

E-SOLUTIONS



E-SOLUTIONS ARE MORE THAN JUST SOFTWARE

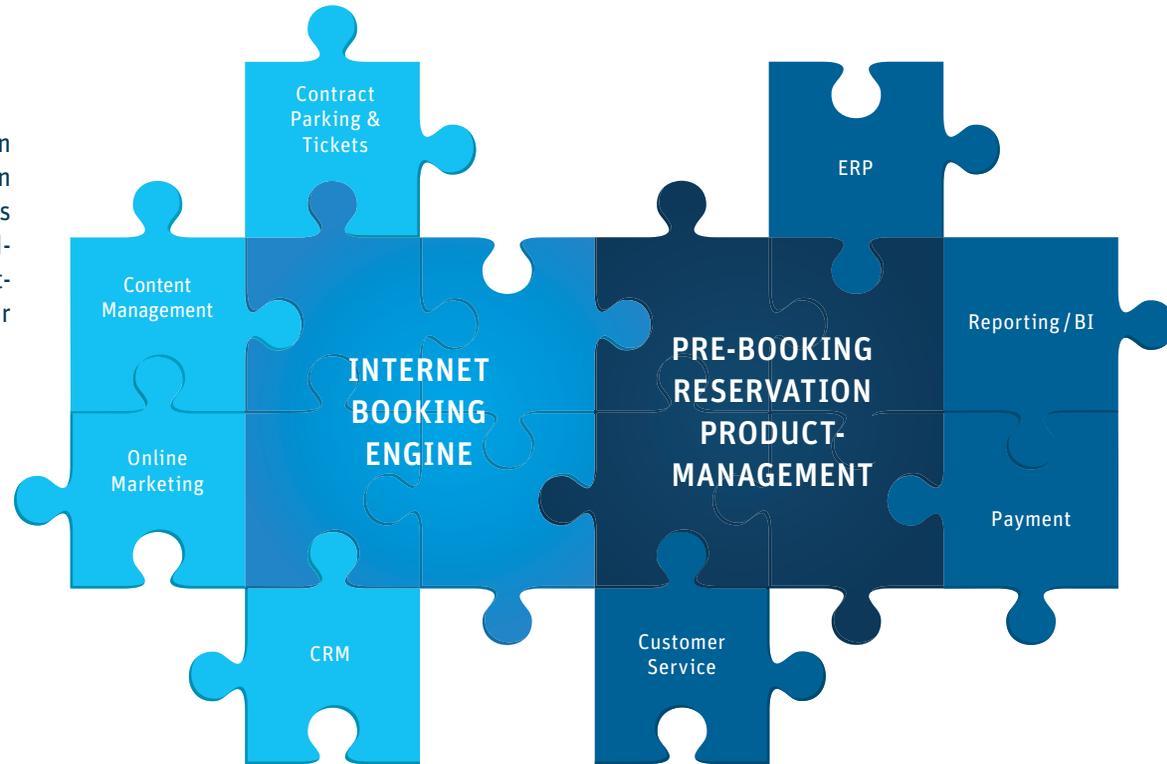
Only APCOA PARKING offers a broad range of services with an integrated system and linked processes. E-solutions are more than just software – APCOA PARKING covers all process chain services and marketing to support sales, customer loyalty and brand-building. These include search engine optimisation and marketing, newsletters, cross-selling, syndication of master data for digital mapping services.

Product management

The clearly-defined offline/online products for each target group (“Parking à la carte”) also produce additional revenue. Cashless payments, monthly subscriptions, ticketless parking (using barcodes, number plate recognition, non-contact methods such as NFC and RFID), or a guaranteed parking space on payment of a reservation fee all increase customer satisfaction.

Yield / Revenue management

The business is managed using continuous data analysis to find the right price and product management to generate maximum revenue. In this respect, it is important to have access to linked transaction data for every car park as a basis for new evaluation and forecasting calculations, along with an overall view of the online and offline products and tariffs.



User-friendliness and conversion

APCOA PARKING designs clear, simple, user interfaces and processes that are focused on one thing: high booking conversion rates and efficient processes.

APCOA PARKING provides highly available, stable, high-performance platforms that are compatible with terminals from leading manufacturers.

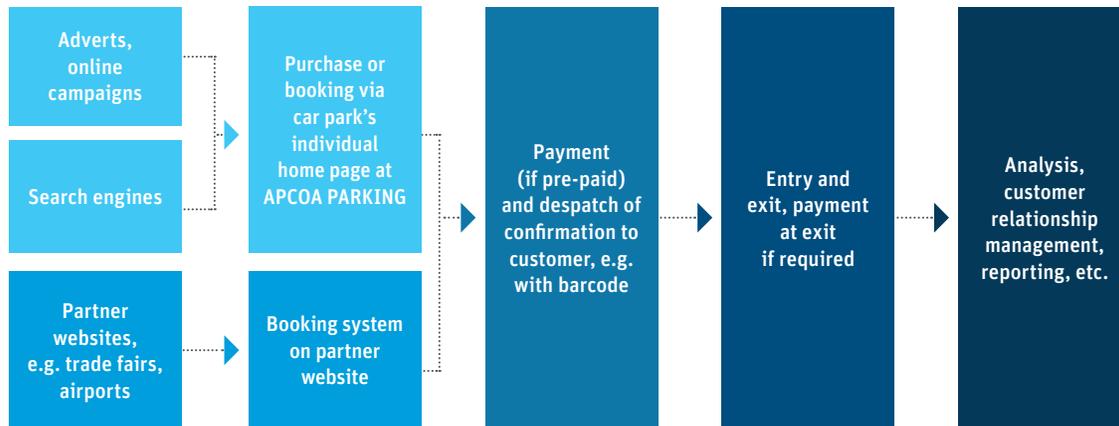
APCOA PARKING HAS MORE E-BUSINESS EXPERIENCE THAN ANY OF ITS COMPETITORS WORLDWIDE

APCOA PARKING customers can benefit from the company's many years of experience in operating car park reservation systems, online sales and the management of parking permits such as tickets for long-term parking, prepaid cards and season tickets.

APCOA PARKING pushes for and encourages the development of new technologies. It has also taken its own steps in this area by setting up its own high-performance and flexible e-commerce platform. At London's Gatwick airport, APCOA PARKING operates the world's largest car park reservation system (in terms of transactions completed).

E-business – some key figures

- Launch of the first APCOA booking platform in 2004, roll-out to the German market in 2007
- APCOA Prebooking now available at 14 airports and countless railway stations and hotels
- >1.5 million reservations and sales per year via online platforms
- >250.000 visitors per month to the APCOA web portals and booking systems
- Integrated online / offline marketing with newsletters, search engine advertising, etc.
- Optimal presentation of each individual car park – each location has its own home page and online shop



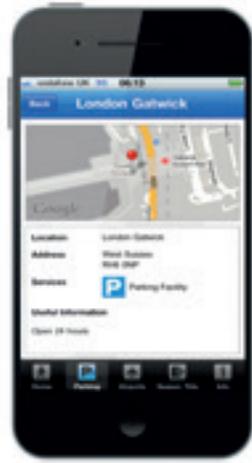
Benefits of e-solutions

Increased revenue through:

- Greater market penetration
- Increased market share
- Increased frequency thanks to customer loyalty
- Upselling of car park products
- Sale of additional products

Increased customer satisfaction through:

- Communication and information – we are there for our customers when they need services and information, any time, anywhere
- Simple, integrated processes – seamless travel



APCOA PARKING Additional products

Additional products generate scalable income at little cost. We can flexibly integrate additional products such as Fast Track Security, Airport Lounges or Car Wash & Repair into our online sales platforms. In 2012, we worked with our partners HansMerkur to develop an exclusive product, parking cancellation insurance.

Sales portals and partnerships

APCOA PARKING works with sales partners such as tour operators, property portals and mobility service providers to maximise the spread of information and increase sales.

With Skyparking.com, APCOA PARKING has also developed and launched the first international sales platform for airport parking.

Search engine marketing

Search engine marketing and optimisation achieves higher market penetration and direct ROI through additional sales. APCOA PARKING syndicates car park master data to providers of mapping and navigation services such as Nokia/Navteq and Google, ensuring our locations and products are displayed across a wide range of digital channels.

APCOA PARKING Mobile services

The increasing use of mobile devices and their interaction with vehicles and traffic infrastructure means that online applications have to be updated and new services developed. APCOA PARKING has already developed an iPhone app for the UK market. Increased added-value is achieved with location-based services such as micro-navigation, car2infrastructure and augmented reality.

APCOA PARKING Customer newsletter

APCOA PARKING is the only company in the car park industry to offer a newsletter to its regular customers. The monthly publication helps to promote customer loyalty and increase sales.

CAR PARK MANAGEMENT AT A GLANCE



APCOA PARKING – We know how!

APCOA PARKING is Europe's largest parking management company and operates car parks in 12 countries across Europe. APCOA PARKING offers its business partners a broad range of services covering all aspects of car park management. Our clients include local authorities, shopping centres, airports, trade fairs, top international hotels, banks, insurance companies, sports stadiums and arenas.

APCOA PARKING – for guaranteed expertise.

- Experts across 12 European countries
- International experience and regional market knowledge
- Independent, objective and focused on our core business

APCOA PARKING makes car parks profitable.

- Maximum return on investment
- Pricing and yield management
- Price leaders in Europe thanks to central procurement

APCOA PARKING – the security of Europe's number 1.

- Market leader with over 7.500 locations in Europe
- Financial stability thanks to a diverse portfolio
- Steady growth for over 40 years

APCOA PARKING provides made-to-measure solutions.

- Operational solutions for all types of parking facilities
- Individual contracts
- Individual on/offline applications for garages

APCOA PARKING thinks of tomorrow today.

- Sustainable growth
- Green solutions
- Corporate social responsibility

APCOA PARKING Holdings GmbH P.O.Box 23 04 63 D-70624 Stuttgart (Airport) Tel +49 711 947 91-0 www.apcoa.com				