Capital Markets Day
21 March 2017
1. Products
   Why Venues Turn to Us

2. Markets
   Who We Serve

3. Delivery
   What Makes Us Different

4. Financials
   What We Have Done

5. Opportunity
   Where We Can Go
Presenters

Tom Burnet
Executive Chairman

Steve Brown
President, CEO

John Alder
CFO

TJ Christensen
EVP, Sales & Marketing

Andrew Jacobs
President, accesso LoQueue
Managing Director, Europe
Background

How We Became the Leading Technology Solutions Provider to the Entertainment & Leisure Industry
Lo-Q is Born From a Bad Guest Experience

1999

British Technology Business, Publicly listed on AIM in 2002
Queen's Award for International Trade (2011) and for Innovation (2015)

3-Hour Wait Time??
There's Got To Be a Better Way!

New Leadership: New Vision + New Market Opportunities

2010
Acquired accesso

100+ Venues Added
$1B Annual Transactions
28M Tickets Sold Each Year

2012

Rebranded as accesso
Acquired ShoWare

New Markets

475 Venues in North & South America
20M Tickets Sold Each Year

Arenas
Fairs & Festivals
Theaters

2014
Wide Range of Solutions & Experience
As your needs grow, we can provide all the solutions you need in one place.

2014

accesso

LoQueue  Passport  SIRIUSWARE  ShoWare

Today
A Leader in 9 Different Markets

Theme Parks
Cultural
Zoos & Aquariums
Ski Resorts

Live Entertainment
Water Parks
Fairs & Festivals
Performing Arts
Tours & Attractions
Strong & Steady
Revenue Growth Since 2003

2003: $4.7M
2004: $5.5M
2005: $7.6M
2006: $12.3M
2007: $15.2M
2008: $24.1M
2009: $27.5M
2010: $30.7M
2011: $39.3M
2012: $46M
2013: $61.4M
2014: $75.1M
2015: $93.2M
2016: $102.5M
The Leading Technology Solutions Provider to the Entertainment & Leisure Industry

$103M Revenue
4 Core Products
27 Countries
Products

Why Venues Turn to Us
Queuing Products

- Qband
- Qsmart
- Qbot

Ticketing/POS Products

- ShoWare
- SiriusWare
- Passport
Venues Turn to Us When They... 

- Want to Monetize Queues
- Want to Save Guests from Waiting in Line
- Want to Unlock Secondary Spending
The **accesso LoQueue** Product Suite

- **Qbot**
- **Qband**
- **Qsmart**
accesso Prism™

The Shining New Standard In Smart Park Technology
FEATURES

- Standalone Device
- Secure Contactless Payments Support
- Extended Battery Life
- Waterproof
- Touchscreen Interface
- Multilingual
- BLE Beacon Support
- Push Messaging
- RFID Enabled
- Single Form Factor
- Easy-To-Fasten Hypoallergenic Band
- Brandable
TECHNICAL SPECS

- Gorilla Glass® Lens with Touchscreen Operation
- Reinforced Housing
- Long Range Sub-GHz Two-Way Radio
- 32mm High Resolution 168 x 144 LCD Display
- Rubber O-Ring Seal Waterproof to 20m/65ft

- Strap Accommodates Arm Circumference Between 140mm – 195mm
- Near Field Communication (NFC)
- Bluetooth® Low Energy Communication
- Vibration Notification Motor
- CR3032 Coin Cell Supporting More than 200 days of Virtual Queuing Usage

Estimated battery life based on 15 queuing events per day, with limited NFC activity and Bluetooth communication.

Weight: 50g
Thickness: 13.4mm
Venues Turn to Us When They...

- Need High Volume Ticketing Expertise
- Lack Confidence in Their Current System and Provider
- Want to Generate More Revenue
- Have Limited Technical Resources
- Current Ticketing Provider is Not Forward-thinking
- Want to Work with a Company That Understands their Business
- Want A Solutions Partner Versus a Technology Vendor
Simplified Sales.
Seamless Integrations.
Smiling Guests.
What We Do Better

(POS) Point-Of-Sale
Customized Solutions for Every Storefront.

OnSite Ticketing
Fast. Full-Featured. Forward-Thinking.

Guest Management
Simplified Sales. Seamless Integrations. Smiling Guests.

+ License & Support Agreement
“Membership Sales Went Up 20% After Offering Payment Plans”

- Jonathan Davis
Build Loyal Customers and Maximize Ticket Sales
What We Do Better

- Software as a Service (SaaS) Solution
- Reserved Seating
- Fully Customizable
Sold Out Shows:
Our Platform is Built for Speed and High Demand

Beyoncé | Justin Bieber | Roger Waters
Our Per Product Fee Model

Client Support  Customer Support  Innovation  Hosting & Security
now selling on a device near you
What We Do Better

Sell More Simply
Drive more revenue through improved conversion rate and larger basket size.

Turnkey Operations
We focus on the technology so our clients can focus on their business.

Quick Sell

Cross-Sell

Up-Sell
Our Clients See REAL Results

+30% Increase In Online Volume

55M+ Tickets Sold Per Year

38% of Total Online Sales Volume Through Mobile Devices.
Our Fully Hosted Solution Gives You Peace Of Mind

- Top Tier Hosting
- Minimal Downtime
- Disaster Recovery
Serving 7 of the Top 10 Theme Park Operators Globally

1. Walt Disney Parks and Resorts - 132.5M Visitors
2. Merlin Entertainments - 59.8M Visitors
3. Universal Parks & Resorts - 36.4M Visitors
4. OCT - 26.2M Visitors
5. Six Flags - 26.1M Visitors
6. Parques Reunidos - 26M Visitors
7. Cedar Fair Entertainment Company - 23.5M Visitors
8. SeaWorld Parks - 23.4M Visitors
9. Herschend Family Entertainment - 9.5M Visitors
10. Compagnie des Alpes - 9.3M Visitors
Diverse Client Base
Queuing: Our Competitive Edge

While most queuing systems rely on a DIY or paper system, our system offers:

- More Control
- Real-Time Adaptations
- Customizable Packages
- No capital/R&D Investment
# Ticketing Industry at a Glance

<table>
<thead>
<tr>
<th></th>
<th>Gateway Ticketing</th>
<th>Omniticket</th>
<th>Vendini</th>
<th>AudienceView</th>
<th>Tessitura Network</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Main Sectors</strong></td>
<td>Theme/WaterParks, Cultural, Zoos</td>
<td>Theme Parks, Cultural</td>
<td>Theatres, Arenas, Events</td>
<td>Sports, Universities</td>
<td>Theatres, Cultural</td>
</tr>
<tr>
<td><strong>Year Founded</strong></td>
<td>1988</td>
<td>1986</td>
<td>2001</td>
<td>2002</td>
<td>2002</td>
</tr>
<tr>
<td><strong>Major Clients</strong></td>
<td>Universal Orlando, Disneyland</td>
<td>Walt Disney World Louvre</td>
<td>Santa Clara University, Dublin Irish Festival</td>
<td>Grand Ole Opry, Wembley Stadium</td>
<td>Carnegie Hall, LA Philharmonic</td>
</tr>
<tr>
<td><strong>SaaS?</strong></td>
<td>✗</td>
<td>✗</td>
<td>✅</td>
<td>✗</td>
<td>✅</td>
</tr>
<tr>
<td><strong>Key Markets</strong></td>
<td>Global</td>
<td>North America, Europe</td>
<td>North America, Europe</td>
<td>North America, Europe</td>
<td>North America, Europe, Australia</td>
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<tr>
<td><strong>HQ</strong></td>
<td>Pennsylvania</td>
<td>Orlando/Milan</td>
<td>San Francisco</td>
<td>Toronto</td>
<td>Dallas</td>
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</table>
Delivery
What Makes Us Different
What Makes Us Different

Innovation

Entertainment & Leisure Focus

Partnership Approach

People
We Focus on the User Experience First
Our R&D Expenditure is Equal to Some of Our Competitors’ Entire Annual Revenues.

In 2016, over 1/6 of our Revenue went to R&D

$103M
Annual Revenue

$17.9M
R&D Annual Expenditure
Among accesso employees...

- 60% have prior experience in the industry
- 95% believe their industry experience has an impact on their ability to succeed
Attending 19 Conferences across the world in 2017, hosted by the largest associations in industries we serve.
“The flexibility and innovation of the Accesso solutions have been fundamental to our park operations for over a decade. We are committed to providing technology that enhances guests’ experiences and Accesso will continue to be a key partner in those efforts.”

(referencing partnership extension through 2025)

– Michael Israel, SVP/CIO of Six Flags Entertainment
“From the beginning, Accesso has been receptive to our ideas and has helped us implement creative solutions... The support is always there when we need it, 24/7, and it makes a big difference.”

– Sandra Ruiz, Director of Marketing
Fremont Street Experience/Slotzilla
Financials
What We Have Done
EBITDA Growth

32.9% CAGR

2011: $4.6M
2012: $5.7M
2013: $8.6M
2014: $11.0M
2015: $15.2M
2016: $19.1M

Adj EBITDA
Opportunity
Where We Can Go
Growth Opportunity #1

Core Product Demand

Our reputation & experience are attracting more clients within our core territories.
More and More Parks Are Going Queueless

Repeated Tests by Major Parks

Higher Demand by Guests

Maximizes Ancillary Spend
More and More People Are Shifting to Buying Online and on Mobile

Global Online Ticket Purchases Reaching $32B by 2019

38% of *accesso Passport* Online Orders are Completed on a Mobile Device
### Growth Opportunity #2

## Market Expansion

<table>
<thead>
<tr>
<th>Venues</th>
<th>accesso Clients</th>
<th>Worldwide</th>
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</thead>
<tbody>
<tr>
<td>Theme Parks</td>
<td>59</td>
<td>200+</td>
</tr>
<tr>
<td>Museums</td>
<td>62</td>
<td>55,000+</td>
</tr>
<tr>
<td>Zoos &amp; Aquariums</td>
<td>33</td>
<td>1,200+</td>
</tr>
<tr>
<td>Ski Resorts</td>
<td>142</td>
<td>1,800+</td>
</tr>
<tr>
<td>Water Parks</td>
<td>40</td>
<td>800+</td>
</tr>
</tbody>
</table>
Our Global Market Growth Plan
Our Global Market Growth Plan

Americas

Great Penetration in North America

Some Penetration in South American Market
Our Global Market Growth Plan

Europe
Large Cultural / Museum Opportunity
Untapped Countries/Markets

Potential Markets
Existing Clients
Our Global Market Growth Plan

Asia - Pacific

World’s Largest Theme Park Market by 2020

Entry By Major Players: Universal, Six Flags, SeaWorld

Growing Disposable Incomes

Potential Markets  Existing Clients
Growth Opportunity #3

Mergers & Acquisitions

Continue to look for best-in-class, right-fit opportunities.
Mergers & Acquisitions Opportunities

Qualities We Look For:

- Scalable Model
- High Margin
- Easily Integrated
- Cross-Selling Opportunities
Mergers & Acquisitions Opportunities

Possible Areas of M&A

Digital Imaging

Distribution

Data Analytics

Regional Ticketing (Asia)

Sector Experts (Sports)

Hotel Booking
• We globally serve a diverse range of leisure attractions, from theme parks, water parks and ski resorts to cultural attractions and sporting events.

• We focus on continued innovation that helps our clients drive more revenue and improve their customer experience.

• We deliver with a relentless commitment to service and a partnership approach that drives long term customer engagement.

• We capitalize on a strong track record, emerging global infrastructure and relatively low market penetration to underpin future growth opportunity.

• We continue to look for value-added acquisition targets that would further enhance our overall solution offering and drive growth in shareholder value.