Half Year Results Presentation
February 2015

Paul Gillespie: CEO

Richard Ludbrook: CFO

Executive Summary

- Smart Parking (ASX: SPZ) is a world leader in the development and marketing of intelligent car parking solutions and parking management services

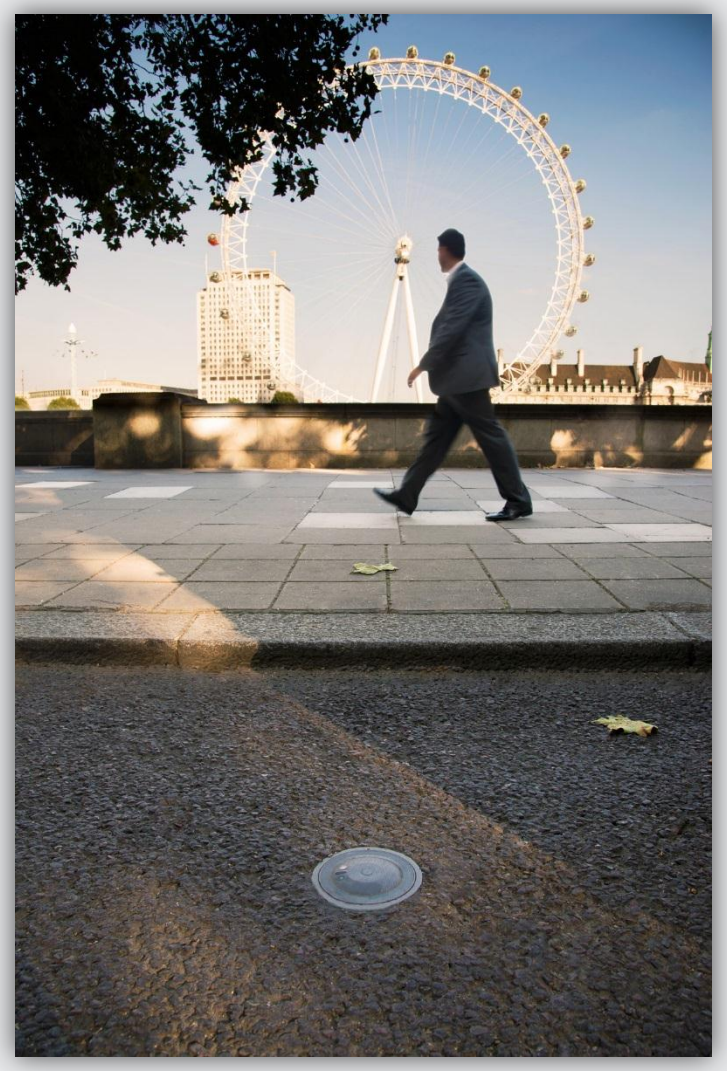
- SPZ runs two business divisions:
  - **Parking Technology** – established in 2003, specialises in on-street and off-street technology and data transfer for parking space availability. Offices in Auckland, Melbourne and Birmingham (UK) and employs 35 people
  - **Management Services** – UK based and specialises in managing car parks on behalf of retail customers, land owners and managing agents, currently operate over 1,100 car parking sites. Operational hub in Birmingham and employs 326 people in the UK

- Changes to the UK management team in November has seen the business turn around in December and January – this trend looks set to continue

- 2013/2014 has seen Smart Parking's technology proven through winning marquee contracts with Transport for London, Westminster (London), Camden (London), Bondi (Sydney) and Rotorua (New Zealand).

Agenda

- Introduction
- Half Year Financial Results
- Operational Update
- Summary



Overview & Progress

Since the full year results we have achieved the following:

- Won additional technology contracts, notably, Transport for London
- Partnership agreements with Cisco and Vodafone UK
- Technology trial sites expanded in UK, AUS and NZ
- Westminster City Council project complete and awaiting phase 2 implementation
- Technology recurring revenue growth continues
- Management team change in the UK services business
- Delivered new number plate recognition software for use in the services business
- New ANPR technology installed in 10 high value sites January and February

February 2015
Half Year Financial Results

Management Services

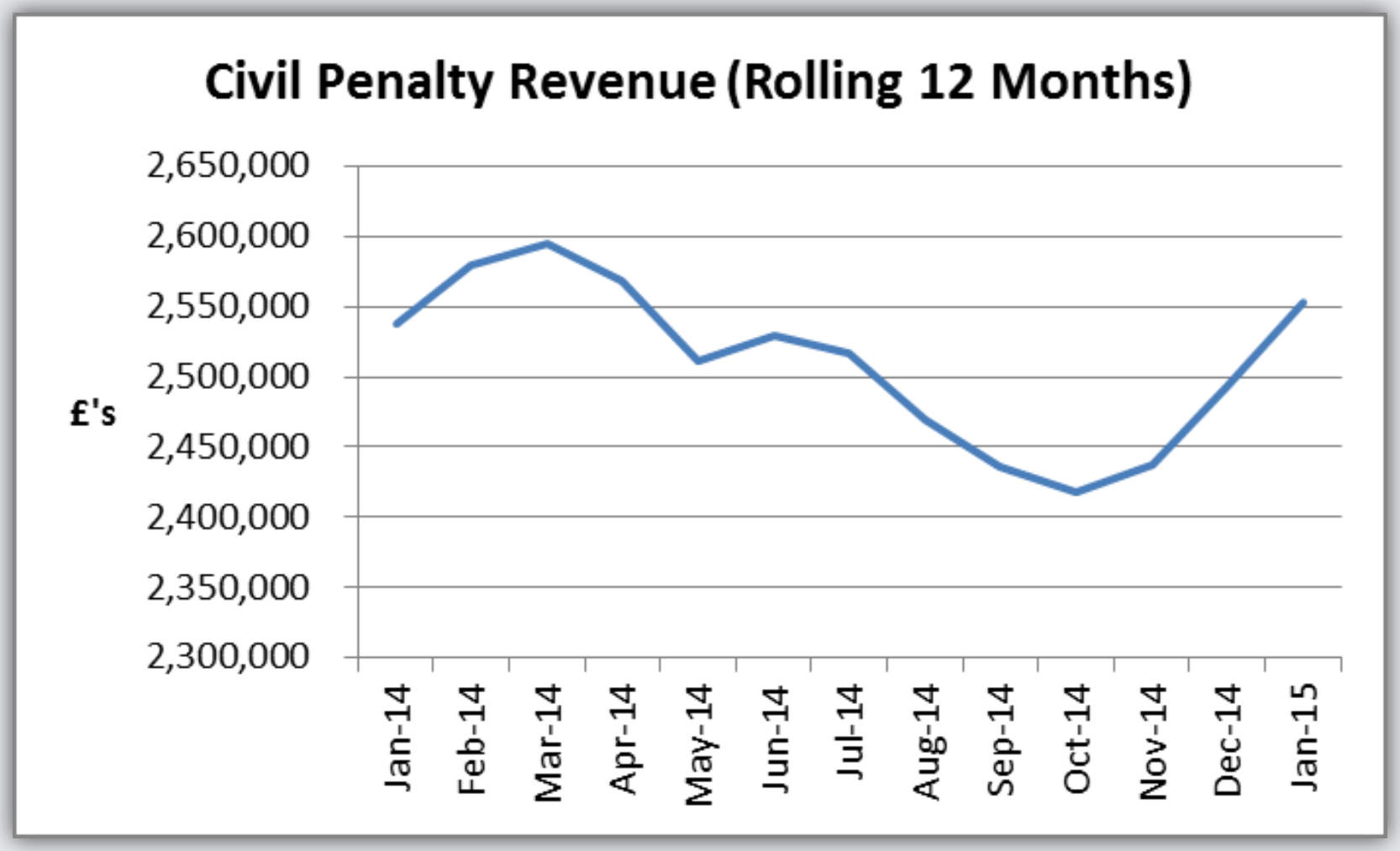
Key achievements

- Appointment of Ben Johnson in November 2014
  - Formerly the Sales Director at Parking Eye.
  - Parking Eye was acquired by Capita in October 2013 for £57m.
- Completed relocation of finance/administration functions from (Perth) Scotland to Birmingham (England)
- Appointment of new management team
- Streamlined Parking Charge Notice processes leading to improved yield management
- Improved financial performance in December 2014 and January 2015.
- Civil Penalty revenue for December/January is up **27%** on last year

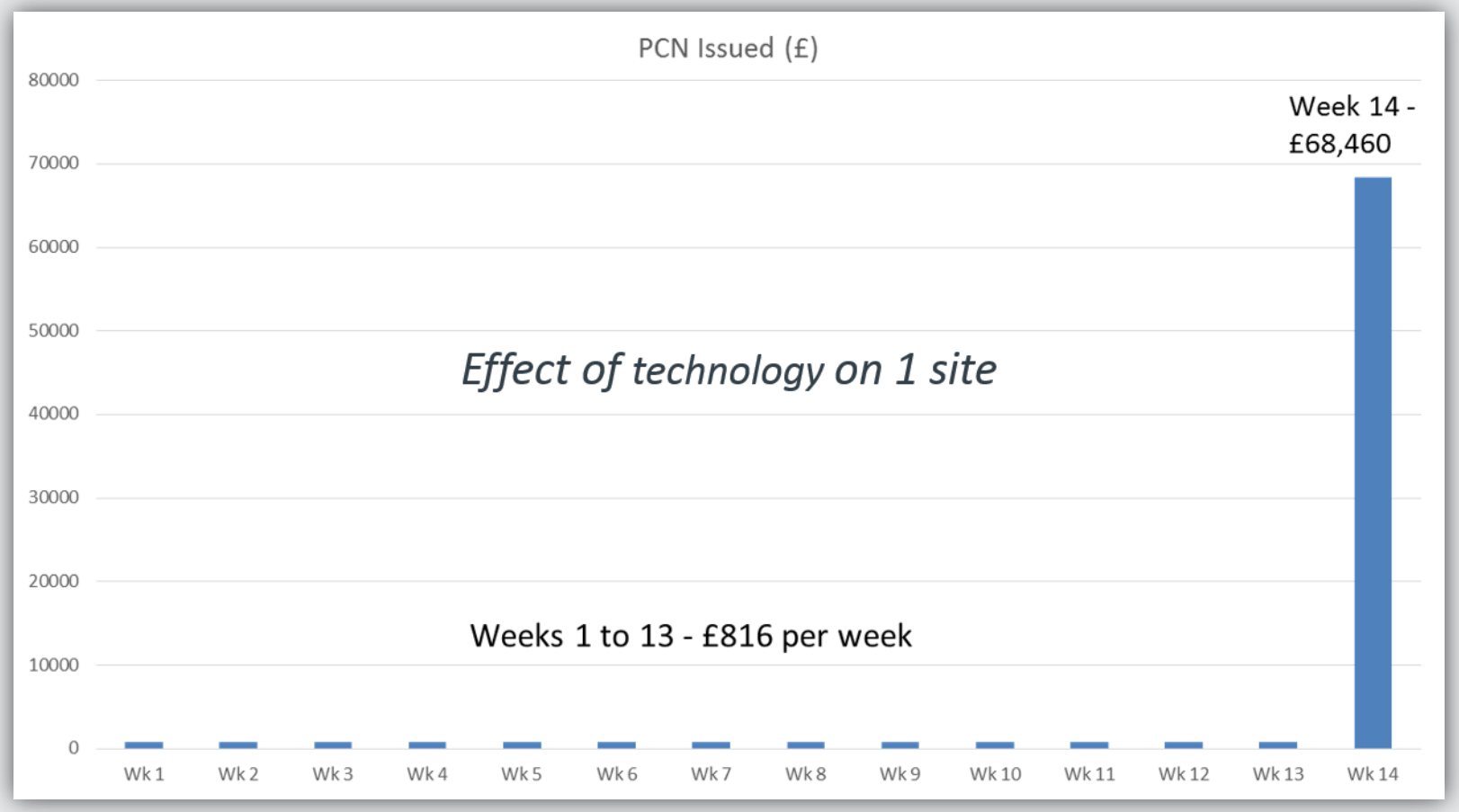
Management Services

($000's)	2015 H1	2014 H1	% Change	% of Total Revenue
Management Fees	2,216	2,387	(7%)	22%
P&D Income	4,585	4,518	1%	46%
Civil Penalties	2,387	2,304	4%	24%
Marshalling	565	591	(4%)	6%
Other	188	375	(50%)	2%
Total Revenue	9,941	10,175	(2%)	100%
Management EBITDA	(43)	180	(124%)	

Management Services



Management Services – Deployment of Technology

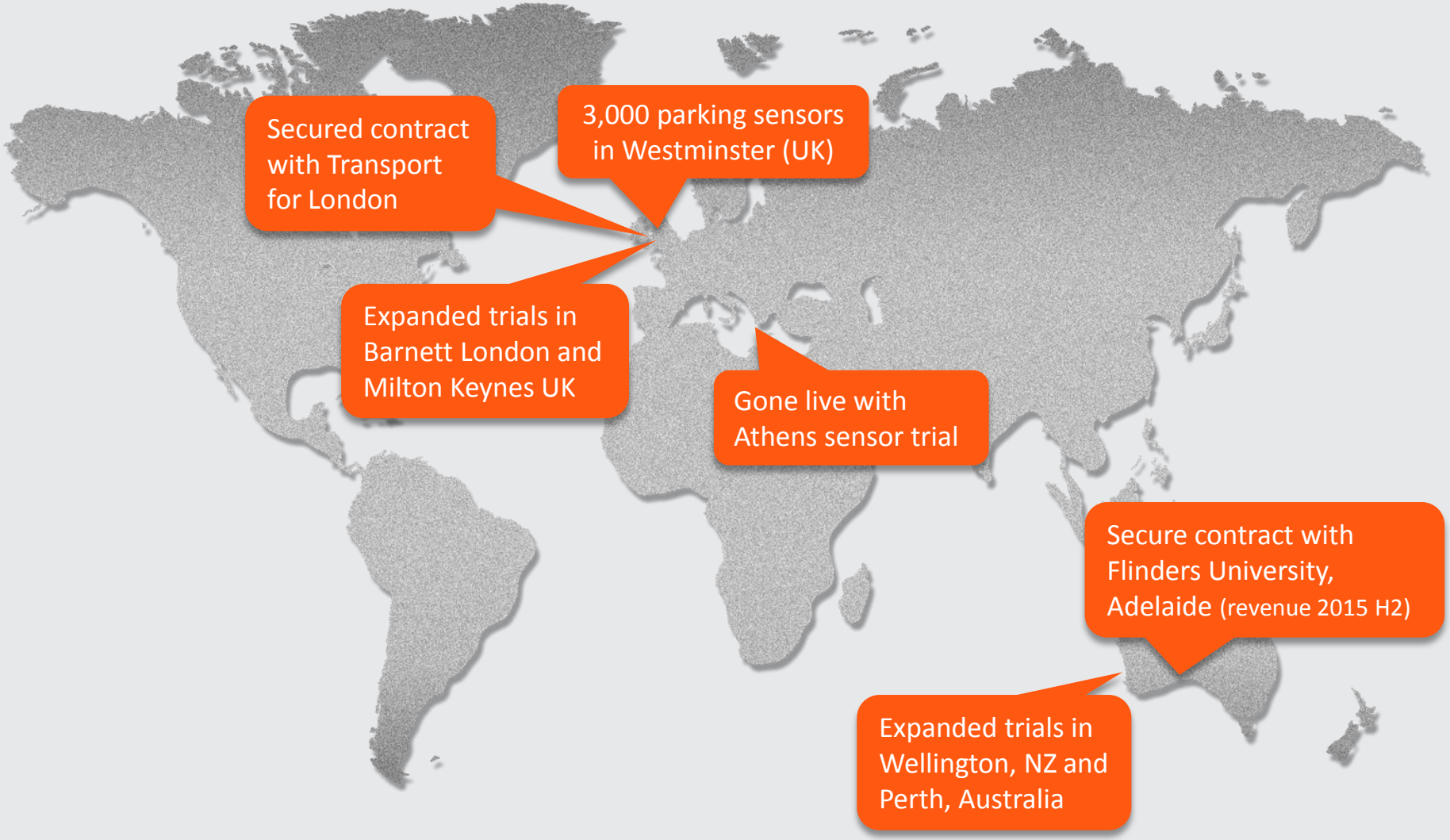


The above data relates to a single car park site only and is not intended to be illustrative of the estate of car parks that the Company leases and/or manages.

Management Services – Deployment of Technology

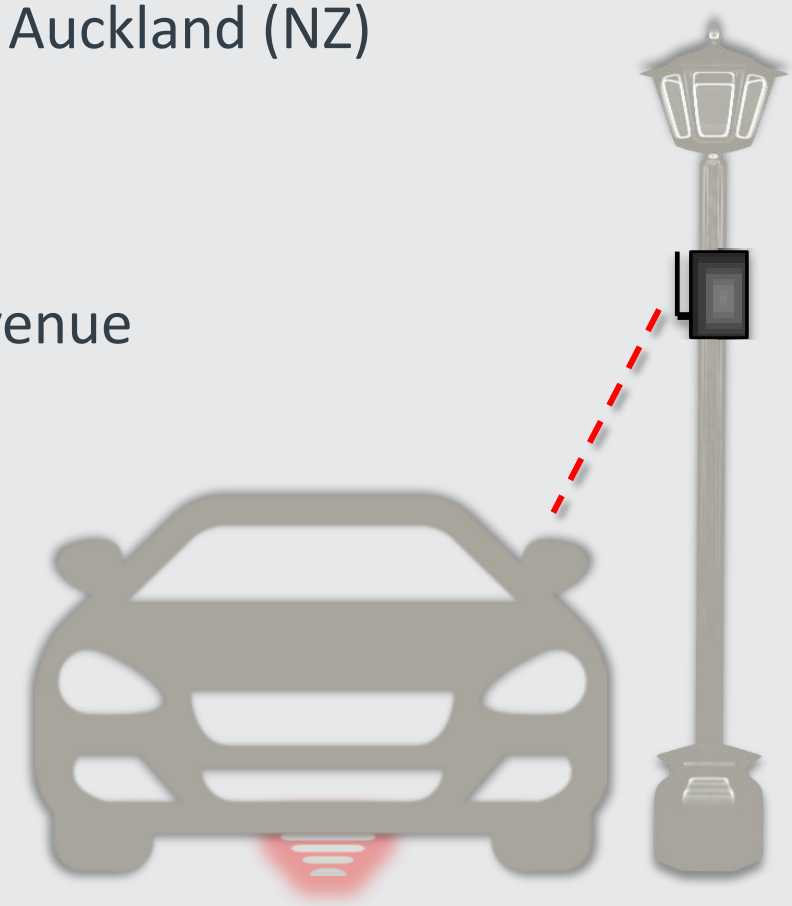
- Deployment of technology on 10 manually operated sites in February 2015 - revenue impact in March 2015.
- Early indications are there will be a step change in gross profit in 2015 H2 through:
  - Increase in number of Parking Charge Notices issued.
  - Reduction in staff costs.
- A further 90 sites in existing portfolio of 1,100 sites have been identified as suitable for the deployment of this technology.

Technology - Key Achievements



Technology - Key Achievements

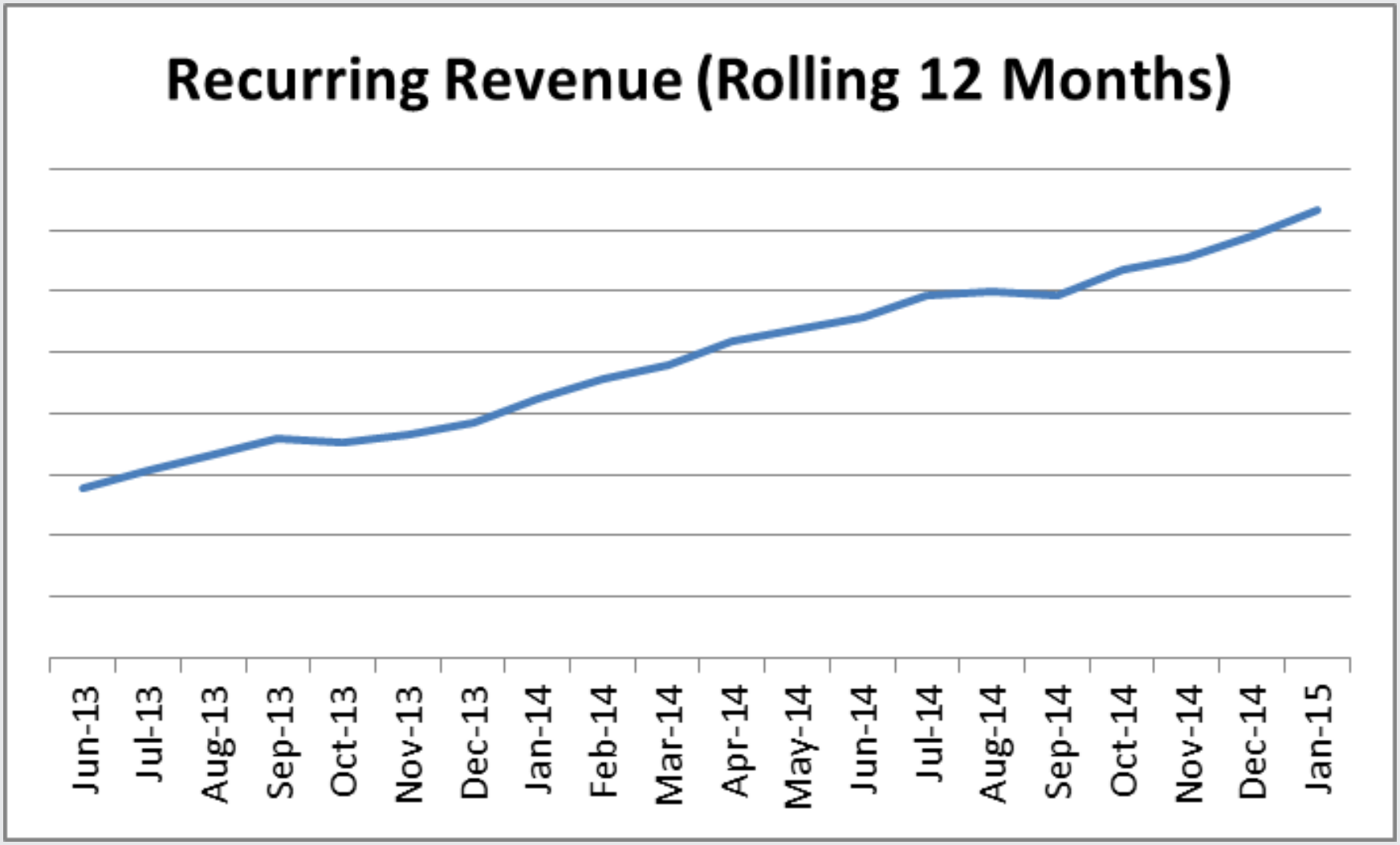
- Completed relocation of finance/administration functions from Cambridge (NZ) to Auckland (NZ)
- Signed partnership agreements with Cisco and Vodafone UK
- Continued growth in recurring revenue



Technology

($000's)	2015 H1	2014 H1	% Change	% of Total Rev.
New Zealand	129	712	(82%)	10%
Australia	313	438	(29%)	24%
United Kingdom	864	471	83%	65%
Middle East	11	0	0%	1%
Other	7	24	(83%)	0%
Total Revenue	1,324	1,645	(20%)	100%
Management EBITDA	(1,680)	(550)	(205%)	

Technology


Recurring Revenue (Rolling 12 Months)
Jun-13
Jul-13
Aug-13
Sep-13
Oct-13
Nov-13
Dec-13
Jan-14
Feb-14
Mar-14
Apr-14
May-14
Jun-14
Jul-14
Aug-14
Sep-14
Oct-14
Nov-14
Dec-14
Jan-15

Half Year Results

Financial Performance

(A$000's)	2015 H1	2014 H1
Revenue	10,820	11,410
EBITDA	(3,085)	(992)
Net Loss	(4,256)	(1,371)
Net Loss after amortisation and non-recurring items	(3,024)	(1,347)

- Amortisation $0.4m
- Non-recurring costs $1.0m

Half Year Results

Financial Position

($000's)	Dec 2014	Jun 2014
Current Assets	20,124	22,270
Non Current Assets	8,659	9,380
Total Assets	28,783	31,650
Current Liabilities	13,286	12,331
Term Liabilities	60	23
Total Equity	15,437	19,296

- Cash balances $7.6m (excluding client cash)
- Current liabilities includes increase in client funds

Operational Update Management Services

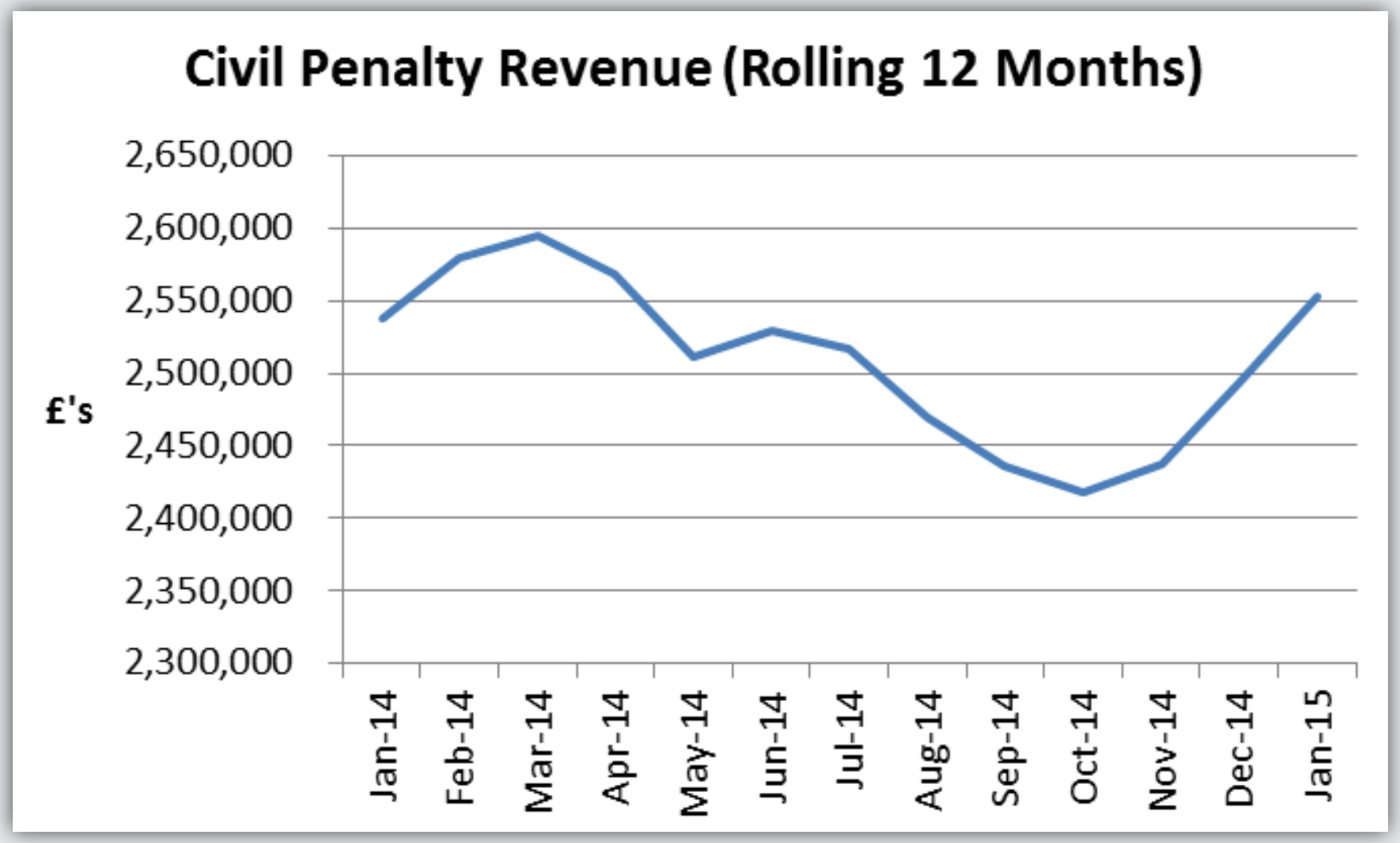
Management Services Update

- Hired new UK Services Managing Director in November 2014
- **Ben Johnson:**
  Formally Sales Director of ParkingEye - Ben oversaw the growth of ParkingEye from **GBP4m** (50 ANPR sites under management) to **GBP20m** (800 ANPR sites under management) between 2007 and 2013, at which point the business was acquired by Capita PLC for GBP57.5m. See the link below for more information on the Capita acquisition.
- http://www.capita.co.uk/news-and-opinion/news/2013/capita-acquires-parkingeye.aspx

Management Services Update

- With new, more efficient systems we will continue to expand the Automatic Number Plate Recognition (ANPR) estate using the infringement model – December and January infringement revenue numbers are ahead of budget and the highest revenue months since September 2013
- Developed and implemented new ANPR software linked with other parking technology
- The graph on the next slide demonstrates the sharp increase in infringement revenue due to new technology and new management

Management Services Update



Services - Key Account Update

Key contracts continue to grow and expand and we look to install new technology across the board:

ASDA

- Contract continues to run well
- New commercials agreed and running
- Keen to pursue further technology opportunities with us

MATALAN

- Retained account through a tender exercise
- Up to 29 stores now with the addition of Enfield
- Technology continues to roll out in H2 FY2015 – same ANPR technology as Smart Parking lease sites

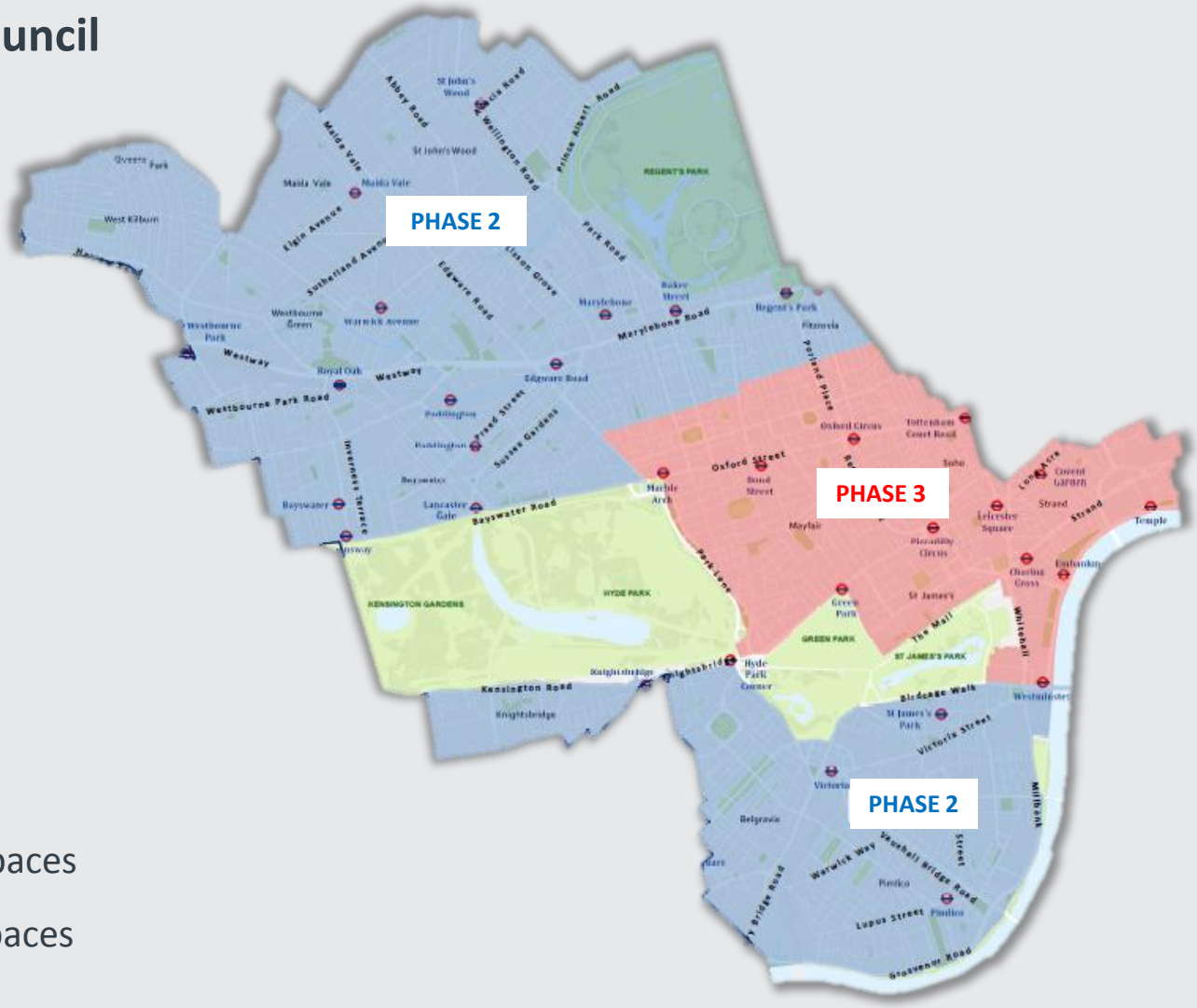
Operational Update
Technology

Technology Update

- Westminster phase 1 complete and all milestones paid - maintenance and data contract commenced
- **Transport for London** contract won and commence installation in H2 2015 – revenue recognition in the same period – 1,500 sensors across 27 underground car parks
- Partnerships signed with Cisco and Vodafone UK and, through our partner APARC, Telstra
- Flinders University installation complete – revenue in H2 2015
- With each new installation maintenance and hosting revenue increases, up **31%** on the same period last year

Westminster Update

Westminster City Council
Phase 1 & 2



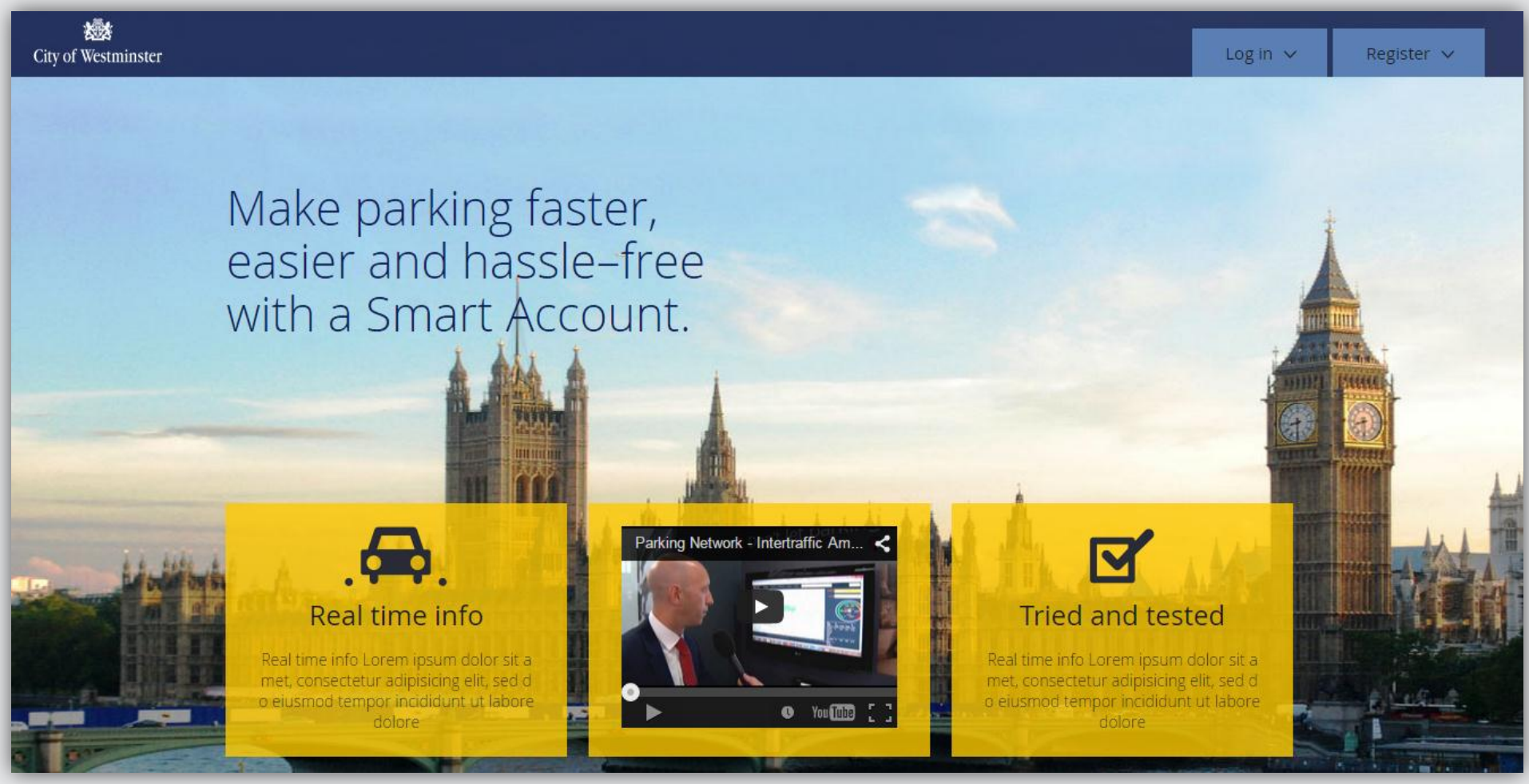
Phase 1: 3,000 Spaces

Phase 2: 7,000 Spaces

Westminster (WCC) Update

- Westminster phase 1 complete and all milestones paid
- Maintenance and data contract commenced
- Westminster internal evaluation to complete in H2 of FY15
- SPZ expects final decision on phase 2 by June 2015
- **RFID** trial due for installation in H2 2015 – WCC trailing the RFID solution for disabled bay users – potential for expansion to residents bays of which there are 10,000
- **RFID** trial proposed for ‘pay to park’ option – pull up, park and walk away….payment through RFID online account

Payment Portal



RFID Payment Portal Update

- RFID Payment portal development complete
- On-line account based payment for parking
- Tags talking to sensors for payment as well as location
- Parking history (web and email)
- Payment history (web and email)
- Dashboard for account summary
- Login through social media Facebook/ LinkedIn
- Fully configurable design

Payment Portal

- Payment Portal can be expanded for pay by phone
- Solution is scalable and can be used in every city around the world
- End to end solution
  - App tells you where the parking spaces are via **real time data**
  - Park and the sensor see's the car – occupancy reporting and real time data to the app and Smartrep back office
  - App then allows you to pay and top up

Technology – Trial Update

Contract	Sensors in trial	Potential Sensor Numbers
Wellington City Council - NZ	72	3,000
Hamilton (NZ)	30	3,000
City of Fremantle - WA	52	1,000
City of Vincent – WA	35	1,000
Burwood Council - Sydney	41	500
Camden - UK	380	10,000
Milton Keynes - UK	300	5,000
Athens - Greece	50	2,000
Amsterdam	100	12,000
Madrid (Spain)	30	10,000
Prague (CZH)	30	5,000
Dubai (UAE)	50	20,000

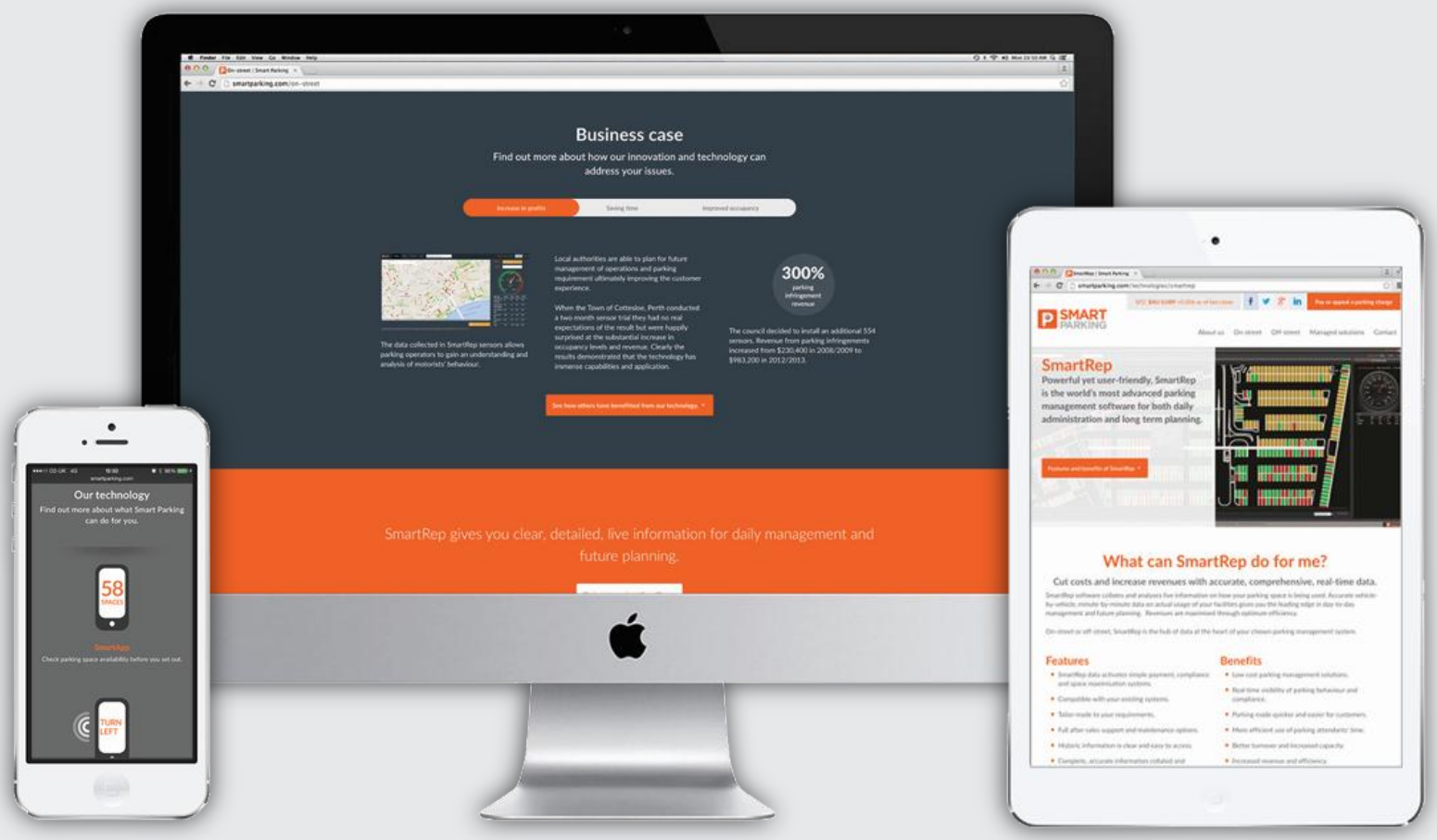
Additional trials planned for installation in London, Cardiff, Perth, Sydney and Auckland

Marketing - Social Networks

In the Media

Rail Professional
The Smart approa
to parking
SMART PARKING TECHNOLOGY
parking network
Smart Parking are proud to announce they are now an approved Cisco Partner
TagMaster
3M
FLEISCHHAUER
Halbach Group
cisco
TfL chooses Smart Parking to transform experience at London Underground car parks
UNDERGROUND
HUB
3M
SKIDATA
ParkHelp
Case studies
Smart Parking eases parking headaches with Vodafone M2M
vodafone
PARKINGReview
TransportXtra
TransportXtra

Updated Web Pages



The Smart City

Public authorities of all sizes are capitalising on new Smart City technologies and insights to transform their systems, operations and service delivery.

The Internet of Everything (IoE) could generate $4.6 trillion in value for the global public sector by 2022 through cost savings, productivity gains, new revenues and improved citizen experiences. – Cisco Consulting Services

INTEGRATED REPORTING AND ANALYTICS: ACTIONABLE INSIGHT

CITY INTELLIGENCE | SMART OPERATIONS | CITIZEN RELATIONSHIP MANAGEMENT

ENERGY
- SMART BUILDINGS
- CONDITION BASED MAINTENANCE
- REMOTE OUTAGE NOTIFICATION
- SMART WASTE MANAGEMENT

UTILITY
- WATER TREATMENT
- WATER MANAGEMENT
- EQUIPMENT MONITORING/ CONTROL
- HAZARDOUS MATERIALS EMERGENCY RESPONSE

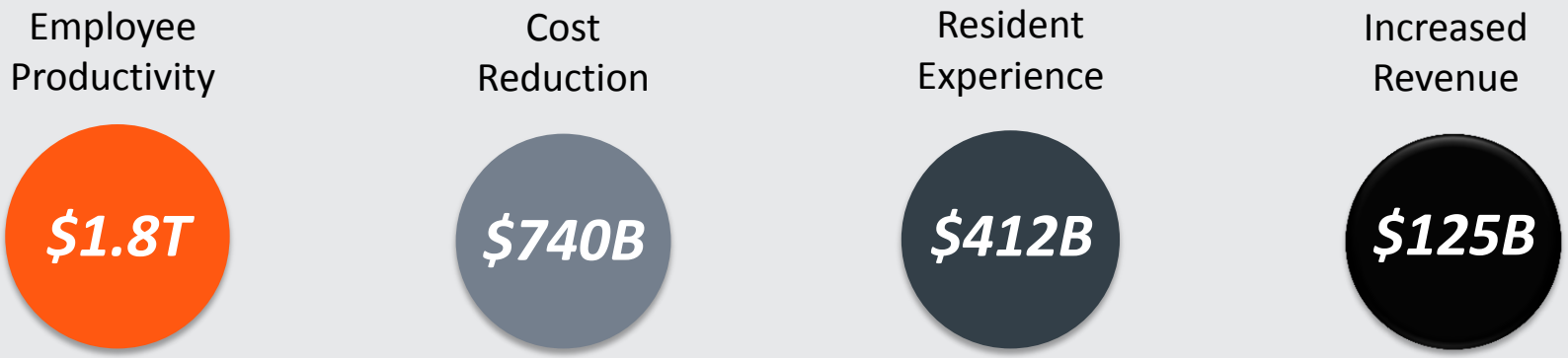
VEHICLE
- SMART PARKING
- PARKING ENFORCEMENT
- VEHICLE DETECTION
- MOBILE PAYMENTS
- EV CHARGING

TRANSIT
- INTELLIGENT RAIL AND TRANSIT SOLUTIONS
- FLEET MANAGEMENT
- ASSET TRACKING
- MOBILE PAYMENTS
- SMART ROADS

PUBLIC SAFETY
- VIDEO SURVEILLANCE
- REMOTE SECURITY MONITORING
- EMERGENCY RESPONSE
- SMART STREET LIGHTS
- MASS NOTIFICATIONS

The Internet of Things IoE

The aim is not only to develop urban services that enhance residents' daily lives and reduce the city's carbon footprint, but to also deliver a vibrant economic climate to the city by attracting new residents, visitors and businesses.



Improved labour effectiveness for new and existing government services	Improved labour efficiency, better capital utilisation, reduced operational costs	Shorter search times; improved environment; better health outcomes	Improved ability to match supply with demand; improved monitoring and compliance

Source: Cisco Consulting Services

The Smart City

- Through our partnerships with Cisco, Vodafone and Telstra, SPZ are looking to capitalise on the Smart Cities drive which is occurring globally.
- Smart city wide networks linking Co2 monitoring, refuse collection, lighting columns and water usage are being installed across the globe.
- Smart Parking networks can link all of the above and provide a valuable revenue stream.

Smart People

Smart People

Over the last two years SPZ have struggled to find the right team to execute. However, we have made some significant changes that will allow us to reach our potential. New people are as follows:

- **Lewis Johnson**
  Head of Technology EMEA
- **John Heard**
  Chief Technology Officer
- **Ben Johnson**
  Managing Director, UK Services
- **Mark Ashby**
  UK Chief Financial Officer

Smart People - John Heard CTO

- 18 years with Sun Microsystems in the UK, Australia, New Zealand, and USA. Extensive experience in product engineering and successful market delivery.
  - Led the product marketing operations for Sun Microsystems ANZ.
  - Seconded to the USA to manage the Java Systems division strategic direction during first years of the Java technology.
  - Organised the adoption by Sun/HP/IBM/RedHat etc of a common standard GUI platform for the Unix and Linux operations systems. This is the defacto standard in use today.
- Co-Founder, CTO of Wellington NZ based CityLink company – establishing large scale fibre optic and wireless broadband services across NZ. Now with over 15 years of telecommunications and Internet leadership in New Zealand. Acquired by Teamtalk Ltd.
- Designed and built the Wellington city wide public WiFi network which has been in service since before the 2012 Rugby World Cup and serves over 10,000 individual users every day.
- CTO and VP Engineering for eServGlobal – delivering core network (fixed & mobile) and real-time pre/post paid billing infrastructure for many major telecommunications operators around the world. Acquired by Oracle Inc.

Smart People

Lewis Johnson - Head of Technology EMEA

- Formally Technology and Data Lead at Westminster City Council Parking Services
- Prior to this was Business Intelligence Manager at Mouchel PLC
- 14 years in the Parking technology industry

Mark Ashby – UK CFO

- Formally Finance Director of Redcentric MS Ltd an end to end network based managed service provider.
- Headed the finance team that turned business around from making losses to profitability.

Summary

Summary

- SPZ is a world leader in the development, installation and maintenance of intelligent car parking solutions for cities around the globe and Parking Management Services in the UK
- Financial results for the half year are below expectation for the technology business but the number of trial sites continues to increase and the activity through direct selling and partners shows the market opportunity is real and is gaining momentum
- New projects from Transport for London, Milton Keynes and partnerships with Cisco and Vodafone show the technology is validated and being noticed in the UK and global market place
- Financial results for the services business are below expectation but with the new management team, implementation of new technology and record infringement revenue months in December and January we are confident of a strong H2 performance

Contact

Paul Gillespie - CEO

- + 61 408 790 710
- paul.gillespie@smartparking.com

Richard Ludbrook - CFO

- + 64 275 543 661
- richard.ludbrook@smartparking.com

Web: www.smartparking.com