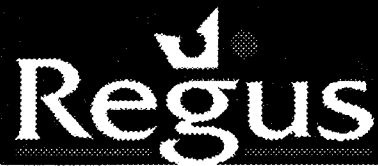


효과적인 해외진출 전략
- 다국적 기업 사례를 중심으로

Regus Korea 기사장 윤정화



Strategic Outsourcing Solutions
Aligning your property portfolio to business objective



USA



Situation Analysis

FACT

**“Nobody is paying attention to the
problem of acquiring and managing
unnneeded commercial real estate.”**

The Wall Street Journal, February 2003

IS YOUR COMPANY?





Outline

ABOUT REGUS

OUR PROPOSITION

PORTFOLIO OVERVIEW

STRUCTURAL USAGE

PRODUCTS/SERVICES

NEXT STEPS



Regus

OFFICES AND MEETING ROOMS ON TERMS THAT MEET YOUR OBJECTIVES

COST EFFECTIVE

- No up-front capital expenditure
- Lower monthly operating expenses
- Pay-as-you-use support services

FLEXIBLE

- You choose the location, term and office type
- Voice, data, furniture, support staff in place – consistent worldwide
- One-page agreement
- Secure office space globally with one point of contact


GLOBAL

- 60 countries, 350 cities, 750 locations

BUSINESS SUPPORT TEAM

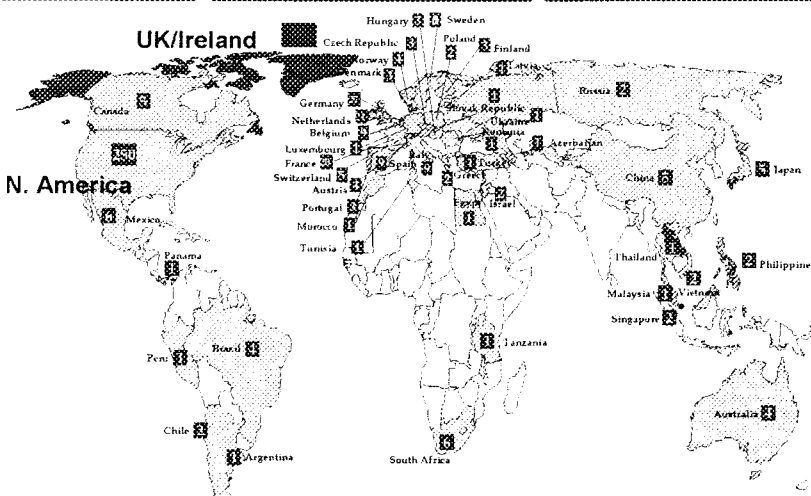
- Fully-trained business support team
- 95% satisfaction rating







Global

750 LOCATIONS | 60 COUNTRIES | 350 CITIES



3,700 MEETING ROOMS | 90,000 WORKSTATIONS | 400 VIDEOCONFERENCE STUDIOS


The Regus Proposition

REGUS' NEW LOGIC OF REAL ESTATE

Companies are leveraging outsourced office space to achieve business agility.

The result is a balanced property portfolio that adapts to marketplace changes worldwide.

...SUPPORTS TODAY'S BUSINESS NEEDS



Benefits Across Functions

The benefits of matching office space to business objectives – across business functions

PROPERTY: Match office space to business needs, globally

FINANCE: Drive profitability, reduce Total Occupation Costs, Secure exit strategy

SALES: Seize new market opportunities, increase productivity, hold learn meetings

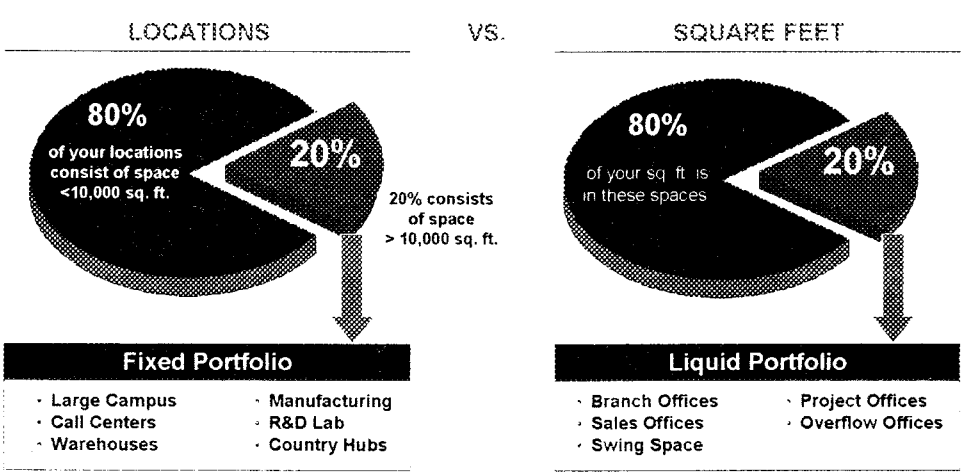
IT: Secure, state-of-the-art infrastructure ideal for project teams

HR: Recruit, train, executive relocation, Videoconferencing, interview rooms by the day

Clients & Applications

GOVERNMENT	CONSULTING	FINANCE	TECHNOLOGY	LEGAL
<ul style="list-style-type: none"> • Transportation Security Admin-USA • Home Office-UK • Strategic Rail Authority-UK • Rijksgebouwendienst-NL • Recis S.A.-Italy 	<ul style="list-style-type: none"> • Accenture • Bearing Point • DMR Consulting • Ernst & Young Cap Gemini • McKinsey & Company • Tata Consultancy 	<ul style="list-style-type: none"> • ABN AMRO Bank • Bank of Scotland • Fidelity Investments • Frankfurter Fondsbank • National Australia Group • SOFINA • Zurich Capital Markets 	<ul style="list-style-type: none"> • Agilent Technologies • Amdocs Software • Fujitsu-Siemens • Google • Hewlett-Packard • Siebel Systems 	<ul style="list-style-type: none"> • Dechert • Freshfields • Jones Day Reavis & Pogue • Linklaters • McKenna Long & Aldridge • McDermott, Will & Emery
Best Price	Global Network	Ease of Use	Speed & Flexibility	Confidentiality
APPLICATIONS				
<ul style="list-style-type: none"> • Branch Offices • Special Projects • Recruiting & Testing • Training Rooms • Conferences 	<ul style="list-style-type: none"> • Project Offices • Regional Offices • Meeting Rooms • Videoconference Studios • Global Membership Card 	<ul style="list-style-type: none"> • Regional Offices • M&A Due Diligence • Executive Office • Continuity Space • Meeting Rooms 	<ul style="list-style-type: none"> • New Market Entry Offices • Sales & Service Branches • Project Offices • Training Rooms • Global Membership Card • Sales team Meetings 	<ul style="list-style-type: none"> • Regional Offices • War Rooms • Pre-Trial Conference • Videoconference Studios for remote depositions

Corporate Real Estate Portfolio – Analysis

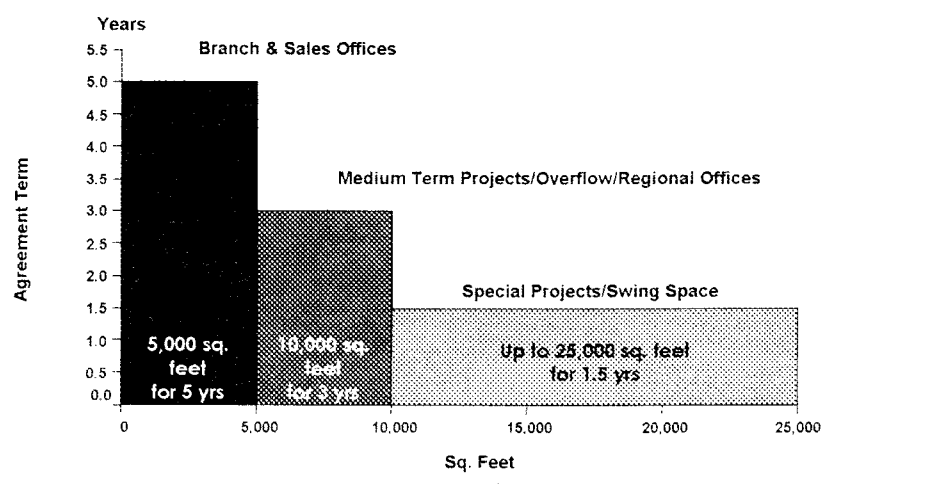


“Flexible officing solutions will represent about 20% of the commercial real estate market.”
Michael Joroff, MIT



Requirements Overview

STRATEGIC BENEFITS TO USING REGUS





Driving Factors for Structural Usage

7 REASONS TO OUTSOURCE WITH REGUS

- 1. FIXED & COMPETITIVE PRICING**
 - Easy budgeting
- 2. CONSOLIDATE SPENDING**
 - Greater discounts based on aggregate global expenditure
- 3. DE-RISK YOUR PORTFOLIO**
 - Transfer any location from the original to any of our other 400 centres worldwide
- 4. "BEST-IN-CLASS" IT & WORKSPACE PLATFORM**
 - Put systems into place once and replicate throughout your portfolio globally
- 5. STRATEGIC GLOBAL PORTFOLIO REVIEW**
 - Know where and when to use Regus
 - Respond to needs of your local teams
- 6. ONE GLOBAL AGREEMENT**
 - One-page agreement eliminates barrier to entry and complies with regional rules and regulations
- 7. A HIGHLY TRAINED LOCAL TEAM**
 - Proficient in local language, customs and regulations
 - 95% overall customer satisfaction



Regus Products

OFFICES AND MEETING ROOMS THAT MATCH YOUR BUSINESS NEEDS

OFFICE

VIRTUAL OFFICE (PLUS)

VIRTUAL OFFICE

MEETING ROOMS

VIDEOCONFERENCING

GLOBAL MEMBERSHIP CARD





Regus Offices

EVERYTHING YOU NEED TO OPTIMIZE BUSINESS PERFORMANCE



Fully Equipped Offices

- Single & team offices or full floors
- Contemporary furniture
- Company branding
- Cabinets with lockable doors
- Discreet cable management system



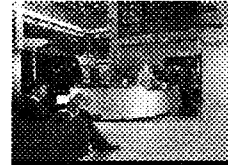
Fully Trained Business Support Team

- Receptionist
- Centre Manager
- Highly trained staff
- Pay-as-you-use services
- Bi-lingual (local language and English)



Leading-Edge Connectivity

- High-speed Internet access
- Telephone lines & equipment
- LAN connections
- Communications Centre
- Checkpoint security
- Managed by HP engineers



Professional Business Environment

- Professional reception area
- Meeting rooms
- Common areas
- Cyber Cafe
- 3-point security system
- Health & safety compliant
- Utilities & maintenance



Regus Meeting Rooms

AN EFFICIENT AND COST-EFFECTIVE WAY TO MEET

Meeting Room



Low-cost, flexible selection: per person pricing by the hour, half-day or day

Boardroom



Fully equipped rooms, located in world capitals and business hubs

Training Room



Professional and distraction free setting with internet and LAN connectivity ensures a successful session

Presentation



Perfect for client meetings. Full business support services and state-of-the-art audio visual equipment

Interview Room



Private and confidential. Perfect when you want to create a great impression

Videoconference

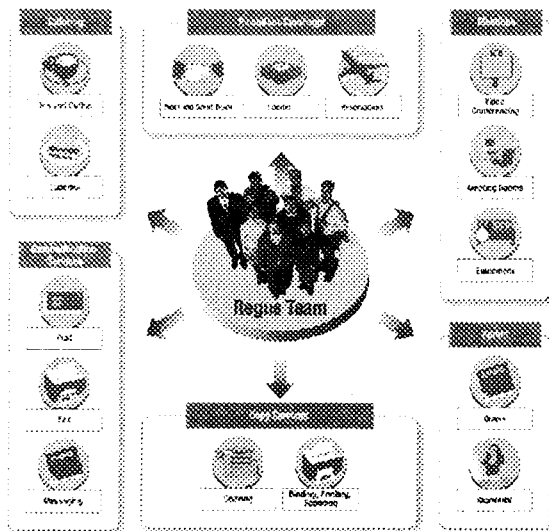


The most cost-effective way to hold remote meetings across the largest network of public access VC studios





Business Support Package

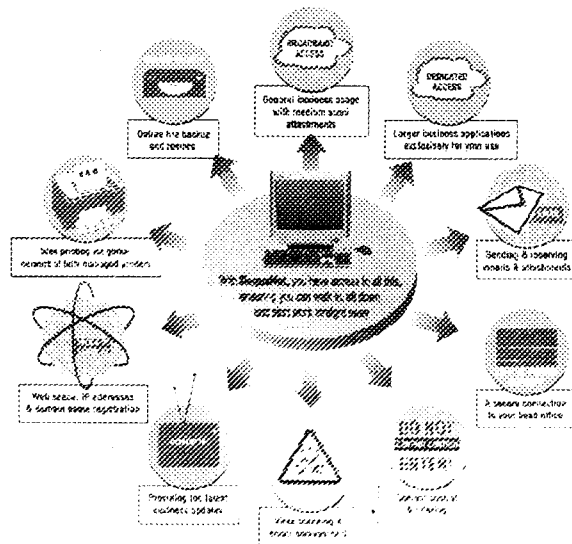


RESOURCES THAT MAXIMIZE PRODUCTIVITY

- Multi-lingual support staff
- 95% satisfaction rating among existing clients
- Pay-as-you-use or simple monthly fixed fee
- Consistent quality and service worldwide



Connectivity Package



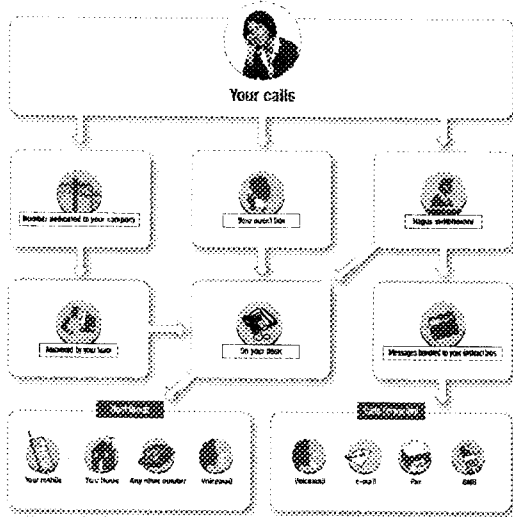
ESTABLISHED AND CONSISTENT TECHNOLOGY INFRASTRUCTURE

- Turn-key and consistent state-of-the-art infrastructure across 60 countries
- Immediately available
- No upfront investment
- Award-winning Check Point managed firewall protection





Telecom Package



SMS may not be available at all centres

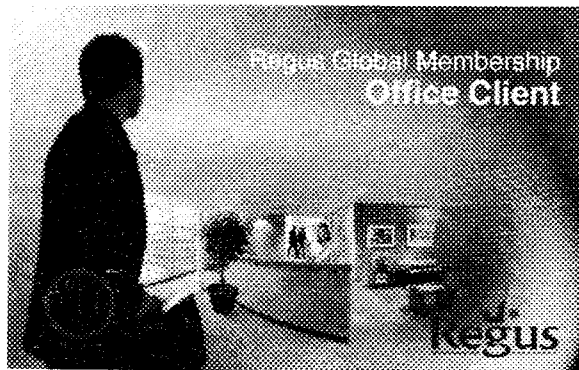
GLOBAL PURCHASING POWER ENSURES YOU PAY LESS

- Fully trained Regus team answers your calls and acts as your personal assistant
- Best-in-class PABX equipment
- Competitive calling charges
- Regus installs, manages and maintains system
- A cost-effective solution



Global Membership Client Card

ACCESS TO CLASS-A WORKING ENVIRONMENTS ACROSS THE GLOBE



- Free unlimited access to our global network of 750 locations
- Productive and professional business facilities while traveling
- Consistent quality and service worldwide





Strategic Benefits

* **COST SAVINGS**

- ✓ No up-front capital expenditure (save millions across portfolio)
- ✓ Lower monthly Total Cost of Occupancy by 20-40%
- ✓ Small space subleases = 0
- ✓ Never pay for space you're not using

* **GAIN COMPLETE FLEXIBILITY**

- ✓ Match office space, locations and layout to your business needs
- ✓ Terms – one day / multiple years
- ✓ Upsize/downsize without penalty
- ✓ Right to transfer (Boston to Beijing)

* **SIMPLIFY THE HANDLING OF YOUR WORKPLACE NEEDS**

- ✓ Single point of contact for your global needs
- ✓ Simple one-page agreement
- ✓ Consistent product & services worldwide
- ✓ Re-direct your time and resources to moving your core business forward
- ✓ Focus your real estate expertise on your large portfolio, let Regus manage the rest



In Closing

NEXT STEPS

- * **Conduct a strategic (global) portfolio review with property team**
- * **Craft a plan that matches your office space to your business needs**
 - * Identify new locations
 - * Examine expiring locations
 - * Review underutilized locations
- * **Implement the plan**
- * **Meet with other business leaders (sales, CIO, meeting planners, HR) to discuss other Regus products (meeting rooms, VC etc)**
- * **Review the plan with you (quarterly)**
- * **Refine and amend the plan based on your changing demands**





Strategic Outsourcing Solutions

Aligning your Property Portfolio
to your Business Objectives

