

AGM Presentation November 2014

Paul Gillespie: CEO

Executive Summary

- Smart Parking (ASX: SPZ) is a world leader in the development and marketing of intelligent car parking solutions and parking management services
- SPZ runs two business divisions:
 - Parking Technology – established in 2003, specialises in on-street and off-street technology and data transfer for parking space availability. Offices in Auckland, Melbourne and Birmingham (UK) and employs 27 people
 - Management Services – UK based and specialises in managing car parks on behalf of retail customers, land owners and managing agents, currently operate over 1,100 car parking sites. Operational hub in Birmingham and employs 368 people.
- 2013/2014 has seen Smart Parking's technology proven through winning marquee contracts with Westminster (London), Camden (London), Bondi (Sydney) and Rotorua (New Zealand)
- Completed a capital raising of \$12.1m (net of costs) in March 2014 to accelerate growth and invest in sales & marketing, operations professionals and expand R&D capability

Overview & Progress

- ✓ Completed Westminster City Council installation
- ✓ Implemented the 2020 Vision strategy
- ✓ New Sales People hired in tier 1 areas – UK and Australia
- ✓ New high skilled operational professionals hired in New Zealand & UK
- ✓ R&D team expanded to increase capability and maintain competitive edge
- ✓ Restructure complete in UK & NZ teams relocated to Birmingham and Auckland
- ✓ Increased number of trial sites and opportunities throughout EMEA, AUS & NZ
- ✓ Increased recurring revenue by 53%

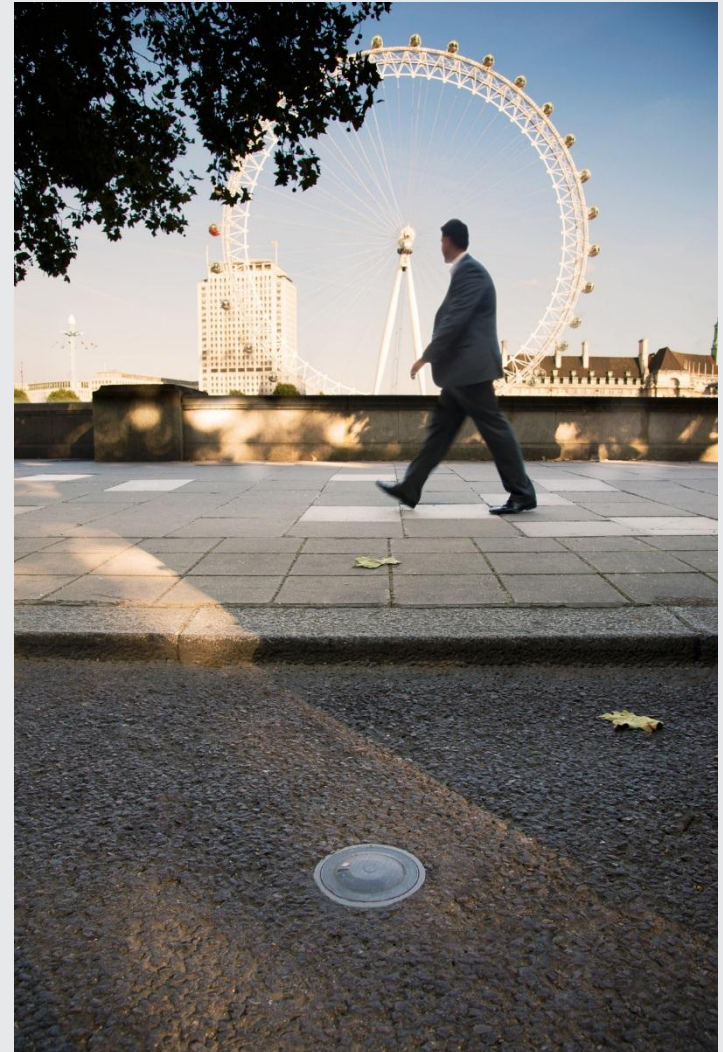
Technology Update

- 2020 Vision strategy implemented
- New sales people hired
- Expanding the number of trials in key areas
- Negotiating with 10 UK City Councils and Transportation authorities
- Milton Keynes and Camden council trials
- R&D team expanded
- Closed the Cambridge office and relocated the sales and finance teams to Auckland

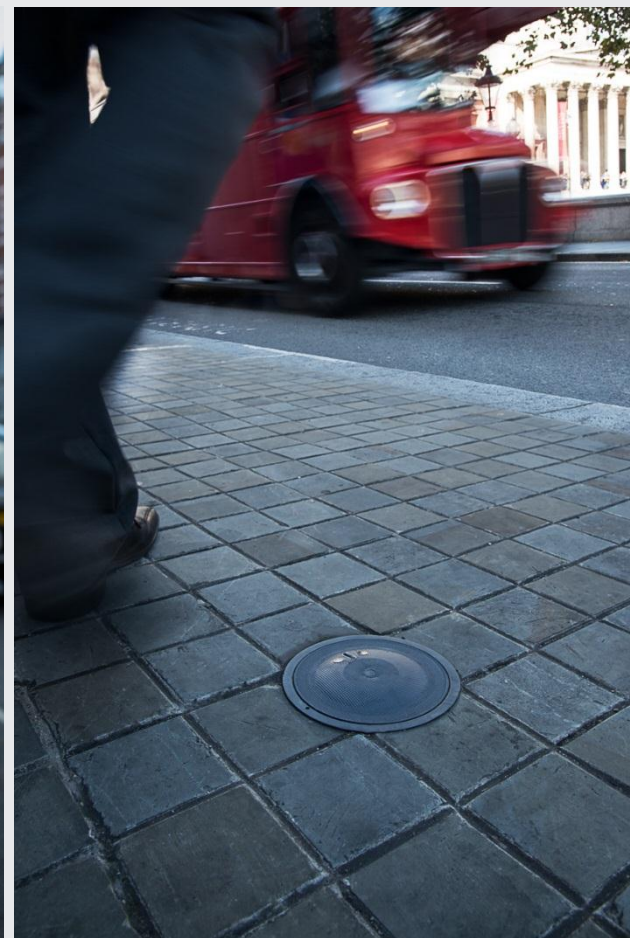
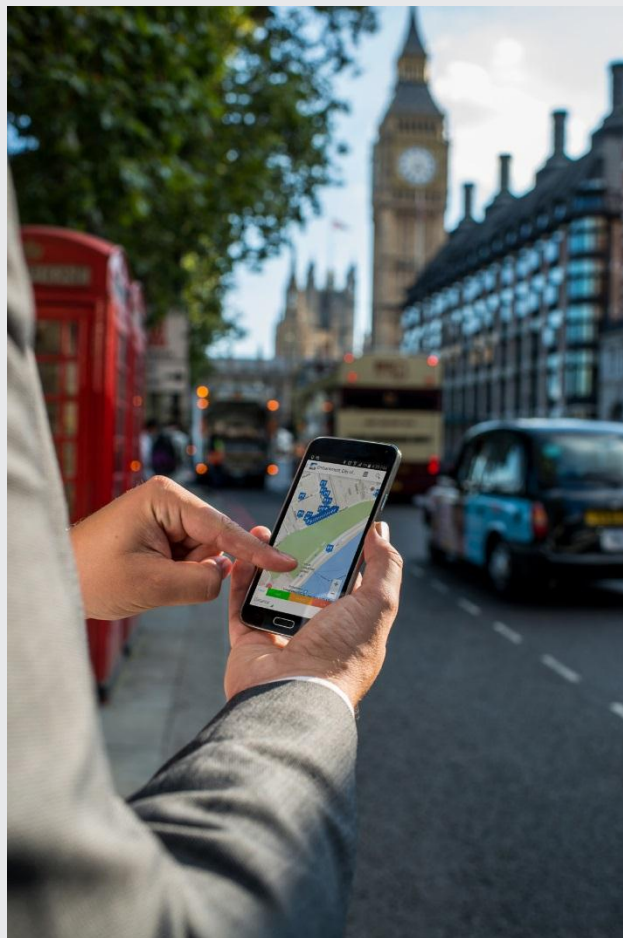
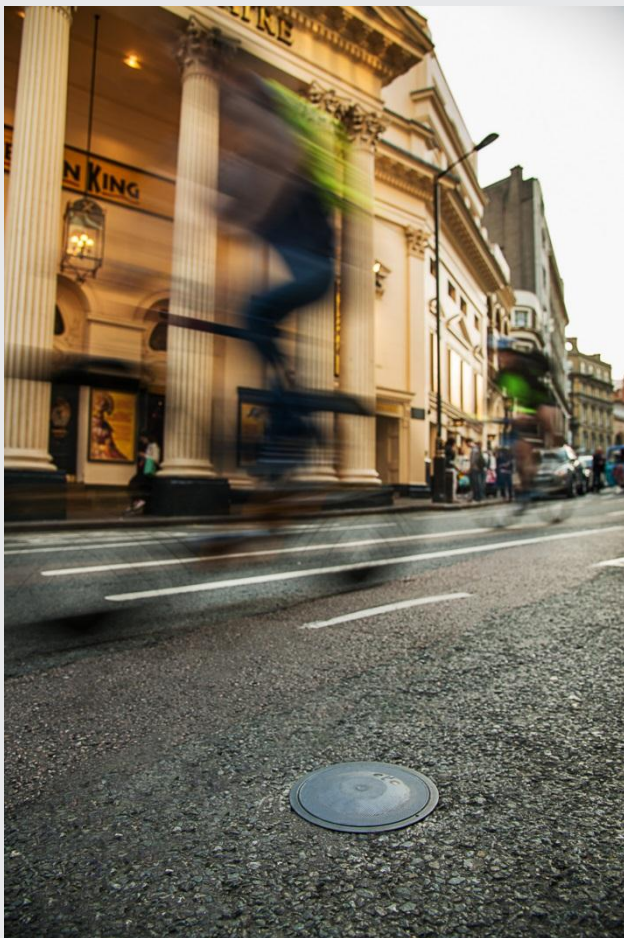


Westminster Update

- Phase 1 delivered and providing 'real time' data
- Unique and challenging project, one of a kind
- Over 3,500 pieces of hardware installed on the streets of Westminster, all communicating with Smart Parking back office
- Phase 2 of 7,000 additional sensors planned for 2015
- RFID & resident permit trial for 2015



Westminster Images



Westminster Media Links

- <http://recombu.com/cars/articles/news/westminster-council-to-solve-daily-parking-woes-with-parkright-app>
- <http://www.cbronline.com/news/5-uk-internet-of-things-transport-projects-4416598>
- https://www.transportxtra.com/magazines/local_transport_today/news/?id=39560
- <http://www.parking-net.com/parking-news/smart-parking-ltd/smartpark-real-time-bay-sensor>
- <http://www.localgov.co.uk/Infra-red-parking-sensors-set-to-transform-borough/37506>
- <http://www.telegraph.co.uk/news/uknews/road-and-rail-transport/11193768/Parking-sensors-to-end-drivers-parking-nightmare-in-Westminster.html>
- <https://www.youtube.com/watch?v=cHuXpPUiwbM>

**Bay Sensor Locations
Phase 1 & 2**

PHASE 1

PHASE 2

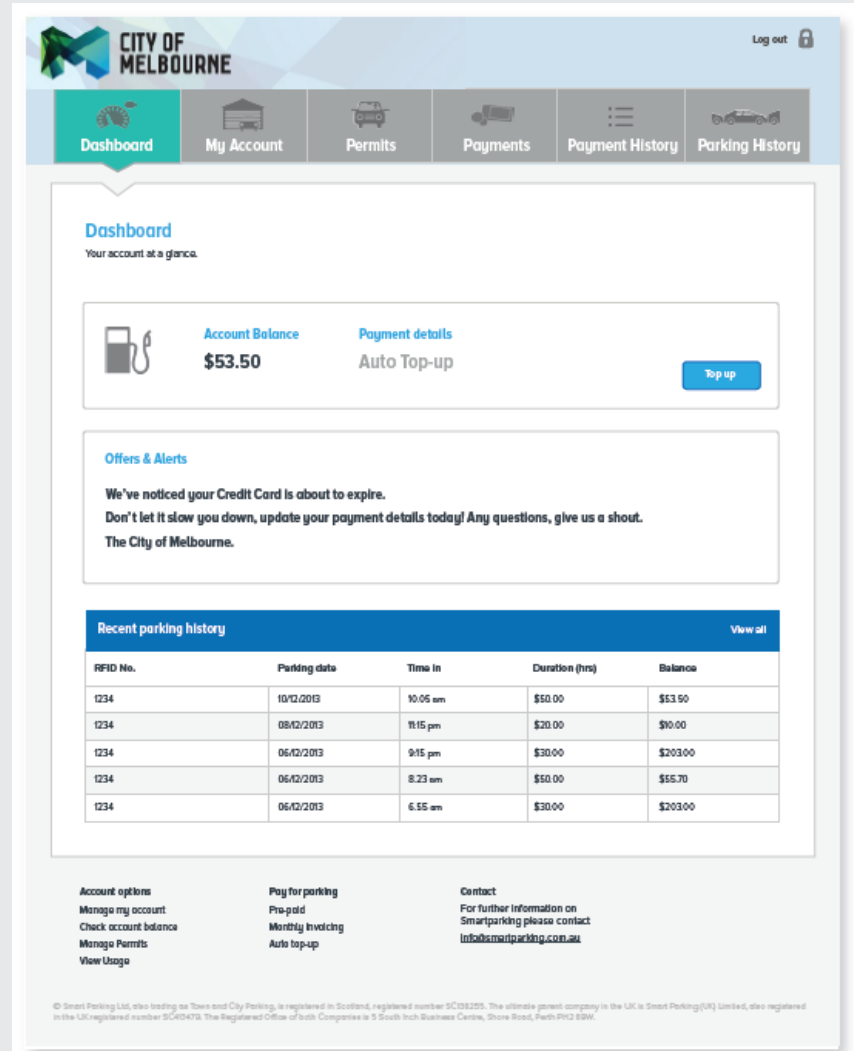
Legend

- PHASE 1 - 3,000 spaces
- PHASE 2 - 7,000 spaces

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RFID – Tag Payment Portal

- Centralised account management
 - Update details
 - Update payments
 - Update alerts
 - Manage RFID tags
- Parking history (web and email)
- Payment history (web and email)
- Dashboard for account summary
- Login through social media
Facebook/ LinkedIn
- Fully configurable design
- Future of parking...



CITY OF MELBOURNE Log out

Dashboard My Account Permits Payments Payment History Parking History

Dashboard
Your account at a glance.

Account Balance **\$53.50** Payment details Auto Top-up [Top up](#)

Offers & Alerts

We've noticed your Credit Card is about to expire.
Don't let it slow you down, update your payment details today! Any questions, give us a shout.
The City of Melbourne.

Recent parking history [View all](#)

RFID No.	Parking date	Time in	Duration (hrs)	Balance
1234	10/12/2013	10:05 am	\$50.00	\$53.50
1234	08/12/2013	11:15 pm	\$20.00	\$10.00
1234	06/12/2013	9:15 pm	\$30.00	\$203.00
1234	06/12/2013	8:23 am	\$50.00	\$55.70
1234	06/12/2013	6:55 am	\$30.00	\$203.00

Account options
Manage my account
Check account balance
Manage Permits
View Usage

Pay for parking
Pre-paid
Monthly Invoicing
Auto top-up

Contact
For further information on
Smartparking please contact
info@smartparking.com.au

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Services Update



Management Services Update

- Challenging year with lot's of change
- New Strategy implemented
- New management team installed
- Closed the Perth (Scotland) office and relocated finance and operational team to Birmingham
- Number Plate Recognition camera installation continuing – further 25 site installations complete this year
- New business wins with Marks & Spencer & CBRE strengthen our retail and property division



Services - Key Account Update

Asda

- Signed contract extension for further two years
- New commercials agreed
- New Store Programme – 13 opened already this year, another 2 due to open in November
- Keen to pursue further technology opportunities with us



Services - Key Account Update

Matalan

- Retained account through a tender exercise for a further 3 years
- 29 stores now under management with the addition of Enfield
- Technology roll out continuing in H1 & H2 FY2015



Services - New Business

In addition to new sites with existing customers we have signed a new contract with:

- M&S – Marks & Spencer in Sevenoaks's, Kent
- First Smart Parking site with this retailer
- Providing all payment machines, ANPR technology, attendant service, enforcement and cash collection



Summary



Summary

- SPZ is a world leader in the development, installation and maintenance of intelligent car parking solutions for cities around the globe and Parking Management Services in the UK
- Financial results for the full year are encouraging for the technology business with new contracts and a growing recurring revenue line
- Financial results for the services business are below expectation but the SPZ Board and management team are focused on returning this business to profit with investment in people and technology
- SPZ's ability to deliver an 'end to end' technology and management solution under a strong brand is unique in the parking industry
- Technology and service is proven through winning marquee contracts with Westminster (London), Camden (London), Bondi (Sydney) and Rotorua (New Zealand), Asda, Matalan and M&S