

# PRESS KIT

2016  
2016  
2016

Smart  
investments

An easier  
life in the city

A responsible  
& sustainable approach



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# Editorial



Today, half the world population lives in towns and cities. And that number is still going up, as 70% of the global population is expected to be urban in 2050. Such massive urbanisation has significant consequences for cities in terms of housing, planning, transport and energy.

In order to develop sustainably, towns must anticipate and be creative in a context of regional competitiveness and cuts to public expenditure.

With the emergence of new technology, the combined dynamic of technological and urban development is gaining momentum and producing a real change in practices and behaviours. That makes it necessary to rethink mobility.

In the early 21st century, the transverse issue of sustainable urban mobility arises quite naturally for facing the increasing need for mobility and its consequences in terms of congestion and pollution. Today, emphasis must be put on multimodal transfers to make cities better to live in and more environmentally friendly. That makes it necessary to implement 'smart' networks and systems capable of delivering information in real time, by better integrating the means of transport available (train, metro, bus, tram, car and lift sharing services, bicycle rental, electric cars etc.) and by generalising the deployment of multimodal ticketing systems that cover users' journeys from door to door, with no breaks.

Keenly aware of its responsibilities as market leader, Parkeon has been innovating for 40 years to produce the digital solutions and services that address new needs of city dwellers and are some of the tools in the hands of local governments. By regularly going out to meet customers and partners in over 60 countries, we have found that across the world, parking is becoming central to mobility and is a dynamic and effective lever for a comprehensive urban policy.

Using practices as the starting point, we must work together to explore new areas, innovate and foster experimentation with inhabitants, merchants and other local parties. The time has come to incorporate our action into participative governance that remains to be constructed, where city authorities will remain the local party of trust, maintaining the cohesion of the community. Parkeon is very much committed to that approach of openness and innovation to serve city dwellers.

**Bertrand Barthélemy**, President of Parkeon



# Parkeon in brief

over  
**40** years  
expertise

Parkeon is a French company that is a global leader in parking management and ticketing solutions for public transport. Today, it is offering its customers complete solutions that are adapted for urban mobility by drawing on its extensive know-how. These solutions are designed to make concrete improvements to the daily life of millions of town dwellers and can contribute to the development of new smart cities.

In addition to its expertise, Parkeon owes its singularity to an approach that is based on a thinking out solutions that work for the customer and for the end user alike. The long-standing ability to innovate and the investment in R&D of the company (8% of annual turnover) allow it to better anticipate and integrate changing mobility requirements on a daily basis.

Parkeon has its registered office in Paris, and operates in 60 countries, showing significant growth in the emerging economies in Eastern Europe, Russia, Africa, Asia-Pacific and South America. The systems and equipment supplied by Parkeon are facilitating mobility in more than 4,000 cities across the world.

## Key figures:

- **1100 employees**

in Europe, Australia and the USA

- **9 Parkeon subsidiaries**

(UK, France, Italy, Spain, Australia, Belgium, USA, Germany, the Netherlands) supported by an extensive network of partners throughout the world

- **€225 million turnover in 2015, up 15%**

- **80% turnover from export**

- **Market share of on-street parking: 60% (world)**

over 95,000 ticketing machines in the world

80% of European capital cities with a population of over 2 million

- **Every week, 80 million users interact with our systems**

- **220,000 connected Pay & Display machines in the world**

- **120,000 Pay & Display machines connected to the Parkeon Data Centre**

- **200 million bank card transactions and 10 million mobile phone transactions handled every year**



# THE URBAN LANDSCAPE:

## Continuous development and new requirements

Even if some regions or areas may have their own particularities, three main characteristics emerge, revealing urban environments that are increasingly under pressure.

All the stakeholders are faced with new challenges:

### Towns and cities: management of densification.

► The current situation (400 cities with over 1 million population) and forecasts (5 billion urban population in 2030, or nearly 1.5 billion more people to be accommodated in cities in the next 15 years) both confirm the trend towards galloping urbanisation. In 2025, the world urbanisation rate will be close to 60%.

All of which explains and foretells the need for ever more complex and denser urban mobility systems. At the same time, urban sprawl is also growing, with economic centres located outside cities, which also has an impact on mobility requirements.

### Individuals: integration of changing behaviours.

► More intense geographical mobility is a logical consequence of the densification of cities. Places where people live, work and play are being separated, with an increasing need for travelling, and more journeys between or inside towns. That factor tends to make private cars more important in urban mobility. Surveys show that in spite of the claimed commitment of some cities, the use of private cars is increasing and will continue to do so in the decades to come.

Another major development is the growing speed with which new technology is spreading, and the ultra-fast extension of its fields of use, which also make it necessary to pay particular attention to requirements relating to urban mobility.

### Environment: prioritising the environmental impact.

► Cities are the source of 80% of CO2 emissions. Cars looking for parking space can create up to 30% congestion in city centres; in view of the environmental impact and the public health effects of that congestion,

sustainable city planning has become a priority, needing faster deployment of innovative technology solutions that combine greater simplicity with greater efficiency.

As a result, the planet needs to respond to a combination of these economic, social, environmental, planning and safety pressures, which need to be addressed within each geographic, economic, political and cultural context.

# THE SMART CITY:

## The future, now!

To address the challenges raised by changing urban spaces, **towns need to adapt and reinvent themselves** to give their communities good quality of life, control environmental risks and become more attractive for business, tourism etc. Those requirements call for anticipation, and for putting citizens at the centre of the ecosystem.

In terms of efficiency, fluidity and environmental impact, **governments and users have similar requirements** that must be approached as a closely-linked whole. New urban mobility policies must eventually set up a virtuous circle, where travelling is made easier for users and their day-to-day life more human, with long-term investment to guarantee optimum service quality and offer solutions that are rooted in responsible and sustainable development... **Creating the smart city!**

Several levers now appear crucial. **The modern city must be connected, interactive, open to change and shared** ... for a win-win approach between local governments and users. The aim is to reconquer the street and promote happy cohabitation! For the planning of urban mobility, easier access to multimodal means of transport or the creation of value through personalised mobile platforms, cities today have all the levers to create environments that are better to live in, and better for their users.





# THE EXPERTISE OF PARKEON:

## 360° know-how of urban mobility

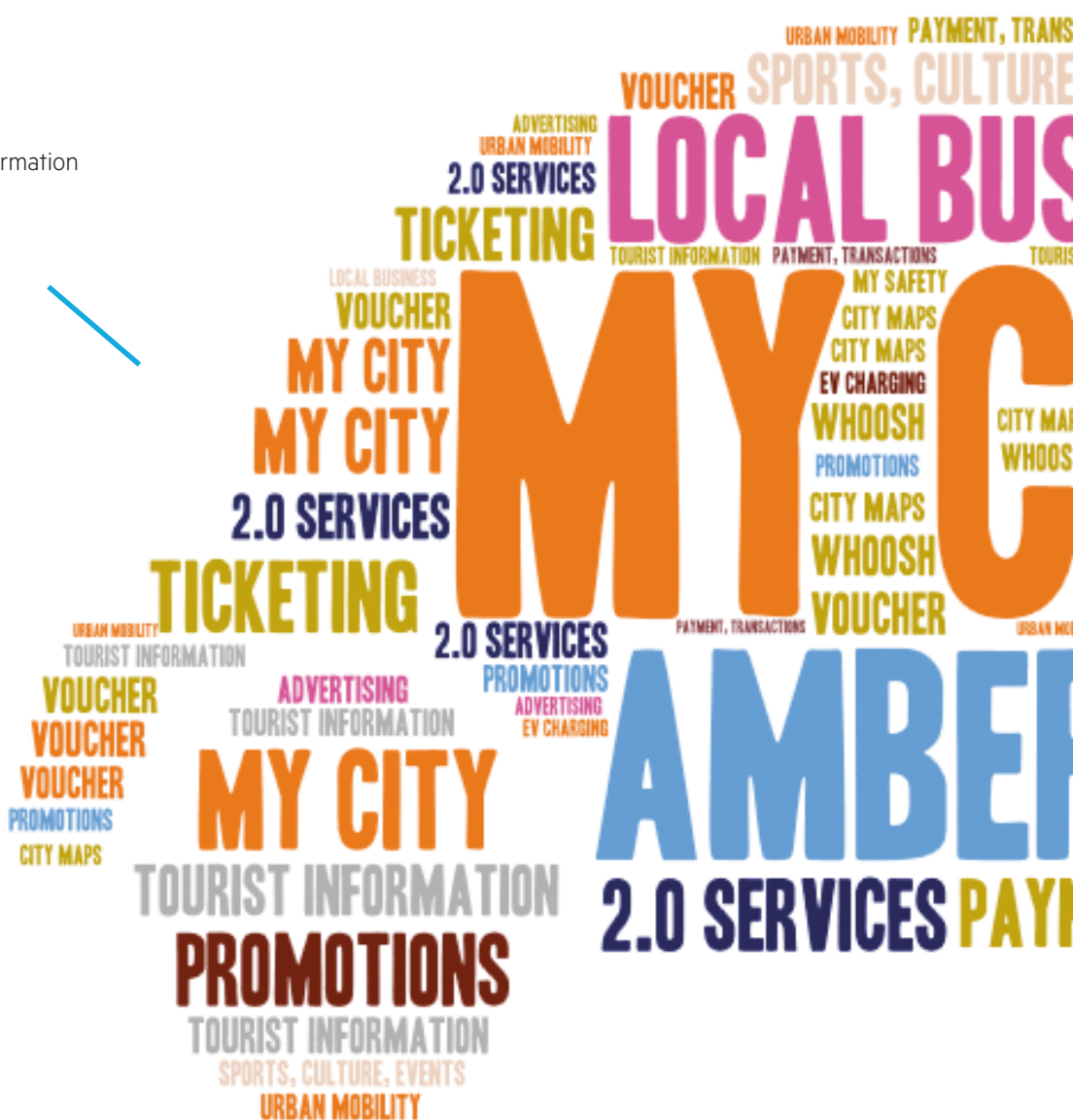
By addressing all the issues surrounding urban mobility through its ability to offer an integrated approach to transport and parking in the area of mobility.

In its parking management solutions, ticketing solutions for public transport or generally support for combined solutions, Parkeon

## Complementary activities for a comprehensive solution

### Vitalising city centres:

- hyperlocal advertising and information
- on-street parking refunds
- Adapted parking tariff policy
- Park & Live etc.



### Reducing pollution:

- Path to Park
- Mini-park etc.





# EXPERTISE APPRECIATED THROUGHOUT THE WORLD

Through its global presence, Parkeon has shown its ability to be efficient and responsive to address a variety of needs. Recent commercial successes in international markets (New York, Las Vegas, Mexico City, Helsinki, Moscow, Oran, Yaoundé, Brussels, Madrid) and in France (Paris, Lyon, Bordeaux, Nice or Lille) demonstrate the involvement of our staff and confirm the growth potential of Parkeon.



Continuous and significant influence, illustrated for example:

## In France

### ► Over 30 cities in the world use Whoosh!

A simple principle: allowing all users to buy their parking tickets at any time and in any circumstance from a mobile phone or computer. Ease of use and multiple functions: paperless purchase of tickets through a secure payment system, alert when the parking time is about to run out, remote management of needs in real time (time extension etc.). Thanks to the Whoosh! system, Parkeon enables local governments to offer unparalleled convenience to motorists, through an integrated solution that

### ► Besançon, the first French city to offer the City Connector service to revitalise its city centre.

City Connector is a new way of connecting merchants with users. The new coupon service is accessible directly from Pay & Display machines and allows users to take advantage of deals and offers from merchants. It is very simple to use, and there is no need to sign up. The interactive screen allows the user to select the deals of interest to them, and print them out. The users are then free to use them or not, by going to the relevant store and

complements those already available with Pay & Display machines. These cities enjoy the added advantage of reducing parking payment contraventions and optimising management. Some of the cities using Whoosh! : Cannes, Lille and Nanterre are some of the over 30 French towns in all, with a forecast of 1 million transactions in 2016.

cashing their coupon. Since the launch in Besançon, 600 coupons are printed every month.

The system is also in use in Sceaux, near Paris, where the city authorities and the merchants' association have decided to use the City Connector service.

The service can be found outside France, such as in Las Vegas and in the UK.

## Other countries:

### ► The Netherlands: a leader in mobile phone payment.

Nearly 10 million transactions are forecast to be handled by Yellowbrick in 2016.

### ► Italy: Combining regulation, safety and user convenience.

1500 solar-powered Strada kiosks were installed in Milan, offering payment in coins and by contactless or contact

type cards. The terminals manage both parking fees and the activation or reloading of transport cards, and allow the payment of the Milan road tax. Over 10,000 users every day.

### ► Algeria: Contributing to the development of multimodality.

Supply of ticketing solutions for tram systems in Oran and Constantine. Magnetic tickets for occasional users and contactless cards for pass holders are available from 150 points of sale with Parkeon terminals in Constantine, supplemented by Astreo vending machines in stations in

Oran, which accept payment by bank card. Over 450 combined (magnetic and contactless) ticket validators allow rapid boarding for an optimised passenger experience. In a nutshell, significant technical and cultural challenges have been addressed collectively in these towns.

### ► World: Creation of the first predictive tool that aids parking.

Path to Park is a free app that is accessible on iOS and Android. It uses powerful statistical calculations to predict the parking pressure on each street in a city and guides motorists accordingly. The end result is greater convenience for motorists, with less pollution, as they spend less time looking for a space.

With over 50,000 downloads since it was released in April

2015, Path to Park is now available everywhere in metropolitan France, Belgium, the Netherlands, Switzerland, some cities in the US (Las Vegas, Fort Worth, Austin and Denver) in Germany (Cologne) and the UK (Plymouth). Its development ought to rapidly cover all urban areas, everywhere in the world.

### Unanimously regarded expertise

#### • March 2015:

With Path to Park, Parkeon won the special General Public prize of the Big Data Innovation trophies.

#### • July 2015:

Parkeon won the ID Data prize at the Digital Innovation Grand Prix, for its mobile Path to Park application.

#### • October 2015:

Bertrand Barthélemy, President of Parkeon, received the 100 Days prize in the intermediate and small and medium enterprise turnaround category.

#### • December 2015:

The disabled workers company ETP Synergie and Parkeon won the Disability trophy at the Disability and Responsibility awards of the Gesat network.

#### • March 2016:

Parkeon won the BFM Export Business Grand Prix in the Made in France Tech category.

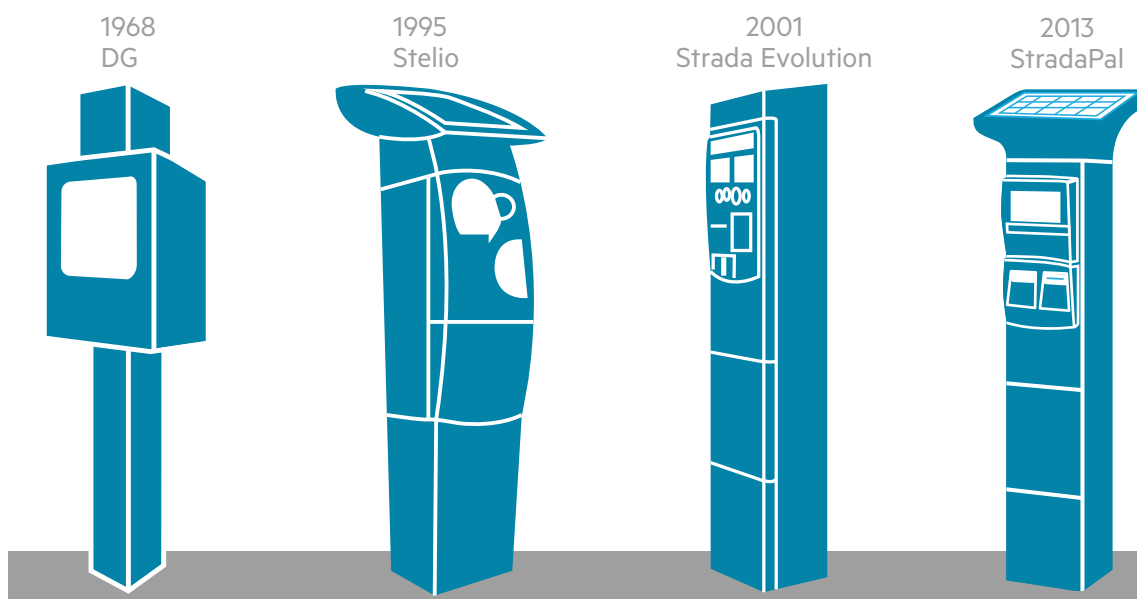


# THE COMMITMENT OF PARKEON

Beyond the mere supply of products, Parkeon offers valuable support to meet the requirements for managing mobility in urban settings. The configuration of cities and their infrastructure brings its contacts and customers up against a variety of issues. The flexibility of the Parkeon range makes it possible to provide personalised solutions that can allow smoother urban mobility, while ensuring ease of access to services for end users.

## R&D: leading the field and staying ahead...

### A story that began more than 40 years ago...



**8 %**

turnover  
invested  
in R&D

Being a partner rather than a supplier comes with a need for greater involvement, particularly in terms of innovation and development. That involvement is concretely measurable.

**€240,000 devoted**

to intellectual property on average

**Over 10 patents**

filed on average every year

**350 engineers**

**and technicians**

or a third of the workforce

**Patents, which are an unmistakable sign of continuous innovation, are regularly filed by Parkeon.**

As a recent illustration, in May 2015, Parkeon filed a patent for protecting a process that enables a transaction between a transport ticket validating terminal and an NFC mobile phone.

The invention is based on NFC technology and allows any user to buy or reload a transport ticket very easily on their smartphone.

Until now, the purchase of a ticket on a mobile telephone required significant infrastructure (TSM, HSM) and SIM access. Transport operators wanting to offer this service to users needed to have agreements with one or more mobile telephone operators.

In order to simplify and open this system, two inventors from Parkeon have devised a process where the transaction is secured directly by the transport ticket validation device. Today, the user can thus initiate the purchase or reloading of their ticket by means of a mobile application independent from telephone operators. Then, by bringing the phone close to the validator, they validate the transaction and secure the loading of the transport ticket into their smartphone.

Inspectors can read the ticket with a portable inspection device, which also uses NFC, and check its authenticity and validity.

## ... By preparing for the future.

Today, the urban environment consumes 75% of energy resources and accounts for close to 80% of greenhouse gases emissions. The environmental approach must thus be one of the major criteria in the development of urban mobility. That commitment is supported every day by Parkeon.

**95% of the terminals can be recycled**

**Almost 88% of the parking equipment sold every year use solar power**

**Number of solar parking terminals in service: 145,000**

## An ambitious approach that is supported by a collaborative approach

The challenges of the cities of the 21st century make it necessary for public authorities to find new solutions provided by committed partners. Openness is certainly the best way to speed up the development of ideas, cut costs, facilitate the lasting appropriation of new practices and allow the city to revisit the urban setting in a novel way. That collaborative stance is already that of Parkeon, which works

with many French start-up companies to develop its products and services.

Today, the ambition of Parkeon is clear: creating and contributing to a collective dynamic to foster the emergence of sustainable and responsible intelligence that serves town authorities and users alike!

### A strategy of openness to support decision making.

Parkeon has extensive expertise in the management of centralisation systems. Today, the company hosts the data of 3000 customers, manages a total of 120,000 Pay & Display machines and handles 500 million transactions per year, in cash or in electronic form.

In order to address the expectations of customers and their specific requirements, Parkeon has increased the number of possibilities on offer and designed an open system where data exchange can be optimised to allow improved overall management. The know-how of Parkeon in the area of back office operating makes it possible to integrate different systems with each other: supplying other computerised systems with strategic data collected by Parkeon or integrating the data produced by third parties into the Parkeon back office. That facility allows decision-makers to improve and extend possibilities without calling into question the initial working.



For a better life in the city:

## PARKEON

MANAGEMENT AND REDISTRIBUTION  
OF DATA MONITORING SCHEMES  
AND EQUIPMENT MAINTENANCE HELPS  
FIND SOLUTIONS

### Promote businesses

Couponing, loyalty schemes,  
geolocalization of businesses and  
products,  
Limited parking duration

### Regulate traffic and reduce congestion

Mutual parking authorities

1. Self-guidance.

2. Multi-transport ticket systems.

3. Activating electrical charging  
stations and payment from  
multi-service terminals.

### Mini-parc

Commuters  
Long-term parking

### Businesses

### Accelerate rotation

Shop

Resto

Shop

Pub

Shop

Resto

Shop

Pub

Shop

Resto

Shop

Pub

Shop

Resto

Shop

Pub

Shop

Resto

Shop

Pub

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Pub

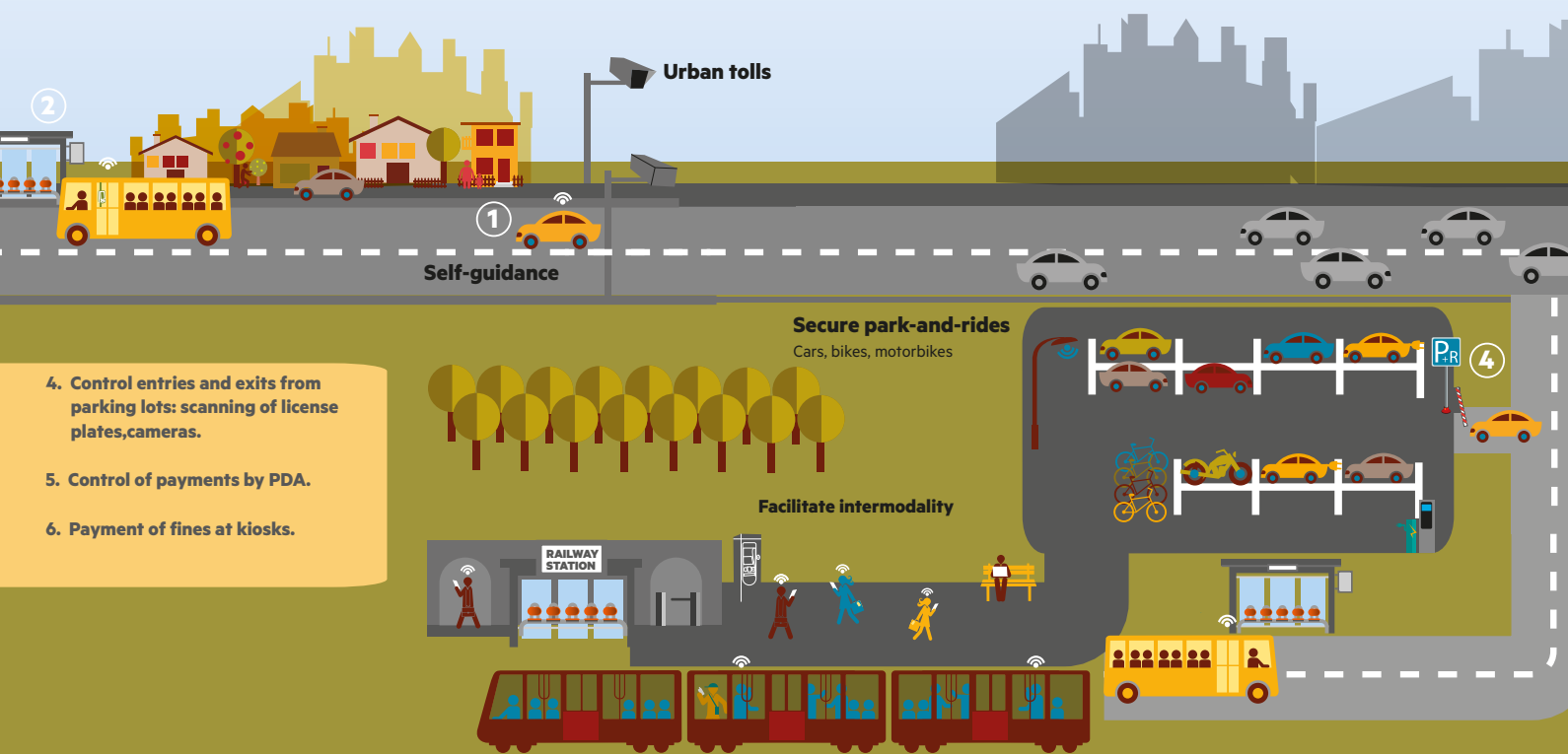
Shop

Resto

Shop

Pub

**Regulate and control access to the city centre**





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