



FACT SHEET

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accesso[®] Technology Group plc (AIM: ACSO)

For nearly 25 years, **accesso** has served as the premier technology solutions provider for [attractions and venues worldwide](#), including theme parks and water parks, museums and cultural attractions, ski and snow parks, live performance venues and more. Currently serving over 1,000 venues in 29 countries around the globe, the company's patented and award-winning technology solutions help drive increased revenue for attraction operators while improving the guest experience.

accesso prides itself on the development of award-winning, cutting-edge solutions, and in adapting its proprietary technologies to meet evolving needs of the markets it serves. This year, for example, **accesso**:

- Inked a long-term extension to its multifaceted partnership with [Village Roadshow Theme Parks \(VRTP\)](#) – Australia's largest theme park operator, welcoming millions of guests annually. This extension empowers VRTP to continue leveraging **accesso** ticketing, virtual queuing, guest experience management and distribution technologies at five of its Gold Coast properties through 2027.
- Extended its ongoing partnership with leading attractions brand [Merlin Attractions Operations](#) to continue serving as the exclusive ticketing technology provider for 113 global Merlin venues across 19 countries through to Aug. 2026.
- Partnered with [Parques Reunidos](#) – a leading global leisure park operator – to serve as its enterprise provider of queue management services, powering virtual queuing operations across eight global venues, with more planned for the future.
- Kicked off a new partnership with Houston-based [Pyek Group](#) to serve as the dedicated provider of eCommerce, onsite ticketing and mobile F&B technologies for the management group's four North American waterparks.

Technology Solutions

Virtual Queuing

accesso LoQueue[®] Virtual Queuing

Since 2001, **accesso**'s patented **accesso LoQueue** virtual queuing solution has helped millions of guests queue less, ride more and enjoy a better experience. **accesso LoQueue** solutions create additional revenue for parks and improve their guests' experiences by allowing guests to wait less and enjoy more.

Unlike more simple ride reservation systems, the **accesso LoQueue** virtual queuing solution dynamically accounts for operational variables that could affect a guest's quoted arrival time – such as ride breakdowns, inclement weather or advanced sanitization procedures – and allows for real-time communication with guests in the virtual queue.

Ticketing

accesso Passport® Ticketing Suite

The award-winning **accesso Passport** eCommerce ticketing solution delivers a mobile-centric shopping experience with up-sell and cross-sell opportunities embedded across the purchasing journey, enabling operators to strategically drive incremental revenue while enriching the guest experience. The mobile-first solution processed more than 96 million tickets and reservations for **accesso** clients in 2021 alone, bolstering its reputation as the best-in-class eCommerce solution within the leisure & entertainment industry.

Onsite, the **accesso Passport** onsite ticketing platform provides a streamlined front gate point-of-sale, focused on driving improved sales results. Training staff is quick and easy, and the interface helps to reinforce sales training through automated prompts to encourage up-selling – all while enabling fast and simple transactions to keep lines moving quickly. In addition, the solution provides robust group sales features, season pass processing and access control options, as well as the ability to launch self-service kiosks or mobile points of sale.

accesso SiriuswareSM Point-of-Sale Ticketing

The **accesso Siriusware** point-of-sale solution provides modules for ticketing, membership, retail, food/beverage transactions, rentals, credit card processing and many other functions, allowing operators to combine various components into a single system, eliminating the need for separate systems and databases.

accesso ShoWareSM Live Event Ticketing

The **accesso ShoWare** live event ticketing suite offers customizable, cloud-based Software-as-a-Service ticketing solutions that offer attraction and venue operators flexibility and control over their ticket sales experience. With a full range of integrated, real-time ticketing options including onsite, online, mobile, social, kiosk and call center, the **accesso ShoWare** solution enables operators of all sizes to streamline the ticketing process while maximizing revenue.

Distribution

Ingresso

Ingresso – a global distribution system serving the entertainment industry – provides clients with access to an expansive network of ticket distribution channels, reaching more than 1 billion consumers worldwide. By consolidating distribution through one channel, clients benefit from simplified access to a fleet of distributors. Ticket sales are made in real time, eliminating the need for ticket allocations.

Guest Experience

The Experience Engine™ (TE2)

accesso's guest experience management solution empowers attraction and venue operators to deliver personalization at scale by connecting guest data from disparate systems to better understand each guest and how they interact with the venue. Pairing this unique guest identity with real-time location and behavior, operators can deliver personalized messages, recommendations and offers designed to help guests have the best day possible. By eliminating friction points and elevating the guest experience, the solution helps venues drive revenue and achieve increased loyalty, advocacy and NPS.

Awards & Accolades

accesso's commitment to excellence is further demonstrated by regional and industry awards and accolades bestowed upon the company and its technology solutions, as well as its people:

- In 2015, **accesso** was awarded the United Kingdom's most prestigious business award, the "Queen's Award for Innovation."
- In 2016, the company was recognized as the "Best Technology Company" by the UK Tech Awards.
- The *Orlando Business Journal* recognized **accesso** for its "Innovations in Technology" in 2017 and as one of the Orlando area's "Best Places to Work" in 2018.
- In 2020, **accesso's** revolutionary "100% Virtual Queuing" model was recognized by the *Park World Excellence Awards* on the short list for "Best Use of Technologies."
- In early 2022, **accesso** President, Operations Bruno Boehi received the International Ticketing Association's (INTIX) prestigious "IMPACT Award" recognizing his achievements within the ticketing industry.
- Also in 2022, **accesso** was honored by TrustRadius – a leading research and review platform for business leaders across the globe – as part of its "Tech Cares 2022" award program, which recognizes B2B technology companies that have gone above and beyond to support employees and communities.

History & Growth

Founded in 2002 as Lo-Q, a British technology company, **accesso** has grown significantly over the past decade through acquisition and team development. With offices in North America, Europe and Australia, the **accesso** team has grown to more than 600 employees worldwide.

Highlights:

- **2012** – Lo-Q acquires **accesso**, a leading eCommerce provider
- **2013** – Overall company is rebranded as **accesso**
- **2013** – **accesso** acquires Siriusware, a North American provider of ticketing and point-of-sale (POS) software and hardware solutions
- **2014** – **accesso** acquires ShoWare, a reserved seating solutions provider selling more than 20 million tickets per year
- **2015** – Siriusware is rebranded under the **accesso** name to **accesso Siriusware**
- **2016** – ShoWare is rebranded under the **accesso** name to **accesso ShoWare**
- **2017** – **accesso** acquires Ingresso, a global ticketing distribution system

- **2017** – **accesso** acquires The Experience Engine (TE2), a customer experience management platform
- **2020** – **accesso** launches its 100% Virtual Queuing program amid COVID-19, supporting four major operators across three continents: Walibi Holland, Parc Astérix, Holiday World and Village Roadshow Theme Parks
- **Present** – **accesso** acquires a range of differentiated food and retail technology assets, which are proven through historical use by a blue-chip customer base and hold significant future opportunity with new product in development

Leadership

- Steve Brown, Chief Executive Officer
- Andrew Jacobs, Chief Commercial Officer
- Fern MacDonald, Chief Financial Officer
- Bruno Boehi, President, Operations
- Edil Hernandez, Senior Vice President, Product
- Jason Jones, Senior Vice President, Engineering
- Maura Schiefelbein, Senior Vice President, People

accesso is a public company, listed on AIM: a market operated by the London Stock Exchange. For more information, visit www.accesso.com. Follow **accesso** on [Twitter](#), [LinkedIn](#) and [Facebook](#).