

Smart Parking Limited (ASX:SPZ)

# Rapid Insights Conference

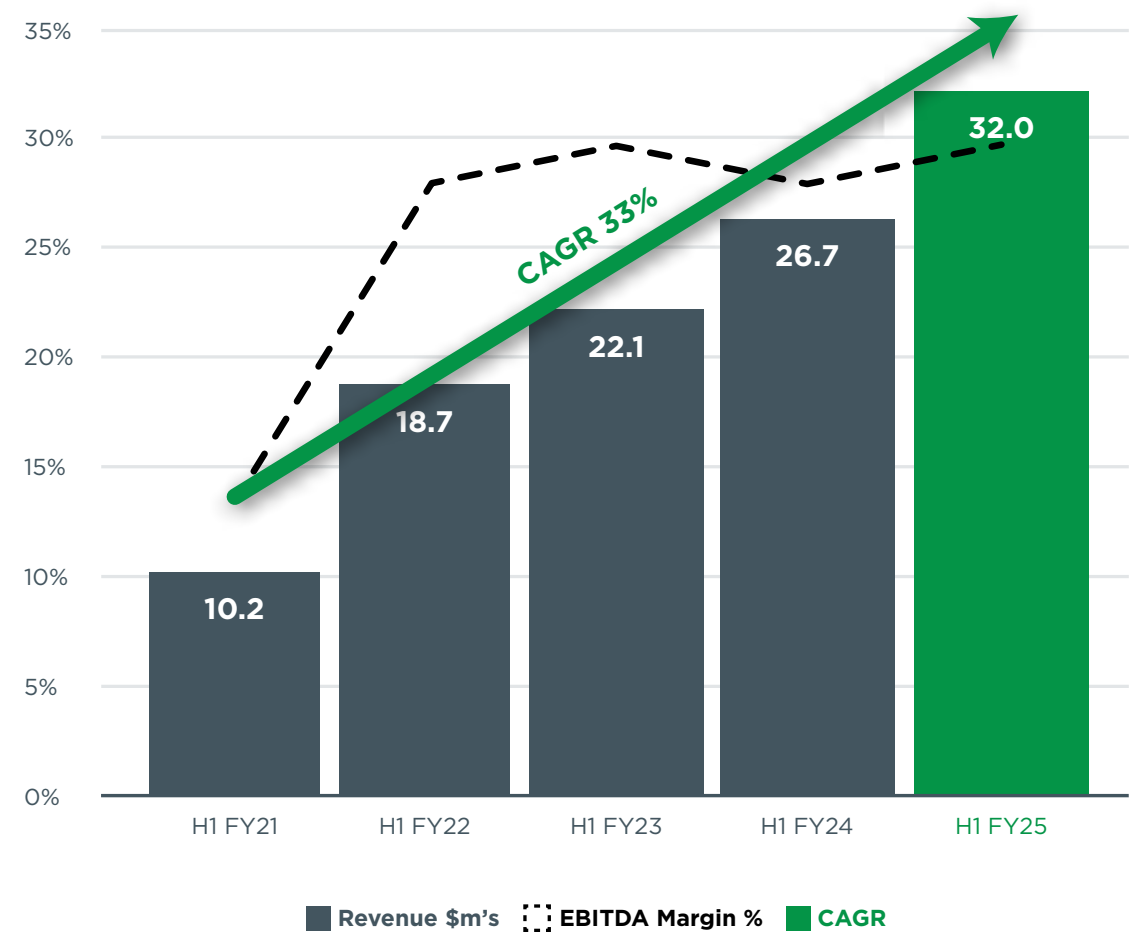
22 May 2025

CEO Paul Gillespie

[smartparking.com](https://smartparking.com)



# Track Record of Growth and Improving Profitability



Strong growth in revenues and margin expansion over the last 5 years.

Established parking management business in UK, NZ, Germany, Denmark and the USA.

Supplemented organic growth with 5 acquisitions in the last 4 years.

Completed Peak Parking (USA) acquisition in February 2025. Provides new sites in attractive key markets Texas, Florida, Georgia, Tennessee and Washington State.

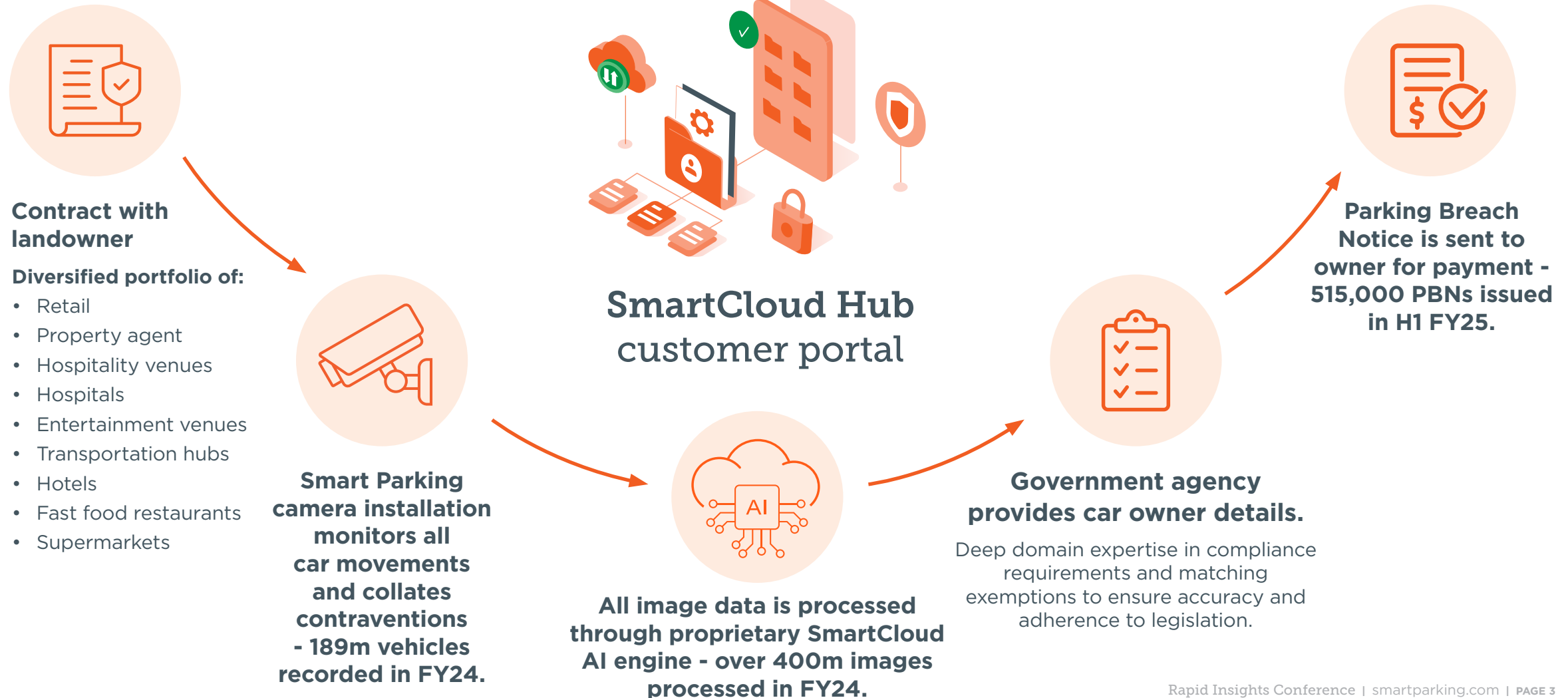
Robust technologies and management capability to deliver the next stage of growth.

# The Problem We Solve

| Leveraging proprietary technology and expertise to enhance parking solutions.







Strong account management capabilities support long term customer relationships.



# Regional Review - H1 FY25

| Leveraging core technology and capability in existing and new territories

	 UK	 NZ	 Germany	 Denmark
GROWTH IN ANPR SITES	1,194 total sites Up 22% <sup>2</sup>	203 total sites Up 64% <sup>2</sup>	72 total sites Up 67% <sup>2</sup>	Opened Feb 2024 21 total sites
GROWTH IN PBNs	Up 18% <sup>2</sup>	Up 34% <sup>2</sup>	Up 48% <sup>2</sup>	2,010 PBNs issued
REVENUE (\$000s)	25,361 Up 17% <sup>2</sup>	3,420 Up 61% <sup>2</sup>	1,992 Up 83% <sup>2</sup>	268
ADJUSTED EBITDA (\$000)	8,371 Up 9% <sup>2</sup>	1,390 Up 151% <sup>2</sup>	(496) Up 49% <sup>2</sup>	(931)
TAM	45,000 sites	3,000 sites	90,000 sites	10,000 sites

NEW



USA

Acquisition of  
Peak Parking

February 2025  
market entry  
underway to  
access the largest  
parking operations  
market in the  
world delivering  
SPZ's market  
leading proprietary  
technology

<sup>1</sup> Australia (Queensland) operations currently paused  
<sup>2</sup> Compared to previous corresponding period



# Growth strategy – multiple drivers

| Three key pillars for growth

## Organic growth

Growth in sites = growth  
in PBNs = **revenue &  
profitability**

**High incremental margin**  
leveraging existing fixed  
cost base

**Existing and New markets:**



TAM 45,000 SITES



**Market entry in  
February 2025.**

Significant market  
opportunities to build scale  
and leverage SPZ market  
leading technology



TAM 2,000 SITES  
(QLD only)



TAM 3,000 SITES



TAM 90,000 SITES



TAM 10,000 SITES

## New territories



Investigating and evaluating  
**new market territories across  
Scandinavia, mainland  
Europe and USA**

Focused on territories with  
appropriate regulatory  
environment where SPZ can  
**leverage SmartCloud IP and  
market leading AI driven  
technology**

## Acquisitions



**Good pipeline** of opportunities

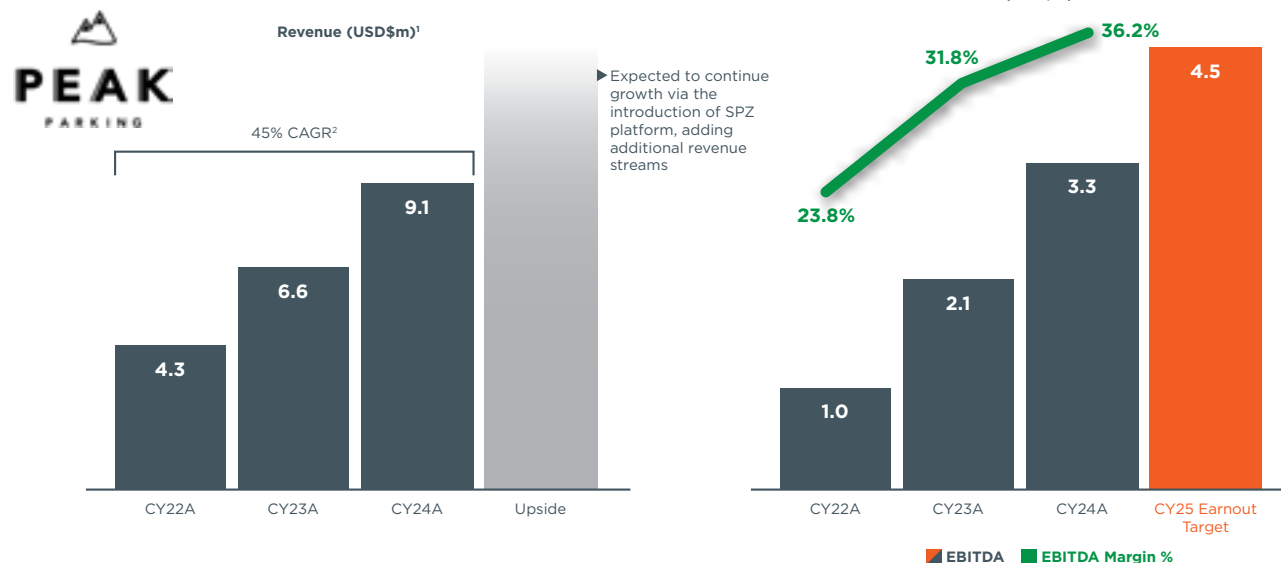
Adding scale where SPZ have  
successful operations and market  
intelligence

**Disciplined selection criteria:**  
Strategic fit, technology and  
**earnings accretion**

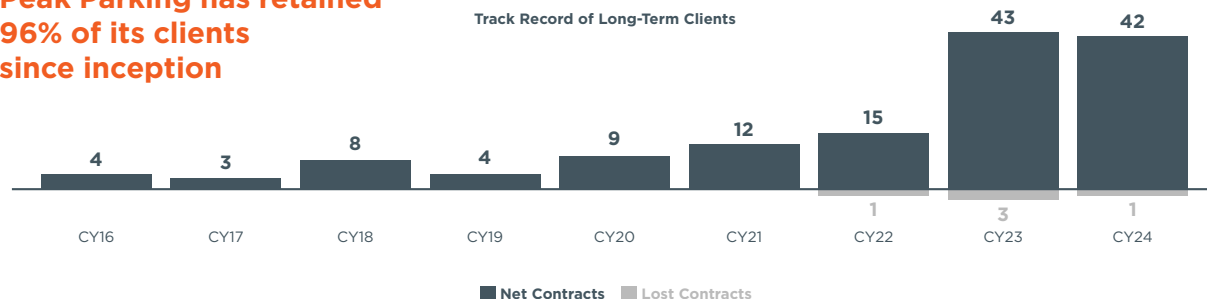
Ability to leverage technology  
and deep domain expertise to  
**deliver synergies**

# Accelerating Peak's Performance

| Leveraging SPZ's technologies to enhance growth and profitability.



**Peak Parking has retained 96% of its clients since inception**



<sup>1</sup> Historical financials are unaudited management accounts only. The company will implement IFRS which is expected to increase revenue and maintain profit before tax  
<sup>2</sup> CAGR: Compounding Annual Growth Rate calculated from CY22A to CY24A  
<sup>3</sup> CY25 Earnout Target relates to the EBITDA required to achieve and unlock the maximum earnout consideration  
<sup>4</sup> Illustratively assumes 12-month impact of transaction and includes a full year contribution of Peak Parking  
<sup>5</sup> Accretion assumes analyst consensus NPAT estimate of \$7.4m in FY25 and capital raise of A\$45.0m issued at an offer price of \$0.88 and a debt raise of A\$4.8m incurring a 7.1% interest rate.

**Track record of profitability delivering >25% EPS accretion in FY25 on a pro forma basis<sup>3,4</sup>**

On track to deliver against investment case

Integration progressing well across finance, sales and technology teams

Customer site conversions to ANPR underway with first 15 sites going live in May and June 2025

Continuing to win new customers in existing states of Texas, Tennessee, Georgia and new customer acquisition execution in new territory of Indiana

High quality service delivering loyal customer base with minimal churn since CY16

# Expanding Our Addressable Market - Additional New Territories

| Disciplined acquisition track record - complements strong organic growth



# H2 FY25 Trading Update

| Ongoing growth across all markets. UK yields reset complete.



## United Kingdom

- **15% growth in April FYTD PBNs compared to PCP.**
- 8% reduction in the average revenue per PBN since the adoption of the single Code of Practice in October 2024 (as flagged in the Interim Report) impacting margins.
- The longer term outlook remains positive following the rebasing of the average revenue per PBN.



## Germany

- **36% growth in April FYTD PBNs compared to PCP.**
- Issued 64,923 PBNs in April FYTD (H1 FY25: 37,781)
- Recently contracted 25 new Burger King Restaurant locations with installation expected by 30 June.



## New Zealand

- **43% growth in April FYTD PBNs compared to PCP.**
- Issued 148,363 PBNs in April FYTD (H1 FY25: 83,847)
- Average PBN value increased as more sites migrate from \$65 tickets to \$85.



## Denmark

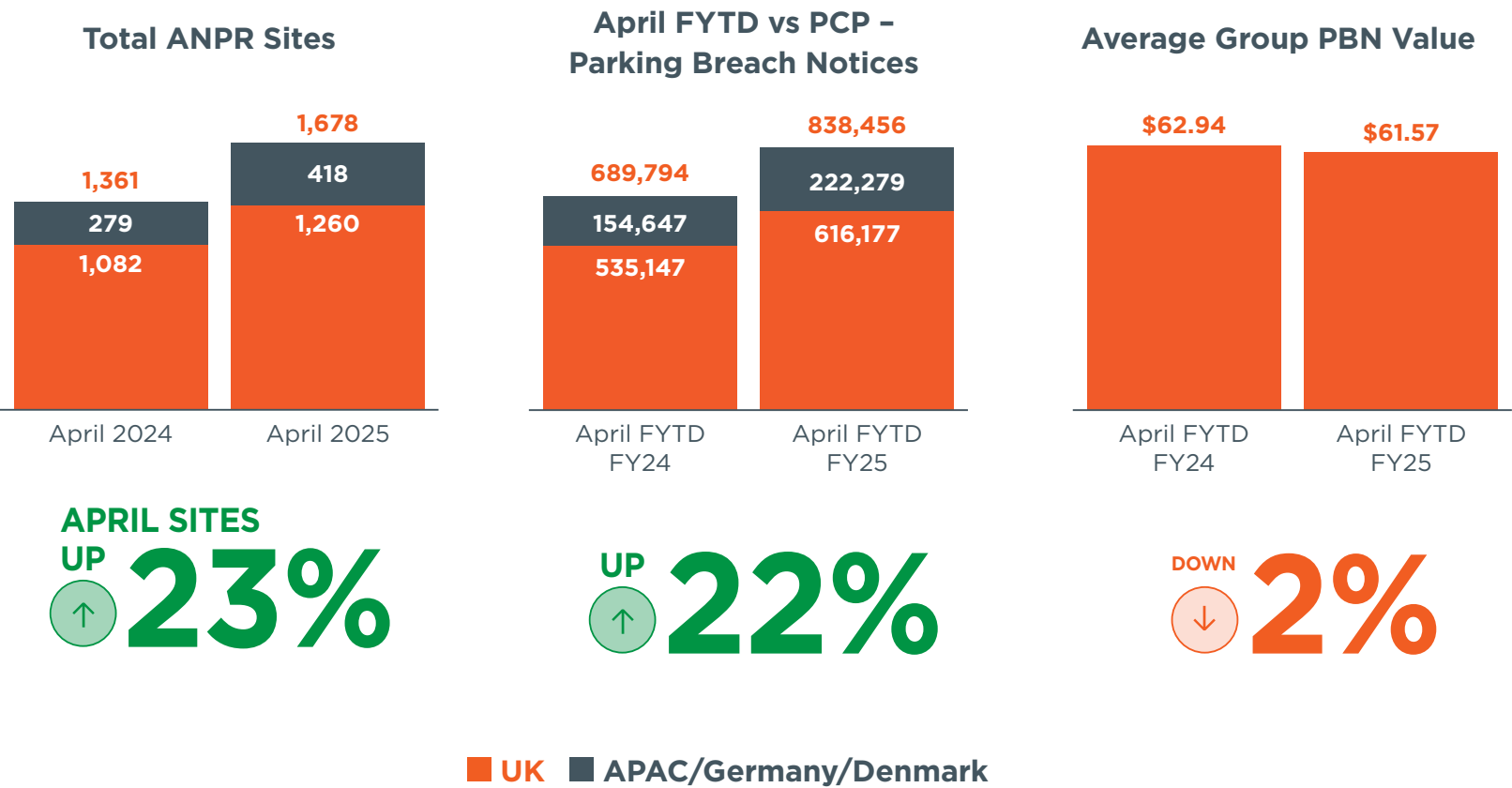
- Commenced business in February 2024.
- **Over 50 signed contracts and 40 sites installed.**
- Issued 5,331 PBNs April YTD (H1 FY25: 2,010).





# Revenue Growth

| FY25 FYTD revenue + 19%<sup>1</sup> vs. PCP with strong growth in sites and PBN issuance



Strong revenue growth continues in H2 across all markets

Disciplined execution of expansion plan resulting in 23% increase in ANPR sites under management compared to PCP

Growth in ANPR sites has resulted in a 22% increase in FYTD PBNs compared to PCP

<sup>1</sup> Excluding revenue from USA

# Growth Priorities – 3,000 New Organic Site Target

- ✓ New long term organic site target of 3,000 sites under management by December 2028.
- ✓ Long term strategy execution continuing with the highly accretive acquisition of Texas based Peak Parking. The acquisition provides SPZ with access to the largest parking operations market in the world to leverage our market leading proprietary technology.
- ✓ Continued focus on disciplined international expansion and M&A strategy.
- ✓ Continuing to drive organic growth in the UK, Germany, Denmark and New Zealand.
- ✓ Continued progress developing operations in Scandinavia, Europe and USA.

*\* All forward-looking statements can be subject to change.*

# Glossary

Adjusted EBITDA – The Board assesses the underlying performance of the Group based on a measure of Adjusted EBITDA which takes into account costs incurred in the current period but which are non-operating and/or are not expected to occur in the future.

EBITDA – represents Earnings before interest, taxation, depreciation and amortisation, and profit/loss on disposal of plant and equipment.

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