

# 1. EXECUTIVE SUMMARY

## 1.1 Executive Summary

iBus plc is a newly formed public company established to promote and protect the interests of Irish bus and coach operators. iBus plc will seek to procure large public service transport contracts and the 'intellectual property' required to operate and franchise transport projects for and on behalf of its shareholder members.

iBus plc intends to raise a minimum of €750,000 in funding by means of the issue of convertible Loan Notes.

The funds so raised will be used to put in place those management structures required to position iBus plc to take advantage of and to exploit large transport projects, route and licensing opportunities and public service transport contracts both here and within the European Union.

iBus plc will seek to take advantage of the synergies that accrue to a large transport company; for instance in the areas of Purchasing, Branding, Franchising, Advertising, Training and Standards, Cross Member Supports to meet Regulatory and Legal requirements, Bio-Fuel and future transport models.

iBus plc is being launched following extensive consultation, private meetings and discussions with individual bus and coach operators nationally. The concept of ownership and the legal entitlement attaching to iBus plc through a shareholding is a major determinant.

This document sets out the basis for subscription to iBus plc. This document carries with it the absolute guarantee that, in the event that target numbers and participation are not forthcoming, all subscription monies will be returned in full.

John Dunne, the promoter, will use his extensive knowledge and business association with private bus and coach owners to develop and promote the concept of iBus plc.