



MultiService Association Report on Progress for the year 1st September 2007 to 31st August 2008

- The website has been completely re-designed with a great deal of functionality added.
- The offer to members as also been improved over the year with the addition of added value products such as commercial insurance, energy cost reduction, telecoms cost reduction and a much improved offer on the PDQ merchant services plus medical care and income protection plans.
- Shoe Service Magazine has now amalgamated with Cutting Edge Magazine and is produced on a 3 monthly basis this change has given us the ability to increase distribution by 10 fold and at the same time improve the overall look and feel of the magazine.
- We have added a range of point of sale material that has proved to be very successful with members.
- The corporate colour scheme has also been changed to reflect a more modern theme this has been reflected in all our stationery along with the website design and POS materials.
- Due to the relocation of the office base, the property we owned in Desborough has been sold and the proceeds deposited into an investment account, generating interest for the benefit of MSA and it's members.
- We continue to work on joint initiatives with "Cutting Edge" the trade body representing the suppliers, we currently have a voucher book containing £5 vouchers to the value of £120 which was supplied by them to help support recruitment into the MSA.
- Going forward we will continue to add value to the cost of membership by innovation, consultation and hard work. And continue to build upon the platform we have created.

Martyn

Martyn Harvey
Chief Executive MSA Ltd

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