



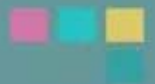
## **Analyst & Investor Presentation** Financial Year 2004

Presented by:

Eugene Blaine – CEO

David Cox – Non Executive Chairman

Rupert Hutton – Finance Director





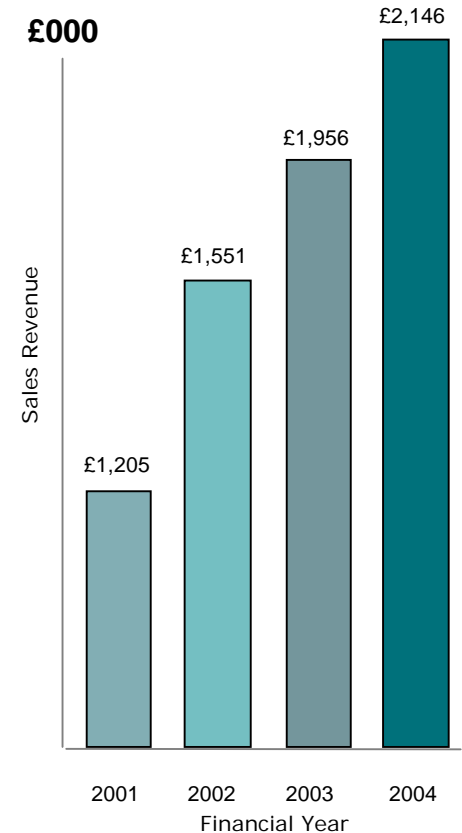
## Agenda

- 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 4<sup>th</sup> 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%
<b>Brokers forecasts for 2005 shows a turnover of £3.2m with profits before tax &amp; goodwill of £0.8m</b>			

### Major Deal Activity Financial Year 2004

- LogicaCMG
- Telewest
- Crown Agents
- Barclays Bank
- XChanging
- Man Group plc
- Hutchinson 3G
- Computacenter

- 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**

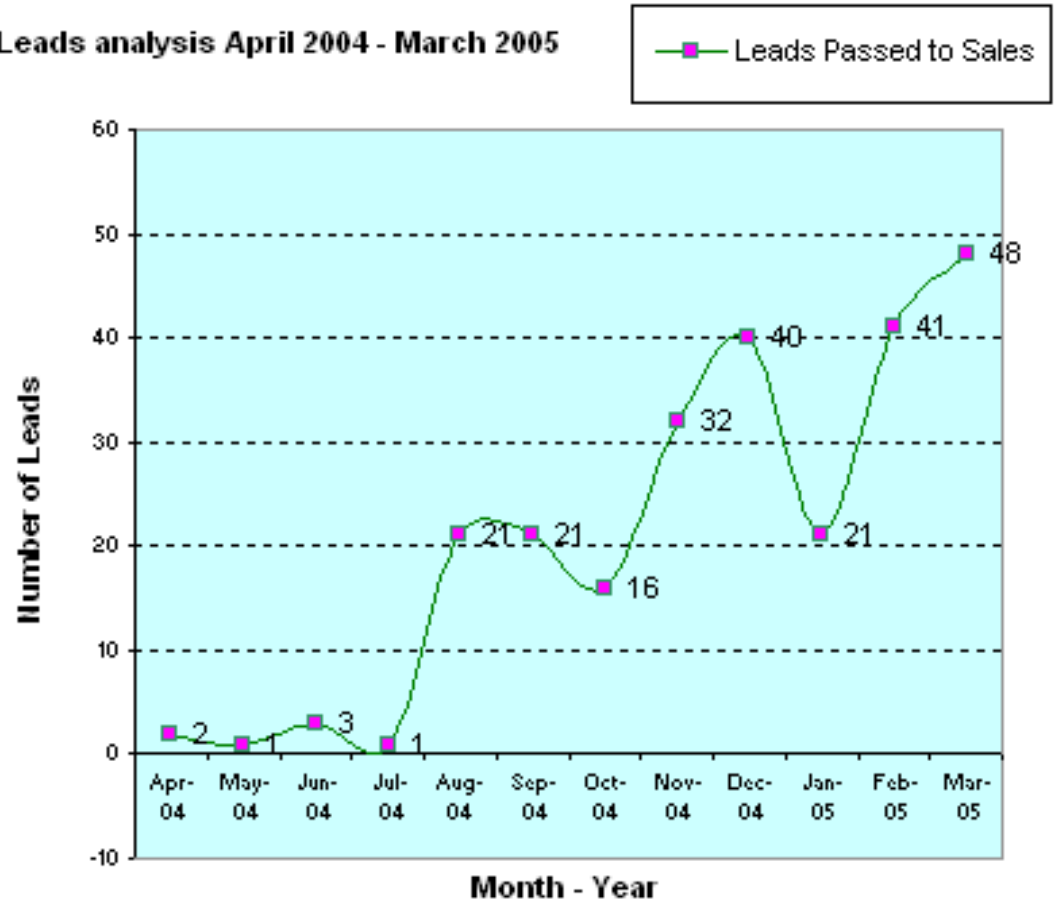
- Four of our clients are actively talking to Gartner regarding our entry in the Gartner PPM Quadrant



## 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:

---

<b>David Brown</b>	(Nov 2004) 15 years worked with Software vendors both Domestically and Internationally. Selling high value solutions to key blue chip European businesses.
<b>Richard Murray</b>	(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.
<b>Johann Smit</b>	(Jan 2005) – 5 years selling ERP (Enterprise Resource Planning) Software into the Pharmaceutical, Technology and Utility verticals.
<b>Allen Wise</b>	(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.
<b>Peter Zeun</b>	(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.
<b>Andrew Sterling</b>	(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...
<b>Ian Needs</b>	(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...

