the unallocated Planline funds rests with no single individual.

The Payment Process

The Planline commission (referral rewards) system operates smoothly and seamlessly.

All commissions (referral rewards) are calculated by the Planline system on the 14th of every month. These become classed as *cleared funds* from the 15th of the month. At this stage, you can choose to use these funds to purchase additional fine artworks - and receive additional Free Bonus Points.

Should you not wish to purchase additional fine artworks from the online gallery, from the 28th of each month, the funds (referral rewards) within your holding account, can be instantly sent by wire transfer, to any bank account of your choosing, anywhere in the world.

Instant Account Access:

You can log in to your password protected Planline Administration website at any time, 24hrs a day, and from any PC.

Once in there, you can:

- ✓ Access up to date statistics in relation to your Planline business,



- ✓ View a detailed overview of how your Free Bonus Points are progressing through the Planline *Target Plan* system,
- ✓ Purchase additional fine artworks from the online gallery - and receive additional Free Bonus Points,
- ✓ Check out all the latest news, updates, promotions, online presentations – and much, much more.

One important factor to mention here is that Planline is a **transparent** business – so no one can mislead another member with incorrect information. That is to say all registered members have across the board access to every member’s future earnings and referral activity statistics.

Again, Planline leads the way as being **the only business in the World** to offer this total transparency solution.

Planline[©]

*“Creating Supreme Residual Wealth
through Limited Edition Fine Art Ownership”*

• Real Product	• Stable Company	• Stable Location
• Secure Bankers	• Long Term Growth Plan	• Massive Income Potential

Your Current Financial Standing, Occupation Or Age Is Totally Irrelevant With This Fabulous Business!

Anyone can do this. Whether you are currently employed part-time or full-time, unemployed, a school leaver, retired, redundant, disabled, a student, single parent or a busy housewife, the amazing Planline business will totally transform your lifestyle (and your income) to a level you have only previously dreamed of.

Additional Key Business Benefits include:

- Work Your Own Hours ...
- No boss, No timetable & No clock-watching ...
- No Stock Holding ...
- No Premises ...
- No bad debts – ever! ...
- Start With Very Little Money ...
- No interference with your current occupation or lifestyle ...
- No Previous Experience Required ...

Pound for pound, and in return for a small amount of effort on your part, you will be very hard pressed to find an opportunity more potentially profitable and lucrative than Planline.

Passive or Active? ... the choice is yours ...

Should you choose to share the Planline opportunity with others, and become an active Planline member, not only will your payout period reduce dramatically – but you'll also earn massive extra rewards!

Are YOU ready to start Living the Dream?

If you have the enthusiasm, drive and determination to succeed, here's a brief overview of what you could expect to achieve through your membership of Planline:

- **You can be your own Boss** and **escape** the 9-5 rat race,
- Choose the **Income** you want,
- Become truly **cash-rich** and **financially free**,
- Create a lifetime of **Multiple Income streams**,
- Own **luxury vehicles** of your choice,
- Own a luxurious **Mansion house**,
- Take several **exotic vacations** every year,
- Send your children to the **best Private school**,
- Rapidly **eliminate** all unwanted debt,
- Be **independent** and enjoy the good life,
- Have plenty of **free time** to enjoy your life with your family,
- Have **peace of mind** and feel totally **in control** of your life,

**Make no mistake, YOU could achieve all of this, and more –
as an Active Planline member!**

In summary:

When you take that decision to become a wealthy and prosperous Planline member:

- ✓ You'll have the opportunity to acquire and own beautiful **Limited Edition** artworks ...
- ✓ You'll receive a **Free Profit Point** for every CHF260 you spend in the online gallery ...
- ✓ Each Free Profit Point you receive will ultimately **mature** to at least CHF5,500 ...

There's not much more to be said about the business. That's it, in a nutshell.

Don't forget, the referring of other people to the business is not required and *purely optional* – but if you do, then you'll be rewarded *much, much faster*. We'll also show you how to refer others to the business with effortless ease.

So, if you're ready to get started, that's fantastic!

... let's crank the magical Planline money machine up to full throttle,
and **prepare for launch!**

I look forward to welcoming you aboard the amazing Planline opportunity, and guiding you towards supreme residual wealth ...

Opportunities like this only come round once in a lifetime. Why not join with us today – and make 2004 your most profitable year, ever?

I look forward to hearing from you – and welcoming you aboard Planline very soon ...

Sincerely,



Simon Johansson
Lord and Thomas, London

PS. Why not take that important decision, right now, today (before you miss out)? This is your once-in-a-lifetime **genuine opportunity** for you to run a **REAL** business with **REAL** products ... and with **REAL** unlimited income potential.

PS. Delay no longer. The sooner you take action, the sooner you can start enjoying the rewards that Planline business can offer. Take that first step today

“... to me, Planline is a sure-fire winner. After analysing the whole Planline business with a fine toothcomb, I joined right there and then – on the spot. It was an easy decision to make. Now I confidently look forward to generating in excess of £300,000 from my Planline business during 2004.” - *Simon Johansson: Lord & Thomas, London*

A good friend introduced me to Planline and after careful consideration of the business I purchased some Art. Within 2 weeks and with a little effort my potential earnings are over 25,000 CHF. The transparency and solid base of Planline is very different to anything I have seen in over 30 years in business. I have found my pension from an unexpected source. I have no hesitation in recommending this fabulous business to friends and colleagues.

- *D.C. Consultant UK & Ireland.*

“... Throughout my forty years of business experience, I have never before come across a business as ingenious, or as immensely profitable as the one offered by Planline.”

- *G W Bishop, Bath.*