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

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

5 Acquisitions

4 Acquisitions

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Revenue Enhancing Solutions for the Growing Leisure Sector

**Ticketing**
- End-to-end admission ticketing and entitlement solutions enabling operators to maximize revenue
- Theme Parks
  - Ticketing
  - eCommerce
  - Virtual Queuing
  - Restaurant & Retail
- Water Parks
  - Ticketing
  - eCommerce
  - Virtual Queuing
  - Restaurant & Retail
- Zoos & Aquariums
  - Ticketing
  - Membership Donations
  - eCommerce
  - Restaurant & Retail
- Live Entertainment
  - Assigned Seating
  - Season Passes
  - eCommerce
  - Venue Management
  - Restaurant & Retail

**Queuing**
- Dynamic queuing solutions to enhance the guest experience and deliver incremental revenue
- Ski Resorts
  - Lift Tickets & Season Passes
  - eCommerce
  - Ski Lesson Booking
  - Ski Rentals & Waivers
  - RFID
  - Restaurant & Retail
  - Mobile App
- Tours, Attractions & Observation
  - General Admission
  - Timed Entry
  - eCommerce
  - Restaurant & Retail

**Restaurant & Retail**
- Streamlined venue operations across a unified retail and restaurant platform with a proven range of advanced features
- Fairs & Festivals
  - General Admission
  - Ticketing
  - eCommerce
- 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

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Revenue Enhancing Solutions for the Growing Leisure Sector

**Ticketing**
- Theme Parks: Ticketing, eCommerce, Virtual Queuing, Restaurant & Retail
- Water Parks: Ticketing, eCommerce, Virtual Queuing, Restaurant & Retail
- Zoos & Aquariums: Ticketing, Membership Donations, eCommerce, Restaurant & Retail
- Live Entertainment: Assigned Seating, Season Passes, eCommerce, Venue Management, Restaurant & Retail

**Queuing**
- Ski Resorts: Lift Tickets & Season Passes, eCommerce, Ski Lesson Booking, Ski Rentals & Waivers, RFID, Restaurant & Retail, Mobile App
- Tours, Attractions & Observation: General Admission, Timed Entry, eCommerce, Restaurant & Retail

**Restaurant & Retail**
- Fairs & Festivals: General Admission Ticketing, eCommerce
- 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
Expansive Blue-Chip Customer Base

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

North America
70% Total Revenue

UK/Europe
23% Total Revenue

Middle East/Africa
1% Total Revenue

APAC
6% Total Revenue
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% (1.88pts) and AOV is up 21.0% ($27.83)
- Yield management for queuing service levels
- Internal for price optimisation

### Revenue Split

- **75% Transactional**
- **12% Non-Repeatable**
- **10% Other Repeatable**
- **3% Other**

FY 2023
Current Geographies¹, Core End Markets and Market Share

<table>
<thead>
<tr>
<th>END MARKET</th>
<th>ACCESS SHARE</th>
<th>EST. SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amusement Parks</td>
<td>18%</td>
<td>$267M</td>
</tr>
<tr>
<td>Destination Attractions³</td>
<td>12%</td>
<td>$136M</td>
</tr>
<tr>
<td>Ski Resorts</td>
<td>10%</td>
<td>$145M</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>6%</td>
<td>$345M</td>
</tr>
<tr>
<td>Zoos &amp; Aquariums</td>
<td>2%</td>
<td>$194M</td>
</tr>
</tbody>
</table>

Global², Core End Markets and Market Share

<table>
<thead>
<tr>
<th>END MARKET</th>
<th>ACCESS SHARE</th>
<th>EST. SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amusement Parks</td>
<td>13%</td>
<td>$494M</td>
</tr>
<tr>
<td>Destination Attractions³</td>
<td>9%</td>
<td>$252M</td>
</tr>
<tr>
<td>Ski Resorts</td>
<td>7%</td>
<td>$267M</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>4%</td>
<td>$638M</td>
</tr>
<tr>
<td>Zoos &amp; Aquariums</td>
<td>1%</td>
<td>$359M</td>
</tr>
</tbody>
</table>

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

Global excludes China and Russia as serviceable markets.

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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.
Financial Model
# Financial Overview

($) in millions

## Revenue Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>2021A</th>
<th>2022A</th>
<th>2023A</th>
<th>2024P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth</td>
<td>6%+</td>
<td>12%</td>
<td>7%</td>
<td>7%+</td>
</tr>
<tr>
<td>Revenue</td>
<td>$125</td>
<td>$140</td>
<td>$150</td>
<td>$160+</td>
</tr>
</tbody>
</table>

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

## Gross Profit

<table>
<thead>
<tr>
<th>Year</th>
<th>2021A</th>
<th>2022A</th>
<th>2023A</th>
<th>2024P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Margin</td>
<td>77%</td>
<td>74%</td>
<td>76%</td>
<td>~80%</td>
</tr>
<tr>
<td>Gross Profit</td>
<td>$96</td>
<td>$104</td>
<td>$114</td>
<td>$128+</td>
</tr>
</tbody>
</table>

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

## Revenue by Type

<table>
<thead>
<tr>
<th>Type</th>
<th>FY '22</th>
<th>FY '23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transactional</td>
<td>75%</td>
<td>76%</td>
</tr>
<tr>
<td>Non-Repeateable</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>Other Repeatable</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
<td>7%</td>
</tr>
</tbody>
</table>

## Cash EBITDA

<table>
<thead>
<tr>
<th>Year</th>
<th>2021A</th>
<th>2022A</th>
<th>2023A</th>
<th>2024P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Margin</td>
<td>22%</td>
<td>19%</td>
<td>16%</td>
<td>17%+</td>
</tr>
<tr>
<td>Cash EBITDA</td>
<td>$28</td>
<td>$26</td>
<td>$24</td>
<td>$27+</td>
</tr>
</tbody>
</table>

Challenges filling positions led to decreased Operating Expenditures in 2021 & 2022.

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

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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
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