

Smart Parking Limited ASX:SPZ Investor Presentation



Paul Gillespie, CEO | November 2016



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1 INTRODUCING Smart Parking

Smart Parking Limited (ASX:SPZ)



Smart Parking is a global car parking business listed on the ASX

Key Market Statistics

ASX code	SPZ
Market capitalisation	\$81.31m (17/11/16)
Average daily volume	131,921
Shares on issue	296.2m
Listed on ASX	2011
GICS classification	IT

FY16 Financial snapshot



Revenue of \$31.8m - up 34%

EBITDA of \$1.4m - up \$5.2m



Smart Parking | Leadership team



Highly experienced and relevant management team with proven success



Chris Morris

Non-Executive Chairman

- Founding member of Computershare Limited
- Extensive knowledge of securities industry
- Passion and long-term strategic vision



Richard Ludbrook

Chief Financial Officer

- Appointed CFO of Smart Parking in February 2011
- 20+ years finance and management experience
- Experience with Ernst & Young and Telecom NZ



Paul Gillespie

Chief Executive Officer

- Appointed CEO of Smart Parking in January 2013
- 13+ years experience in parking technology industry
- Led the UK division of Xerox Parking Services



John Heard

Chief Technical Officer

- Leads Smart Parking's technology and product delivery
- Founded the GNOME Foundation, used by major industry operating systems
- Founded OpenOffice.org industry programme, now has 100+ million users

Smart Parking | Business Overview



World leading technology for parking design, development & management

MANAGEMENT SERVICES | UK

Operates exclusively in the UK and specialises in managing car parks on behalf of retail customers, land owners and managing agents – currently generates 90% of the Groups revenue



TECHNOLOGY | GLOBAL

Designs, develops and specialises in on-street and off-street parking technology and software, enabling clients to manage parking efficiently and cost effectively – Technology division is critical to competitive advantage in the Services business and to the future growth of SPZ





2 UK MANAGEMENT SERVICES

Management Services | Overview



Operating more than 120,000 car parking spaces in the United Kingdom



FY16 Revenue of \$28.4m - up 33%

FY16 EBITDA of \$5.3m - up \$4.7 million

FY16 KEY CONTRACT WINS

- **Lidl UK** Managing +30 sites
- **Matalan UK** Managing +88 sites
- **New UK sites added every month to enable growth in market share**



OUR UK CUSTOMERS

Management Services | How it works



Parking management improving customer satisfaction & revenue generation

SP 123

MON 02 APR
11:43 AM

☒ Q 1
☐ Q 2
☐ Q 3



ANPR | Automatic Number Plate Recognition

Pay & Display | ANPR Linked Automated Payment System

Site Surveys | Real-time information, analysis and trend data

Parking Attendants | Trained and qualified staff **DPC** (Disabled, Parent and Child) | Protecting the vulnerable

Marshaling | Trained, professional and customer-friendly marshals

ANPR | How it works



Automatic Number/ License Plate Recognition (ANPR)

- **ANPR parking system:** Reliable, accurate, cost effective off-street parking management solution
- **Proven to serve a wide range of industry:** Supermarkets, retail, hotels, hospitals, leisure centres
- **Smart Parking's ANPR solution:** Ensures greater compliance and increased parking revenue

ANPR BENEFITS

- Ticketless, barrier-free system, parking areas managed 24/7
- Automatically generated and issued parking charge notices
- Increased security, comprehensive reporting & account management
- Supply and installation at no cost to the customer





3 TECHNOLOGY

Global Growth

Technology | Overview



Expanding across key markets: UK, AUS, NZ | Strengthening sales capacity



FY16 Revenue of \$5.6m

increased 40% on FY15

FY16 Recurring revenue of \$1.9m
increased 49% on FY15

Completed 2016 installations

ACT & NSW in Australia
Wellington & Auckland in NZ

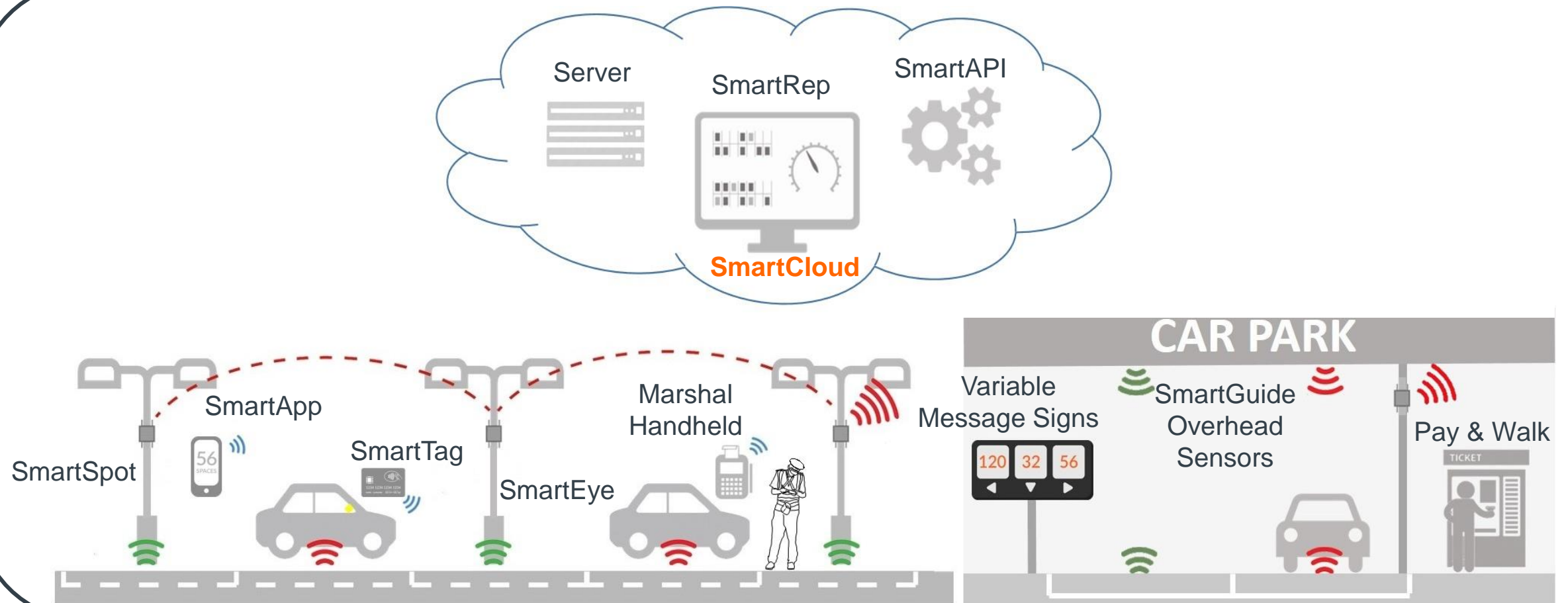
Continued investment
Sales & marketing, R&D
and operational capacity



Technology | How it works



Providing effective parking management solutions around the world



Technology | FY16 Highlights



Smart Parking Technology validated with new business orders



Wellington



Auckland



Canberra



Sydney



Westminster



Cardiff



An Auckland Council Organisation

Auckland Transport, New Zealand | Project to install a further 672 sensors



Mosman Municipal Council, Australia | Project to install 1,100 sensors



Stockland Group (ASX:SGP), Australia | Project to install 1,000 sensors



Progressive Enterprises, New Zealand | Project to install 280 sensors

Smart Parking | Wellington Case Study



[Wellington: Case Study Video](#)



[Greg Orchard, COO Wellington Council](#)



[Lisa Baines, Smart Parking User](#)



[Peter Mackenzie, Pay My Park](#)

Wellington City Council, New Zealand | August 2016

The world's southern most capital has gone live with Smart Parking's SmartPark solution and parking payment app PayMyPark in Wellington's central business district





4 FINANCIALS

OPERATIONS

- Results driven by over achievement against budget in Services & Technology

UK MANAGEMENT SERVICES

- UK Services installations are ahead of budget and pipeline is strong

TECHNOLOGY

- New orders won, tenders submitted, existing installations completed

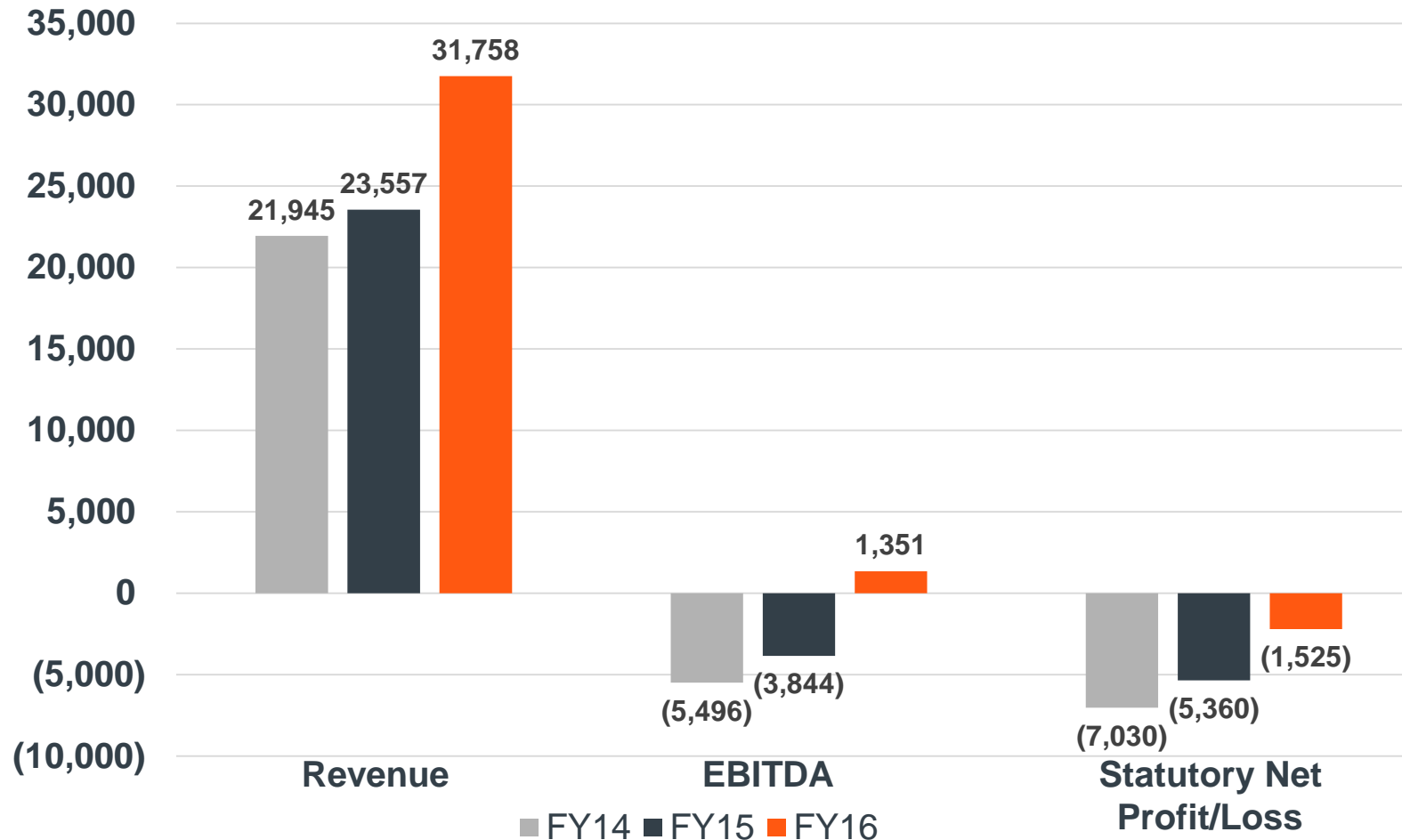
FINANCIALS

- Up against budget - Revenue up 7%, EBITDA up 94% in FY17 Q1
- Back to pre-Asda loss profitability by end of Q1

Financials | FY16 Overview



Strong revenue growth | EBITDA profitability | No debt



Revenue of \$31.8m - up 34%

EBITDA of \$1.4m - up \$5.2m

Statutory net loss after tax of \$1.5m, improved \$3.8m

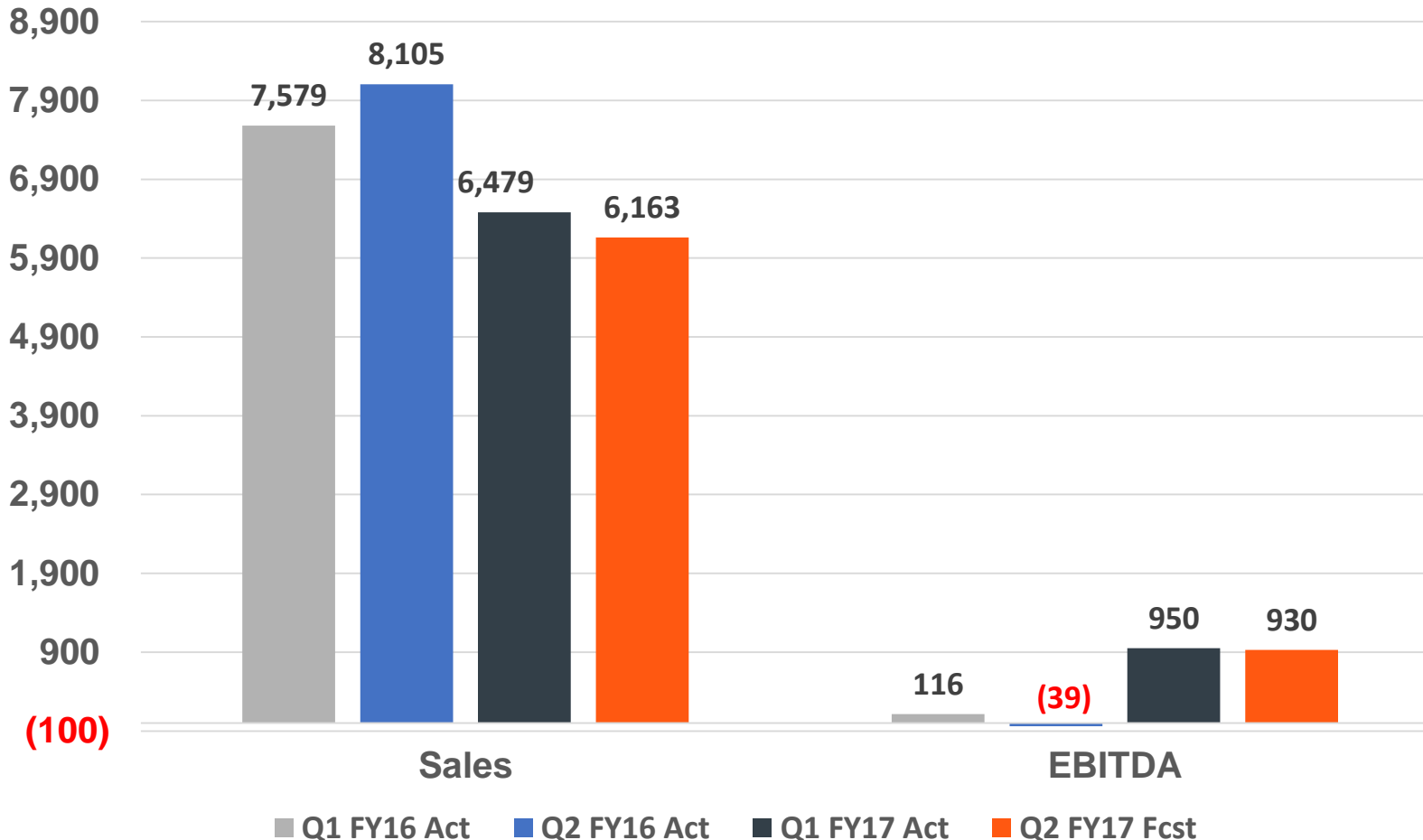
Including non-recurring & non-cash items:

- Amortisation (\$0.9m)
- Professional fees (\$0.8m)
- Loss on disposal of assets (\$0.9m)

Group Financials | Q1 FY17 unaudited



EBITDA margin growth continues into Q2 FY17



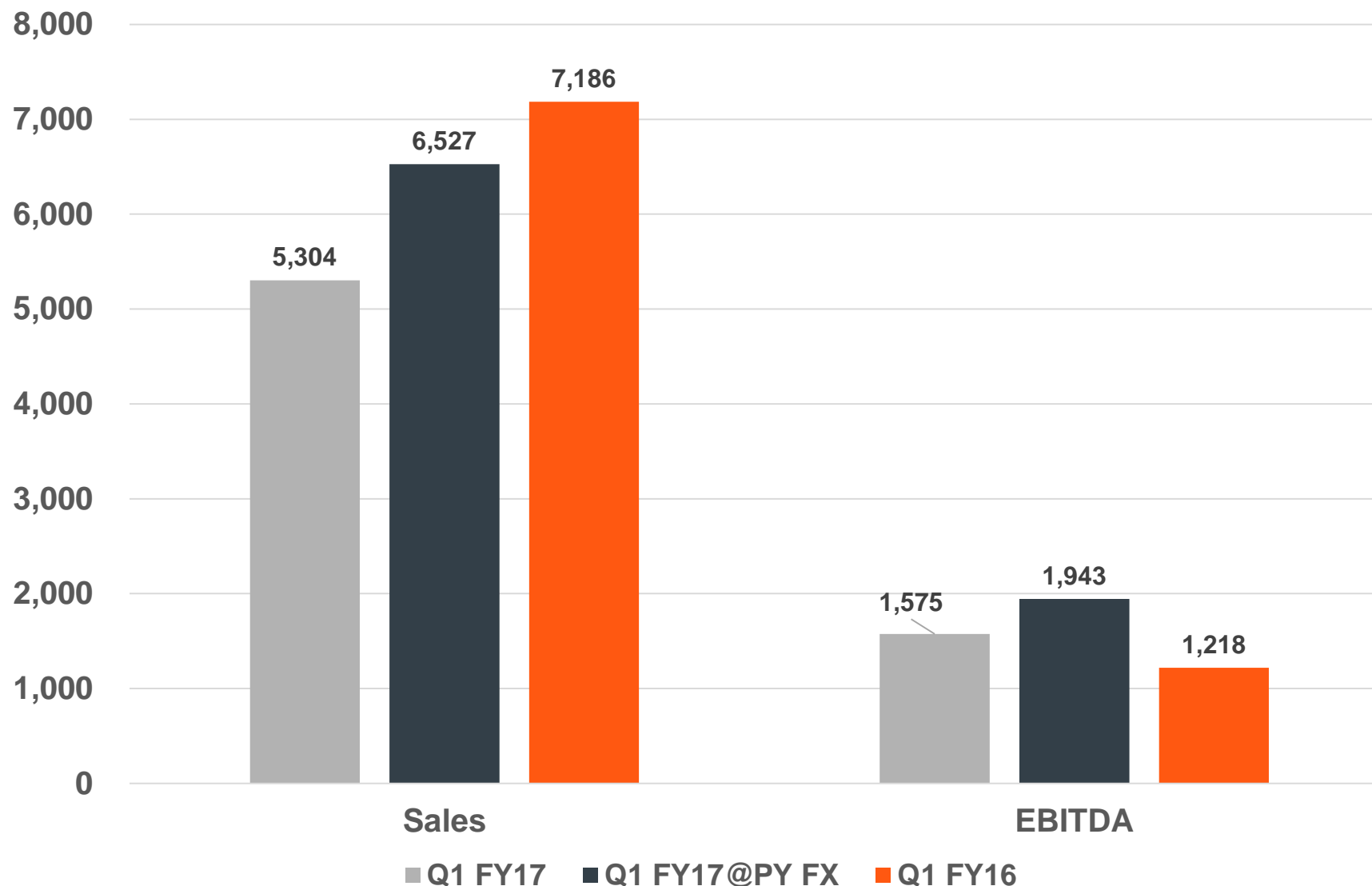
Q1 FY17 EBITDA up 719% on Q1 FY16

Q1 FY17 EBITDA margin up from 1.5% to 14.7%

FY17 Q1 Revenue of \$6.5m down 15% on Q1 FY16 following Asda contract loss and foreign exchange movements

FY17 Q2 Revenue and EBITDA in line with SPZ expectation noting seasonal quarterly impact H1 FY17 does not include any major technology deals with the majority of this business expected in H2

Management Services | Q1 FY17 unaudited



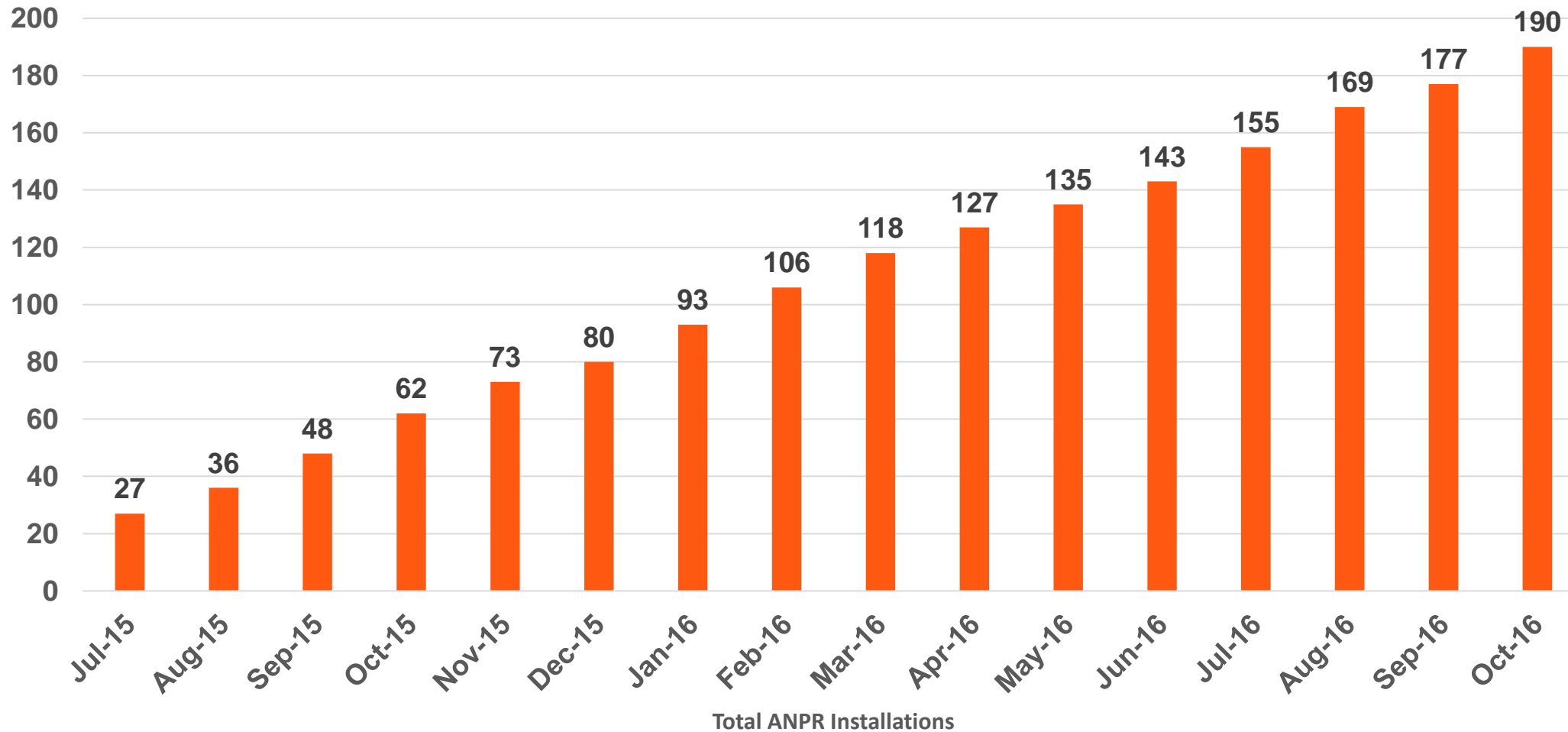
EBITDA of \$1.6m up 29%
on FY16, despite the loss of
Asda contract and FX
movements

Revenue of \$5.3m
down 26% on FY16 following
loss of Asda contract and
result of FX movements

UK headcount down
to 136 in Q1 FY17
278 in Q1 FY16

The Asda contract loss,
where income was shared,
has been replaced with higher
margin business such as new
sites with technology

Management Services | ANPR Installations



Management Services | ANPR Revenue (£)



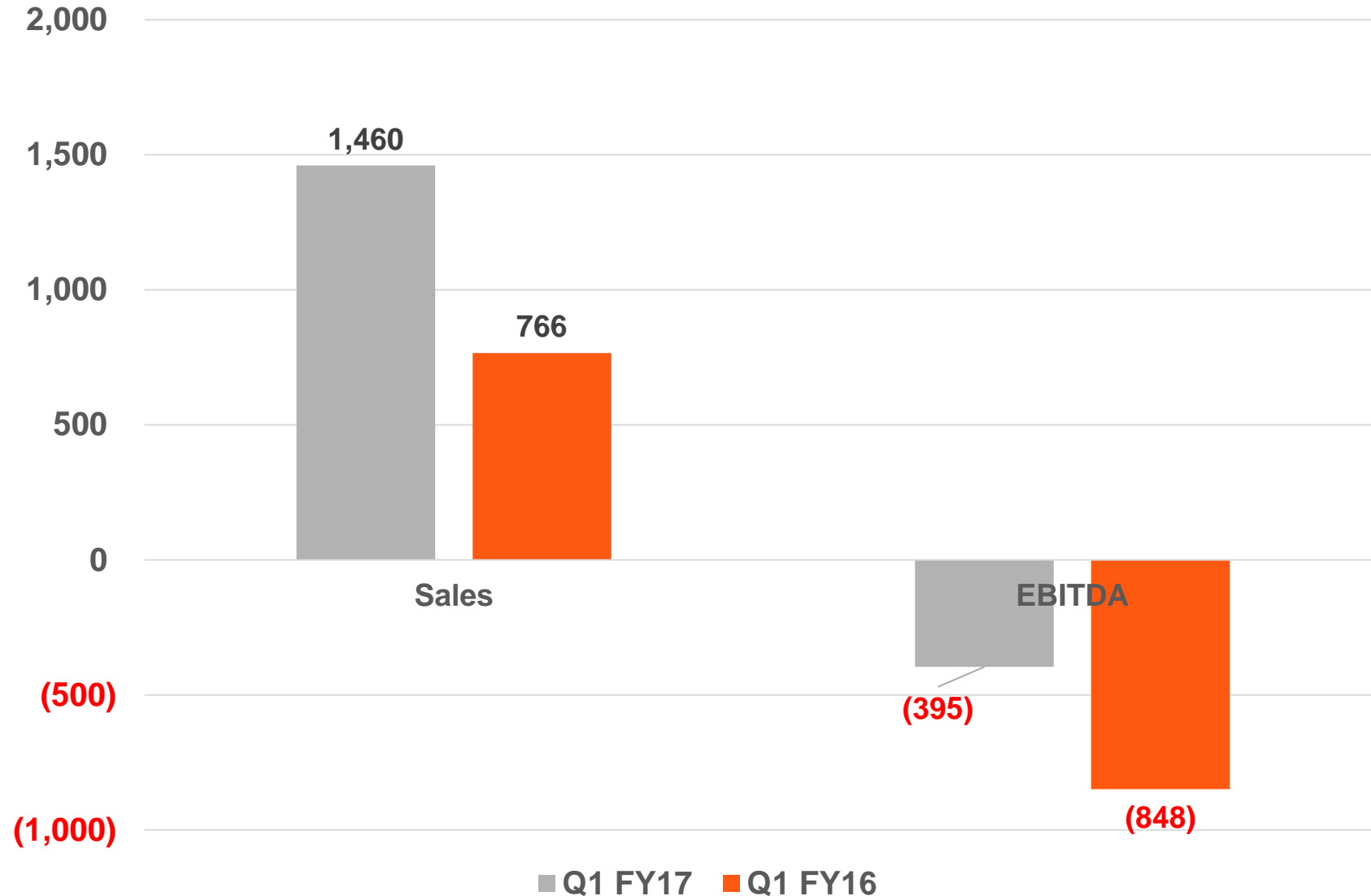
- Momentum continues with ongoing ANPR site installations in FY17
- 47 sites installed in FY17
- +80 sites in the pipeline for installation
- Sales team growing to continue site roll out



- Installation provided at zero cost to the customer
- Average CAPEX per site £15,000
- Average monthly ANPR revenue per site £6,000
- Average EBITDA margin per site per month 70%



Technology | Q1 FY17 unaudited



↑ ↑ ↑ ↑ ↑
Revenue up 91%
against Q1 FY16

**EBITDA loss
improved
by 53%** against
Q1 FY16



5 OPPORTUNITY & PIPELINE

Smart Parking | Global mega trends



Smart Parking is ideally positioned to leverage from global mega trends



US telco giant **Verizon Communications Inc. (NYSE:VZ)** acquired parking video analytics business Sensity for its burgeoning Smart Cities business. Verizon's 'Smart Communities' division lies within the IoT business.



Research & advisory firm **Frost & Sullivan** expects the smart parking industry to create many and various opportunities for cities and to boost the value of global parking operations to more than \$43 billion by 2025.



Research & advisory firm **Forrester Research Inc (NASDAQ:FORR)** In 1950 there were two megacities with more than 10 million people - New York and Tokyo. By 2025 the world is expected to have 29 megacities.



Research & advisory firm **International Data Corporation** forecasts the global market for IoT solutions will grow from \$1.9 trillion in 2013 to \$7.1 trillion by 2020.

Smart Parking | Strategic Opportunities



Strategic opportunities and partnerships are being pursued

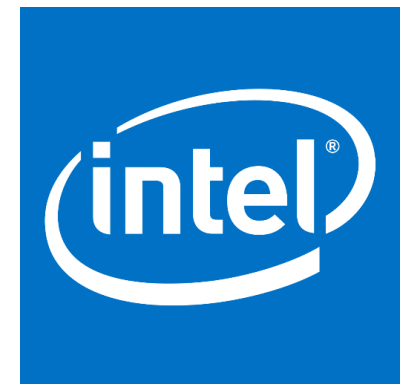
Smart Parking is building relationships with market leading technology companies and telcos



Smart Parking is growing its relationship with CISCO with partnership opportunities across the UK and Australia



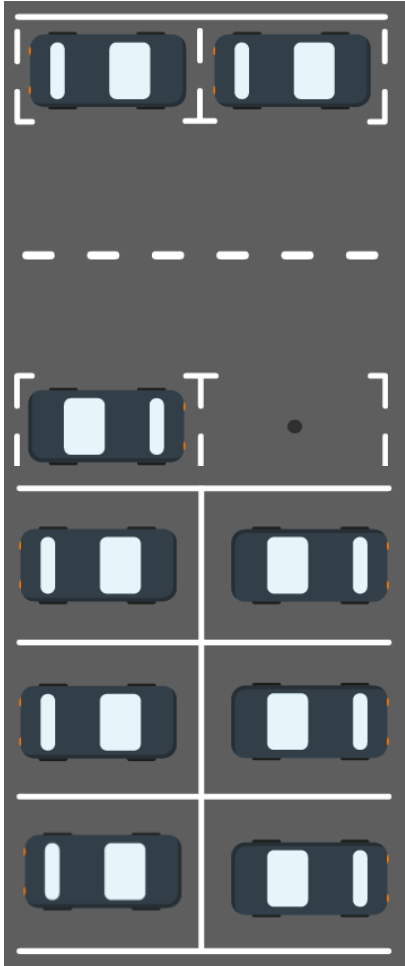
Smart Parking are working with Intel and exploring an ongoing partnership for projects across Australia



Smart Parking | Business Pipeline



A robust business pipeline is filled with key sales opportunities



MANAGEMENT SERVICES

Q1 site installations, revenue & EBITDA ahead of budget
Two new sales staff have been employed, 144 total staff
More than 80 sites in the pipeline at various stages
from survey to contract signature

TECHNOLOGY

Over \$30 million of tenders, quotations & proposals in the pipeline for key markets. Awaiting outcomes across Australia, New Zealand and EMEA. Ongoing focus on Research and Development



Smart Parking | FY17 Outlook

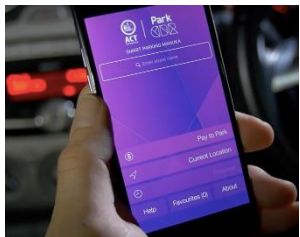


Foundations in place for sustained expansion in global parking industry

Smart Parking's FY17 growth will be driven by continued roll out of Smart Parking's technology in the Management Services division and project wins in the Technology division

FY17 Management Services targets include installing +130 new managed service sites in the UK

FY17 Technology targets are focussed on designing, building, installing and maintaining best in class Smart City products in key markets globally



Smart Parking | Contact



Discover more about Smart Parking at www.smartparking.com

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Connect with Smart Parking



[Click To Watch Smart Parking's FY16 Highlights Video](#)