

P2P Transport Limited (ABN 77 617 760 899)

ASX Announcement: P2P

Friday, 6 April 2018

MOBILE DIGITAL ADVERTISING BRINGS NEW REVENUE STREAM

- Mobile digital advertising platform, Adflow Digital, launched to the Australian market
- Delivers digital revenue stream for P2P Transport
- P2P Transport fleet of over 1,000 vehicles give advertisers critical mass on the eastern seaboard
- Launched 6 months ahead of schedule with expected roll out to 900 vehicles
- Roof mounted dual sided LCD screens deliver the highest image clarity under all conditions
- Remote content management over the air (OTA) with ability to deliver messaging based on time, location, weather conditions and almost any other customised input

P2P Transport Limited (ASX: P2P) (P2P) today announced the launch of a Adflow Digital taxi top advertising platform which delivers a new revenue stream. Purpose designed for P2P, the platform allows advertisers to reach consumers through a mobile medium that travels more kilometres than any other existing solutions in the market. It will be deployed through the existing P2P Transport fleet of over 1,000 vehicles, giving advertisers critical mass on the eastern seaboard.

Adflow Digital is the first mobile digital taxi advertising solution that can be rapidly scaled through a single fleet, is custom designed to aesthetically blend into the vehicle and utilises technology that is market leading in both visual impact and messaging capabilities.



Z E V R A

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Hub

adflow

Melbourne

Huntingdale (Head Office)

1313 to 1315 North Road

Huntingdale, VIC, 3166

(03) 9543 8700

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10b Flight Drive

Tullamarine, VIC, 3043

1300 731 742

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Tempe

667-669 Princes Highway,

Tempe, NSW, 2044

(02) 9558 2220

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Albion

27 Nariel Street

Albion Qld 4010

(07) 3262 1377

ABC Bodyworks

9/17 Bimbil St,

Albion QLD 4010

(07) 3262 2557

Coopers Plains

45 - 49 Rosedale Street,

Coopers Plains Qld 4108

(07) 3255 5900

Gold Coast

14 Commercial Drive

Ashmore, QLD, 4214

(07) 5561 1500

Toowoomba

84 Drayton Road

Toowoomba Qld 4350

(07) 4635 7250

Launched six months ahead of schedule, P2P expects to deploy the solution to approximately 900 vehicles through 2018.

“Today P2P Transport has launched a mobile digital advertising solution that on average travels 100,000 km per unit per year, operates nearly 24 hours a day and in areas such as the CBD that have high consumer concentration. With the ability to control messaging based on time, location and even weather conditions Adflow Digital gives unique targeting capabilities to advertisers.” said Managing Director Tom Varga. “This takes P2P Transport’s vision beyond simply fleet management and leverages the fleet scale to deliver a digital revenue stream on a unique solution that has appeal in international markets as well. We believe P2P will benefit from a significant increase in revenue per vehicles as a result of today’s launch”

After more than two years of design and development Adflow Digital was designed with both the advertiser and fleet operator in mind. A custom designed shroud delivers an aesthetic appeal that blends into the vehicle, LCD screens deliver superior image quality even extreme conditions such as direct sunlight and heat, all while achieving a lighter weight than most other LCD advertising solutions on the market. Adflow Digital not only expands the revenue streams for P2P but also transforms static taxi top advertising with the scale of P2P delivering traction for advertisers.

The Out-Of-Home advertising segment is one of the fastest growing with 7% growth and tipped to be worth more than \$1 billion in 2018¹. This growth has come largely from digital with a focus on conversion of static advertising and the Adflow Digital platform bring the digital revolution to static taxi advertising.

Adflow Digital is an Australian developed and assembled solution that has been developed in partnership with CV Media and Signage over the past 2 years. Australian based CV has engaged a wide range of experts that has seen the fibreglass custom designed shroud, electrical design and specification and all assembly all based here in Australia delivering an Australian made solution to the Australian advertising market.

Ed Phelan, Executive Director CV Services Group said “the group is delighted to be working with P2P Transport in developing this unique solution for the Australian market. Our extensive experience in signage manufacturing techniques and in the digital space gave us a unique advantage in partnering with the P2P Transport team to overcome the many challenges faced in bringing this product to a market ready stage”

¹ “Out-Of-Home advertising market tipped to hit \$1 billion in 2018, Sydney Morning Herald, Jennifer Duke, 19 December 2017



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ABOUT P2P:

P2P Transport Limited is an integrated fleet management business focussed on the provision of vehicles on a rental basis to independent professional drivers operating in the point-to-point passenger transport industry.

The key growth strategies for P2P are acquisition of existing fleet operators in the fragmented taxi industry, increasing the number of ride sharing vehicles in MeeGo while adding to the hire car fleet. Focusing on fleet operations across the eastern seaboard for FY18. Additional margin is also generated through scale benefits and synergies, external mechanical and fleet operation as well development of complimentary future revenue from digital advertising and the Ride 247 app.

ABOUT CV Media & Signage:

CV Media & Signage is a leading national signage supplier. Delivering an integrated static and digital signage offer, including leading edge digital solutions, the business has a strong track record of innovation. Proudly Australian, the group has over 30 years of experience delivering customised signage solutions to a diverse and loyal range of clients across Australia & New Zealand. CV Media & Signage is a fully owned subsidiary of the privately owned CV Services Group, which is a diversified infrastructure services business with over 500 committed team members.

For further information please contact:

Tom Varga

Managing Director
P2P Transport Limited
Phone: +61 3 9543 8700
www.p2ptransport.com.au/contact/

IMPORTANT NOTICE

This announcement may contain forward-looking statements, which include all matters that are not historical facts. Without limitation, indications of, and guidance on, future earnings and financial position and performance are examples of forward-looking statements.

Forward-looking statements include projects or guidance on future earnings and estimates, are provided as a general guide only and should not be relied upon as an indicator or guarantee of future performance. No representation warranty or assurance (expressed or implied) is given or

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