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accesso® Technology Group plc

("accesso" or the "Group")

accesso Expands with Strategic Win in Middle East

accesso Technology Group (AIM: ACSO), the premier technology solutions provider to leisure, entertainment and cultural markets, today announced it has been selected as the guest experience technology provider for the Qiddiya giga-project in Saudi Arabia.

Located southwest of Riyadh, Qiddiya City is set to become the crown jewel of entertainment, sports, and cultural experiences within the Kingdom, spanning over 300 square kilometers. As a key driver of Saudi Vision 2030, Qiddiya will make a major contribution to the diversification of the country's economy and entertainment, sport and cultural sectors.

"Qiddiya sought a top-tier partner to provide ticketing solutions for our planned attractions, beginning with Six Flags Qiddiya and Aquarabia, and we believe accesso's extensive global experience with leading entertainment operators will be instrumental in achieving our long-term vision. We have great expectations for this partnership, as it serves as a key foundation for our success," **said Qiddiya CTO Abdulrahman Al-Ali.**

accesso will implement its modern, state-of-the-art ticketing and visitor management solution, accesso Horizon, across Qiddiya's diverse portfolio of attractions, including the highly anticipated Six Flags Qiddiya, which will be home to the world's longest, fastest, and tallest roller coaster and Aquarabia, the first and biggest water theme park in Saudi Arabia. accesso Horizon will serve as the backbone technology across the entire Qiddiya portfolio of attractions and entertainment opportunities ensuring a consistent, world-class guest experience from online ticket purchase to the enjoyment of onsite activities throughout the entire property.

"We are proud to work with Qiddiya on this exciting and visionary project," **said accesso CEO Steve Brown.** "With the accesso Horizon solution, Qiddiya City will have the future-proof tools to shape and deliver stellar experiences to visitors, setting new standards for entertainment excellence in the region."

Featuring a fully integrated platform, advanced business logic, and an expansive feature set, accesso Horizon will enable Qiddiya City to scale as new assets launch. Moreover, the solution will allow for management of all benefits, services, and entitlements available to guests from a unified platform designed to be the centre of the entire management ecosystem. The solution also offers open APIs enabling direct integration with other technology partners.

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At **accesso**, we believe technology has the power to redefine the guest experience. Our patented and award-winning solutions drive increased revenue for attraction operators while improving the guest experience. Currently serving over 1,200 clients in 33 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 facilitate business and marketing decisions.

accesso stands as the leading technology provider of choice for tomorrow's attractions, venues and institutions. To stay ahead, we invest 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 innovative technology solutions allow venues to increase the volume and range of on-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 have direct, hands-on experience working in the venues we serve. 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. 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.

accesso is a public company, listed on AIM: a market operated by the London Stock Exchange. For more information, visit www.accesso.com.

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