

ATLANTIC GLOBAL PLC

Annual General Meeting

19 April 2002

Introduction

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Business Overview

- **Atlantic EC Limited was founded in 1993**
 - Developing business solutions for 10 years
- **Atlantic Global plc listed on AIM on the 4th June 2001**
 - Benefits of Plc status
 - Investment in sales & marketing
 - Consolidated the financial stability of the Group
- **Development and supply of an integrated suite of business management software**
 - Adeo
 - Project & Resource Planning
 - Time & Expense tracking
 - Contact & Issue management

Client Base

• Top 20 Clients - 2001 (based on Revenue)

1. Pfizer Limited
2. GlaxoSmithKline
3. Worldcom International Limited
4. Barclays Bank Plc.
5. Computacenter (UK) Limited
6. Interoute
7. HSBC Actuaries & Consultants
8. Genesis Oil & Gas Consultants
9. Ericsson Telecommunicatie
10. Pfizer Inc.
11. Realise Limited
12. UCB Chemicals
13. Metropolitan Police Service
14. Waltham Forest Council
15. Colt Telecoms International IT
16. Vicorp UK Limited
17. Cap Gemini Ernst Young Belgium NV
18. EDS
19. Serco Technology
20. CSF Systems

• New Clients - 2002

1. Allied Irish Bank
2. Trafficmaster
3. Together HR services
4. RTC North

Product Overview

- **Project & Resource Planning**

- Easy means of planning in a multi-project environment
- Powerful project and resource forecasting (effort, cost and charge)
- Integration with Microsoft Project 98 and Microsoft Project 2000

- **Time and Expense tracking**

- Time and expense management
- Project and resource costing
- Project re-charging

- **Contact and Issue management**

- Manage client and client contact information
- Track client communications (sales enquiries, helpdesk calls, emails, etc.)
- Supports document management via attachments

- **Additional Modules under development**

Revenue Sources

- **Revenue Sources**
 - Revenue generated from three sources (licences, maintenance and services)
- **Software licence sales**
 - Module Activation keys
 - Open licensing
- **Maintenance contracts**
 - Introduction of new one , two and three year contracts (securing future revenues and customer loyalty)
- **Expanding range of services**
 - Business analysis and consultancy
 - Installation
 - Product customisation & integration to other 3rd part products
 - Product development
 - Training

Financial Highlights

	Proforma 12 months to 31 December 2001 £000	Proforma 12 months to 31 December 2000 £000	Percentage Increase
Turnover	1,205	829	+45%
Gross Profit	855	529	+62%
Operating Profit (before goodwill and exceptional costs)	495	294	+68%
Profit before Tax (before goodwill and exceptional costs)	555	305	+82%
Goodwill & exceptional costs	241	-	
Earnings per share (adjusted)	2.99 pence	1.68 pence	+78%
Dividend per ordinary share	0.5 pence	-	

Financial Highlights

	Proforma 12 months to 31 December 2001 £000	Proforma 12 months to 31 December 2000 £000	Percentage Increase
Net cash Balance	2,147	449	
Value of shareholders funds	5,158	350	
Free cash flow before exceptional costs	517	354	+46%
Free cash flow per share	3.52 pence	2.41 pence	+46%
Earnings per share (adjusted)	2.99 pence	1.68 pence	+78%

Sales & Marketing

- **Appointments**

- Paul Lilley as Sales & Marketing Director (previously at Olivetti and Computer Associates)
- Rob Sewell as Strategic Partnership Manager (Computer Associates)
- Rupert Hutton as Finance Director (Financial controller and company secretary)
- Company re-organisation - more sales and marketing focused

- **Product launches**

- Timesheet Expert Special Edition launched June 2001
- Product re-branding with the launch of Adeo in February 2002
- New sales focused product and company literature (Case studies, business benefits etc.)

- **Partnerships**

- IBM Development Partnership (CeBIT Exhibition 2002 - Hanover)
- Microsoft Project Partner Program (Adeo referenced from the Microsoft Web Site)
- CSSA Alliance

- **CRM focused**

- Sales & marketing training for all staff
- Regular CRM client visits

Current Trading & Prospects

- **Current Trading**
 - January and February in line with budget
- **Repeat business is strong across all areas**
 - Maintenance Contract Renewal
 - Additional Licence Sales from existing clients
- **Strong interest in Adeo**
 - Existing clients - upgrading to take advantage of new functionality
 - New clients - Additional functionality proving a strong attraction
- **New sales & marketing team have settled in quickly**
 - Increased sales & marketing activity
 - Improved sales & marketing collateral
 - Strategic alliances with IBM, Microsoft, CSSA
 - Looking to establish alliances with management consultancy organisations
- **Sales pipeline**
 - Increased sales & marketing activity
 - Growing sales pipeline
 - Improved sales management process (using Adeo)

Future Strategy & Summary

- **Investment attractions...**

- A profitable business which is financially strong
- An experienced, motivated and dedicated management team
- Significant blue-chip client base across many sectors
- Well established position in growing market

- **Future strategy...**

- Accelerate the rate of growth by strengthening the sales and marketing divisions
- Product development to keep up to date with new technologies
- Launching new complimentary products
- Strategic Alliances

Company Contact Information

• Director Details

- Mike Langmore - Chairman (Non-Executive)
- Eugene Blaine - Managing Director
- Lewis Howcroft - Commercial Director
- Paul Lilley - Sales and Marketing Director
- Rupert Hutton - Finance Director (Designate)
- Adrian Bradshaw - Non Executive Director

• Company Contact Details

- Atlantic Global plc
- The Design Exchange
- 34 Peckover Street
- Bradford
- West Yorkshire BD1 5BD

Telephone: +44 (0)1274 733758

Fax: +44 (0)1274 393190

Web: www.atlantic-global.net