



**AQEE**  
MODELS  
*International*



# COMPANY PROFILE

---

*Become Your Dream*

*Number One International Modeling Academy*


# ABOUT

## Ace Models

Ace Models is Africa's Premier modelling academy and offers a unique and profitable opportunity to suitable passionate and experienced individuals.

Ace models in now in Africa and coming soon the USA, UK and Australia.

Our franchises benefit from over 15 successful years that Ace Models has been in existence.

Three women with long, wavy hair, wearing black dresses, are posed against a black background. They are looking towards the camera with slight smiles.

**ACE**  
MODELS  
*International*



# BUSINESS DEVELOPMENT

Ace models was founded in 2005 by renowned business woman and award winning entrepreneur Joani Johnson.

Joani is also a former Mrs South Africa title holder and model.

Ace Models SA has achieved enormous success in the past and is

The fastest growing modelling academy of its kind. Ace Models currently has a massive international footprint with over 20 franchises in Africa.



## DIRECTORS & SHAREHOLDERS

Joani Johnson

Founder and CEO Joani Johnson is a well-known business woman and entrepreneur in South Africa with over 20 years' experience in the industry.

She has been nominated and won various awards including "Africa's most influential women in business and government".

She is also the CEO of Mrs South Africa and Mrs South Africa 2009.

Joani has her degree in media studies and corporate communication and is currently studying towards her MBA.

Shareholding: 33%

*Joani Johnson*

# DIRECTORS & SHAREHOLDERS

Anri Powell

Managing Director Anri Powell has been the owner and Director of the Bloemfontein franchise for the past five years and has recently joined forces with Joani Johnson as the Managing Director and Co-Owner of Ace Models South Africa.

Anri has won "Franchise of the Year" for the past 4 years and uses her expertise and experience to invest and build up our other franchises. Her hands-on experience has added incredible value to the Ace Models brand.

Shareholding: 33%



*Anri Powell*



## DIRECTORS & SHAREHOLDERS

### Cindy Nell-Roberts

A former Miss South-Africa turned television presenter, she embodies the lifestyle that women aspire to and admire. Cindy is the glamorous girl next door and multitalented Cover Star with a string of achievements under her belt including Miss Universe Runner Up 2003.

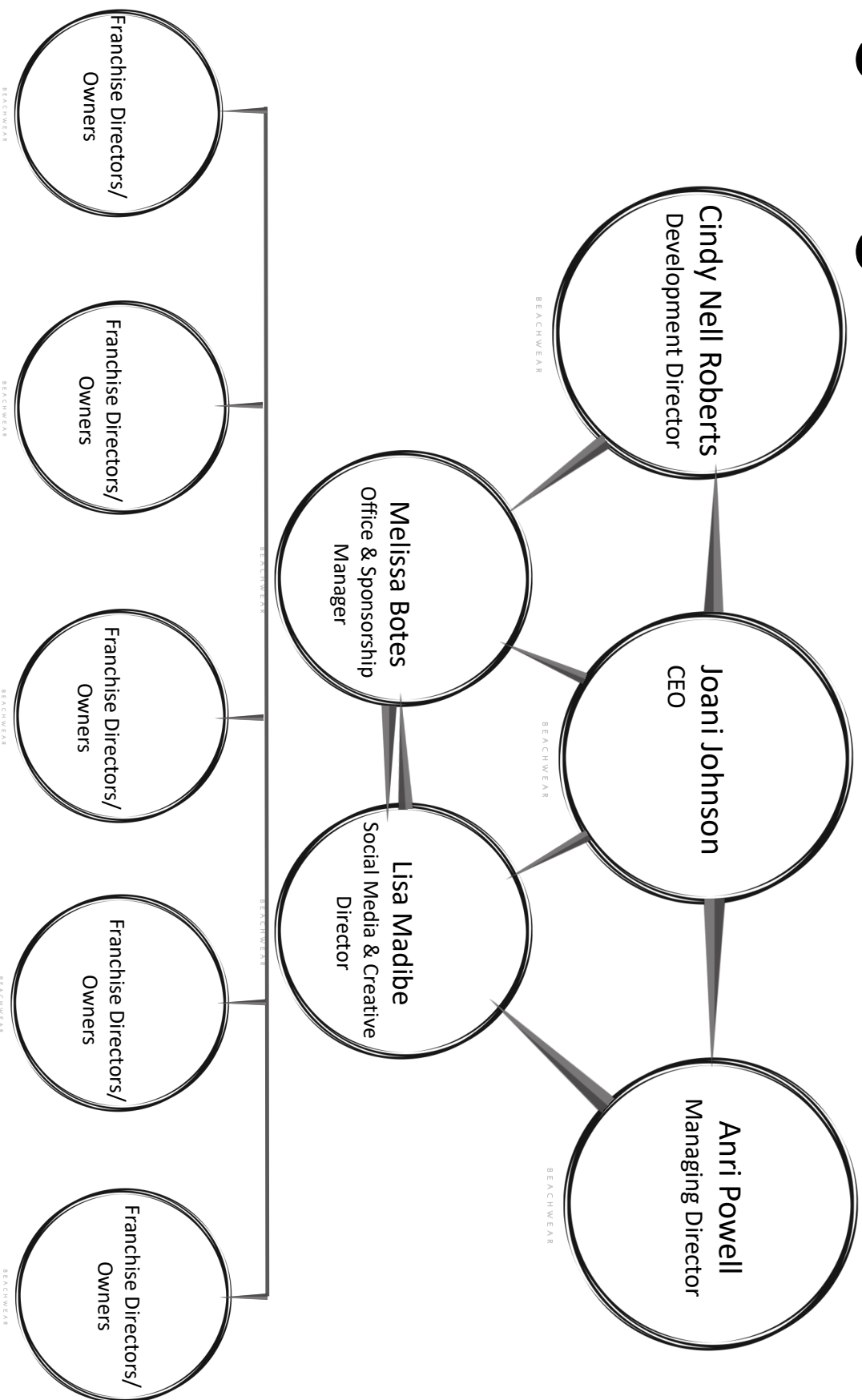
She is Co-Owner of the cosmetic Company Cosmetix, mother, model, MC and socialite. She boasts over 55 magazine covers, international and local modelling endorsements and is a published author of her Book "The Model and Pageant Industry".

Cindy adds incredible value to Ace Models with her experience, expertise and media profile and focusses on business development and marketing of the business.

Shareholding: 33%

A handwritten signature in cursive script, appearing to read "Cindy Nell-Roberts".

# Organogram







# HEAD OFFICE



Our franchises benefit from  
continuous guidance and  
support from our Head  
Office based in  
Johannesburg:

Administration: Melissa Botes  
Marketing, PR, Social Media: Lisa Madibe  
Accounts: Margaux Louw

# MISSION

To uplift and empower young individuals to become the best versions of themselves.

&

# VISION

Our vision is to change the face of the industry world wide by being the number 1 modeling academy internationally and producing confident, young individuals globally.

Over the years we have launched numerous models on highly successful national and international careers and focus on empowering the youth by teaching them life skills, grooming and building their self-confidence.



## SUCCESS STORIES

*Well Trained Misses Universe!*

While Ace Models focus is to empower the youth, we also teach young individuals all about the modelling, pageant and media industries and have had many success stories over the years including most recently Demi-Leigh Nel-Peters (Miss South Africa and Miss Universe 2017), Luna (International Model) and Lizelle Ezterhuizen (Miss Namibia).

**ACE**  
MODELS  
*International*

# CURRENT POSITION

◆ We realize that we have built a reputable brand, which is internationally recognized by business insiders and the general public. We are uncompromising in the maintenance of high standards and are now expanding the presence of the brand by increasing the franchise operations.

◆ Joani Johnson, as CEO, remains committed to the high standards that have allowed ACE Models to thrive and focusses on business development and franchise training.

◆ Anri Powell has joined as Managing Director, and is specifically tasked with building the franchising operation. Her experience as franchise owner makes her ideally suited for this task.

◆ Cindy Nell-Roberts has recently joined as third shareholder and adds enormous value to the brand with her experience, expertise and media profile.



# FRANCHISES

## South Africa

~~Parr & Worcester~~

~~Cape Town North~~

~~Cape Town Winelands & Southern Suburbs~~

~~East London~~

~~Graaf-Reinet~~

~~Port Elizabeth~~

~~Grahamstown~~

~~Uitenhage~~

~~Jeffreys Bay~~

~~Port Alfred~~

~~George & Mossel Bay~~

~~Krystna & Plett~~

~~Bedfordview~~

~~Johannesburg North~~

~~JHB Westrand & Soweto~~

~~Carrivai City~~

~~Pretoria East~~

~~JHB – The Park~~

~~Centurion~~

~~Midrand~~

~~Pretoria CBD / North~~

~~Alberton~~

~~Vanderbijlpark~~

~~Johannesburg South~~

~~Benoni & Boksburg~~

~~Springs~~

~~Kimberley~~

~~Kuruman~~

~~Bustenburg~~

~~Bloemfontein~~

~~Kroonstad~~

~~Parys~~

~~Oendendaarsrus~~

~~Sasolburg~~

~~Qwa Qwa~~

~~Alival North~~

~~Harrismith~~

~~Welkom~~

~~Middeburg & Witbank~~

~~Phalaborwa~~

~~Thabazimbi~~

~~Musina~~

~~Hoedspruit~~

~~Nelspruit~~

~~Secunda~~

~~Klerksdorp~~

~~Potchefstroom~~

~~Limpopo~~

~~Durban~~

~~Durban South (Ananzimtoti, Margate)~~

~~Ballito~~

~~Hillcrest~~

~~Ladysmith~~

~~Newcastle~~

~~Pietermaritzburg~~

~~Pinetown~~

~~Namibia~~

~~Australia~~

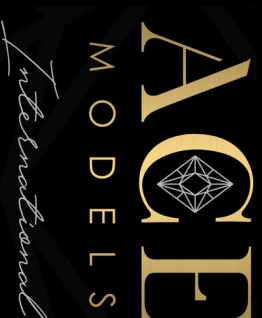




Ace Models has a national footprint, and franchisees benefit from the excellent reputation and strong brand performance Ace Models enjoys all over South Africa as well as continuous guidance, support and training from Head Office.

## BRAND PERFORMANCE

Ace Models has collaborated with Ice Models – one of the biggest and most reputable modelling agencies in Africa and Europe – creating unique opportunities for our models. As an Ace Models Franchise Director, you will also be known as an official scout for Ice Models.



We have a strong social media presence across all social media platforms. Ace Models International has a fully functional website with a member's portal for franchisees to access all business templates, e-books, videos etc: [www.acemodels.co](http://www.acemodels.co)

# BRANDING

Website | Merchandising | Events | Social Media

Merchandising: Ace Models International has its own line of merchandise.

**Annual Ace Models National Conference:** A highlight on the Ace Models Calendar, this event takes place annually with at least 500 models attending from all over Southern Africa

**Annual Directors Meeting and Training:** All Ace Models franchise directors get to attend the annual directors meeting which includes training.



ACE  
MODELS  
International

HOME ABOUT SHOP EVENTS MERCHANDISING



Facebook

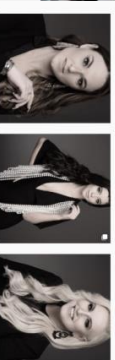
Ace Models International



Up! YouTube



Ace Models International  
Ace Models National  
Conference Highlights  
No views · 7 minutes ago



8 POSTS · 0 TAGS



Ace Models International  
@acemodelsintl  
Reviews

Like Like Follow Share ...

Send Message



@acemodelsintl

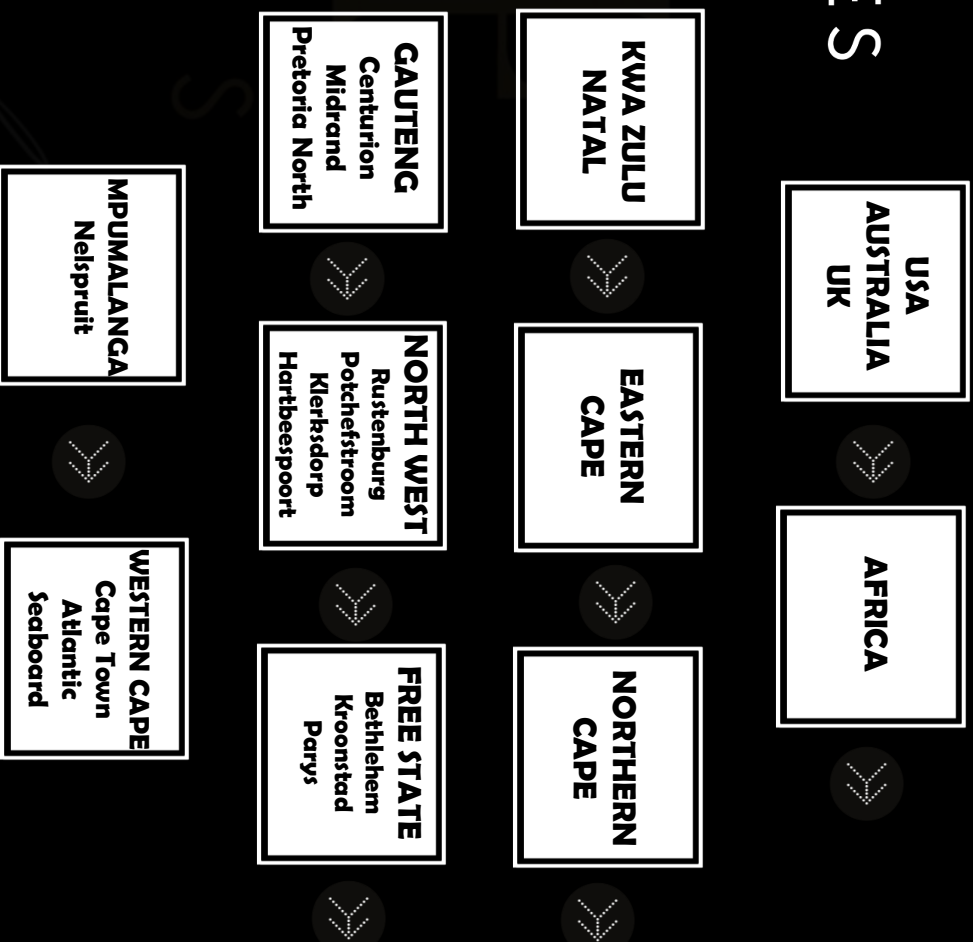


@acemodelsintl

Ace Models International

# NEW FRANCHISES

We have identified the following immediate areas for future franchise opportunities:





# FRANCHISE ELEMENTS

When purchasing a franchise you receive:

Continued guidance, support and training by Head Office

Training and brand Videos

A full Curriculum with Associated Manuals

Business Systems and Intellectual Property rights licensed to the Franchisee

Usage of the Ace Models Brand and accredited name, reputation and trademarks

Operations Manual and Business Templates

Benefit from National Marketing Campaigns

Access to intellectual property

Annual Ace Models Conference

Full Training by Directors and Shareholders

Annual Directors Meeting and Training

Marketing material and templates



# PURCHASE COST & ROI

◆ Purchase Price of Franchise:  
**R200 000 for Southern Africa**  
**and \$14 500 for International Franchises.**  
**Royalty Fees R2500 per month.**

◆ Your income as a franchise is derived from monthly class fee's, events and model commissions.  
◆ Class fee's will be your main source of income and depending on your area/country, class fee's range from R350 – R550 per month in Southern Africa and \$100-150 USD per month Internationally.

◆ On average our franchises have 50+ models on their books with our bigger and most successful franchising having 100-400 models.

◆ The business model allows for almost no monthly overheads with royalty fee's, venue rental (such as community hall, rec center etc.) and travel being your only costs.



# CONTACT



@AceModelsIntl



Ace Models International



Ace Models International

Check out our brand video:

<https://www.youtube.com/watch?v=CAwNVZUqzUI>

- Head Office: [office@acemodels.co](mailto:office@acemodels.co)
- Joani Johnson: [joani@acemodels.co](mailto:joani@acemodels.co)
- Anri Powell: [anri@acemodels.co](mailto:anri@acemodels.co)
- Cindy Nell: [cindy@acemodels.co](mailto:cindy@acemodels.co)

[www.acemodels.co](http://www.acemodels.co)



ACE  
MODELS  
International