



FORBIDDEN

"The ARM™ of video"

Forbidden Technologies plc

Presentation following the Interim Results for the six months to 30 June 2010

27 September 2010



Disclaimer

- This presentation expresses the opinions of Forbidden Technologies plc and should not be relied on when making investment decisions



Forbidden Technologies

- AIM flotation in February 2000
- History of expertise in internet video technology
- Has created a market leading cloud based video platform
- 1,000,000+ hours of professionally shot content processed
- Patented technology
- Current phase of global expansion began in H2 2010

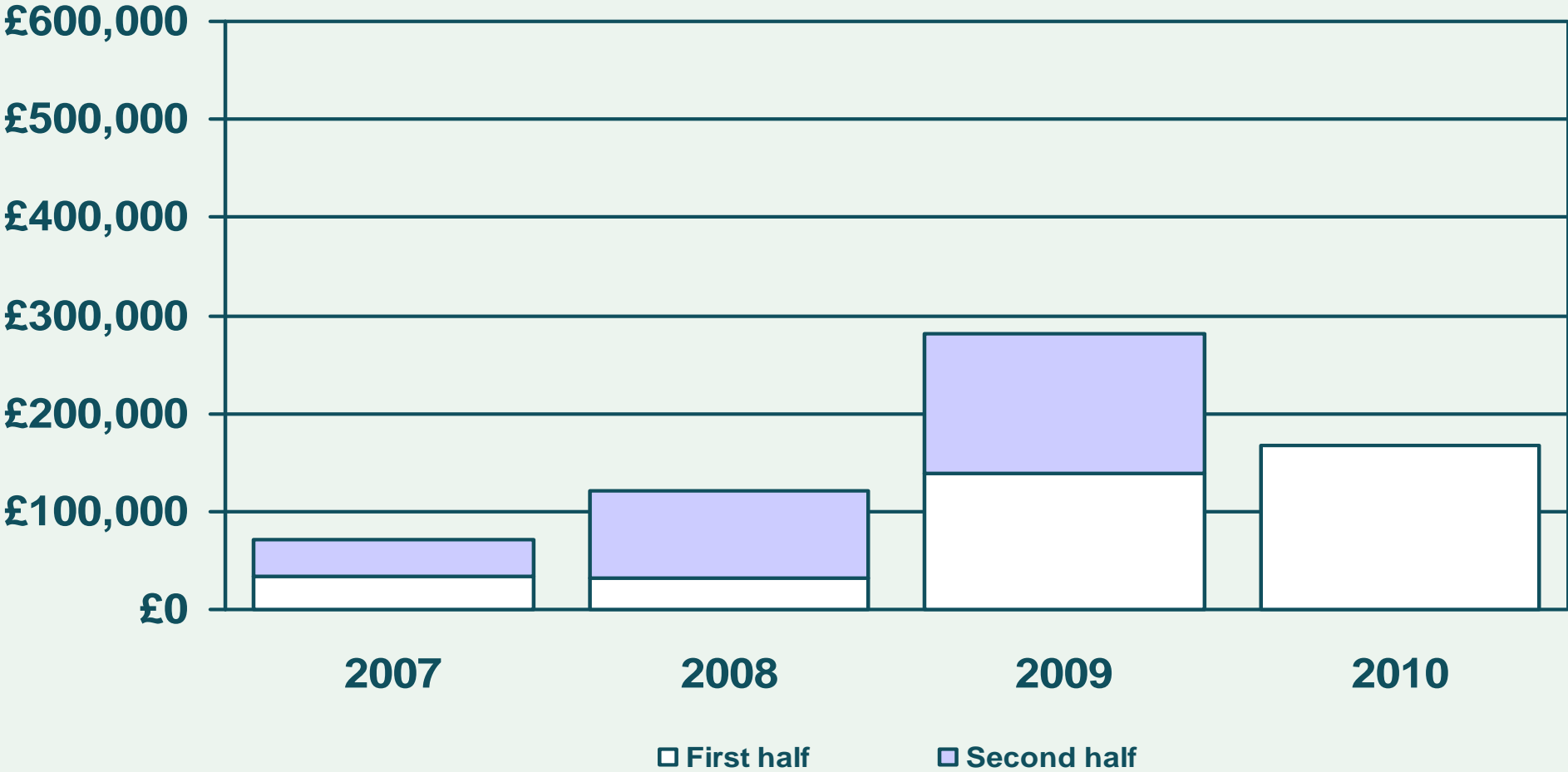


Financial results

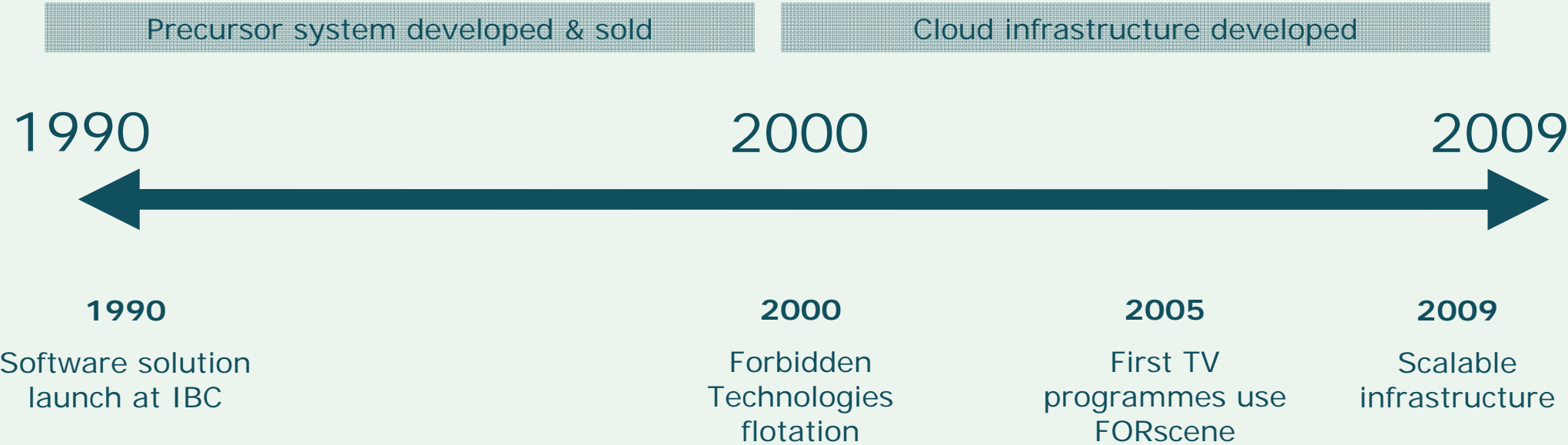
- See attached Interim Results statement



Recent Turnover



History



Cloud post production

The Cloud

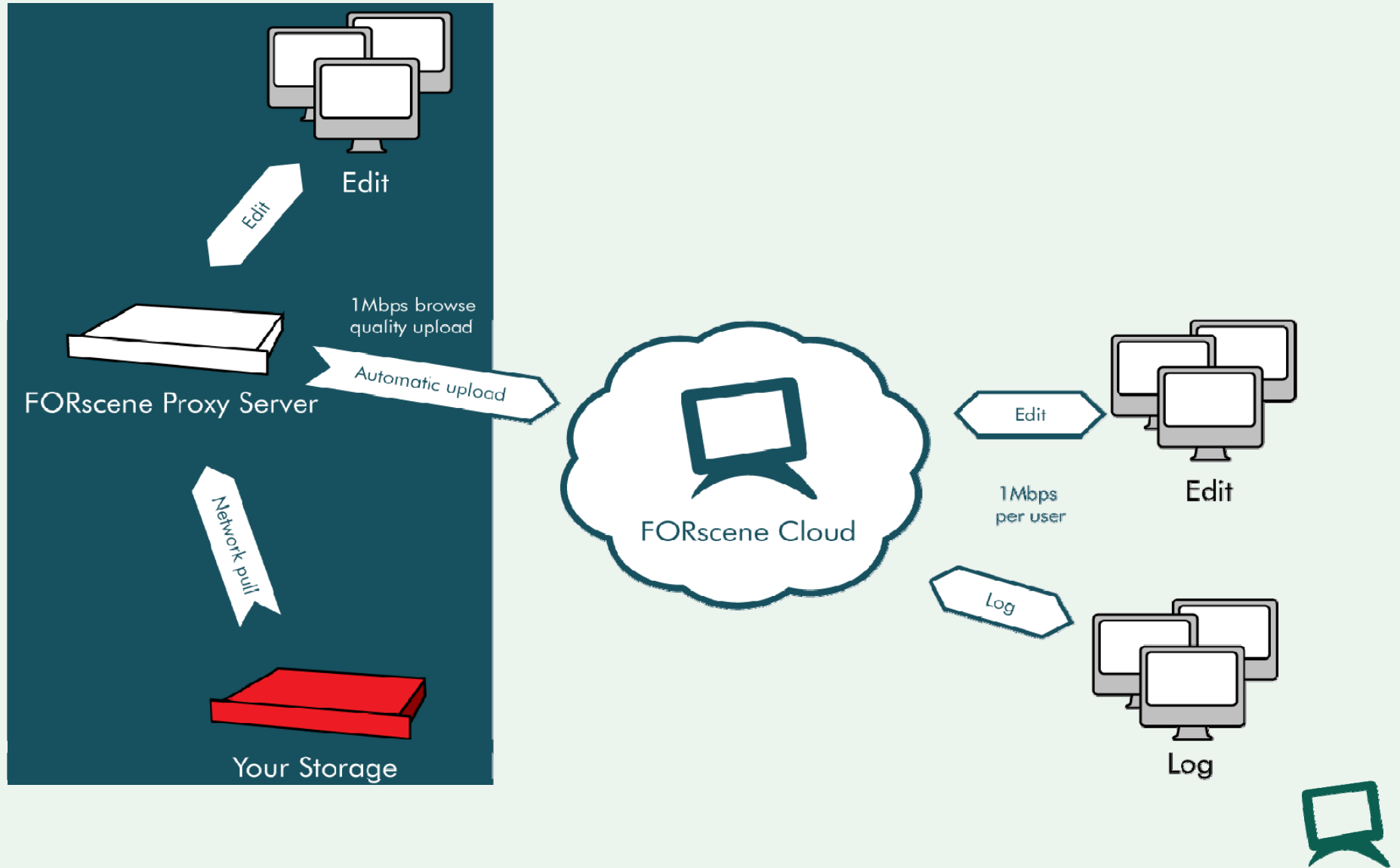
- Low capital requirements
- Uses existing, scalable infrastructure

Post production

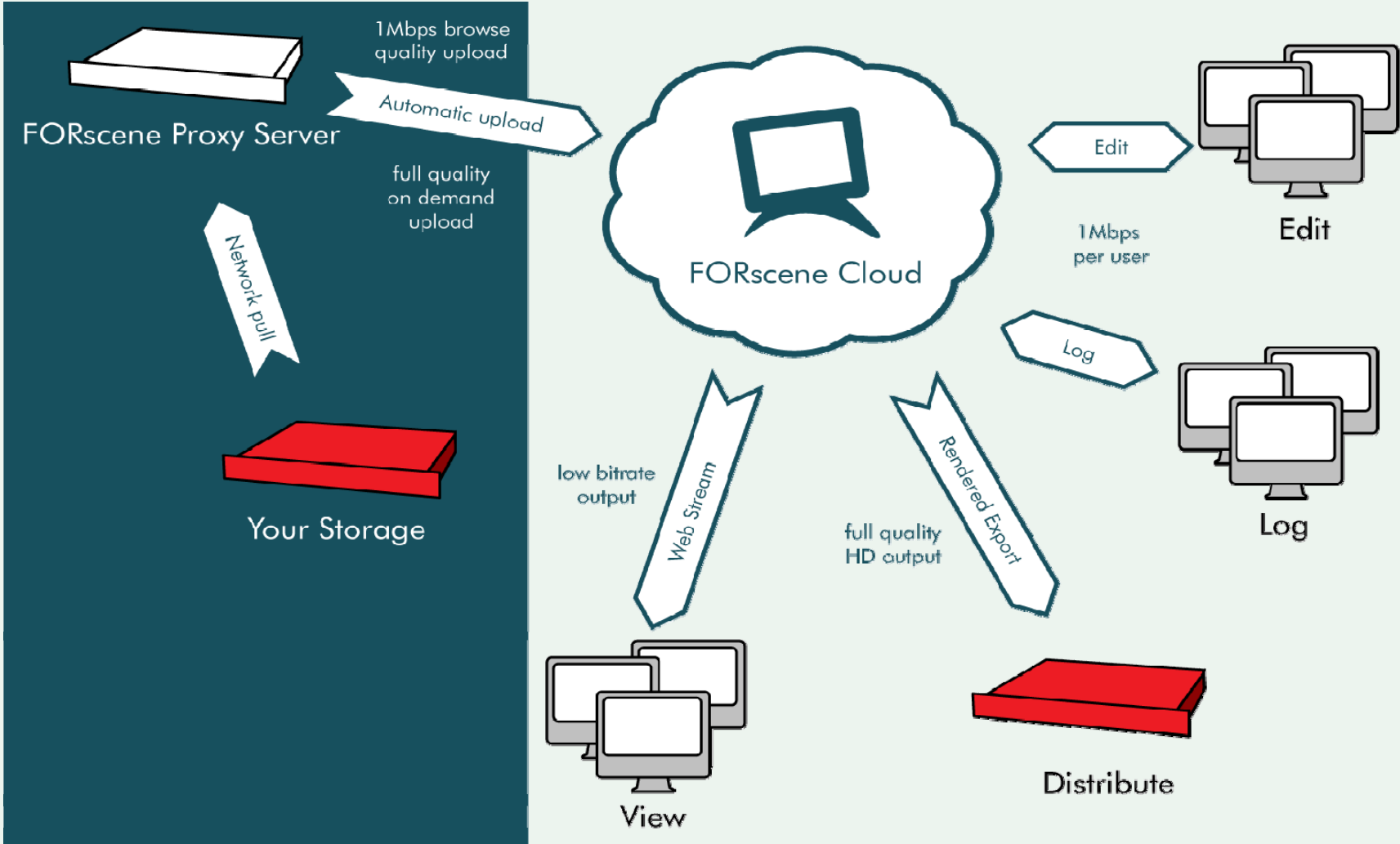
- A \$2Bn pa industry
- Explosion in internet video distribution
- Fragmentation of media delivery is driving the need to contain costs
- Ripe for a revolution in workflows



Broadcast workflow



Web distribution workflow



Key advantage - scalability

- Unrivalled fat-client approach
- Customers add their CPU power to the system
- Architecture supports 1,000 concurrent editors per Cloud Server



Key advantage – fit for purpose

- Forbidden compression technology
 - designed for professional cloud editing
 - efficient enough for Java playback
 - works on standard internet connections
- 20 years of codec experience
- 20 years of video editing design experience

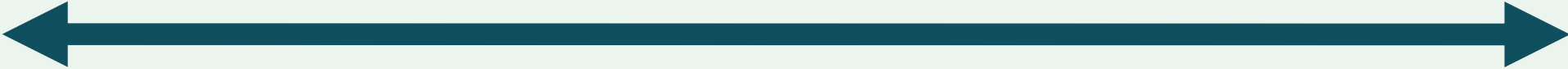


Key advantage - proven system

- Professional use since 2005
- 1,000,000+ hours of professionally shot content processed
- Recurring business with UK post-production industry
- Internet video use growing rapidly
- No clear rivals in cloud video post-production
- First major partners signed up



Recent events



Q4
First significant third party sales agreement

Q1 – Q4
Scalable cloud system architecture implemented

Q3
First Cloud Server sale

Q2
End-to-end HD workflow

Q3
Smartphone prototype



Business model (1)

- FORscene has become successfully established through Software as a Service (SaaS)
- Current overheads reflect the creation and maintenance of a single FORscene Cloud
- Current turnover stems from a single FORscene Cloud
- Sales growth through partners' customers:
 - large customers
 - international customers
 - non-internet 'on premises' solutions



Business model (2)

- Systems Integrators are transforming business model
- Existing FORscene Cloud generates £250k+ annual revenue
- SI's expected to sell, build and manage their own FORscene Clouds
- Objective is to make FORscene the standard Cloud post-production component for significant video systems worldwide
- “The ARM™ of video”



Conclusion

- Cloud post-production is coming of age
- FORscene is now a proven system
- Forbidden is the clear market leader
- The platform scales to support business growth
- Sales strategy to grow global revenue



Appendix



The Board

- Vic Steel, Chairman
- Stephen B. Streater, CEO
- Phil Madden, Finance Director
- Greg Hirst, Business Development Director
- David Main, Non-executive Director



Recent share price performance



September 2009 - September 2010 – Hemscott



Key statistics

- Ticker: FBT
- Shares in issue: 81,162,500
- Key shareholders
 - SB Streater: 62,660,000 (77.2%)
 - VJ Steel: 812,500 (1.00%)
 - PJ Madden: 150,875 (0.19%)
 - GB Hirst: 60,000 (0.07%)
 - SF t1ps Smaller Companies Growth Fund: 2,500,000 (3.1%)
- Share price: 25.5p
- Market cap: £20.7m

