

# AdEPT Telecom plc

## Company Profile

### **The Company**

AdEPT is a non-network based UK telecom company that provides fixed line calls, line rental and broadband to business and residential customers in the UK.

As at August 2007, AdEPT has completed the acquisition and integration of 15 telecom businesses, all of which have been successfully integrated and now trade under the AdEPT Telecom brand.

### **The Business**

AdEPT provides fixed line calls, line rental and broadband to approximately 20,000 business customers and 17,000 residential customers.

AdEPT employs 40 members of staff at its office in Tunbridge Wells, Kent.

The Company currently provides its services to both residential customers, under the Company's "HOMEtalk" brand, and business customers, under its "WORKwise" brand. The Company's primary focus, however, is on the UK SME market, which at 31 March 2007 comprised approximately 85 per cent of the Company's turnover.

### **Growth strategy and opportunities**

The Directors intend to continue to grow the Company primarily by way of acquisition. The Directors believe the UK fixed line sector is ripe for consolidation; the market for supplying fixed line calls and line rental to business customers is fragmented, with over 600 fixed line resellers (most of which report turnover of less than £2 million per annum) with no dominant consolidator. Therefore, the Directors believe that the opportunity exists for a well-financed trade buyer such as AdEPT to act as the leading consolidator in the sector by offering an exit strategy to small Operators'.

The Directors additionally intend to grow the business organically through continued development of the Company's dealer channel.