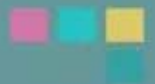




Analyst & Investor Presentation 2005 Interim Results

Presented by:
Steve Allen – Non Executive Chairman
Eugene Blaine – CEO
Rupert Hutton – Finance Director





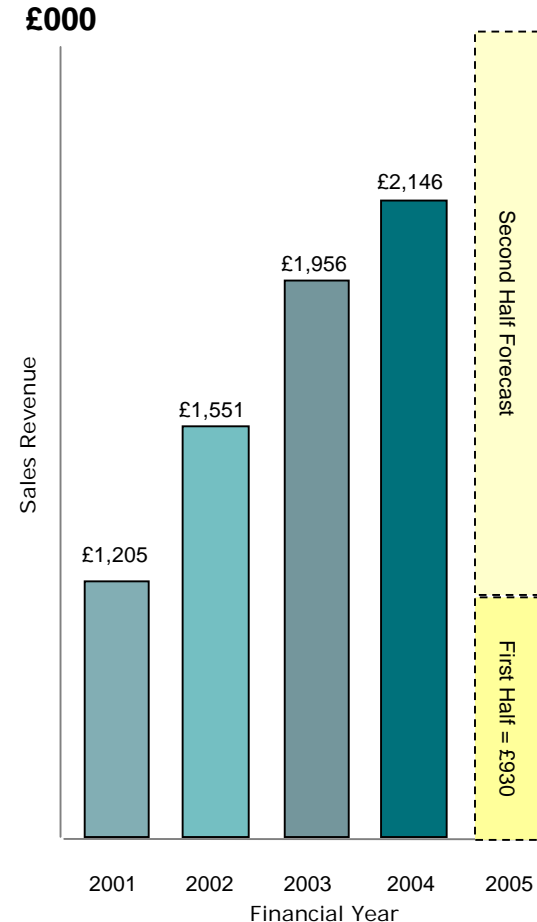
Agenda

- Introduction to Atlantic Global Plc
- Trading Highlights
- Interim Results 2005
- Marketing Overview
- Sales Overview
- Headcount - Overview
- The Market Place
- Our Customers
- Marketing – Reference Material



Introduction to Atlantic Global Plc

- Atlantic EC established in 1993
Over 10 years experience of delivering business solutions
- Joined the London Stock Exchange
Admission date in June 2001
- Consistently increased Turnover maintained Profitable Performance
Exception of 1st half 2005
- Strong Net Cash Reserves & Ambitious Growth Targets
- Growing and Loyal Client base
- Increased Market Awareness (Industry Analysts, Media)
- Excellent Development Partners
 - GlaxoSmithKline - Timesheet & Contractor Module
 - Pfizer - Timesheet & Contractor Module
 - Barclays Bank - Business Information Tracking Module
 - LogicaCMG - Risk Management Module
 - **Norwich Union (Current) - Corporate Vision**
- Continuous track record of delivering rapid Customer ROI
with payback between 3 to 6 months following implementation





Trading Highlights

Strong Progress in all areas with the exception of sales (which we are working on...)

- Turnover of £930,000 (H1 2004: £988,000)
- Strong Balance Sheet – Net Cash £1,479,000
- Loss before tax and amortisation £377,000
(2004 profit before tax and amortisation: £212,000)
- Sales and marketing expenditure to £826,000 (2004: £392,000)
- New Corporate Vision installations include Virgin Mobile, Norwich Union Life Marketing, and Harvey Nash
- Won “Most effective use of IT award 2005” (Corporate Vision Implementation at LogicaCMG)
- Continuing Industry accolades, including recognition in Gartner’s “Magic Quadrant”
- Sales team grown from two to four
- Steve Allen appointed as Non Executive Chairman
Previous appointments included – VP Sales EMEA – BEA Systems
- Re-branded the company & its products
- Increased the supporting teams - Consulting & Development
- Since the end of June 2005 two Corporate Vision deals with a combined value of £370,000



Interim Results 2005

	Six months 30 June 2005 £000	Six months 30 June 2004 £000
Turnover	930	988
(Loss)/profit before tax (before Goodwill)	(377)	212
Goodwill	91	91
Earnings per share (adjusted)	(1.16) pence	0.67 pence
Net cash balance	1,479	2,242
Free cash flow	(245)	90
Sales and Marketing cost	826	392
Supported software seats	31,000	25,000



Marketing – Overview

Strong progress in some areas, slower than anticipated progress in others

- Analyst Awareness (Gartner & Butler) - **Strong Progress**
 - Inclusion in the Gartner “Magic Quadrant” - Project & Portfolio Management (PPM)
(Only British entry and only one of two European entries, one of only 20 entries worldwide)
 - Butler Technology Audit
- Web Site Content - **Strong Progress**
 - Comprehensive articles on all related topics (PRINCEII, Six Sigma, Business Change, Case Studies, etc)
 - New Investor Relations Web Site
- Partner Development - **Strong Progress**
 - Investment is attracting consulting partners (see our tool as a door opener to generate consulting revenue)
 - Working alongside or prospecting with IBM Global Services, Atos Origin, WS Atkins, Birchman and Boxwood
- Quality Lead Generation - **Slower than Anticipated**
 - Building a Marketing operation from scratch
 - Learning Exercise (Who to target, How to attract, How to qualify)
 - Building our own contact database
 - Project & Portfolio Management (PPM) – Immature but fast developing market place
- Moving Forward - **Encouraging**
 - Seminars (6 planned, all over subscribed, people travelling from as far away as Singapore)
 - Joint Prospecting with significant partners



Sales - Overview

Slower than anticipated progress – Evident in the Company's Financial Results

- Buying Process – **Challenges we Encountered**

- Larger deal sizes

- More controlled buying processes requiring access higher up in the organisation

- Customers must see it to believe it (trial installations)

- Underestimated the assistance customers require to sell the solution internally

- Competing for budget (Avoid being perceived as a nice to have solution)

- Selling - **Internal Issues**

- Underestimated the experience required to sell the product (Product Space, Industry Knowledge)

- Continually reviewing the sales methodology (understand what works, what doesn't work)

- Changes – **Steps taken to Resolve those Issues**

- Implemented at Return on Investment / Return on Opportunity (help clients build Business Case)

- Implemented "Proof of Benefit" approach (mini implementations to prove benefits)

- Decreased the size of the sales team (more focussed)

- New sales management / Consultative sales approach

- Current Status– **Healthy Pipeline**

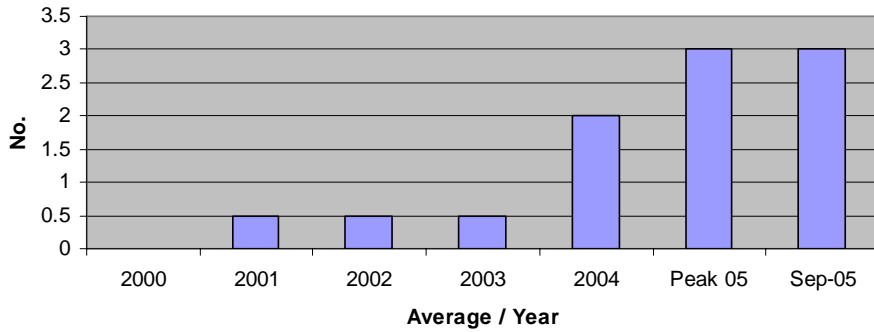
- Record Level of Pre-Sales Activity

- Actively working with Prospective Clients (Return On Investment Models / Proof of Benefits Projects)

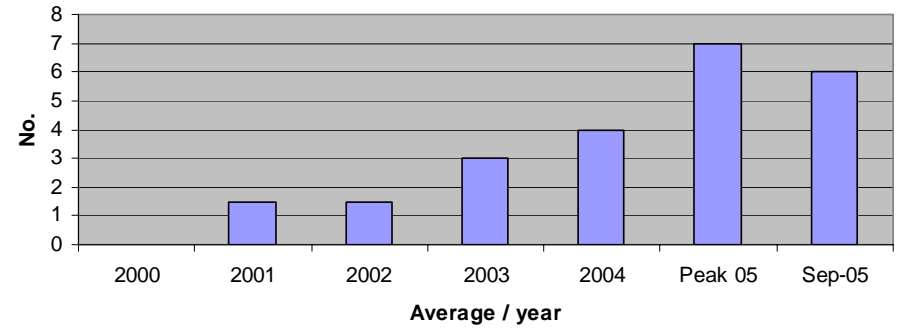


Headcount - Overview

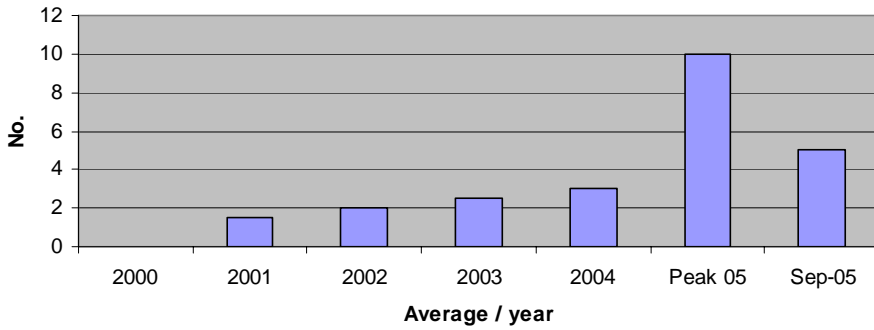
Marketing Department



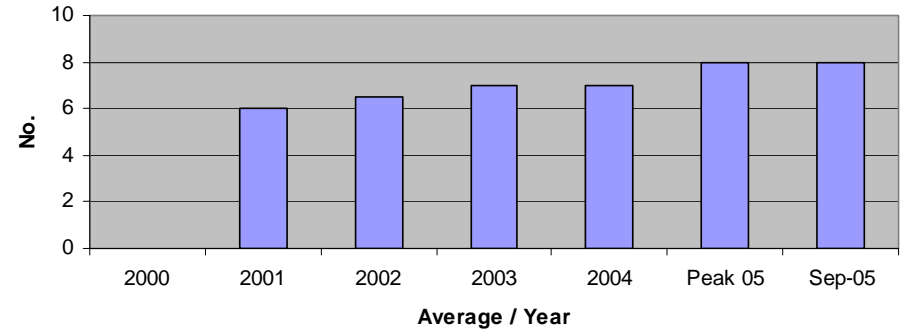
Consulting Department



Sales Department



Development Department





Our Customers

GOVERNMENT /SERVICES	FINANCIAL AND PROFESSIONAL SERVICES	TECHNOLOGY	TELECOMS	PHARMACEUTICAL /UTILITIES
    	      	     	    	    



Marketing – Reference Material

Marketing Pack

- Web Site – www.atlantic-global.com
Visit our web site to examine the substantial investment we have made
- Software Analysts
 - Gartner Magic Quadrant
 - Gartner White Paper – Real Time Enterprise
 - Butler Technology Audit
 - Butler - Measuring IT Costs & Value
- Seminars
 - Sponsored the Effective IT Summit 2005 (April 2005)
 - PPM Best Practice (Series of 6 seminars, 120 delegates)
- Awards
 - Winner at the Effective IT Awards – LogicaCMG Corporate Vision Implementation
 - LogicaCMG Implementation – supporting mini-case study
- Sample Industry Articles
 - The 3D Manager
 - Corporate Myopia