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INTERVIEW WITH THE CEO:

MR. KIM SYMONS
THE SYMONS INTERNET GROUP INC.

THE SYMONS INTERNET GROUP

KIM SYMONS: ON USING THE “BRAND FACTORY” APPROACH TO CREATING INTERNET WEALTH



Kim Symons
Chief Executive Officer
The Symons Internet Group

Kim Symons is a North American record-setting marketing expert with a verifiable track record of marketing results 2 to 20-times greater than industry averages. For example, one campaign he created for \$105,000 generated \$78-million in investments. Another sold \$40-million worth of investment property in 52-minutes. He is a 2002 Marketer of the Year Co-Nominee, a past Finalist Judge at the New York University Center For Direct & Interactive Marketing (Manhattan) and his work on Marketing In The Digital Age has been presented at the Cannes International Advertising Festival. Some of the companies he has worked with include Microsoft, Westminster Financial, Telus, Sun Systems, Microtel, and Intrawest.

The popular wisdom seems to be that a company should stick to one thing and focus on that – yet you take a multi-brand approach. Why?

Well – in a sense we are doing one thing well – it just so happens that what we are best at is creating Internet “products” and then executing their implementation and rollout. We create quality products targeted at the most robust market segments and then our goal is to outbrand and out-compete all the other entrants in those market spaces. The other major benefit to our approach is - by creating a diversified portfolio of properties we achieve tremendous economies-of-scale because the management, marketing and operational requirements are similar in each case. Plus we end up with a solidly-diversified revenue stream so there is no overdependence on any one property.

But aren’t there already a lot of entrants in each of those spaces?

Yes and no. There is definitely a lot of clutter. Anyone can make a website and there is no shortage of ideas on the Internet. What there is a shortage of is tested-and-proven management and marketers. This is our strength. We’ve developed a cohesive strategic approach for developing and implementing our properties that combines the best elements

of traditional and online marketing and management. Plus we enjoy competition – it excites us. I’d put our skills up against anyone, anywhere, anytime. I simply think we’re just better at it than pretty much anyone else.

Well – some of those spaces are pretty crowded at this point. Take “online communities” for example – everyone wants to be one of those nowadays.

You are absolutely right – which is why we have taken a completely different approach. With our product Web Community Builder™ what we have done is “Walmart” the whole online community business. Rather than try to just do a couple of communities – instead we created the technology that enables organizations of any size to have their own privately-branded fully-interactive online community – for a fraction of the cost and in a fraction of the time it previously took. So now anyone can be a myspace™ or youtube™. Our market research and testing indicates there is a huge demand for this kind of service. But then we also use our own product to create our own communities – so it does double duty. This actually helps add to our hands-on experience at both the service provision and management sides of that business. The market for that service is at least a million groups in North America alone.

What about a product like The Cocktail Club – your online social & professional network. How can you compete with things like Myspace and Youtube which are now massive?

With all respect to those companies – they are kid's stuff – literally. It's mostly teenagers seeking their 15-minutes of fame and playing internet games – and the companies themselves have no well-defined revenue model. That's not a demographic we're interested in and we only do products with a clearly-defined revenue model. With The Cocktail Club – it appeals to a far richer demographic – the 35-plus market and it has a real revenue model comprised of membership revenues and accompanying ad revenues with online retailing a possibility as well. The Cocktail Club was one of the first online communities on the Internet and it was so successful we had to take it offline till we are done building the resources to manage thousands of members. We are now preparing it for global re-launch and when we do it should be one of the leading communities on the net.

But why would people sign up for that when there are so many free services around?

The key is to create a compelling value to the service. We're not interested in the freebie market because anyone will sign up for free stuff – but those companies don't have a lot of staying power because they're usually run by kids or hobbyists who are in it mainly for the ego gratification. Yet there is a crying need in the marketplace for people over 35 who simply want to meet new people and make new friends. We know this because we've done it and seen it. And by virtue of our experience we probably

know more about how to create, build and run a meaningful online community than anyone else in the world. There is a real art and science to it and not many people know what that is.

You've also gone into the online marketing and media space with the creation of The InvestorWorld Group. What is the rationale there?

Once again – we try to use all our products to do double-duty. Any company needs a massive integrated marketing machine to launch and market its products. So we created The InvestorWorld Group to be a self-financing marketing machine. It alone should generate millions in revenues – but it also gives us a self-financing in-house marketing and media property which we can then use to support all our other enterprises. In about a year - we have built The InvestorWorld Group into a worldwide multi-media conglomerate encompassing four continents and reaching millions of investors a week. It is the highest-quality most-comprehensive service of its kind in the world.

What are your overall revenue projections?

We conservatively estimate The Symons Internet Group and the subsidiaries we have launched or have in development should be grossing in the range of \$21.3-million USD within 2 to 5 years based on market-response to date. A professional independent third-party valuation placed our value at \$8.75M USD about two years ago and we have since added a number of new divisions and begun to roll them out plus we have several more coming on-stream in the coming year and we have achieved the revenue stage so our present valuation is even greater.

What is the Private Placement offer and plan for IPO'ing?

We have laid out a very clear path to IPO within 12 months of the close of the current \$2M USD Private Placement round. Investors taking a position in the Private Placement receive their shares at 40-cents USD. We expect these shares to come on market at a higher price and then we expect considerable share price performance after that. Similar publicly-listed companies are in the \$10 to \$30 range based on their price/earning ratios. Plus there is very strong potential for buyout offers.

Either way our investors have the potential to do extremely well. We have a huge potential market, an extremely strong business plan and revenue model, solid technology and marketing and highly experienced management. These are the components required for long term success. An additional benefit is the investor has first right to participate in other spinoff ventures we have in development.

So what are the next steps for The Symons Internet Group from here?

It's all about focus. Right now the key is effective execution and tenacity – and those are areas we have already proven to be very good at. A very good friend of mine who has followed our work for years recently said to me – “Kim – you guys are poised on the cusp of greatness.” I like that term “cusp of greatness”. And frankly – I tend to agree with him.

For a detailed Investor Briefing contact The Symons Internet Group at 604-782-4672 or at info@symonsinternetgroup.com.