

THREE NEW COUNTRIES

HOME INSTEAD SENIOR CARE WELCOMES SOUTH KOREA, FINLAND & AUSTRIA

With the addition of South Korea, Finland and Austria, the Home Instead Senior Care network now operates in 15 countries, including the U.S., Canada, Japan, Portugal, Australia, the United Kingdom, New Zealand, Ireland, Spain, Taiwan, Switzerland and Germany.

South Korea

May Park is the new International Franchise Partner in South Korea. May is the majority shareholder and CEO of Senior Partners, Korea's leading senior portal Web site service and senior industry consulting service provider. Senior Partners was developed less than one year ago and is currently the leading Web site for seniors in South Korea.

From her work with Senior Partners, May confirmed a serious need for quality senior care in South Korea. "Learning about Home Instead Senior Care's business model and its contributions to seniors throughout the world made it clear that our new business should take part in the senior care industry," May said. "Not only does the company's vision share my personal pursuit of upgrading the happiness of seniors, but it also has a business model that has been proven to be successful worldwide. Without hesitation, I knew Home Instead Senior Care was the right business for me."

Home Instead Senior Care's Global Business Group visited Park in South Korea, and met with the Minister of Health, Welfare and Family Affairs and other high-level officials. They are all very excited to see Home Instead Senior Care come to their country.

May will act as CEO of Home Instead Senior Care South Korea. She and three of her team members traveled to Omaha, NE to participate in the New Owner Training class in October.

"May has a true entrepreneurial spirit," said Yoshino Nakajima, vice president of the Global Business Group. "Her passion for senior care is a good fit with our culture."

Finland

The new Home Instead Senior Care operation in Finland is a family affair. International Franchise Partner, Samuli Suominen, and his parents, Kari and Birgitta Suominen, will work together to bring quality senior care to Finland.

Samuli owned and operated an IT business for several years before selling his business to find a new opportunity in a promising industry. Kari, who works as the country president of a major power and transportation company, had experience with senior care issues after finding it difficult to secure quality care for his parents in Finland. As a result, the Suominens had been developing a senior care-related business idea for six months prior to meeting Nakajima through the American Embassy in Finland. "When I learned that Home Instead Senior Care was looking for an International Franchise Partner in Finland, it was all I had been looking for," Samuli said. "It was very clear that this kind of service has a great future potential."

Scandinavian countries have moved toward the private-pay sector with much reservation, but their challenges

1994



2000



2001



2003



2004



2005



2005



20



associated with offering quality senior care are the same as anywhere in Western Europe. The government faces challenges maintaining the high level of quality offered in the past due to the growing number of seniors and the increasing lifespan of the Scandinavian population. With the inception of Home Instead Senior Care Finland, this problem can have a positive outcome.

“Radical changes are taking place in Finland. I saw it with my own eyes,” Yoshino said. “Home Instead Senior Care offers a great opportunity for entrepreneurs like the Suominens. The Suominen’s personal and professional experience combined with our proven business model will equal success.”

Austria

Paul Fritz, International Franchise Partner in Switzerland, recently signed an International Franchise Agreement to expand his network into Austria. With the addition of Austria, Home Instead Senior Care is now the only senior care franchisor to capture all three German-speaking markets: Switzerland, Germany and Austria.

Paul, a native of Innsbruck Austria, became Switzerland’s International Franchise Partner in May 2007. He currently has four Franchise Offices in Switzerland in addition to his new venture in Austria. “Paul has demonstrated his effectiveness in Switzerland by developing his pilot operation to a very high level and standard,” said Rod Roberts, director of Global Business Performance. “Through his passion for seniors and commitment to our business model, he has positioned Home Instead Senior Care as the leading, quality private-pay organization in Switzerland.” Now, Paul has the opportunity to move forward by using that model to enhance the lives of seniors in Austria.

15 Countries and Counting!

“I am very excited about South Korea, Finland and Austria joining our network. It goes to show how these services are needed worldwide,” said Yoshino. “It is thrilling to be able to work with the public sector and offer customized service like ours to these markets. With these new global partners, I see clearly that Home Instead Senior Care can play a part in offering quality care to seniors around the world.” ■



▲ **Finland & South Korea Signing Ceremony**
 Pictured (left to right): Finland International Franchise Partners Kari, Birgitta and Samuli Suominen; Co-Founder and CEO Paul Hogan; Co-Founder Lori Hogan; South Korea International Franchise Partner May Park; South Korea staff members Michelle Chun and Anna Kim.



▲ **Austria Signing Ceremony**
 Pictured (left to right) are CEO and Co-Founder Paul Hogan, Co-Founder Lori Hogan, and Austria International Franchise Partner Paul Fritz.

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