



Interim Results 2004

Presented by...

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Business Visibility





Business Overview

The Company

- Atlantic EC Limited was founded in 1993
- Atlantic Global plc listed on AIM on the 4th June 2001 at 25p

The Business

- Develops business efficiency software
- Joint development projects with large corporate clients
- Extensive blue chip client base (departmental level)
- Around 25,000 supported Licences at 30 June 2004

Atlantic Global's Software products

- Atlantic Global Corporate Vision –
 - Enterprise Resource (People) & Financial Planning Module
- Atlantic Global Business Solutions
 - Time & Expense Management
 - Business Information Tracking
 - Risk Management
 - Contractor Management
 - Task Based Planning



Highlights

- Turnover increased by 9% to £988,000
- Strong balance sheet - cash generative business (net cash balance of £2,242,000)
- Profit before taxation £121,000 (2003: £231,000)
After a near doubling of sales and marketing expenditure to £392,000 (2003: £207,000)
- Enterprise Module - Corporate Vision™ reference sites:
Norwich Union, LogicaCMG, Barclays Bank Plc and Metropolitan Police.
- Improved Atlantic Global Business Solutions software
- Customer wins - Telewest, Crown Agents and new Norwich Union departments
- Strengthened executive management team,
James Waller - Marketing (Joined June 2004), Phil Alcock - Sales (Joined July 2004)
- More experienced and structured approach to marketing and sales



Financial Review

	Six months to 30-Jun-04 £000	Six months to 30-Jun-03 £000	% Growth	Year Ended 31 Dec 2003 £000
Turnover	988	907	9%	1,956
Gross profit	541	649	-17%	1,374
Operating profit (before goodwill)	212	322	-34%	611
Profit before tax	121	231	-48%	496
Goodwill	91	91		181
Earnings per share (adjusted)	0.67 pence	1.01 pence	-34%	2.35 pence
Net cash balance	2,242	1,884	19%	2,296
Free cash flow	90	101	-11%	513
Free cash flow per share	0.40 pence	0.44 pence	-9%	2.25 pence
Sales and Marketing Cost	392	207	89%	483
Supported software seats	25,000 seats	21000 seats	19%	24500 seats



Atlantic Global Solutions

Atlantic Global Corporate Vision
Enterprise Budget, People, Expenditure and Milestone Management

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graph TD
    GV[Global View] --> SV[Strategic View]
    SV --> PV[Programme View]
    PV --> PrV[Project View]
    PrV --> BRM[Budget & Resource Management]
    PrV --> EM[Expenditure Management]
    PrV --> MM[Milestone Management]
    PrV --> BM[Benefit Management]
            
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Activation Key: £75k
 License: Per Resource Managed: £175
 Launched: March 2004
 Supported Licenses: 2,790

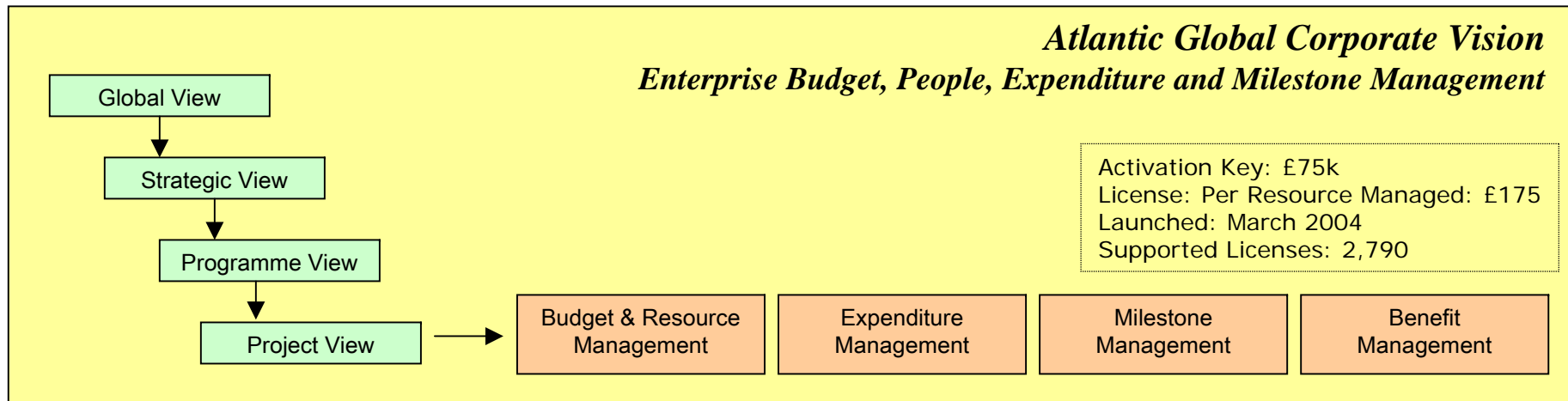
Atlantic Global Business Solutions

Time & Expense Management	Business Information Tracking	Risk Management	Contractor Management	Task Based Planning
Activation Key: £1k Launched: 1996	Activation Key: £2.5k Launched: 2002	Activation Key: £5k Launched: 2003	Activation Key: £7.5k Launched: 2003	Activation Key: £5k Launched: 2001

Centralised Per User License Pool, Current Number of Supported Seats: 22,000



Why is Corporate Vision Different?



Concept originally came from Pfizer 2001,
 Developed further in partnership with Norwich Union during 2003.

They wanted an alternative approach to planning their projects & their business as usual activities
 Task based planning was too detailed, Our competitors rely on users entering this level of detail.

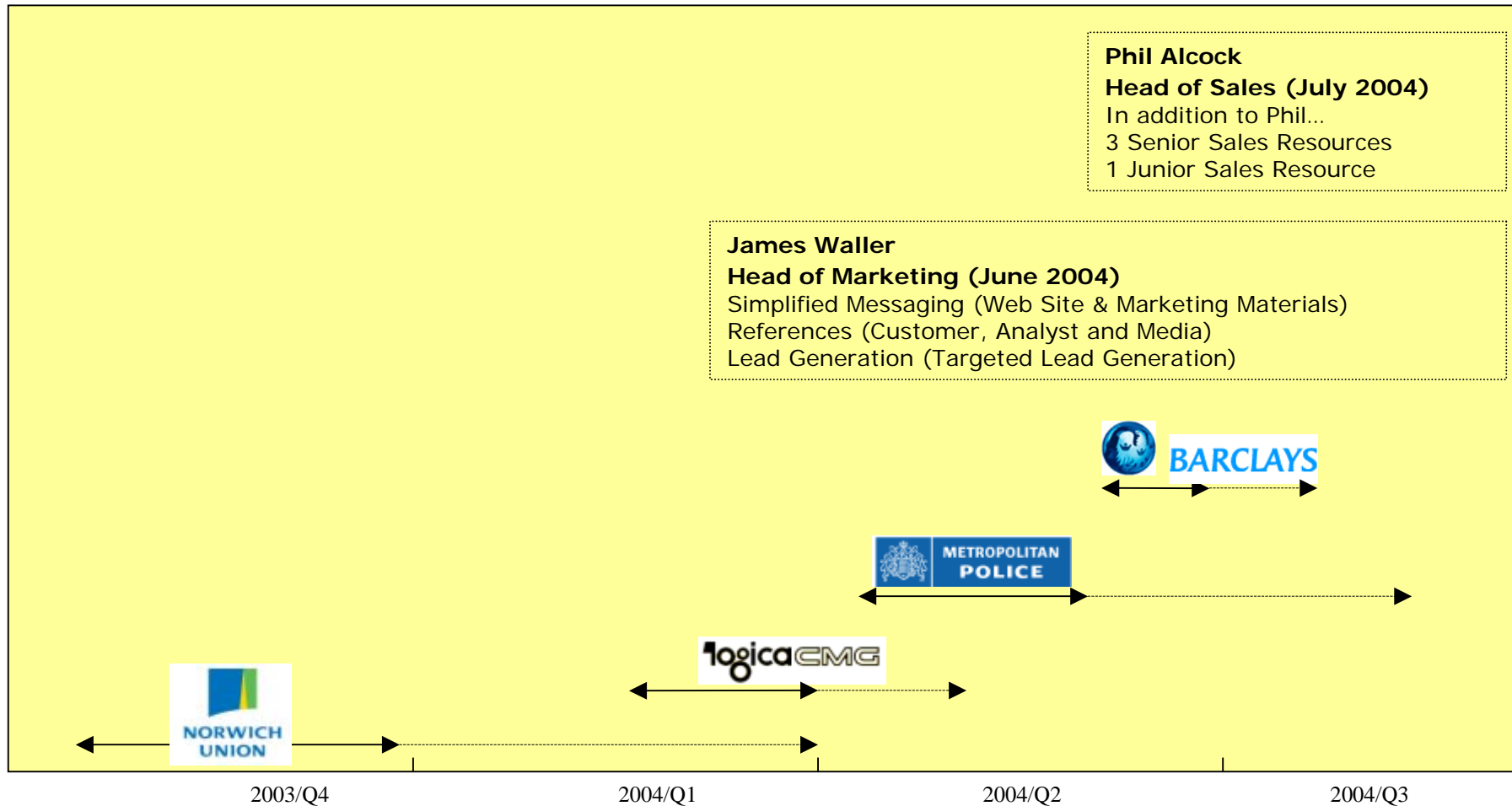
Gartner have given their view as to why task based planning has failed to serve the needs of business". (see joint Atlantic / Gartner white paper)

Unlike the ERP systems that are used by Finance, Corporate Vision is designed to be used on a daily basis by all aspects of the business, effectively everyone operates off the "same sheet of paper".

It costs much less than traditional ERP solutions and can be deployed much quicker



First Half Review – Building the Company





Corporate Vision - Delivering Real Benefits

- Norwich Union - Purchased – Jun '03
(Initially 1500 users grown to 2,040 users by Jun '04)
 - **Go Live - Ongoing roll out**
 - **BENEFIT** - "One management information task took 1 month to achieve, with the implementation of Atlantic Global' Corporate Vision this now was completed in less than 10 seconds"
- LogicaCMG – Purchased – End of Feb'04 (500 users)
 - **From installation to go Live – April '04 (7 weeks)**
 - **BENEFIT** - "I now have clear visibility of the business unit; an understanding of who is working on what, when and at what cost to the business in *"Real-Time"*
- Barclays – Purchased – June'04 (Initially 215 users)
 - **Go Live – 6 weeks later (July)**
 - **BENEFIT** - "The service provided by Atlantic Global plc has been excellent. They strived to understand our business needs and delivered a system that has enabled us to achieve our business goals."
- Please refer to the case studies in the presentation packs...



Marketing Investment - Achievements (since June 2004)

- Re-brand – Completed September 1st 2004 (Web Site & Documentation)
Business focused rather than Product focused
New Investor Relations section (subscription)
- Established working relationship with Gartner – World leading software analysts
Recognised as leaders in the “Real Time Business Visibility” (Gartner’s latest thinking)
Joint White Paper (Atlantic / Gartner)
- 12 fully endorsed client case studies (3 Corporate Vision)
- Targeted Lead Generation Program - significant increase in quality leads
- Public Domain Launch (investor, analyst & media road shows planned)
FT, CNET, Silicon.com
- Competitor Analysis / Our Strengths
 - Product Design & Quality
 - Deployment Cost
 - Ease of implementation
 - Rapid ROI (Payback)
 - Customer focused approach



Sales Investment - Achievements (since July 2004)

- New Structured Sales Process,
Real time visibility of sales pipeline and how each opportunity is being progressed
- The Recruitment of 2 new senior sales people,
Team now consists of 5 experienced sales professionals
- Consulting Team also use the New Sales Process
- Pipeline visibility to end 2005
- Actively working with a well known global brand with the view to establishing a beach head client installation in North America
- Talking to a small consulting firm in Boston/New York Region
- Looking at additional routes to market during 2005
 - Application Service Provision
 - Channel Partners
 - Consulting Partners
 - OEM (with larger software supplier)



First Half Review – Existing Client List

GOVERNMENT /SERVICES	FINANCIAL SERVICES	TECHNOLOGY	TELECOMS	PHARMACEUTICAL /UTILITIES
   	    	    	   	    



Current Trading and Prospects

- Group profits before taxation and amortization of goodwill for the second half of 2004. Similar to first half performance
- Strong balance sheet and cash flow
- Strengthened management team, particularly sales, marketing and consultancy
- Expanding blue chip client base
Creating reference sites for Corporate Vision
- Continued product innovation
- Increased lead generation and growing sales pipeline
- Risks – Larger deal size with longer sales lead times.
Mitigate against this risk by targeted lead generation activities and building an experienced Sales Team under the guidance of experienced Sales Management

