

**“A clear line of sight to £1M+ net revenue
in 2026”**

**Proven unit economics. Live sites. Locked
pipeline. Break Even by April 2026**

150 Car Parks = £1m net rev

**“This team has already scaled parking
to 100,000+ spaces”**

**Founder previously onboarded 100k+
spaces at JustPark in under two years**

“The **first parking platform that truly **rewards** drivers.”**

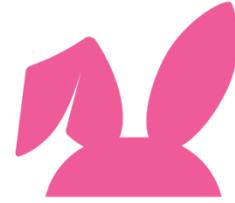
Every parking session becomes **engagement.
Deals, loyalty, and repeat visits.**

“Turning under-used car parks into high-margin assets.”

Zero CapEx. Multiple revenue streams. Maximum utilisation per site.

**“Already live, already transacting
Ready to scale fast.”**

**50+ live locations, real revenue, national operators in
the pipeline**



ParkBunny
Hop into a Space!

Evolution of Parking

The Parking App that Finally Rewards Drivers

For Shopping Centres & Operators

- + New revenue streams
- + Higher footfall.

For Drivers

- + Fast, simple parking
- + Instant rewards from nearby retailers.



The Problem

Traditional Parking Apps Fall Short

For years, traditional parking apps have frustrated both drivers and car park operators.

✗ for Drivers

- Clunky, outdated interfaces.
- Too many steps just to start parking.
- No rewards, no perks – parking feels like a penalty, not a service.
- No reason to return to the same car park.

✗ for Car Park 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



The Solution

Parking that Works for Everyone

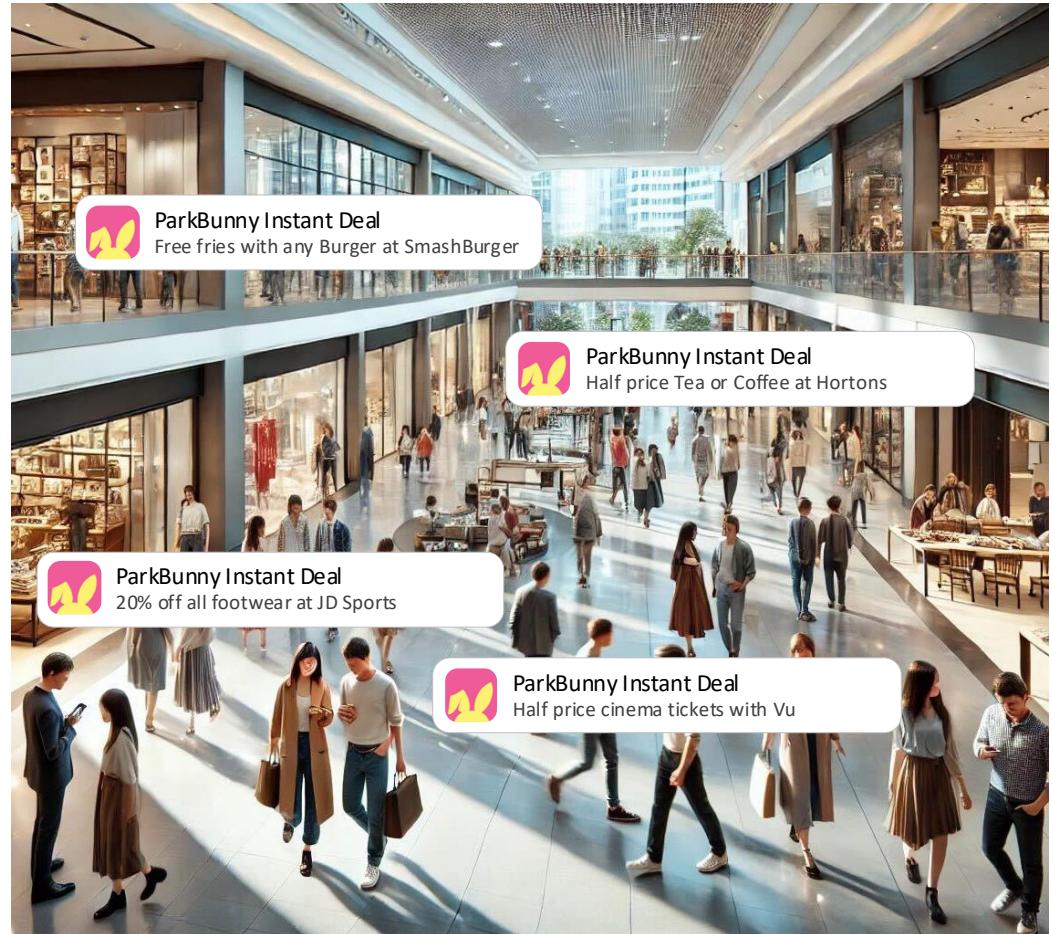
ParkBunny turns every parking session into an engagement opportunity.

✓ for Drivers

- Fast, simple payments through an intuitive app.
- Unlock Instant Local Deals every time they park - coffee discounts, retail offers, gym passes.
- Parking becomes rewarding, not just a cost.

✓ for Car Park Operators & Shopping Centres

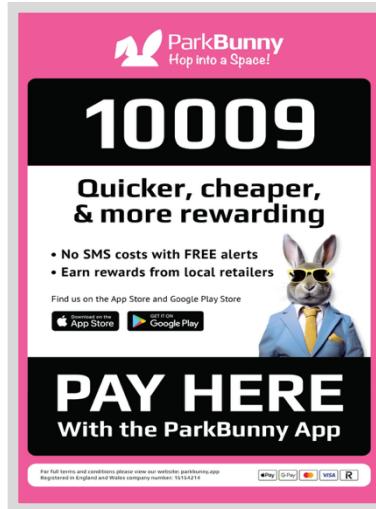
- Direct in-app communication with drivers.
- Real-time control of tariffs & occupancy.
- Transparent 1.5% fee + 20p convenience.
- Comprehensive dashboard: usage, dwell time, repeat visits.
- Local Business Activation to fill underutilised spaces.



Nearby Business Activation

Turning Surrounding Businesses into Revenue Drivers

A win-win ecosystem: more customers, more footfall, more revenue.



- Drivers receive instant deals the moment they park.
- Local retailers gain new customers daily.
- Gyms, hotels, co-working spaces all promote the car park to their members.
- Operators fill empty spaces through targeted B2B partnerships.

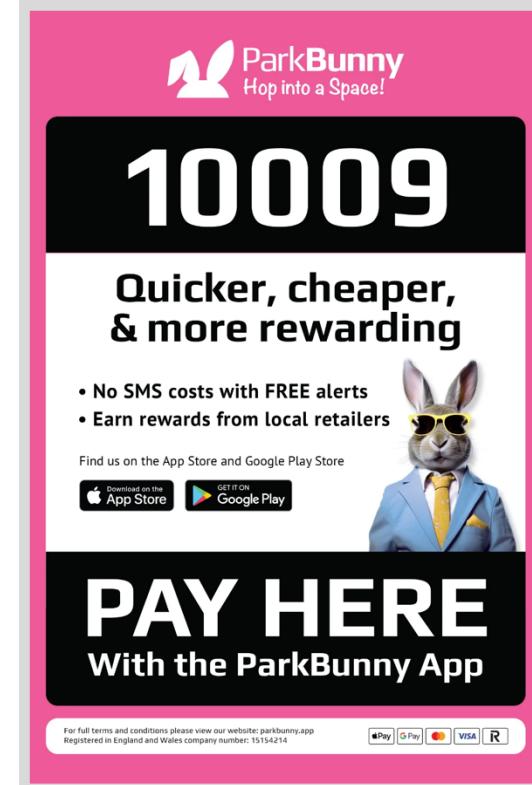


Advertising

Social and Signs

Clear, simple communication drives higher revenue per site

- Eye-catching branded signage increases driver trust.
- Promotes benefits such as instant deals & cheaper sessions.
- Increases conversion and recurring usage at each site.



Revenue Model

How ParkBunny Makes Money

Monetization: How ParkBunny generates revenue through multiple streams.

1.5% Fee on every parking payment

20p Convenience Fee per session

+ Revenue from Instant Deals
(Subscriptions & commission from local retailers)

+ Additional Revenue Streams
(ParkBunny has rev share & partnership deals in place)

Every Parking session = revenue from both payments and perks

These figures show the exciting economics for 2026

- A single large shopping centre can yield over £20k in revenue to ParkBunny annually, and even smaller car parks can contribute significant income.
- With dozens of each already in the pipeline, ParkBunny is on track for £1M+ in annual revenue once those sites are fully active.

Site Type	Annual Revenue per Site
Shopping Centres	£20,500
Pay & Display Car Parks (per 100 spaces)	£7,167

Projected Annual Net Revenue = £1M+ From Current Pipeline

Revenue Model

Monetization: How ParkBunny Hits Breakeven April 2026

Month-on-month turnover growth:

+26.14% (Sept→Oct) and +32.10% (Oct→Nov)

Drivers: higher utilisation across live sites

Mar–Nov financials:

Turnover: £87,746

Gross Profit: £3,962 (4.52%)

Net Profit (Loss): -£209,869

(reflects intentional investment phase)

(November gross profit £1,948.93)

Break-Even Pathway - £14,500 overhead

Blended mix aligned with current pipeline:

Monthly Net Rev

3 x Shopping Centres £5124

5 x P & D Sites £7777

Total £12,901

+

Current monthly Rev £1948.93

Total monthly rev £14,849.93

→ On track for April break-even

Path to £1M + Net Revenue in 2026

Scalable, realistic mix of high-value assets:

• 15 shopping centres → £307,500

• 20 × 200-space sites → £286,560

• 20 × 100-space sites → £143,280

• 12 × 300-space sites → £257,904

Total: £995,244 (~ £1M +) 2026

Breakeven Pipeline

Snapshot

Q4/Q1

2026

Shopping Centres

Midsummer place (savills)	£1708
The Bridges Sunderland (LCP)	£1708
The Rock (Euro)	£1708
	£5124

Pay And Display

Bradford (Agena) 300 space	£1795
Wimbledon (Euro) 300 space.	£1795
Shrewsbury (Intelli) 300 space	£1795
Portsmouth (Newpark) 300 space.	£1795
Pitsea (Agena) 100 space	£597
	£7777
TOTAL	£12,901

Does not include additional rev streams / monetising rewards

Revenue Model – Rewards & Additional revenue Streams

It is so much more than Parking

Retailer Rewards : Annual Revenue 2026

Retailer Rewards

£10 per month per retailer subscription

Target 10 rewards per car park

48 Total car parks 2025

123 Total Car parks 2026 (across the year)

£14,760 Total Revenue Rewards 2026



£10,800 120 Last Mile Logistics Lockers

£13,400 15 Digital Signage deals

£6,200 8 Waterless Car Wash

Total £30,400

£14,760 Rewards

£30,400 Additional Rev Streams

£45,160 Total

Rewards for Drivers – Income Stream 2026 for ParkBunny

Rewards Platform = Recurring Revenue

- Retailers join ParkBunny's Instant Deals platform.
- Free 3-month trial, then monthly subscription.
- Drives higher shopper engagement & repeat visits.
- Creates a scalable, predictable B2B revenue stream.

*Every parking session becomes
a marketing moment.*



Proof Point

“We’ve Done This Before - At Scale”

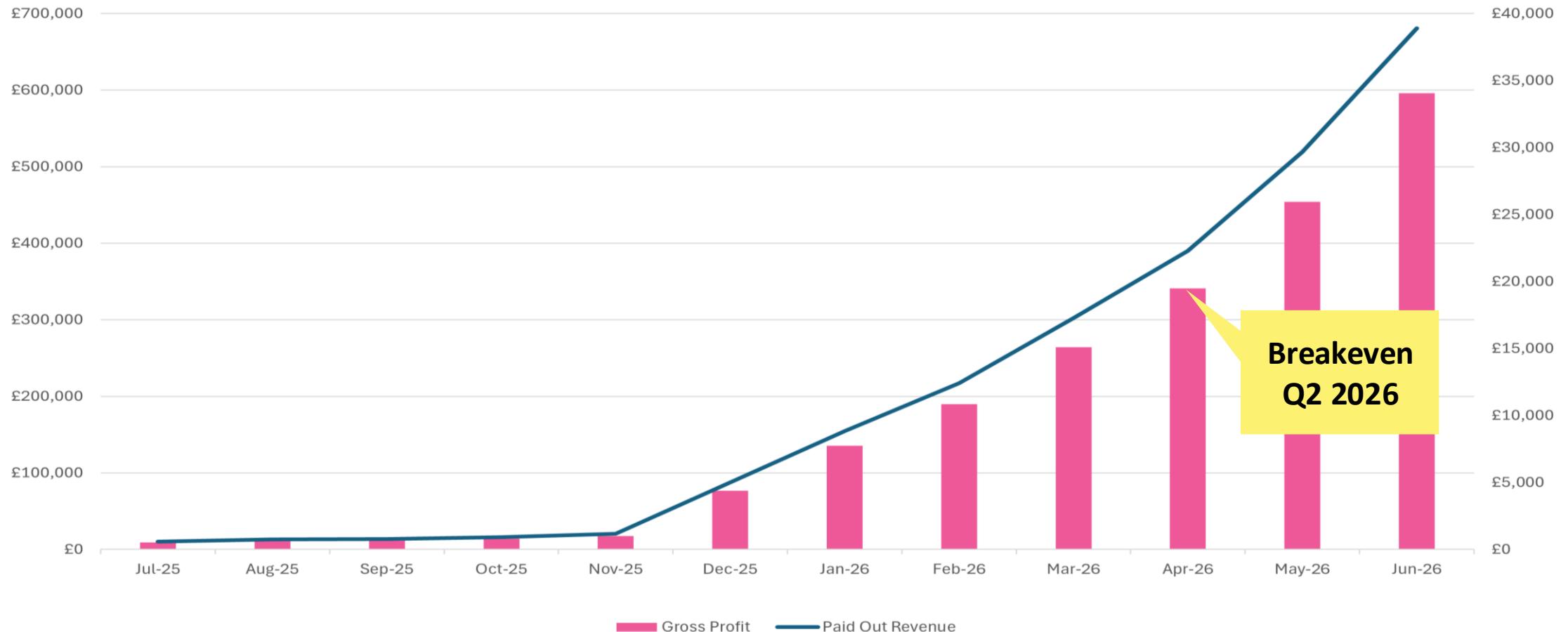
Track Record from JustPark (B2B Channel Lead).

- Grew B2B parking supply from **zero to 100,000+** spaces in under 2 years.
- Equivalent of **~50,000 spaces added annually**.
- Built relationships with top operators (many now in ParkBunny’s pipeline).
- Created and scaled B2B processes from scratch in an early-stage environment.
- ParkBunny’s 2026 target = **~12,000 spaces**.
- That’s **just 12% of what I’ve already delivered - personally**.



Revenue

Annual Revenue in GBP Million



Strategic Pipeline & Partner Network

Its all about relationships

As Head of Sales, Jon previously onboarded over 100k spaces onto the JustPark platform



- Operate across 200+ UK shopping centres
- Network of 2,000+ independent retailers
- Dual value: centre introductions + retailer rewards partnerships.



**AGENA
GROUP**

- 800+ sites
- First two pilot sites launching immediately.



- 2,000+ sites
- Pilot sites confirmed
- Install pending.



WiseParking
Your better choice

- Leading event parking operator
- ParkBunny included in all current major site bids
- Engaged with several high-footfall shopping centres.



- 80+ shopping centres
- Midsummer Place, Milton Keynes
- Live December as a flagship case study.



**marston
holdings**

- Enforce parking for 80% of UK councils
- In onboarding as preferred supplier
- Opportunity to scale nationally across public sector.

Intelli-Park

- 100+ locations
- Awaiting install on pilots.

ANCHOR
group services

& many more

LCP.
part of MCore

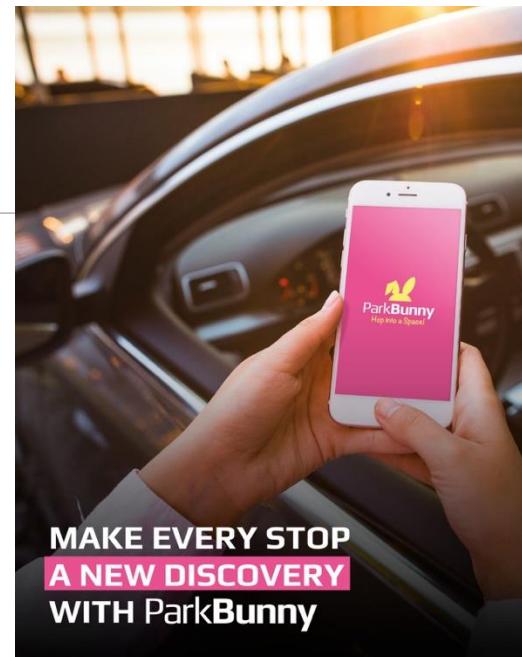
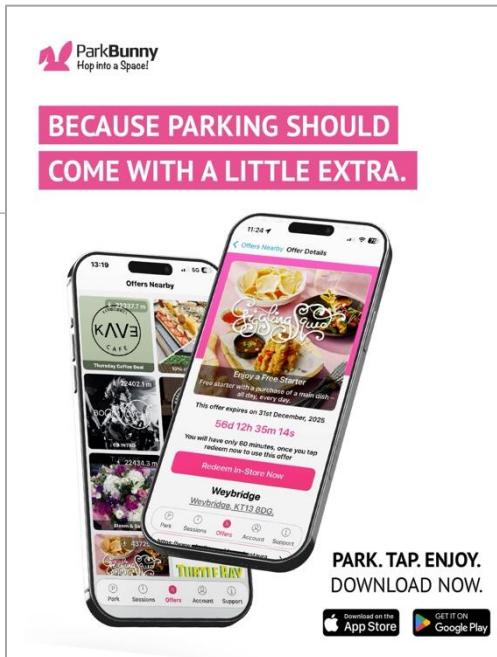
2026 White-Label
Powered by ParkBunny

- Ideal for councils & large operators
- Local branding with full ParkBunny backend
- Enables councils to support independent retailers
- Strong early interest from existing partners.

ParkBunny
Hop into a Space!

Marketing

Marketing



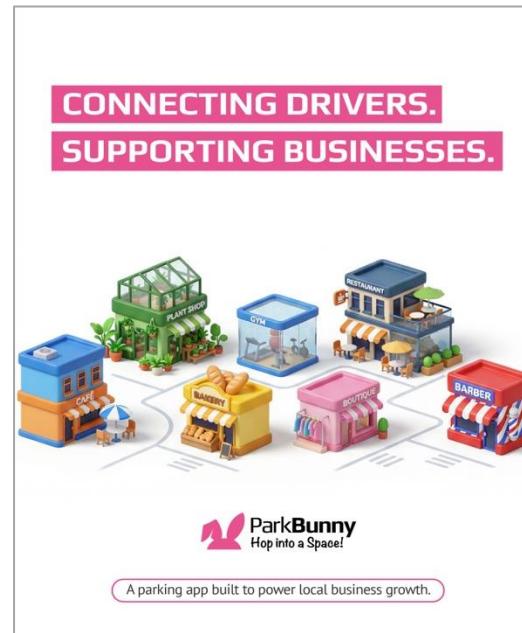
This section highlights "SMART PARKING FEATURES:" with a bulleted list: "Find & Pay for Parking.", "Cashless Payments.", "Extend Parking Time Remotely.", and "View Active Parking Sessions.". It includes download links for the App Store and Google Play. The background features a large smartphone displaying a map and parking information, with a pink diagonal bar across the top right corner.

SMART PARKING FEATURES:

- Find & Pay for Parking.
- Cashless Payments.
- Extend Parking Time Remotely.
- View Active Parking Sessions.

DOWNLOAD TODAY!

Download on the App Store GET IT ON Google Play



Marketing

Marketing (Press Play)



Car park owners.



ParkBunny is Already Live in Over 40+Locations Across the UK

Rapid Expansion With Industry-Leading Partners.

- Live at **40+ locations** across the UK (activated and transacting).
- Working with organisations covering:
 - **80% of UK councils**
 - **60 shopping centres**
 - **7,000+ independent retailers.**
- Pilots agreed with major national operators.
- Imminent go-live at a large Milton Keynes shopping centre.



Shopping Centres



Pay & Display Car Parks

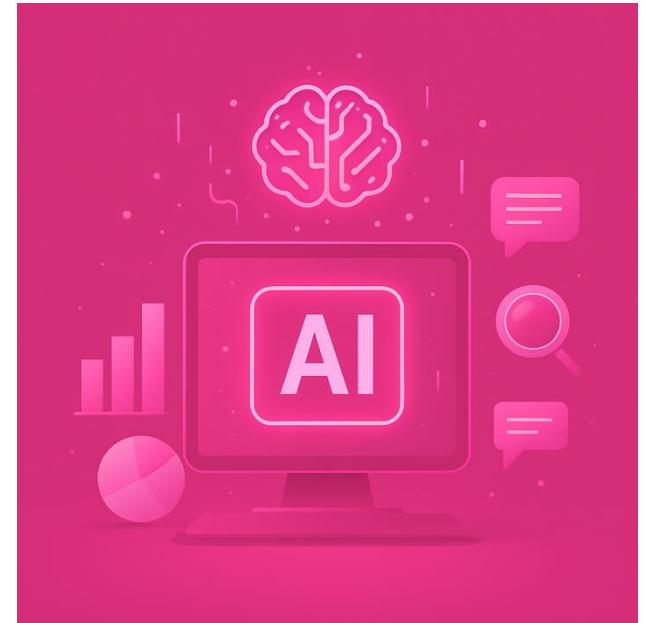
*In 2026 ParkBunny will be the preferred alternative to legacy parking apps
We are ready to disrupt the industry !*

Execution Strategy

AI Activation Strategy

AI-Powered Revenue Optimisation.

- 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 and revenue-ready deals.**
- **ParkBunny owns a share in an Ai Agency www.b2bee.ai**
b2bee.ai provides proprietary outreach tools that automate retailer acquisition.



 **Empty Spaces
Monetised**

 **Local Businesses
Gain Customers**

 **Drivers Get
Rewarded**

Maximising Every Square Foot of the Car Park

ParkBunny isn't just about parking payments – we unlock new, passive income opportunities for car parks and shopping centres through strategic partnerships.

Film Production



- Partnerships with Netflix, Marvel & more.
- Car parks used as **filming locations**.
- Delivers **high-margin, short-term income**.

Additional Revenue



- Digital signage.
- Waterless Car Wash.
- & lots more...

Lockers (B2B / B2C)



- Parcel & click & collect last mile logistic lockers.
- **Passive income** from rental fees.
- Boosts visitor numbers.



- **Pop-up retail**, events and brand activations.
- Partnering with gyms, hotels & co-working spaces to monetise under utilised parking.
- Constantly innovating to turn car parks into **profit centres**.

A Massive Untapped Opportunity

A Huge Market Ready for a Loyalty-Led Upgrade

- 17,000+ car parks in the UK
- 68 million daily parking events — with **zero rewards**
- No major operator has built a driver-reward ecosystem
- ParkBunny enters a large, underserved market with no direct loyalty competitor



Capturing even 1% of this market = a high-margin, scalable business

The Team

Experienced Founders Driving Success

Consultant – Andreas Zamboni

X Managing Director PayByPhone Italy

Consultant – Tom Hughes

Strategic Growth Advisor (NED)

- Former Managing Director of Connect, scaling to 12M+ annual transactions, £60M in payments, across 1,000+ UK/EU locations, delivering seven market firsts
- Led Connect through full platform transformation and to acquisition by PayByPhone
- Deep expertise across product strategy, payments, mobility, compliance and commercial growth

The ParkBunny team is led by seasoned entrepreneurs with deep expertise in our key domains.



Jon Sprank
Co-Founder & CEO

- Ex Head of Sales JustPark. Led supply growth at JustPark: **+100,000** spaces onboarded in under 24 months
- Ex European Sale Director at iZettle (2-time unicorn).
- Royal Navy Veteran.



Chris Smith
Co-Founder & CTO

- A veteran technology executive and product strategist.
- Chris has extensive experience developing mobile apps and scalable platforms (former CTO/technical director in prior ventures).
- He spearheads ParkBunny's tech and AI development – from the seamless payment system to the intelligent deals engine.
- Chris's expertise guarantees that our app remains cutting-edge and user-friendly as we scale.



Russell Grigg
Co-Founder & COO

- Possesses a strong analytical foundation, having served as Lead Vision Systems Engineer at Sony.
- Active contributor to several startups across the technology and parking sectors.
- Brings over 20 years of experience delivering technology-driven solutions to the parking industry.
- Delivered multiple major projects across the Parking, Defense, Pharmaceutical & Manufacturing sectors.



Mark Cushing
Co-Founder & VP Sales

- Account Management.
- Direct Sales.
- Business Development.
- Electronic Security (Access Control, CCTV, ANPR Systems to serve parking applications).



Ana Elena González
CMO

- Strategic marketing professional with expertise in digital campaigns, brand growth, and SEO.
- Strong experience driving engagement and organic traffic across multiple platforms.
- Creative direction in visual identity, content creation, and cross-channel consistency.
- Bilingual communicator with MSc in Strategic Marketing and experience across diverse markets.

Why We Win

Founder previously onboarded 100,000 parking spaces at one of the UK's largest parking platform."

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

The Investment Ask

We're Raising £1M to Accelerate Growth - £1M for 15% equity

ParkBunny is seeking

£1m

Investment in exchange
for a 20% equity stake,
valuing the company at
£5 million
(pre-money).

We're Raising £1M to Accelerate Growth - £1M for 20% equity
(valuation - **£5 million, pre-money**).

We're also open to a £500K commitment for 10%

This round will fund:

- Building our core team – product, ops, and commercial hires
- Scaling from 50+ to 150+ live car parks
- Activating our £1M+ revenue pipeline
- Expanding retailer rewards & AI-powered outreach
- Delivering pilots with major operators & councils

We're revenue-generating, and ready to scale.

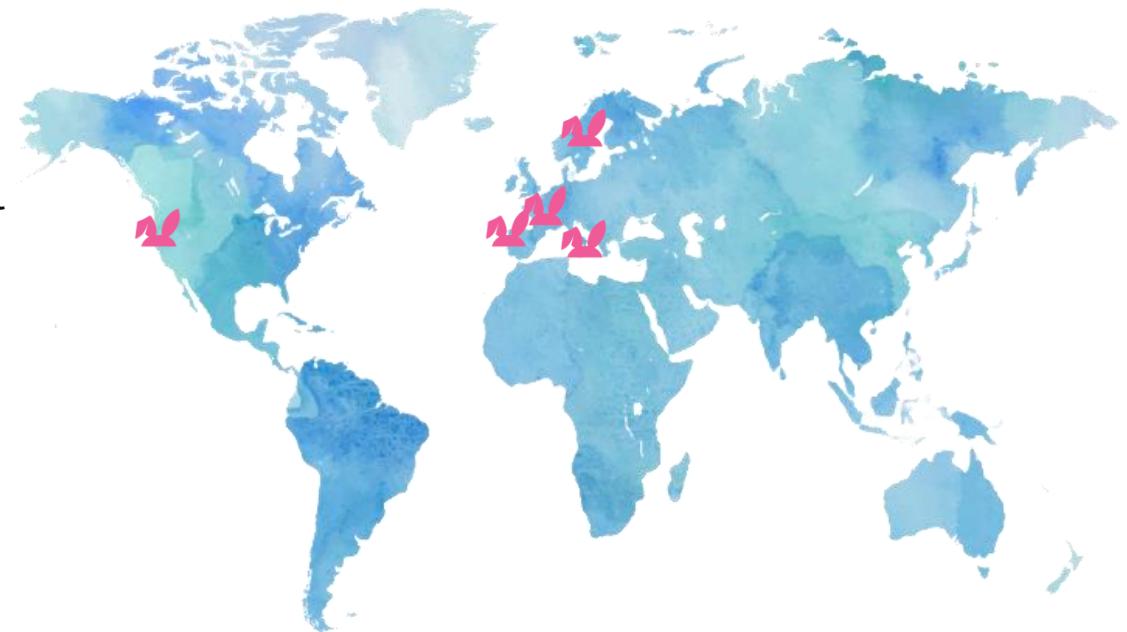
Join us as we turn everyday parking into a new engine for the high street.

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

Expanding Into Markets Where Parking and Loyalty Don't Yet Meet

Future Target : THE USA (LOS ANGELES)

- Market Opportunity: Highly fragmented parking market, lagging in unified payment and rewards technology.
- ParkBunny Advantage: Our integrated payment and rewards platform offers a critical, unified step-change over existing localized apps, driving immediate appeal to both operators and loyalty-seeking consumers.



STRATEGIC 2026 EXPLORATION: KEY EUROPEAN MARKETS

- Context: Focus on regions with strong smart city adoption and high B2B appetite, capitalizing on competitive shifts
- (e.g., legacy providers scaling back in some Euro territories).



Join the Parking Revolution

Parking that rewards drivers.

Technology that drives revenue.

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

Contact us for further details

jon@parkbunny.app

Appendix

ParkBunny AI Platform Revenue Report

Live example from an active ParkBunny site

Revenue Enhancement Report

Prepared for: LS2 7DE Crown St Corn Exch Leeds
Scope: 1 location • Postcodes analyzed: LS2 7DE • Report date: 23/11/2025

[Download as PDF](#)

Unlock new revenue by activating nearby businesses and rewarding drivers — with no CapEx or extra ops.

There are ~17k–20k public off-street car parks in Great Britain, yet most remain transactional rather than demand-driven.

ParkBunny activates partnerships through deals with:

- Lodging (Hotels)
- Shopping (Retail)
- Services
- Food And Drink
- Health And Wellness
- Entertainment And Recreation
- Sports

Projected uplift
£16,650 (+33%)
Based on uplift scenarios applied to local business mix

Total businesses
108
Identified partners across analyzed postcodes

Categories
7
Diverse coverage (e.g., restaurants, gyms, hotels)

Total Current Revenue
£50,000
Annual

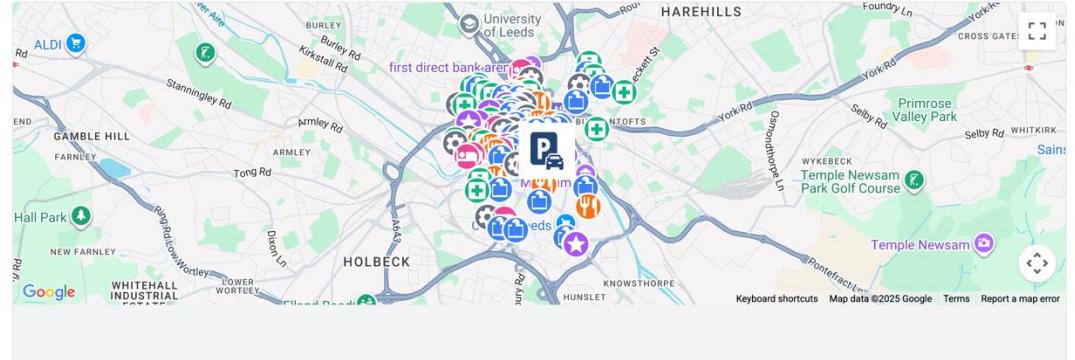
Car Parks Analyzed
1
Locations

Revenue Potential
+33%
≈ £16,650 uplift



Map Overview

Visual representation of the analyzed car park and nearby business clusters. This informs our partnership targeting and expected demand uplift within the micro-market.



Locations & Inputs

Postcode	Latitude	Longitude	Status	Local businesses
LS2 7DE	53.79582	-1.53936	LIVE	108

Methodology: We evaluate local commercial activity and visitor anchors within defined catchments around each postcode. Businesses are categorised into demand-driver groups, de-duplicated, and filtered by distance to reflect realistic walking/drive patterns. We weight opportunity using simple quality and relevance signals (e.g., prominence and fit to parking use-cases) and model potential uplift using configurable sign-up and attach-rate assumptions. Counts shown reflect only the businesses included for modelling.

Appendix

ParkBunny AI Platform Revenue Report

Live example from an active ParkBunny site



Executive Summary of the Local Area

The analyzed catchments present strong demand drivers across hospitality, fitness, and professional services. Weekday occupancy is shaped by nearby offices and co-working hubs; evenings and weekends benefit from restaurants and entertainment venues. Seasonal peaks (e.g., holidays, events) further lift demand. ParkBunny converts this latent demand via targeted partnerships and instant in-app offers.

This narrative reflects observable local activity patterns and known anchors (e.g., visitor attractions, regular events, and transport hubs) to guide partnership prioritization and activation sequencing.

Business Breakdown

Distribution of local business types identified near the location. Categories with higher counts typically correlate with stronger on-peak demand, and thus higher parking conversion potential.

🛍️ Shopping (Retail)	36 +10.8%	🧘 Health And Wellness	19 +5.7%
🛠 Services	18 +4.5%	🍽 Food And Drink	18 +7.2%
🏨 Lodging (Hotels)	8 +2%	🎉 Entertainment And Recreation	8 +2.8%
⚽ Sports	1 +0.3%		

Ancillary Services Revenue Potential

Subject to site surveys — projected upside from additional services



Smart Lockers
£1k–£36k
Per year recurring revenue

Digital Signage
£4k–£40k
Per year depending on location

WeBuyAnyCar.com
£15k–£20k
Per year per site

Tesla Test Drive Centre
£50k
Per year per site

Waterless Car Wash
£12k–£45k/year
Eco-friendly; minimal water usage

Last Mile Logistics
Up to £30k/year
Delivery partnerships

Markets & Events
Flexible activation
Pop-up markets and community events

Implementation Notes
All opportunities subject to site survey and feasibility assessment. Partnership negotiations and planning permissions may apply.