

## Press Pack

### Lingo24: An Overview

Lingo24 is a growing and internationally respected global translations company based in the UK. Using a network of over 4,000 mother-tongue translators, Lingo24 covers all major – and many minor – languages.

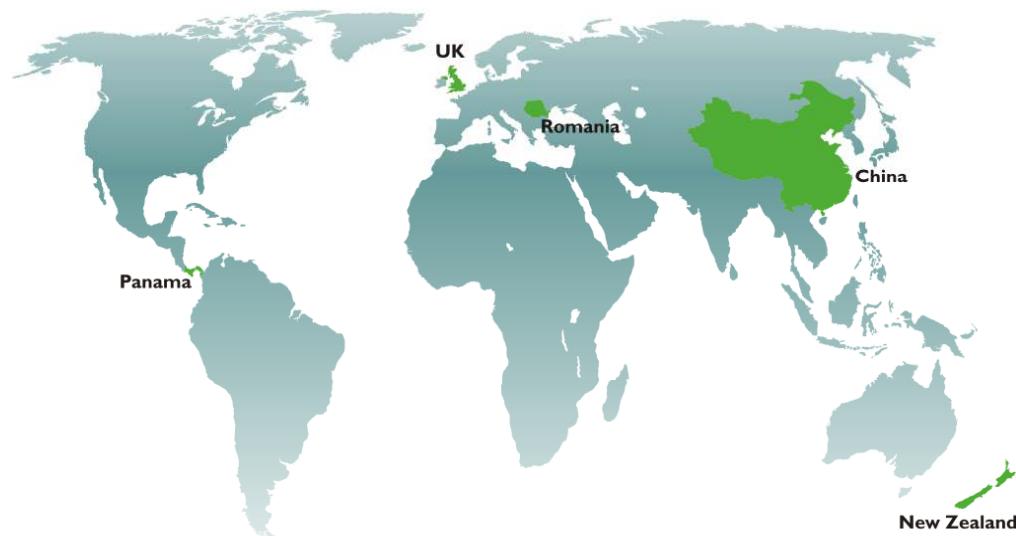
The company's headquarters in Edinburgh supports hubs in Romania, servicing Europe; in Panama for the Americas; in China and New Zealand for Asia and Australasia.

Operating in multiple time-zones, Lingo24 provides a genuinely integrated round-the-clock service, and, indeed, was the first translations company to do so. It was also the first to use in-country translators with subject-specific expertise – e.g. medical, legal, marketing etc.

Lingo24 was founded by Christian Arno in 2001, from his parents' home in Aberdeen, Scotland. The company has grown significantly over the past eight years, with a 6,000% increase in turnover and now has some of the world's biggest blue-chip enterprises in its client portfolio.

1. [Fast Facts](#)
2. [Directors' Biographies](#)
3. [Company History, Timeline and Growth](#)
4. [Clients and Services](#)
5. [Awards](#)
6. [Media and Web Coverage](#)
7. [Contacts](#)

### The Lingo24 'Map of the World'



### 1. Fast Facts

#### Lingo24 has:

- : A turnover of £3.65m
- : Clients in over sixty countries
- : Operational hubs in Panama, UK, Romania, China and New Zealand
- : A network of 4,000 translators
- : 120 full-time members of staff

## 2. Directors' Biographies

### Christian Arno, Founder & Managing Director

Christian started Lingo24 after graduating from Oxford University in 2001. Start-up funds came from a £5,000 loan from the Prince's Scottish Youth Business Trust and an "investment" of £500 of his student loan on the stock market – which yielded a return of £15,000.

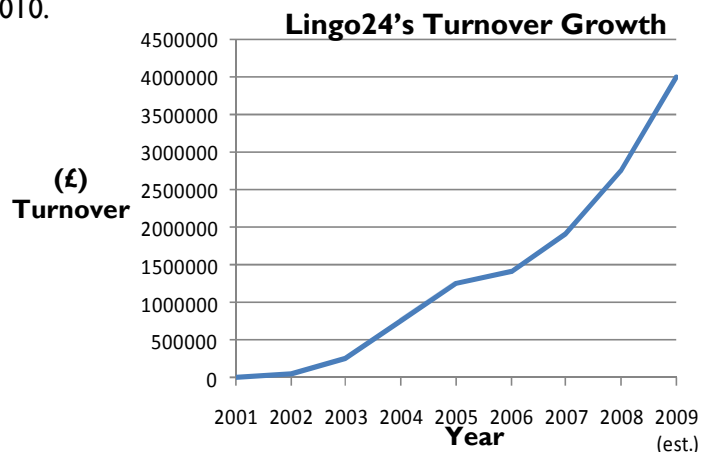
He incorporated the company in 2002 and the following year, won the Shell LiveWIRE Entrepreneur of the Year Award for the Grampian region. He has managed to offload most of his responsibilities to others more able than he is, but still claims to be in charge of sales and marketing, HR, international development and overall strategy.

### Jack Waley-Cohen, Operations Director

Jack joined Lingo24 from Deutsche Bank in 2003. A graduate of St John's College, Oxford, where he and Christian met, Jack lists 'recreational linguistics' among his varied hobbies. His responsibilities include day-to-day business management, financial planning, and systems development. Jack is based in London, although he makes frequent trips north to visit Lingo24's Scottish heartlands and east, to the company's European heartbeat in Timisoara.

## 3. Company History, Timeline and Growth

Lingo24 has grown substantially since its launch. The company now has operations in four continents, 120 permanent staff, 4,000 professional translators and had a turnover of £3.65m in 2009, estimated to rise to £5m in 2010.



Some key dates in the Lingo24 timeline:

- 2001** (September): Lingo24 founded by Christian Arno
- 2002** (March): First Lingo24 web site launched
- 2002** (November): First full time employee joins Lingo24
- 2003** (August): Jack Waley-Cohen joins Lingo24 as Operations Director
- 2003** (September): Lingo24 has five home-based employees and a turnover of £250K
- 2003** (November): New Zealand operation launched
- 2004** (December): Chinese operations begin
- 2005** (March): Operation launched in Timisoara, Romania
- 2008** (January): Americas' office launched in Panama
- 2008** (August): Edinburgh office launched
- 2008** (September): Turnover - £3 million
- 2009**: (September): Lingo24 now has 120 full-time members of staff worldwide, and a turnover of £3.65m
- 2009**: (December): Lingo24 win two awards at the HeraldScotland.com Digital Business Awards

## 4. Clients and Services

Lingo24 can count the BBC, BP, RBS and Bloomberg among its top clients, as well as MTV, Orange, Opendo, Guinness, Burger King, Campari and Save the Children. Our clients cover a variety of sectors from legal and financial services, to the travel industry and scientific, technical and medical institutions.

With a network of 4,000 professional translators, we select only those whose experience matches the client's industry field.

### Testimonials from a selection of our clients:



**MTV Europe Television**

"We have been extremely happy with the service, the speed and the accuracy of Lingo24's translations."



**BP**

"Your translation service is professional in terms of both copy and technical detail."



The Royal Bank of Scotland Group **Royal Bank of Scotland**

"Very impressed...fantastic customer-orientated service."



**BBC**

"I work with a number of translating services and Lingo24 have provided an excellent service, with prompt turnaround times and a responsive and always very positive attitude."



**Orange**

"Lingo24 have been a valuable partner and have always provided accurate and fast translations."

## 5. Awards

**2010:** Shortlisted: Customer Kings Award, Real Business (Winner TBA March, 2010)

**2009:** Winner: *Export and Business to Business* company of the year, HeraldScotland.com Digital Business Awards

**2009:** Finalist: Entrepreneur of the Year (Christian Arno), National Business Awards

**2004:** Winner: *Outstanding Young Person of the Year* award for *Business* (Christian Arno), Junior Chamber International

**2003:** Winner: *Best e-business start-up in Scotland*

**2003:** Winner: *Young Entrepreneur of the Year* (Christian Arno), Shell LiveWIRE

**2003:** Winner: Web (W@W) award for innovative use of the internet

## 6. Media and Web Coverage

### 2010

- **Start Your Business Magazine:** *Lingo24: translating business*, January, 2010  
<http://www.lingo24.com/resources/pdf/Start-Your-Business-January-2010.pdf>
- **Director Magazine:** *Rising Star: Christian Arno*, January, 2010  
<http://www.lingo24.com/resources/pdf/Director-Magazine-January-2010.pdf>
- **The Telegraph:** *Abderdeen-based translation website lingo24 is copied by Chinese*, 5<sup>th</sup> January, 2010  
<http://www.telegraph.co.uk/finance/yourbusiness/6935670/Abderdeen-based-translation-website-lingo24-is-copied-by-Chinese.html>

### 2009

- **The Press and Journal** *North-east firm's website pirated*, 23<sup>rd</sup> December 2009  
<http://www.pressandjournal.co.uk/Article.aspx/1537367?UserKey=>
- **BBC:** *Chinese web pirates steal design*, 22<sup>nd</sup> December, 2009  
[http://news.bbc.co.uk/1/hi/scotland/edinburgh\\_and\\_east/8426094.stm](http://news.bbc.co.uk/1/hi/scotland/edinburgh_and_east/8426094.stm)[http://news.bbc.co.uk/1/hi/scotland/edinburgh\\_and\\_east/8426094.stm](http://news.bbc.co.uk/1/hi/scotland/edinburgh_and_east/8426094.stm)
- **Startups: Success Stories:** *Christian Arno*, 4<sup>th</sup> November, 2009  
<http://www.startups.co.uk/6678842910053429859/christian-arno.html>
- **Oxford Today:** *Translating a student idea into commercial gain*, Volume 22 No. 1, October 2009  
<http://www.lingo24.com/resources/pdf/Oxford-Today-Volume22-No1-October-2009.pdf>
- **The Herald:** *Talking your language: Christian Arno translates overseas ambitions into reality*, 15<sup>th</sup> October 2009  
<http://www.lingo24.com/resources/pdf/The-Herald-October-15th-2009.pdf>
- **The Edinburgh Evening News:** *Cost of Gaelic translation may prove too high*, 8<sup>th</sup> August 2009  
<http://edinburghnews.scotsman.com/opinion/Mouthpiece-Cost-of-Gaelic-translation.5536381.jp>
- **The Herald:** *Language proving no barrier to Scot's success*, 20<sup>th</sup> July 2009  
[http://www.theherald.co.uk/business/news/display.var.2520855.0.Language\\_proving\\_no\\_barrier\\_to\\_Scots\\_success.php](http://www.theherald.co.uk/business/news/display.var.2520855.0.Language_proving_no_barrier_to_Scots_success.php)
- **Business7:** *Getting the right message across*, 10<sup>th</sup> July 2009  
<http://www.business7.co.uk/business-news/business-view-comment/2009/07/10/getting-the-right-message-across-97298-21508744/>
- **VentureBeat:** *Cashing in on non-English search engines*, 30<sup>th</sup> June 2009  
<http://entrepreneur.venturebeat.com/2009/06/30/cashing-in-on-non-english-search-engines/>
- **Talk Radio Europe:** *Maurice Boland interviews Christian Arno*, 27<sup>th</sup> May 2009  
<http://www.lingo24.com/resources/audio/Talk-Radio-Europe-Christian-Arno.mp3>
- **The Telegraph:** *Speaking in mother tongues translates into a success story*, 19<sup>th</sup> May 2009  
[http://www.lingo24.com/resources/pdf/The\\_Telegraph\\_19th\\_May\\_2009.pdf](http://www.lingo24.com/resources/pdf/The_Telegraph_19th_May_2009.pdf)
- **The Sunday Times:** *How I made it: Christian Arno founder of Lingo24.com*, 17<sup>th</sup> May 2009  
<http://business.timesonline.co.uk/tol/business/entrepreneur/article6299766.ece>
- **The Edinburgh Evening News:** *City translators spoken highly of in prize shortlist*, 2<sup>nd</sup> May 2009  
<http://edinburghnews.scotsman.com/latestnews/City-translators-spoken-highly-of.5229746.jp>
- **Brand Republic:** *Tapping into emerging markets through effective communications*, 31<sup>st</sup> April 2009  
<http://business.timesonline.co.uk/tol/business/entrepreneur/article6299766.ece>
- **New Business:** *How to go green and save money*, 24<sup>th</sup> April 2009  
<http://www.newbusiness.co.uk/articles/utilities-advice/how-go-green-and-save-money>
- **Business7:** *My Working Week - Christian Arno, founder and director Lingo24*, 24<sup>th</sup> April 2009  
[http://www.lingo24.com/resources/pdf/Business7\\_24th\\_April\\_2009.pdf](http://www.lingo24.com/resources/pdf/Business7_24th_April_2009.pdf)
- **Financial Times:** *Messages of Doom Don't Mean the End of the World*, 18<sup>th</sup> April 2009  
[http://www.lingo24.com/resources/pdf/Financial\\_Times\\_18th\\_April\\_2009.pdf](http://www.lingo24.com/resources/pdf/Financial_Times_18th_April_2009.pdf)
- **The Edinburgh Evening News:** *Ten Questions: Christian Arno*, 6<sup>th</sup> April 2009  
<http://news.scotsman.com/opinion/Ten-Questions-Christian-Arno.5144591.jp>
- **The Press and Journal:** *Talking Language of Business*, 4<sup>th</sup> February 2009  
<http://www.pressandjournal.co.uk/Article.aspx/1059845?UserKey=>

## 2006

- **London 'Business Matters':** *Speaking the Lingo*, 11<sup>th</sup> September 2006  
[http://www.lingo24.com/press/Speaking\\_the\\_Lingo--3.html](http://www.lingo24.com/press/Speaking_the_Lingo--3.html)
- **Financial Times:** *Spare Room is Hub of Global Network*, 3<sup>rd</sup> March 2006  
[http://us.ft.com/ftgateway/superpage.ft?news\\_id=fto030320061248249503&page=2](http://us.ft.com/ftgateway/superpage.ft?news_id=fto030320061248249503&page=2)

## 2005

- **The Sunday Mail:** *How to Net a Great Future*, 13<sup>th</sup> February 2005  
[http://www.lingo24.com/press/Fluent\\_French\\_and\\_Italian\\_speaker\\_Christian\\_put\\_his\\_skills\\_to\\_good\\_use\\_by\\_setting\\_up\\_an\\_online\\_translation\\_service--1.html](http://www.lingo24.com/press/Fluent_French_and_Italian_speaker_Christian_put_his_skills_to_good_use_by_setting_up_an_online_translation_service--1.html)

## 2004

- **Scottish Enterprise:** *Lingo24 Goes Global*, 21<sup>st</sup> November 2004  
[http://www.scottish-enterprise.com/sedotcom\\_home/about-us/se-whatwedo/news-se-about-us/news-se-about-us-details.htm?articleid=87326](http://www.scottish-enterprise.com/sedotcom_home/about-us/se-whatwedo/news-se-about-us/news-se-about-us-details.htm?articleid=87326)

## 7. Contacts

Paul Sawers  
Communications Executive  
1 St. Colme Street  
EDINBURGH, EH3 6AA  
Tel. +44 (0) 131 201 0023  
Email: [paul.sawers@lingo24.com](mailto:paul.sawers@lingo24.com)  
Web: <http://www.lingo24.com>

Carly Bonas  
Head of Marketing  
1 St. Colme Street  
EDINBURGH, EH3 6AA  
Tel. +44 (0) 131 201 0022  
Email: [carly.bonas@lingo24.com](mailto:carly.bonas@lingo24.com)  
Web: <http://www.lingo24.com>

-We can also provide photos and images from our extensive library upon request-