

INSIDE

PAGE 2
ACQUISITION UPDATE

PAGE 2/3
SIX MONTH PROGRESS

PAGE 2/3
STAR COVERINGS

PAGE 3
CUSTOMER SURVEY RESULTS

PAGE 4
DEPARTMENTAL FOCUS:
EVE IN THE CAPITAL

PAGE 4
STAFF PROMOTIONS



EVE TRAKWAY FLOORING FIT FOR A QUEEN



With all the uncertainty the UK economy is facing, I would like to thank our continually strong and ever-growing customer base for all their support in the first half of 2009. We recognise that times are tough in both the industrial and event sectors, and in response to these challenges we are working to ensure our solutions fully adapt to current circumstances, whilst also improving the overall service for all customers.

The continuous feedback we receive through our regular surveys has proven invaluable in measuring customer satisfaction and identifying areas for improvement. We are currently enhancing our product information and our after-sales service in response to your comments and we see this process of continually reviewing customer experiences as key to maintaining long-term customer loyalty and hopefully you will see the improvements first hand over the coming months.

Despite the economic climate, our plans to grow through acquisition and investment are still very much a focus for the business and the value we can add to our existing customers is key in all

decisions. In April, we identified a need to strengthen our fencing and barrier solutions as well as expand our geographical coverage in the South and acquired Vincehire Limited based in Surrey. This acquisition is already enabling us to offer more cost-effective solutions in the South and we will therefore continue to look for new additions and opportunities, which will bring added benefits to customers throughout the UK.

One of our ongoing objectives is to continually replenish and improve the quality of products and services to meet customer requirements, which is why we have recently bought additional pitch coverings and walkways.

In addition, I would like to welcome our new health, safety, environmental and training adviser to the team, who will play a key role in strengthening our commitment to the safety and well-being of our staff, customers and all those affected by our operations.

And finally, it's not every day the Queen tests your products, so please enjoy the picture of Her Royal Highness Queen Elizabeth II as she takes a gentle stroll along the beach in Weymouth, which was made easily accessible through the installation of over 100 Trakmats.

Rick Barnett
Managing Director

Keeping Trak of the Past Six Months...

We have certainly been busy since our last edition of On Trak six months ago; here is a snapshot of what's been happening.



January

2009 commenced with projects for many familiar faces, including one of Eve Trakway's long-standing customers Clarke Telecom, the UK's largest wireless telecoms network infrastructure service provider. In providing both permanent and temporary mobile communications solutions for industrial and event sites, Clarke Telecom uses Eve Trakway's temporary roadway and support pads to facilitate the installation of their equipment, primarily Mobicell units, on special event sites. Due to the nature of the projects and the close working relationship, we can respond to short notice requirements in order to offer them a quality and uninterrupted service throughout the year.

February / March

At the start of the year, we secured a national ranking of 22 in the prestigious 'The Sunday Times Deloitte Buyout Track 100' league tables. The league was established to feature Britain's top 100 private equity-backed companies who have achieved the fastest growth - measured over the last two years. Commenting on the award, Chris Lowton Financial Director of Eve Trakway, said: "We are delighted to be recognised, however this would not have been achieved without great staff and extremely loyal customers."

April

This April's G20 summit gathered a lot of media attention, but thanks to the hardwork of our Wimbledon team, it wasn't because of any security breaches at the ExCel London centre. On behalf of the Metropolitan Police, Eve Trakway supplied Fortress Fencing and barriers to help protect the centre from unwanted visitors and provide additional security for the police. In addition, we installed over 10,000 barriers in high security configurations at key points in the capital including near Regent's Park where Barack Obama was staying.

May

In preparation for 2009's Glastonbury Festival, we teamed up with ITV South West and the festival organisers, to develop two special reports on 'getting ready for Glastonbury'. The two features included our very own Nigel Gilbert and Chris Tuttle and commenced with an interview and footage from our headquarters in Chesterfield before following our trucks on the road to Somerset. The broadcasts illustrated the time and effort that goes into getting the Glastonbury site ready for the 150,000 visitors that descend on the farm, including the erection of our famous Super Fortress fence.

June

In June we swapped the small screen for a much bigger one, as we installed 6000sqm of I-Trac and Trakmats to create a vehicular access and standing area for a remote woodland filming location in Hertfordshire on behalf of Russell Crowe's latest film, based on the legend of Robin Hood.

On the Acquisition Trail

In April, we welcomed another company to the Eve Trakway family as we acquired Surrey-based Vincehire Ltd.



Vincehire's package of services perfectly complemented those offered by Eve Trakway and the acquisition further strengthened the company's product range and enhanced its overall service to the industrial and event sectors. The additional depot in the south has also been beneficial in improving our geographical coverage to service customers throughout the UK.

Commenting, Rick Barnett of Eve Trakway, said: "We had been watching the growing success of Vincehire with a keen eye over the years and are delighted that they chose us when they decided to sell."

"This acquisition not only complements our current business but highlights our desire to grow in the ongoing difficult economic situation."

Vince Morris, Managing Director of Vincehire, commented: "Eve Trakway has an excellent reputation for providing a quality and competitive service which makes the transition for our customers and staff seamless."

WELCOME TO EVESECURE

We added another service to our portfolio this spring, with the introduction of an innovative new security system called EveSecure.

Designed to offer an alternative to static guards for the protection of assets on project sites, the service is available in partnership with a leading provider of proven and robust security solutions.

Offering a self-contained security system comprising freestanding digital sensors, which relay intruder alerts to a 24-hour manned central control, EveSecure has the ability to send a guaranteed response time team of trained security guards to site, day or night.

Commenting Simon Messenger, Site Services Manager at Eve Trakway, said: "The system was borne out of a requirement to ensure the security of Eve Trakway's temporary aluminium roadways. Many of our customers used static security officers but they found there is only so much of the site, which can be patrolled at once, plus there are added difficulties when patrolling at night. After thorough investigation and testing, we found a solution for our customers to both protect their assets and the roadway."



Once a business has decided to implement EveSecure, it will benefit from a highly effective security solution with detailed site surveys, quick installation and relocation, ongoing maintenance, constant monitoring and rapid mobile responses, all backed up with detailed reports to facilitate a full audit trail.

EveSecure technology incorporates an onsite arrangement of freestanding digital sensors with a high-tech alarm running on GPRS, GPS and satellite. The sensors identify intruders through heat mass and vibration detection, with an adjustable range, plus any tamper activators such as cloaking and power supply issues. This cutting-edge technology allows not only peace of mind for all users, but it also offers a high-quality security system at a competitive cost.



Pitch Coverings Fit for the Stars

Take That and Oasis were some of the first stars to test our newly purchased pitch coverings this June, after Eve Trakway supplied their stadium concerts at venues across the UK including Lancashire County Cricket Club in Manchester and the Stadium of Light in Sunderland.

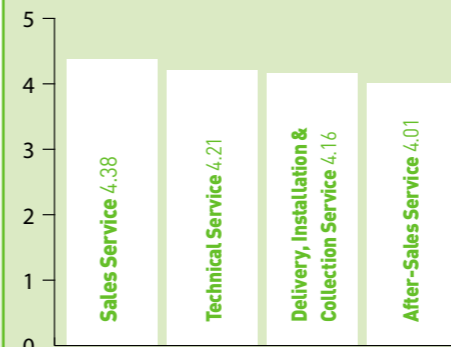
The investment adds an additional 15,000sqm of Supa-Trac and 7,500 ramps to complement our existing plastic walkways and pitch coverings, which have been used at major shows such as the Capital FM Summertime Ball at the Emirates Stadium and Goodwood Festival of Speed, already this year. We have also added to our stocks by recycling old and damaged plastic panels.

David Walkden, Head of Sales and Marketing at Eve Trakway, commented: "It is essential, to ensure that we continuously have the best stock and equipment available, that we invest in our products, such as new pitch coverings and walkways. This not only means that we have a better product range to offer, but can provide our clients with quality equipment and a high-class service."

Customer Survey Results

Eve Trakway would like to thank everyone who has completed one of our regular customer surveys and provided valuable feedback on how they feel we are performing against expectations. These responses allow us to continually identify areas of the business we need to improve upon and ensure that the solutions we provide are appropriate, cost-effective and of the highest quality. The results to date have been very positive and on average, our product and service offerings have all scored between good and excellent. The priorities for improvement are currently focused on the after-sales service, which encompasses invoicing, off-hiring and dealing with damages, thefts from site and complaints and in addition, the development of a new suite of literature in response to your feedback on the current provision of product information.

Service Ratings 2008 Graph



Rating - 1=Poor / 5=Excellent

This is what some of the customers had to say:

"The staff are very friendly and helpful when calling and have excellent product knowledge."

"Eve Trakway delivers me a top notch service time and time again (sometimes at short notice from us). We work on a very reactive contract, and are very pleased to have a supplier that continues to meet our needs."

"Communication is one of your best assets; from guys on the ground all the way to management!"

"Overall the service I received was excellent and I would recommend your service to others."

"Overall top class supplier."

Safety, Health, Environmental and Quality (SHEQ) Update

Focus on sustainable event management

London 2012 is aiming to be the first 'sustainable' Olympics games, setting new standards for major events. In February 2009, the London Organising Committee for the Olympic Games (LOCOG) published its sustainability guidelines for all corporate and public events associated with London 2012. Eve Trakway is already working towards the implementation of the British Standard BS 8901: 2009 specification for a sustainable event management system.

Mick Timmins, Health, Safety and Environmental Manager, comments "The event industry is considering its impact on the environment, with large scale events such as Glastonbury Festival taking measures to reduce its carbon footprint. Here at Eve Trakway we are ready to work together with our customers to look at the impact of their events to ensure they are in-line with their corporate social responsibility."

Key appointment in SHEQ department

Steve Morris has joined Eve Trakway as its new Health, Safety, Environmental and Training Adviser to assist in the implementation and adherence to policies and procedures with the aim of exceeding customers' expectations in health, safety and environmental issues.

Steve, who is NEBOSH qualified, comments: "I am thrilled to have taken up such a key role in the SHEQ department and relish the challenges of working in both the event and industrial sectors and the opportunity to work with and learn from the department manager, Mick Timmins, who has a wealth of experience, with over 20 years in the health, safety and environmental arena."

Departmental Focus: Eve Trakway in the Capital

Our Southern depot has enjoyed a surge of business over the past six months with Ambassador visits, flashmobs and even bring and buy sales! Here's an insight into the predominately government-specific and event account activity in London.

High profile event support

The Southern depot, based in Wimbledon, operates a fleet of vehicles of varying sizes to allow easy access in and out of the capital and to many venues such as Downing Street, Houses of Parliament and Buckingham Palace. The majority of work includes providing crowd control solutions for demonstrations at embassies and high commissions and for state visits plus London events including football and rugby matches and horse racing meets at venues including Twickenham, Wembley, The Emirates, Epsom and Ascot.

One of our key customers is the Metropolitan Police, who we work with very closely to manage all its crowd control barrier requirements throughout the capital, encompassing assistance for public events to crime scenes.

More flexible solutions

Traditionally, the southern office has focused on the delivery, installation and project management of barriers and fencing contracts, however, it now offers a wider range of the Eve Trakway product portfolio including man-handleable roadways and walkways as well as pitch coverings for stadium events.

Daimon Dunhue joined the southern depot towards the end of 2008 to co-ordinate all logistics for the area including the large volume of same day responses within the capital for barrier requirements.



Daimon commented: "The logistical complexities involved in co-ordinating our staff and vehicles around the capital and contending with the volume of traffic and people are huge,

particularly when many projects require the equipment to be delivered, installed, used and recovered in the same day to tight deadlines.

"We also provide standby crews onsite for regular events including demonstrations, prime minister's question-time and stadium events which potentially require last minute re-sites to meet changing security requirements."



On a typical day, up to 25 staff will be operating out of 15 to 20 vehicles managing and undertaking deliveries, installations and recoveries for over 10 different projects in the capital. Depending on what is happening, this can increase to a workforce of over 80 for major events such as the London Marathon, which requires over 23 kilometres of barriers, to be installed along the route of the race.

As seen on TV

Recently, we have been involved in many high profile and current installations including fencing at the 2009 Big Brother house at Elstree Studios; pitch covering at the Emirates Stadium for the Capital FM Summertime Ball; barriers for the X Factor auditions at the O2 arena; barriers, fencing and roadways for T-Mobile's 'Hey Jude' flashmob advert featuring Pink at Trafalgar Square; and, barriers for the world's biggest 'Bring and Buy sale' for the Blue Peter Mission Nutrition appeal at Lakeside shopping centre, where the crew were all given Golden Blue Peter badges for their efforts!

Hat-trick of promotions at Eve Trakway

Over the past six months, we have made three key promotions within our installation crews.

Steve Burlinson, Roy Constable and Tim Marsden, between them, have over 32 years experience working for the company and over the years they have completed in excess of 12,000 installations and recoveries on behalf of Eve Trakway.

All three have now been promoted to Senior Drivers. Andrew Rushforth, Logistics Manager at Eve Trakway, comments: "Congratulations go to Steve, Roy and Tim on their well-deserved promotions; all three have shown great commitment to the company by delivering the highest levels of service to both event and industrial customers.

"We are dedicated not only to meeting and exceeding our client expectations but to the continued development of our staff through targeted and effective training."

In their new roles, the senior drivers will lead the way in terms of quality of work and maintaining good client relations.

Their day-to-day duties will include controlling resource levels for both stock and workforce, liaising with the logistics team regarding transport requirements and setting and enforcing the required high standards of both PPE and corporate clothing, while playing a leading role in health and safety management.

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