

TRUELL INTERNATIONAL PERMIT SYSTEMS

A Global Ticketing System

To benefit areas of ecological importance and promote sustainable tourism

What is TIPS?

TIPS stands for Truell International Permit Systems. It is an online ticketing system which has been designed for use by National Parks and protected sites around the world to manage entry payments and visitor information.

The preservation of precious ecosystems around the world is imperative. Many such places also host a considerable tourist trade, a key element of their economy. Managing the flow of visitors into and out of these locations is paramount, both to ensure park entry fees are collected efficiently, and to help park authorities manage visitor numbers. TIPS requires visitors to register their visit and pay appropriate fees online in advance of their arrival at the park.

Benefits to National Parks and other protected sites

- Collect park entry fees in a more secure and efficient manner
- Improved cash flow due to requirement to purchase in advance
- Gathers accurate data on visitors and their anticipated stay
- Provides valuable reports on visitor and financial data
- Option of differential pricing
- Improved visitor experience; through the ability to share information with visitors in advance
- Online community development opportunities
- Fundraising opportunities
- Fully flexible software platform that can be tailored to unique requirements of the site
- Fully hosted service



How does TIPS work?

TIPS is committed to being as user friendly as possible, both for visitors from around the world and for site administrators. Below is a summary of the service provided by the TIPS platform.

VISITOR WEB SITE



ADMIN WEB SITE



Implementing TIPS

Our aim is for TIPS to be available to as many people as possible. We will provide the TIPS system to parks and protected sites at no charge.

Provided by us

- Free software (uniquely tailored to suit your requirements)
- Free hosting
- Free user training and manuals
- Free advice on how to maximise support through the TIPS platform
- Free ongoing technical support



Provided by you

- Integration with your current system
- Collection of funds

TIPS will be managed locally by carefully selected licensees who will retain a small percentage of all transactions to cover the local support and implementation requirements. The Truell Foundation will also take a nominal fee to cover ongoing software development.

Both of these charges will be agreed up front and be managed transparently with any surplus funding being retained locally for local conservation projects.

The Truell Foundation reserves the right to make changes to these costs at any time.



Reporting

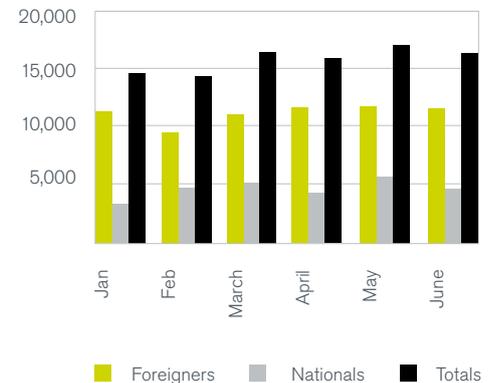
We believe one of the most valuable tools to be provided by TIPS is accurate data on people visiting a national park or protected site. As each site will have different needs, and may want different information on its visitors, the TIPS software can be adjusted to ensure authorities are receiving all the information they require. TIPS can also offer advice on what data and analysis might be of value to your site.

Reports can include

- Immediate analysis of visitor numbers – future and historical
- Breakdown of visitors by country
- Average stay in park
- Financial statements
- Visitor contact details

Assists with

- Park planning
- Maintaining an ongoing relationship with visitors



Would the TIPS software be appropriate for you?

It is our belief that the TIPS software can be applied in most places, but we have some basic suggestions of where it can be most effective. These criteria are not prohibitive however, as adaptability is one of the key characteristics of TIPS.



Optimum Criteria for TIPS Destinations

- Over 10,000 visitors per annum
- Clear, but limited access routes
- One government authority (versus multiple governments)
- Currently don't have electronic entry system
- Access to internet

Our objective is to become the entry system of the future

Edmund Truell *Trustee*

Pioneer Destination : The Galápagos Islands

The Truell Charitable Foundation has been supporting the Galápagos Islands since its inception in 2005. With tourism rates growing each year, and subsequent development, the islands were identified as a prime location to pioneer such a system. TIPS Galápagos will launch in the summer of 2013. The following conditions exist in the islands:

- Tourism rates growing between 10-14% per annum
- Population growing at 6% per annum
- Human footprint having a considerable impact on precious ecosystem
- Urgent need to monitor and control visitor numbers



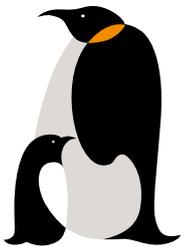
THE **TRUELL** CHARITABLE FOUNDATION



Established in 2005 by Edmund and Danny Truell, successful investors over a 20 year period in both private and public markets. Edmund and Danny were joined as trustees by John Loveless, former head of SG Hambros' offshore trust and private wealth business. The Foundation's ambition is to create a charitable endowment of £100 million which will be used to benefit a limited number of initiatives; primarily conservation and support for our servicemen and their families.

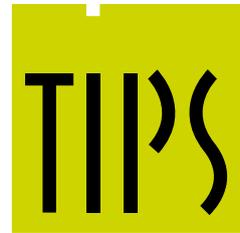
As opposed to following classic charity models, the Truell Charitable Foundation aims to harness technology and innovation to tackle the depletion of our world's precious ecosystems. Consequently we developed the TIPS software platform as we believe this goes straight to the heart of the problem.





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