

Business Overview

- **Atlantic has a leading position in UK PPM software market**

Experienced in delivering business solutions

- **Blue-chip Development Partners**

Development Pedigree: GlaxoSmithKline, Pfizer, LogicaCMG and Norwich Union
Product Steering Committee consists of Leading UK organisations includes:-
Norwich Union, Friends Provident, GlaxoSmithKline and Virgin Mobile

- **Financially Strong (Strong Net Cash Reserves)**

Cash and Debtors > £2.9m (as of February 2009)

Profitable and Cash Generative

Posted Profits > £400K for FY2008

- **International Recognition – Gartner Magic Quadrant**

One of the top 25 software vendors worldwide operating in the PPM marketplace

Only UK organisation, one of only two European organisations

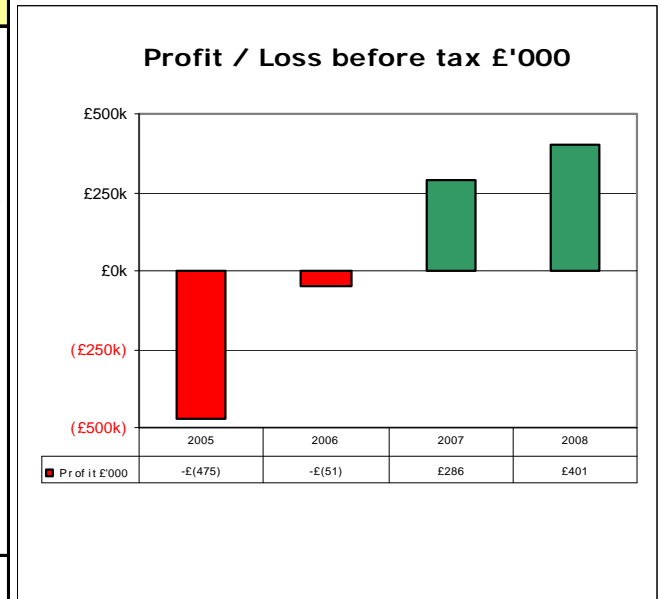
Selection of our Customers



Financial Highlights 2008

- **40% increase Profit before Tax**
2008: £401,000
2007: £286,000
- **Dividend increased 2008**
2008: 0.65p per share (Full Year proposed 0.40p, Half Year paid 0.25p)
2007: 0.30p per share (Full Year 0.30p, Half Year 0.00p)
- **Strong Cash Balance**
31 December 2008: Net Cash: £2,159,000
31 December 2007: Net Cash: £1,546,000
- Broker 2009 expectations are for these trends to continue

	Period Ended	
	31-Dec-08	31-Dec-07
Turnover (£)	2,176,000	2,303,000
Profit before Tax (£)	401,000	286,000
Earnings per share (pence)	1.40 pence	1.02 pence
Dividend per share (pence) - Full Year	0.40 pence	0.30 pence
Dividend per share (pence) - Half Year	0.25 pence	0.00 pence
Net cash balance (£)	2,159,000	1,546,000
Net cash from operating activities (£)	671,000	-126,000
Debtors (Trade & Other) Balance (£)	936,000	1,367,000
Sales & Marketing Cost (£)	517,000	743,000



	2008	2007	2006	2005
Maintain Profitable Trading (£)	401,000	286,000	-51,000	-475,000

Operating Highlights 2008

- **Product Development**

Launched the OnDemand product in October 2008

3 different deployment options (OnDemand, OnPremise, Hosted)

Outsourced load testing, security testing, technical writing, language translation and hosting service

Launching a 24 x 7 helpdesk service in April 2009

Product Design - emphasis on ease of use and speed of deployment

Many new features and improvements to the user interface

Multi-currency, Multi-lingual capability (required by Multi-nationals that span multiple geographies)

- **Sales and Marketing**

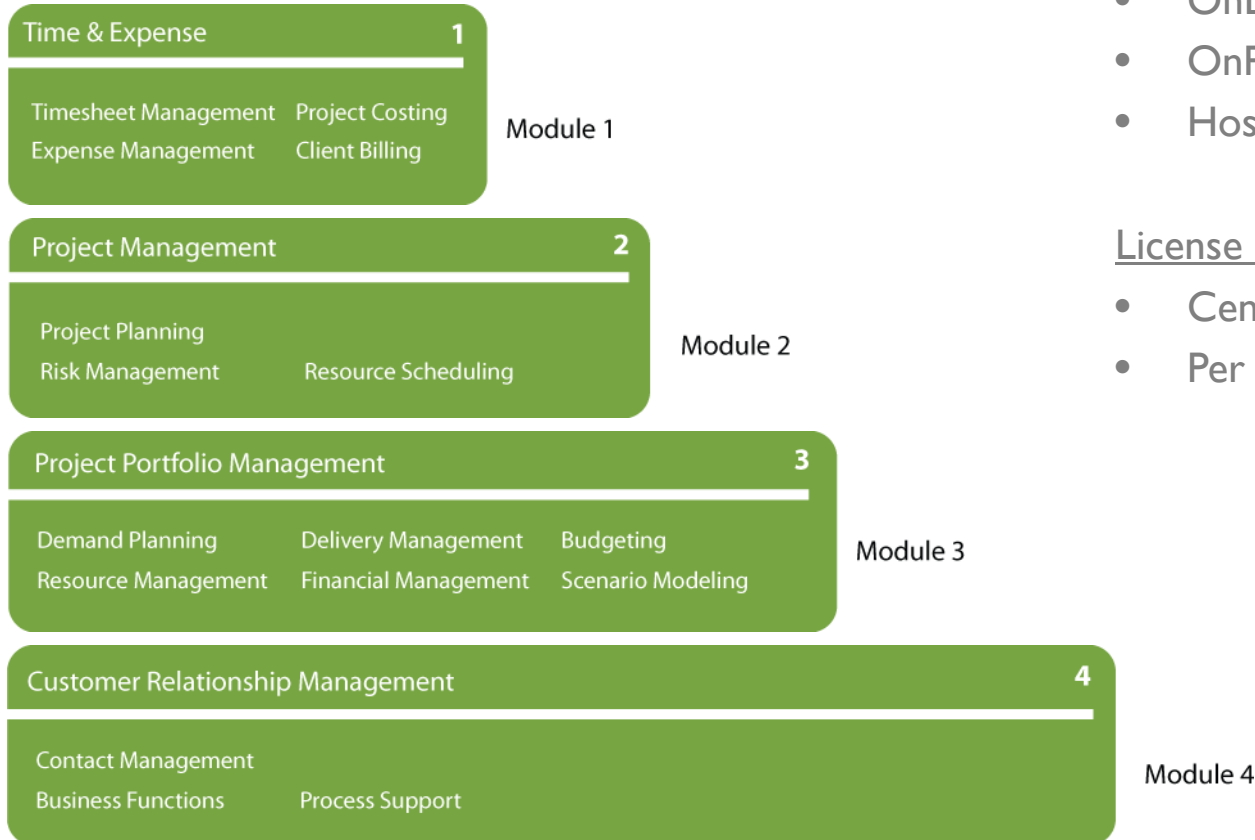
Re-branded the OnDemand product and launched the new web site www.atlantic-global.com

3 Routes to Market - Online, Tele-marketing (Outsourced), Partnerships

8 New OnDemand contract wins since January 2009

New Products make it easier to implement customer trials and support a partnership model

Integrated Business Solutions



Deployment Options

- OnDemand
- OnPremise
- Hosted

License Model

- Central License Pool (Units)
- Per User / Per Module

← The complete solution for your business requirements →

Technical Partner Programme

www.OpSource.net



OpSource
The SaaS Experts

 Atlantic Global

www.targettesting.co.uk



TARGET TESTING
When quality matters talk to Target Testing



www.RackSpace.com



rackspace
IT HOSTING

Business Development Partner Programme

www.Gartner.com

www.projectconsultinggroup.com

www.retekconsulting.com

Government (In Progress)

Business Development Partner Programme

Atlantic Global

- Supply the Product
- Deployment Infrastructure
- Terms and Conditions
- 24x7 Follow the Sun Helpdesk
- On-Going Implementation Management

Partner Support

- Partner Product Training
- On-Going Sales Support
- Marketing Support

Partner Pre-Requisites

- Use the Product
- Established Customer Base
- Understanding of Business Software

Strategic Support

- Must have Support at Board Level
- Dedicated Business Development Budget

Operational Plan

- Marketing & Sales Plan (Dates, Objectives)
- Dedicated Resources Trained in the Product

Return on Investment

- Lead Finder – Up to 30% Revenue Split
- Full Partnership – Up to 50% Revenue Split

Outlook

- **Customer Upgrades**

Upgrade existing customer implementations

Broaden the usage of the product within those implementations

- **Partnerships**

Leverage business relationships in other partner organisations

Develop specific business propositions in vertical markets

- **Summary**

Atlantic Global is financially strong

Atlantic will benefit from Investment made in the OnDemand product - on-going since 2006

Economic climate will emphasise cost management

OnDemand product and the economic climate

- likely to prove difficult for competitors - high cost / high implementation products

- will make it easier to recruit potential partners