



Franklin Covey Co. Announces Launch of New FranklinCovey China, Company's Fourth International Direct Office

November 16, 2016

Hundreds Attend Kickoff Events, Learn More About Creating and Improving Corporate Culture

SALT LAKE CITY--(BUSINESS WIRE)--Nov. 16, 2016-- [Franklin Covey Co.](#), (NYSE: FC) announced today the launch of FranklinCovey China, making China the fourth country outside the U.S. in which it operates direct offices. FranklinCovey China will consist of offices in Beijing, Shanghai and Guangzhou in the People's Republic of China. These offices have been operating for the past 15 years under a license agreement.

"We are excited to welcome the 550 clients and 52 employees in the offices in the People's Republic of China into the family of global FranklinCovey direct offices," said Bob Whitman, FranklinCovey CEO. "We look forward to building on the tremendous foundation created over the years, deepening the results which our clients achieve, and accelerating our growth."

Over 300 guests representing more than 200 companies attended kickoff events in Beijing and Shanghai to hear from members of the FranklinCovey executive team as they shared research and knowledge about what is required for organizations to create company cultures which are able to achieve sustained superior performance.

"It was a thrill to meet many of FranklinCovey's top clients in China, to see the great things they are accomplishing, and understand some of the challenges which they believe FranklinCovey can help them address. FranklinCovey's content and solutions have always been well received, and the presentations during our kickoff events provided our clients with an expanded vision of the breadth of FranklinCovey's solutions and capabilities," continued Whitman. "We are already seeing demand from those in attendance, with nearly 50 organizations having scheduled executive overviews with our China team to learn more about how our offerings provide them with the solutions which can help them accelerate change in their organizations."

FranklinCovey has named Ronnie Tan as the new President of FranklinCovey China. Tan previously managed FranklinCovey's licensee offices in China, Hong Kong, Singapore and Taiwan, where he was responsible for the significant growth which occurred, and also assisted in managing the transition process during and beyond the licensing period.

"It's a privilege and honor to take the lead of FranklinCovey's new China offices," said Ronnie Tan, President, FranklinCovey China. "Our China team emulates the focus and dedication FranklinCovey has to its content and clients, which are at the core of our mission. With this transition, our valued clients will continue to enjoy a deep focus on their specific needs, through FranklinCovey team members with whom they are already familiar. And, supporting our clients directly through FranklinCovey will ensure that we respond most effectively to their emerging business needs over the coming years."

The transition from licensing agreements in the region has spanned two years, with FranklinCovey and their licensee partners working closely to ensure a seamless transition and continued business success for everyone involved in the change.

"This agreement has been reached with the highest level of integrity and trust," said Sean Covey, FranklinCovey's Executive Vice President of Global Solutions and Partnerships. "The relationship between FranklinCovey and our international licensee partners remains strong and benefits FranklinCovey and the regions where our partners reside. We express appreciation to them for their great work. The new FranklinCovey China Direct offices will allow us to further the success already achieved in Asia and to provide current and future clients with added opportunities to employ our results-driven content and offerings in their organizations, to transform their culture, which is every organization's ultimate competitive advantage."

For more information on FranklinCovey's global offices, please visit <http://www.franklincovey.com/global-offices/>

About Franklin Covey Co.

[Franklin Covey Co.](#) (NYSE: FC) is a global, public company specializing in performance improvement. We help organizations and individuals achieve results that require a change in human behavior. Our expertise is in seven areas: leadership, execution, productivity, trust, sales performance, customer loyalty and education. Franklin Covey clients have included 90 percent of the Fortune 100, more than 75 percent of the Fortune 500, thousands of small and mid-sized businesses, as well as numerous government entities and educational institutions. Franklin Covey has more than 100 direct and partner offices providing professional services in over 150 countries and territories.

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