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PRESS RELEASE

Strata advises Allocate Software plc (AIM: ALL) on the A\$3.0m (c. £2.0m)¹ acquisition of RosterOn Pty Limited.

Strata advises Allocate Software plc (AIM: ALL), the UK AIM listed workforce optimisation software company, on the A\$3.0m (c. £2.0m) acquisition of RosterOn Pty Ltd (“RosterOn”), an Australian based provider of workforce management software with a focus on the Australian healthcare market.

Strata has acted as retained corporate finance adviser since August 2008 to assist Allocate with acquisitions. During this time, Strata has advised Allocate on four completed acquisitions (two cross-border and two in the UK) and Allocate’s market capitalisation has increased by over 100% to some £48 million as at July 2011.

Overview of RosterOn and the Acquisition

RosterOn is a leading, local Australian provider of staff rostering software, principally for the Australian healthcare market

- RosterOn has product functionality complementary to Allocate’s, including an Awards interpretation engine tailored specifically for the Australian Market (complex rules relating to salary fixing arrangements)
- c. 70% of revenues come from RosterOn’s 43 healthcare customers according to unaudited management accounts, with the balance spread across multiple sectors including mining, logistics, manufacturing and retail
- In the year ended 30 June 2011, unaudited management accounts show c. A\$3.0 million in revenues and approximately A\$0.6 million in EBITA
- All 17 RosterOn employees will be retained
- Upfront consideration of A\$2.6 million payable in cash with further consideration of A\$0.4 million payable in cash and in full upon the retention of the key directors of RosterOn for 18 months from completion
- The Board believes the acquisition will accelerate the expansion of Allocate’s business in Australia and that it will be earnings enhancing, before one-time deal costs, in the financial year to 31 May 2012

Commenting on the Acquisition, Ian Bowles, CEO of Allocate, said: “I am delighted to have completed this, our fifth acquisition. Acquiring RosterOn reinforces our commitment to the local market and consolidates our position in the Australian healthcare sector. Furthermore, RosterOn brings additional domain expertise and complimentary applications functionality for Healthcare in Australia. I believe this is a timely opportunity to add scale and expertise to our existing Australian operations and I am very pleased that both of the founders, Dean and Peter will remain with the Allocate Group, reporting to Peter Croft, our General Manager for Australia and New Zealand.”

¹ £1 = A\$1.51 as at 5-Jul-11



Dean Seeley and Peter Collins, founders and directors of RosterOn, said: “The strategic fit between Allocate and RosterOn is excellent for both customers and staff. Healthcare has emerged as one of the most exciting areas of the workforce management software market and the enlarged group is well positioned to exploit this opportunity. In addition, our installed base of 25 customers in sectors outside of healthcare is complementary to Allocate’s opportunities for development in Australia. We look forward to contributing to their continued strong growth.”

About Allocate Software plc

Allocate Software plc is the leading workforce and compliance optimisation software applications provider for world-wide organisations with large, multi-skilled workforces. With a blue chip client base spanning the public and private sector, its key vertical markets include: Healthcare, Defence and Maritime.

At the core of the business is Allocate’s workforce optimisation software, which organisations use to deploy the right people with the right skills, to the right place at the right time. Headquartered in London, Allocate provides services and support to its increasing international customer base through regional offices in the UK, Sweden, USA, Australia and Malaysia.

Allocate is quoted on the London Stock Exchange (AIM: ALL). For further information please visit www.allocatesoftware.com

About RosterOn

RosterOn was founded in 2002 and is based outside Melbourne, Victoria, Australia. It is a leading provider of rostering, labour management, and time & attendance software in Australia. RosterOn has developed an interpretation engine specifically for Australian Awards – complex rules for wage fixing arrangements relating to minimum pay, minimum number of breaks per hour, minimum level of overtime compensation and pay related activities (e.g. working through a break).

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