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WE UNDERSTAND OUR CUSTOMERS' NEED TO COMMUNICATE.

**COMMUNICATION** IS HUMAN NATURE

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WE AIM TO MAKE A DIFFERENCE IN THE MARKET & DEFINE THE

FUTURE WITH OUR **INNOVATIVE** SOLUTIONS

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OUR MARKET LEADING **CREATIVITY** HAS LED

OUR BUSINESS TO WORLD-WIDE GROWTH

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**Gold Line** brings people closer;  
**connecting**  
families, businesses and cultures

#### KEY FACTS

- Established in 1991
- Privately owned company
- Over 250 employees
- Our portfolio ranges from telephony, web to print digital printing, WebTV and educational technologies
- Products distributed in over 50 countries
- Distribution network with over 100,000 points of sale worldwide

#### LONG DISTANCE EXPERT

- Holds 50% of the Canadian market share in prepaid long distance calling
- Largest provider of prepaid long distance calling cards in Canada
- Provides about two billion minutes of long distance calling per year
- Over 100 Gold Line and private-label brand phone cards



- 1991** ■ Establishment of the Group of Gold Line (GL)  
After extensive research, the North American telecommunications market revealed a need for alternatives to incumbent carriers.
- 1994** ■ GL signs agreement with MTC as a master affiliate to resell “call-back” telephony services worldwide.
- GL establishes sub-agents in Europe and South America.
- 1997** ■ GL acquires first telephony switch to enable the sale of prepaid calling cards.
- GL purchases 3500 square foot office and becomes a facilities based reseller.
- 1998** ■ CiCi long distance service is launched (originally called “Call Home for Less”).
- GL accumulates 7 Voice Ware and 2 Excel telephony switches.
- 1999** ■ GL moves operations to a 40,000 square foot facility in Richmond Hill, Ontario.
- 2000** ■ GL purchases a Siemens EWSD Carrier Class Switch and launches Dcall and iDcaller.
- 2004** ■ GL becomes North America’s leading provider of prepaid long distance services.
- 2005** ■ GL purchases and installs Sonus Class 4/5 NGN IPSwitch.
- GL purchases and installs Pactolus IP prepaid and postpaid billing system.
- GL purchases and installs Voiceover Broadband (VOBB) Class 5 switch.
- GLPhone joins the growing number of Gold Line telephony products.
- 2006** ■ GL signs a contract with SHAW Cable (Canada’s second largest cable company) and TV Cable (Ecuador’s second largest cable company) to provide worldwide long distance services through Gold Line’s VOIP network.
- Gold Line launches GLPrint and GLTradePrint.
- 2007** ■ GL signs a contract with Cogeco Cable (second largest cable company in Ontario) to provide long distance services through Gold Line’s VOIP network.
- GL launches GLMobility.
- GLWiZ.com begins broadcasting programming via the internet to large Farsi speaking communities around the world including: Iranian, Afghani, Tajik, Azerbaijani, Armenian, Assyrian and Kurdish.
- 2008** ■ PinBank, a prepaid, wireless card activation system is launched.
- 2009** ■ GLNumber, a virtual number solution, is brought to market.
- 2010** ■ GL2GO, a new long distance calling app for smartphones, is made available for download on iTunes.
- 2011** ■ GL acquires a new facility in Markham, Ontario.
- GL expands its IPTV offerings with the launch of GLARAB.com
- GLWiZ App for iPhone and iPad are developed and launched.
- New product GLSip provides unified communications solutions for business.
- Opening of the first GLStore retail outlet (Toronto).
- 2012** ■ Launch of new products: GLHomeLink, GLPrepaid Visa® and GLReader.
- GLWiZ and GLARAB applications for Android™ are launched.





- Canada's largest prepaid long distance service provider
- Terminates about two billion long distance minutes/year worldwide
- Full sales and marketing divisions including over 250 employees
- Worldwide network of value added resellers
- Over 100 Gold Line and private label brands
- Distributed in over 100,000 points of sale worldwide
- Over 35 000 locations in North America

**GOLD LINE**  
Telemagement Inc. ■



- Own Engineering, Research & Development department
- In-house Software Development department
- 60,000 ports, capacity to terminate 2 billion minutes per year
- Over 1,000 dedicated T1s to major Canadian and international destinations
- Originate calls from over 70 countries
- Direct and international private lines to more than 20 countries
- Least-cost routing through 100 major international carriers
- Toll free access service from more than 30 countries
- 99.99% availability with redundant network
- Capable of carrying 40 000 simultaneous users
- Carrier class rating and billing engine





- Serves the group's call centre requirements
- 24hrs/day, 7days/week, service provided in 7 languages.
- 60 integrated work stations equipped with individual process management systems, 2 cafeterias and several personal offices.
- Multilingual CSRs provide support in: English, French, Spanish, Mandarin, Cantonese, Farsi, and Arabic.
- Customized call answering to meet all client requirements
- 80% of calls are answered within 60 seconds
- Receives over 1.2 million calls per year.





Gold Line employs a group of talented and experienced developers, programmers, research analysts and Information Technology professionals. Gold Line's Totrix team plays an integral role in the corporation as a whole and is responsible for:

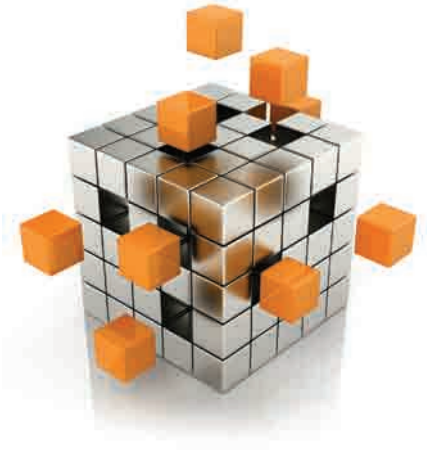


- Multi-platform development on web, set-top box and smart TV.
- Design development and implementation of software applications
- Structure of backend procedures
- Design and implementation of back-office rates and processes
- Full House test and quality assurance facility
- In house research and development
- Support for all mobile platforms



- In house design studio
- Pre-press facilitation
- Heidelberg Speedmaster SM74 40" press
- High speed UV coating
- Fully automated die-cutting press, finishes cards at 18000 per hour
- Automated stamping machines apply PINS and scratch panels at a rate of 35000/hr
- MAGMASTER magnetic stripe hot foil stamp applicator
- PROFOLD magnetic stripe reader, writer, encoder and printer
- Complete Web-to-Print B2B and B2C solutions

*Card*  
**Express**  
*Printing Inc.*



## GL Products

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### Telephony

**GLPrepaid.com**  
**GLNumber.com**  
**GLPhone.com**  
**GLMobility.com**  
**GL2GO.com**  
**GLSIP.com**  
**GLDial.com**  
**GLHomeLink.com**  
**GLCyberBooth.com**

### WebTV

**GLWebTV.com**  
**GLBoxHD.com**  
**GLWiZ.com**  
**GLArab.com**  
**GLKurd.com**  
**GLTurk.com**  
**GLAfghan.com**

coming soon

### Web2Print

**GLPrint.com**  
**GLTradePrint.com**

### Education

**GLReader.com**



## Telephony Products



Innovative mobile app developed for smartphones to make long distance calls with great competitive rates.



Virtual number to receive incoming calls worldwide.



Comprehensive suite of unified communications solutions.



Mobile phone service with competitive flat rates in over 130 countries.



Rechargeable long distance telephony service in Canada.



Prepaid long-distance calling cards that offers lowest domestic and international calling rates and provides excellent quality of long-distance communication.



Canada's only reloadable prepaid Visa® card and calling card - in one!  
No interest charges, no monthly fees.



Maximize the use of your cell phone plan and cancel your landline - use your home phone to make and receive cell phone calls.



Rechargeable Long distance service from home, mobile, office and while travelling.



"Pay as you talk" IP based telephony service



Rechargeable long distance telephony service in U.S.A..

## Web TV Products



**GLWiZ**<sup>®</sup>.com

10,000+ hours of Iranian, Afghan, Tajik, Azerbaijani, Armenian, Assyrian & Kurdish on demand / pay-per-view, movies & TV series, plus over 200 live TV & radio channels. Watch on television with your GLBox, online on GLWiZ.com or with the App for iPhone® and Android™.



**GLARAB**<sup>™</sup>.com

Watch hundreds of live Arabic TV and radio channels, plus favourite on-demand and pay-per-view movies at anytime, from anywhere - on your TV with the GLBOX, computer & iPhone® and Android™ phone!



Coming Soon

**GLKURD**<sup>™</sup>.com

**GLTURK**<sup>™</sup>.com

**GLAFGHAN**<sup>™</sup>.com



## Web to Print Products



B2C - Web-to-Print solution with over 10,000 design templates.



B2B – Web-to-Print solution allowing large companies, corporations and trade printers to manage their print needs online from offices around the country.



## Retail Products



**PiNBank**<sup>TM</sup>  
.ca

Point of Sale activation system.

**GLSTORE**<sup>TM</sup>.ca  
Communication Centre

Retail location to sell all GL products;  
franchise program.





## Partners

Group of Gold Line's sales and marketing initiatives, coupled with our distribution model, have set the standard for product recognition and awareness in the prepaid card industry. With over 100,000 points of sale across worldwide, many including national chain organizations, Gold Line products are always readily available to their loyal customers.



## Carriers

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### Some of our major international carriers:

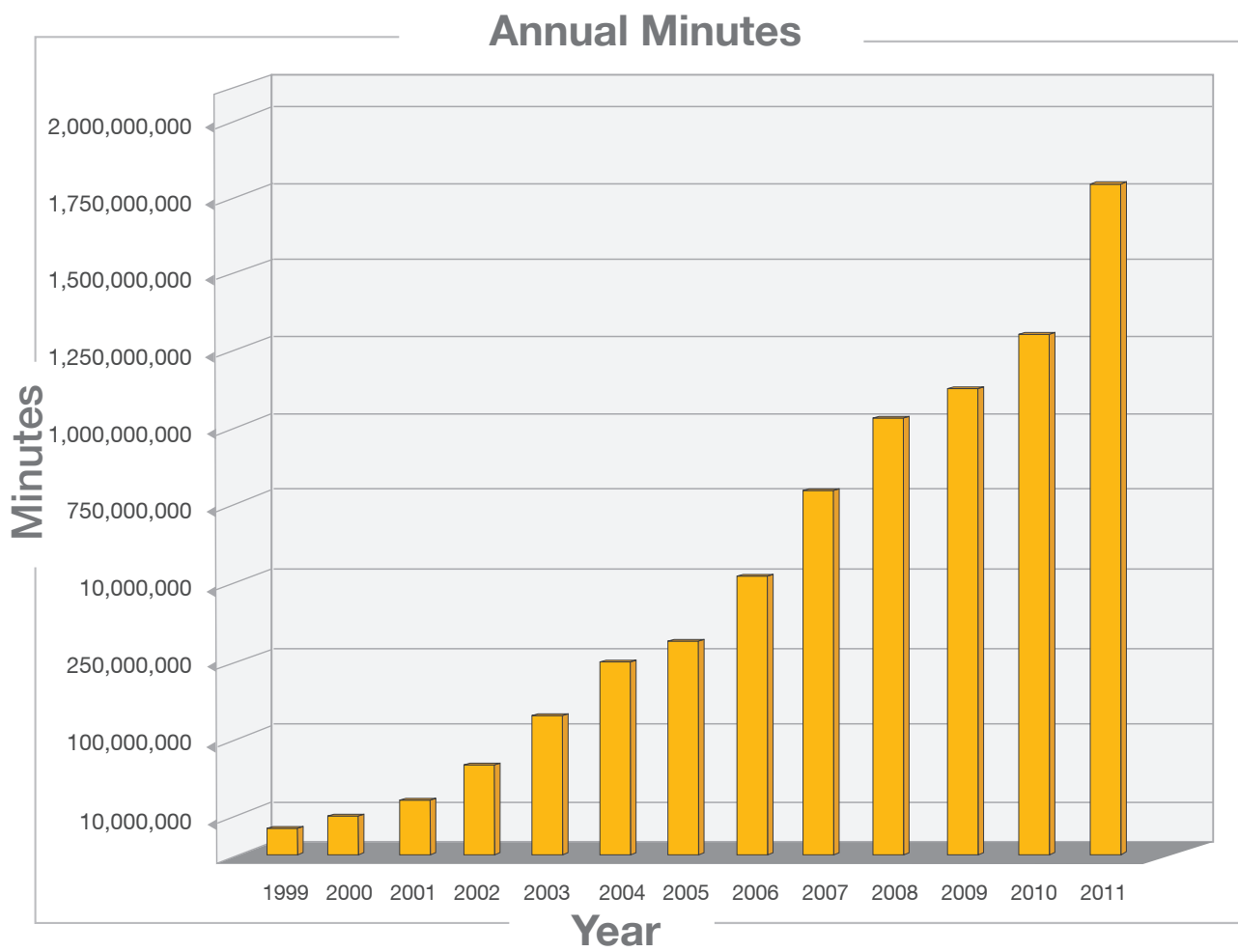
Allstream  
Bell  
China Motion  
IBasis

PLDT  
Telus  
Zig Zag



## Annual Report

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## Promotional Cards

- An effective and powerful branding tool, helping boost sales and brand recognition.
- Increase repeat business by expressing appreciation toward current and prospective consumers.
- Custom tailored to suit our customers specific needs.





## Private Label Cards

### Western Union Gold Card: Enjoy Savings and Rewards Today

#### One Card Does It All:

It's a Rewards Card!

- Long distance phone time and reward points

It's a Prepaid Phone Card!

- Purchase long distance minutes at special low rates and pay no Western Union service fee

It's a Convenience Card!

- Special Fast Form saves time at the counter



One card to earn phone time and reward points on every qualifying transaction!

### Western Union Rechargeable Prepaid Long Distance Phone Cards





## Notes

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