

2021 Blooloop Innovation Awards – Supporting Documents

1. Announcement of 100% Virtual Queuing agreement with Holiday World.



Holiday World & Splashin' Safari® Expands Partnership with accesso® to Implement Virtual Queuing

Park Empowers Guests to Maintain Social Distancing with 100% Virtual Queuing Program

ORLANDO, Fla. (May 12, 2020) – **accesso Technology Group plc** (AIM: ACSO), the premier technology solutions provider for attractions and venues worldwide, today announced a new strategic agreement with Holiday World & Splashin' Safari®, a longstanding customer located in Santa Claus, Indiana, that will include the theme park's first-ever use of **accesso's** award-winning, patented virtual queuing technology. The family-owned, internationally known theme park, which already leverages the **accesso Passport®** online ticketing and **accesso SiriuswareSM** point-of-sale solutions, will now offer the **accesso LoQueueSM** virtual queuing service for all guests to facilitate reliable social distancing when the park reopens June 14.

This development comes on the heels of **accesso's** newly announced agreement with Walibi Holland in Biddinghuizen, Netherlands, which will offer 100% virtual queuing to all guests when the park reopens May 25.

Last year, **accesso's** virtual queuing technology empowered over 38 million guests with the convenience of stepping out of lines at theme parks around the world. Now, in light of the need for social distancing, virtual queuing is seen as a key part of the theme park industry's efforts to reopen under the new guidelines.

"Our decades of virtual queuing innovation and the relationships we have built with theme parks and attractions around the globe provides Accesso with a unique opportunity to help Holiday World and the broader leisure industry welcome loyal visitors back again," said Steve Brown, **accesso** CEO.

"The health and safety of our guests is our top priority as we plan for our opening day on June 14. Partnering with Accesso to provide virtual queuing for all our theme park attractions means our guests can maintain social distancing and have a more enjoyable visit," said Matt Eckert, CEO of Holiday World. "We can't wait to see our guests again, and virtual queuing will help us welcome them back in the safest way possible."

accesso's virtual queuing technology dynamically adjusts to unpredictable variables such as guest flow and operational changes, allowing venues to employ real-time capacity optimization and real-time communication with guests via their own mobile device.

Using **accesso**'s virtual queuing system is quick and easy. After selecting a ride or attraction on their mobile device, guests will be placed in a virtual queue and a countdown will begin. When it's their turn to ride, guests will be notified to proceed to the attraction. Park attendants will conduct a contactless scan of the QR code on the guest's smartphone to redeem the ride reservation.

About accesso Technology Group, plc

At **accesso**, we believe technology has the power to redefine the guest experience. Our patented and award-winning solutions drive increased revenue for attractions operators while improving the guest experience. Currently serving over 1,000 venues in 30 countries around the globe, **accesso**'s solutions help our clients streamline operations, generate increased revenues, improve guest satisfaction and harness the power of data to educate business and marketing decisions.

accesso invests heavily in research and development because our industries demand it, our clients benefit from it and it makes a positive impact on the guest experience.

Our commitment to improving the guest experience and helping our clients increase revenue is the core of our business. Our technology solutions allow venues to increase the volume and range of on- and off-site spending, and to drive increased transaction-based revenue through cutting-edge ticketing, point-of-sale, virtual queuing, distribution and experience management software.

Many of our team members come from backgrounds working within the attractions and cultural industry. In this way, we are experienced operators who run a technology company serving attractions operators, versus a technology company that happens to serve the market. Our staff understands the day-to-day operations of managing complex venues and the challenges this creates, and together we strive to provide our clients and their guests with technology that empowers them to do more and enjoy more. From our agile development team to our dedicated client service specialists, every team member knows that their passion, integrity, commitment, teamwork and innovation are what drive our success.

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2. Announcement of 100% Virtual Queuing agreement with Parc Astérix.



Parc Astérix Partners with **accesso**® to Launch Virtual Queuing Offering

Leading European Theme Park Implements 100% Virtual Queuing Model

TWYFORD, UK (Aug. 20, 2020) – [accesso Technology Group plc](#) (AIM: ACSO), the premier technology solutions provider for attractions and venues worldwide, has partnered with Parc Astérix – France’s second-largest theme park – to deliver a new virtual queuing program designed to promote physical distancing for guests.

Parc Astérix, based just outside of Paris, has introduced Filotomatix, a virtual queuing program, for several of Parc Astérix’s leading attractions – utilizing **accesso**’s intuitive **Qsmart**® platform – to enable effective physical distancing. Powered by the **accesso LoQueue**® virtual queuing solution, the platform will provide an improved queuing experience for guests, allowing them to spend less time waiting in physical queue lines and more time enjoying Parc Astérix’s six worlds and 42 attractions.

Guests leveraging the virtual queuing option will be able to enjoy the user-friendly **Qsmart** platform from their smartphones – no mobile app download required – or by utilizing the **accesso Prism**™ smartpark wearable. Both offerings are simple and easy to use for guests and operators alike, and the functionality of both technologies allows for a contactless ride reservation and loading experience. Plus, **accesso**’s virtual queuing technology dynamically adjusts to unpredictable variables such as guest flow, incremental weather and operational changes, allowing Parc Astérix operators to employ real-time capacity optimization and communication throughout a guest’s time on-site.

“In Accesso, we are pleased to find such a forward-thinking partner to help us welcome back our valued guests with safety and security top of mind,” said Sebastien Retailleau, Directeur Général Adjoint at Parc Astérix. “With the introduction of Filotomatix, guests will be freed from physical queues and thus able to enjoy visiting even more of our attractions and shows.”

Parc Astérix is the latest **accesso** partner to implement virtual queuing, as the demand for dynamic, reliable solutions to support social distancing continues to grow. Last year alone, **accesso**’s virtual queuing technology empowered over a million guests to wait less and enjoy more at a variety of venues across the globe. As theme parks and attractions continue to navigate the reopening process in the wake of COVID-19, virtual queuing has quickly become an invaluable asset for park operators eager to welcome back their guests while taking strategic care to implement appropriate social distancing measures.

“Parc Astérix is a truly iconic European park and we are thrilled to be partnering with them to redefine the experience for their millions of guests,” said Steve Brown, **accesso** CEO. “Though the world has seen many changes as of late, our unwavering dedication to our partners and their guests remains constant. We look forward to helping Parc Astérix welcome back their guests with solutions that will not only help ensure a safer park visit, but also an improved guest experience.”

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PARC ASTÉRIX: A FORMULA WHICH HAS BEEN WORKING FOR 30 YEARS

For 30 years, Parc Astérix has been fulfilling families' dreams with adventures packed with fun and thrills.

Humour, conviviality, sharing and authenticity are values that have attracted over 50 million visitors. Throughout the years, the 2nd leading French theme park has evolved and been transformed, constantly coming up with more and more innovative projects. The Park's attendance has been growing steadily for the past six years, with visitor numbers now at 2,324,000.

35 km north of Paris and 15 minutes from Paris CDG Airport, Parc Astérix is a crazy and explosive mix of 47 attractions and shows set in 6 worlds (Gaul, the Roman Empire, Ancient Greece, Egypt, the Vikings and Travel through Time). It also boasts 3 original, authentic hotels, making Parc Astérix a great destination for a short break.

3. *Announcement of initial 100% Virtual Queuing agreement with Walibi Holland.*



**Walibi Holland Announces Virtual Queuing Partnership with
accesso® to Facilitate Social Distancing**

*As the Netherlands Plans Phased Reopening, Walibi Holland Looks to Empower Guests
to Maintain Social Distancing with 100% Virtual Queuing Program*

ORLANDO, Fla. (May 11, 2020) – **accesso Technology Group plc** (AIM: ACSO), the premier technology solutions provider for attractions and venues worldwide, today announces a new strategic agreement with Walibi Holland, a longstanding theme park customer located in Biddinghuizen, Netherlands. The park, owned by Compagnie des Alpes, already leverages **accesso's** patented virtual queuing solution as a premium service option and will now offer 100% virtual queueing to all guests to deliver reliable social distancing when the park reopens May 25.

Last year **accesso's** patented virtual queuing technology empowered over 38 million guests to step out of lines at theme parks around the world. In light of the need for social distancing, **accesso** will now extend its range of use-cases to specific deployments around social distancing.

"We're delighted to extend our partnership with Walibi to support their social distancing efforts," said Steve Brown, **accesso** CEO. "We have decades of experience in keeping guests out of lines and we are eager to help our customers and the broader industry back to their feet in what is still a challenging environment. We're excited to be able to contribute as Walibi prepares to return to normal operations and welcome back their loyal visitors."

"Reliable social distancing is a key feature of our park when it reopens as of May 25," said Mascha van Till, director of Walibi Holland. "Accesso is already providing us with its virtual queueing solution and this agreement is a natural evolution of that relationship. Our industry has a need which only Accesso can meet at this time."

accesso's virtual queuing technology dynamically adjusts to unpredictable variables such as guest flow and operational changes, allowing Walibi Holland to employ real-time capacity optimization and real-time communication with guests via their own mobile device.

Using **accesso's** **QsmartSM** virtual queuing platform is quick and easy. After selecting a ride or attraction on their mobile device, guests will be placed in a virtual queue and a countdown will begin. When it's their turn to ride, guests will be notified to proceed to the attraction. Park attendants will conduct a contactless scan of the QR code on the guest's smartphone to redeem the ride reservation.

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4. 2021 Agreement Renewal Announcement with Walibi Holland.



Walibi Holland Renews Virtual Queuing Partnership with **accesso®**

*Leading Theme Park Operator Doubles Down on Future-Proof Technology
to Maintain Safety Guidelines and Enhance the Guest Experience*

TWYFORD, UK. (March 30, 2021) – accesso Technology Group plc (AIM: ACSO), the premier technology solutions provider for attractions and venues worldwide, has renewed its

agreement with Walibi Holland – a longstanding theme park customer located in Biddinghuizen, Netherlands – for use of its 100% Virtual Queuing model through 2021, carrying the park through its summer season reopening, slated for April of this year.

In May 2020, Walibi Holland – owned by Compagnie des Alpes – expanded its partnership with **accesso** to pivot operations in response to unique challenges presented by COVID-19. Already having **accesso**'s patented virtual queuing solution in place as a premium service option for its guests prior to the pandemic, the operator made the forward-thinking decision to implement 100% Virtual Queuing powered by **accesso**, allowing all of its guests to leverage the formerly premium add-on at a number of rides throughout the park, all through the convenience of their mobile devices.

The 100% Virtual Queuing model not only supported Walibi Holland's operational needs, but also played a crucial role in maintaining overall guest satisfaction for the park's 2020 season, keeping it on par with 2019 levels despite the challenging year. And, illustrating the incredible impact that well-integrated technology can have on building brand loyalty and boosting in-park spend, an end-of-season evaluation showed that more than three quarters of Walibi Holland guests made food and beverage purchases during their time in a virtual queue, and a majority of guests noted they would be more likely to return to the park for future visits if virtual queuing remained in place.

Now, with renewal of the 100% Virtual Queuing model, Walibi Holland is setting the stage for a safe and enjoyable visit for guests eager to return to the adrenaline-packed thrills awaiting them on-site. In preparation for the 2021 season, **accesso** will debut all-new virtual queuing functionality to support its partners, including ride sorting by wait time for guests, the ability for one group to split up and join separate ride queues, operator tools to accommodate for guests arriving at the park later in the day and more.

"Through our expanded partnership with Accesso over the past year, we've seen firsthand the power the right technology can have in regaining traction during such precarious times, especially when that technology has been reimagined to meet the needs and demands of the day," said Mascha van Till, director of Walibi Holland. "The Accesso 100% Virtual Queuing model has allowed us to safely operate at a higher capacity than we originally expected, as it allows us to properly maintain physical distancing. As we continue to navigate new and unique challenges related to the pandemic, we are excited to be extending our virtual queuing agreement with Accesso as we welcome back our treasured guests for another thrilling summer season.

Every year, **accesso**'s virtual queuing technology empowers millions of guests to step out of physical lines at theme parks and attractions around the world. The solution dynamically adjusts to unpredictable variables such as guest flow and operational changes – unlike more traditional ride reservation systems – allowing operators like Walibi Holland to employ real-time capacity optimization and real-time communication with guests.

"Over the last year, we've seen many technologies that were originally designed as 'quick fixes' to temporary challenges emerge as mainstay, must-have innovations for operators seeking to rise above the pandemic and thrive in its wake," said Steve Brown, **accesso** CEO. "We are honored to stand by the side of Walibi Holland – an incredibly progressive, innovative partner –

and serve as an extension of their team as they continue to deliver unforgettable memories to their guests, both now and into the future.”

Using **accesso**’s smartphone powered **QsmartSM** virtual queuing platform is quick and easy. After selecting a ride or attraction on their mobile device – removing yet another potential point of physical contact – guests are placed in a virtual queue and a countdown begins. When it’s their turn to ride, guests are notified to proceed to the attraction. Park attendants conduct a contactless scan of the QR code on the guest’s smartphone to redeem the ride reservation.

Additionally, **accesso**’s back-end solution configuration allows operators to offer virtual queuing at multiple service levels – including preservation of a premium option for guests interested in enhancing their experience – a key factor to maintaining or rebuilding revenue generation while providing new, innovative ways to heighten guest safety.

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About Walibi Holland

Walibi Holland is the attraction park in The Netherlands with more than 30 attractions for all ages! With legendary rollercoasters like UNTAMED, Goliath and Lost Gravity, there is no shortage of adrenaline. There are also more than 20 rides that are a little less intense. Whether

you come alone, with a group of friends or with your family, Walibi Holland has spectacular rides for everyone for the perfect day out! Walibi Holland is part of Compagnie des Alpes, world leader for ski areas and one of the main European leaders for theme parks, such as Parc Astérix, Futuroscope, Walibi Belgium and many more.

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5. 2020 End-of-Season Evaluation Feedback Summary

A 2020 end-of-season evaluation conducted by **accesso** and Walibi Holland found:

- 72.5% of guests are “satisfied” or “extremely satisfied” with the theme park’s virtual queuing offerings, with preference for the virtual queuing solution over a traditional queue;
- 76% of guests sought out food and/or beverages while waiting in the virtual queue; and,
- 55% are more likely to visit the theme park in the future if virtual queuing remains in place.