

Press release

INTRODUCTION OF NEW COMPANY NAME

March 20th, 2018 - Paris

Parkeon and Cale, the world leaders in parking and transport ticketing solutions, are joining forces to create a new global entity under a new brand – FLOWBIRD – with a signature: Urban Intelligence

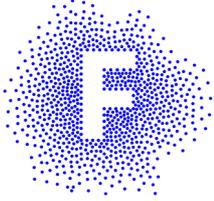
The two players will also get stronger in the field of digitalisation through the appointment of a dedicated CEO for the mobile payment business and a cross-data exchange partnership with Parkopedia.

- **FLOWBIRD** is inspired by the ease with which each bird moves quickly and safely within a cloud of birds.
- **FLOWBIRD** symbolises our ambition to make individual journeys simpler, safer, faster, while collectively maximising efficiency and harmonising flows.
- **FLOWBIRD** more broadly encompasses our activities, better describes the diversity of our businesses for our customers and users. Every week around the world, our terminals, mobile applications and online services contribute to improving the living environment of our 100 million users by helping to reduce air pollution, optimise traffic, simplify payments, make cities more secure and economically dynamic...
- **FLOWBIRD** will also bring together all smart city, transport and mobile payment functions in to a single software platform, which will help local authorities and transport operators to measure, monitor and manage mobility within their cities and regions.

This is our know-how, the **Urban Intelligence**. With **FLOWBIRD** - Urban Intelligence, mobility becomes easier, safer, faster.

FLOWBIRD is pleased to announce the appointment of Marius Koerselman as CEO of Yellowbrick International, its mobile payment business. Previously the CEO of Parkmobile, his appointment reflects FLOWBIRD's determination to become the leader in Mobile Parking Payment, while confirming its position as the only solutions provider independent from any car manufacturer.

FLOWBIRD and Parkopedia are also announcing today the creation of a cross-data exchange partnership to improve the services offered to both operators and consumers. This will see Parkopedia providing FLOWBIRD with data on off-street car parks including information on the 60 million parking spaces it manages in more than 8,000 cities. Its data will feed FLOWBIRD's Path to Park app. Equally, Parkopedia will use the data received from Flowbird on its on-street parking to develop its services for customers, both professionals and consumers.



FLOWBIRD operates in over 5,000 towns and cities in 70 countries. The company is constantly innovating and breaking new ground to help provide solutions. The merger of Parkeon and Cale, announced in January, will enable us to combine our expertise and accelerate our investments into products and services that, through digitalisation, technology and innovation, will help us to improve individual journey experiences and make our communities better.

About Parkeon

2017 revenues: €250m
2017 EBITDA: €55m

About Cale

2017 revenues: € 70m
2017 EBITDA: €10m

The new group, FLOWBIRD, Urban Intelligence has 1,300 employees (Parkeon 1016 and Cale 284 as at December 31, 2017).

Media enquiries to:

Philip Colley or Colin Bridgman, Harvest PR
Tel: +44 (0) 23 9244 9655 / +44 (0) 7785 306378
philip.colley@harvestpr.co.uk
colin.bridgman@harvestpr.co.uk