

Datalex



2014 H1 RESULTS

FORWARD LOOKING STATEMENTS



Some statements in this presentation are forward looking. They represent expectations for Datalex's business and involve risks and uncertainties. Datalex has based these forward-looking statements on current expectations and projections about future events. Datalex believes that expectations and assumptions with respect to these forward-looking statements are reasonable. However, because they involve known and unknown risks, uncertainties and other factors, which are in some cases beyond Datalex's control, actual results or performance may differ materially from those expressed or implied by such forward-looking statements.

	Slide
2014 H1 Highlights	5
Industry & Market Overview	8
5 Year Growth Strategy	13
Financials	15
Summary & Outlook	19
Appendices	21

A large window with a grid pattern looking out onto an airport tarmac. In the foreground, the silhouettes of three people are visible, looking out the window. The tarmac outside shows various airport structures, including a large terminal building with a distinctive white and blue facade. The sky is bright and clear.

Delivering Shareholder Value

Financial Highlights

- 14% increase in total revenue to US\$20.2m
- Transaction revenue up 19% to US\$9.6m
- 23% increase in Adj. EBITDA to US\$3.8m
- 235% growth in EPS to US\$0.77 cents
- 240% increase in Net Profit to US\$0.6m
- Cash up 24% to US\$14.3m

Operational Highlights

- New customers signed including JetBlue, Brussels Airlines and Air Transat
- Beijing office opened giving Datalex a local presence in the strategically important Chinese market
- New data centre technology - Oracle Exadata
- Pipeline remains strong

TOTAL REVENUE



ADJUSTED EBITDA



CASH



jetBlue[®]



brussels
airlines



air transat



ENABLING A DIGITAL MARKETPLACE FOR LEADING TRAVEL RETAILERS

In 2013, **one billion** people used Datalex software to shop for their travel needs

- **IATA 2014 airline industry forecast** - Revenue US\$746bn, Profits US\$18bn, investor value created (-US\$15.2bn) (note 1)
- By 2017 - **Airline ecommerce** is forecast to be 59% of booking volumes versus 35% in 2012 (note 2)
- **Airline focus** is to capitalise on opportunities in emerging fields including mobile, cloud, analytics and retailing (note 3)
- **Global online travel** sales are still growing and will reach US\$830bn in 2017 (note 4)
- **Asia-Pacific** is the fastest growing online travel market in the world. Online travel sales in this region were US\$91bn in 2013 and are forecast to be US\$126.6bn in 2015 (note 4).

Note 1 – IATA mid year report – June 2014

Note 2 – Atmosphere Research Group “The future of Airline Distribution”, Dec 2013.

Note 3 - EPWC CEO Survey, 2014

Note 4 - European Travel Commission, 2014

CUSTOMERS AT A GLANCE

“We look at the investment which we have made in our partnership with Datalex to be significant in what we will be able to achieve in the future...to create retail merchandising capability which is greatly superior to what we have today.”

Robin Hayes, President, JetBlue



Today, the Datalex business goes far beyond software and technology, it is a digital marketplace of over 1 billion shoppers covering every corner of the globe, driven by some of the world's most innovative travel brands.



2013 – 1 billion people used Datalex software to shop for their travel needs

TDP – OMNI RETAIL PLATFORM



ENABLING A DIGITAL MARKETPLACE FOR LEADING TRAVEL RETAILERS

COMPETITIVE ENVIRONMENT



ONLINE	MOBILE	KIOSK	ON BOARD	AGENT / CALL CENTRE

Multiple solutions serving disconnected channels

5 YEAR GROWTH STRATEGY

Our Goal:

“To be the leading provider of travel retail capabilities to the global travel industry”.

HORIZON 3: END TO END OFFERING

Enable the complete travel retail experience, extend offering to include fulfilment and merchant services.

HORIZON 2: VERTICAL & HORIZONTAL GROWTH

Extend offering to new horizontal segments and expand market reach to new travel verticals such as rail, agency etc.

HORIZON 1: ORGANIC GROWTH

Focus on new customer acquisition and organic growth from current customers, enhanced by strategic partnerships with industry leading players.

2013



2015



2017

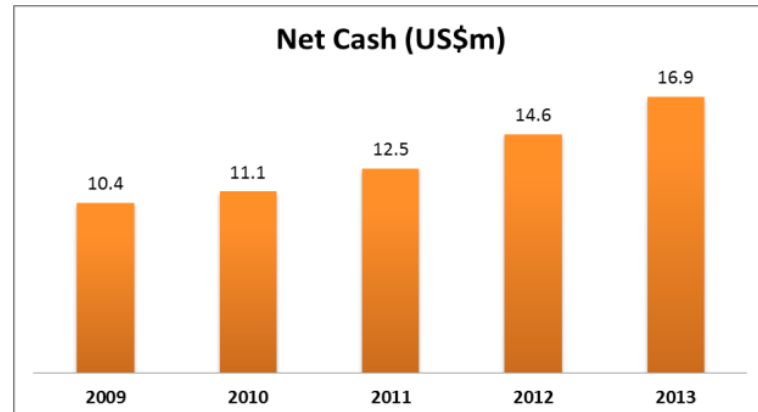
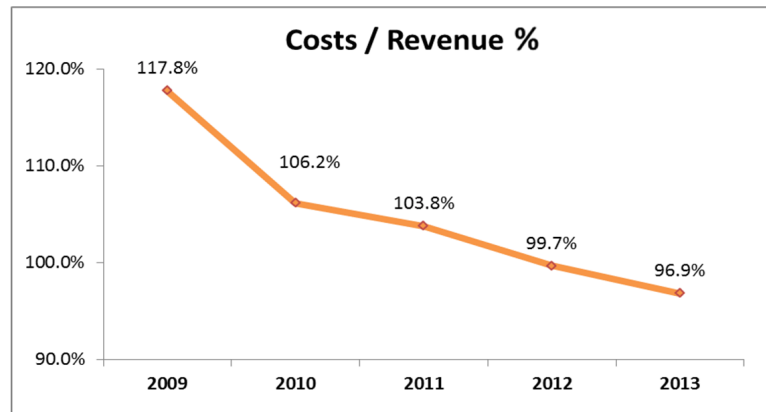
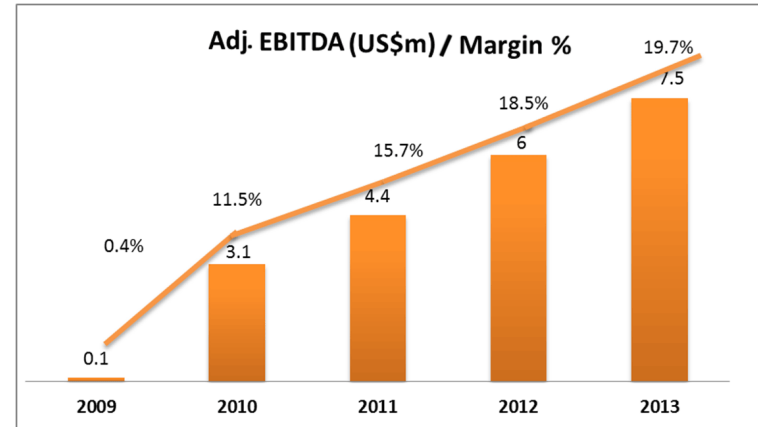
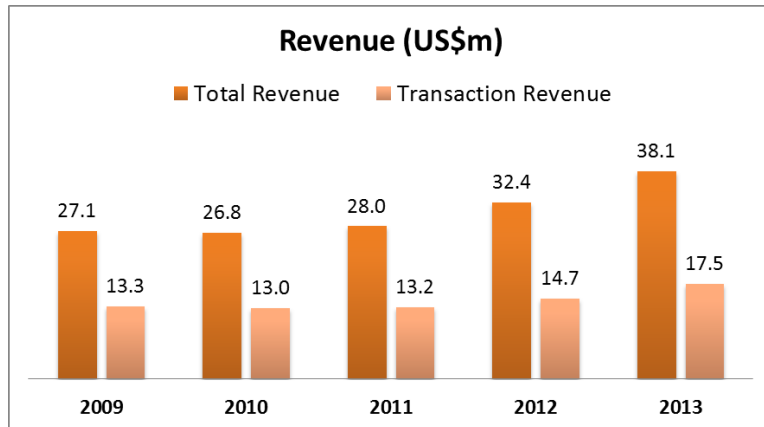
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GROWTH



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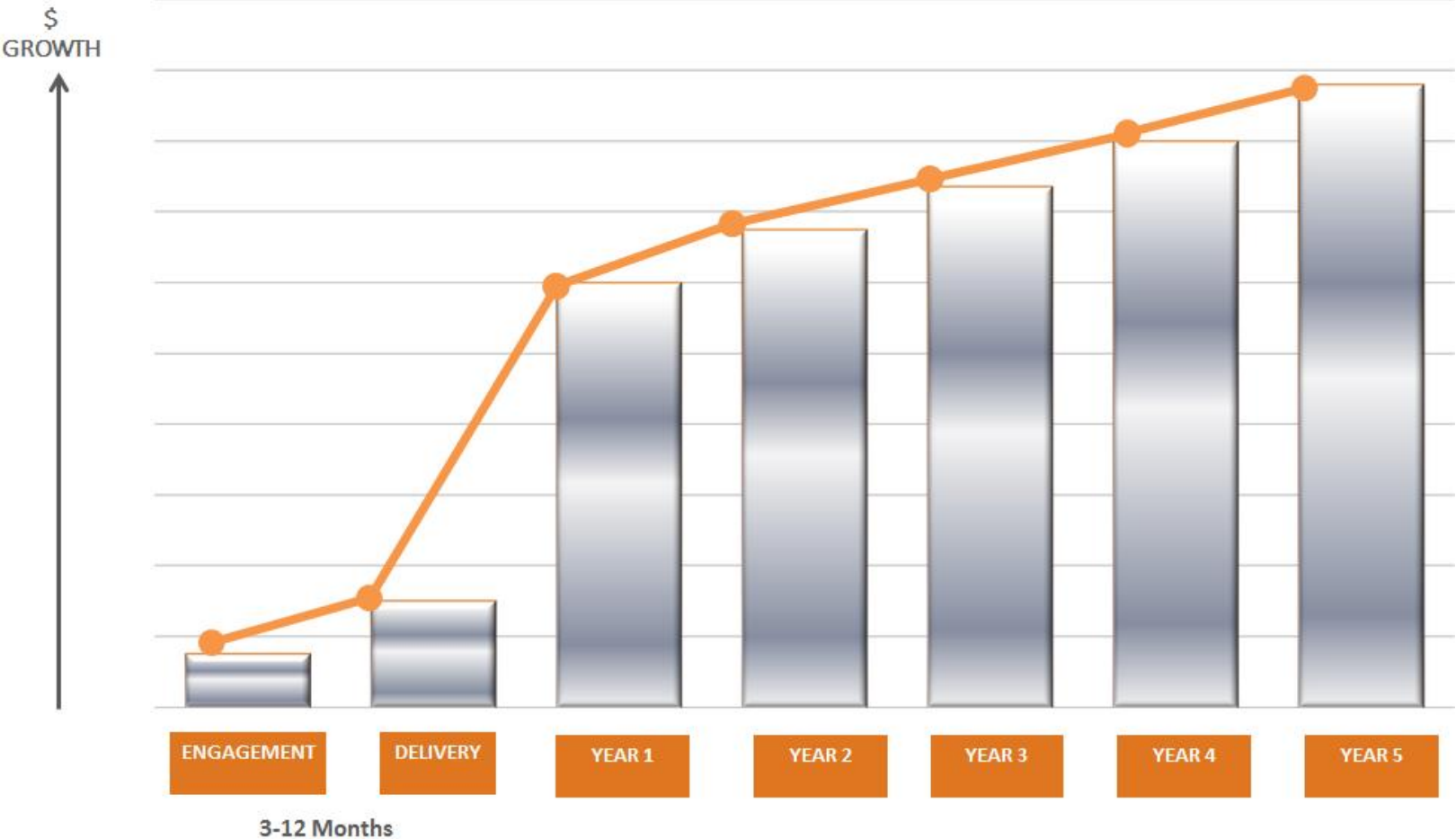
Performance & Growth

5 YEAR FINANCIAL REVIEW



Extracting operating leverage as we grow transaction revenue

NEW CUSTOMER EBITDA PROFILE



US\$M	H1 '14	H1 '13	H1 '12
Total Revenue	20.2	17.7	15.7
Transaction Revenue	9.6	8.0	7.2
Total Costs	19.6	17.4	15.9
Net Amortised Dev.	0.9	0.3	0.7
Adjusted EBITDA	3.8	3.1	2.6
Net Profit / (Loss)	0.6	0.2	(0.2)
Basic EPS / (LPS) - cents	0.77	0.23	(0.30)

- Total Revenue increased by 14%
- Transaction Revenue growth of 19%
- Scaling the business to deploy new customers
- 23% growth in Adjusted EBITDA
- 240% increase in Net Profit to US\$0.6m
- 235% growth in EPS to US\$0.77

Continued growth in revenue, Adjusted EBITDA and customers

BALANCE SHEET

US\$M	H1 '14	H1 '13	H1 '12
Total Assets	42.0	38.6	35.7
Receivables	12.2	11.0	8.9
Total Equity	33.5	31.9	29.1
Total Liabilities	8.5	6.7	6.6
Net working capital	18.9	16.4	13.9
Net Cash	14.3	11.5	11.1
Intangible Assets	12.4	13.4	14.2

- Working Capital increase consistent with growth in new customers and deployments
- US\$42m invested in product platform to date
- Business remains highly cash generative
- Maiden dividend paid in H1 2014

Strong Balance Sheet offers flexibility

Continued performance and growth in H1 2014

- New customer deployment programme underway
- Scaling the business – IT investment and Beijing office

Strong financial results

- 23% growth in Adjusted EBITDA to US\$3.8m
- 24% growth in cash to US\$14.3m

Revenue model

- Transaction based model delivers performance and growth with visibility
- Operating leverage delivered by new customer wins and transaction revenue growth

Global customer base

- New customer wins driving performance and growth over a multi-year horizon
- Enabling a digital marketplace of 1 billion shoppers

Positive outlook for FY 2014

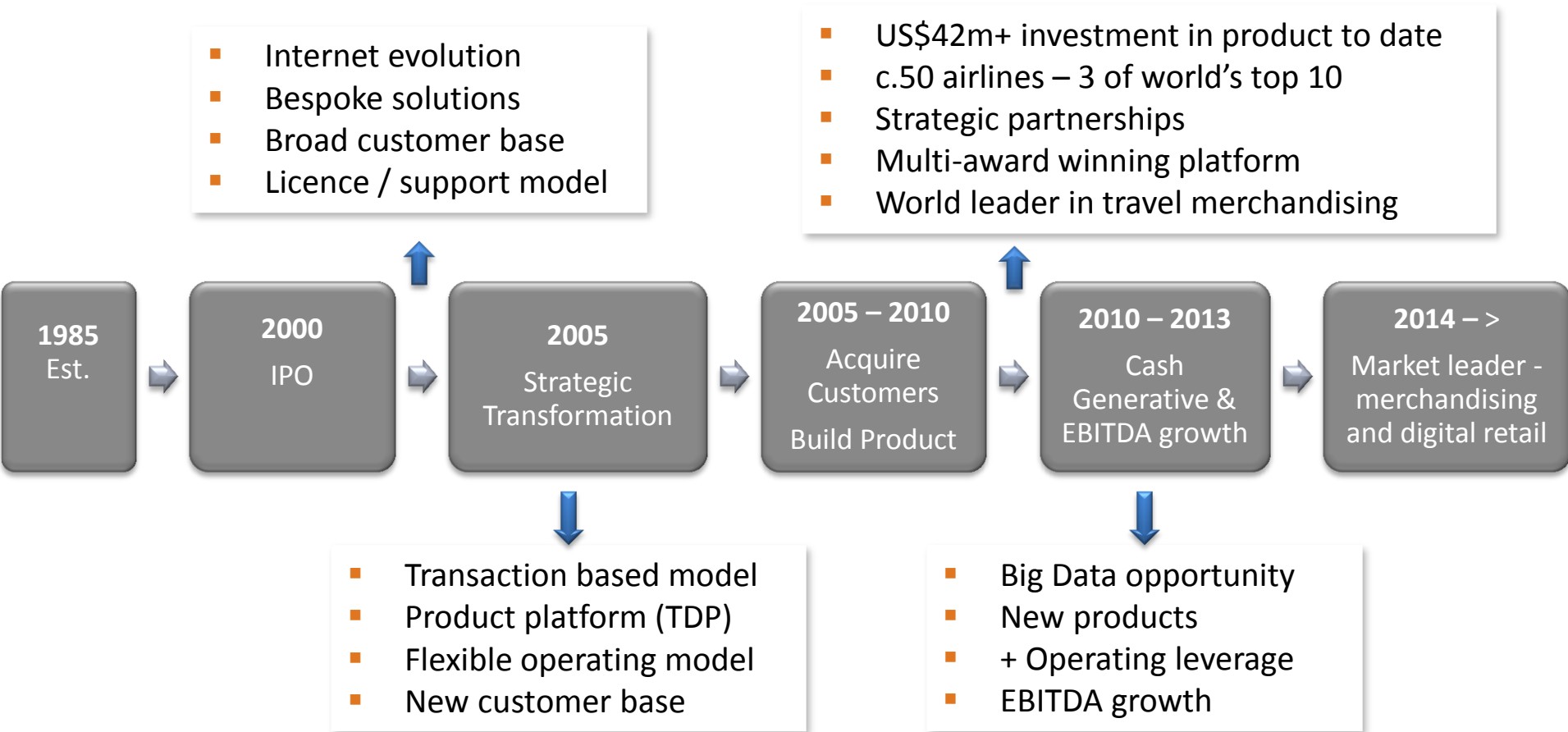
- Strong business pipeline
 - Guiding growth in Adjusted EBITDA 18-20% for FY 2014
-

Continued growth in revenue, Adjusted EBITDA and customers



Appendices

DATALEX HISTORY



Datalex - Global leader in travel retail solutions

MANAGEMENT TEAM



Name	Position	Since	Experience
Aidan Brogan	Chief Executive Officer	1994	Westinghouse
David Kennedy	Chief Financial Officer	2007	Arthur Andersen, ESB International
Alan Dunne	Chief Technology Officer	1997	Solution Architect, Chief Architect (Datalex)
Malachi Faughnan	Chief Information Officer	1987	Engineering Manager US, Solution Architect (Datalex)
Dominic Clarke	SVP – Sales	2013	British Airways, EB2 Int., Sabre Airline Solutions, Mobile Travel Technologies
Ornagh Hoban	VP – Marketing & Strategy	1999	European Commission, Datac Ltd. Services, Business Development Director (Datalex)
Karen O’Mahony	VP – Delivery & Org. Change	2005	Abbey Tours, MCPS, Conduit
Gianni Cataldo	GM - Americas	2006	Carlson Wagonlit, Worldspan, Travelport

Team with over 150 years’ collective industry experience

Listing Particulars

Exchange	Irish Stock Exchange
Ticker	DLE.I /DLE ID
Shares	74.3m

Analyst Coverage

Davy	Ross Harvey ross.harvey@davy.ie
Goodbody	Colm Foley colm.j.foley@goodbody.ie

Largest Shareholders

IUU Nominees Ltd.	27.78%
Pageant Holdings Ltd.	10.77%
Farringdon Cap. Mgt.	4.58%
Paschal Taggart (Chairman)	3.62%

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EVENT	DATE
Interim Results	August 2014
Q3 IMS	November 2014
FY 2014 Results	March 2015
AGM & Q1 IMS	May 2015