



Presentation

Goldman Sachs Small and Mid-Cap Conference 2018

Presented by

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Smart Parking Group CEO



Business overview

World-leading technology for parking design, development and management

Management Services | UK

- Operates exclusively in the UK.
- Specialises in managing car parks on behalf of retail customers, land owners and managing agents.
- Currently generates 85% of Smart Parking's revenue.
- Profitable with rapid payback on technology deployment

Technology | Global

- Designs and develops specialist technology and software for smart city and IoT market.
- Unique SPZ developed product being adopted across the global market.





Strategy and goals

SPZ is focused on delivering leading technology solutions to the smart city and parking enforcement industry

Management Services – driving revenue through the delivery of best in class ANPR technology in the UK Parking Services market place through:

- Installation of up to 15 new locations per month in the UK.
- Capture UK market share with continued investment in sales people – SPZ manage 220 locations out of a total market of 45,000.
- Provide best in class enforcement services to customers with a compelling business case of location management.

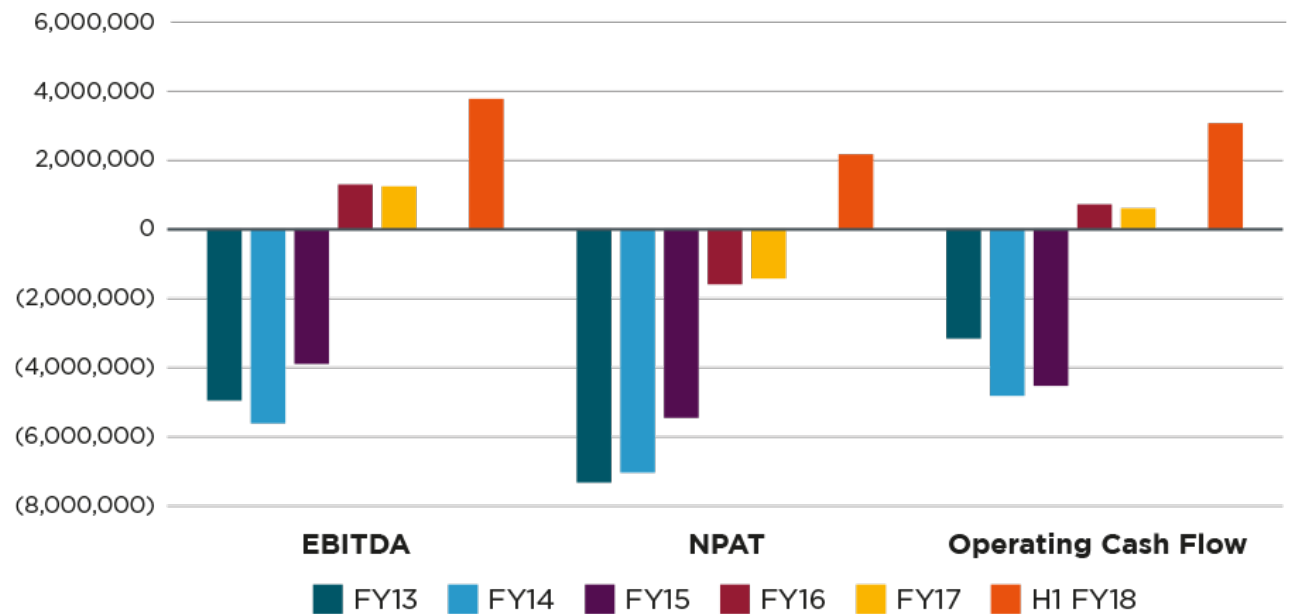
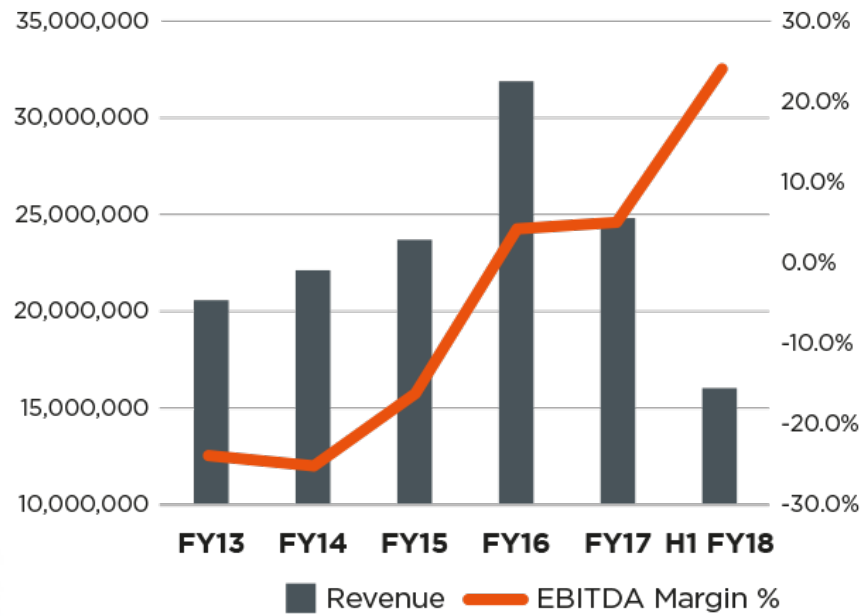
Technology – deliver real time, high quality IoT solutions to the global smart city market through:

- Continued acquisition of new government, property and Telco customers across the globe.
- Investment in technology sales and marketing to capture share in a multi billion dollar market.



Financial track record | FY13 - H1 FY18

Change in operation, strategy and business refocus in 2013/14 is now driving strong financial results





H1 FY18 group financial highlights

H1 FY18 growth trend continues with increased margins and significant technology wins



Group revenue \$16.1m
up 26%



Adjusted EBITDA \$3.8m
up 115%



NPAT \$2.2m
up 509%



Adjusted EBITDA margin up 9.7%
from 13.9% to 23.6%



Operating cash flow \$3.1m
up 1,376%



Groundbreaking
technology wins



Continued roll out of technology
in the UK fuels future growth



Strategic partnership
signed with Telstra

Smart Parking

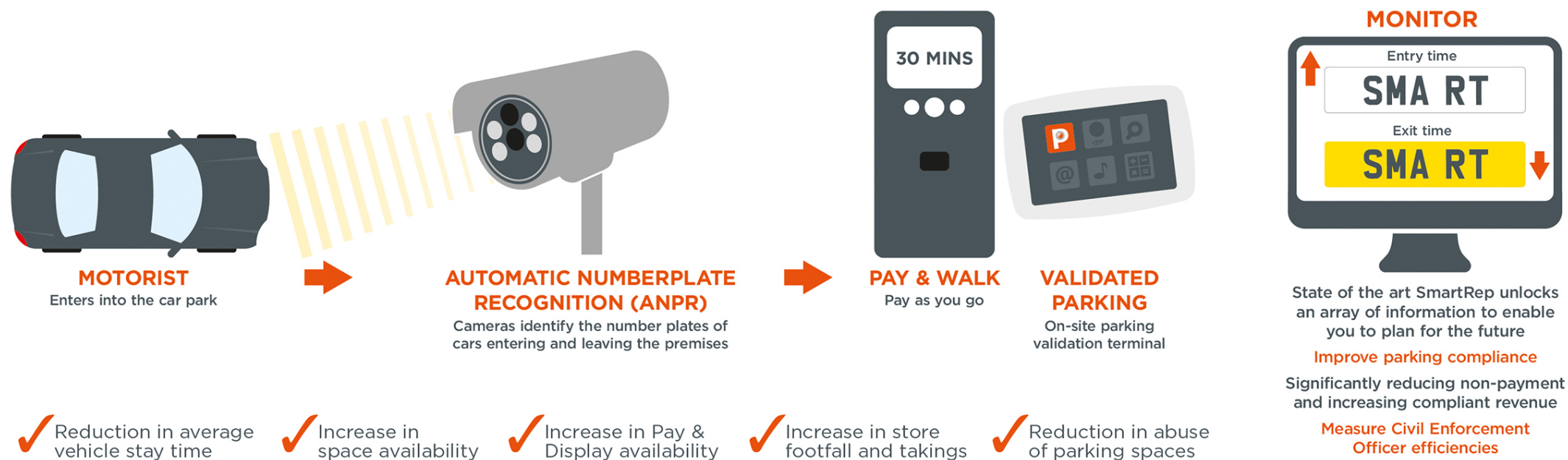
UK Management Services





Management services | How it works

Parking management improving customer satisfaction and revenue generation.





ANPR | How it works

Automatic number / license plate recognition (ANPR) is a reliable, cost effective off-street parking management solution.

It is proven to serve a wide range of industries including supermarkets, retail, hotels, hospitals and leisure centres. Smart Parking's ANPR solution ensures greater compliance and increased parking revenue.

- Ticketless, barrier-free system, parking areas managed 24/7.
- Automatically generated and issued parking charge notices, unique SPZ developed software.
- Unique SPZ software facilitates plate matching.
- Increased security, comprehensive reporting and account management.





Key drivers for business performance

Growth in parking breach notices in the UK continues with the roll out of ANPR technology



41%

Breach notices

Q3 FY18 up 41% compared with Q3 FY17 (excluding Matalan).



Strong pipeline of new sites

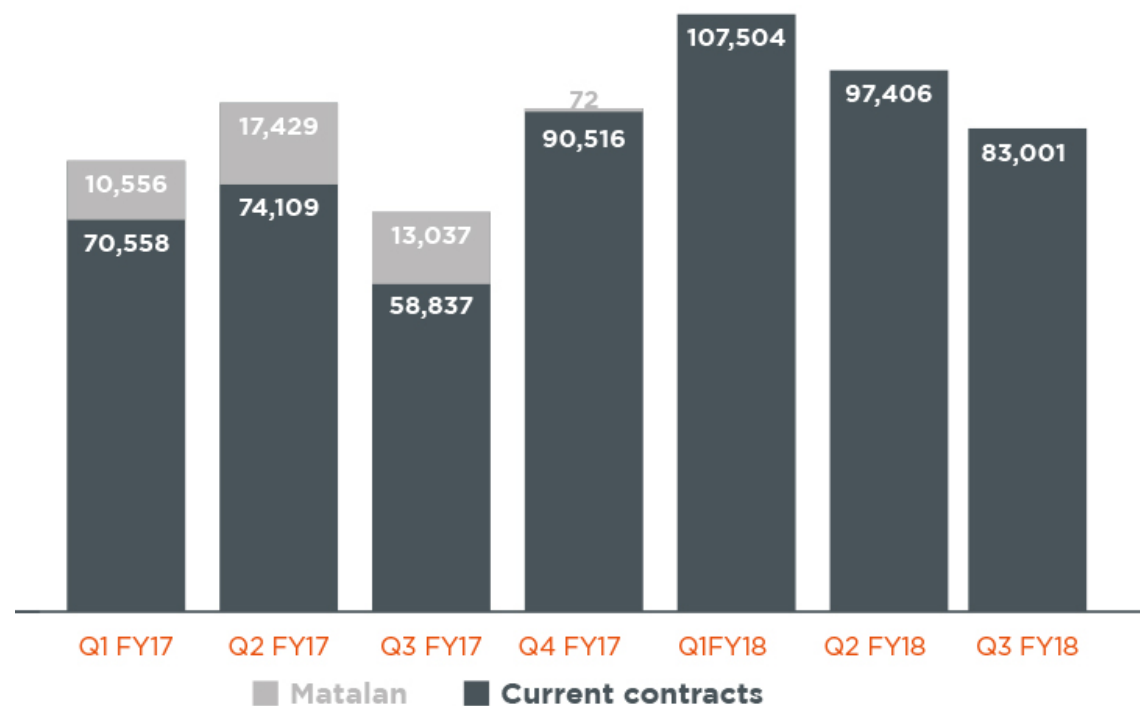
A total of **46** new sites installed in Q3 FY18.



Seasonal impact

Traditionally the winter months in the UK have a seasonal impact on parking breach notices with spring, summer and autumn being stronger.

Parking Breach Notices Issued





Key business drivers – Management Services

Management Services division:

- Capex of £15,000 per site to install the hardware which includes Pay & Display machines, Automatic Number Plate Recognition cameras, signage and installation costs.
- Each site on average generates £6,000 of revenue per month.
- Each new site generates incremental EBITDA of £4,000 per month. i.e. there is approximately a 4 month pay back per site installation.
- The company targets 15 installations per month.





Significant runway for growth in UK managed services

Opportunity for growth within sectors such as:

- Hotels
- Business centres
- Retail and leisure
- Universities
- Shopping centres
- NHS trusts

Research tells us that there are approximately **45,000 car park sites** across the UK.

Smart Parking are well-known and have a strong foothold in the market, meaning we are **well placed to maintain the momentum** that we've started.



Approx **45,000**
off-street car parks
across the UK

Smart Parking
220 sites across
the UK



Smart Parking

Global technology business



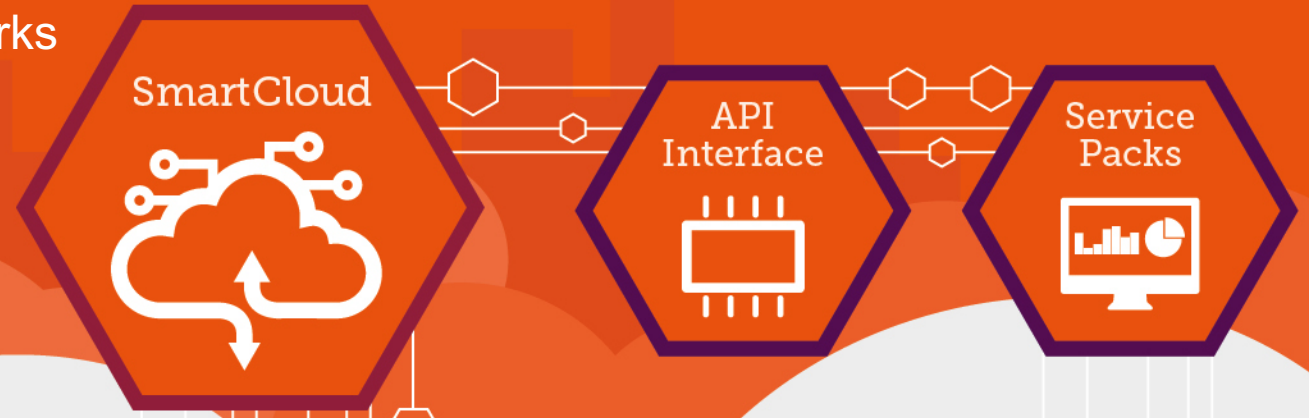
SPZ technology global market opportunity

- Currently installed in sites across the globe
- 60,000+ sensors deployed worldwide
- IoT smart city adoption fuelling growth in the technology business



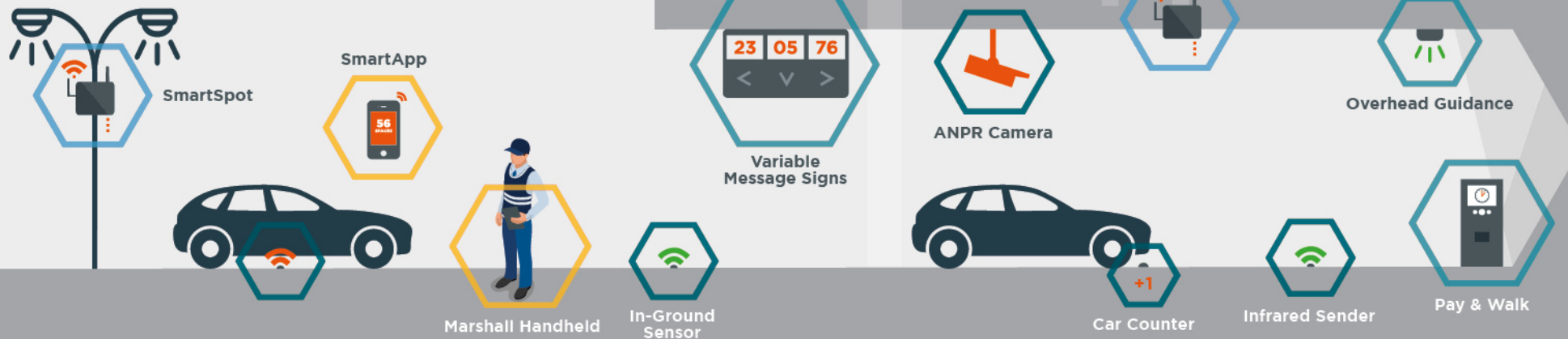
Technology | How it works

- SmartCloud | Web-based service platform
- Service Packs | Provide access to site information
- SmartSpots | IoT gateways that create SmartZones
- SmartSensors | Monitor bays and relay live status
- SmartSigns | Display real-time site information
- SmartApp | Guidance and payment options



SmartZones

On-Street Parking Off-Street Parking





Key business drivers – Technology division

Technology division:

- Sells sensors and peripheral equipment to government and commercial clients worldwide.
- Recurring revenue per sensor per month for maintenance and data services.
- The division licences its technology to the Management Services division.
- The division also provides complimentary technology including a parking guidance App and mobile number plate recognition systems.



IoT partnerships

Smart Parking has fostered strong strategic partnerships



- IoT partnership with Telstra continues to grow and deliver new projects.
- Telstra's commitment to IoT reinforced in H1.



Telstra's IoT business 'one of the most successful globally'

CEO talks up 'source of new growth'.

By Stuart Corner on Feb 16 2018 11:24AM



Andy Penn has talked up the accomplishments of Telstra's IoT business in his presentation of the company's half year results, saying it is a source of new growth and 'one of the most successful IoT businesses globally'.

The Telstra CEO said the company's IoT revenues were approaching \$200 million – although to put it into perspective, that's just 1.5 percent of Telstra's \$13 billion half year



- Google has proposed that Smart Parking become a formal Google Cloud Partner to promote SmartCloud based market solutions.
- Google have invited Smart Parking to present at Google Next'18 Conference in San Francisco.



Execution priorities | 6-12 months

H1 FY18 has been our strongest half to date but we stay focused on the following priorities:

- Customer acquisition and ANPR technology roll-out in the UK of up to 15 new sites per month.
- Maintain excellence in enforcement processing.
- Delivery of secured technology projects to large local government customers.
- Delivery of new smart phone payment application to technology customers.
- Open the USA market through the delivery of new technology projects.



Summary

- SPZ are a global market leader in the smart city and parking enforcement market place.
- Management Services business has a strong market position in the UK with a disciplined focus on growing share in a large market, currently managing 220 sites out of a total of 45,000.
- Compelling proposition to services customers driving roll out of up to 15 new sites per month.
- Technology business is scalable and is being endorsed with significant contract wins from government and commercial customers around the globe.
- SPZ fully funded for growth and prepared to explore corporate development opportunities.
- Record H1 result with strong H2 outlook.



[CLICK HERE TO SEE H1 FY18 RESULTS](#)



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Smart Parking

Supplementary Information



Board



Chris Morris | Chairman

- Founder and former Chairman of Computershare.
- SPZ Chairman since 2011.



Paul Gillespie | Managing Director

- Appointed in January 2013.
- 15 years in the parking industry working with government, aviation, retail and property.



Tiffany Fuller | Director

- 20 year career across Chartered Accounting, Corporate Finance, Investment Banking and Private Equity.



Penny Maclagan | Director

- Ms Maclagan has over 30 years experience and knowledge in the securities industry having led Computershare's Technology Services business until 2008.



Jeremy King | Director

- Senior executive and corporate lawyer with over 15 years experience in domestic and international legal, financial and corporate matters.



The SmartPark system

SmartCloud

Developed in-house, SmartCloud is our sophisticated, powerful and innovative web-based service platform that gathers and processes information.



SmartSpots

These provide an IoT gateway in a single unit, allowing hundreds of different devices to connect and providing areas of open connectivity called SmartZones.



SmartSigns

These display real-time information around space availability and car park capacity, as well as providing directions to encourage traffic flow.



Service Packs

Using our SmartCloudAPI interface, our tailored service pack provides you access to real-time information and events on your site.

SmartSensors

We offer a range of sensors to suit the needs of different sites. These robust and scalable devices monitor bays and relay live status information to SmartCloud.



App & Map

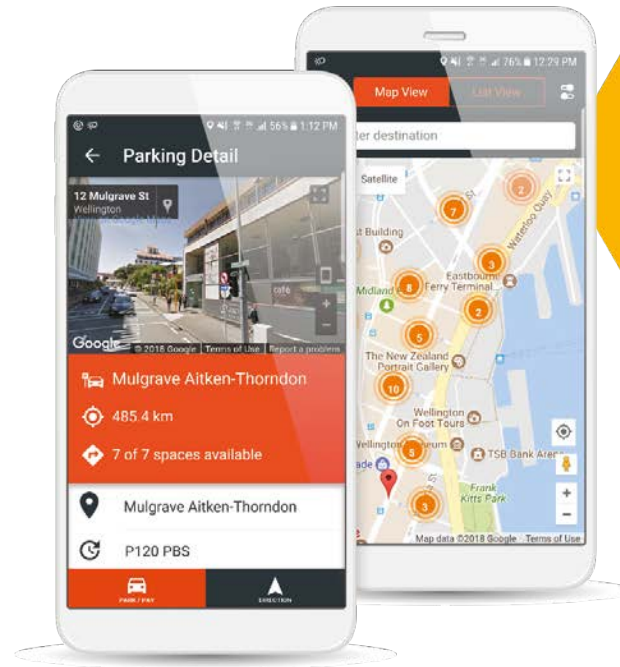
Our app, SmartParking, shows motorists clear, real-time guidance and payment and our embeddable map allows visitors to pre-plan their journey.



SmartCloud platform

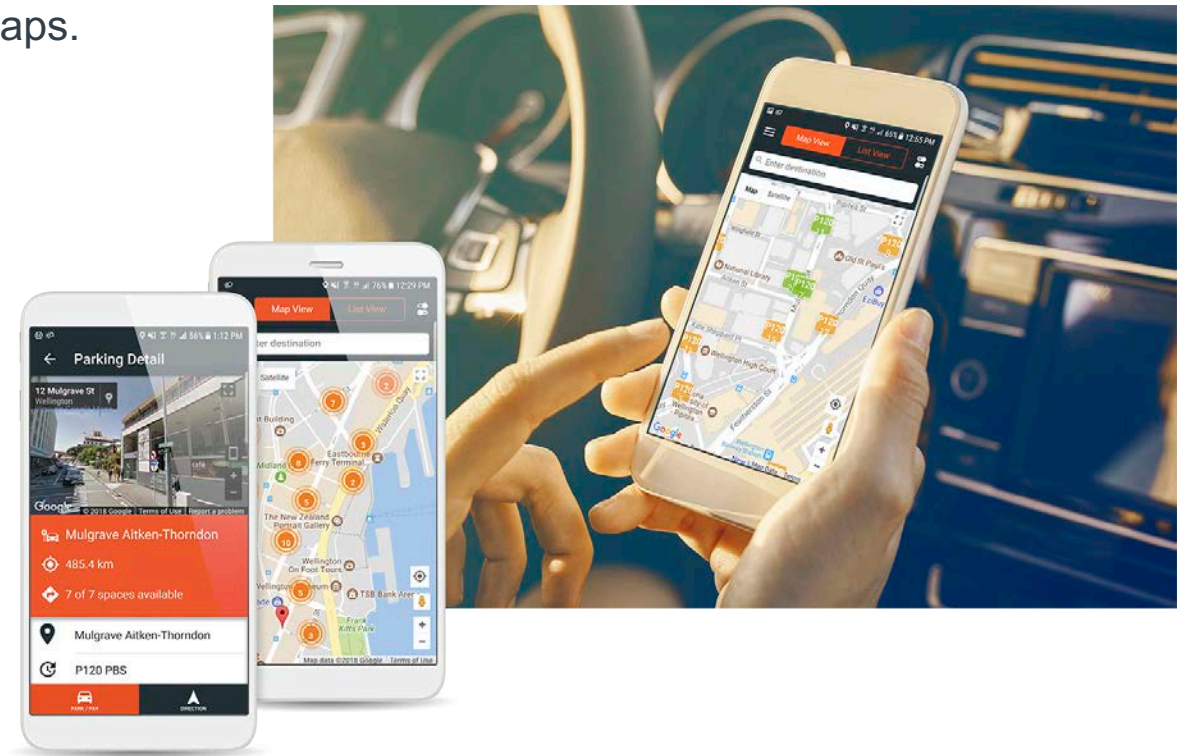
Delivering real-world IoT and smart city solutions

- New smart city platform, SmartCloud, delivered and operational.
- Additional capabilities launched to market and orders received.
- Public WiFi added to the SmartCloud platform for Moonee Valley, demonstrating true smart city & IoT capability.
- New SmartParking app delivered and operational, with orders to deliver more.



Smart Parking app | Features

- Search for nearby parking.
- View real-time parking availability via Google maps.
- View stay times and tariffs.
- Receive directions to a car park.
- Discover additional car park information.
- Set a timer or extend parking.
- Receive notifications.
- The ability to make payment and views of a full transaction history will be released shortly.
- Sites visible n the map are Wellington, Cardiff, Singapore, Canberra, Sydney and Adelaide, with plans to rapidly expand this by adding the rest of our global sites.





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