

# parkpnp

CONNECTING EVERY DRIVER WITH THEIR  
PERFECT PARKING SPACE

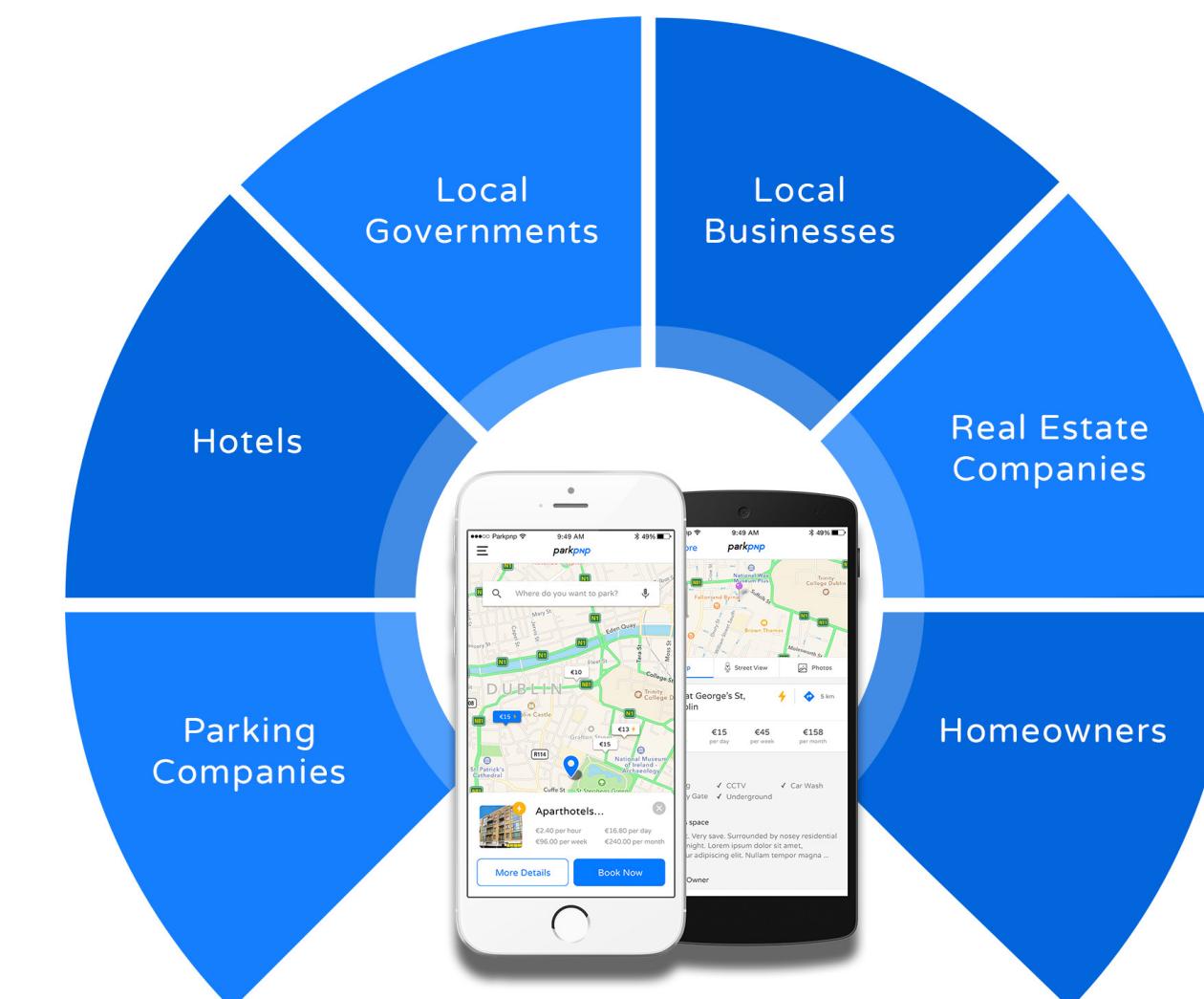


# ABOUT PARKPNP

Parkpnp is the parking app that lets [people and businesses find or rent](#) underutilized parking spaces in seconds.

Our car park technology helps all property owners [increase revenue & automation](#) of their parking assets.

Parkpnp is modernising a [€30bn industry](#) across Europe for space owners and drivers.



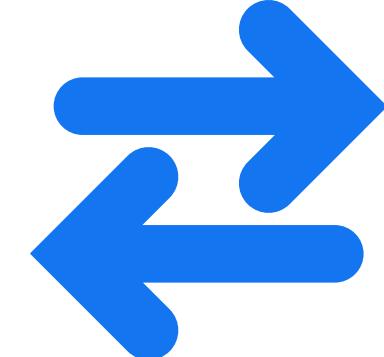
# IN THE LAST 14 MONTHS WE HAVE...



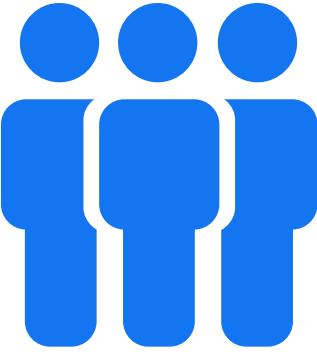
Gross Billings - €333,671.90



Revenue - €72,234.00



Number of Bookings - 14,536



Total Registered Users - 14,449



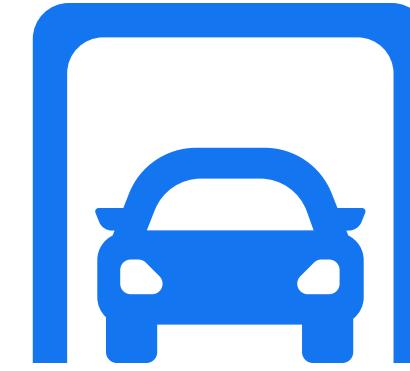
Cost per Booker Acquired - €3.22



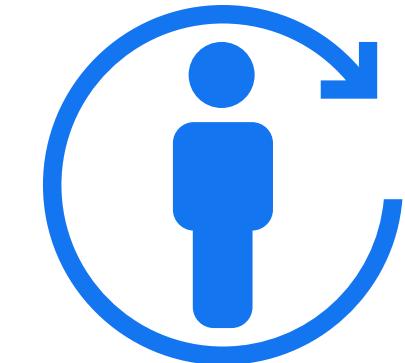
Cost per Lister Acquired - €2.75



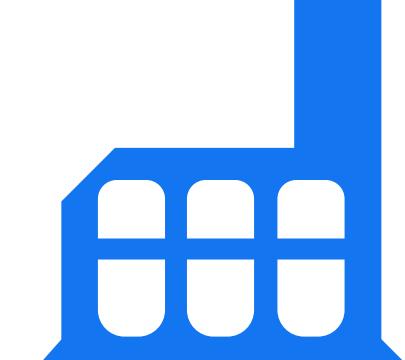
Lifetime Customer Value - €41.48



Total Available Spaces Listed - 6,313



Space Retention - 80%



Commercial Partners - 51

# OUR TEAM



**Garret Flower (CEO)**  
Serial entrepreneur who has successfully scaled wholesale Krust Bakery into global exporting business.



**Dan Paul (CTO)**  
Self-taught programmer with 10 years start-up experience on projects such as StudyNotes & ChangeX.



**Jason Popplewell (COO)**  
30 years FMCG & leadership experience with Heineken, Coca-Cola & Lily O'Brien Chocolates.



**Daithí de Buitléir (CMO)**  
Experienced marketeer who has worked on global campaigns for companies such as Heinken & Unilever.



**Donal O'Hagan  
(Country Director - Ireland)**  
20+ years parking experience both managing car parks & selling parking equipment.



**Patrick Kremer  
(Country Director - Netherlands)**  
25+ years experience in real estate leadership, banking & investments.



**Victor Boels  
(Country Director - Belgium)**  
Founded the successful parking start-up Sharemypark before joining Parkpnp post acquisition.



**Sean Melly (Chairman)**  
Managing Director of Powerscourt Capital. Experienced non-executive director with a range of start-up high-growth businesses.

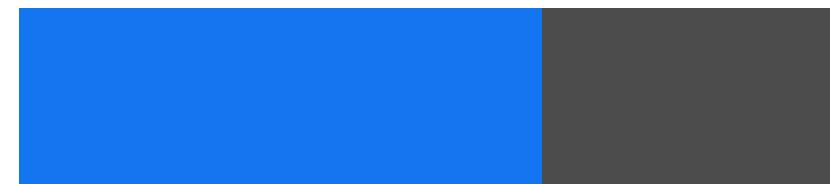
# PARKING IS A PAIN FOR DRIVERS

The Main Problem for Drivers is Uncertainty Around...

Will there be a space there when I arrive?

61%

Availability



How much will it cost?

42%

Cost



Where is the nearest space to my destination?

26%

Locations



Am I allowed to park there? Will I get a parking fine?

19%

Restrictions



# PROBLEMS VS. OPPORTUNITIES

## Slow To Adapt

Car parks have been slow to use technology to improve motorists' experience's.



## Archaic Recruitment

Space owners have limited digital presence and find it difficult to source new customers.



## Poor Brand Image

Industry perception focuses largely on high fees and clamping.



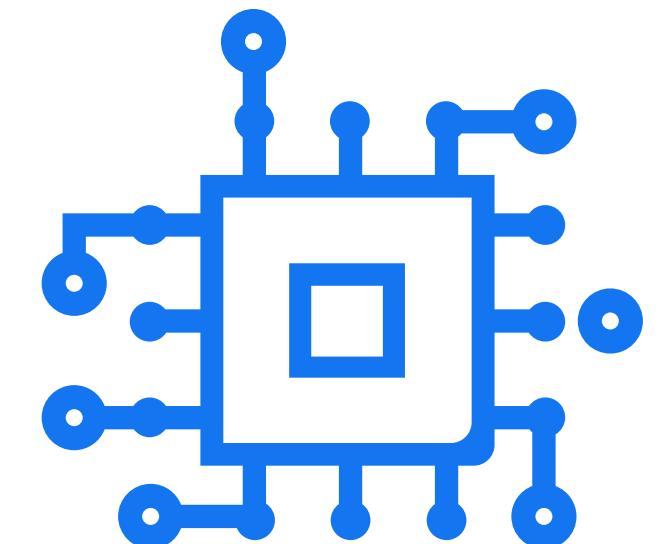
## It's Time To Digitize Payments

By 2020, digital payments will be the world's preferred payment method.



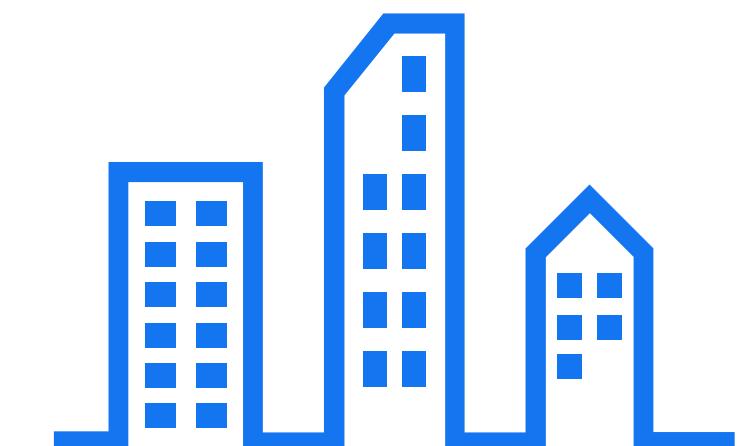
## Powerful Technology

Increasing technological capabilities of parking hardware opens up new possibilities.



## Smart Cities

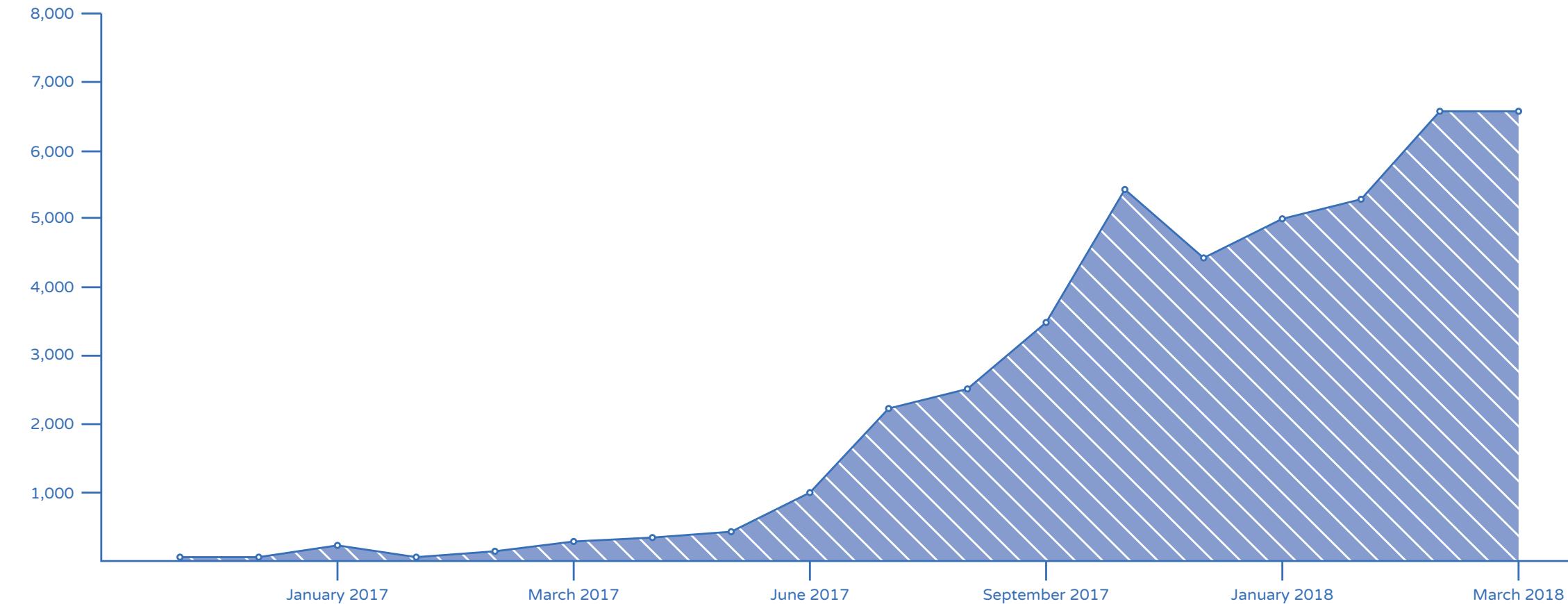
With 50% of world living in cities, the parking conundrum needs to be solved.



# KEY MILESTONES & GROWTH INDICATORS

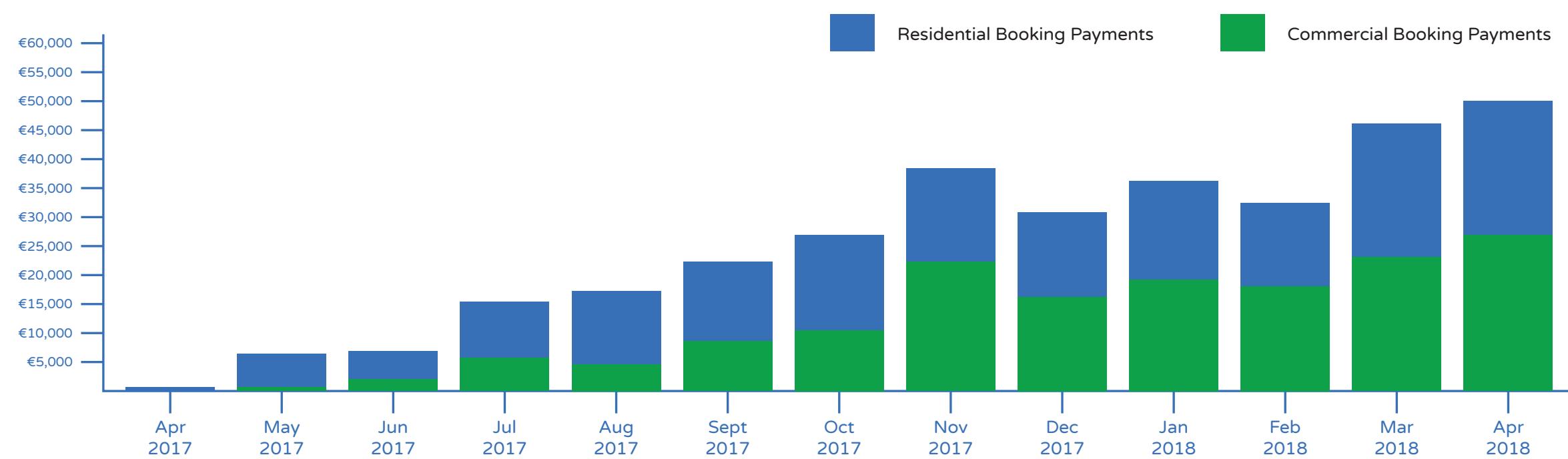


## No. of Spaces



+110%  
Quarterly  
Growth

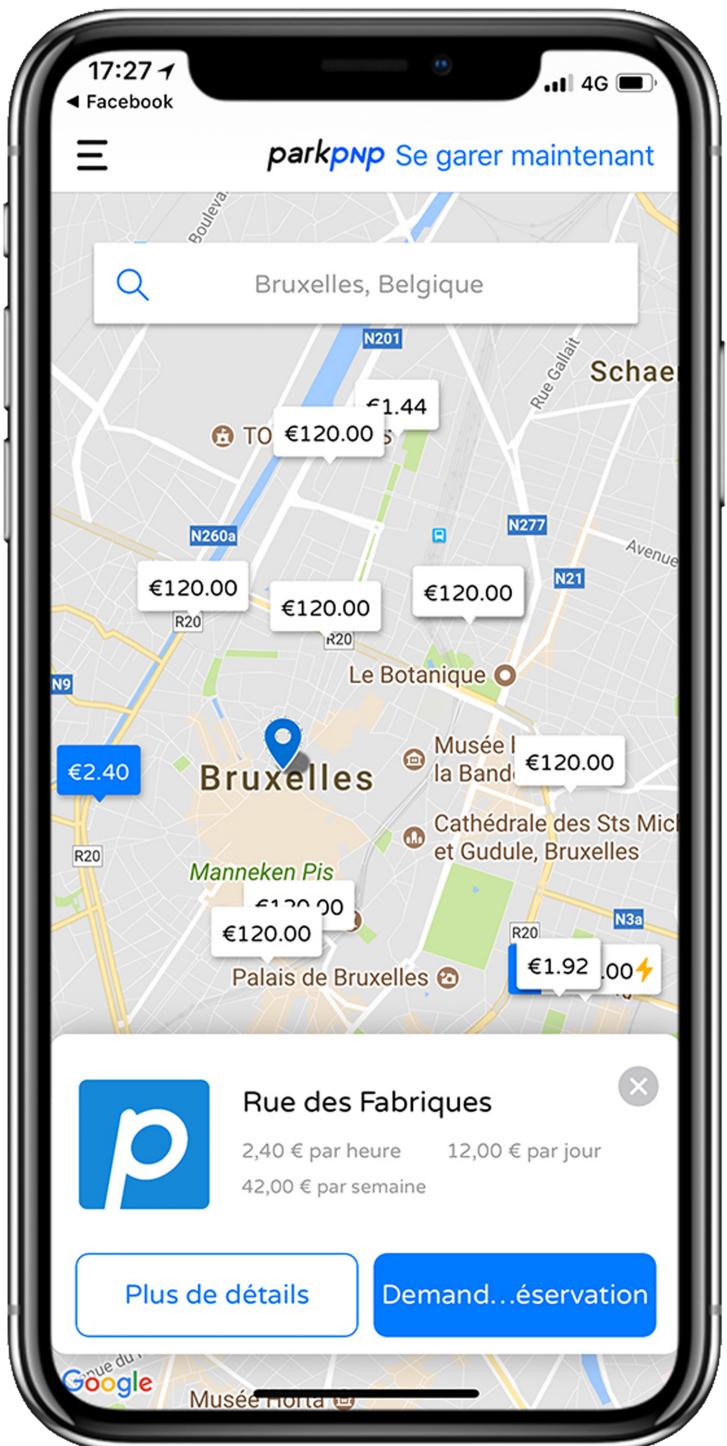
## Revenue



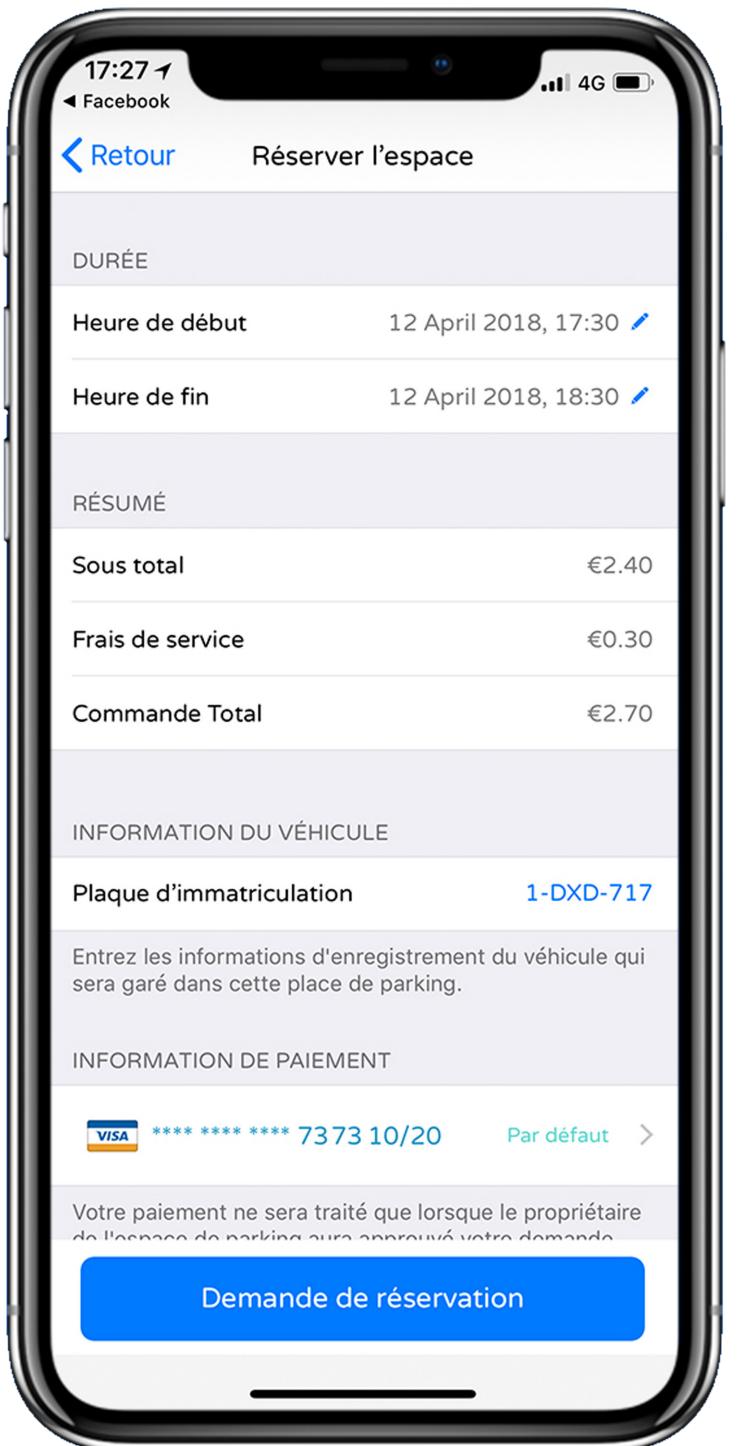
€50K  
Monthly  
Revenue

# FIND PARKING IN SECONDS

## Find Parking



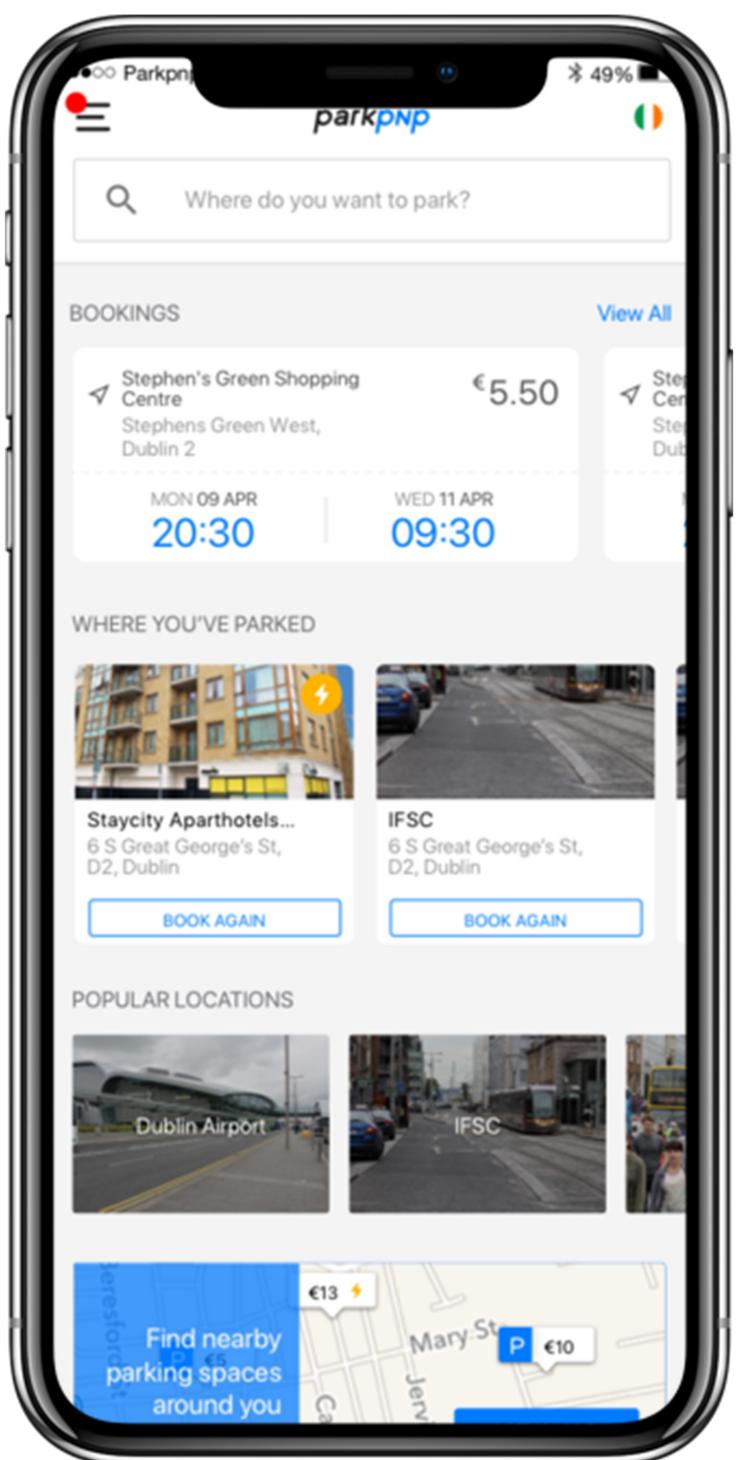
## Seamless Payments



## Integrated Access



## Convenience



Choose your perfect parking spaces from all available spaces (driveways, car parks, hotels, on-street etc.)

Never worry about loose change or lost tickets again. Pay with the simple tap of a button.

Enter & exit car parks using your phone in seconds.

Top up your parking on the go with the tap of a button.

# THE PARKPNP PLATFORM

## Intelligent Automation & Incremental Revenue Growth in a Single Platform



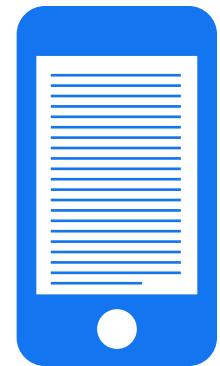
### Increased Profits

Attract new motorists and accept payments across all platforms.



### Digital Access

Simplify entry & exit for motorists using technology.



### Automated Management

Flexible pricing, enforcement and robust reporting at the click of a button.



# PARKPNP IN ACTION

250  
Spaces



Convention Centre  
(Dublin, Ireland)

Automated entry & exit to reduce late night staff costs in high occupancy city centre car park.

510  
Spaces



Port of Waterford  
(Waterford, Ireland)

Converted from previous cash only - diversifying user base and automating relationships with local businesses.

1,000  
Spaces



Forest National  
(Brussels, Belgium)

Introduced pre-booking facility for car park's of one Belgium's busiest event venue.

# USERS LOVE PARKPNP AND WORD OF MOUTH IS SPREADING...



“Our industry is going through quite a lot of change right now. The big benefit for us in using Parkpnp is the prebooking facility, which we've found to be very efficient and the best one on the market.”

-Dave Cullen, CEO, Euro Parks

“I think that all groups who have a parking lot should consider Parkpnp as a source of income.”

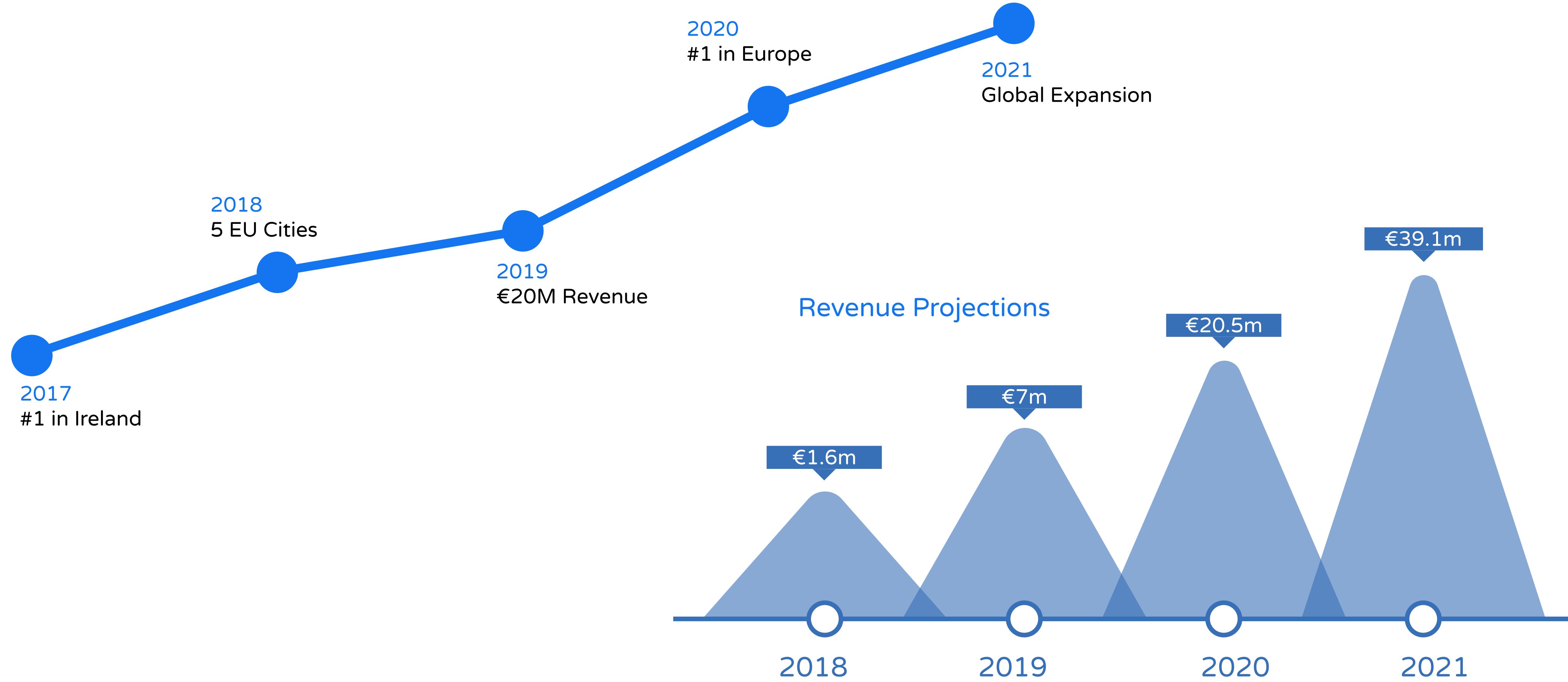
- Paul Bodart, CEO Emeritus, Bank of New York Mellon & Lister



# ...AND THE BIGGEST NAMES IN PARKING TRUST US WITH THEIR SPACES



# FUTURE MILESTONES



# EUROPEAN EXPANSION BECKONS...

**250K**

Spaces

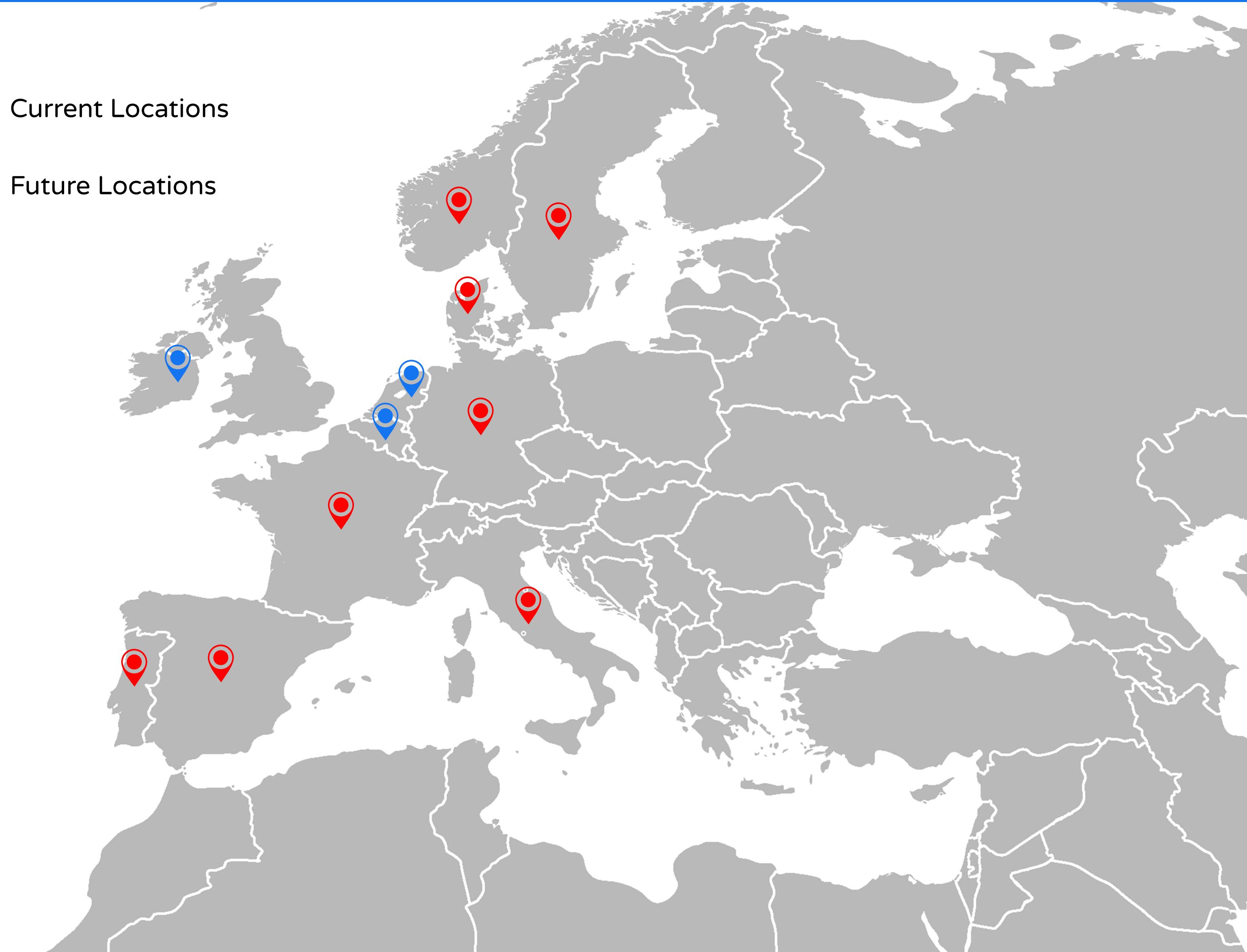
**1M**

Faces

**10**

Places

-  Current Locations
-  Future Locations



# OUR COMPETITION

	<b>parkpnp</b> (Ireland) Raised €900,000	<b>JustPark</b> (United Kingdom) Raised €8.1m	<b>SPOT HERO</b> (United States) Raised €41.4m
<b>SPACE OWNERS</b>			
Available for all types & sizes of space owners	✓		
Real-time payment for space owners	✓	✓	✓
Self-service management	✓	✓	✓
Flexible availability & pricing models	✓		✓
Integrated business automation features	✓		
<b>MOTORISTS</b>			
All types of parking spaces & locations available for booking	✓		
Adaptable pricing & duration	✓	✓	
Real-time booking engine	✓	✓	✓

# parkpnp

Join our Growing List of Investors



POWERSCOURT  
PRIVATE EQUITY & VENTURE CAPITAL