

21st July 2008

PRESS RELEASE

THE POSITIVE EFFECTS OF EXETER - 2 YEARS OF GROWTH AND SUCCESS...

On the 24th July 2008 Management System Ltd (MSM) will be celebrating 2 years of success and growth since moving premises from Totnes to their current location on Matford Business Park, Exeter. Since the company's relocation MSM has experienced a sharp increase in turnover by a massive 83% from £1.2 million (2005/2006) to the latest audited accounts for 2007/2008 of £2.2 million. This had a very positive and dramatic effect on the pre-tax profit as over the 2 years period there has been a 530% increase. All these measures exceed the company's business plan and leave MSM on track to achieve all long term growth targets.

The relocation has meant that MSM could concentrate on attracting new business from their key vertical markets which are the Financial Services, Not for Profit sector, especially charities, the Environmental Industry such as waste management, and also other IT companies. Credibility was gained by being closer to the clients and also benefiting from a larger catchment area for recruitment. This meant the expansion of the team could happen steadily over the 2 years to the current level of 35 employees from the 21 that moved up from Totnes. Chairman and co-founder George Coles expanded on this in his annual statement: "Staff turnover was significantly down on previous years. The team is now stable and the best we have had in the last 10 years, and the Board thanks the team for their effort. Our decision to move to Exeter has been further justified by the excellent year with some new business attributable to it."

Thomas Coles, Managing Director of MSM further commented on the move and success that has followed: "Since moving to Exeter we've seen significant growth in turnover and profitability, which is directly attributable to the move. Customers perceive us to be more credible because of the location, and we've beaten our business plan in both years since. "

Coinciding with the two year anniversary of MSM's move to Exeter, in May of this year they also celebrated 10 years trading, which was topped off by 2007/2008 being the best year ever. Over this time MSM has gone from strength to strength. It boasts an impressive client list including clients such as the National Trust, The Royal Society, The Royal British Legion, Eden Project, Teletext, Exeter Friendly Society and Mitsui Sumitomo Insurance to name a few. This fast-growing software house has a £2.2 million turnover and sales offices in London, Exeter and Bristol. A good proportion of future growth is expected to come from one of MSM's specialist services - whereby they take over the support and maintenance of software written by other firms - an in demand service in the current economy.

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Notes to Editors:

Management Systems Modelling Ltd (MSM) was established in 1998 by Thomas Coles. The company specialises in providing a diverse range of clients with bespoke software solutions. The teams' wealth of experience combined with the latest technology ensures that MSM provide clients with tailored solutions to meet their objectives. 98% of projects are delivered on time and under budget, a unique track record in an industry blighted by many failures. Clients include: Royal Society, Eden Project, The National Trust, Victim Support, SSAFA Forces Help, Exeter Friendly Society, Teletext, and Mitsui Sumitomo Insurance.