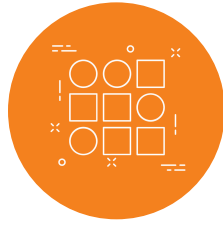




Capital Markets Day

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

Our History



Lo-Q is Born From a
Bad Guest Experience



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



New Leadership: New Vision
+ New Market Opportunities

1999



British Technology
Business, Publicly
listed on AIM in 2002



Queen's Award for
International Trade
(2011) and for
Innovation (2015)

2010





Acquired accesso



100+
Venues
Added



\$1B
Annual
Transactions



28M
Tickets Sold
Each Year

2012



Rebranded as accesso

 **LoQueue**

 **Passport**



Acquired Siriusware

2012




2013






Acquired ShoWare




475
Venues in North
& South America




20M
Tickets Sold
Each Year


New Markets



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



Today





A Leader in 9 Different Markets



Theme Parks



Cultural



Zoos & Aquariums



Ski Resorts



Live
Entertainment



Water Parks



Fairs & Festivals



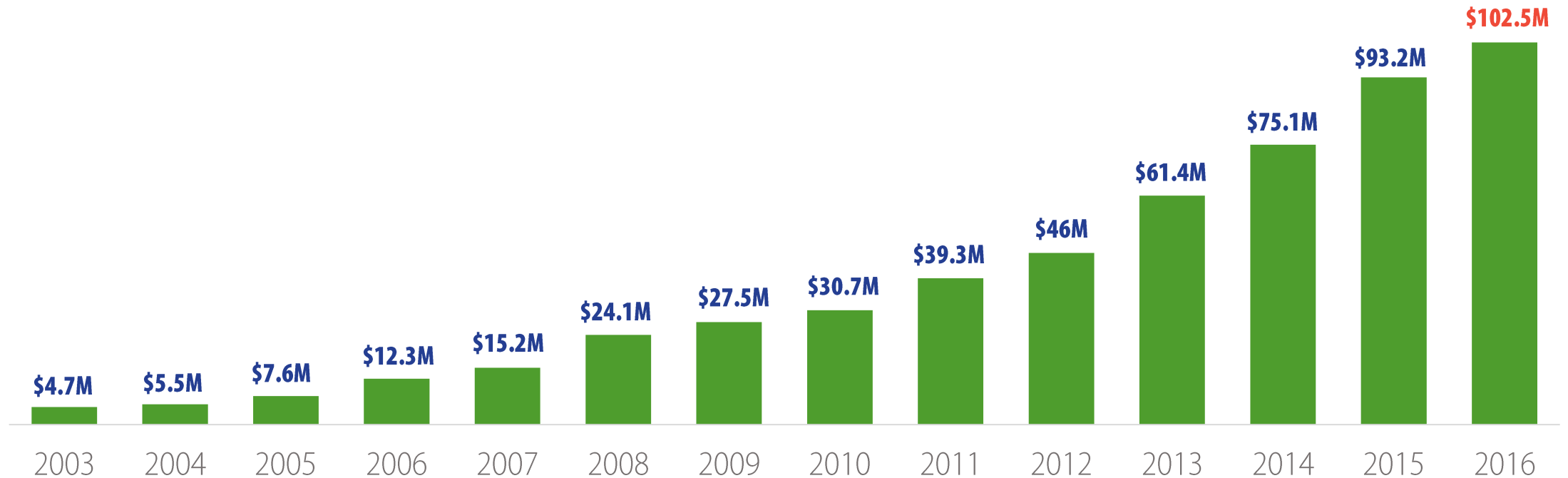
Performing Arts



Tours &
Attractions



Strong & Steady Revenue Growth Since 2003

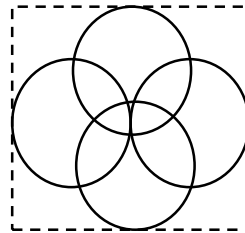




The Leading Technology Solutions Provider to the Entertainment & Leisure Industry



\$103M
Revenue



4
Core Products

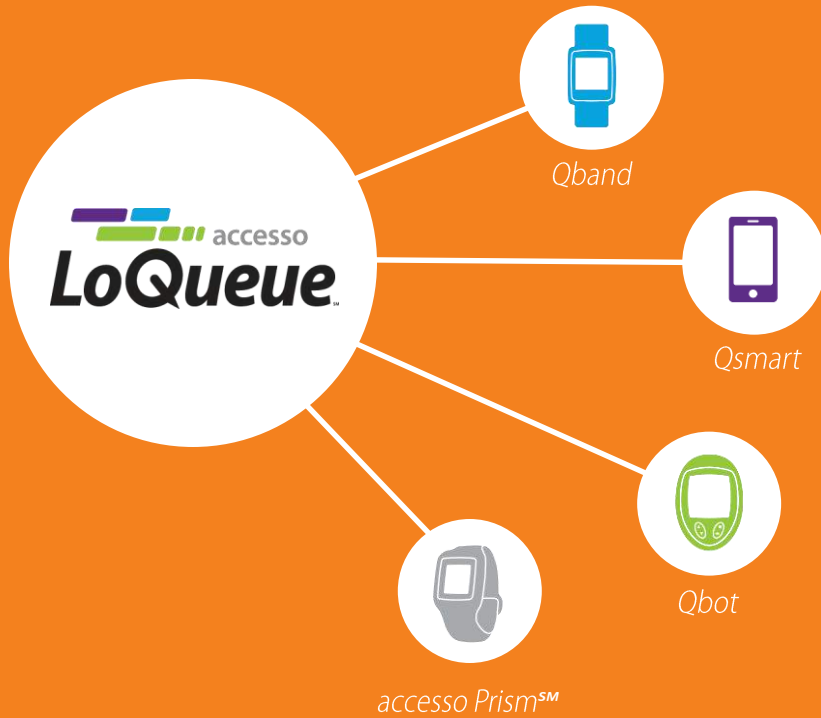


27
Countries



Products

Why Venues Turn to Us



Queuing Products



Ticketing/POS Products

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 PrismSM

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



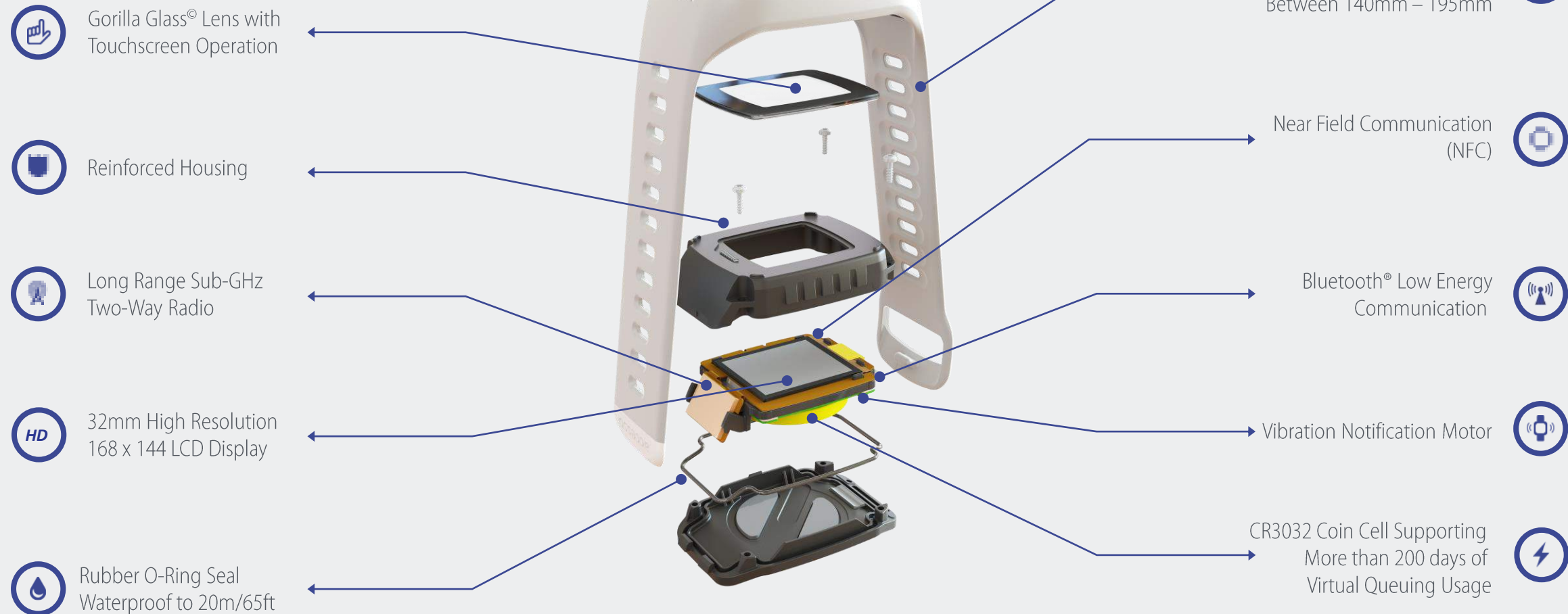
Easy-To-Fasten
Hypoallergenic Band



Brandable

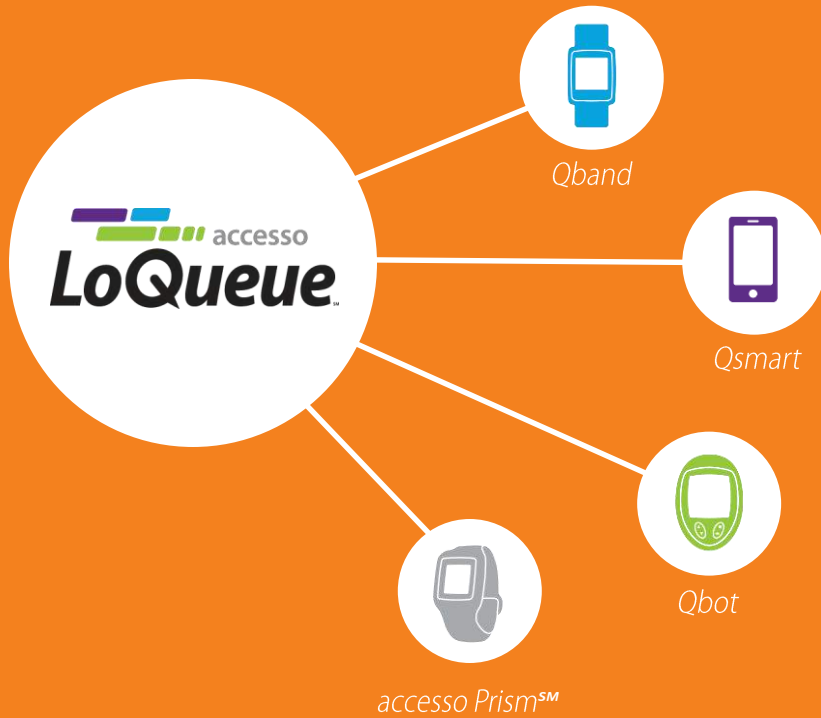


TECHNICAL SPECS



Weight 50g Thickness 13.4mm

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



Queuing Products



Ticketing/POS Products

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

Our Ticketing Products



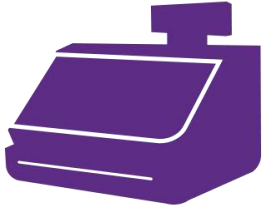


Simplified Sales.
Seamless Integrations.
Smiling Guests.



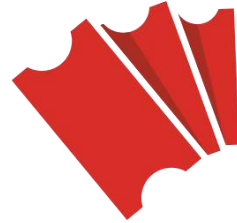


What We Do Better



(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



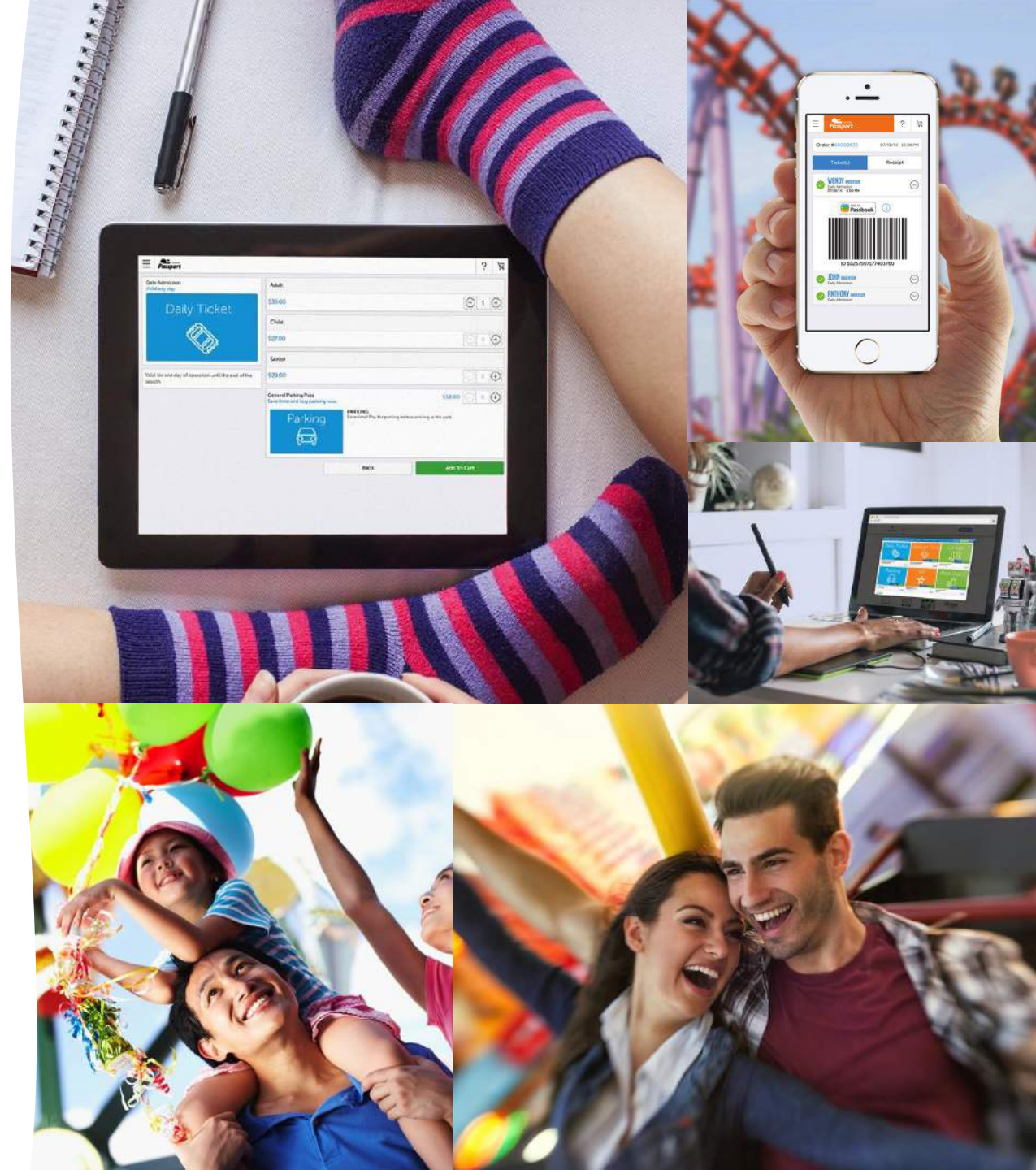
Innovation



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



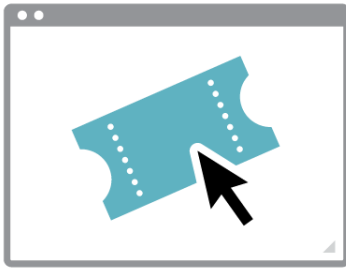
Cross-Sell



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



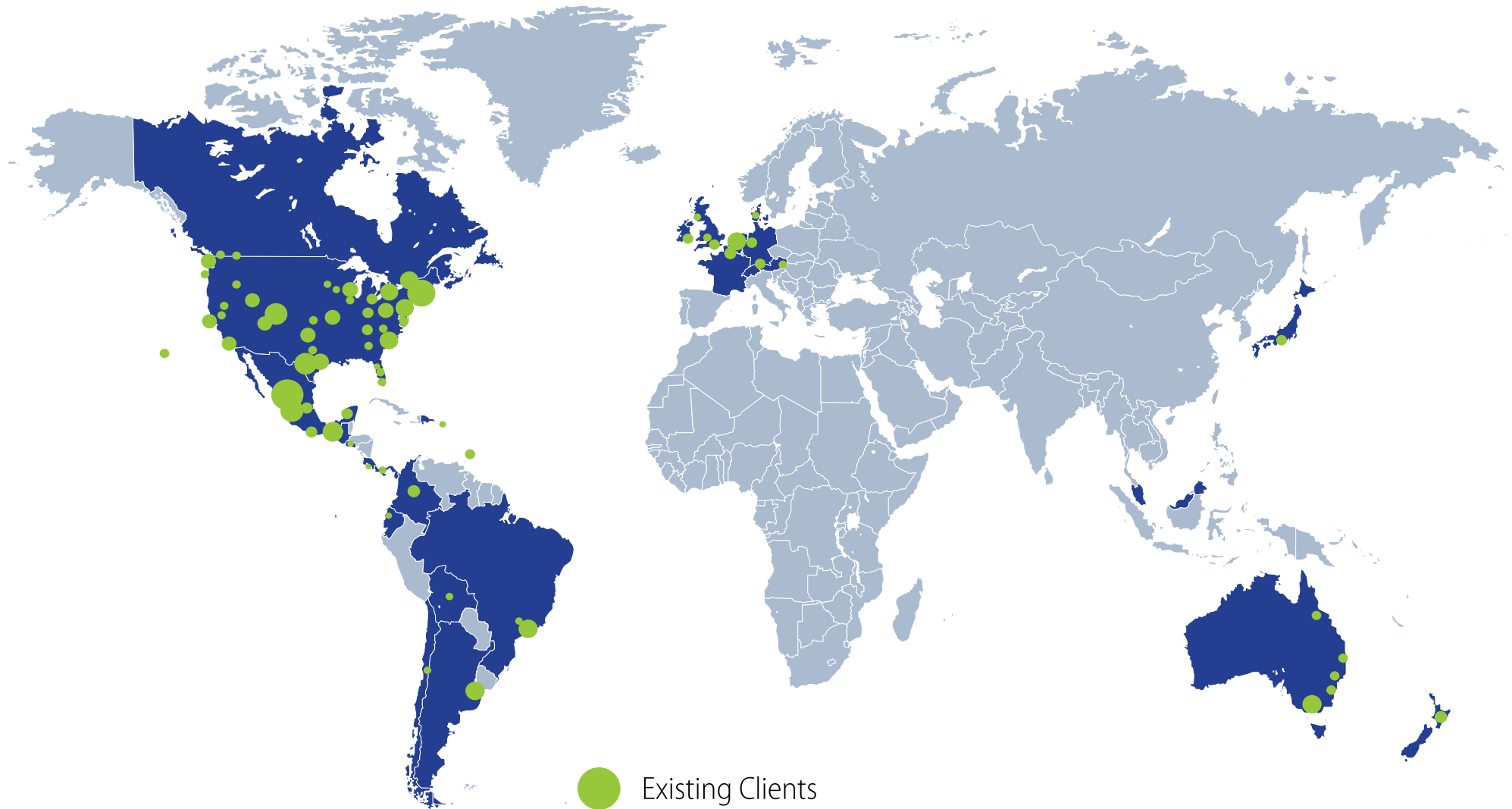
Disaster
Recovery



Markets

Who We Serve

Clients Served Across the World





Serving 7 of the Top 10 Theme Park Operators Globally

<div>1</div> <div>The logo for Walt Disney Parks and Resorts, featuring Mickey Mouse standing next to a castle.</div> <div> 132.5M Visitors</div>	<div>2</div> <div>The logo for Merlin Entertainments, featuring a stylized blue 'M' and a yellow starburst.</div> <div> 59.8M Visitors</div>	<div>3</div> <div>The logo for Universal Parks & Resorts, featuring a globe with the company name in a banner across it.</div> <div> 36.4M Visitors</div>	<div>4</div> <div>The logo for OCT, consisting of the letters 'OCT' in a large, grey, sans-serif font.</div> <div> 26.2M Visitors</div>	<div>5</div> <div>The logo for Six Flags, featuring the company name in a bold, black, sans-serif font with a colorful flag graphic.</div> <div> 26.1M Visitors</div>
<div>6</div> <div>The logo for Parques Reunidos, featuring the company name in a stylized font with a blue and yellow swoosh.</div> <div> 26M Visitors</div>	<div>7</div> <div>The logo for Cedar Fair Entertainment Company, featuring a stylized blue and white 'C' and 'F'.</div> <div> 23.5M Visitors</div>	<div>8</div> <div>The logo for SeaWorld Parks & Entertainment, featuring the company name in a serif font.</div> <div> 23.4M Visitors</div>	<div>9</div> <div>The logo for Herschend Family Entertainment, featuring the company name in a serif font with a yellow maple leaf.</div> <div> 9.5M Visitors</div>	<div>10</div> <div>The logo for Compagnie des Alpes, featuring a stylized grey mountain and a red swoosh.</div> <div> 9.3M Visitors</div>

Diverse Client Base

Ripley's
**Believe It
or Not!**

M
Mammoth

iFLY
INDOOR SKYDIVING

Palace
ENTERTAINMENT

MERLIN
ENTERTAINMENTS

**SKY
DECK**

CLIME ROCK PARK

the
**Henry
Ford**

COLUMBUS
ZOO
AND AQUARIUM

Washington
**STATE
FAIR**

Cedar Fair
Entertainment Company

**NATIONAL
AQUARIUM**

DIRTcar
RACING

Six Flags

NEWPORT
MANSIONS

HERSCHELD
FAMILY
ENTERTAINMENT

**Deer Creek
Speedway**

**WARNER
MUSIC**

AMERICAN MUSIC THEATRE

**Bubble
Up**

ARTISTARENA

**OHSWEKEN
Speedway**

WILD HORSE PASS
MOTORSPORTS PARK

KNOXVILLE
RACEWAY

Calgary
Philharmonic
Orchestra

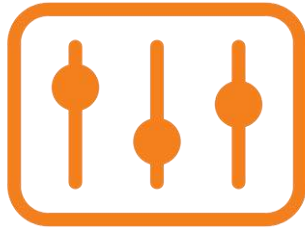
the trustees
of reservations

E
RUSSELL SPEEDWAY

**ShoWare
CENTER**

Queuing: Our Competitive Edge

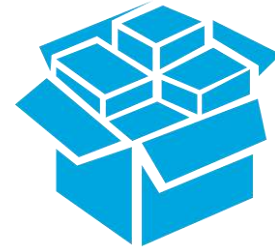
While most queuing systems rely on a DIY or paper system, our system offers:



More
Control



Real-Time
Adaptations



Customizable
Packages



No capital/R&D
Investment

Ticketing Industry at a Glance

	Gateway Ticketing	Omniticket	Vendini	AudienceView	Tessitura Network
Main Sectors	Theme/Water Parks, Cultural, Zoos	Theme Parks, Cultural	Theatres, Arenas, Events	Sports, Universities	Theatres, Cultural
Year Founded	1988	1986	2001	2002	2002
Major Clients	Universal Orlando, Disneyland	Walt Disney World, Louvre	Santa Clara University, Dublin Irish Festival	Grand Ole Opry, Wembley Stadium	Carnegie Hall, LA Philharmonic
SaaS?	✗	✗	✓	✗	✓
Key Markets	Global	North America, Europe	North America, Europe	North America, Europe	North America, Europe, Australia
HQ	Pennsylvania	Orlando/Milan	San Francisco	Toronto	Dallas



Delivery

What Makes Us Different



What Makes Us Different



Innovation



Entertainment
& Leisure Focus



Partnership
Approach

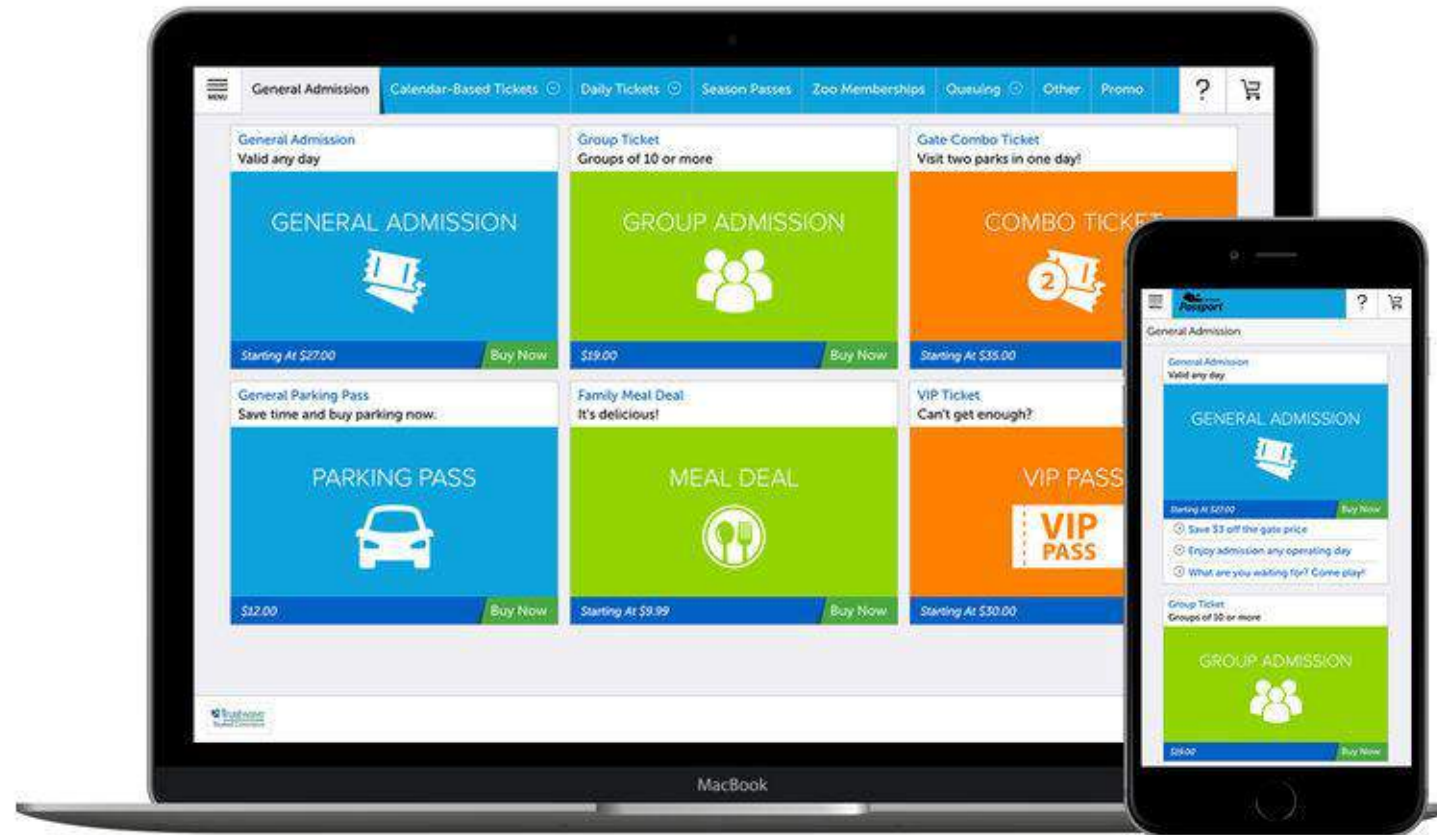


People



Innovation

We Focus on the User Experience First





Innovation

Our R&D Expenditure is Equal to Some of Our Competitors' Entire Annual Revenues.



\$103M

Annual Revenue



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



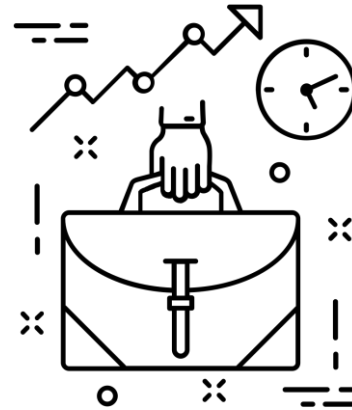
\$17.9M

R&D Annual Expenditure



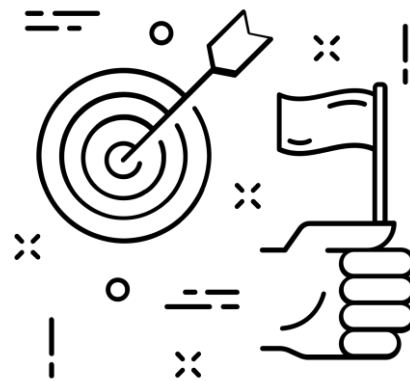
Entertainment & Leisure Focus

Among *accesso*
employees...



60%

have prior experience
in the industry



95%

believe their industry experience has
an impact on their ability to succeed



Entertainment & Leisure Focus

Attending 19 Conferences

across the world in 2017,
hosted by the largest
associations in industries
we serve.



American
Alliance of
Museums

ASSOCIATION
OF ZOOS &
AQUARIUMS



INTIX



IAAPA

Arts[®]
REACH



NATIONAL
SKI AREAS
ASSOCIATION



POLSTAR
Live! 2017



Partnership Approach



“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



Partnership Approach



“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

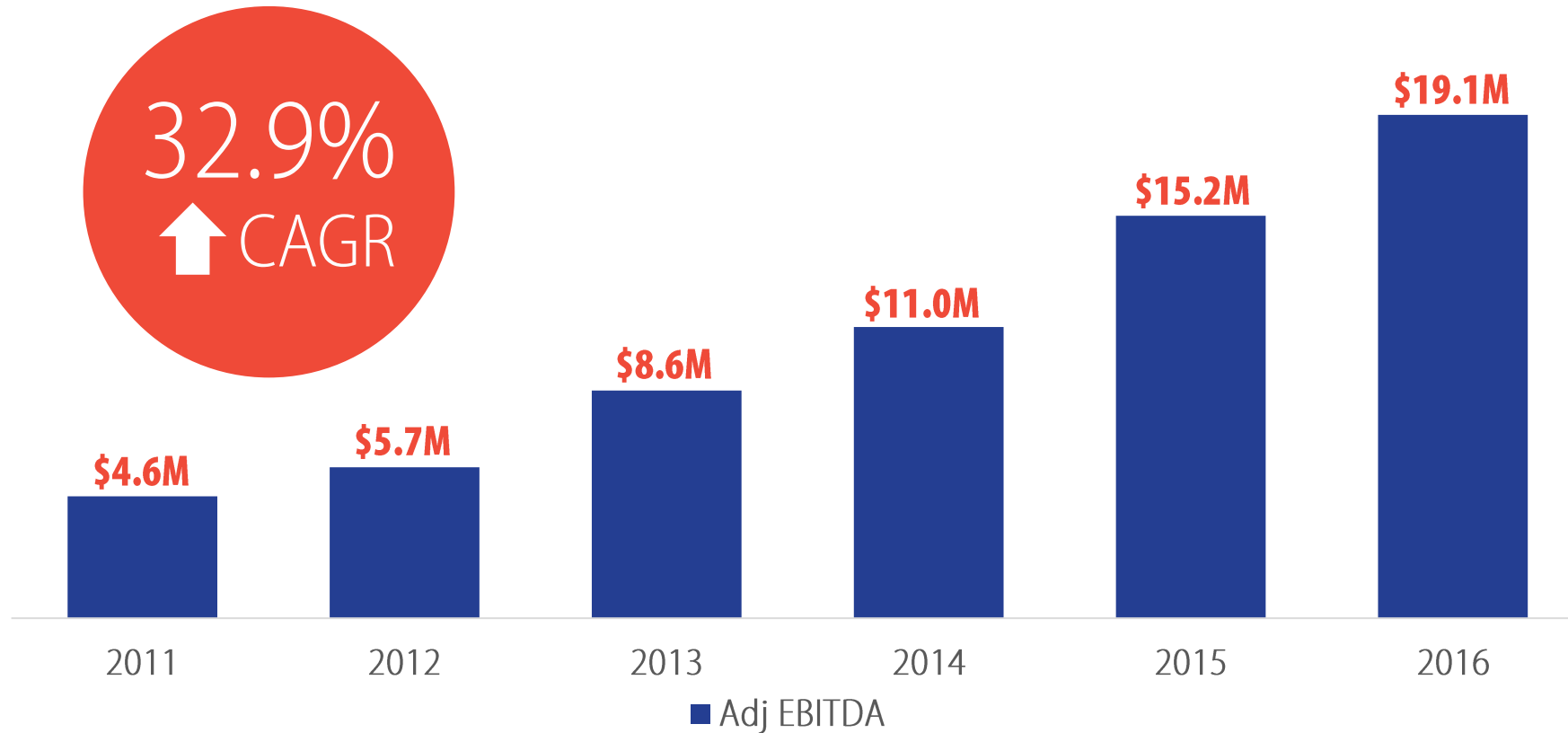


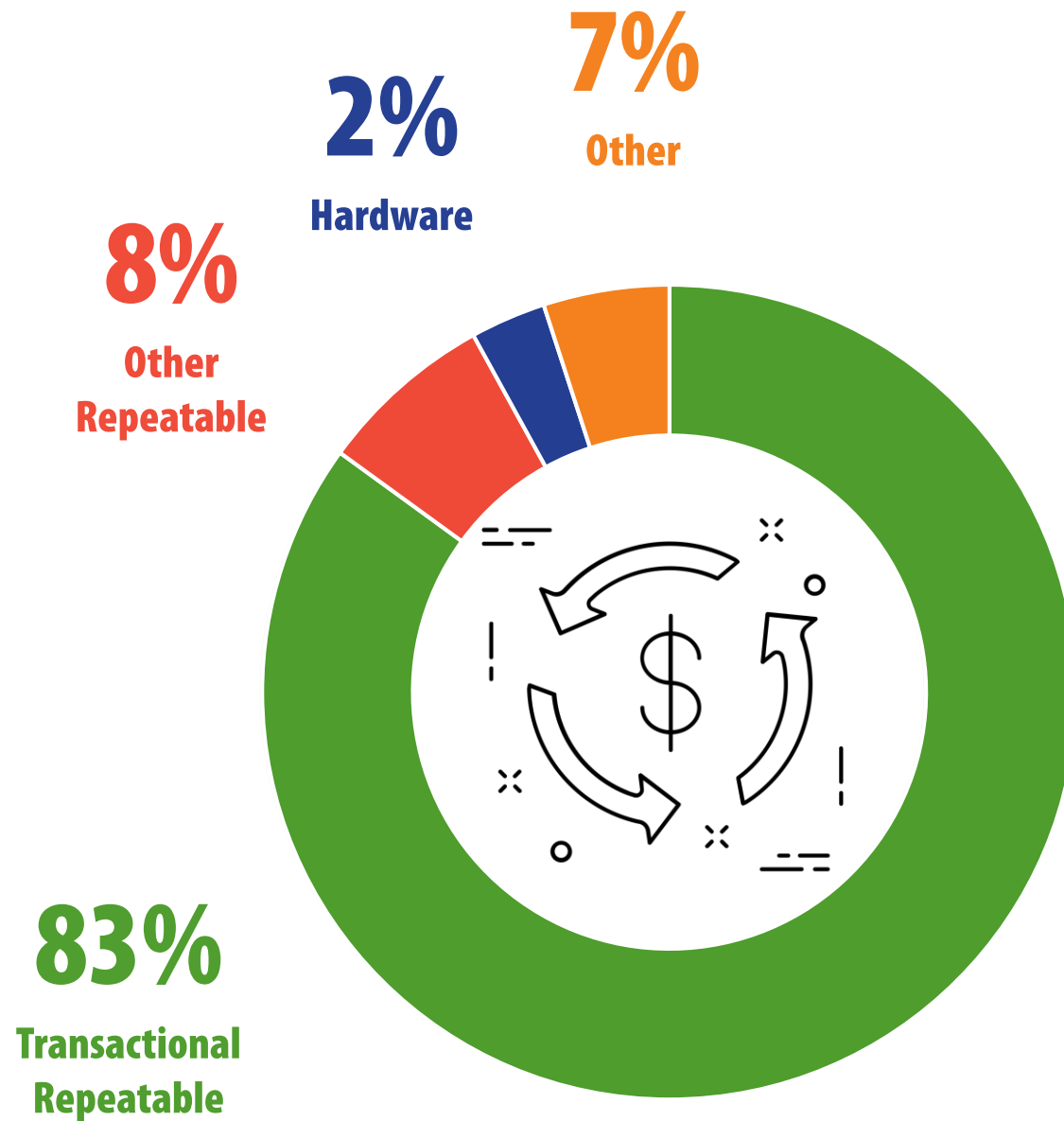
Financials

What We Have Done



EBITDA Growth

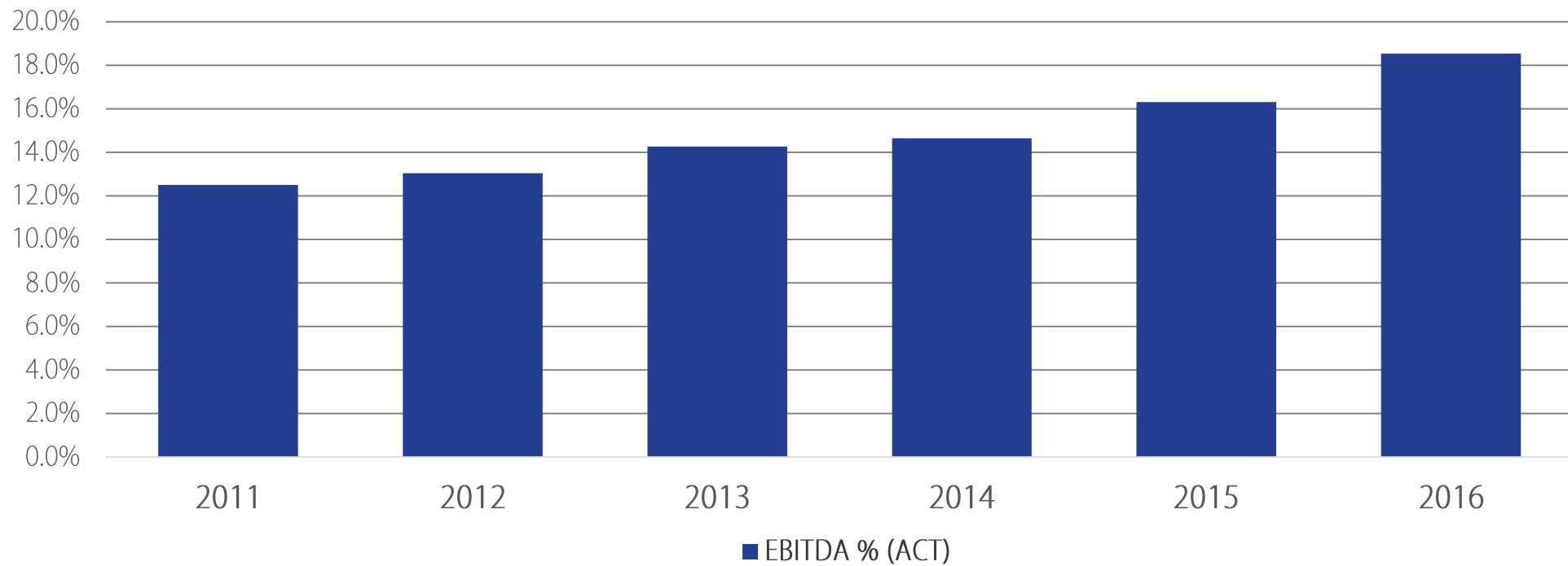




Repeatable
Revenue



EBITDA Margin





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

Mobile & Online Ticketing: Transport, Events & NFC 2015-2019, Juniper Research



38% of *accesso Passport* Online
Orders are Completed on a Mobile
Device



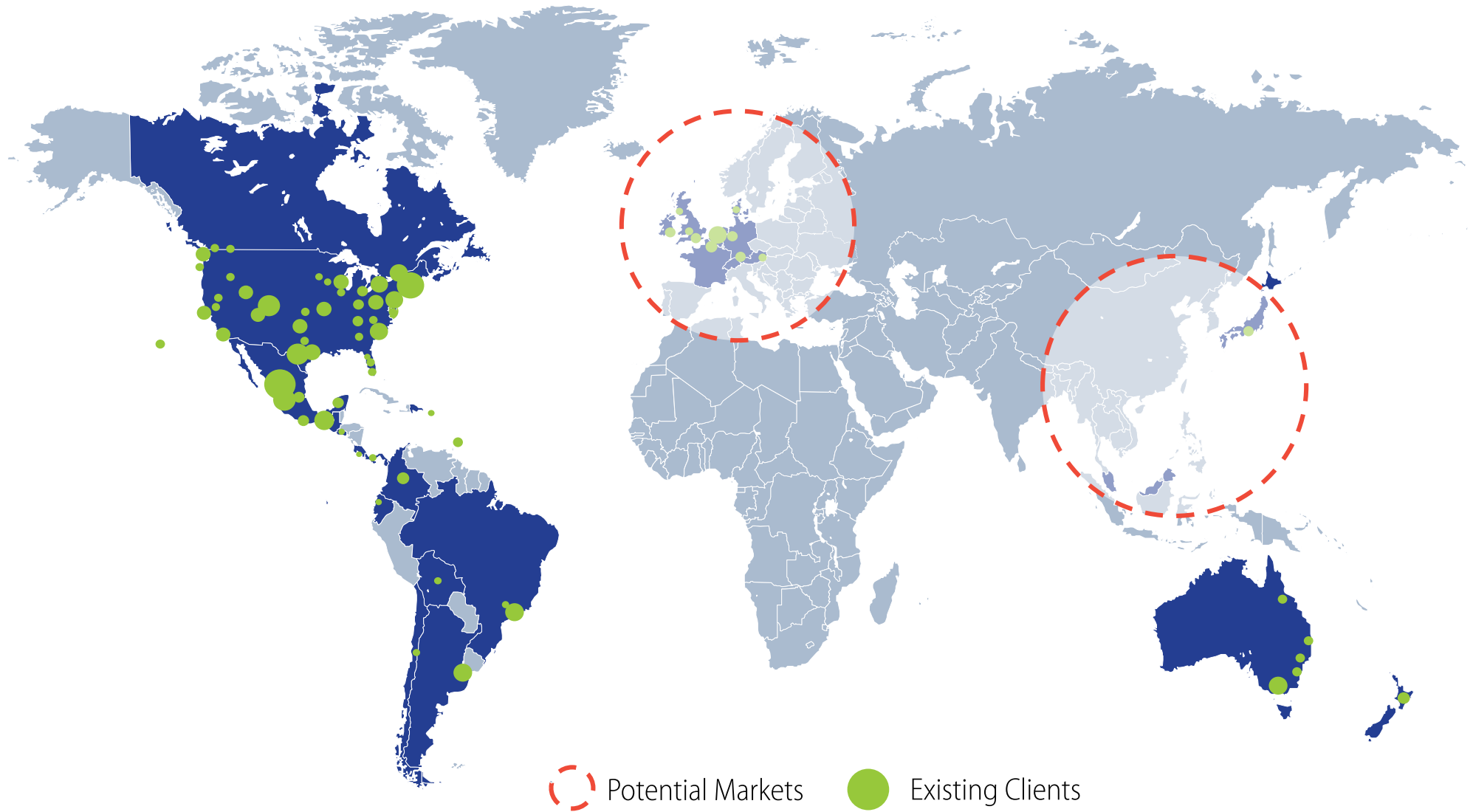
Growth Opportunity #2

Market Expansion

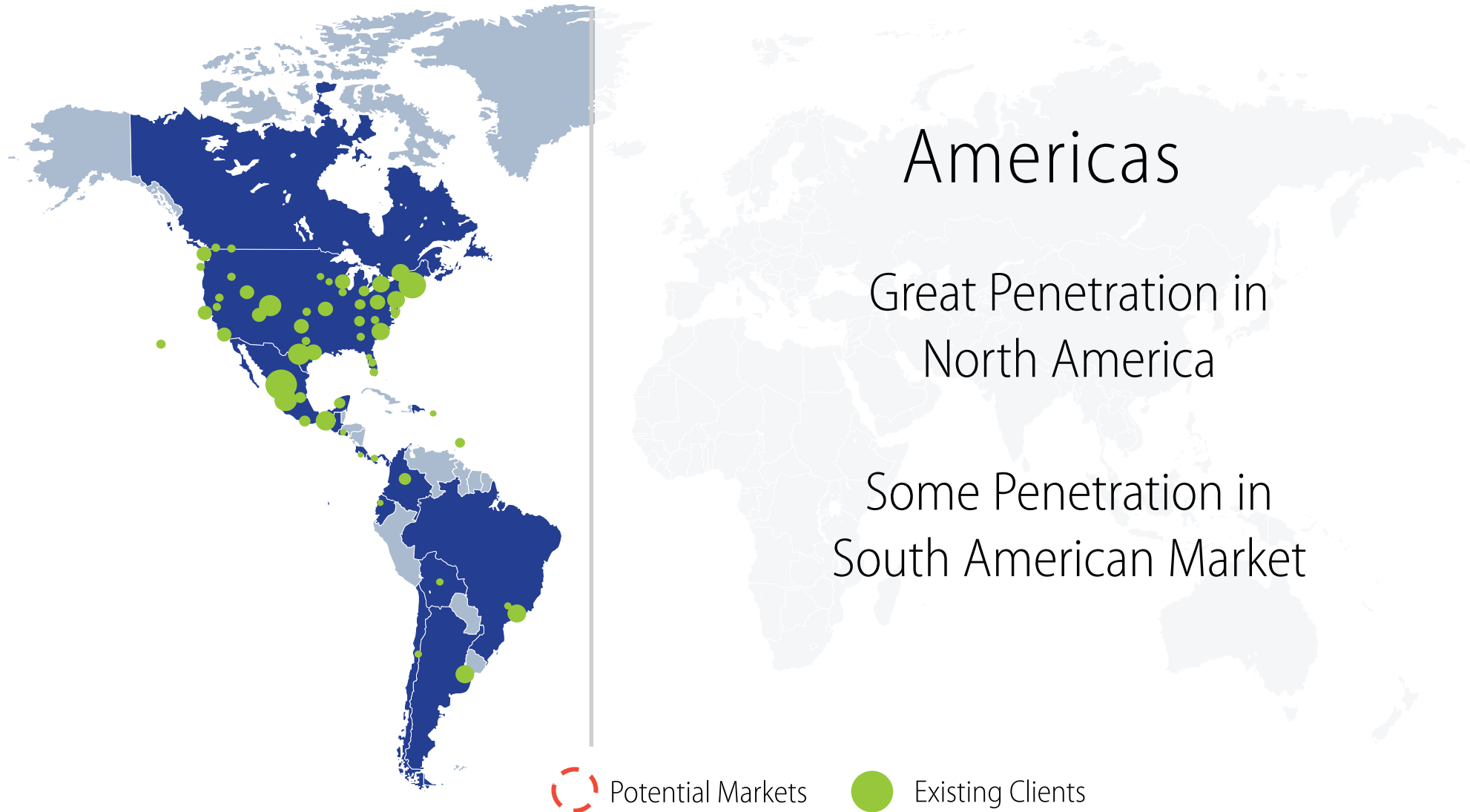
Venues	accesso Clients	Worldwide
Theme Parks	59	200+
Museums	62	55,000+
Zoos & Aquariums	33	1,200+
Ski Resorts	142	1,800+
Water Parks	40	800+



Our Global Market Growth Plan



Our Global Market Growth Plan



Our Global Market Growth Plan

Europe
Large Cultural /
Museum
Opportunity

Untapped
Countries/Markets



Our Global Market Growth Plan

Asia - Pacific

World's Largest Theme Park Market by 2020

World Travel Market Global Trends Report 2016

Entry By Major Players: Universal,
Six Flags, SeaWorld

Growing Disposable Incomes

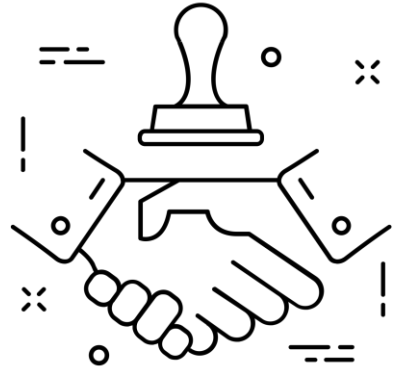


Potential Markets



Existing Clients





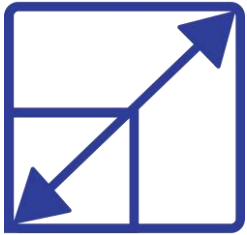
Growth Opportunity #3

Mergers & Acquisitions

Continue to look for best-in-class, right-fit opportunities.



Qualities We Look For:



Scalable
Model



High
Margin



Easily
Integrated

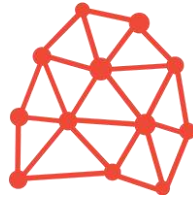


Cross-Selling
Opportunities

Possible Areas of M&A



Digital Imaging



Distribution



Data Analytics



Regional Ticketing
(Asia)



Sector Experts
(Sports)



Hotel Booking



Wrap Up

- 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.

