

ASX Announcement: P2P

18 September 2018

P2P AND TELSTRA PARTNER IN DIGITAL TAXI TOP DELIVERY

P2P Transport Limited (ASX: P2P), one of Australia's largest vertically integrated passenger transport fleet managers, and Telstra, Australia's leading telecommunication provider, today announce a partnership to deliver one of the world's leading digital taxi top advertising solutions to the Australian market.

A copy of Telstra's announcement is attached.

This three year partnership worth \$17 million delivering P2P funding for 900 digital taxi tops, mobile communication and a range of support services that leverage Telstra's expertise in mobile data communication. P2P expects that payments to Telstra will be made from advertising cashflow over the course of the three year period. A small number of screens are currently being installed with deployment of the initial 300 units expected to be completed and generating revenue by end of December 2018.

Adflow, P2P Transport advertising division, has commenced the sale of advertising space on the screens engaging with major brands that currently use static taxi backs and tops. In addition, P2P is in the process of an RFP to the digital out of home sectors major players.

For further information please contact:

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About P2P Transport

P2P Transport is one of Australia's largest fleet management businesses focussed on the point-to-point passenger transport industry, with 2600 vehicles across Australia.

P2P Transport's fleet includes a range of taxis, corporate and ride-share vehicles servicing each segment of the point-to-point passenger transport industry.

Zevra, Black & White Cabs, Adflow, and Australia Wide Chauffeur Cars are amongst some of the brands managed by P2P Transport.

P2P Transport's business model is premised on the control of all key stages of the fleet management lifecycle, from vehicle acquisition, in-house customization and vehicle servicing, driver support, and fleet management and administration.

ZEVRA



Melbourne

Huntingdale (Head Office)

1313 to 1315 North Road

Huntingdale, VIC, 3166

(03) 9543 8700

Tullamarine

Australian Wide Chauffeur Cars

10b Flight Drive

Tullamarine, VIC, 3043

1300 731 742

Sydney

Tempe

667-669 Princes Highway,

Tempe, NSW, 2044

(02) 9558 2220

Brisbane

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

Telstra and P2P Transport in \$17 million tie up

900 cars across Australia set to feature dynamic location and time-based digital advertising

Sydney, Australia, 17 September 2018 – [Telstra](#) has secured a \$17 million partnership with P2P Transport, becoming the newly-ASX listed fleet operator's single strategic partner for an advanced, mobile, digital advertising solution.

With Telstra's superior mobile network and combination of IoT and digital media expertise, the partnership will enable real-time and relevant advertising to be displayed on 900 P2P vehicles as they move throughout Australia.

P2P Transport is one of Australia's largest passenger fleet operators, with a total of 2,600 vehicles driven across the nation, including Black & White Cabs in Queensland and Western Australia. The company, which leases vehicles to individual taxi drivers, ride-sharing drivers and limousine operators, is growing rapidly and went public on the ASX in December 2017.

Tom Varga, CEO of P2P Transport said: "We're thrilled to partner with Telstra to help advertisers make sure their messages are hitting home in the most timely and targeted way possible. These specially-designed screens are the culmination of three years of research and development in Australia aimed at creating one of the world's leading mobile digital solutions for taxis."

By combining Telstra's mobile and IoT networks with an industry-standard content management system, advertisers can control their own content to deliver specific messaging for particular times and locations. For example, pushing out lunchtime-specific messages when workers are on the hunt for something to eat.

The solution will use high definition, Australian-developed and manufactured digital screens that are purpose built for the taxi industry to maximise advertisers' exposure. Among the special design features of the GPS-enabled screens are protective glass that ensures a clear image from nearly every possible angle, plus heat and glare resistance. Positioned on the roof of the vehicle, a custom shroud is designed to draw attention to the screen while complementing the profile of the car. Integrated power management and cooling allows for the screen to operate with no impact on the vehicle's battery.

John Ieraci, Chief Customer Officer Australia, Telstra Enterprise, said: "It's getting more difficult for organisations to cut through the noise in the market today and P2P Transport's solution is a fantastic example of forward-thinking that capitalises on technology to create a smarter, more targeted way of reaching potential customers. We're really excited to work with P2P Transport to support this next generation mobile advertising solution using our comprehensive IoT offering and business-grade mobile network."

The partnership will see 300 screens rolled out on taxis initially, followed by a further 600 screens over the next three years.

ENDS

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Media reference number: 124/2018

About Telstra

Telstra is a leading telecommunications and information services company. We offer a full range of services and compete in all telecommunications markets in Australia, operating the largest mobile and Wi-Fi networks. Globally, we provide end-to-end solutions including [managed network services](#), [global connectivity](#), [cloud](#), [voice](#), [colocation](#), [conferencing](#) and [satellite solutions](#). We have licenses in Asia, Europe and the United States and offer access to more than 2,000 points of presence across the globe. For more information visit www.telstra.com.

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