



Investor Presentation



Taking waiting out of queuing

Lo-Q plc - World Leaders in Virtual Queuing



Jeff McManus ***Chairman***

Lo-Q plc - World Leaders in Virtual Queuing



Our Product

2



The Q-bot





Legoland Training Film

3





Racing for a Q-bot at park opening

4



2009



Background

5

- **1996 – 1998 Conception**
 - patent, 1998 first funding, developing in Thorpe Park
- **1999 – 2001 Implementation**
 - IPO (£2.2M), Six Flags Over Georgia order
- **2001 – 2002 Market creation**
 - Six Flags multi-park order; AIM float raised £3.4M
- **2002 – 2004 Focus on survival**
 - 9/11 and aftermath giving major customer difficulties
- **2005 – 2007 Market acceptance**
 - Negotiations and orders, over 2.5M Q-bot users
- **Today Major growth worldwide**
 - VQ²⁰²⁰ international versions, Text-Q acquired



Company Profile

6

- **A profitable growing company**
 - Strong technology base, founded August 2001
 - AIM traded company, market capitalisation £9M
- **Leaders in true virtual queuing**
 - Virtual queue is same wait as normal queue
 - Owners of 1996 and other patents
- **Broad product coverage in leisure queue management**
 - Revolutionary VQ²⁰²⁰ for theme parks
 - Acquired Text-Q (mobile phone reservation/priority)



Competences and Assets

7

- **Engineering competences for robust systems design**
 - In-house software engineers
 - Specialist contractors for system, electronic and mechanical design
- **Operational experience**
 - 50 park years operating the world's most advanced system
 - Understanding of people/technology issues
- **Intellectual property and patents**
 - All proprietary technology wholly owned
 - Extensive patent protection
- **Operational experience**
 - More than 3,000,000 guests have used a Q-bot



Competitive Advantages

8

- Lo-Q's patent protection dates from Nov 1996
 - Lo-Q has won a hand held unit based patent infringement case
 - We know all other applicable patents e.g. PDA based systems
- Competitors see major barriers to entry
 - Technology from \$7,000,000 investment
 - Lo-Q recognised in this market as the world leader
- Strength from partnerships
 - Proximities – highly secure rfid wrist bands
 - Matra POS system integration



Major Customers

9

- Six Flags Inc
 - Strong corporate relationship – strategic partner
 - Our penetration grew as attendances declined
 - Revenue from Q-bots over \$20M annually
 - Reorganising under Chapter 11
- Merlin Entertainment
 - World's second largest leisure group
 - Lego Windsor use VQ²⁰²⁰, opportunities elsewhere
- Parques Reunidos
 - Mirabilandia commenced Spring 2009
- Dollywood
 - Part of Herschend Family Entertainment



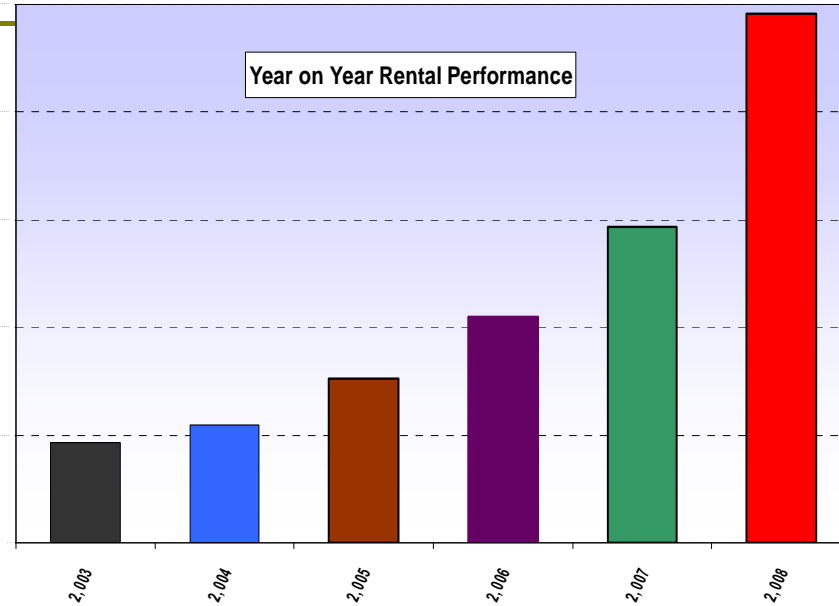
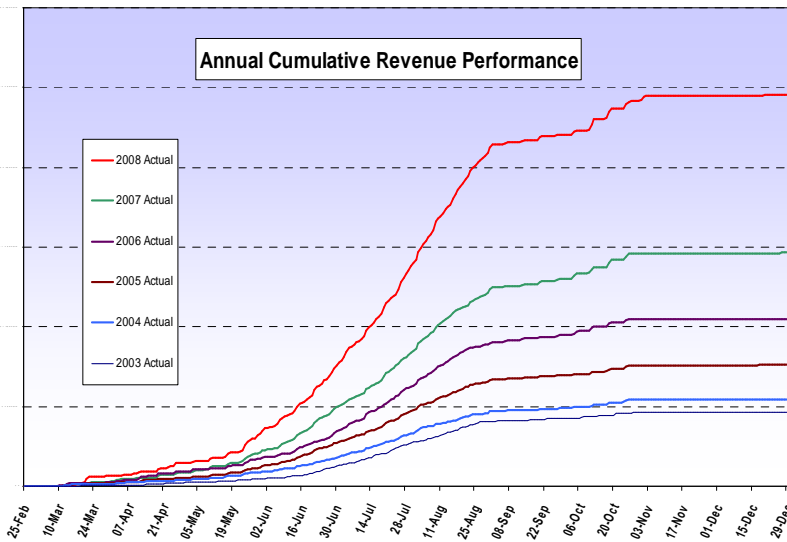
Our Market

10

- >200 major parks - a changing environment
 - Acceptance of “virtual queuing” to overcome queuing objection
 - New rides now typically include a second entrance
- USA market
 - Theme parks mature but tolerance of queues reducing rapidly
 - Major growth in water parks – with queuing problems increasing
- 2010 potential customers
 - Six Flags have 3 other theme parks + water parks
 - Silver Dollar City (Dollywood sister park)
 - Merlin Entertainment – owns Thorpe Park, Alton Towers, Chessington
 - Water parks – fastest growing amusement parks in world
 - Other theme park chains



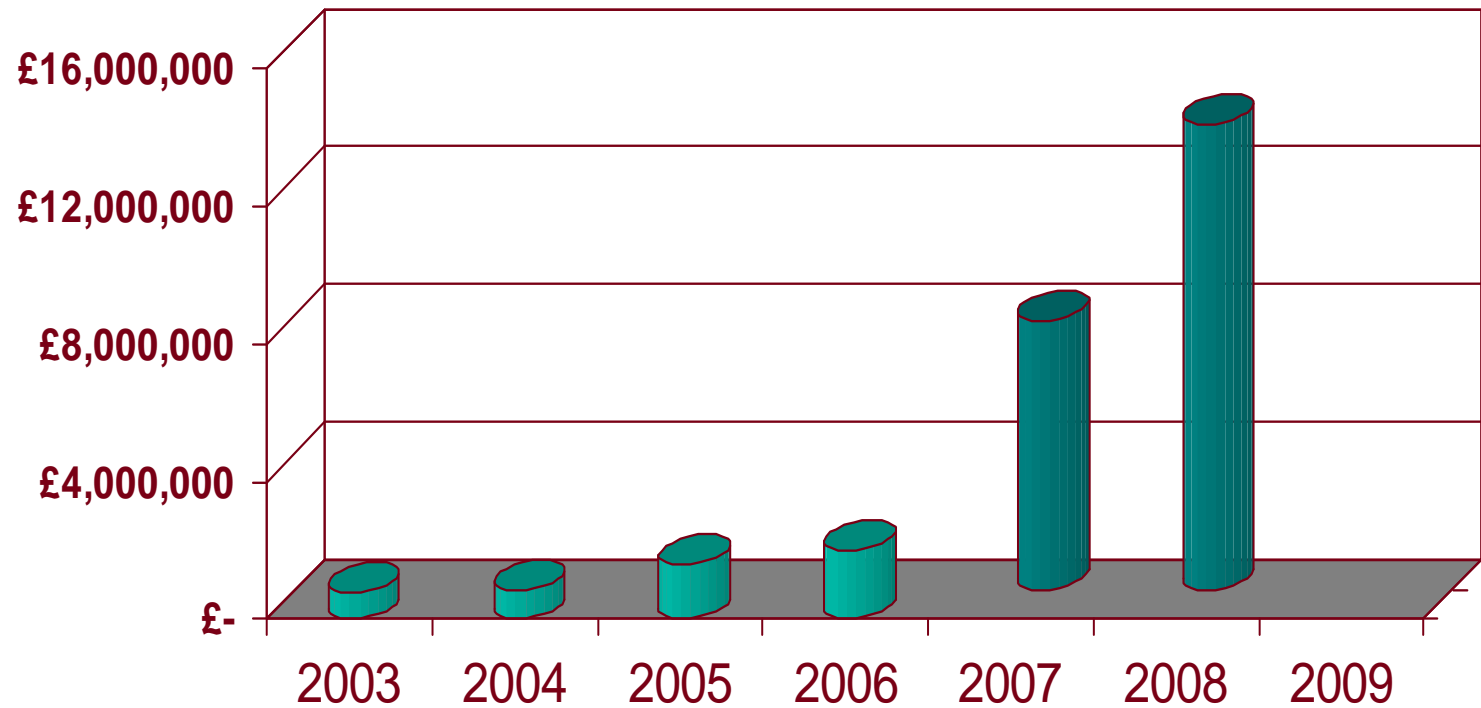
Q-bot Revenue \$





Turnover Growth

13

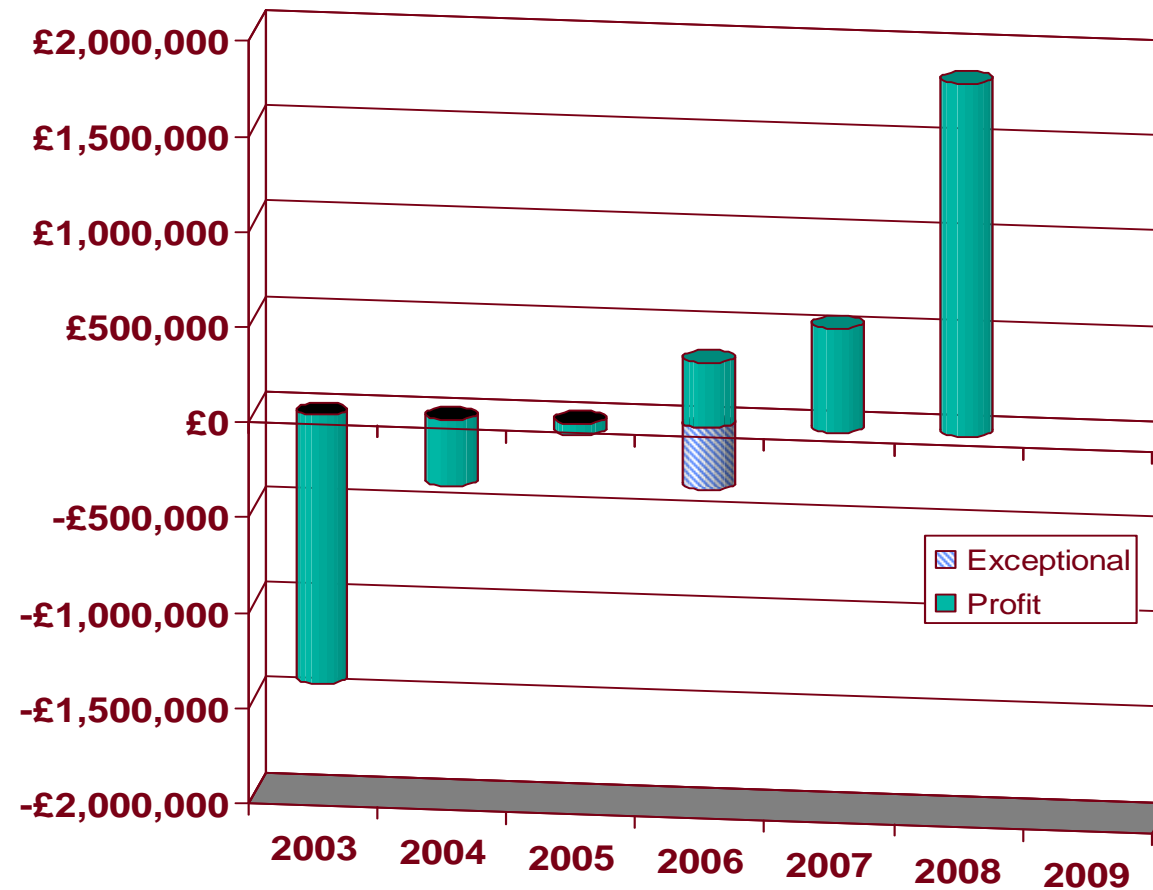


Q-bot gross revenue shown from 2007



Growing Profitability

14





Growth Strategy

15

- **Enhance profit from existing environment**
 - Expand with more theme parks from present relationships
 - Add location aware features, expand proximity marketing
- **Broaden our customer base**
 - Smaller parks, water parks, USA and international
 - Grow sales and marketing organisation
- **Add products for our existing market**
 - RFID wrist band for secure electronic cash and access control
 - Integrate our software and/or Q-bots with RFID wrist bands



Summary

16

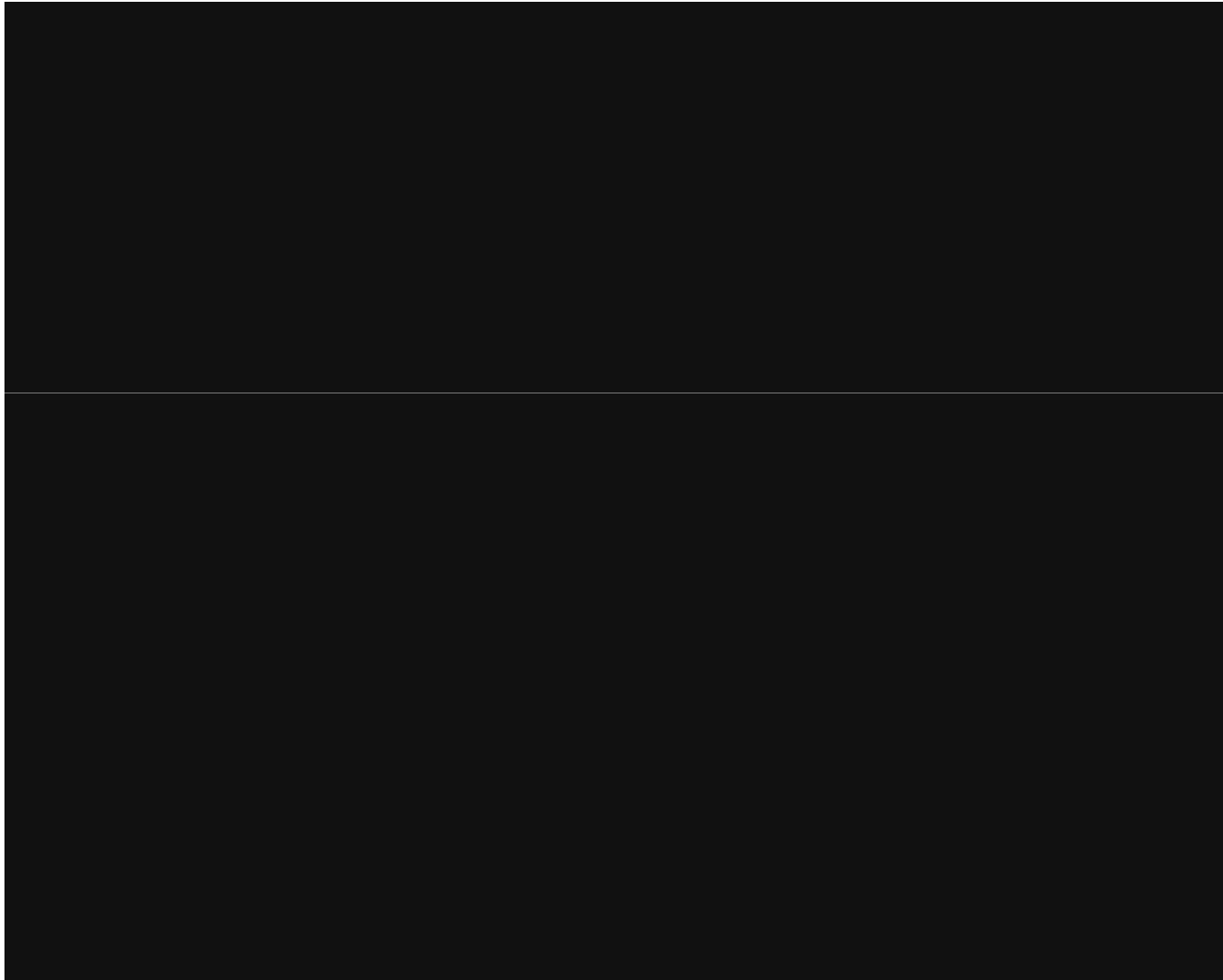
- Market leader in interactive theme park queuing
- Served over 3½ million park guests to date
- In a niche sector with no large competitive players
- Producing operating profits and cash
- Key product and market development continuing



USA Guest Training Film

17

 - *estimated audience in 2009 is 1M*



2009