IWG International Workplace Group

Regus SPACES. HQ Signature

A UNIQUE FRANCHISE OPPORTUNITY IN CANADA

Partner with the global market leader of the flexible working industry

franchise.ca@iwgplc.com

Message from Mark Dixon, founder and CEO of IWG plc

When I first launched my pioneering workspace business more than 30 years ago, I could not possibly have known it would grow to become the global phenomenon it is today. I did, however, realise that I was onto something big.

Back then, the world was crying out for more flexible working options. I saw the opportunity to provide professional, contemporary workspaces that would offer people the choice and flexibility they were looking for – and that would make a positive difference to the customers and communities we served.

In the years that have followed, I and my colleagues have worked tirelessly to fine-tune our business model, creating a platform that unlocks productivity and enables millions of individuals and businesses around the world to have a great day at work.

With global demand for flexible working options now growing at an exponential rate, I feel sure that we are approaching another turning point in the workspace revolution – and I am delighted to be able to offer other driven, ambitious entrepreneurs the opportunity to join us at this key moment and capitalise on the explosive growth of our sector by leveraging our proven business model and scale.

I hope you sense the untapped potential of the market as strongly as I do, and look forward to welcoming you as a franchise partner of IWG.

Mark Dixon

Mark Dixon

THE NEW WORLD OF WORK IS FLEXIBLE

Now, more than ever, old ideas about where, when and how we all need to work have been rapidly overturned. We have reached a tipping point – and the results of this will transform the working experience for millions of people in all parts of the globe.

81%

of companies anticipate remote working being the new norm

(PwC, The Future of Remote Working)

64%

who did not want to work from home before the pandemic want to incorporate it in the future

(JLL, Work Experience Survey)

A GROWING GLOBAL MARKET

30% of all commercial real estate is predicted to be **flexible** workspace **in 2030**
(Source: JLL research)

81% of companies anticipate
REMOTE WORKING
being the new norm
(Source: PWC, Future of Remote Working)

The **flexible office market** is worth **$25** billion USD in annual revenue
(Source: Instant Group)

69%
of companies plan to change their workspace strategy
(Source: CoreNet Global, Workplace Utilisation)

Flexible working will be worth **$10 TRILLION+** USD
to the economies of 16 leading countries alone **by 2030**
(Source: Regus-commissioned research by Development Economics)

OUR CUSTOMERS

We have millions of customers around the world, ranging all the way from top international companies to startups and SMEs.

WHAT THE MARKET SAYS ABOUT US

“With new technology comes new routines. That's why we are looking forward to our collaboration with IWG.”

Microsoft

“The swift rise in popularity of the coworking format has re-energised the flexible workspace sector.”

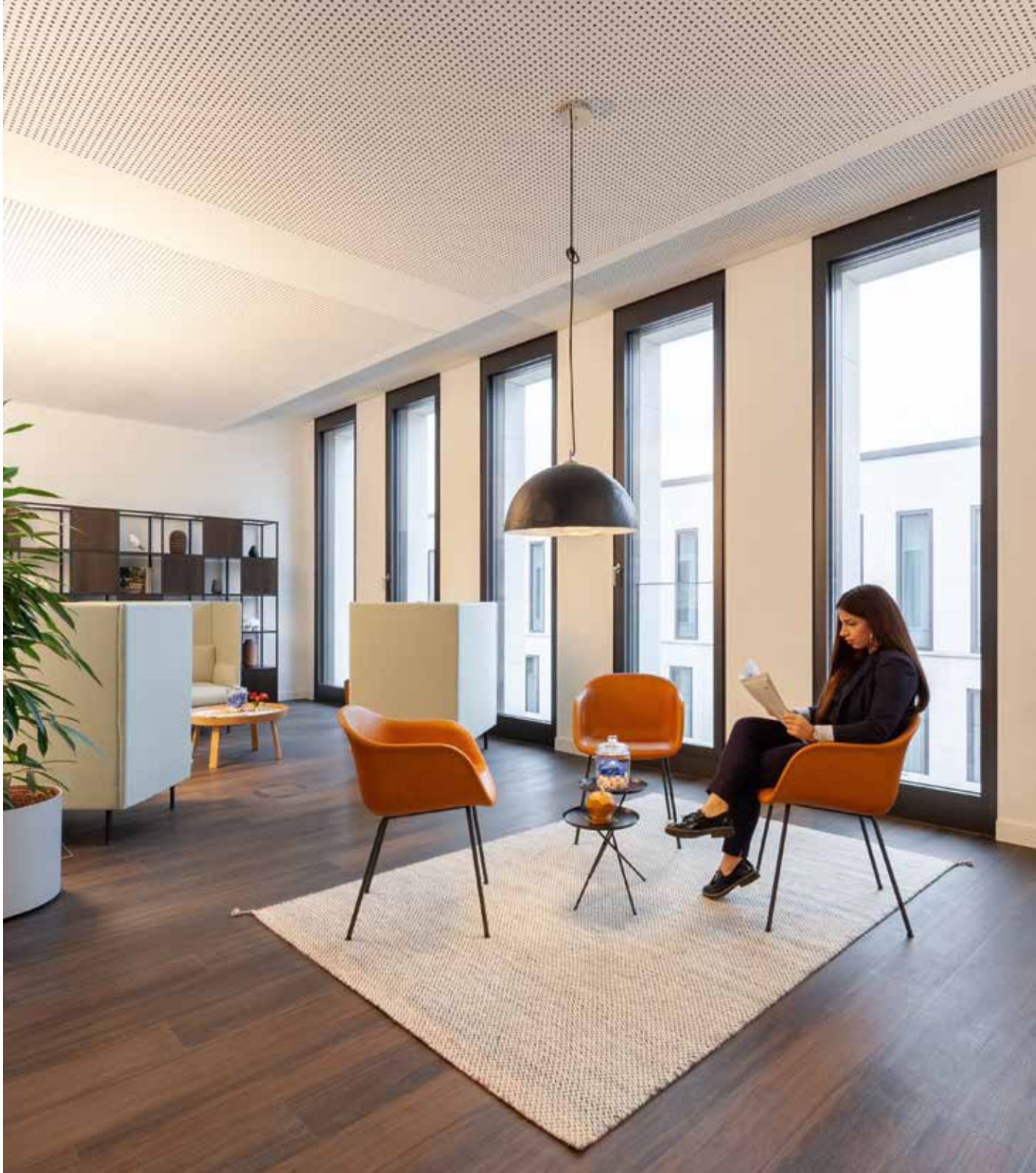
pwc

“Growth in the number of open office workstations/sq ft will approach an exponential scale. In line with wider technological trends.”

J.P.Morgan

IWG

THE MARKET LEADERS



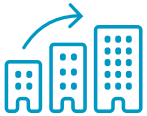
WHO WE ARE

IWG is the world's number one provider of flexible workspace, connecting millions of like-minded professionals and enabling them to be more productive. Our customers include some of the world's most successful entrepreneurs and individuals, and 90% of Fortune 500 companies partner with us.

We are able to provide solutions to match every kind of business, work style and price point through our portfolio of workspace brands.

Regus™ SPACES. HQ Signature

1 new centre
opening every day



20,000
centres globally is our ultimate goal

3,500+ locations
1,100+ towns and cities
120+ countries

OUR HISTORY

1989 was the year visionary entrepreneur Mark Dixon set about revolutionising the world of work, launching the pioneering Regus Group from his base in Brussels, Belgium.

Mark remains CEO to this day, while the business itself has grown to become the world's number one provider of flexible workspace.

In the intervening years, and in response to changing market dynamics and customer demand, new brands have been added to the business through acquisition and organic growth, culminating in the creation of parent company, IWG, in 2016.

IWG now employs 10,000 people globally and is listed on the London Stock Exchange (LSE: IWG).
The company manages over 5m SQM of space in 120+ countries around the world,
and helps more than 2.5 million people and their businesses to work more productively.

In order to accelerate the rollout of a truly global network of flexible workspace, IWG launched the current franchise programme in 2019.
One year later, IWG officially welcomed its 30th franchise partner, operating across 26 countries with 250+ franchise locations worldwide – delivering a great day at work to more people every day.

2000

Regus goes public with IPO on the London Stock Exchange.

2011

In June of that year passes the 900,000 customer mark.

2016

IWG introduced as the new holding company of the group.

IWG International Workplace Group

2019

Launch of the franchise offering in Canada.

WHAT WE DO

We create personal, financial and strategic value for businesses of every size by providing companies and individuals with the workspace that's right for them.

OFFICE SPACE

Take your pick from our vast network of fully managed offices and tailor the space to your own unique requirements.

VIRTUAL OFFICE

Our Virtual Office service gives you a professional business address and local phone number along with mail handling, call answering and admin support.

COWORKING

Looking for more flexibility? Why not use our workspaces on an on-demand basis, accessing any part of our network as and when you need it.

MEETING ROOMS

Pitching to a prospective client? Training your sales team? Presenting to the board? We have the perfect meeting spaces, whatever you need them for.

FLEXIBLE WORKING PLANS

Choose from our range of membership plans and access our offices, coworking spaces and business lounges in whatever way suits you best.

PLEASE KEEP YOUR DISTANCE

PROVIDING EFFICIENT INFRASTRUCTURE FOR A RAPID GLOBAL RESPONSE

With a robust global infrastructure, we have implemented a world-class level of safety measures across all our locations around the globe. We have guidance from the WHO to create a set of measures that minimises risk – wherever you are in the world.

HOW WE MOBILISED TO RESPOND TO COVID-19:

Dedicated Global Task Force set up to lead the business through the pandemic

New 'COVID-19 ready' operating standards implemented in all of our locations

Utilised technology to stay connected with our customers and each other

Focused on cost-saving measures to ensure longer-term stability

OUR MEASURES INCLUDE:

Taking the principles of physical distancing and applying them to the workplace

Working to the highest standards of hygiene with frequent touchpoint, surface and workspace cleaning

Creating visible signage to remind visitors of physical distancing, seating guidelines and other measures

PROVEN TRACK RECORD OF SUCCESS IN CANADA

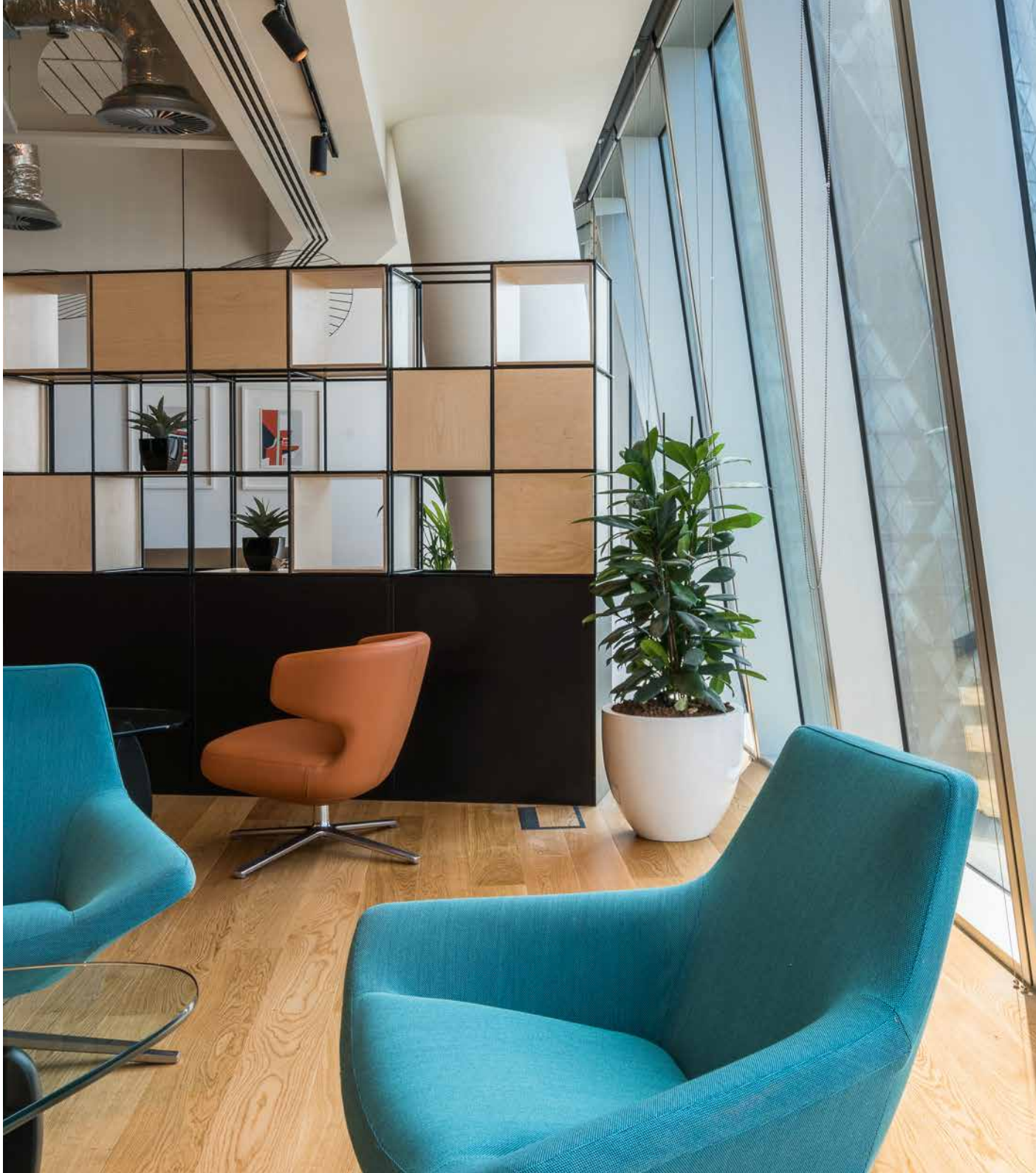
129 LOCATIONS | 40 CITIES

Well-established and mature presence in major cities. Rapid proliferation in smaller cities. Huge white space with growth potential in regional and provincial markets.

LET'S
START TO
REDEFINE
HOW WORK
IS DONE.

BUILDING YOUR BUSINESS

WITH US



EVERY SIZE OF BUSINESS. EVERY KIND OF BUSINESS NEED.

What our customers use our workspace for

PROFESSIONAL HEADQUARTERS

Ensuring they make a great first impression with professional addresses, services and meeting facilities.

AGILE GROWTH

Securing office space that can grow and change at the same rate as their business.

BRANCH OFFICES

Saving money by replacing larger under-utilised office locations with smaller flexible local hubs.

PROJECT SPACE

Setting up new project teams quickly and easily in convenient locations.

TRANSITIONAL SPACE

Solving immediate office needs during times of flux and business uncertainty.

MARKET EXPANSION

Setting up teams in new markets, quickly and cost-effectively.

A UNIQUE FRANCHISE OPPORTUNITY

Since launching our business in 1989, we have opened an average of two centres every week.

Demand for flexible workspace is growing at an exponential rate. To meet that demand, we are looking to rapidly expand our network through a global franchise program allowing our franchise partners to benefit from leveraging our scale, world-class systems, and our proven business model.

GROWING DEMAND, LIMITED SUPPLY

The serviced office sector provides a wealth of opportunity for franchise partners, with demand for flexible workplace solutions rapidly outstripping supply.

A FRANCHISE PARTNERSHIP WITH THE MARKET LEADER

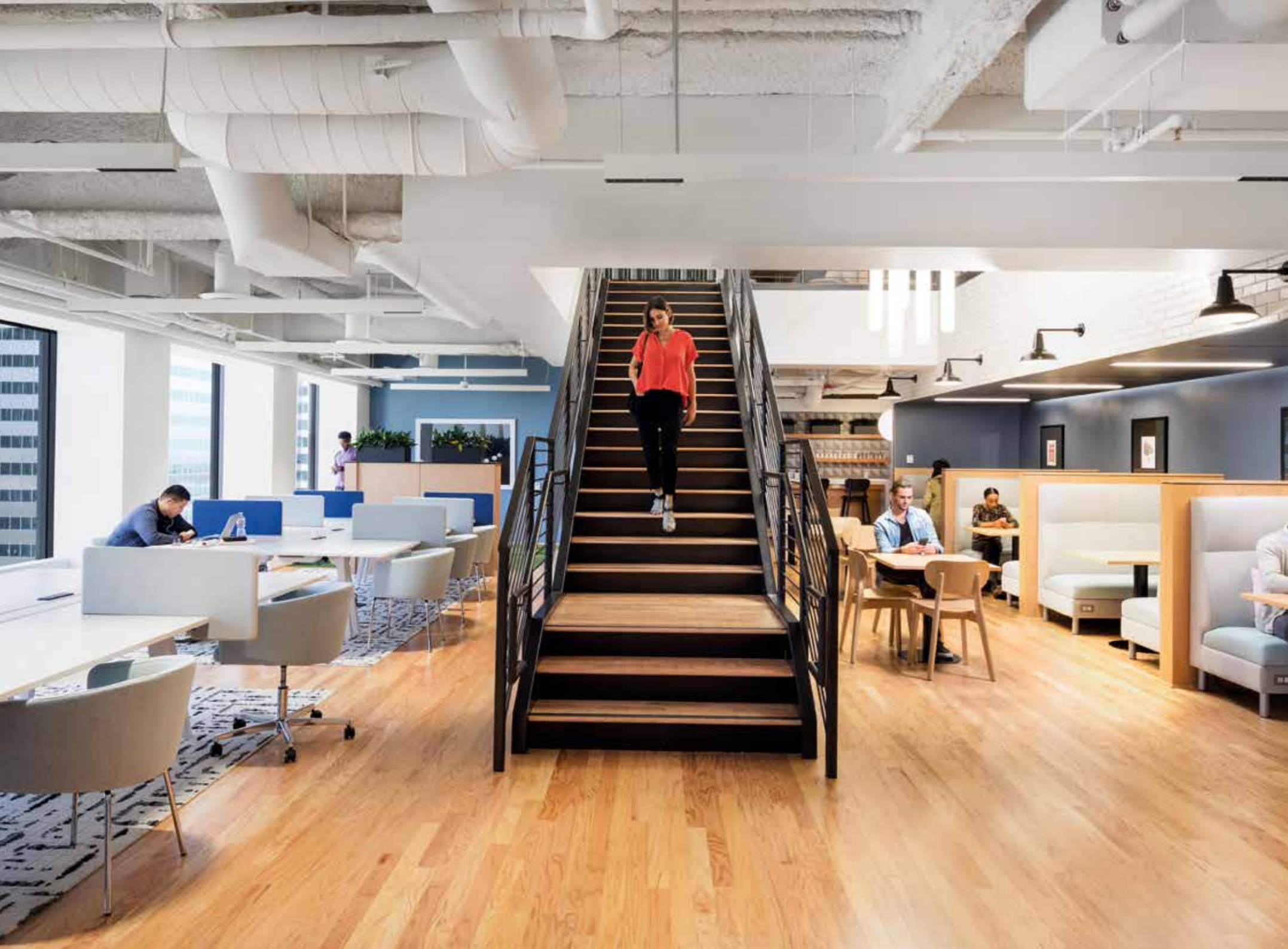
Our network is more than six times larger than that of our nearest competitor. Combined with our unrivalled digital and IT platform, this makes us the undisputed leader of the serviced office sector.

TAP INTO AN ESTABLISHED CUSTOMER BASE

Our brands inspire strong loyalty, with millions of customers using our products and services every day.

LEVERAGE OUR PROVEN BUSINESS MODEL

We invented the serviced office business model more than 30 years ago, and have been continuously improving it ever since. From sales and marketing to platforms and processes, every element is designed to turn the untapped potential of our market into exceptional cash returns.



1 *Choose your space*

SMALL BUILDING

Occupy and manage entire building.

MID-SIZE BUILDING

Occupy part of building, typically ground and first or second floors.

LARGE BUILDING

Occupy and manage single floor or the entire building.

2 *Design the perfect centre*

ECONOMIES OF SCALE

Access our existing supply chain and benefit from favourable pricing and strong relationships with suppliers and contractors.

SPACE PLANNING EXPERTISE

Maximise return on every square foot by tapping into our specialist space planning team. The team has already designed 3,300 highly efficient locations across multiple geographies and building types.

CONTEMPORARY DESIGNS

Wow new clients and create positive working environments with our attractive range of designs.

3 *Market and sell globally*

$6.5+ MILLION USD
SPENT ON MARKETING EVERY MONTH

500,000+
APP USERS PER MONTH

100,000+
INQUIRIES PER MONTH

4 *Retain*

EXCELLENT CUSTOMER SERVICE	Customers benefit from our excellent centralised customer service centre.
TRAINED STAFF	Our comprehensive training ensures centre staff are receptive to your existing customers' needs.
CUSTOMER SURVEYS	We provide regular NPS surveys to help you monitor the customer experience.
CRM	Our dedicated app makes it easy for customers to pay invoices, purchase additional services and manage their account.
AUTO-RENEWAL SYSTEM	Our fully automated system ensures customer contracts are renewed on time and with zero fuss.

5 *Grow*

GROW YOUR FOOTPRINT	Add more centres in viable locations across your geographic area or acquire the rights to new clusters.
SCALE UP	Provide customers with scalability options and leverage our global network to meet their demands.
SPREAD THE WORD	Encourage customer referrals to drive organic centre occupancy across thousands of locations in every city, town and major transport hub in the world.
UPSELL	Encourage customers to buy additional services such as membership, virtual office and meeting room space.

UNDERPINNING YOUR CONTINUOUS GROWTH

We work tirelessly behind the scenes to ensure all back office processes run as smoothly as possible. Our regional support centre teams will provide excellent customer service and sales inquiry handling for your centres, wherever in the world they are based. As a result, you and your centre teams will be free to focus on building new business and keeping existing customers satisfied.

Innovative and market-leading support systems

Our proprietary systems drive cost savings and revenue while enhancing the efficiency of your day-to-day business operations.

IWG INTRANET

SALES APP

ONLINE TRAINING SCHOOL

INVENTORY, BOOKING AND BILLING

BESPOKE MARKETING COLLATERAL

GLOBAL CRM SYSTEM

SALES AND INQUIRY HANDLING DATABASE

INDUSTRY-LEADING EXPERTISE

OUR BRANDS

FOUR DIFFERENTIATED WORKPLACES

Regus™

Work your way

We help people and businesses get closer to where they need to be and enable them to work faster, smarter, better and happier.

CLOSER

With our global network of workspaces, we enable people to work closer to home, to clients, to new opportunities – wherever they need to be to grow their business and get the job done.

HAPPIER

We help people enjoy a better work-life balance by enabling them to work when, where and how they want.

SMARTER

Organisational agility is optimised via the ability to upscale and move location quickly, take minimum tenure in leases, and the ability to transfer spend commitment across locations.

FASTER

We take care of all our customers' workspace needs, so they can focus on their core business and be more productive.

TOGETHER

Our community of 2.5m people enables connections, collaboration and new opportunities.

BETTER

Our bright, inspiring environments are designed to help people do their best work.

Signature

Exclusive luxury workspace for a discerning business clientele.

Signature by Regus helps businesses make a powerful impression, by delivering a premium office experience in some of the world's most prestigious locations.

ULTIMATE PRESTIGE

We've created a collection of iconic buildings in top-tier cities around the world, to provide places to work that project success and enhance the status of any business.

ACCESSIBLE EXCLUSIVITY

We make it easy for people to work, meet and create a home for their business in the world's most desirable buildings – locations that are sought-after by many but, until now, only available to the few.

SPACES.

Creative workspaces with a unique entrepreneurial spirit.

We believe work is about people and ideas. By creating dynamic workspaces with a unique and entrepreneurial spirit we help you think, create and collaborate while our dedicated team sees to all of the background logistics and services. Making sure that our community can focus on driving their business forward.

WARM PROFESSIONAL HOSPITALITY

We involve people in the buzz and energy of Spaces and make them feel at home.

AN EYE FOR DESIGN

Stylish and sophisticated European design creates inspiring places to work.

SERVICES THAT ADD VALUE

Full program of professional networking, speaker events and hospitality services provided by local and international partners.

COMMUNITY OF LIKE-MINDED INDIVIDUALS

Free-spirited vibe attracts an energetic community of positive and open-minded business thinkers.

Where real work gets done.

Office space, coworking and meeting rooms designed for you, your team and your entire business.

DESIGNED FOR PRODUCTIVITY

We enable you to focus, without interruption, on growing your business and getting important work done. No hassle. No tech issues. No hold-ups. We make sure you are productive from the moment you start.

WORKS FOR EVERYBODY

We are home to everyone from major businesses to freelancers. Whether you need workspace for one or 1,000 people, our flexible terms and simple pricing ensure it works for you.

SIMPLE TO USE

Our app allows you to manage every aspect of your workspace at the touch of a button. Book a meeting room, reserve space and access your account 24/7.

WHAT OUR FRANCHISEES SAY ABOUT US

Jeet Sohal - UK
ACCA Office Ltd

“We are incredibly excited to be joining Regus as their first UK franchise partner. Regus is a market leader with a great franchise model that we are confident will result in a very fruitful partnership.”

Dr. Ralph Altenburger - Germany
Planet9 Investments GmbH

“Sharing economy and flexible workplace solutions are important social trends and open huge possibilities of growth, which really fascinates me as an investor and entrepreneur. Regus, as a market leader, offers a great basis to position myself in this sector with a strong brand, a professional infrastructure and a worldwide network. I have been looking for over a year for a suitable franchise concept and since the very first contact I was enthusiastic about Regus and the team.”

Inaciu Suárez Echevarría - Spain
Pintayu Inversiones S.L.

“As an investor and businessman, I consider the coworking and flexible rental format to be a reality and a trend that will become more popular in the future. I have decided to opt for the Regus franchise model because I understand that it is the safest way to develop centres and make investments in this sector in order to achieve high quality standards.”

IS THIS OPPORTUNITY RIGHT FOR YOU?

WE ARE LOOKING FOR PEOPLE WHO CAN:	*WHAT YOU NEED TO DO:*	*WHAT TO EXPECT OF YOUR LOCATIONS:*
Operate and grow within a branded framework	Demonstrate the financial and organisational capability to manage multi-site operations	Typically no smaller than 10,000 SQFT either in stand-alone or multi-let buildings
Move quickly and decisively to secure deals with building owners and customers	Purchase the rights to develop a territory	Located in town centres, business parks and roadside settings
Seize the opportunities offered by the growing serviced office sector	Open multiple centres across the contracted territory over a 2-5 year period	Include 130+ workstations
Thrive within a fast-paced sales and customer service business		Exceptional projected ROI

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