Technology Showcase

2 May 2024

Steve Brown

Chief Executive Officer

Andrew Jacobs

Chief Commercial Officer

Fern MacDonald

Chief Financial Officer

Agenda

1   Company Overview

2   Commercial Opportunity

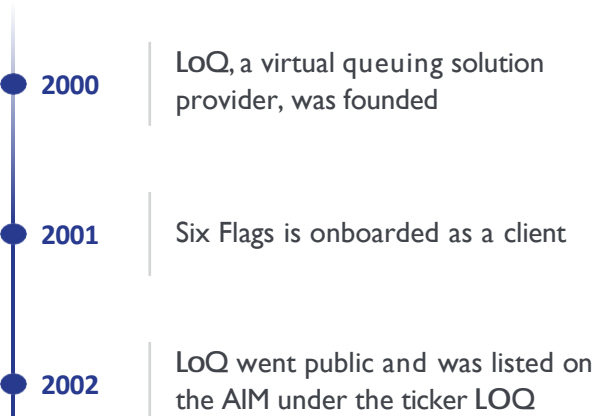**3**   Financial Model

4   Q&A

Provides an Industry-Leading Software Portfolio That

Empowers Operators to *Optimize* Their Revenue

Company Evolution
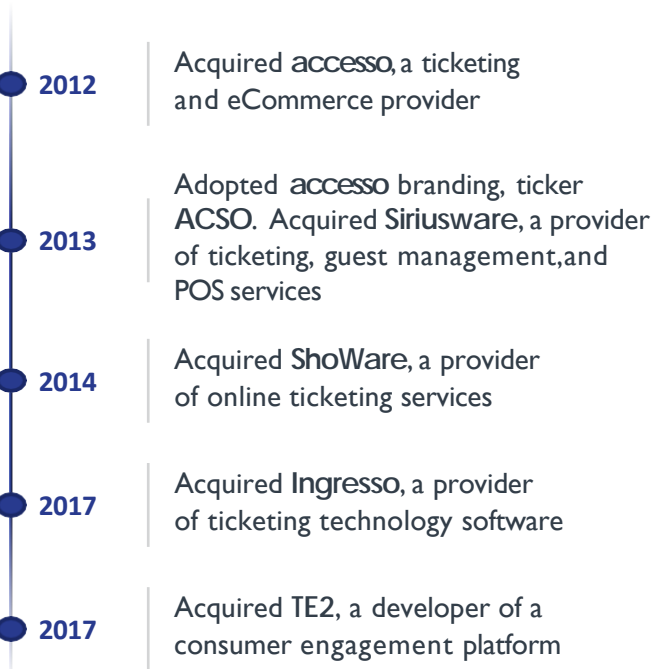
2000-2011

Innovation from the Start

- **2000** — LoQ, a virtual queuing solution provider, was founded
- **2001** — Six Flags is onboarded as a client
- **2002** — LoQ went public and was listed on the AIM under the ticker LOQ

REVENUE 2011
~$10M

2012-2019

Vertical Expansion and Strategic Acquisitions Drive Growth

- **2012** — Acquired accesso, a ticketing and eCommerce provider
- **2013** — Adopted accesso branding, ticker ACSO. Acquired Siriusware, a provider of ticketing, guest management, and POS services
- **2014** — Acquired ShoWare, a provider of online ticketing services
- **2017** — Acquired Ingresso, a provider of ticketing technology software
- **2017** — Acquired TE2, a developer of a consumer engagement platform

REVENUE 2019
$117M

5 Acquisitions

2020-2023

Leveraging Scale to Expand and Drive Efficiency

- **2020** — Steve Brown returns as CEO
- **2022** — Acquired assets for Retail & Restaurant platform
- **2023** — Acquired Paradox, a developer of mountain resort management software
- **2023** — Acquired Digisoft, a device software provider
- **2023** — Acquired VGS, a developer of ticketing system software

REVENUE 2023
$150M

4 Acquisitions

Revenue Enhancing Solutions for the Growing Leisure Sector

Ticketing
End-to-end admission ticketing and entitlement solutions enabling operators to maximize revenue

Queuing
Dynamic queuing solutions to enhance the guest experience and deliver incremental revenue

Restaurant & Retail
Streamlined venue operations across a unified retail and restaurant platform with a proven range of advanced features

Theme Parks
Ticketing
eCommerce
Virtual Queuing
Restaurant & Retail

Water Parks
Ticketing
eCommerce
Virtual Queuing
Restaurant & Retail

Ski Resorts
Lift Tickets & Season Passes
eCommerce
Ski Lesson Booking
Ski Rentals & Waivers
RFID
Restaurant & Retail
Mobile App

Fairs & Festivals
General Admission Ticketing
eCommerce

Zoos & Aquariums
Ticketing
Membership Donations
eCommerce
Restaurant & Retail

Live Entertainment
Assigned Seating
Season Passes
eCommerce
Venue Management
Restaurant & Retail

Tours, Attractions & Observation
General Admission
Timed Entry
eCommerce
Restaurant & Retail

Casinos
Show Theatre Ticketing
eCommerce
Restaurant & Retail

Cruises
Identity & Personalization

accesso Pay
Unified payment process with insurance, fraud prevention, recurring billing and post-purchase advertising

accesso.

Revenue Enhancing Solutions for the Growing Leisure Sector

Ticketing

accesso **Passport**
accesso **Horizon** Powered by VGS.
accesso **ShoWare**
accesso **SIRIUSWARE**
accesso **Paradox**
ingresso

Queuing

accesso **LoQueue**

Restaurant & Retail

accesso **Freedom**

Theme Parks
Ticketing
eCommerce
Virtual Queuing
Restaurant & Retail

Zoos & Aquariums
Ticketing
Membership Donations
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Water Parks
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Cruises
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accesso Pay
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accesso.

Expansive Blue-Chip Customer Base

SELECT VENUES

Cedar Fair · MERLIN ENTERTAINMENTS · Six Flags · ONE WORLD OBSERVATORY AN EXPERIENCE ABOVE · Lake Louise SKI RESORT · PYEK GROUP · NYBG · GRUPO VIDANTA · Mammoth

North America
70% Total Revenue

SELECT VENUES

MERLIN ENTERTAINMENTS · Parques Reunidos · LOVEtheatre · BATTERSEA POWER STATION · WALIBI HOLLAND

UK/Europe
23% Total Revenue

SELECT VENUES

Dubai Parks AND RESORTS · SIDE IN BURJ AL ARAB TOUR

Middle East/Africa
1% Total Revenue

SELECT VENUES

VILLAGE ROADSHOW THEME PARKS · Australia Zoo Home of the Crocodile Hunter · Dreamworld

APAC
6% Total Revenue

1,200+ venues across 34 countries including the world's largest theme park destination in Orlando

accesso.

Market leading position with unmatched range of revenue driving solutions

Global scale of operation brings reliability, security and efficiency

Customer base demonstrates sector demand and relevance of product set

Continued innovation underpins strong customer retention and maintains market leadership

Significant growth opportunity with underpenetrated markets alongside the potential for future M&A

Strong culture across a highly engaged global team of ~700 supports ongoing success

Commercial Opportunity

Pillars for Growth

1   Revenue Quality

2   Core Addressable Market

3   Geographical Diversification

Revenue Quality

Transactional Revenue

Shared success model

Grows with client growth

Stimulates investment

Professional Services as Product Sales Catalyst

Protects product roadmap

Customisation where needed, e.g. Digital services for mobile

Reduces "buying friction"

Continuous Revenue Optimisation

Conversion analysis e.g. Q1 YoY Conversion Rate up 16.3% (1.88ppts) and AOV is up 21.0% ($27.83)

Yield management for queuing service levels

Internal for price optimisation

Revenue Split

75% Transactional

FY 2023

12% Non-Repeatable

10% Other Repeatable

3% Other
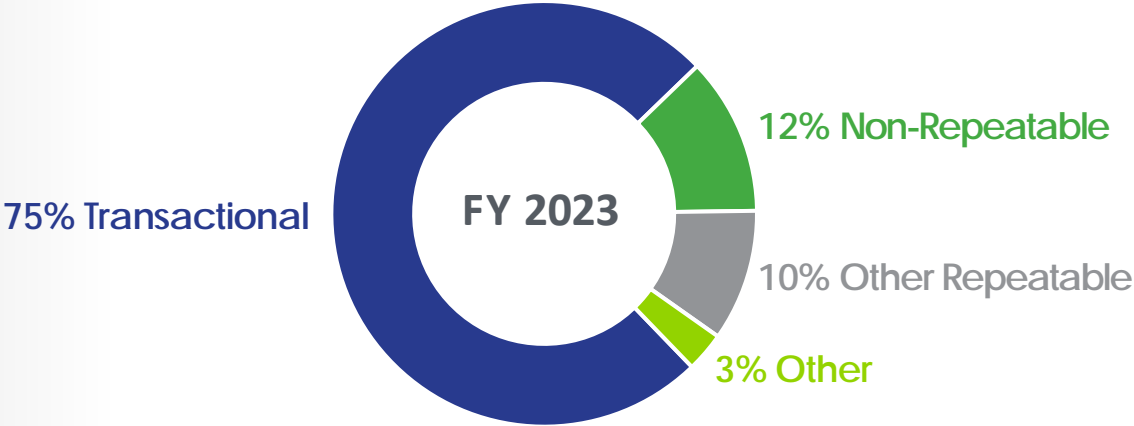
Total Addressable Market

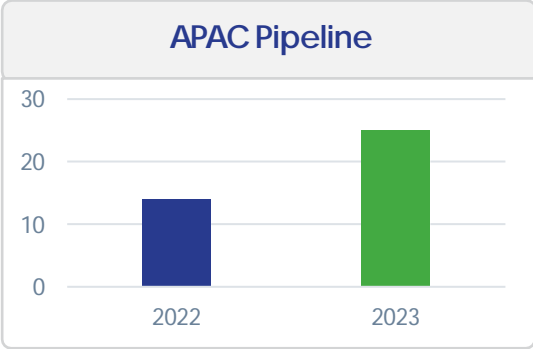## Current Geographies[1], Core End Markets and Market Share

END MARKET	Amusement Parks	Destination Attractions[3]	Ski Resorts	Performing Arts	Zoos & Aquariums
ACCESSO SHARE	18%	12%	10%	6%	2%
EST. SIZE	$267M	$136M	$145M	$345M	$194M

Global[2], Core End Markets and Market Share

END MARKET	Amusement Parks	Destination Attractions[3]	Ski Resorts	Performing Arts	Zoos & Aquariums
ACCESSO SHARE	13%	9%	7%	4%	1%
EST. SIZE	$494M	$252M	$267M	$638M	$359M

Addressable Market

- $2.3B — Global Core and Core+
- $2.0B — Global Core
- $1.2B — Current Geographies Core and Core+
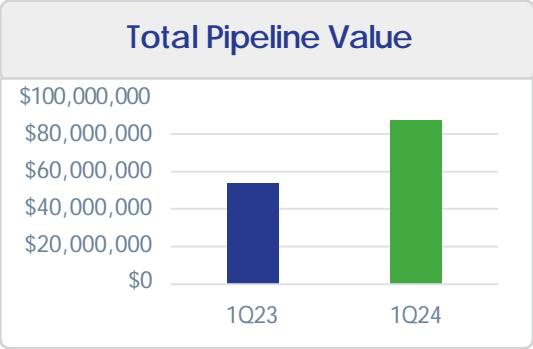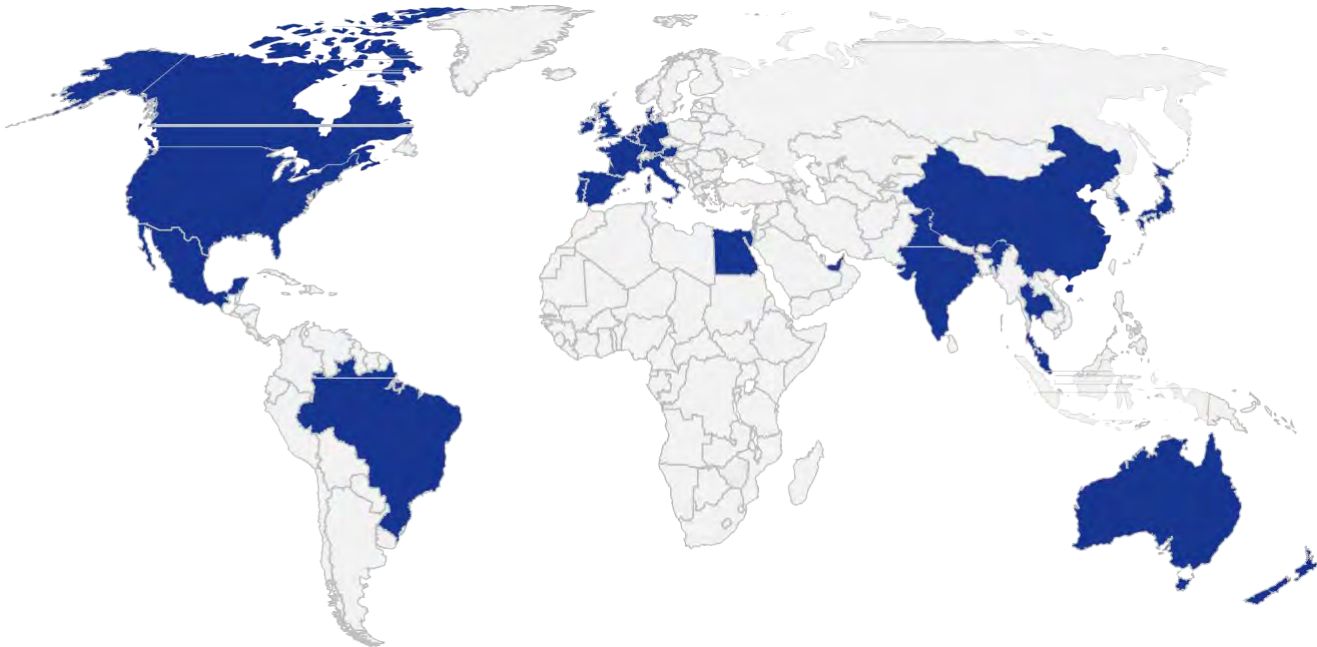- $1.1B — Current Geographies Core
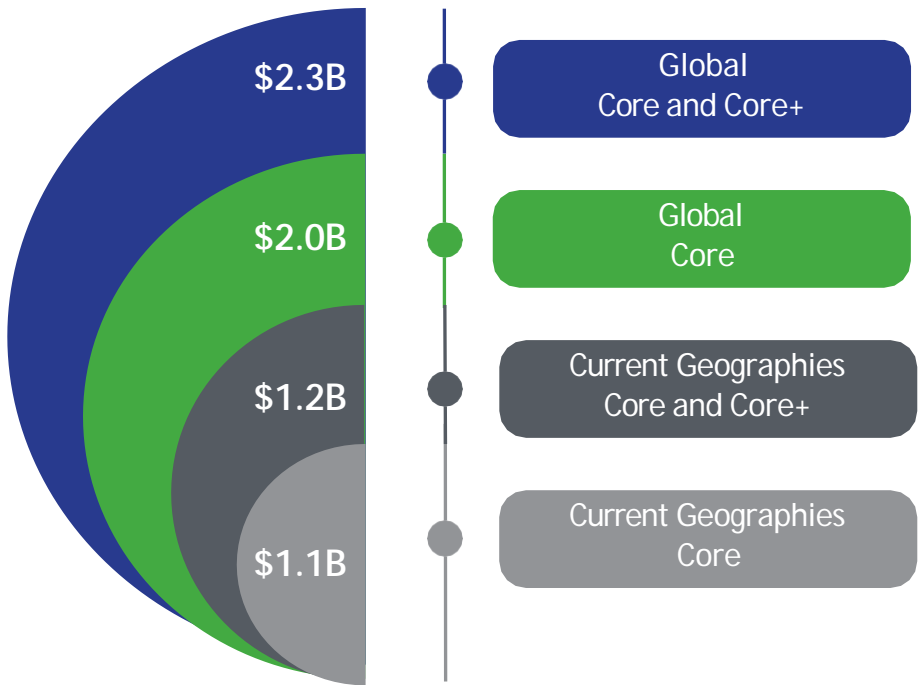
Core: Amusement Parks, Destination Attractions, Ski Resorts, Performing Arts, Zoos & Aquariums
Core+: Adds Casinos, Fairs and Festivals
Global excludes China and Russia as serviceable markets.

Note: Total Addressable Market sizing based on estimated take rates applied to total Ticketing, Food & Beverage, Retail, Membership Fees, and Donation spend
1. Current Geographies include U.S. and U.K.
2. Global excludes China and Russia
3. Destination Attractions include Museums, Historic Homes, and Observation Decks

Capturing our Global Growth Opportunity

Commercial Team Aligned for Continued Success

Sales team structure adjusted to incorporate acquisitions.

Senior level commercial leadership in each of our core geographies.

Diverse range of lead generation approaches yielding robust sales pipeline including industry trade shows, advertising and outbound sales efforts.

Engaged in cross-sell initiatives across existing customer base.

Expanding partnerships to increase revenue opportunities including ticketing insurance, payments and post-purchase advertising.

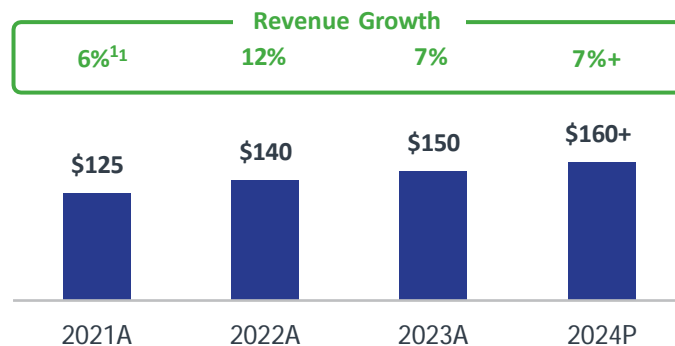Analytics informing efforts to improve revenue via product optimization and yield management.

Total Pipeline Value

	1Q23	1Q24

$100,000,000
$80,000,000
$60,000,000
$40,000,000
$20,000,000
$0

EMEA Pipeline

	2022	2023

80
60
40
20
0

APAC Pipeline

	2022	2023

30
20
10
0

accesso.
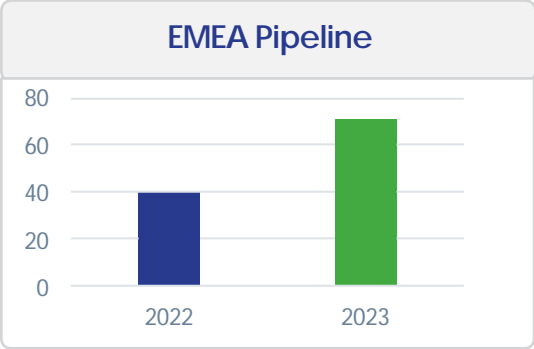
Financial Model

Financial Overview ($ in millions)

Revenue

Revenue Growth

6%[1]	12%	7%	7%+

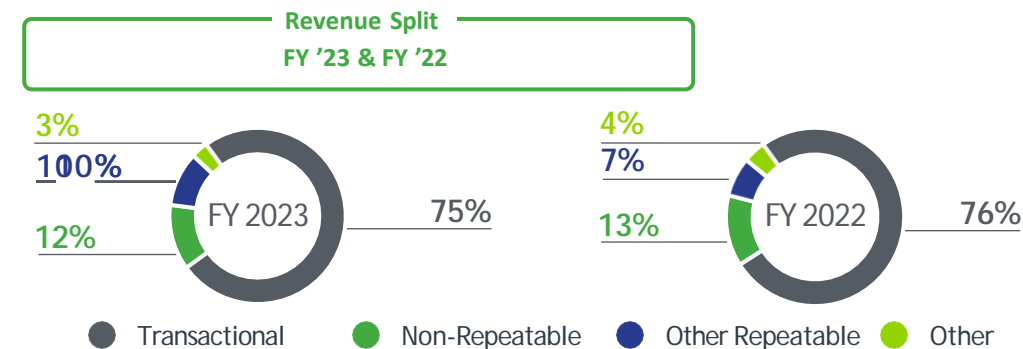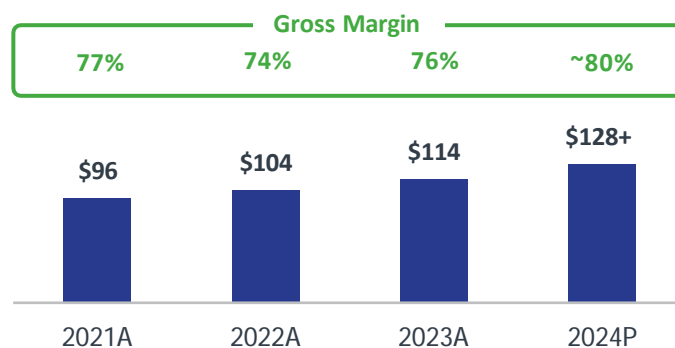| $125	$140	$150	$160+
2021A	2022A	2023A	2024P

Revenue growth driven by organic growth in existing customers; cross sell; attainment of new customers and the launch of Freedom

Revenue by Type

Revenue Split
FY '23 & FY '22

FY 2023
- 3%
- 100%
- 12%
- 75%

FY 2022
- 4%
- 7%
- 13%
- 76%

● Transactional ● Non-Repeatable ● Other Repeatable ● Other

Gross Profit

Gross Margin

77%	74%	76%	~80%

$96	$104	$114	$128+
2021A	2022A	2023A	2024P

The margin of the revenue mix in 2021 was temporarily higher due product mix

Current focus on revenue quality is leading to permanent increase in margin

Cash EBITDA

Cash EBITDA Margin

22%	19%	16%	17%+

$28	$26	$24	$27+
2021A	2022A	2023A	2024P
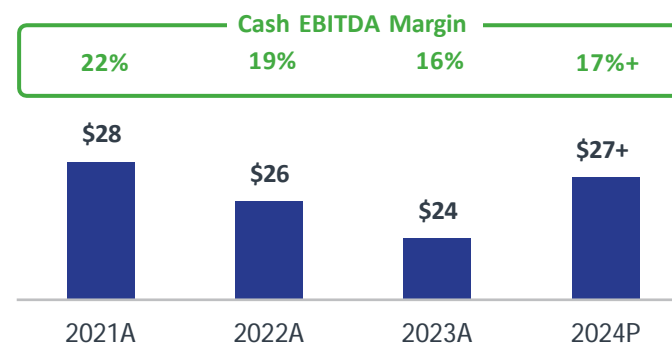
Challenges filling positions led to decreased Operating Expenditures in 2021 & 2022

Now fully staffed and expecting Cash EBITDA margin growth with revenue growth

Source: Company Financials
1. 2021 revenue growth is based on a comparison with 2019 due to the pandemic's adverse impact on business operations in 2020

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Our Financial Priorities

Revenue Efficiency

Elimination of low margin revenue

Focus on 20%+ cash EBITDA target

Building recurring, transactional revenue

Responsible Use of Cash

Maximising shareholder return

Debt repayment v buyback

Consideration of accretive M&A

Transparent & Accurate Reporting

Cash EBITDA profitability metric

Minimal capitalization

Detailed and meaningful disclosures

accesso
Highlights

Globally Recognized Provider at Scale with Highly Attractive, Sticky Blue-Chip Customer Base

Expansive Platform of Purpose-built Revenue Driving Software Products for the Leisure Industry

Highly Attractive **Repeatable Revenue Model** the Supports Continued Innovation and Growth

$2B+ Addressable Market with Significant Opportunity to Penetrate Untapped Global Market

Continued Focus on **Revenue Efficiency** and **Margin Increase**

Experienced and Tenured Management Team with Deep Industry Expertise