

# ILXTRA



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## Dear Shareholders

Welcome to the March 2010 ILX Group Shareholder Newsletter. In this issue, we have decided to focus in on PRINCE2® to give you as a shareholder a better understanding of one of the main products ILX Group offers and why our sales of this product suite have been thriving through the recession.

Enjoy the newsletter and as always, feedback is very welcome.

Ken Scott, Chief Executive

# Why PRINCE2® is making an impact

ILX Group plc is now the global market leader in PRINCE2® training with over 10% market share of examination passes. The Group expects to build upon this success both in the UK and internationally during 2010 and beyond.

So what is PRINCE2®, and why has it become so important globally as a way to manage projects? For many reading this article, project management itself may seem a mystery or at best a marginal subject, important only to a few people in a sub-section of the business world. Nothing could be further from the truth!

**PRINCE2® is the single most used project management approach in the world and PRINCE2® project managers and those working on projects must be qualified. Organisations like ILX Group provide the training to prepare individuals for the various qualifying examinations.**

## A Short History

Project management is the discipline of planning, organising, and managing resources to bring about the successful completion of project goals – within the specified constraints of time, cost and quality. Today project management is arguably the single most prevalent role in organisations, whether in private or public sector, multinational company or charity. The reason is simple; modern organisations operate in a fast-moving, often global business market where they face constant technological, legislative and competitive challenges. Projects are constantly being set up in order to address those various challenges in a controlled way.



PRINCE2® was originally developed in the late 1980's by the UK Government's Central Computer and Telecommunications Agency (CCTA) as a standard for IT project management. Soon, organisations were applying PRINCE to a much wider range of needs. In response, the UK Office of Government Commerce (OGC) released PRINCE2® in 1996 as a generic project management method.

**As it becomes more embedded in an organisation, it provides a familiar experience of project implementation to colleagues, increasing the potential of successful outcomes**

Much of the success of PRINCE2® is seeded in this early history. The original PRINCE model was robust enough to be applied to a range of needs, and PRINCE2® built upon those strengths. The backing of the UK Government was also important. As Government suppliers started using PRINCE2® to deliver public sector projects, the model spread to private sector and became increasingly popular. In 2006, work commenced on updating PRINCE2® for the new millennium and "PRINCE2 2009" was launched in mid-2009.

PRINCE2® 2009 remains faithful to PRINCE2®'s core principles but

makes the 1996 model even more adaptable, simpler and easier to integrate with other OGC project management methods.

PRINCE2® is now a de facto standard for project management in the UK, and is used in more than 50 other countries worldwide.

## Benefits of PRINCE2®

PRINCE2® is more closely aligned to how organisations work in the real world than more theoretical models:

- **It tackles a key reason for project failure – people not being fully involved or bought-in, by emphasising the co-ordination of people as well as activities.**
- **It primarily focuses on the project goal rather than just following a list of procedures**
- **It includes review and contingency processes that help keep a project on track. Why? Because projects rarely run as originally intended. PRINCE2® can be tailored to apply to the organisation's particular needs, language and structure thus reducing the chances of business failures.**

As it becomes more embedded in an organisation, it provides a familiar experience of project implementation to colleagues, increasing the potential of successful outcomes.

Because PRINCE2® is a de facto standard, many project managers become qualified practitioners – this provides organisations with a quality standard that can be used in the recruitment of effective project managers.

Finally, PRINCE2® is a living model in that it is regularly updated to remain relevant in a changing business and technological environment. This is a unique feature compared with other project management methodologies.

## ILX Group

ILX Group's success in providing PRINCE2® training is based in its ability to offer a highly flexible approach to how the training is delivered. Our world-class e-learning products together with our highly effective classroom training has given the Group a significant competitive advantage both in the UK and in areas such as mainland Europe, Middle East, South Africa and Australia/ New Zealand and the US.

The Group's expertise means it is very well positioned to capitalise on the growing use of PRINCE2® globally.



## ILX PRINCE2® Exam Revision Tool *Snakes and Ladders*



Here at ILX we're constantly striving to bring innovative ideas to our customers and engaging content to our learners. With the ILX PRINCE2® *Snakes and Ladders* game we think we've really hit the mark.

Based on the traditional snakes and ladders board game, this highly engaging e-learning product provides learners with the opportunity to test their PRINCE2® knowledge in a fun and entertaining environment.

This is truly the first of its kind and being offered to anyone who purchases PRINCE2® Foundation for a discounted price.



## Shareholdings

### Exchanges and Trading Platforms

The company's securities are traded on the Alternative Investment Market (AIM) of the London Stock Exchange.

### Shares in Issue

The Company has 23,567,352 ordinary shares of 10p each in issue.

The Company has been notified of the following holders of 3% or more of the Company's ordinary shares:

Significant Shareholders	Ordinary Shares of 10 pence each	Percentage
Williams de Broë Ltd	2,190,205	9.29
Barnard Nominees Ltd	2,177,430	9.24
Investec Trust Guernsey	1,930,891	8.19
Brewin Dolphin (Giltspur Nominees)	1,076,022	4.57
Park Row Group plc	1,030,652	4.37
ViCTory Venture Capital Trust	991,600	4.21
Ms K Blackall	843,190	3.58
10.4% of the Company's shares are not in public hands.		

## The Stock Exchange

EPIC Code	<b>ILX</b>
Index Membership	<b>FTSE AIM, Support Services – Education, business training &amp; employment agencies</b>
No. shares in issue	<b>23,567,352</b>
Market cap	<b>£5.07m</b> (as at 11 March 2010)
Share price	<b>21.50p</b> (as at 11 March 2010)
52 Week High	<b>43p</b>
52 Week Low	<b>16p</b>
End of financial year	<b>31 March</b>

## Financial Calendar

Next Full Year Results	<b>Late June 2010</b>
Next Interim Results	<b>Late November 2010</b>
AGM	<b>September 2010</b>

## Share Price Listings

The share price for ILX Group plc is listed in the *Financial Times* (Listed under AIM: Industrials)

If you have any questions or comments regarding Investor Relations for ILX Group plc you can write to us at:  
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