

Altitude Group plc

("Altitude", "Group" or the "Company")

Investor Presentation

1. Welcome to our first Investor presentation, thank you for joining us at the Ricoh Arena in Coventry today, the location for our Promotional Product Expo 2017. I'm Peter Hallett and I became Chairman of the company just over a year ago. Seems like an age!!!
2. As you will have seen on your way in, this is a large event *that connects resellers and suppliers of personalized products*. We expect almost 5,000 delegates here over the 2 days making it *the largest UK event of its type*, bigger than all other events combined, and a key time for us not only to meet with our customers *but also to help our resellers grow their business*, through finding new suppliers, making use of free education sessions and seeing our latest technology offerings in action.
3. I will shortly hand over to Martin Varley, our President and Founder, who will talk generally about the US market and explain our market opportunities in his own inimitable style. None of this is new information, it just sometimes is easier to bring it to life with visual aids and a simple commercial presentation, Let me just also say, in my opinion, there are only handful of people in the world who, are as expert in this area as Martin. What you will see here is the culmination of Martin's vision and 30 years of expertise, *it is no accidental happenstance*.
4. We are also pleased to be joined by Analysts from leading City Brokers today, and we thank them for making the trip. We are of course also joined by some of our private shareholders

and I want to thank you for your interest and for submitting question in advance. We have tried to address these questions though our presentation as best as we are allowed within regulatory constraints.. Welcome to you all.

5. Following Martin's presentation, our colleagues, Deborah Wilkinson and Gareth Taylor will show you a short demonstration of how our proprietary technology drives end-customer/user engagement, increases operational efficiency and increases returns for resellers and suppliers.
6. Our new colleague Gellan Watt will then share with you our new brand strategy for this Event and our overall technology offer; this has been 6 months in the planning and is truly a major step forward for the business.
7. We will hopefully have a few minutes for Q&A afterwards albeit we are restricted in terms of what we can say and our team will want to get back out there with our customers!!!. We have some refreshments at the end as well and after that our COO, Shaun Parker will be happy to take you on an accompanied tour for peek at the show for those who so wish.
8. As it is a working event and is exclusively for the Trade Only, will you please stick together and resist the temptation to set up as a reseller with our software! (at least for today anyway)

9. Just before handing over to Martin, I want to say a few words about where we are as a Company, our focus and priorities.
10. As the leaders of this business, our focus has always, and will always be the creation and growth of shareholder value through delivery of the business plan.
11. We are currently a small business with limited resource but fortuitously with numerous exciting opportunities and options. Our team therefore prioritise and focus solely on those opportunities which will truly “move the needle” in terms of shareholder value, rather than be diverted by short term “one off” opportunities.
12. *We want to be clear in this area, we are confident that our strategy is right, we know that strategic changes almost always takes a bit longer and probably costs a bit more than planned, however, we have built contingency into our resource planning.*
13. *Our goal is for our online trading platform to become the SME and Enterprise backbone for the \$25 Billion Promotional Product Sector in the USA and then go on to do the same in Europe. With upwards of 40,000 distributors plus 150,000 “Mom and Pop” resellers in the US and the market being highly fragmented across these businesses, it is a market ready for our solution, which could become a main conduit for this fragmented industry to migrate online.*

14. The following demonstrations will showcase our powerful trading platform, but I now want to explain our associated revenue model, and how we believe it will encourage and incentivise the acceptance of our solution by these small SME distributor/resellers.

15. Our challenge is to gain acceptance of the trading platform amongst the 190,000 distributors/ resellers/SME, who typically have sales of around \$50,000 pa, and making circa 40% margin/commission. Through our platform, we can immediately enable them to start to receive online orders without *any investment, zero*, and compete on a level playing field, with the largest online sellers who have literally spent tens of millions of \$ creating their online trading presence. You will have seen this proposition referred to as “Click2Ship”.

16. Click2Ship offers *Patented World Class Technology* to the small 177,000 distributor/resellers that they would find it impossible to fund or create, and we give it to them for FREE. We are therefore NOT selling to them, we are simply helping them grow their business

17. We derive our revenue as a percentage of the suppliers’ revenue on a throughput basis, we do not charge the distributor/reseller. We have already signed up major supply partners in the US, who see our solution as a unique route to low cost customer acquisition and order processing (as we supply production ready artwork, thus reducing high cost proofing processes).

18. In addition to the exciting new “Click2Ship” opportunity we continue with our two existing revenue streams:

- Where you are now is part of our legacy Exhibitions business, the suppliers that exhibit and the distributors that visit rely on the exhibition, (the PPD magazine copies on the table over there) and the product catalogs that we create to promote their products. This is a highly cash generative business albeit which also provides us with very useful marketing opportunities for our other products and activities.
- Secondly, we provide technology to customers on a normal SaaS model, we call this our MRR or monthly recurring revenue business, and some of the largest brands in the world are the ultimate users of our tools and effectively validate our technology stack, from T-Mobile and Amazon, to Heineken and Lenovo.

19. That's it from me. We believe the scale of our opportunities is immense, we have the technology, we have the desire, we certainly have very smart people and with your support we have shareholders that believe in us.

20. It is unlikely to be a linear route to success, it never is, but I can promise you that we are focussed on the ultimate goal and that every member of our team is clear on their priorities and importantly, they are all motivated and will be incentivized to deliver for our customers and shareholders.

Thank you all again for coming today and for your support.

I will now pass you over to Martin and the team”