

JULY 2024

# SmartBot

P A R K I N G

The innovative operator  
on-site parking





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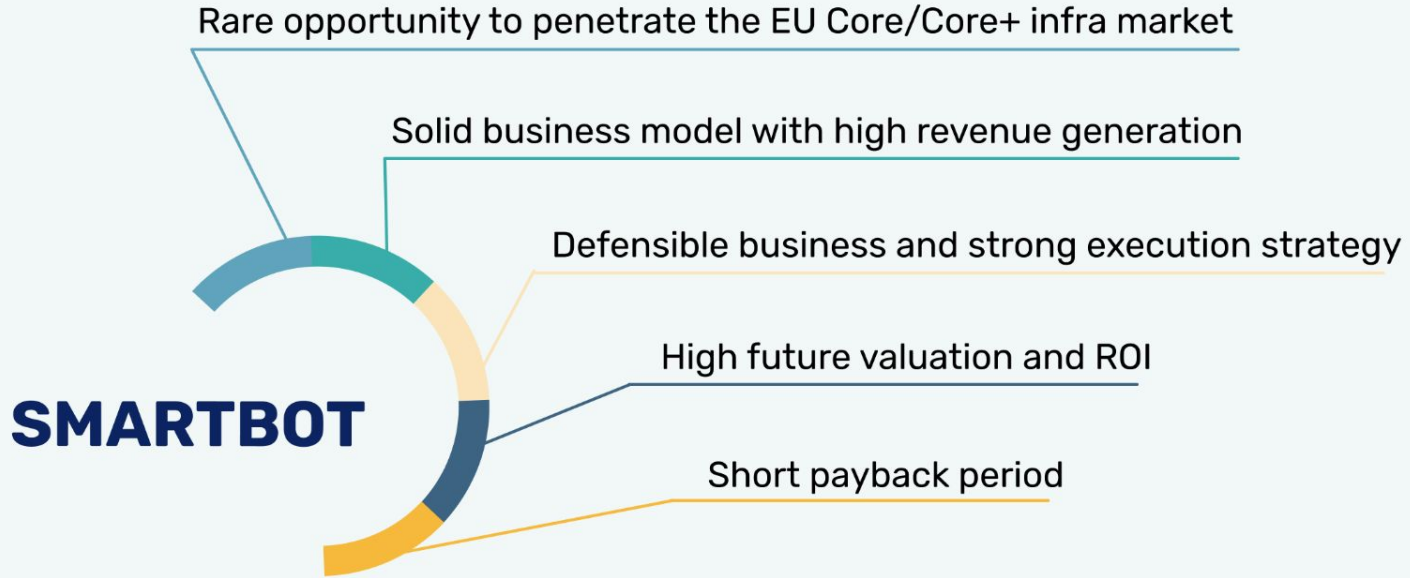
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DISCLAIMER



## The simple way to manage parking

Accurate city parking  
space metering



Collecting payment from  
car owners / City halls



# PARKING AS UTILITY:



**USER WARNING  
AND ALERT**



**DYNAMIC PRICING**



**FREE PARKING  
SPACE SEARCH**



**MONTHLY DIRECT  
DEBIT PAYMENT  
AND ABONEMENTS**

# The team of professionals has the solid background and clear vision to succeed

## Key persons:



### Founder and CEO

- Serial entrepreneur and tech visionary;
- Master's degree, Automobile transport Engineer.



### Legal

- 20 years of International legal expertise serving key players in Electronic Communications and their major projects;
- In-house lawyer at Cable&Wireless, Monaco Telecom, Orange.



### R&D

- Several CTO positions last 11 years;
- IT-architect in high load projects for 15 years;
- Electronic engineer.



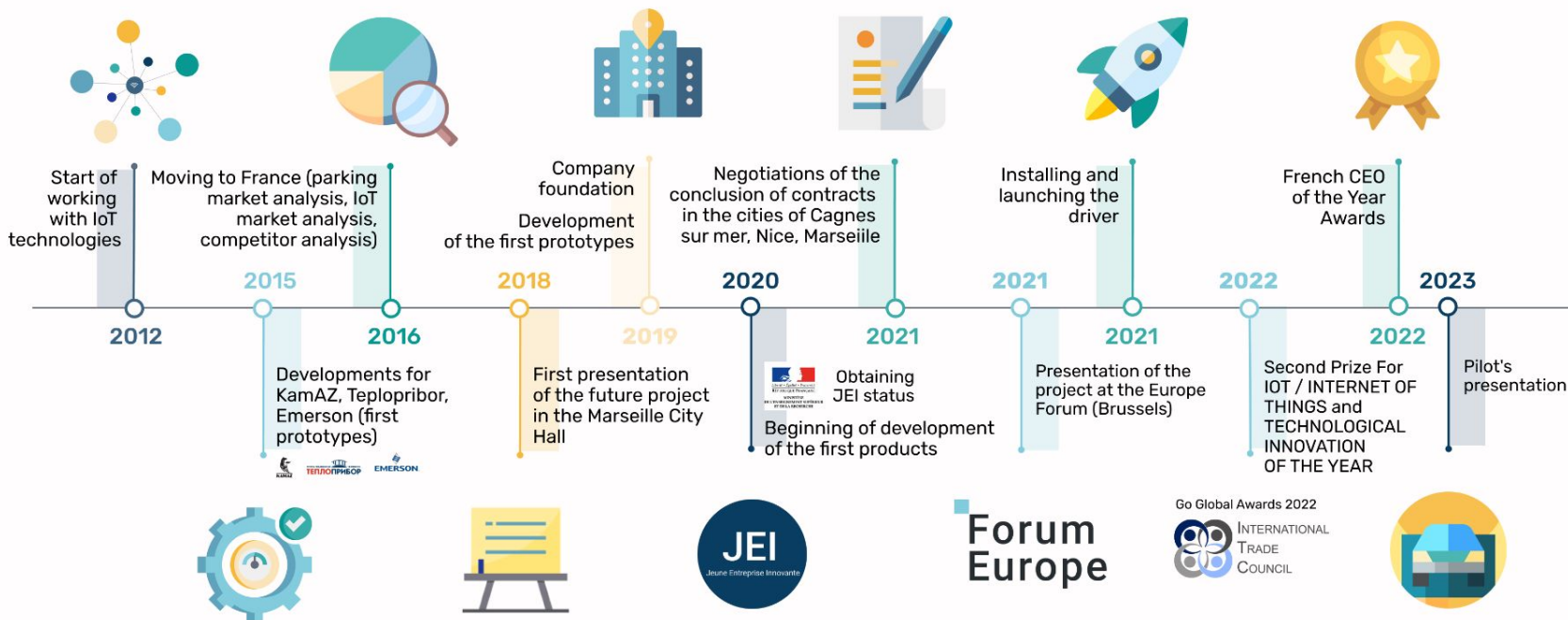
### Finance

- 29 years of experience in commercial banking, capital markets, PE and Investment fund management.

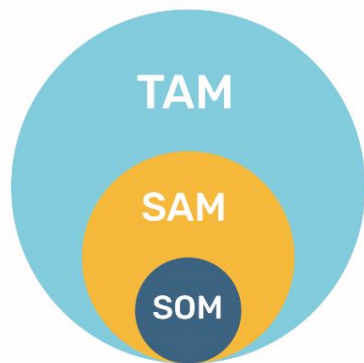
SINCE 2012

HISTORY  
PROJECT

4



## On-street parking is a massive, quasi monopoly but underpenetrated infrastructure market



- TAM - 152.0 mm parking spaces
- SAM - 97.0 mm parking spaces
- SOM - 12.1 mm parking spaces

\*Source: European Parking Association

### Opportunity:

- Traditional technology is **not effective** (80% of parking are not paid);
- Cities wants to **reduce traffic**;
- **Social tensions in cities** are growing in the struggle for parking spaces.

### Market changes

- Wide spreading of **Internet connected drivers** on streets;
- Rising of **IoT technologies**;
- **Affordable mobile payments** (NFS, SMS, QR-codes, etc.)

### Smartbot Positioning

- **First mover** advantage;
- **Scalable** across all regions;
- **Unique** technology.



**SBP offers the simplest and most compelling way to control the City parking space and RPZ**

## **The Product RPZ** (Restricted Parking Zones)

- Real time monitoring;
- On time notification to Authority and driver;
- Seriously reducing the City budget on police and evacuation service.

## **On-street parking** (Paid Zones)

- Eliminating street parking fines;
- Make the City budget not unprofitable (90% budgets are unprofitable now);
- Road violation control instrument;
- More availability of parking space for citizens;
- Less air pollution.



# Smartbot satisfies City Halls and drivers through **easy-to-adopt platform**



## Driver desires

- Avoid fines and evacuation;

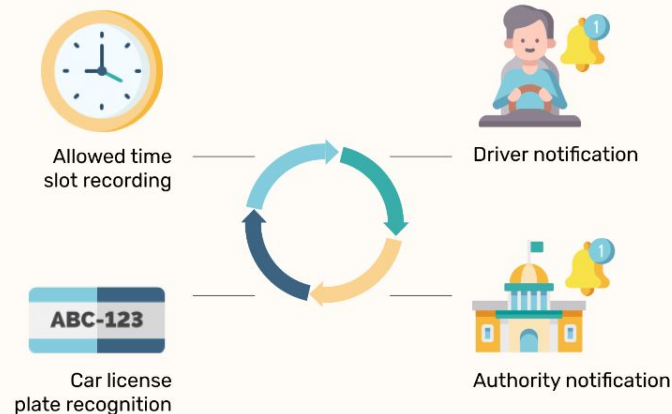


## City Hall desires

- Eliminate unauthorized parking;
- Improve city traffic situation;
- Reduce budget burden;

# The Product RPZ

(Restricted Parking Zones)



# Smartbot satisfies City Halls and drivers through **Parking Concessions**



## Driver desires

- Improving parking availability;
- Convenient payment solution;

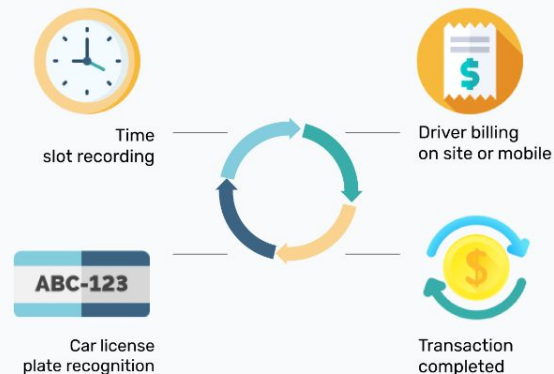


## City Hall desires

- Get rid of the unprofitable budget;
- Dynamic pricing solution;
- Improving the traffic situation;

# On-street parking

(paid Zones)





Vandal Resistant

Waterproof

Eco-friendly

## ParkPost

The SmartBot Parking device is the first intelligent and autonomous parking meter that allows the accounting and management of each parking space on the road.

Service life of a device-10 years

Warranty-5 years



## Overview/ Features :

### Consumption :

- Peak - <0.1W
- Average - <0.1W

Battery life up to 3 years

Autonomy 12 months

### Frequency of service :

- Cleaning the device every 3 months
- Maintenance every year
- Battery maintenance every 2 years

Device weight 15.6 kg

Dimensions (millimètres) 219 x 219 x 960

Travel time: about 30 minutes

## 5 years of intensive R&D have led to the acquisition of a unique proprietary technology in the following areas:



Detection (CCTV and LIDAR) of moving objects;



Recognition (AI) of objects on place;



Autonomy (Green technologies) by using solar low-powered components independent from the city power grid;



Mobile networks connectivity (IoT) provides real time monitoring;



Data analysis and management (Big Data) of road traffic;



Edge computing adds high speed and efficiency on site.

# Ground Infrastructure makes possible to build Additional Revenue Streams:



Base station landing  
for IoT and Wi-Fi  
operators\*

\* May require city power grid connection;

\* Requires city power grid connection.



EV charging  
points\*\*



Data integration  
with vehicles  
(navigation, etc.)



Accurate geolocation  
in historical city  
centers (better than  
GPS)



Big data collection

# There are multiple of partnership opportunities for SBP

## Present



## Future





# The unique SmartBot on-road parking accounting and management system makes it possible to target any city that seeks to reduce traffic and improve the ecological situation

## Target customer :



- Cities with 10,000 to 2 500 000 inhabitants
- Owners of private car parks on the road who have no possibility to use the toll gate
- In perspective: cities with more than 2 500 000 inhabitants

## Sales channels



Word of mouth  
/direct sales;

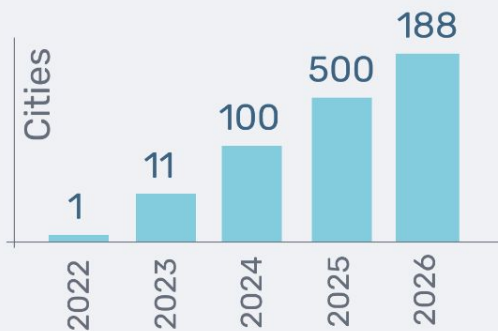


Participation in  
professional events



E-mailing  
and phone

## Customer base growth





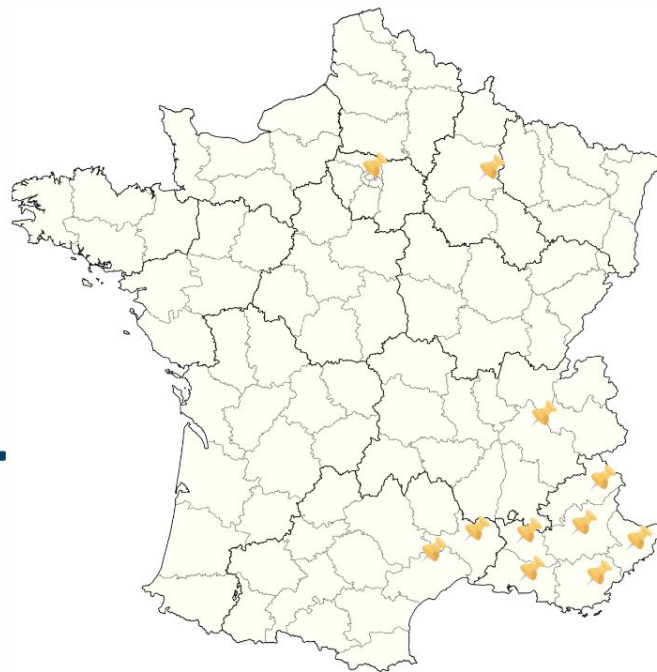


*Liberté • Égalité • Fraternité*

RÉPUBLIQUE FRANÇAISE

## The town halls of French cities and around the world show great interest in the device, proposed by our team.

Currently we are in dialogue with 3 French cities regarding the installation of the system and prospecting is underway in more than 100 cities\*



\*For more information, please contact our team directly

## Direct Competitors:

Parking operators



## Indirect Competitors:

Enforcement services



## Characteristics:

- Deepened relationships with municipalities;
- Operational synergy between on-street and off-street parks;
- Lack of on-street metering technology;
- Heavily relying on city budgets;
- Relying on enforcement solutions;
- Underdeveloped billing solutions.

- Thousands of civil enforcement officers on streets;
- Fully dependency on City budget;
- Citizens dislike to pay fines.

## SmartBot Parking Advantages:

- Independent from City budget;
- First time on-street metering technology;
- Flexible billing (NFC & mobile);

- SBP metering solution simply eliminate Enforcement services;

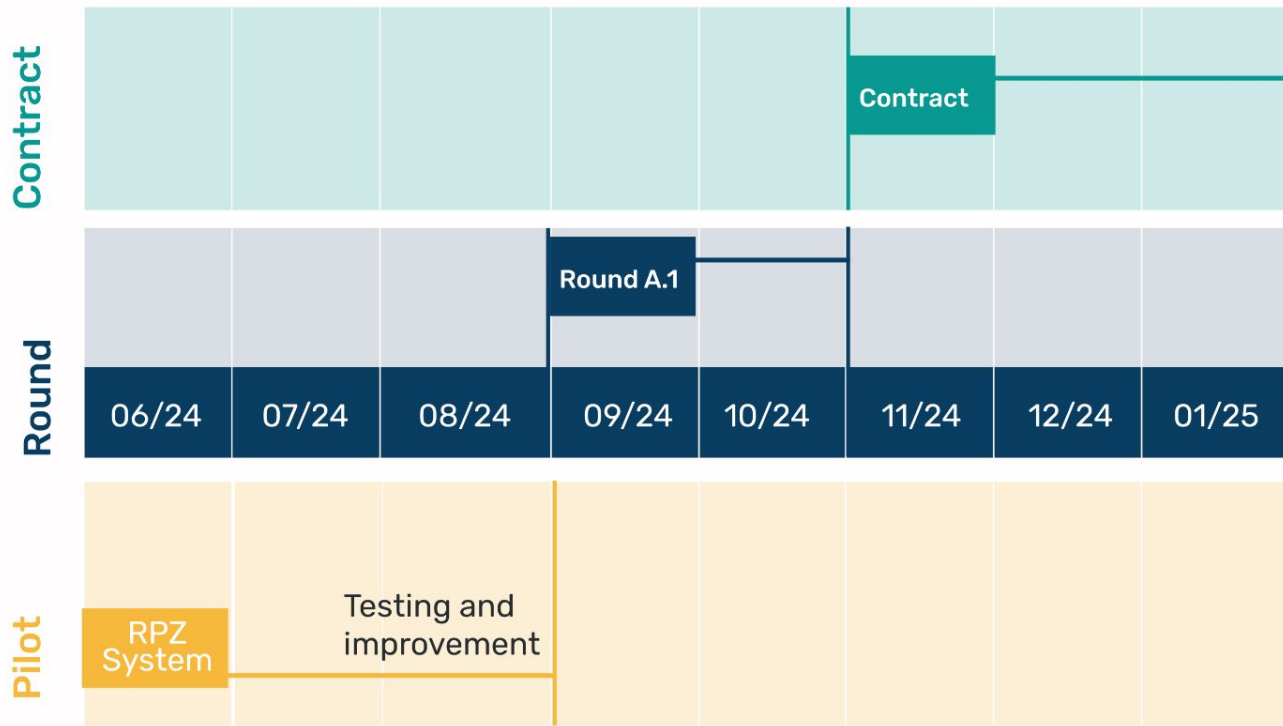
# Growth expected to scale exponentially and valuation will increase

## CONCERNS

- Direct competitors will introduce own metering technology
- b2g sale is characterized with a long time circle
- Cities will reject extension of operational contracts and concessions
- Consumer concerns
- SBP will face execution risks
- No defining industry standard

## RESPONSES

- The metering technology developing is a time consuming process required a qualified personal that let to first mover a significant time advantage on the market
- The first successful contract (from current pre-order book) will quickly accelerate sales
- Lock in technology will create a difficulty to change the operator
- The adoption of a new platform will be achieved quickly as there is no direct substitute to the object
- At the regional expansion stage the professional CEO will be hired
- Actual needs of City promotes innovation so a standard will soon be reached



# Additional Investment to maintain first mover advantage

## Goals:

- Set up a serial production facility;
- Set up an operation unit;
- Expected spend in marketing and customer acquisition;
- R&D continuous.

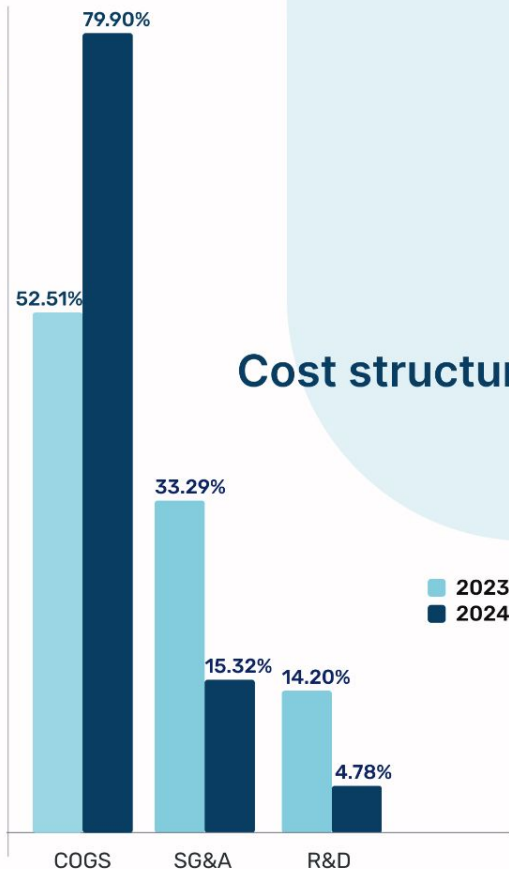
## High Potential for Growth:

- Potential for growth will allow new investors to see an outsized return;
- Customer adoption will scale up exponentially;
- The key to success will be in locking in loyal first customers early.

## Timeline:



## Cost structure:



# SBP will have multiple exit opportunities that will result in a high ROI

## Highly Viable M&A Prospects

- Multiple buyers possible competitive bidding;
- Technology-dependant customer base leads to recurring revenue stream;
- Clear fit into product portfolios or desired for diversification.

## Existing Parking Operators



## Car manufacturers



## PE buyout Considerations

- High demand for Core/ Core+ EU infrastructure assets from PE firms and institutional investors;
- Stable recurring revenue stream;
- Lucrative Net Profit Margin.
- PE firms
- Pension funds
- Sovereign
- & Quasi-sovereign funds

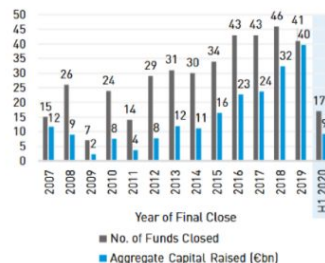


# SBP will have multiple exit opportunities that will result in a high ROI

## Last deals:

- 2023 The smart parking market is expected to reach 2030 **€8.1 B** in 2023 and is expected to grow at a CAGR of 13.2% over the forecast period.
- 2019 Dutch pensions group APG bought a stake for **€376m** in Interparking at **12.5x EBITDA**;
- 2019 Criterio (CaixaBank) valued its stake in Saba parking for **€1,200m** at **10.2x EBITDA**;
- 2017 KKR Infrastructure Ltd bought Q-park at **15x EBITDA** for **€2,950m**;
- 2017 Macquarie European Infrastructure Fund bought Empark at **14x EBITDA** for **€1,000m**;
- 2016 First State bought Parkia at **17x EBITDA** for **€350m**;
- 2014 Ardian bought Indigo (ex-Vinci Parking) at **9x EBITDA** for **€1,960m**.

Fig. 6.5: Europe-Focused Unlisted Infrastructure Fundraising, 2007 - H1 2020



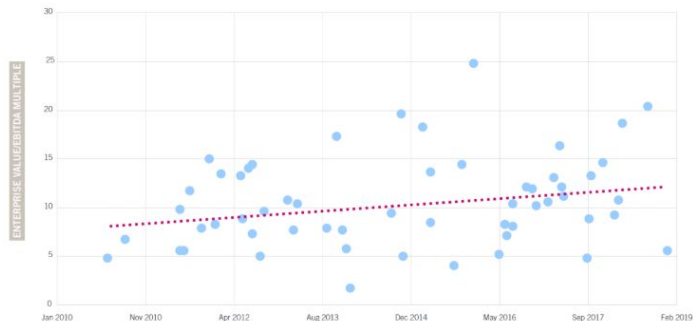
Source: Preqin Pro

LONG-TERM DEBT INVESTORS AND MANY INFRA EQUITY OWNERS LOOK FOR BUSINESSES THAT MIMIC UTILITY BUSINESSES' CHARACTERISTICS OF LOW COMPETITION, HIGH BARRIERS TO ENTRY, REGULATION, INFLATION-LINKED REVENUES, LONG-TERM VISIBILITY ON REVENUES AND LOW REVENUE VOLATILITY. CAR PARK BUSINESSES TICK MOST OF THESE BOXES.

Julian Davies  
Linklaters partner, London

Acquisition multiples for utilities transactions have risen over the decade

Figure 5  
Enterprise value/EBITDA acquisition multiples from European utilities transactions



Source: Linklaters analysis of information data



# Growth expected to scale exponentially and valuation will increase

## Growth Assumption

- Strong City interest due to high budget burden to service parking spaces;
- EU depenalization policy to eliminate road enforcement fines;
- Demand on non-cash payments;
- Real-time city traffic management is prioritization for municipalities;
- Fast system deployment due to independence from city power grid.

## Financial Assumption

- Low exploitation costs due to IT advantages;
- Low Marketing budget in B2G;
- Long term service contracts due to technology lock;
- High fee collection rate due to efficient smart metering technology.

## Key performance indicators\*

Figures at 31/12	2024	2025	2026	2027	2028
<b>Sales figures in €</b>	<b>201,320</b>	<b>1,109,400</b>	<b>10,071,600</b>	<b>70,906,000</b>	<b>155,001,000</b>
<i>% growth</i>	<i>n/a</i>	<i>450.6%</i>	<i>808%</i>	<i>603.5%</i>	<i>118.6%</i>
				(pex 60% France et 40% International)	(pex 40% France et 60% International)
<b>Product 1 - Zone livraison gênante</b>	201,320	672,000	5,040,000	19,602,000	25,067,000
<b>Product 2 - Places payantes</b>	-	437,400	3,930,600	17,206,000	24,634,000
<b>Product 3 - Concessions</b>	-	0	1,101,000	34,098,000	105,300,000
<b>TOTAL DES PRODUITS D'EXPLOITATION</b>	<b>201,320</b>	<b>1,109,400</b>	<b>10,071,600</b>	<b>70,906,000</b>	<b>155,001,000</b>

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