# Company Profile

## Overview

In 1908, Nusoft Corporation was founded to provide publishing services for writers around the world. Nusoft began by providing management and production services for publishing the printed word and thus provided instruction and entertainment for readers of all ages. With the introduction of the “Information Highway,” information is distributed through a variety of mediums. Nusoft Corporation has grown from providing publishing services and information not only in the printed form, but electronically as well.

The personal computer industry has changed not only how the companies work together, but also how home users obtain information and educate and entertain themselves. Nusoft Corporation provides products and services that fit both these markets. Nusoft's goal is to continue to connect the world by providing the highest quality of information and services.

### Management Profile

The Nusoft Corporation was founded by brothers Alexander and Jonathan Stephens. It has grown to over 1500 employees, including members of the Stephens family.

Michael P. Stephens is the current CEO of Nusoft Corporation. Michael graduated from the University of Florida with a degree in Communications and received an MBA from Johannesburg University. Michael is involved in all aspects of the company and particularly enjoys working with authors.

Susan Lombard has served as Nusoft’s CFO for over 10 years. Susan received her finance degree from the University of Pretoria and received an MBA from the University of Stellenbosch. Susan started with Nusoft in the acquisitions division and now concentrates on the financial planning of Nusoft and its subsidiaries.

### Business Units

Head quartered in Johannesburg, Nusoft Corporation has offices in all corners of the world. Nusoft’s European headquarters are in Paris and the Asian countries are serviced out of Singapore. Nusoft Corporation is divided into Business Units, each concentrating on vertical markets within the publishing industry. These Business Units include:

Paper Publishing — The Paper Publishing unit concentrates on providing publishing tools and technologies to writers. This group manages not only the manufacturing of printed materials, but works to develop new printing and distribution technologies.

CD ROM Education — With the increase in purchase and use of personal computers comes the preferred method of transporting information — the CD ROM. Most major software companies now produce their products on CD ROM and Nusoft Corporation offers CD ROM and diskettes to their customers. Education has become increasingly popular and competitive. Nusoft offers several learning and educational management tools for instructors and end users.

CD ROM Games - Children are the fastest growing users of personal computers and the entertainment and games market is the fastest growing segment of software sales. Nusoft offers games and videos for children of all ages.

Travel Market — With the cost of travel changing constantly, users want timely, updated information at their fingertips when planning travel and vacations. Nusoft distributes travel information electronically instead of through traditional paper products. Nusoft’s travel products include maps, travel planners and country profiles.

Following is a breakdown of sales for the Nusoft Business Units:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Q1** | **Q2** | **Q3** | **Q4** |
| **Paper Publishing** | 150,000 | 172,000 | 185,000 | 195,000 |
| **CDROM Education** | 75,000 | 80,000 | 92,000 | 100,000 |
| **CD ROM Games** | 85,000 | 97,000 | 105,000 | 110,000 |
| **Travel Market** | 60,000 | 62,000 | 70,000 | 73,000 |

# Products & Services

## Overview

Nusoft Corporation offers a variety of products and services for both the traditional and electronic publishing industries. In addition to managing the publishing and manufacturing of products, Nusoft also manages the careers of many of its authors. Nusoft provides marketing, public relations and sales support for authors and their publishing houses.

### Nusoft Products

Nusoft Corporation publishes a variety of titles, from classic literature to business guides to entertainment profiles. Nusoft classifies titles based on the medium in which they are distributed — Bound and Electronic Titles.

Bound Titles — Titles range from classic titles to the newest in business “How To” books. Nusoft encourages new and thought-provoking titles from its newest authors.

Electronic Titles - Manufactured on CD ROM, Nusoft’s electronic publications include the traditional titles as well as world newspapers, magazines and multimedia presentations. Sales of CD ROM reference works are forecasted to bring in large revenues for Nusoft in 1996.

### Manufacturing & Distribution Services

Nusoft’s manufacturing plant is located in Midrand, South Africa. This plant serves as the production and clearing house not only for Nusoft titles but also for products from other companies as well. The manufacturing equipment is the most technologically advanced and Nusoft makes a substantial amount of additional revenue by printing titles from other publishing houses.

# Marketing

## Overview

Nusoft CorporationTM provides marketing, public relations and sales support for in-house titles as well as offering support to other publishing houses. The market will expand greatly in the area of electronic titles and sales and printed materials will continue to enjoy stable growth. This section outlines some of the marketing programs and promotions for the upcoming year.

### Internet Marketing

The new Information Age brings new ideas and information to users. The Internet provides corporations a new method for distributing and selling products and services. Users “surfing the net” offer a new market for Nusoft products.

Nusoft’s Home Page © provides information of Nusoft products and services, mail-order information, electronic ordering information and customer support numbers. Nusoft has plans to work with other publishing houses to increase the information gained through the Internet. The following data shows the number of projected users of the Internet:

### Retail Programs

With the increase openings of coffee houses and retail bookstores, Nusoft CorporationTM plans to implement worldwide retail programs in all markets. In addition to increased store displays and promotions, Nusoft’s publishers and authors (some of them famous celebrities) will make numerous store appearances to increase the exposure of the stores and promote Nusoft products. Nusoft will offer discounts through direct mail campaigns, catalogs and local media. Some of the major retail events include:

### Reading Promotions

National Book Day(c) — held in the United States to coincide with the opening day of public schools.

Read-a-Thon(c) — promotes the worldwide literacy program to encourage young readers and raise funds for local libraries.

Public Library Day — held in cities across the United States, to provide residents chance to see a behind the scenes look at their public library.

### Product Seminars

In conjunction with the retail programs, Nusoft will sponsor several seminars and events, showcasing products and authors. The “Big Tent” events will occur throughout South Africa and Africa, Europe, the USA and Britain.

### PR Tour

Our hottest and most controversial authors will take to the road this year aggressively promoting their newest titles. The tour will start in the United States, continue to Great Britain and conclude in Asia.