

Derek Borthwick

COMMUNITY MUTUAL

Good afternoon,

I am the new chairman of the Community Mutual and have also recently joined the main board of AFC Bournemouth.

In recent meetings attended by both shareholders and CM members I have spoken on the future of the club and the urgent need for the CM and AFCB boards to work together. In addition I have spoken of the need for fans to help raise money to keep the club alive. In those meetings I have received a positive response from you, the supporters, in respect of both objectives and it is now time for the CM to move forward on these.

Good progress has been made in respect of co-opting new board members into the Community Mutual and I am confident the new members will make a significant contribution to the future strength of our club. Early in the New Year elections will be held to finalise the make up of the new board.

The current overriding objective of both boards is to ensure that sufficient money is raised from the fans at the turnstiles, corporate hospitality, sponsorship and other off-field activities to ensure the club can move forward and prosper. Consequently my main purpose today is to call on you all to be prepared to step forward and play your own significant part in securing the long term future of your club.

To help achieve the financial stability that is required the CM is about to launch a number of long term fund raising initiatives which will be used

for specific purposes agreed between the club and the CM. These schemes will enable you the supporter to help your club 365 days a year, and in some of the schemes it will not actually cost you any money. The new schemes are:-

ONE

The new club lottery will be launched early in the New Year. The cost to you is as low as 29p per day and could win you a £1000 weekly prize as well as other monetary prizes and club packages. If we can achieve 5,000 lottery members the club will benefit by £300,000 p.a. In addition you can earn money for yourself by enrolling friends and family into the lottery. The money raised will be specifically used to support the playing side of the club and will ensure that Sean and his staff have the best possible training facilities, medical back up, and youth development programme. As you can imagine Sean is 100% behind this scheme.

The lottery itself will be professionally managed by an experienced company who currently administer successful lotteries on behalf of other league clubs.

TWO

The AFCB telephone account through the clubs approved telephone supplier. If you or your friends and family switch your telephone supplier you could save

around £10 on your present monthly bill and you may benefit additionally from reduced call charges. In return the club will receive a monthly commission on the amount of your bill.

THREE

The AFCB credit card through MBNA Bank. If you, or your friends and family apply online for an AFCB credit card the club will receive £20 as soon as you make your first purchase with the card. You need make no further purchases, but if you do the club will receive a percentage of each transaction. Just think, if 4,000 supporters took out our card and enlisted 2 friends to do the same this would provide an instant £240,000 to the club at no additional expense to yourself.

The details of all these schemes is currently being finalised and I am my colleagues are spending considerable time to set up these ventures at no cost to the club.

The final details of the 3 schemes, together with a free gift, will be presented to you all at the Scunthorpe game. I can guarantee that if you use the free gift as requested you will be guaranteeing the future of this club.

This is your chance to make a difference through your loyal support.

Derek Borthwick