



Parking that rewards drivers.

Technology that drives revenue.

A platform built for the future of real-estate activation.

Live Sites

50+

Pipeline

150+

Raising

£400k

Valuation

£4M pre-money



01

The Problem

Traditional parking apps have frustrated both drivers and operators for years

⚠ For Drivers

- Clunky, outdated interfaces with too many steps
- No rewards, no perks — parking feels like a penalty
- No reason to return to the same car park

⚠ For Operators & Shopping Centres

- No way to communicate with drivers once parked
- No tools to increase footfall or repeat visits
- Rigid pricing that can't adapt to demand
- High provider fees with minimal added value
- Underutilised spaces = lost revenue

02

The Solution

ParkBunny turns every parking session into an engagement opportunity

For Drivers

- Fast, simple payments through an intuitive app
- Hyperlocal discounts from nearby businesses — food, retail, beauty & fitness
- Parking becomes rewarding, not just a cost

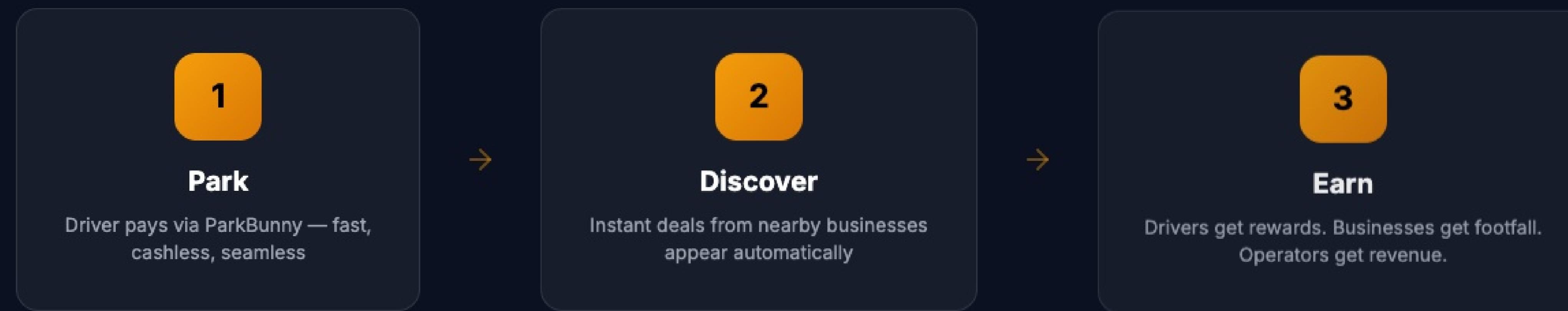
For Operators

- Direct in-app communication with drivers
- Real-time control of tariffs & occupancy
- Transparent 1.5% fee + 20p convenience
- Comprehensive dashboard: usage, dwell time, repeat visits
- AI-driven hyperlocal outreach to hotels, gyms & offices — offering discounted tariffs in return for promoting the car park to their guests, members and staff

03

How It Works

Three simple steps that create value for everyone



Supporting Independent Retailers

Hyperlocal discounts that turn a new customer into a regular customer



Retail Discounts

Independent local shops



Hotels & B&Bs

Discounted parking for guests



Gyms & Fitness

Member parking rewards



Offices

Staff parking incentives



Beauty & Wellness

Client parking deals



Food & Hospitality

Restaurant & café offers

Drivers receive instant deals from local businesses the moment they park. Food, retail, beauty and fitness rewards — giving independent retailers the chance to turn a new customer into a regular customer.

AI-driven hyperlocal outreach to Hotels, Gyms, Offices and more — offering discounted tariffs in return for promoting the car park to their guests, members and staff.

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Traction & Pipeline

Already live, already transacting — ready to scale fast



50+

Live Locations
Activated & transacting



150+

Pipeline Sites
National operators



80%

UK Councils
Coverage via NSL



60

Shopping Centres
In network



7,000+

Retailers
Independent network



32%

MoM Growth
Oct → Nov revenue

23.4%

Average growth over the past 6 months

Revenue Model & Path to £1M

Simple model. Clear path. Massive addressable market.

\$ Per-Session Revenue

Transaction fee **1.5% + 20p**

Retailer subscription **£10/month per retailer**

How We Scale

150-space car park **£7k net revenue**

Shopping centre **4-6x a 150-space car park in revenue**

We've done this before

Our CEO added 100,000 spaces to the JustPark platform in under two years — the equivalent of 600+ car parks.

Target Annual Net Revenue

£1M

Sites needed

142 car parks

Partner network

10,000+ sites of this size

Only 1.42% of partner portfolios needed

Monthly run rate

£18.5k/mo

Breakeven target

April 2026

ParkBunny turns every parking session into a revenue opportunity

Not just a payment — like Ringo, PayByPhone & JustPark. We activate live retailer networks around each site from day one. Our model aligns drivers, retailers and operators in a single value loop. We're building the loyalty and yield layer for parking — not another parking app.

Why We Win

A compounding advantage that grows with every site



We already have direct access to operators across the UK.



Every new site activates an existing retailer network from day one.



We generate incremental revenue — not just process payments.



Drivers earn rewards, creating repeat behaviour and habit.



Retailers gain measurable, attributable footfall.



More sites create better data, stronger performance, and compounding value.

We Add Value & Revenue for Our Clients

Unlocking revenue from underutilised car park spaces



Lockers

£1k – £500k

Depending on size of portfolio. Parcel & click-and-collect lockers for underutilised areas.



Digital Signage

£10k – £40k

In-app and physical signage revenue from car park assets.



Waterless Car Wash

£10k – £30k

Self-service, zero maintenance. Revenue from underutilised car park areas.



EV Charging

Variable

Phased rollout. Revenue share or CAPEX options.

ParkBunny earns a minimum of 10% of this revenue for the duration of these contracts.

AI & Technology

AI-Powered Revenue Optimisation & Lean Operations

★ AI Activation Strategy

- ✓ Identifies high-value nearby businesses automatically
- ✓ Recommends targeted deals based on time of day & driver behaviour
- ✓ Suggests dynamic pricing to maximise occupancy
- ✓ Supports retailer outreach and onboarding
- ✓ Drives personalised engagement to improve deal redemption
- ✓ Every site launches with pre-activated partners

♫ Proprietary AI Outreach

ParkBunny owns a share in an AI Agency

b2bee.ai

Provides proprietary outreach tools that automate retailer acquisition at scale

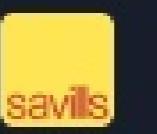
⌚ AI-First Operations

Why we're not hiring big teams

- ✓ AI-powered support lines handle customer queries 24/7
- ✓ Automated SDR functions for retailer acquisition at scale
- ✓ AI-driven outreach via b2bee.ai — our proprietary platform
- ✓ Lean team of 5 delivers what traditionally requires 15–20 people
- ✓ Keeps burn rate low and capital efficiency high
- ✓ More runway per £ invested

Strategic Partners

It's all about relationships — national operators already in the pipeline



Savills

Leading commercial property agent
80+ shopping centres



Euro Car Parks

Major UK parking operator
800+ sites



M Core

Property management
Shopping centres



Agena Group

Parking management
Multiple P&D sites



IntelliPark

Smart parking solutions
2,000+ sites



NSL

Parking enforcement
80% UK councils



Newpark

Car park operator
Multiple sites



Anchor Group

Parking operator
National network



ParkBee

Smart parking marketplace
Premium locations



Group Nexus

Parking management group
Multi-brand operator



Wise Parking

Parking management
Regional network



2026 White-Label: Councils & large operators can run ParkBunny under their own brand with full backend

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Market Opportunity

A massive, untapped market with zero loyalty competitors

17,000+

Car Parks in the UK

68M

Daily parking events — with zero rewards

Proven

at 50+ sites, ready to scale

1% capture

= a high-margin, scalable
business

Zero

direct loyalty competitors

The Team

Experienced founders who've already done this at scale

"Pipeline acquisition is a solved problem — we've already done it before at scale." — Jon Sprank, CEO



Jon Sprank
Co-Founder & CEO

- Ex Head of Sales at JustPark — onboarded 100,000+ spaces in under 2 years
- Ex European Sales Director at iZettle (acquired by PayPal for \$2.2B)
- Royal Navy Veteran



Chris Smith
Co-Founder & CTO

- Veteran technology executive and product strategist
- Former CTO/Technical Director across multiple ventures
- Leads ParkBunny tech & AI development



Russell Grigg
Co-Founder & COO

- Ex Lead Vision Systems Engineer at Sony
- 20+ years delivering tech-driven solutions in parking
- Major projects: Parking, Defence, Pharma & Manufacturing



Mark Cushing
Co-Founder & VP Sales

- Account Management & Direct Sales specialist
- Electronic Security (ANPR, CCTV, Access Control)
- Deep parking industry relationships

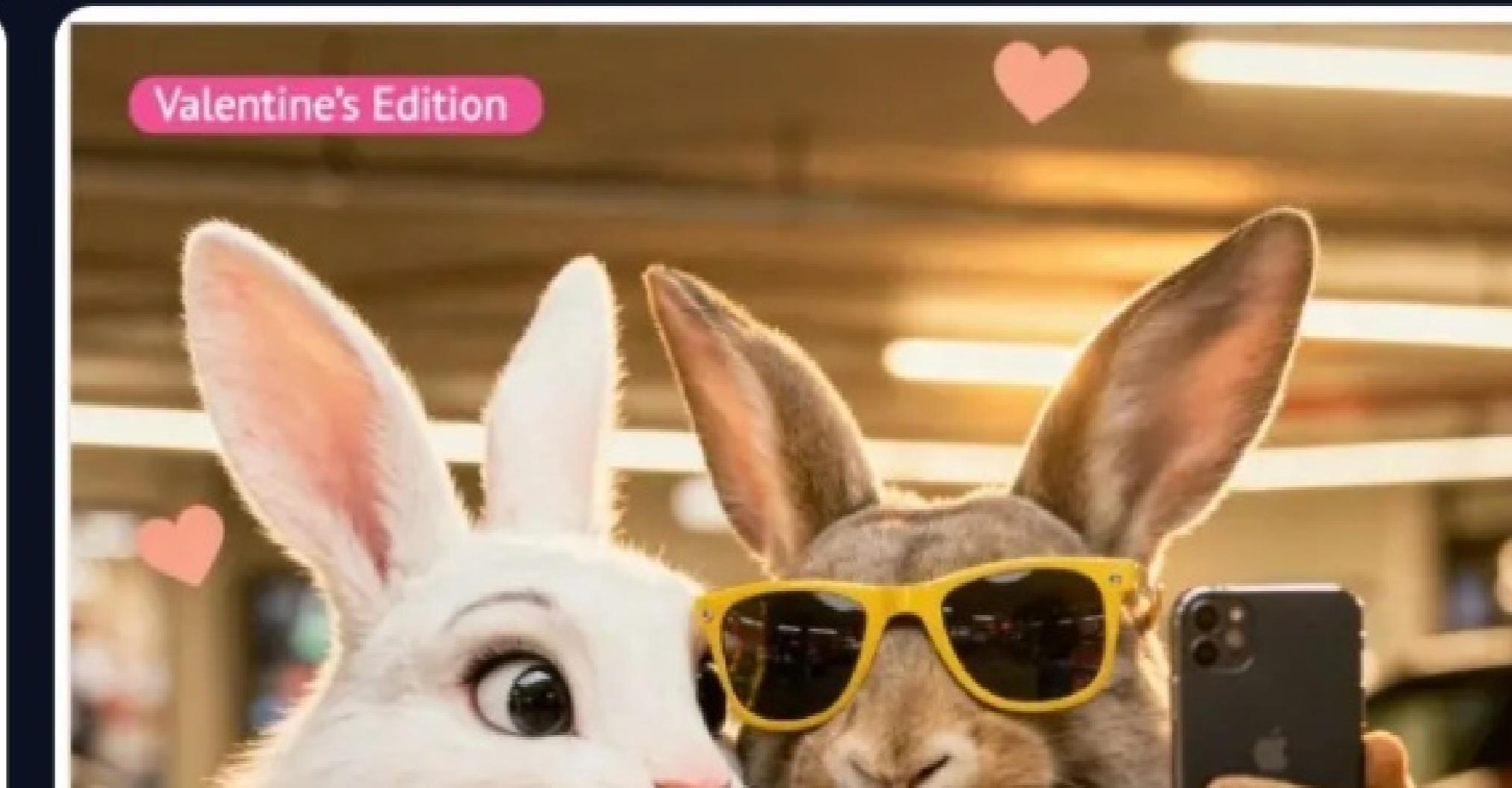
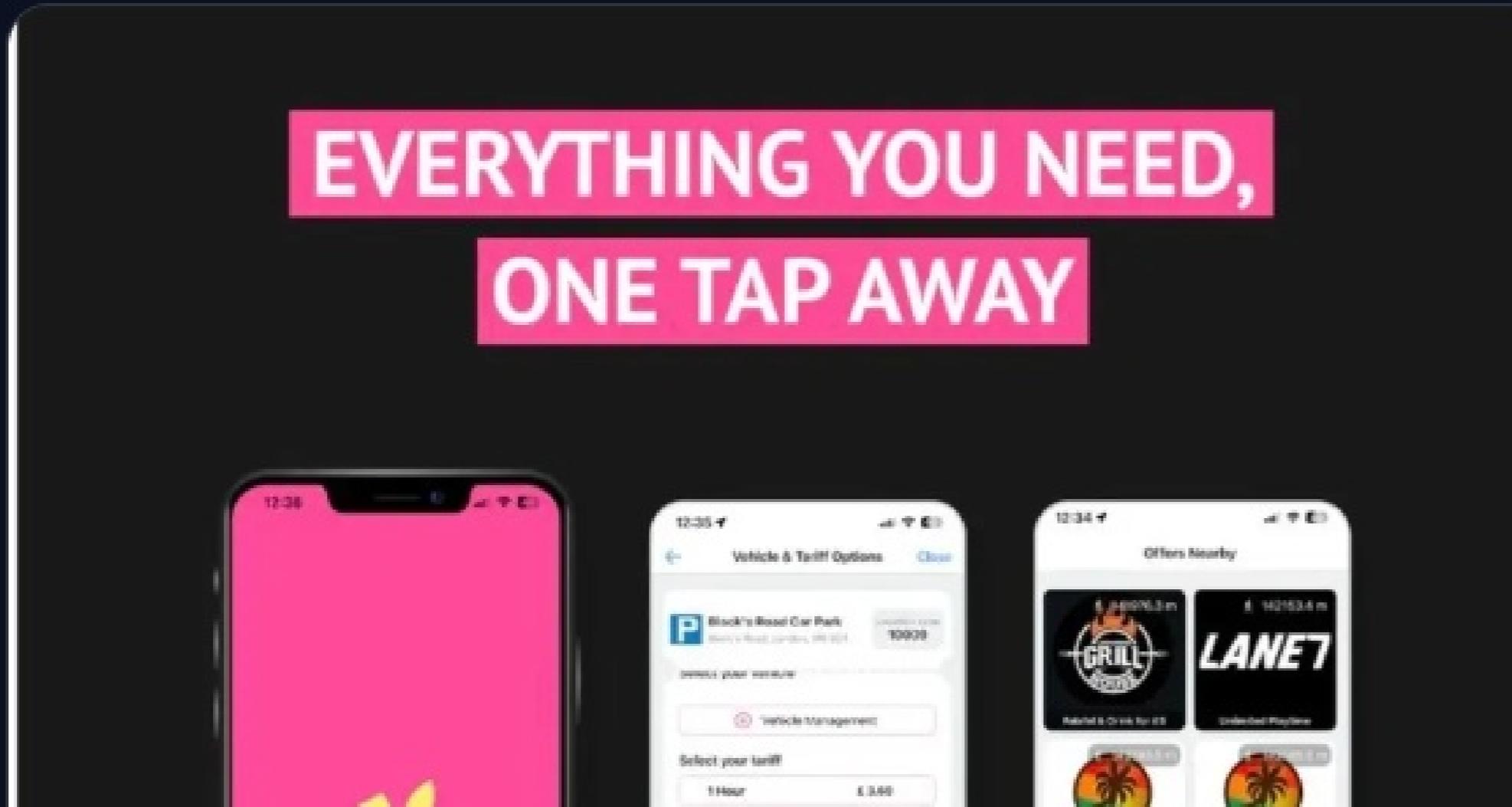
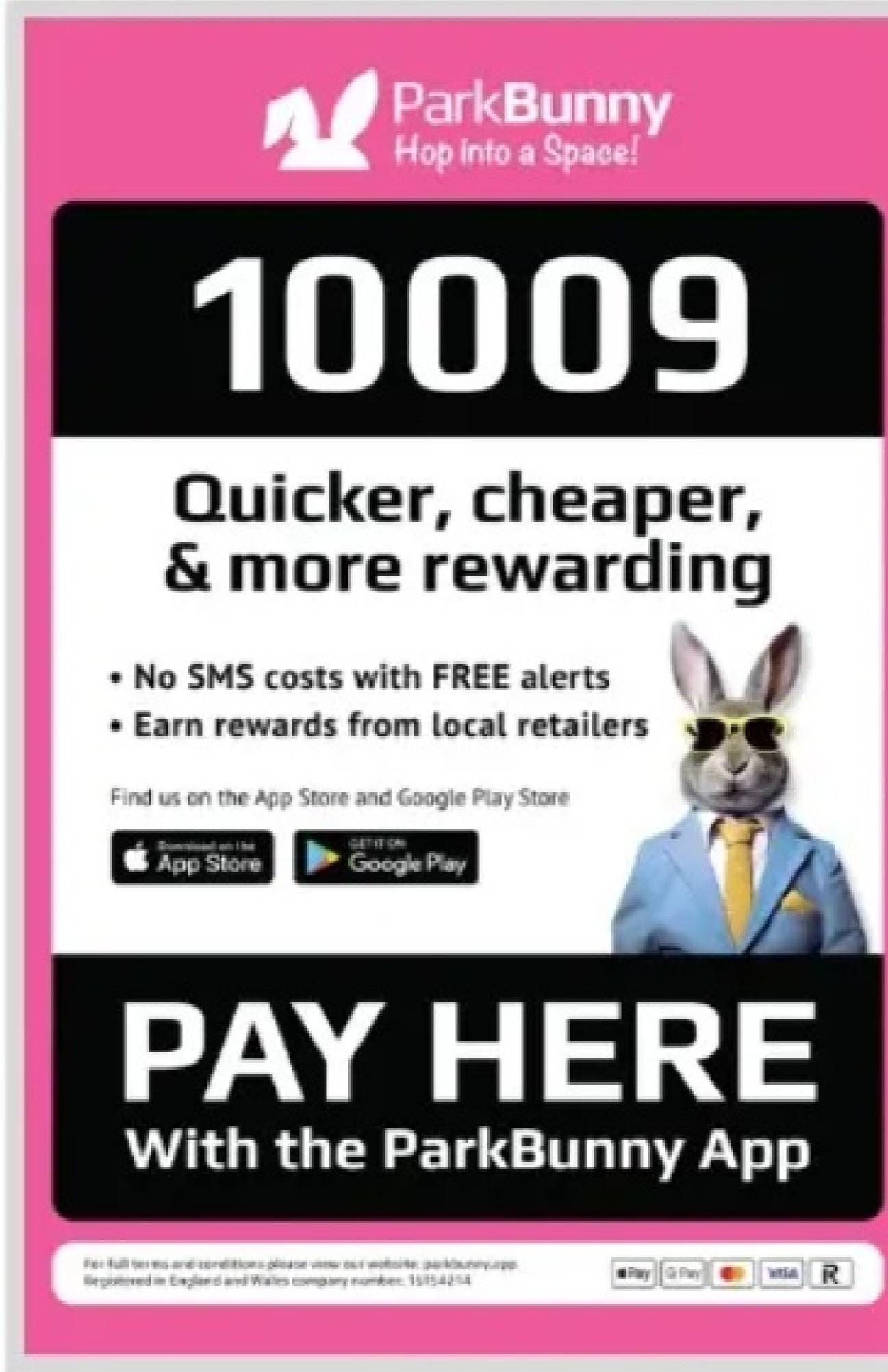


Ana Elena González
CMO

- MSc in Strategic Marketing
- Expert in digital campaigns, brand growth & SEO
- Bilingual communicator across diverse markets

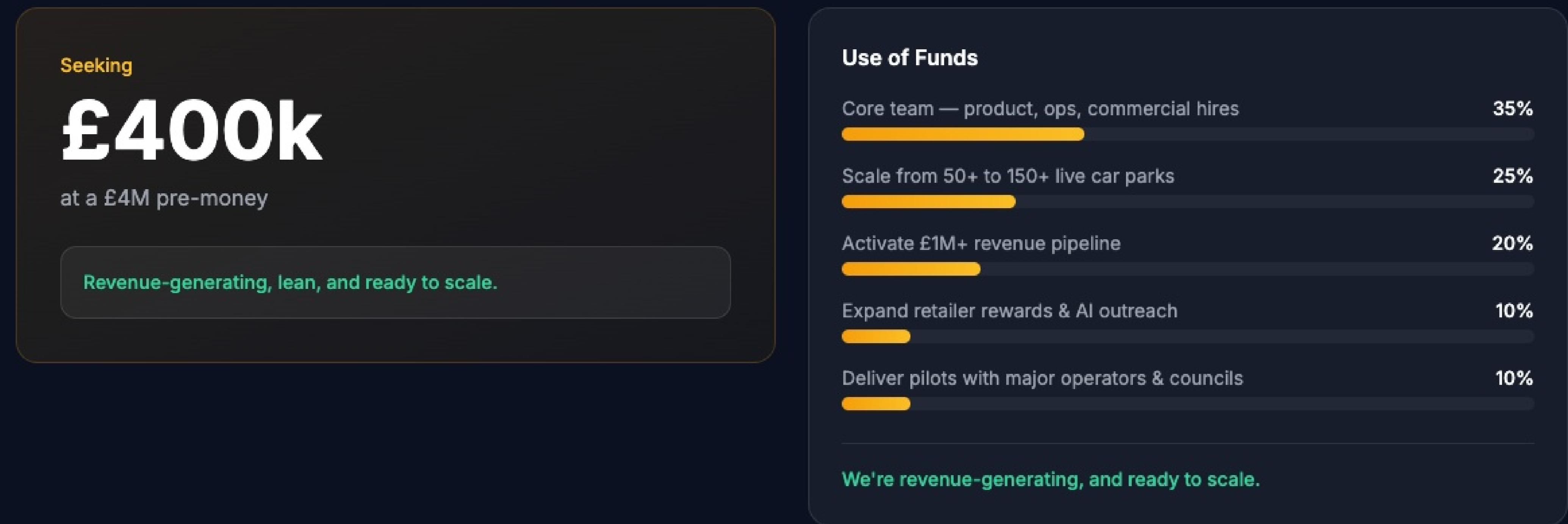
ParkBunny in Action

Branding, marketing, and product in the wild



The Investment Ask

We're looking for £400k at a £4M pre-money



International Expansion

A scalable model with global potential





Join the Parking Revolution

Your investment accelerates our expansion into
hundreds of sites and millions of driver interactions

[✉️ Contact Jon Sprank](mailto:jon@parkbunny.app)

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