

Lo-Q plc

One2One Presentation

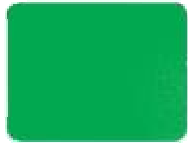
May 2010

Lo-Q plc - World Leaders in Virtual Queuing



Lo-Q

- *Leonard Sim – Founding Director*
 - Leonard is the inventor of the original Lo-Q system, which was conceived while he ran Tellurian (Lo-Q's predecessor), a sales agency in data communication devices and software
 - Previously, Mr. Sim ran technical sales teams for Rockwell Semiconductor and Ferranti Semiconductor after a period as an electronics engineer at Plessey Radar
 - He gained an Honours Electronic Engineering degree from Heriot-Watt University, Edinburgh in 1971



Lo-Q

- *Mission*

- Lo-Q plc leads in the invention, development, manufacture and operation of electronic virtual queuing, reservation and guest service systems in order to bring value to leisure venues and their patrons and in turn provide rising equity values to our company's investors

- *Vision*

- Our vision is to provide solutions that free patrons of leisure venues from queue line imprisonment by the innovative application of information technologies



Lo-Q 2009 Financial Highlights*

- *10 months period versus 12 month last year*
- *Revenue up 27.9% to £17.30m (2008: £13.52m)*
- *Profit before tax up 29.3% to £2.39m (2008: £1.85m)*
- *Profit after tax down 5.9% to £1.90m (2008: £2.02m)*
- *Earnings per share:*
 - *Basic: 12.15p (2008: 13.21p)*
 - *Diluted: 11.45p (2008: 11.99p)*
- *Strong cash position: £4.44m (2008: £2.56m)*
- *No debt*

** Source: RNS Announcement 19/02/2010 of Preliminary Results*



2009 Challenges

- *Weather impacted revenue*
 - Perfect weather will never happen
- *Tough trading environment*
 - Consumer cash tight helped by “staycationing”
- *Major customer in Chapter 11*
 - Always an uncertainty
- *Contracts at end dates*
 - Three operators out of five



Q-bot - True Virtual Queuing

- *Virtual queuing and reservations device*
 - Hand held, reliable, robust, waterproof and low cost





Q-txt

- *Queue reservation via mobile phone*
 - Multi-ride version for theme parks
 - Single attraction version
 - Extensions to smart phones in work





Seven Operators - 18 Theme Parks

- *Six Flags Inc*
 - Strategic partner; contracted until 2014; new Washington park
- *Hershend Family Entertainment*
 - Dollywood (Tennessee); running on annual extensions to contract
- *Merlin Entertainment - world's second largest leisure group*
 - Lego Windsor; signed 3 year extension to Q-bot contract
- *Dreamworld*
 - Australian park; signed 3 year extension to Q-bot contract
- *Parque Reunidos – second largest leisure group in Europe*
 - Mirabilandia, Italy – very successful 2009; new Lake Compounce park
- *Flamingo Land UK*
 - Contract won from competitor - Cell-Q ; Q-txt performing well
- *Parque Isla Mágica, Spain*
 - Q-txt installed July 2009



Lo-Q 2010 Highlights

- *Growing opportunities*
 - More products and more customers
 - Consolidation of theme park sector
- *Market position solid*
 - Well established in a very conservative industry
 - Major customer out of Chapter 11
- *Further investment in R&D*
 - Broadening product portfolio
 - Additional patent applications
- *Maiden dividend under consideration*



New Product Concept

- *Water Parks*
 - Trials this summer
 - Totally new concept
 - Huge available target market
 - No competitor





Lo-Q plc - Summary

- *A profitable and growing company*
- *A broadening product coverage*
- *Strong relationships with major operators*
- *Two new parks*
- *Excellent client retention – contracts extended*
- *Enormous global target market*
- *Positioned for emerging mobile technologies*