

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

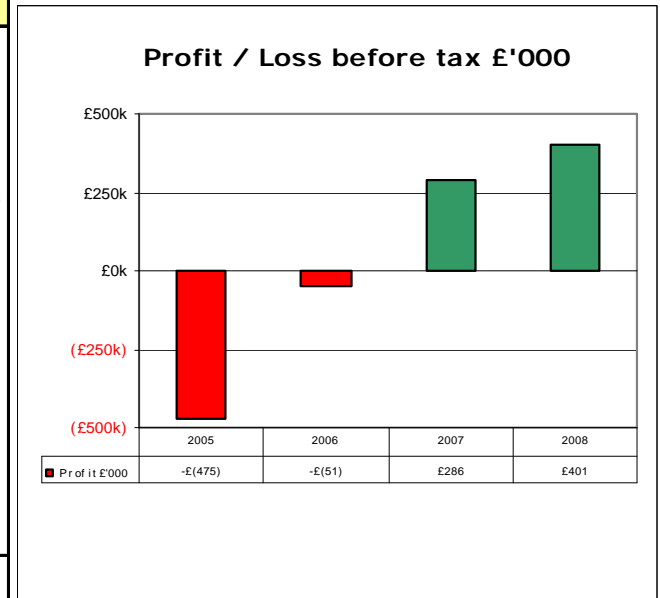
Selection of our Customers



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**

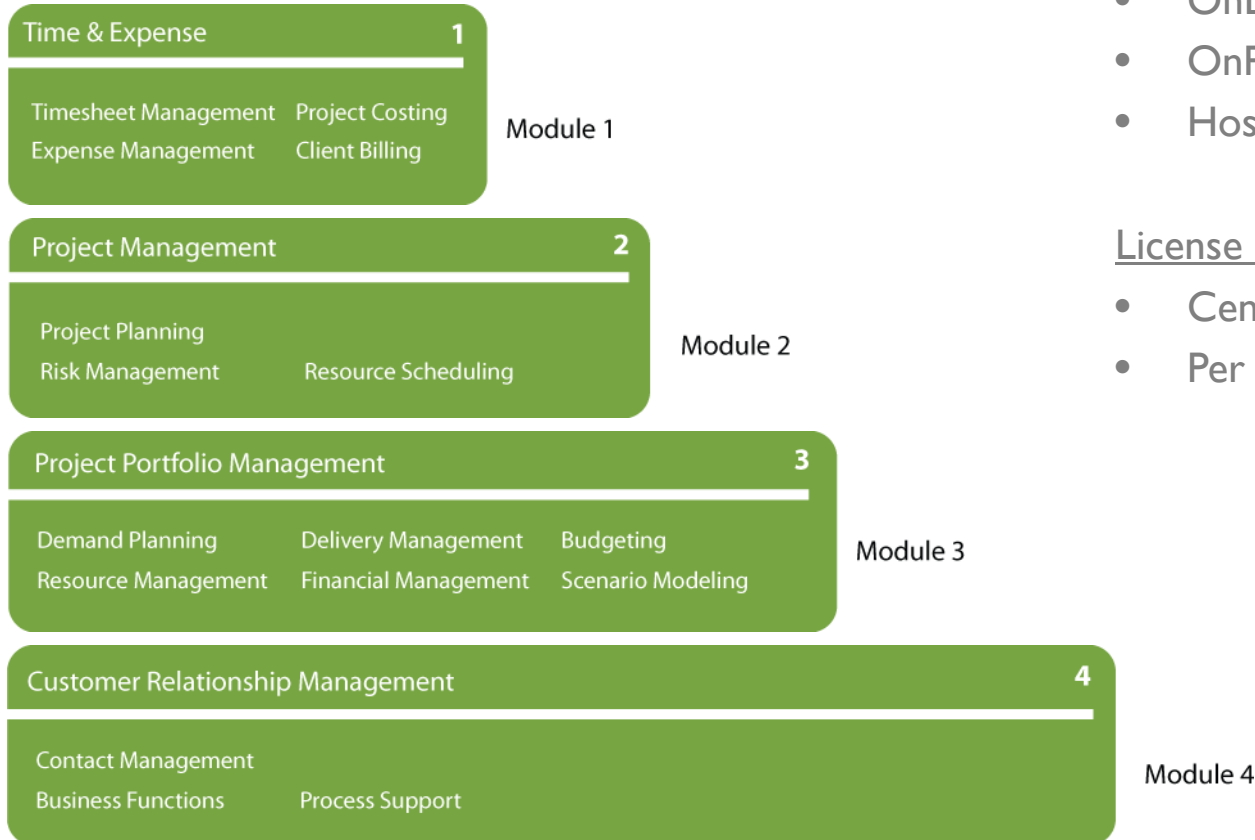
- Re-branded the OnDemand product and launched the new web site www.atlantic-global.com

- 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

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Technical Partner Programme

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www.targettesting.co.uk



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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