



Halo:Wrapped

2024 Report

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2024 can be summed up in one word: **growth**. We have been able to grow all elements of the business, whether its investing in our people or adding new people, welcoming new clients from existing sectors or new sectors entirely, as well as the number of Halo shareholders, investment and total turnover, everything went in right direction. We also won the prestigious Kings Award for Enterprise in Innovation. However, our best growth is ahead of us so please read on to find out more.

Lloyd H. Major
Founder & CEO

Paving The Way

Our 2024:Wrapped report features brand new insights into how the Halo System is being used, how the Halo brand is evolving, and what the future brings for the Halo Community. Most telling of all, is how FULL the year has been, right up to NYE!

Mission Report

2024 was a year of change for Halo, both internally and externally. Looking inwardly, we took on new investment, now enjoying the support and experience of 220 shareholders! We doubled our in-house Dev Team, with three teams now working in six week sprints, two weeks apart. We created a new, full-time, in-house marketing team for the first time at Halo! We also doubled the size of the Partnerships Team so they can continue to enhance our customers success with the Halo System around the World. We also changed a lot of internal software for things like HubSpot, Xero and Agicap meaning that the whole Halo business is entirely transformed from the inside out and a totally new place to work and work with! Looking outwardly, we were delighted to secure 22 new clients across football, motorsport, transport, higher education, security and retail.

This represents 41% gross sales growth year on year. Cementing our position with the Halo System helping to protect an average of 3 million people every day for the last 52 weeks.

Read on to explore how the Halo System has been used this year **in over 1,200 locations, across 16 countries**, and at some of the biggest and best known events, brands, locations and venues in the World.



Who, What, Where and How

Discover the flexibility of the Halo System in action...

With Halo's flexible array of modules and features, the Halo System can be, and is being, implemented across a variety of sectors, event types and locations. From yearly events like Notting Hill Carnival, **Europe's largest event**, to the daily operations of major London Transport Hubs with over **330 million passengers each year**. We're on a mission to transform the way software is used for public safety, anywhere people gather and teams coordinate.

Who's been using Halo in 2024?



- Venues & Arenas
- Sports Stadia
- Higher Education
- Security

- Transport
- Festivals & Events
- Police, Gov & Local Authority
- Retail

1,239

Locations protected using the Halo System across the World

2,584

Individual Logs were created in 2024. From single event Logs to daily operations Logs

133,630

Incidents & Issues reported and managed via the HaloDashboard & HaloApp

Customer Wins

Silverstone Circuit's Chart-Topping Attendance at 2024 British Grand Prix

With 118,000 fans coming together to watch Lewis Hamilton win the British Grand Prix

As F1 fans ourselves, we know how large, complex and iconic these events are, with many hundreds of thousands of people attending a vast area. The ability to co-ordinate multiple event sites, teams, issues, incidents and the need to compartmentalise information for efficient safety management are key to the Silverstone teams success, which Halo are incredibly proud to support.



2024 Incidents Review

Explore how our customers are using Halo's Incident Management module and custom incident forms to respond in real-time to incidents as they happen – from high-risk security alerts to missing persons, to reports of trip hazards.

1,182 custom forms created by Client Admins

Halo prides itself on its flexibility and we're excited to see customers adapting the system to their unique operations and policies, using custom incident forms and types.

We've worked to create even more flexibility in the system this year, releasing new features like custom public reporting links and custom labelling throughout the software. Empowering our Halo Community and their teams to collect the right data for fast and effective incident management.

21,349

Patrols logged

2,697

Medical incidents resolved

1,450

Lost property items reunited

1,094

Anti-social behaviour issues handled

255

Missing persons safely located

Growing Our Community

This year we've welcomed new customers, new investors, and new team members to the Halo Community. And the new-ness doesn't stop there...

+41%

Gross Revenue

Growth we expect to exceed in 2025 🚀

+33%

Headcount

We welcomed new members to our Dev, Marketing and Partnerships teams!

22

New Customers

From Transport, Education, Sports, Music, Events & Retail sectors

2

New Countries

Our team found themselves flying everywhere from Northern Ireland to the UAE ✈️

2,692

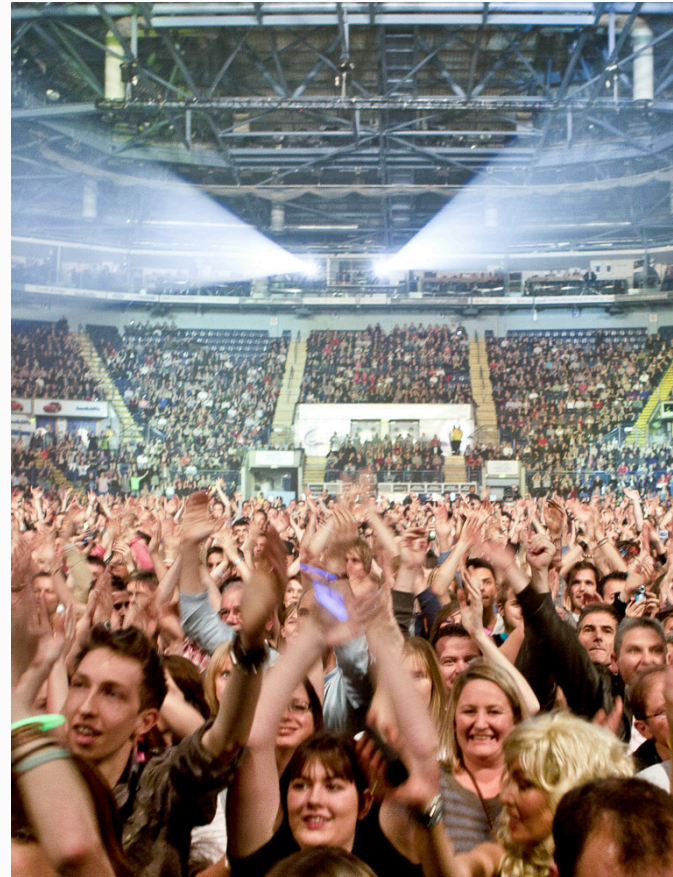
New Users

Signed up and using the Halo System in 2024

53

New releases

From minor functionality upgrades to major new features



4

BRAND NEW Features

Including:

- Multi-Dashboard Mode
- Offline Mode
- 'Assigned to me' Toggle
- Public Reporting v2

As well as monstrous new system upgrades behind the scenes ready for 2025!

Customer Wins

A Record-Breaking Year For Farnborough International Airshow

Farnborough International Airshow saw record demand for exhibitor space, and announced more than \$105 billion in commercial deals

More than 100,000 visitors and 1,500 exhibitors from over 60 countries attended, showcasing 90 civil and military aircraft. Over 390 civil, military, and space delegations participated.

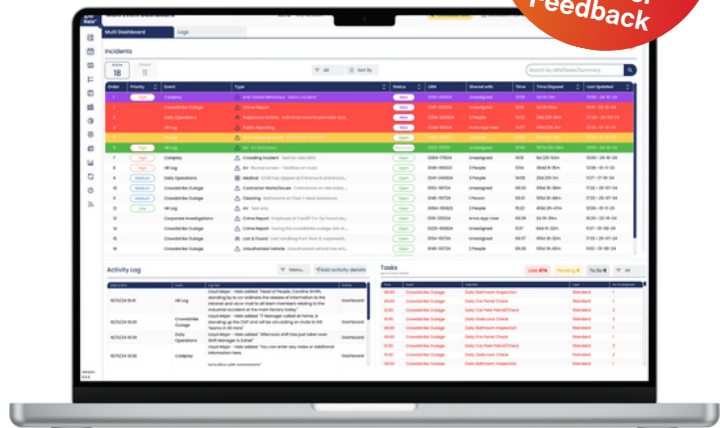


A Year of Innovation

This year we celebrated the launch of several new features, developed in collaboration with and for our loyal customers.

The Big One: Halo's Revolutionary Multi-Dashboard Mode

Customers can now manage multiple operations at once with our NEW powerful multi-dashboard mode, **a world-first** for complex security operations and the management of multiple teams and departments - unique to Halo!



Feature Favourites: Ranked

What features did our customers use the most in 2024?

1st

HaloControl Incident Management
Used by 99.6% of our customers

2nd

Halo Tasks v1 (soon to be replaced)
Used by 67.7% of our customers

3rd

Bulletin Board
Used by 55.5% of our customers

4th

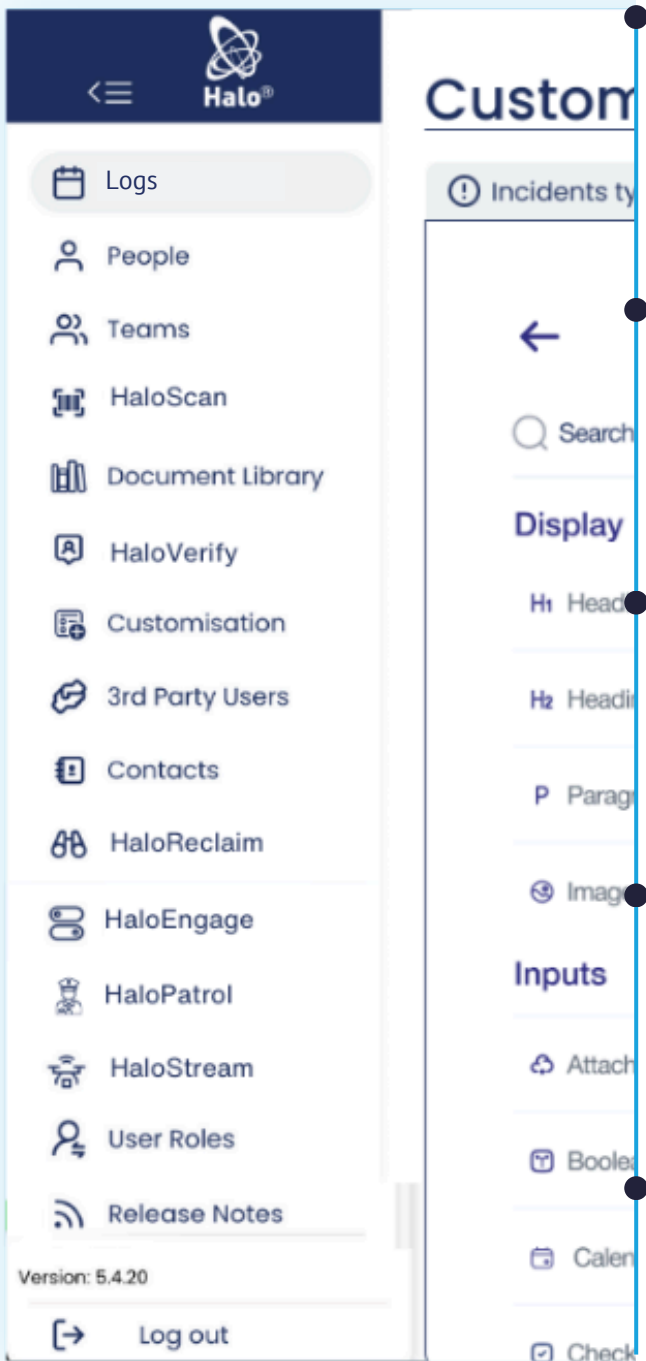
HaloEngage (Public Reporting Tool)
Used by 38% of our customers

5th

Document Library
Used by 30.6% of our customers

Looking Ahead

Commercially its always exciting to share what's coming - but tactically, you should never show all your cards at once! So a public 'sneak peak' of what is confirmed for 2025 includes:



The Halo Academy

Set to release in February, this interactive site will be chock full of step-by-step guides, resources and FAQs for users to explore!



HaloTaskManager

Tasks v2 is coming, and with new functionalities, more customisations and powerful management capabilities.



HaloPatrol

A brand new System capability, the much anticipated HaloPatrol module will be released this year.



HaloInsights

Our brand new (and best ever) dedicated analytics and business intelligence module is on its way...



A New Era of Halo?

Halo V6. Ready for 2026. Bigger, better, **bolder** in every way. Watch this space.



Halo®

Proudly Supporting



Thank you to our incredible clients,
dedicated partners and phenomenal
team members who have joined us
on this mission safeguarding
communities worldwide.

We wouldn't be here without you and
all your continued support and look
forwards to an even bigger and
better year for all of us!

Stay awesome
The Halo Team

