

Allocate Software

Proactive Investors Presentation



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Allocate Overview

- # Leading workforce optimisation software applications provider for global organisations with large, multi-skilled workforces
- # World class software with enterprise sales
- # Growth in international markets:
 - # Europe's leading provider to the healthcare sector
 - # Operational in UK, Sweden, US, Malaysia and Australia
- # Focused on 3 vertical markets:
 - # Healthcare, Defence and Maritime
- # Powerful blue-chip customer base
- # Highly referencable customer base

The Business

▀ Strong

- ▀ Delivered record financial results in 2007, 2008 & 2009

- ▀ Growth of recurring revenues now exceeds 30%

▀ Profitable and cash generative

- ▀ Trading profit FYE 2009 increased by 37% to £2.53m (2008: £1.85m)

▀ Fast growing

- ▀ Strong organic growth

- ▀ Completed four acquisitions in past 24 months

▀ Experienced board and leadership team

- ▀ Strong board with track record in blue chip software businesses and financial markets

▀ Market leading software company with large and growing customer base in all markets

Strategy

A Customer Satisfaction

- Deliver the highest quality product and services to our customers
- Work to ensure every customer is a reference
- Strong independent user group

A Focus on Multiple Growth Drivers / Opportunities

- Maximum penetration of existing markets
- Open new vertical markets and geographical territories
- Build strategic partnerships
- Make careful acquisitions

A Profitability

- Continue to increase controlled profitable growth and positive cash flow

A Allocate Employees

- Continue to attract and retain the very best talent who are valued and a key part of our success and growth

A Integrated Solution

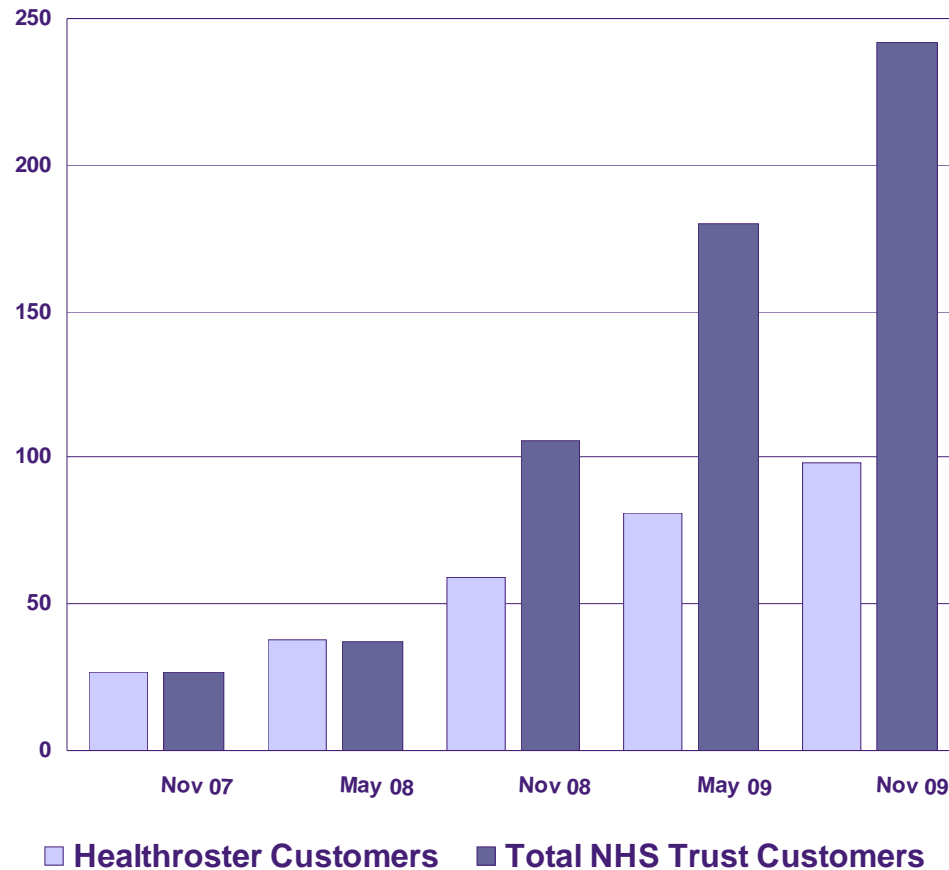
- Product portfolio of applications based on our core strengths

Healthcare

- ✦ Allocate's Health Suite
 - ✦ Healthroster for electronic rostering
 - ✦ e-Rostering for Doctors
 - ✦ e-Expenses
 - ✦ BSMS Trinity for bank (temporary) staff rostering
 - ✦ SAPPS
 - ✦ Sepia
 - ✦ MESaLS
- ✦ **346** NHS Trusts, following recent acquisition of Dynamic Change
- ✦ Strategic Partnership with NHSP to deliver long-term integrated services to NHS Trusts
- ✦ Ranked No 1 e-Rostering & Temporary Staffing Solution provider in the London Procurement Process, the hub for all London NHS Trusts
- ✦ Customers in: UK, US, Sweden, Australia, New Zealand and Malaysia taking the total number of Healthcare customers to **409** worldwide



Growth in the UK Healthcare Market



A In partnership with the NHS, Allocate has developed: MAPS Web Timesheets, MAPS Health Connect and most recently MAPS e-Expenses to improve accuracy and efficiency and reduce administrative burden

Strong Organic Growth enhanced via Acquisitions...



An Allocate Software Company

- ✦ December 2009 - Acquisition of **Timecare AB** created Europe's leading provider of workforce management software for the healthcare sector
- ✦ Provides a strong geographic footprint in the Nordic region with 57 of Sweden's 90 hospitals and 110 of the 290 municipalities
- ✦ Acquired for £8.7m via placing of 15.1m shares at 55p, which was heavily oversubscribed
- ✦ Historical turnover £6.0m pa with consistent 20% EBIT



- ✦ May 2010 - Acquired **Dynamic Change**, a provider of regulatory compliance, corporate governance, risk and performance management for the UK healthcare market
- ✦ Brings a SaaS delivery model with fast growth recurring license revenues from
- ✦ 125 customers including Primary Care Trusts, Acute Trusts and Mental Health Trusts
- ✦ Acquired for £5.0m plus up to £4.0m over 3 years if 25% CAG achieved
- ✦ Turnover £3.2m with 16% EBITDA

Defence



- ✦ Defence Suite - A full military capability management solution, designed to meet the complex requirements of modern defence forces, aligning military capability with national defence policy
- ✦ Sector has experienced continued success in the UK and Overseas
- ✦ HQ Land Forces use the enhanced MAPS Defence Suite across its integrated business, having identified substantial savings through improved efficiency
- ✦ Royal Navy recently completed its “Global Squad Pooling Trial”, which demonstrated enhanced efficiencies and discussions are underway to widen the benefits realised
- ✦ Allocate is a leading software supplier for NATO
- ✦ Royal Australian Navy roll out is proceeding on time and on budget

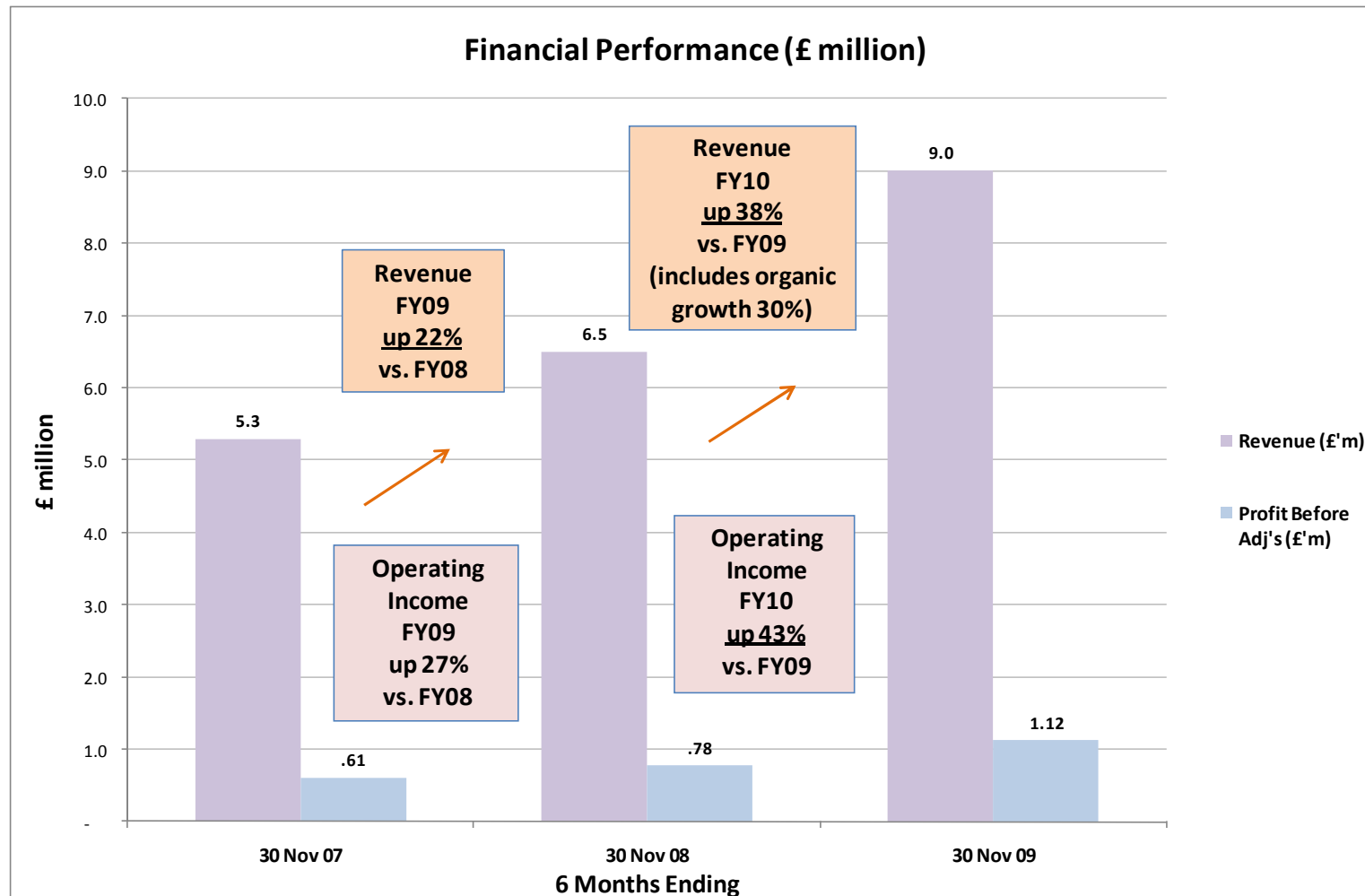


Maritime

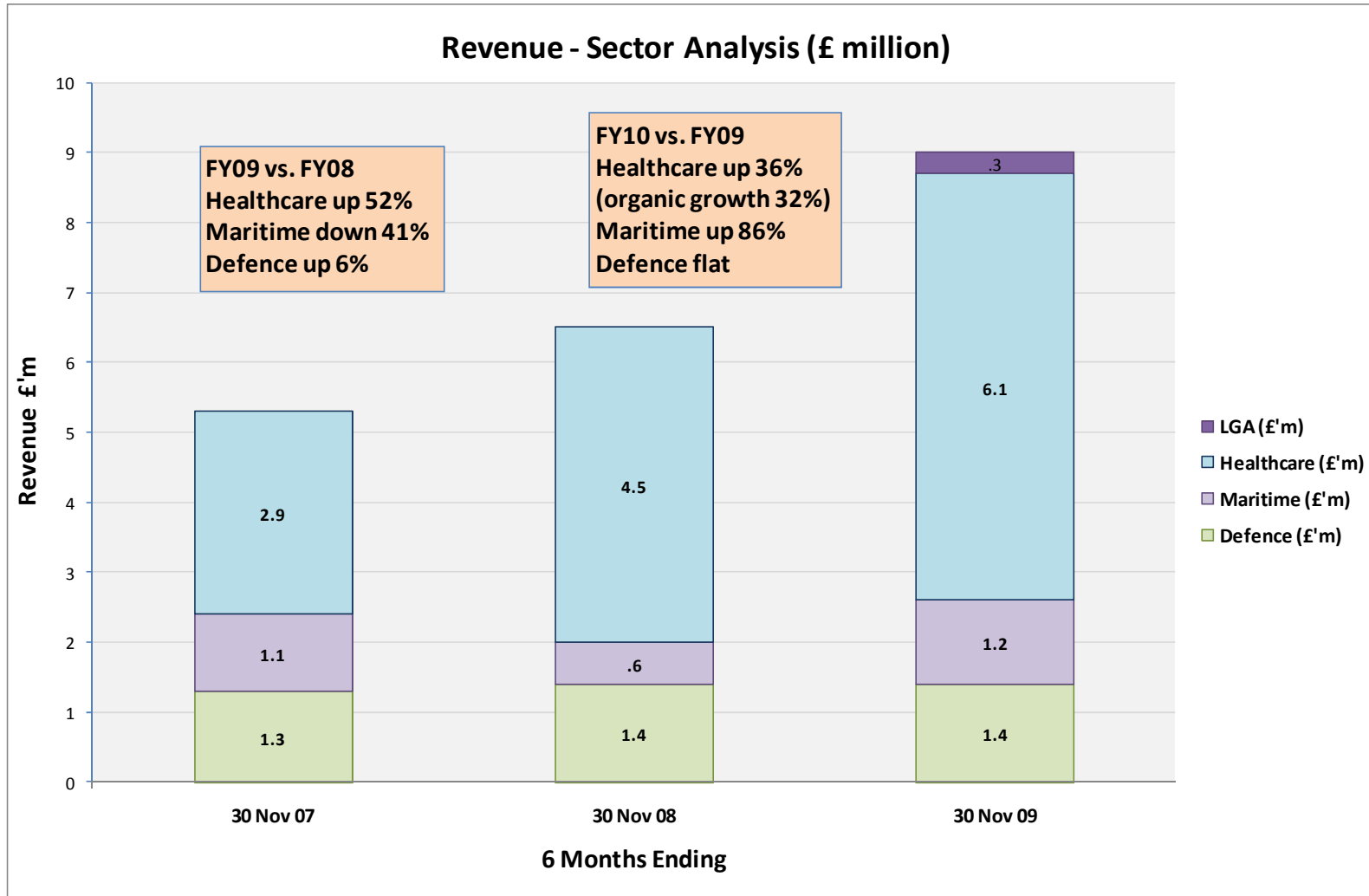
- ✦ Maritime Suite - delivers improved effectiveness of crew scheduling and resource planning to large maritime organisations including shipping, offshore engineering, cruise and ferry industries
- ✦ The world's leading family entertainment company recently went live with MAPS Maritime for its cruise line business
 - ✦ *“Key to choosing MAPS was its ‘out of the box’ functionality, the flexibility to customise the solution to meet precise business processes and the strength of Allocate as a reliable, professional and solid supplier.”*
- ✦ New software licences and support recently acquired by Norwegian Cruise line



Strong H1 for 2010



Sector Breakdown



Key Facts & Major Shareholders

Ticker:	ALL
Stock Exchange:	LSE - AIM
Shares in Issue:	60,598,227
Share Price	70.25p (7 May '10)
Sector:	Software & Computer Services

Shareholder	%
Herald Investment Management	22.72%
Gartmore Investment Mgt	13.45%
Jupiter Asset Management	7.29%
BlackRock UK Emerging Companies	5.96%
SVG Investment Management Ltd	5.96%
Helium Special Situations Fund	4.8%
Electricity Supply Pension Scheme	3.83%
Other Institutional	13.38%
Directors' shareholdings	6.33%
Other	16.28%



Outlook

- # Focussed on continued strong organic growth
- # Complete full integration of recent acquisitions
- # Strong pipeline in Healthcare
- # Proven Customer ROI
- # Budget Challenges in Healthcare – Should make us stronger
- # Good engagement in Defence – Longer Sales Cycles
- # Focus on “Offshore” in Maritime
- # Geographical expansion moving forward

“...One year after implementing MAPS Healthroster on the wards we found we had already made savings of £600,000. With this in mind, we have projected savings of £1.2 million across all our wards. We believe the majority of these savings are due to MAPS Healthroster.”

Anne Bennett, Divisional Finance Manager, County Durham & Darlington NHS Foundation Trust

“The versatility of MAPS Defence Suite allows me to tailor the system to suit the needs of the organisation. This reduces support costs and allows requests for change from the users to be implemented expeditiously.”

Chief Officer Andy Cooke, RFA MAPS Project Manager

“I wanted to tell you that your team has done a remarkable job and we are extremely pleased. Frankly speaking, I believe we now have a valuable mechanism to project combat power.”

Col Stu Bradin, US Army, Chief of Staff NATO Special Operations Forces Headquarters

“The solution can help us further refine our systems and lead to even greater efficiencies. The aim is to use MAPS Maritime Suite to manage our offshore personnel across all regions and vessels to ensure most offshore personnel processes are managed in a single system.”

Tina Boon, HR Project Leader, Acergy

“On a traditional earnings-based valuation, the shares look up with events after a strong period of performance. However, this approach does not take on board the value of the installed base and we would draw investors’ attention to the future rate of earnings growth, which will erode the premium, and to the DCF, which indicates a share price of over £1.”

Edison Investment Research

Summary

Strong, profitable, cash generating,
fast growing, well managed,
successful software company
with a great future

Appendices

Executive Management Team

Terry Osborne - Chairman	<ul style="list-style-type: none"> • 40+ Years of Industry Experience. • IBM (27yrs VP Europe & USA) • SSA , Dr Solomon's, Witness, Dendrite • General Atlantic Partners (7yrs Senior Advisor)
Ian Bowles - CEO	<ul style="list-style-type: none"> • 26 Years of Industry Experience. • Rank Xerox, Acer, Oracle • Prime Response, Interwoven, Clearswift
Chris Gale - CFO	<ul style="list-style-type: none"> ▪ 27+ Years Experience ▪ Apple Inc, Cooper and Chyan Technology Inc, Cadence Design Systems, Interwoven, Clearswift and GFI
Allen Swann - Business Development Director	<ul style="list-style-type: none"> • 25 years of Industry Experience. • Oracle founder (86-98). • Prime Response, floated on NASDAQ, Chordiant, CopperEye

History of Allocate Software PLC

Key History Facts:

1991

Manpower Software founded in the UK

1995

Delivered First Version of MAPS to UK Ministry of Defence (MOD)

1997

Delivered First Commercial Version of MAPS to the Market

1998

MAPS is deployed at NATO
Company listed on the London Stock Exchange

2000

Expansion into Maritime Sector

2002

Established US office in Miami

2003

Wins Contract with British Army for TA Reservists

2004

Wins First National health Service (NHS) Trust Contract in the UK

2005

MAPS Crew Manning launched

2006

Wins Contract with Royal Australian Navy

2007

Expansion into Offshore Industry; Wins Contract with Akerly
New CEO Appointed

2008

Acquires Key IT Systems & Baum Hart & Partners
Wins first US & Malaysian healthcare contracts
39% revenue growth

2009

Manpower Software changes name to Allocate Software
Best ever fiscal performance in company history
36% revenue growth
Acquires Time Care AB

Partners

- # PricewaterhouseCoopers
- # CSC (Australia)
- # NHS Professionals
- # NHS Shared Business Services
- # Microsoft Gold Partner
- # Specialist Computer Centres PLC
- # ACS Healthcare Solutions
- # MKM Consulting (Australia and New Zealand)