



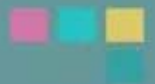
AGM Presentation

28 April 2005

Presented by:

Eugene Blaine – CEO

Rupert Hutton – Finance Director





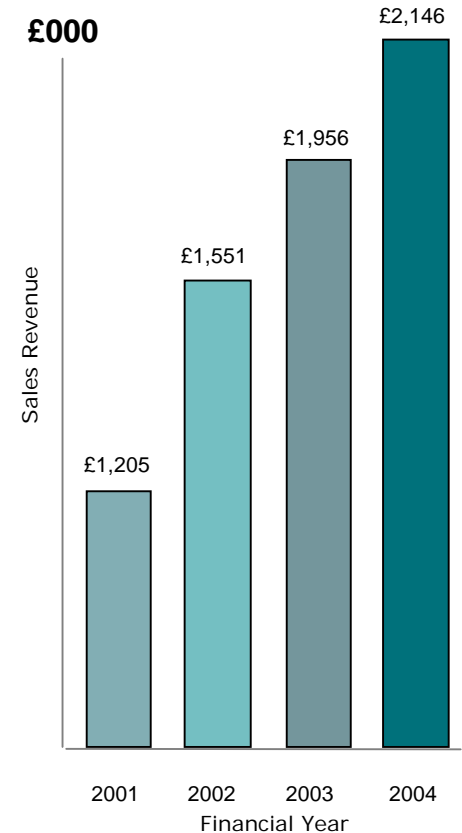
Agenda

- Introduction to Atlantic Global plc
- Full Year Results – December 2004
- Marketing – Improvements Since June 2004
- Marketing – Lead Generation
- Sales – Growth Since June 2004
- Other Improvements - Since June 2004
- The Market Place
- Our Customers
- Product Overview



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 4th June 2001
- Consistently increased Turnover maintained Profitable Performance
- Strong Net Cash Reserves & Ambitious Growth Targets
- Growing, Loyal Client base
- 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



Full Year Results – December 2004

	Year Ended 31 Dec 2004 £000	Year Ended 31 Dec 2003 £000	% Growth
Turnover	2,146	1,956	9.7%
Profit before tax (before Goodwill)	369	677	-45.5%
Goodwill	181	181	0.0%
Earnings per share (adjusted)	1.37 pence	2.35 pence	-41.7%
Net cash balance	1,896	2,296	-17.4%
Free cash flow	(282)	513	-155.0%
Sales and Marketing cost	1,009	483	108.9%
Proposed dividend per share	0.75 pence	0.70 pence	7.1%
Supported software seats	29,000	24,500	18.4%
Brokers forecasts for 2005 shows a turnover of £3.2m with profits before tax & goodwill of £0.8m			

Major Deal Activity 1 Jan '04 – 28 April '05

- LogicaCMG - AGCV
- Telewest - AGBS
- Crown Agents - AGBS
- Barclays Bank - AGCV
- Xchanging – All Modules
- Man Group plc – All Modules
- Computacenter - AGBS
- Virgin Mobile – AGCV
- NU Marketing - AGCV

- Turnover increased by 9.7%
- Strong Balance Sheet – Net Cash £1,896,000
- Profit before tax £181,000 (2003: £496,000)
after more than doubling sales and marketing expenditure to £1,009,000 (2003: £483,000)



Marketing – Improvements Since June 2004

- Appointed **James Waller** as Head of Marketing
Previous experience included: IONA, WebGain, IXOS and IBM Global Services
- Re-branded the company & it's products (Web Sites, Brochures, Product Documentation, etc)
- Sponsored the Effective IT Seminar in London in partnership with Vodafone.
Theme: Aligning IT to serve the needs of the business
- 10 Customer endorsed Case Studies
- Increased our profile with industry analysts and journalists.
See attached Butler Technology Audit and Gartner White Paper

*“To refer to **Corporate Vision** as an advanced timesheet and PPM solution, whilst not wholly inaccurate, would be to miss the real value it can deliver. Through increased visibility and simplified traceability and management, **Corporate Vision** is able to foster an altogether more holistic and realistic approach to project management, resource allocation and forecasting, time management, budgeting and planning – in essence, the foundations of good business practice.”*

Source: Butler Technology Audit – March 2005

*“Senior managers at the leading edge of technology are using real-time information on a daily basis as a health check on their enterprise. Ideally, each supervisor, manager, and associate has a dashboard that monitors their particular area of responsibility. Additionally, decision makers need to understand how their actions directly affect other areas of the business. **Atlantic Global Corporate Vision** Delivers that Ideal.”*

Source: Mark Raskino – VP Research RTE Gartner, September 2004

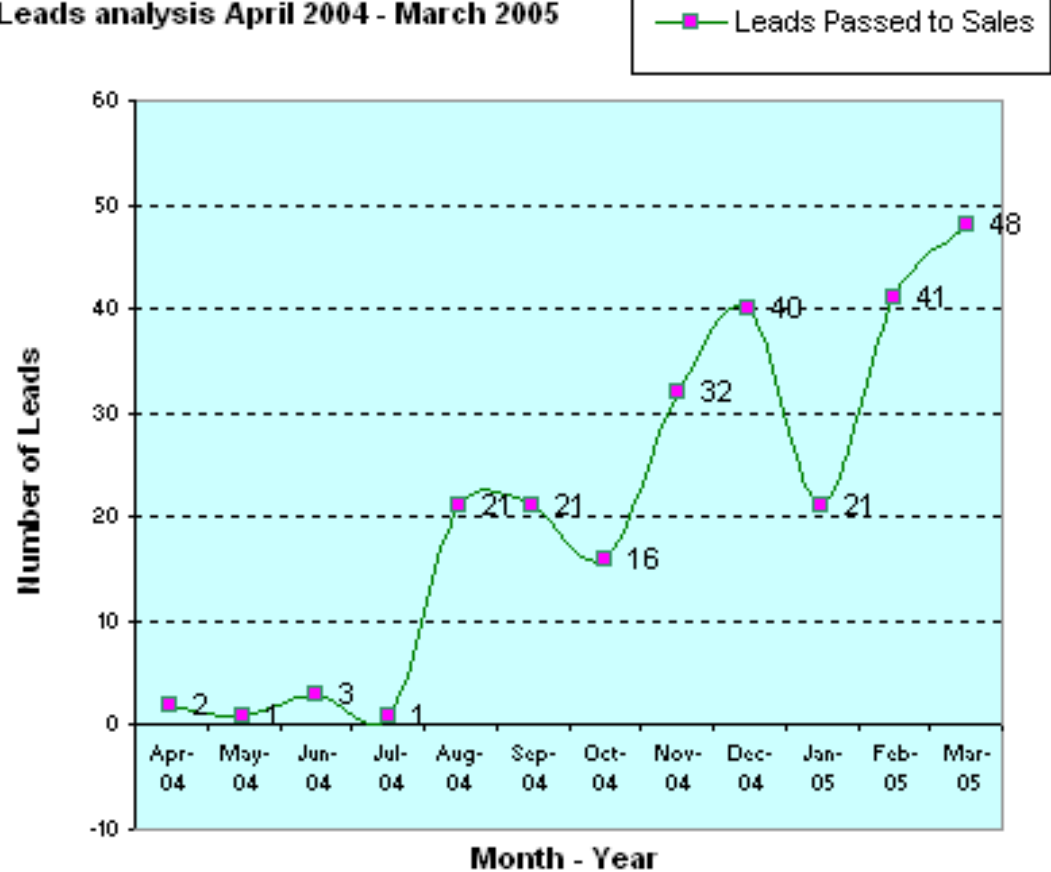
- Four of our clients are actively talking to Gartner regarding our entry in the Gartner PPM Quadrant



Marketing – Lead Generation

- Lead Generation
 - Web Site - Search Engine Optimisation
 - Direct Marketing Campaigns
 - Outsourced Lead Generation
- Lead Qualification
 - Leads are further qualified before being passed over to the sales team
- Sophisticated Campaign Tracking
 - % of opened emails
 - % of those who progress to the Web Site
 - % who request further information

Leads analysis April 2004 - March 2005





Sales – Growth Since June 2004

- Appointed **Phil Alcock** as Head of Sales in July 2004
Previous experience included: SAIC, Sema, DataPoint, AT&T and CSC
- Implemented a Sales Methodology
- Implemented a more structured approach for dealing with larger sized deals
- Removed the existing sales team
- New Team of Sales Professional Appointments:

David Brown	(Nov 2004) 15 years worked with Software vendors both Domestically and Internationally. Selling high value solutions to key blue chip European businesses.
Richard Murray	(Nov 2004) – 17 years of enterprise class sales expertise gained with Xerox Corp, EDS, Veritas and Microstrategy, with particular focus on Telecommunications and Media sectors.
Johann Smit	(Jan 2005) – 5 years selling ERP (Enterprise Resource Planning) Software into the Pharmaceutical, Technology and Utility verticals.
Allen Wise	(Feb 2005) – 20 years experience developing major alliance partner channels throughout UK and Europe, with focus on Telecoms and financial sectors, eight years with Lucent and Avaya.
Peter Zeun	(March 2005) – 14 years Project / Programme Sales experience in the Financial Services sector with a focus on project prioritisation and alignment to a company's key value drivers.
Andrew Sterling	(March 2005) – 12 years experience in business consulting for Andersen Consulting, Selling Oracle business solutions to pan-European retail & CPG organisations, more recently selling Cognos plus...
Ian Needs	(1997) Only remaining member of the original sales team.

- Other Relevant Sales Experience
 - David Cox, Non Executive Chairman
 - Steve Allen, Non Executive Director



Other Improvements – Since June 2004

- Increased the supporting teams
 - Consulting & Development
- Doubled the size of the Head Office and opened a new London Office
- North American Presence
 - BLC Consulting - Connecticut
 - Harvey Nash recruiting our first employee in the Region
- Planning to build a Partner Programme during 2005
 - North America: BLC Consulting Connecticut (*Established*)
 - UK/Benelux: Aureus (*Established*)
 - UK/Benelux: Inca Software (*Exploring*)
 - APAC: SMS Management Technology (*Exploring*)
 - Global: IBM Global Services (*Exploring*)
- Steve Allen appointed as Non Executive Director
Previous appointments included – VP Sales EMEA – BEA Systems



The Market Place...

- The Characteristics...
 - Fragmented Business Applications
 - Diffused and Autonomous Business Processes
 - Poor Reporting Capability
 - Decision Making Latency
 - Inconsistent Planning
 - Poor Resource Utilisation
 - Lack of operational and strategic alignment
- The steps people are taking...
 - Out-sourcing
 - Off-shoring
 - Transformation Projects
 - Implementing a range of PPM, BI and CPM solutions
- The Ultimate Goal...
 - Drive down costs by increasing productivity whilst maintaining / improving quality

What the analysts are saying...

Traditional project management tools are not up to the job in today's rapidly changing environment. New tools and solutions are needed to cope with this situation to continue to compete.

*For example, on average, high-tech projects are late by 100 percent, despite the use of project management software and traditional tools (**University of California at Berkeley**).*

*Average cost overrun for IT projects is 43%, 82% projects are late, and only 52% of original scope makes it into the released product - **Standish Group, Chaos 2003***

ERP market worth \$15B and growing 12-15% a year

*Large ERP vendors (and Microsoft) will buy in PPM solutions - Analysts (**AMR, BUTLER, GARTNER**)*

*The dynamic PPM market is poised for growth of more than 20 percent in 2004 (0.6 probability). By 2009 MOST organisations will have adopted some form of PPM tools - **Gartner 2004***



Our Customers

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

Product Overview...

