

**Atlantic Global Plc**  
("Atlantic Global" or "the Group")

**Trading Update**

Atlantic Global Plc (AIM: ATL), the specialist provider of integrated business and resource management software applications, today announces a trading update prior to the announcement of its full year results for the twelve months ended 31 December 2009.

**Trading Results**

The Group expects to report an improved second half year performance compared to the first half year, although turnover for the twelve months to 31 December 2009 is expected to be lower than for the same period last year. This is as a result of the Group maintaining its investment in Research and Development as well as the continuing difficult economic climate. The Group is expecting a full year loss before tax of approximately £150,000. The year end cash balance is expected to be slightly below the £2,158,000 at 31 December 2008.

Despite the difficult trading conditions, the Group is pleased to announce that it secured an increasing number of blue-chip OnDemand customers during the second six months to 31 December 2009 including RCUK Shared Service Centre and further departments within GlaxoSmithKline Plc.

**Outlook**

The pipeline of new business prospects remains satisfactory and further significant progress has been made on several partnership opportunities. The investment in Research and Development introduced several new areas of functionality which greatly enhances the commercial appeal of the overall solution, which are expected to significantly benefit sales in 2010. This belief is supported by the Group securing material second phase payments on a contract with an existing global customer which the Board expects to generate further material revenue during 2010.

The Group has already secured approximately 60% of its budgeted 2010 support revenue for 2010, which the Directors believe is highly encouraging in current market conditions.

For the reasons outlined above, and the positive feedback regarding the Group's updated suite of products from partners and potential customers, the Directors believe that the Group will produce a much improved performance in 2010.

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**Notes to Editors and Product Update:**

Atlantic Global develops and implements business management solutions designed to manage businesses people, project and customer relationship management processes. The solution includes four intuitive, easy to use modules: time and expense management, project management, project portfolio management and customer relationship management. A key aspect of the Atlantic Global solution is cost control through better strategic planning, accurate cost capture and improved resource utilisation.

Atlantic Global is widely recognised by software industry analysts as being in the top 25 vendors within the emerging Project Portfolio Management (PPM) market. More specifically, it is one of only two European organisations included in Gartner's 'Magic Quadrant' for PPM.

Atlantic Global's software has been designed to be scalable to all organisations no matter what size or complexity. The Group's customer base ranges from SMEs to global 1,000 organisations and includes: Aircom International; Bank of Tokyo; GlaxoSmithKline; Norwich Union; Aviva; Provident Financial; Kingston Communications; The National Assembly of Wales; Tiscali, Capita National Strategies and Virgin Mobile.

Atlantic Global successfully launched an OnDemand (Software As A Service) product in October 2008. The further development and sale of this product remains a key strategy for 2009 and beyond. The Group has received positive feedback from its customers who have adopted OnDemand on the reliability and scalability of the product.

New products include the following features with an objective of making customers self sufficient:

**Multi-Tenancy:** All OnDemand customers will use the same web site reducing the overhead associated with adding and upgrading existing customers.

**Automated Data Load:** A simple yet powerful function that allows customers to load their own data into the system without any need to contact Atlantic Global.

**Integrated Training:** Every major screen in the system will have a link to the Atlantic Global web site where customers will have access to training videos and tutorials to support their use of the product.

**Further Improvements to the User Interface:** The Group has implemented further changes to the user interface to make the system even more intuitive.

**House Keeping:** The Group is introducing analytics which will continually assess the number of people accessing the system. This will be used to quickly identify and remove customer trials where there is insufficient activity.

**Systems Administration:** The Group has developed a tool to automate the creation and removal of customer implementations. This will increase the turnaround speed of getting customers up and running and also reduce the administration cost.

**Pre-Configured Database:** New customers will receive a pre-configured database containing "best practice" configurations to support different approaches from Project and Resource management to wider business disciplines including Customer Relationship Management, Helpdesk Management and Sales Management.

These changes will improve the speed and ease of product adoption whilst significantly reducing the administration overhead, support overheads and cost of sales.

Furthermore, it will now be feasible to offer very attractive promotions to new customers at a relatively low cost to Atlantic Global.

### **Traditional Implementations**

#### **New Product Initiatives:**

The next phase of development will introduce three key benefits to the product.

**The first** major feature will be to give customers access to the system using their mobile telephone.

**The second** feature will be the introduction of an Advanced Contract Management and Billing Module to help organisations to make their contract management and billing processes more efficient.

**Thirdly**, the Group will be introducing a new Organisational Profiling module to help larger organisations to gain better visibility of resource utilisation across the business. It will also help to improve the financial forecasting process throughout the business.

All of these modules are scheduled to launch in the autumn of 2009 and are geared at helping organisations to become more efficient and to prosper in challenging economic times.

Founded in 1993, Atlantic Global is headquartered in West Yorkshire, England. It listed on the Alternative Investment Market (AIM) of The London Stock Exchange in June 2001.