PAYBYPHONE PARKING SERVICE

Agenda

- **The PayByPhone business**

- **How are we different?**

- **Innovation & product roadmap**

- **Discussion / questions**

INTRODUCTION
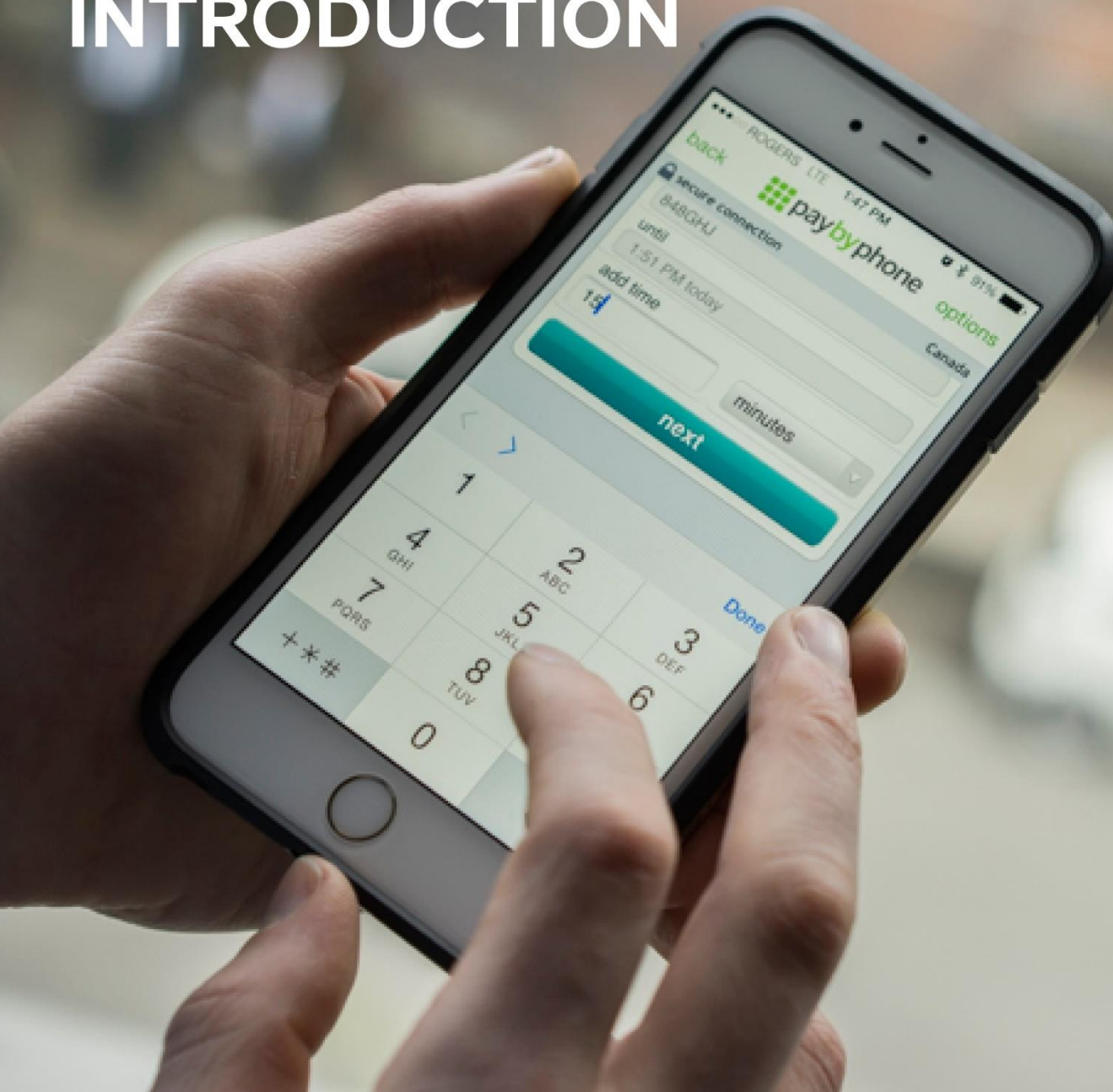
"At Miami Parking Authority, we strive to deliver the best parking experience possible for our customers. The adoption of PayByPhone in 2008 helped us broaden our product portfolio to offer our consumers more choices than ever, and it has been a resounding success,"

– Arthur Noriega, CEO, Miami Parking Authority

A 14 Year History of Innovation In Parking

$250m
Payments annually

+850k
Parking spaces

360m
Enforcement requests p.a

10M+
Registered users

Flagship cities, across 6 countries

2m
Sign-ups this year

300+ Cities Around The World since 2001

Our Success Driven By Client Success

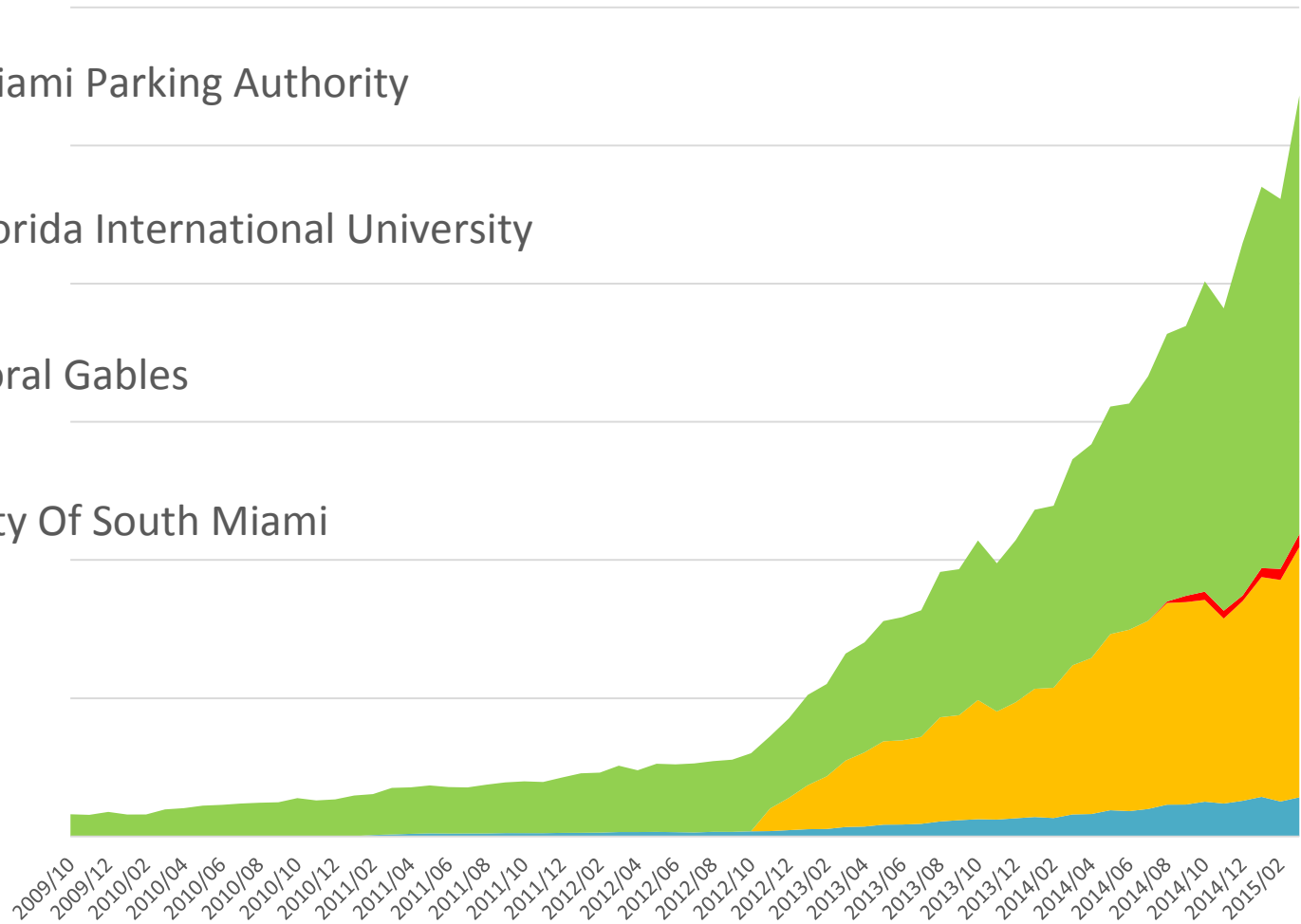| Client	Results
SFMTA	• 28,000 Spaces • 450,000 Users • 20% Adoption • $12M Revenue –Min $2M In Cost Reduction
Massachusetts Bay Transit Authority (MBTA)	• 31,000 spaces • 70% Adoption – 2X Replaced competitor $11.3M Revenue in 1st year
Miami Parking Authority	• 12,000 Spaces 32% adoption in 12/14… 53% in 5/15 $8.3M Revenue in 2014
City of Paris, France	• 150,000 Spaces • Phase I Launched July 2014
City of Vancouver, BC	• 8,000 Spaces 40% adoption • 8M Transactions Per Year

Building National & Regional consumer value

Legend:
- Miami Parking Authority (green)
- Florida International University (red)
- Coral Gables (yellow)
- City Of South Miami (blue)

X-axis: 2009/10, 2009/12, 2010/02, 2010/04, 2010/06, 2010/08, 2010/10, 2010/12, 2011/02, 2011/04, 2011/06, 2011/08, 2011/10, 2011/12, 2012/02, 2012/04, 2012/06, 2012/08, 2012/10, 2012/12, 2013/02, 2013/04, 2013/06, 2013/08, 2013/10, 2013/12, 2014/02, 2014/04, 2014/06, 2014/08, 2014/10, 2014/12, 2015/02
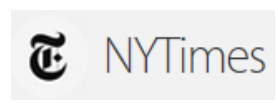
payby phone

How are we different?

- **Most project & implementation expertise**

- **Highest usage rates in the industry**

- **Clear financial commitment to marketing**

- **Responsive app branding – NOT a white label**

- **Merchants don't need complex validation, they need a simple engagement tool**

- **Leading innovation where it counts**

Leading innovation where it counts

Apple selected PayByPhone as 1 of only 44 apps worldwide featured for the Apple Watch launch, sharing the stage with other brand giants
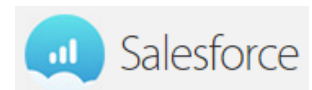
Twitter

eBay

ESPN

CNN

WATCH Coming Soon

PayByPhone Parking

You may never get another parking ticket. Use the PayByPhone Parking app to pay the meter, then check on the time remaining. You'll get a notification 10 minutes before the meter expires, allowing you to add more time without having to go back to your car.

pbp   10:09
9 MI 27 S
expires @ 10:18AM
44501040
2EOE677
+1HR   ...

NYTimes

Target

Expedia

Salesforce

Nike+ Running   MLB.com At Bat

MARKET

2

Our clients

paybyphone

US (59)

City of Seattle · Boston · SAN FRANCISCO Municipal Transportation Agency · City of Dallas · MIAMI PARKING AUTHORITY

Canada (26)

EasyPark · impark · CALGARY · Winnipeg · Ottawa · CITY OF VANCOUVER

UK / Australia (99)

NCP · Brighton & Hove · THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA · ISLINGTON · CITY OF MELBOURNE

France / Switzerland (48)

VILLE DE NICE · VILLE DE Nantes · BOULOGNE BILLANCOURT · MAIRIE DE PARIS · VINCI PARK · VILLE DE GENÈVE

Universities

Berkeley UNIVERSITY OF CALIFORNIA · THE UNIVERSITY OF ARIZONA · WISCONSIN UNIVERSITY OF WISCONSIN-MADISON · ILLINOIS UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN · TEXAS A&M UNIVERSITY · Yale University · UBC

Partners

IPS GROUP Parking & Telecommunications · xerox · MACKAY METERS · DIGITAL PAYMENT TECHNOLOGIES · gtechna Electronic Citation Software

SOLUTIONS

Parking Reminder
10 MINS

View Details

Leading mCommerce Platform

paybyphone

Multiple End-User Channels

| Mobile Apps & Web | IVR / Telephony | Web | POS Terminal | SMS |

Fully Accessible Functionality via API's

| 3rd Party Vertical Application Developers | Integration with external systems |

Multiple Vertical Urban Mobility Services

Parking

Road Tolls

Bike Rentals

EV Car Hire

Bus Payment

| Payment Processing | Vendor Management | Consumer Management | Reporting |

Parking is not as simple as it seems...

Daily, Weekly, Monthly

Complex Rates

Maximum Stays

Prepayment

Residential

Commercial

Validated

Tenants

Deep Functionality in Parking

paybyphone

1 **Multiple parking Services**
- Daily & Monthly Parking
- Permits – Residential, commercial, visitor
- Validations
- Fine Payment
- Tenant Management

2 **Comprehensive Rules Engine**
- Complex Rates Support
- Parking Policies & Restrictions
- Personalization
- Flexible – configurable without developer intervention

3 **Easily Integrated**
- Meters
- Handheld Enforcement
- License Plate Recognition
- Data Warehouses
- 3rd Party Systems

End User Experience

Multiple Payment Channels → **Universal Accessibility to End Users**

| Cash Payment via Retail POS | IVR / Telephone Call | SMS | Mobile Web |

Third Party Systems

- In Vehicle Navigation
- Transporation Apps
- Travel / Event Bookings
- Car Rental / Sharing
- Parking Operator Channels

chumby

KABILLION

QNX
QNX SOFTWARE SYSTEMS

Alcatel·Lucent

TOYOTA

Client Value Proposition

paybyphone

Significantly increased revenue generation

Improved enforcement

Significant cost savings

Ability to offer consumer choice

Greater flexibility on parking results

Better data for parking authorities

Marketing is the Key to Adoption

- A comprehensive ***ongoing*** marketing program that does not end at launch

MEDIA EVENTS

ADVERTISING

LOCAL BUSINESS OUTREACH

SOCIAL MEDIA CONTESTS

STREET TEAMS

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The Consumer Network Effect

The 'Cool' Effect – what users are saying

- Our 'connected culture' means busy consumers rely upon apps to make tasks easier
- Appeals to a sense of urban savviness – users join a global community of drivers who can navigate quickly through a necessary transaction

- Based on June 2014 consumer research, users were strong advocates of PayByPhone
  - **'I love the app, it saves time in my day'**
  - **'I always use the app, who needs stress?'**

- New users seemed similarly positive
  - **'I'd definitely use that to avoid carrying coins'**
  - **'I'd use an app to hail a taxi, why not for parking?'**

payby phone

Single Application, Single Brand
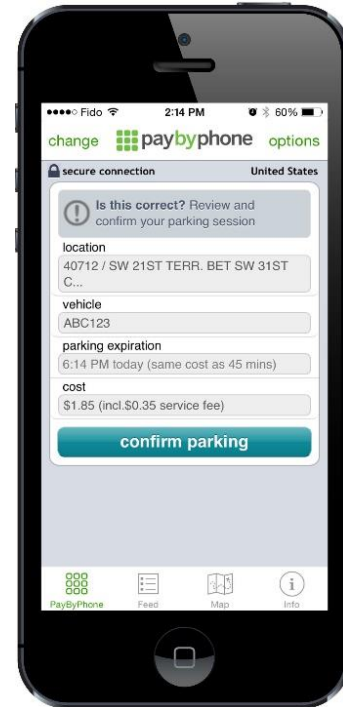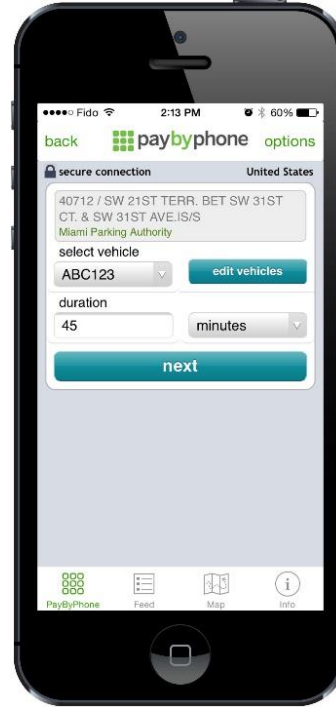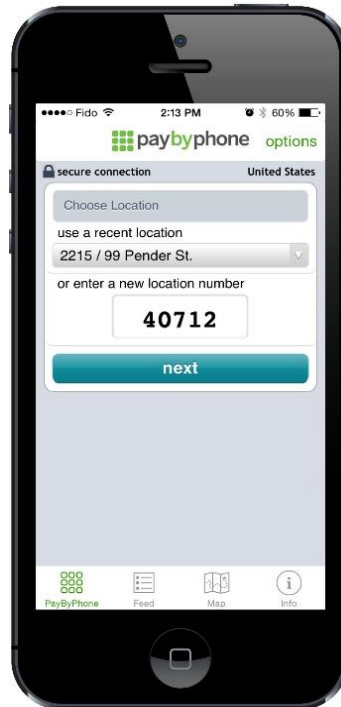
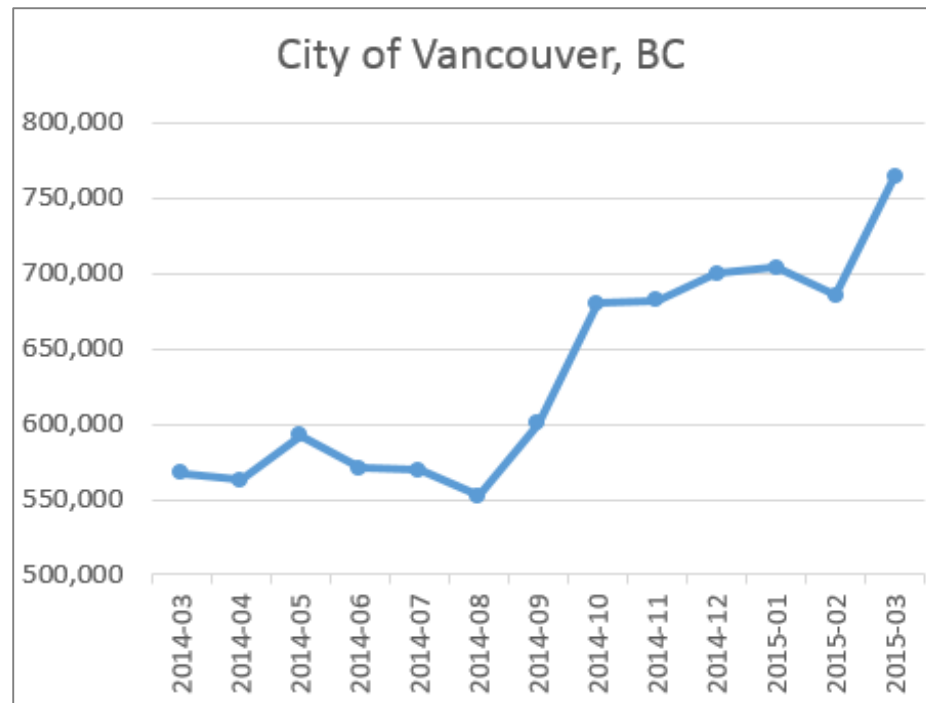# Miami – 1st US City to absorb convenience fees

- Innovator in Phone Payments: No fees + 20% discount to residents

- March 2014: 149k transactions; March 2015: 318k transactions

- Big marketing campaign in September = 15% increase

- Absorbed convenience fees in Dec 2014 = Another 15% increase

Month	PBP Trx
Mar-14	149,216
Apr-14	154,763
May-14	164,724
Jun-14	163,758
Jul-14	177,078
Aug-14	193,763
Sep-14	195,348
Oct-14	224,651
Nov-14	225,975
Dec-14	260,469
Jan-15	276,067
Feb-15	267,796
Mar-15	317,628

Miami Parking Authority

# City of Vancouver – continuous success

- First major NA city to adopt mobile payment:

- Absorbed convenience fees = 30% increase in 3 months

- March 2015: CoV = **764k transactions**

  - **Impark = 130k transactions**

  - **EasyPark 28k transactions**

- Influence on off-street has been key to driving critical mass

City of Vancouver, BC (line chart of monthly transactions from 2014-03 to 2015-03, rising from ~567,000 to ~764,000)

Massachusetts Bay Transportation Authority

- March 2014: 2.2 mil payments, $11.3 mil revenue

- 31k off-street spaces, 83 locations

- Dec 2013: 35% Parkmobile usage

- Feb 2014: MBTA Rolls Out PBP

- Dec 2014: Hit 70% PBP adoption

- Consistent, ongoing marketing:

  flyers, street teams, outdoor ads,

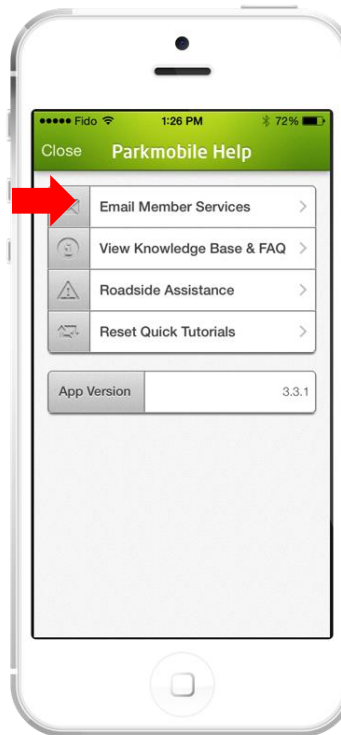 social media, competitions, PR
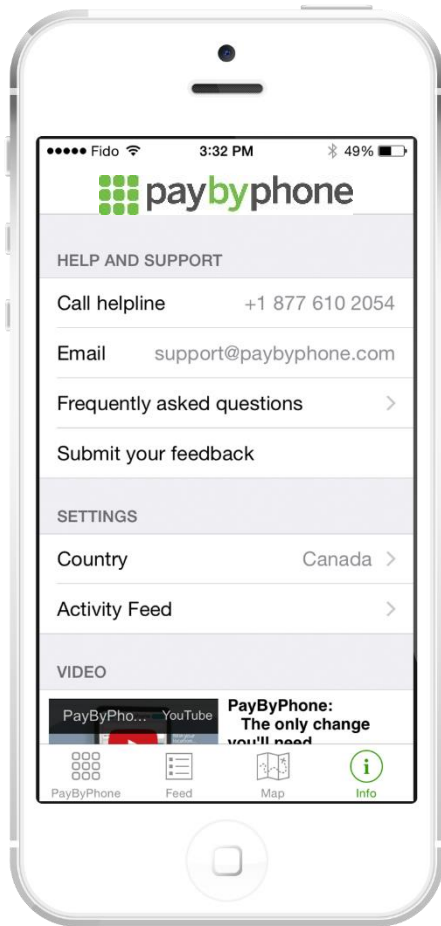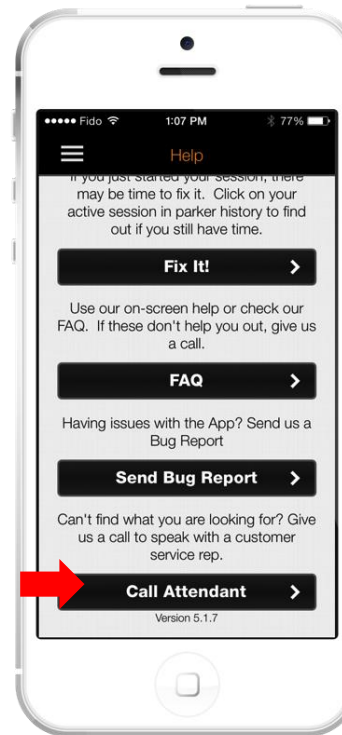
- July 2015: Removes honor boxes

  PayByPhone only
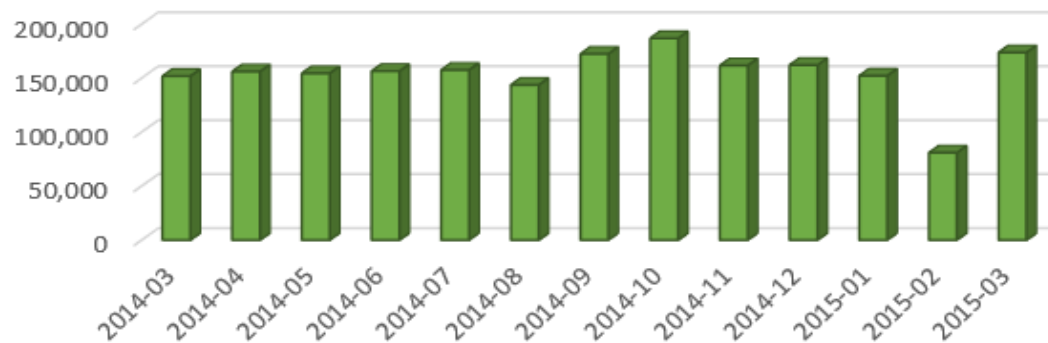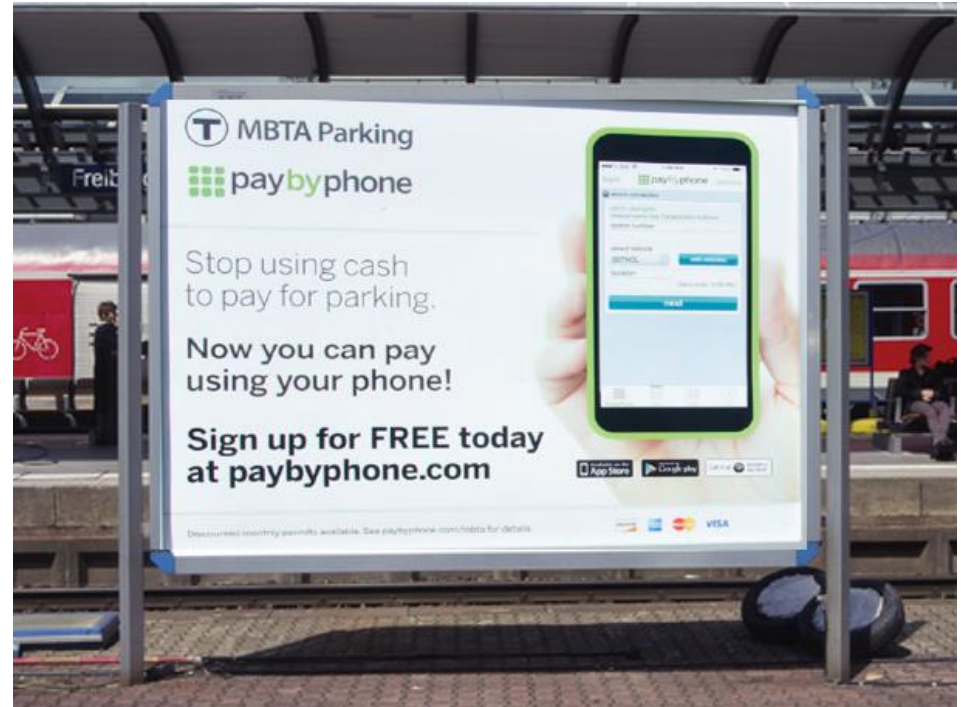
Coral Gables = 7x Oakland Adoption

Transactions Per Space Per Year

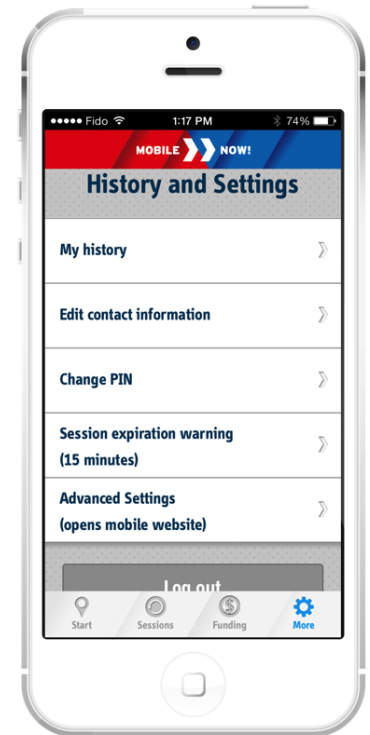Coral Gables

4,500 spaces

Oakland

7,900 spaces
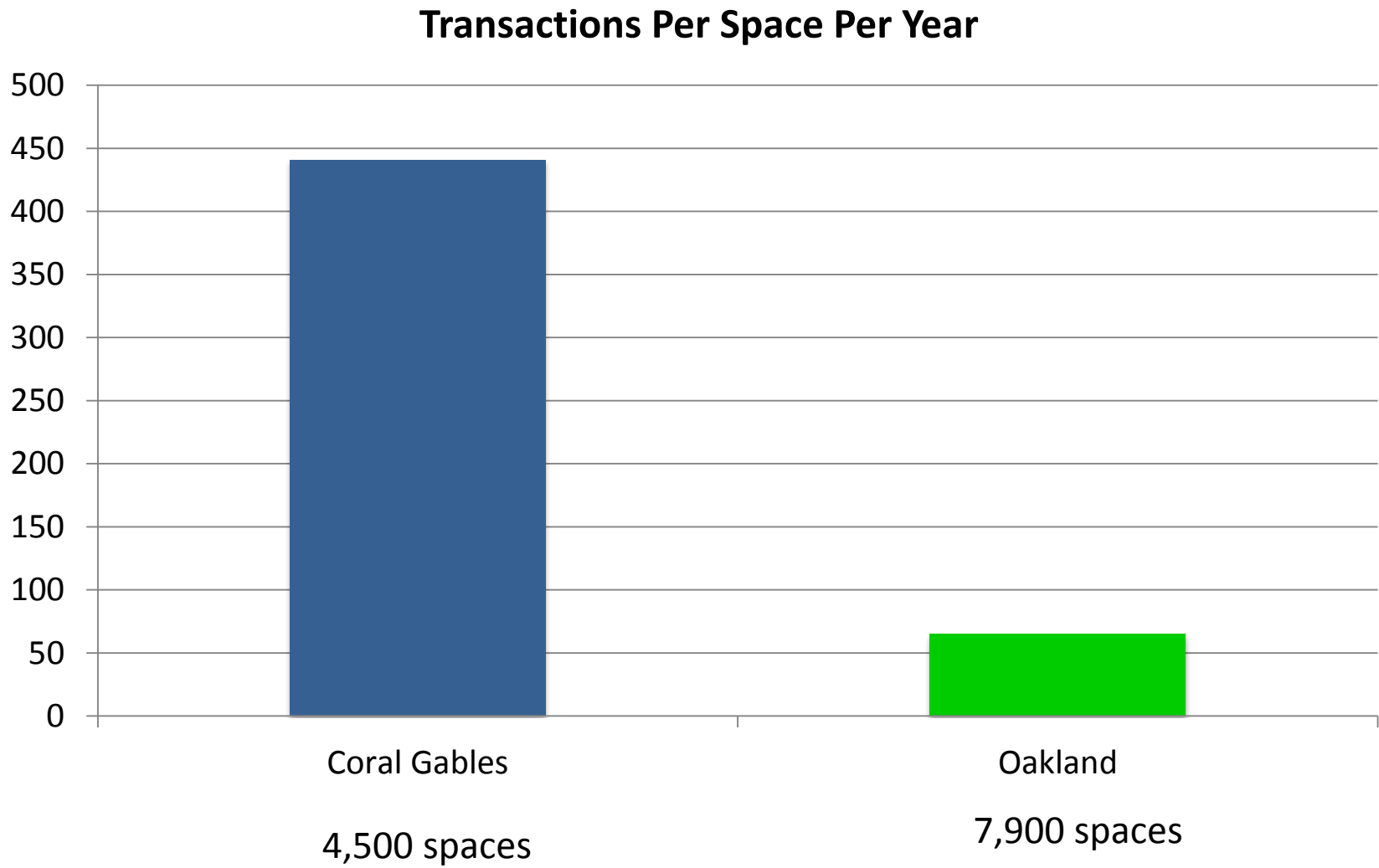
We excel at Customer Service – others don't offer phone support

X   No Live Support

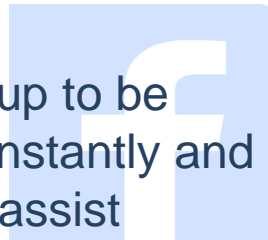X   Weekday Business Hour Support, In English only

X   No customer service option

☐ 24x7x365 live customer service
☐ English | Spanish | French
☐ 20 second max wait time

Customer Service is Phone AND "Social"

- **Customer Service is critical to success!**

- Our 54 seat call center handled 1.1 million calls in 2014, from assistance with registering an account, to starting or extending a parking session, and even dispute resolution

- More and more people are turning to Twitter & Facebook first for answers or to voice a concern

- We action all positive and negative comments as they happen

- We have keyword alerts set up to be notified of popular requests instantly and trained Social Media staff to assist

- PayByPhone users have confidence that there is always someone here to help

> **Lindsay Cohen** @lindsaycohen ⚙ ✚ Follow
> 5+ yrs in Seattle; used @pay_by_phone for the 2nd time to cover @Mitch_Pittman's parking & got my first ticket ever. 🚩

> **PayByPhone** @pay_by_phone ⚙ Following
> @lindsaycohen Hi Lindsay, sorry to hear about this! Was it a license plate mix up?
> ↩ Reply ↻ Retweet ★ Favorite ··· More

> **Lindsay Cohen** @lindsaycohen ⚙ ✚ Follow
> @pay_by_phone yes. We have two cars. The app paid for one while we were driving the other! #ugh

> **PayByPhone** @pay_by_phone ⚙ Following
> @lindsaycohen But you still paid and we want to help you. Email us at support@paybyphone.com with your mobile #, violation # and date
> ↩ Reply ↻ Retweet ★ Favorite ··· More

> **Lindsay Cohen** @lindsaycohen ⚙ ✚ Follow
> @pay_by_phone will do. Really appreciated.
> ↩ Reply ↻ Retweet ★ Favorite ··· More

Clear, familiar signage – flexible to the SP+'s guidelines

Customizable messaging in the email receipt

Product enhancements

Next Generation Parking – Personalization

Problem – Difficult / costly to manage niche parking programs

- Commercial | Health Care | Disabled
- Inconvenient & unwieldy for Drivers & Operators
- Hang tags / stickers etc.

Solution - Personalized Parking

- Allows Cities to assign "virtual" rights to users
- Rights transparently vary parking policies according to user identity
- Eliminates cost and complexities for all system users

$3/hr
2hr max

$3/hr
4hr max
'Til 07-14

Free
No max
Mon-Fri

pay by phone

Global Platform – Permits

Parking Permits Today

- A worldwide problem for both private and public parking operators
- 10 – 100k transactions per year for a typical operation
- Archaic systems to manage eligibility, track inventory, purchase
- Relies on hang tags, stickers and complex enforcement rules

PayByPhone ePermit Solution (Adaptis Acq)

- Completely virtual system for Drivers & Operators
- Utilizes common Driver account for all services
- Online application with automated validation
- Purchase eliminates need for any physical identifier
- Automatic reminder & renewal

You're Parked

Extend / park again

Activity feed

You're Parked screen:

●●○○○ Verizon 🤖 11:44 AM 🔋 86% 🔋⚡

paybyphone options

🔒 secure connection   United States

✓ Your parking has been started. Receipt available at paybyphone.com.

location
93912003 / Union Square

cost
$1.76 (incl.$0.45 service fee)

parking expiration
9:29 AM today

park again

PayByPhone   Feed   Map   Info

Extend / park again screen:

●●○○○ Verizon 🤖 11:45 AM 🔋 86% 🔋⚡

paybyphone options

🔒 secure connection   United States

Choose Location

active parking sessions

Remaining: 44 mins left   tap to EXTEND
93912003 / Union Square

use a recent location

93912003 / Union Square ▾

or enter a new location number

next

PayByPhone   Feed   Map   Info

Activity Feed screen:

●●○○○ Verizon 🤖 11:45 AM 🔋 86% 🔋⚡

Activity Feed

Parking History
Parking Completed
Parking For: XYZ987
Location: 30741
Expired: 18/12/2014 12:25 PM
Cost: $0.75

Dec 18, 2014 12:28 PM

Service Update
The Conveience Fee is Gone!
Now you can park and extend without the extra fees! The Miami Parking Authority is bringing everyone some holiday cheer by kicking the PayByPhone fees to the curb for good! PayByPhone users in the City of Miami (only) no longer pay 35 cents on top of the regular parking rate. People who sign up for a PayByPhone account in the month of December are entered to win 1 of 6 $100 Gift Cards! Happy Holidays from PayByPhone and MPA.

Dec 18, 2014 11:59 AM

PayByPhone   Feed   Map   Info

Email Receipt

●●○○○ Verizon 📶 ☀ 2:51 PM ↗ ⊙ ✱ 100% 🔋⚡

< Inbox (9)   ⌃ ⌄

From: **support@paybyphone.com** >   Hide
To: **Barrie Arnold** >

PayByPhone Parking Receipt
January 22, 2015 at 2:46 PM

SFMTA *excellent transportation choices* Municipal Transportation Agency   **pay by phone**

PayByPhone Parking Receipt
LMH - DEMO, Delta,

Location Number: 93912003
Location Name: UNION SQUARE
Parking Started: 2015/01/22 11:46am
Parking Expiry: 2015/01/22 12:01pm
Parking Cost: **$0.89**
                     (including Service Charge)
Payment Method: VISA ************3409
Transaction No.   148712237
Payment Date: 2015/01/22 11:46am

Thank you for using **PayByPhone**

You can access a full list of all your parking transactions and update your profile at paybyphone.com.

If you're a smartphone user and haven't already, why not try our mobile web site at m.paybyphone.com or our apps via the links below.

Available on the **App Store**   GET IT ON **Google play**   Get it at **BlackBerry App World**   **mobile web** m.paybyphone.com

Text Reminders

●●○○○ Verizon 📶   4:23 PM   ↗ ✱ 100% 🔋⚡

< Messages   **PayByPhone**   Details

Text Message

Parking for at location 93912002 expires at 1:26PM on 2015/01/23. To add more time call 1888-680-7275 or m.paybyphone.com

Text Message   Send

Many help options

●●○○○ Verizon 📶   11:45 AM   ↗ ✱ 87% 🔋⚡

Info

HELP AND SUPPORT

Call helpline   +1 877 610 2054

Email   support@paybyphone.com

Frequently asked questions   >

Submit your feedback

SETTINGS

Country   United States >

Activity Feed   >

VIDEO

PayByPho... YouTube   **PayByPhone: The only change you'll need**
1m 19s

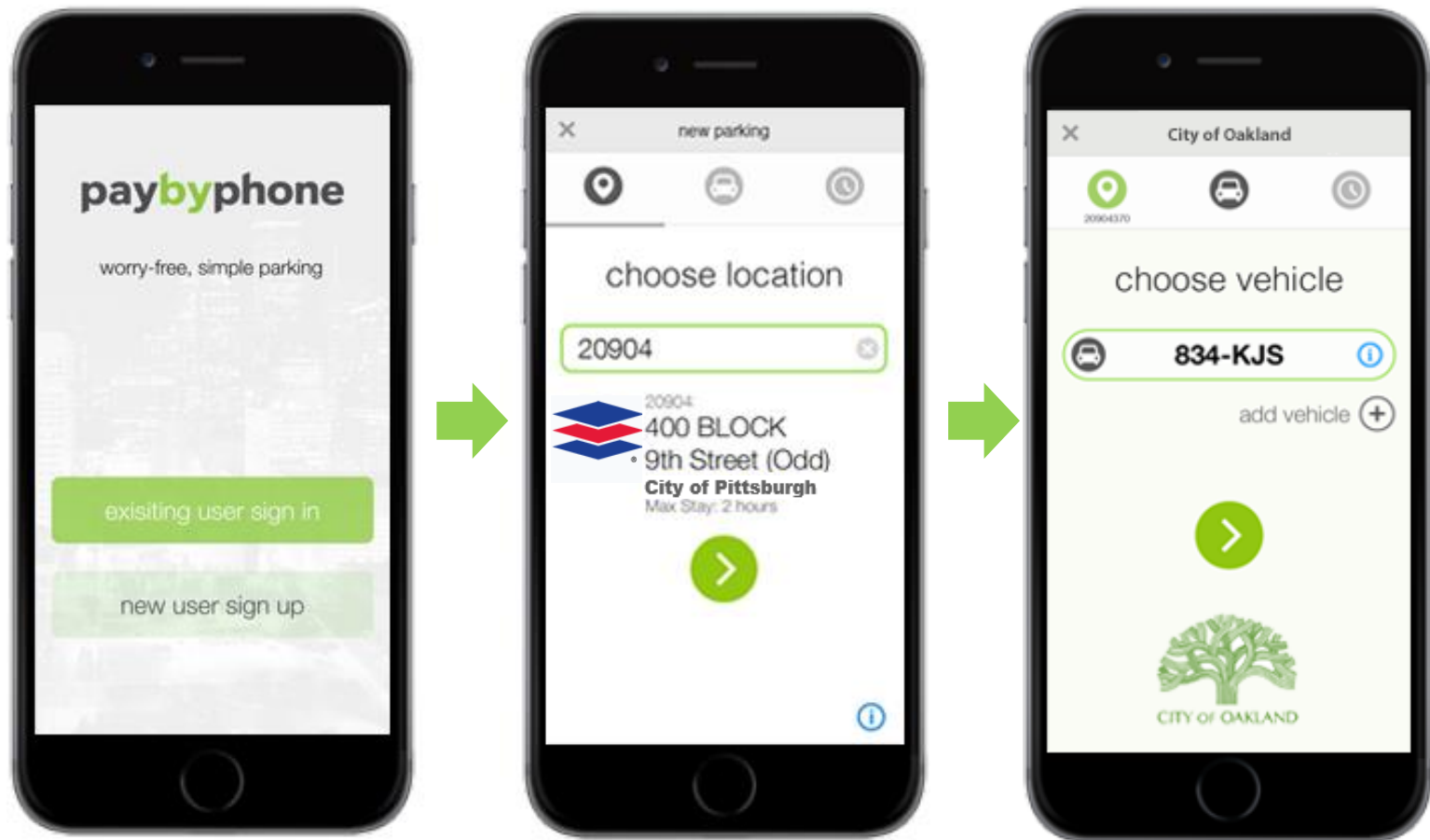PayByPhone   Feed   Map   ⓘ Info

Co-Branded App Option

- Detects the user's location and displays the appropriate branding

Co-Branded App Option – usable anywhere

Detects the user's location and displays PPA branding

Innovation: In App Messaging

- Deliver in-app messages to Drivers
    - Parking policy changes
    - Enforcement schedule changes
    - Special events, closures
    - Emergency information
    - Promotional offers
- Rich HTML content
- Triggered by parking events
- Configurable by location, dates
- Target specific users groups

38
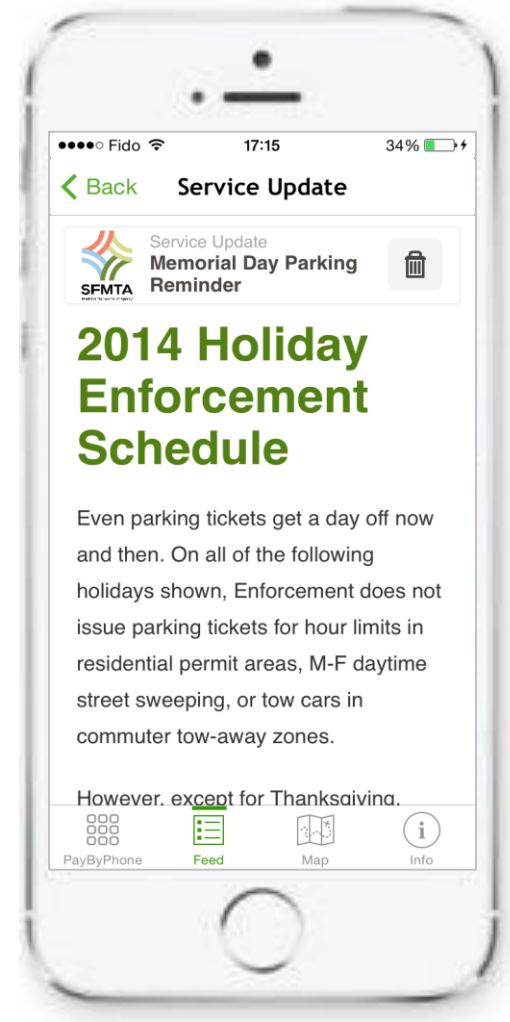
#5: The Most Flexible Full Featured System

- A proven platform

- Very wide range of parking policies, rates etc. supported

- Compatible with many 3rd party systems

- Easily extended for further integration

- Support for SFpark-style bulk import

- Highly rated, easiest to use mobile apps

- A responsive, branded solution

Mobile Apps – New Feature Highlights

- Location awareness

  - Suggest location based on proximity

  - Map-based display

  - Preserve location # entry where necessary

- Multiple payment method support

  - Corporate credit cards

  - PayPal + other alternative payment methods

- Support for Apple Watch LIVE!

paybyphone

12:32:32
next parking session
expires @ 4:50pm

ADD TIME
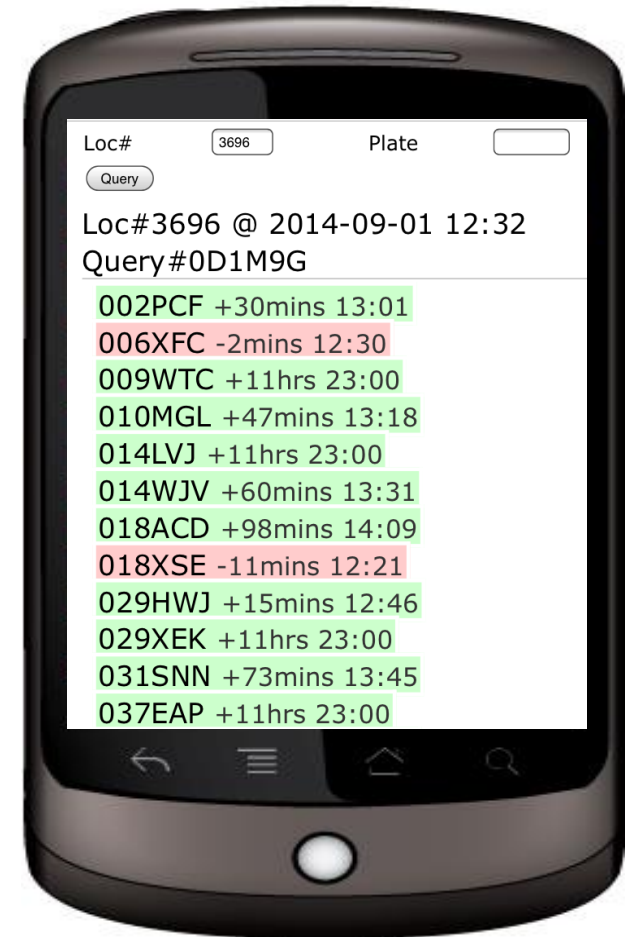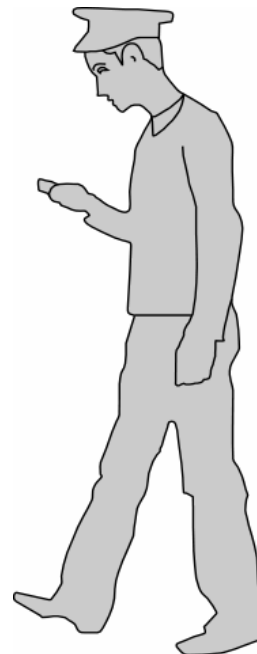
40

Intelligent Reporting Hub in 2015

Enterprise class self-service reports builder across all channels and partners

- **Drag and drop report building** enables easy creation of reports and MI for any data in **any business units, locations, channels**

- Preview data on screen, **download to CSV, Excel or PDF**, or save for future re-use and scheduling

- Preset reports provide **common MI at a glance**

- Ability to submit transaction data processed via other providers for **true one-view reporting**
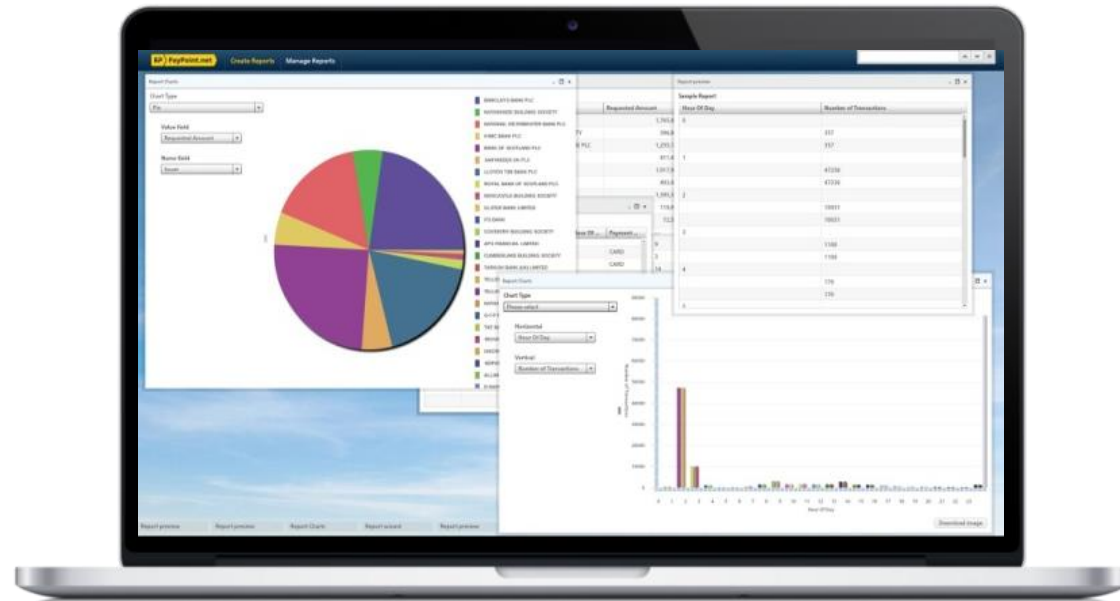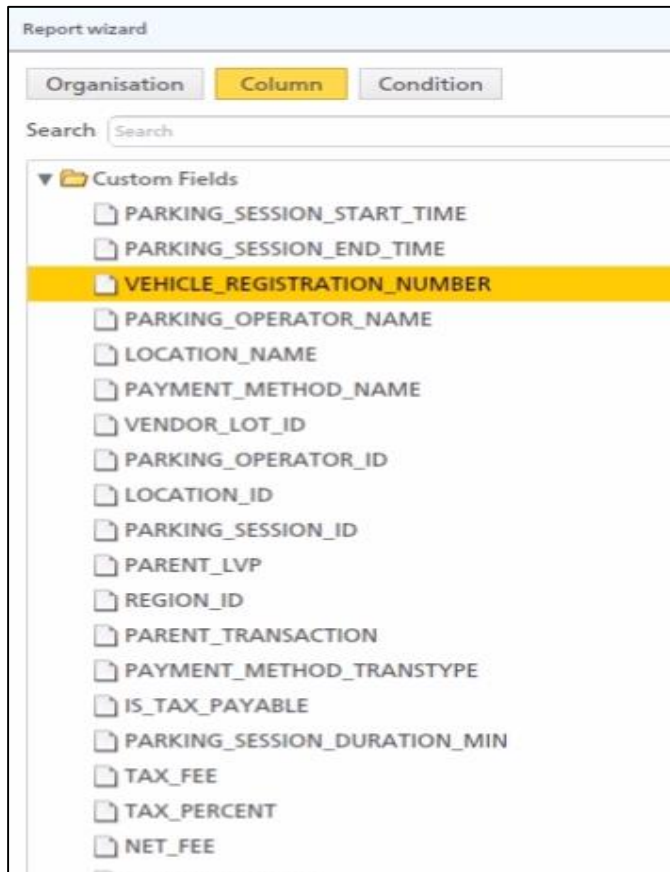
Flexible, intuitive enforcement

- Four enforcement options
  - 1: PBP Secure URL on Smartphone or any online device
  - 2: Existing handheld – Xerox, Duncan, ComPlus, T2 etc.
  - 3: Enforcement print-out at the meter
  - 4: License Plate Recognition (LPR)
- Search by: space, plate, zone, pay & display
- Shows: Location, Plate(s), Time Remaining, Expiry Time

Loc# [3696]   Plate [ ]
[Query]
Loc#3696 @ 2014-09-01 12:32
Query#0D1M9G
002PCF +30mins 13:01
006XFC -2mins 12:30
009WTC +11hrs 23:00
010MGL +47mins 13:18
014LVJ +11hrs 23:00
014WJV +60mins 13:31
018ACD +98mins 14:09
018XSE -11mins 12:21
029HWJ +15mins 12:46
029XEK +11hrs 23:00
031SNN +73mins 13:45
037EAP +11hrs 23:00

Discussion

Scott Selig, MAT
Sr. Sales Manager, Northeast

Tel: +1 (866)783-7787 x218
Cell: +1 (860)916-2353
Email: sselig@paypoint.com

PayPoint.com
48 Wall Street, 11th floor, New York, NY, 10005

LinkedIn | Twitter

payby phone®

Simplifying payments for everyone

Mobile solutions from the PayPoint Group

Find out more at PayPoint.com/hello ⟶