



Planning for Town Centre Recovery

An innovative tool to...



Support Local Businesses



Drive footfall



Leverage Spending



Restore Confidence



**This innovative product will
uplift our High Streets through
*increased footfall, spending & loyalty.***

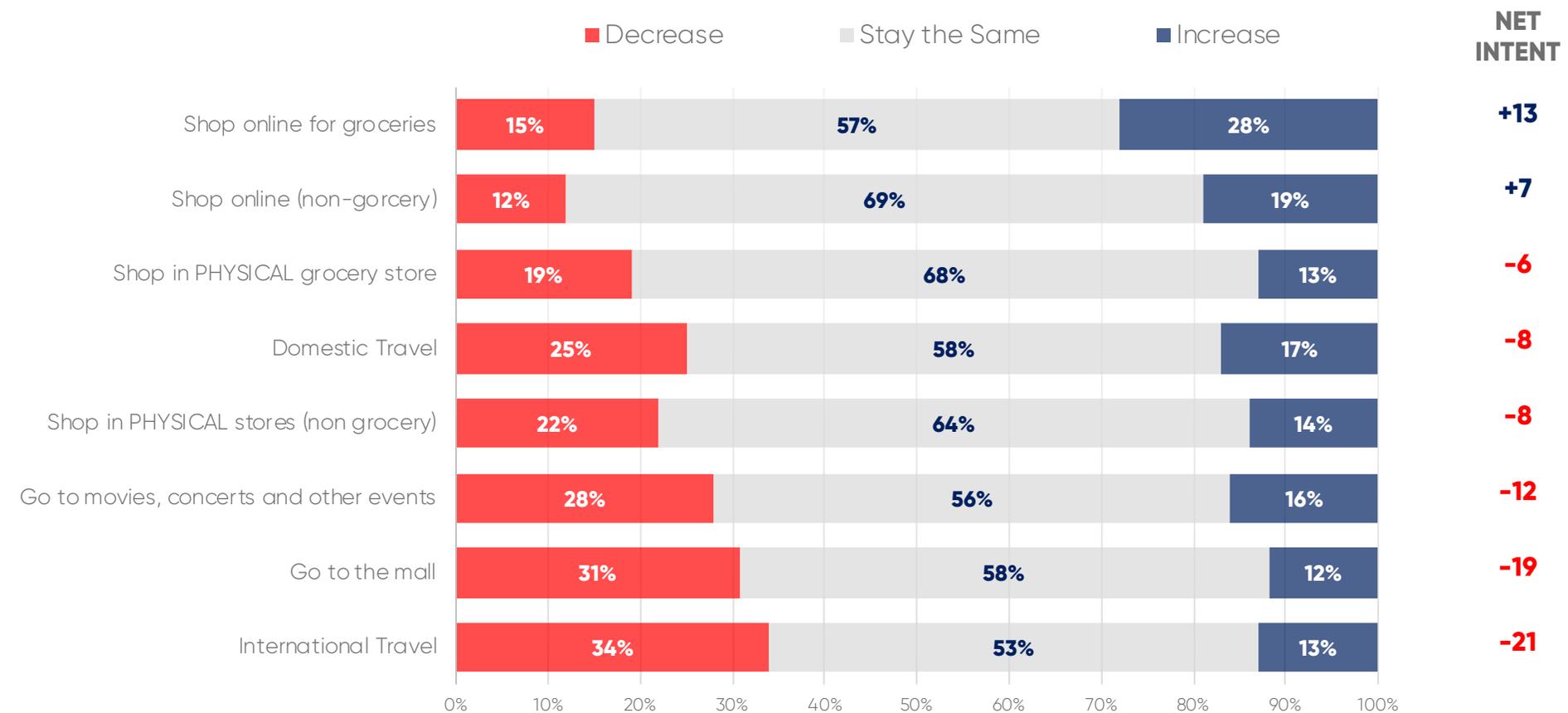
Backed by Dragons' Den's Jenny Campbell,
ParkingPerx enables shoppers to earn FREE parking
when they spend in offline, town centre businesses.



The Stakes are high!

EXPECTATIONS FOR CONSUMER BEHAVIOUR AFTER COVID-19

(RELATIVE TO PRE-CRISIS)



Source: McKinsey & Company COVID-19 Pulse Survey 16/4/20 to 19/4/20, sampled and weighted to match UK population 18+

Post-COVID19 Recovery tool

Benefits of ParkingPerx

- Helping Local Businesses recover post lockdown
- A 'thank you' that rewards Consumers who support their local High Street
- A way of increasing revenues from the Car Park real estate assets
- A tool to leverage direct spending in the local economy using any available disaster recovery funds
- Accurate method of qualifying and measuring spending via the Mastercard / Visa platform
- A **contactless** payment solution to help reduce the spread of the Coronavirus and increase confidence of users
- Uses **Smart Beacon technology** to assist with maintaining social distancing measures
- Rewards **online** spending with ParkingPerx credit which delivers FREE / discounted town centre parking to incentivise a return to the High Street



What is ParkingPerx?

It is a loyalty solution that benefits all 'location' stakeholders and uplifts the local economy

Consumers

Earn FREE parking when spending in the High Street

Merchants

Increased footfall and in-store spending

Car Parks

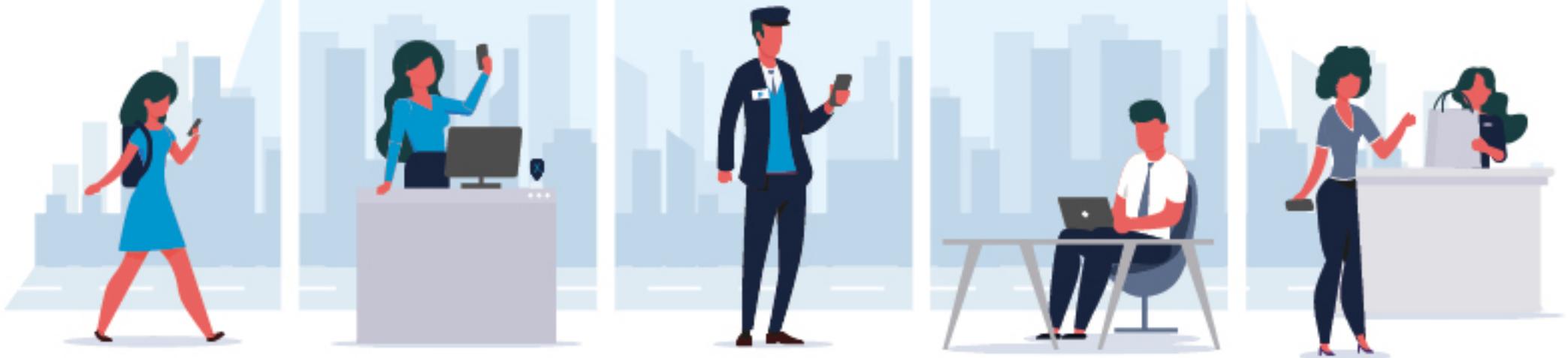
Increased revenues from higher occupancy rates

Local Authorities

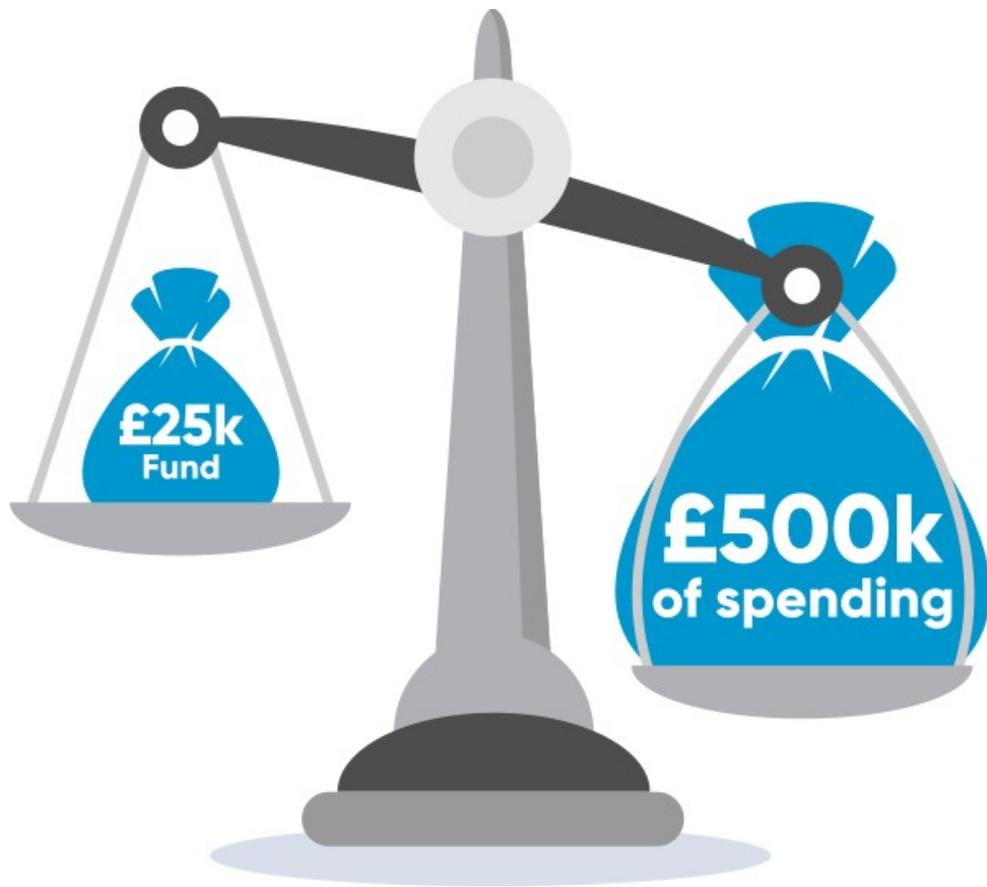
Support local businesses by resolving the demand for FREE Parking **without** reducing revenues

BIDs

Collaborative approach to uplifting footfall, sales and location loyalty



How we use ParkingPerx to leverage spending in the local economy



Location Stakeholders can inject any available 'COVID-19 recovery funds' to measurably reward and incentivise spending in local businesses

- Stakeholders can include anyone with a vested interest in the local economy, including but not limited to:
 - Local Authorities
 - LEPs
 - Car Park Operators
 - Individual Businesses
 - BIDS
 - National Retailers
 - Business Groups
- Stakeholders set the reward and minimum spend rules associated with Consumer spend
 - For example, a minimum spend of £20 in order to get £1 of FREE Parking
 - So a £25,000 fund would leverage a minimum of **£500,000 of spending in the local economy**
 - Local Businesses can opt to 'top up' the subsidised reward to increase the minimum spend in their stores in order to uplift sales further
- Stakeholders can decide which sectors and businesses to include (to potentially target support to where its most needed)
- Stakeholders can decide which dates, days and times the rewards will be available (to help with social distancing control)
- ParkingPerx will provide a FULL analysis of the ROI on the Stakeholder investment, showing the full accumulated spend leveraged by the fund and when, where and with which Merchants the spending took place
- The rewards earned are then paid directly to the Car Park Operator (less fees) when Consumers redeem their ParkingPerx as part of a parking session
- For Local Authorities, investing in the stakeholder subsidy fund facilitates the use of Car Parking Fees to **leverage spending in the local economy and help local businesses recover from the COVID-19 situation** whilst **INCREASING REVENUES** from uplifted occupancy rates



For Merchants

It's a loyalty solution *unlike any other*

What makes a loyalty solution successful? **Value, Velocity and Variety*.**

In the UK, there are 10 million consumers with UNSPENT loyalty points that are estimated to be worth £5 billion**. These are loyalty schemes that simply aren't working. ParkingPerx offers a compelling and unique buy-in for your customers.

- Value** They earn **FREE parking.**
- Velocity** They receive their reward **immediately.**
- Variety** They earn rewards **across multiple merchants.**
(and not just retail)

*COLLOQUY Loyalty Sensus 2017

**Deloitte Consumer Review: Customer Loyalty 2017

**For Local Authorities,
Place Managers & BIDs**

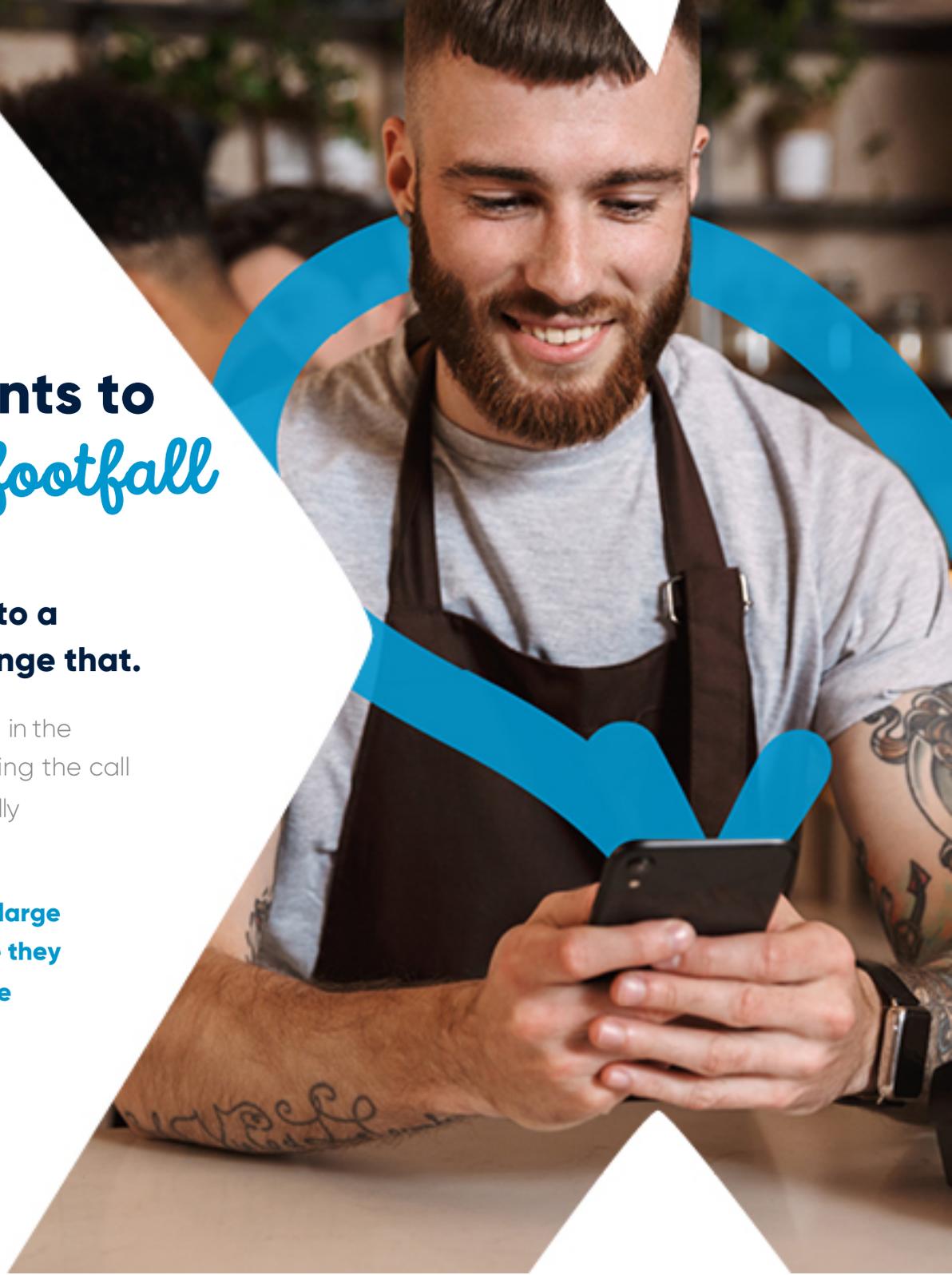
Remove customer pain points to *leverage increased footfall*

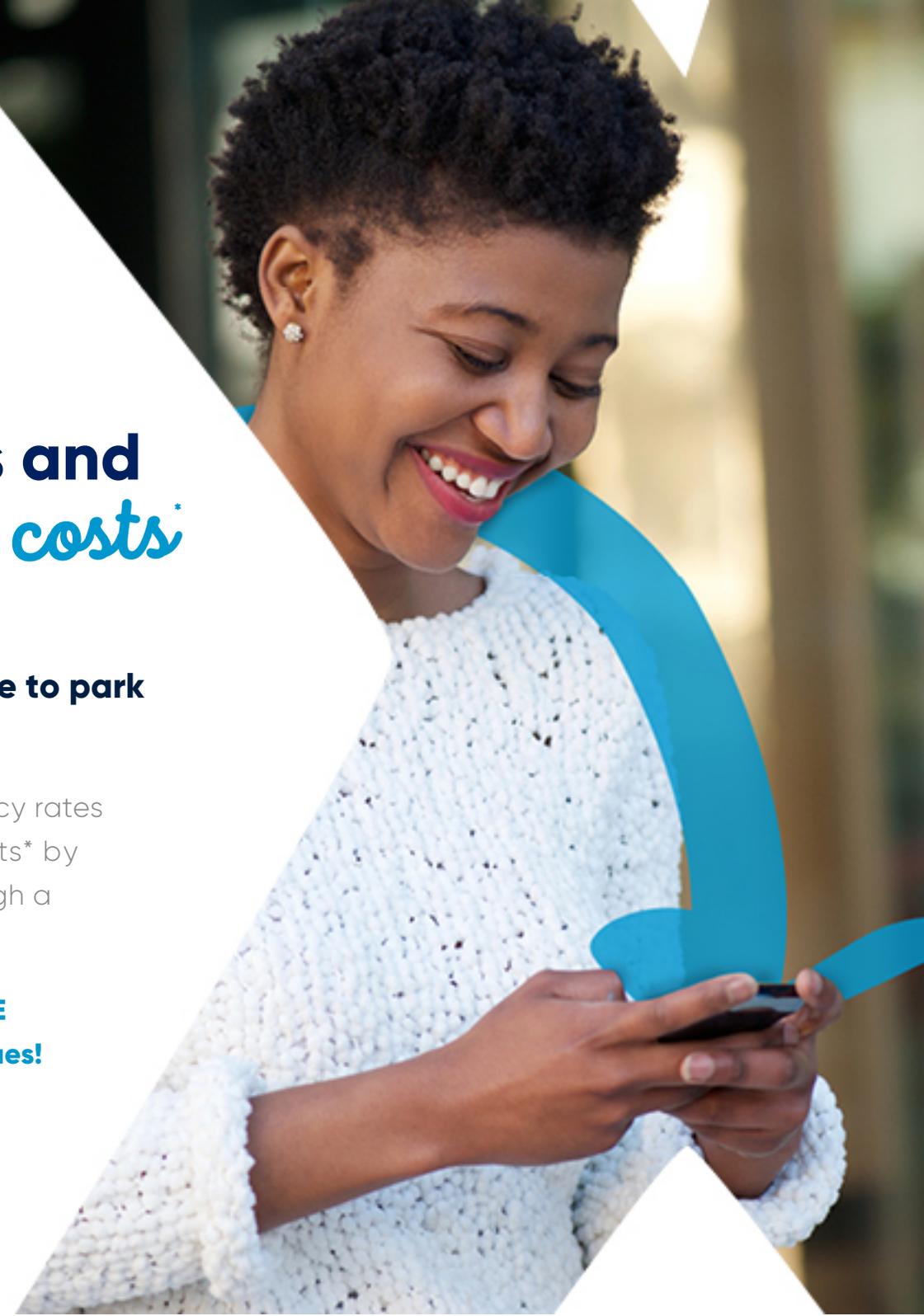
Parking can turn a positive town centre visit into a negative experience. ParkingPerx lets you change that.

Further, by linking the opportunity for free parking to spending in the local economy, ParkingPerx is a disruptive new way of satisfying the call for free parking from local businesses, while retaining and actually increasing revenues from your parking assets.

With a compelling buy-in for Consumers, the solution collects large volumes of powerful data that maps their journeys from where they live, to where they park, to which local businesses they engage with, to how much they spend and on what.

This provides Smart Cities style insight and analysis, allowing you to develop and shape future resources to align with the needs of town centre users





For Car Park Operators

Increase occupancy rates and *reduce operating costs**

What could be more compelling in choosing where to park than the opportunity to park for FREE?

We empower Parking Operators to enhance their occupancy rates through the offer of FREE parking and lower operating costs* by reducing transaction volumes and costs of collection through a disruptive new model.

As a Car Park Operator, you can offer the opportunity of FREE Parking in your real estate WITHOUT losing a penny in revenues!

**subject to the model of integration you select*



1. Users navigate to a ParkingPerx car park using the App.



2. User receives a notification when they arrive at their parking space.



3. When using the App, the User simply confirms the parking event - no need for ticket machines.



4. The App alerts the user of participating businesses where they can earn ParkingPerx.



5. User receives a real-time notification immediately after making a qualifying purchase.



6. For pay on exit, the user can use the ParkingPerx they've earned that day.



7. Unused ParkingPerx can be retained for the user's next visit.

The user's journey...

Any ParkingPerx earned can be accumulated & used on subsequent visits – encouraging repeat custom & location loyalty.





Benefits for EVERY
Stakeholder...

Aiding the Recovery: *Everyone wins!*



Merchants



Measurably increased revenues from direct offers relating to ParkingPerx



Increased footfall associated with ParkingPerx offers and advertising generating upselling opportunities



Good PR associated with the offer of FREE Parking and the removal of Customer pain points



Smart, targeted advertising in REAL TIME when Consumers arrive in / move around the city



Consumers



A Thank You reward for coming back!



Opportunity to support their local High Street and get rewarded with FREE Parking



Convenient Parking Process



Unlimited Dwell Times



Contactless payment to reduce the spread of Coronavirus

Aiding the Recovery: *Everyone wins!*



Car Park Operators



Increased Occupancy Rates through the offer of FREE Parking



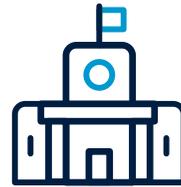
Encouraging contactless and cashless payment to align with reducing the spread of COVID-19



Good PR associated with the offer of FREE Parking / removing Consumer pain points



Reduced Operating Costs*



Local Authorities



Delivering DIRECT support to local businesses and addressing the call for FREE Parking without losing revenues



An invigorated local economy which protects income from Business Rates



'Smart Cities' insight and analysis on how the town / city is being used



As an operator of Car Parks, the SAME benefits of operational cost reduction and increased occupancy rates



BIDs



A collaborative approach to LOCATION loyalty between Merchants, the Local Authority, Car Park Operators and the BID



Platform for engagement with Consumers to promote other BID initiatives / garner feedback



Good PR associated with the offer of FREE Parking / removing Consumer pain points



Powerful data about when, where, why and by whom the location is being used



Boosted Footfall & *prosperity*

Link the opportunity for free parking to spending on the High Street:

- FREE parking will attract greater customer footfall to parking facilities and enhance revenue opportunities for Car Park Operators and town centre businesses alike.
- Enhance your PR by offering this unique opportunity, while also attracting repeat custom and driving loyalty through in-app offers.
- Create upselling opportunities by linking higher spending with greater rewards
- Easily measure how the solution drives new vs repeat customers and create different strategies for each type

Location insight

And analysis



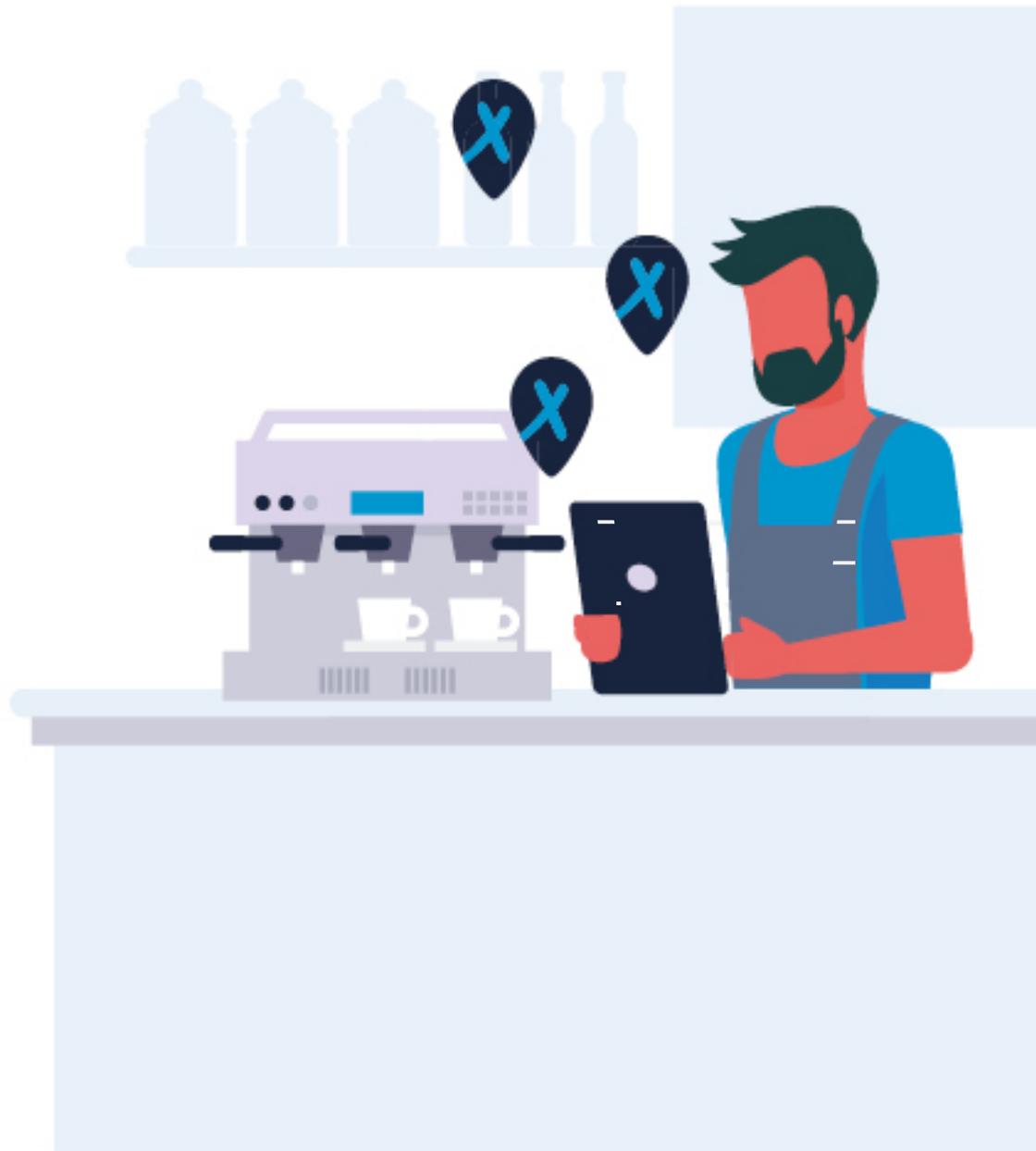
Discover your audience's patterns and routines

- Anonymised and aggregated data provides 'Smart Cities' insights and analysis on when, where, why and by whom our towns and city centres are being used.
- Key data about transport corridors to help formulate planning and policy on public transport provision, parking provision, commercial and residential development.
- Measure the impact of events, incidents, promotions, policies – even the weather! on how your location is used
- Much more insightful than footfall cameras or Wi-Fi / smart device trackers, ParkingPerx actually measures where people spend their money, with which types of businesses and on what and links this to where they have parked and where they came from.
- Easily distinguish between shoppers, tourists, leisure seekers or commuters and adapt a location to match their needs which will lead to increased vibrancy

Businesses are in full control!

As a Merchant You decide...

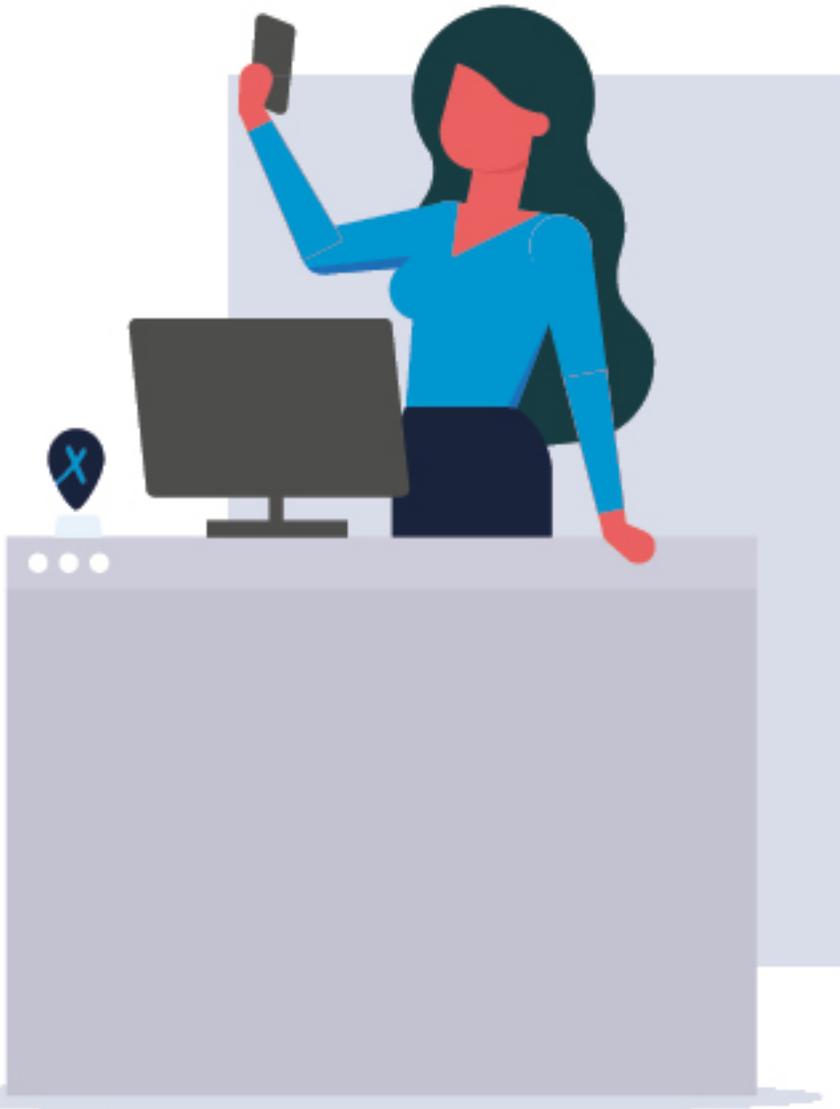
- how much of a reward you want to give.
- where there is a stakeholder reward subsidy, whether to top this up in order to incentivise higher spending
- what qualifies for a reward by setting a minimum spend*.
- whether the reward is a fixed amount or a percentage of spend.
- how much you want to give away using either:
 - a cap on the number of customers rewarded*.
 - a cap on the total value of reward you give*.
- if you want to restrict the rewards to between given dates and times or on certain days
- to link the rewards to the purchase of specific goods or services**.



Increased Customer *engagement*

Enable further interaction with Users and:

- Generate PR opportunities and facilitate a direct-marketing channel for consumers to promote any events/activities.
- Create brand awareness opportunities through competitions where prizes are purchased from local independent traders.
- Engage in real-time when consumers are within your location.
- Generate user feedback with quick-fire polls and surveys
- Increase conversion by delivering your message at the perfect time.
- Measure conversion and enhance engagement with 'in store' Smart Beacons.



**The benefits
don't stop
there, either.**

HELP TO RESTORE CONFIDENCE



Business as usual

We use 'card-linked' loyalty. Consumers register their debit or credit cards once and pay as normal at the till. No staff training required.



Enhanced marketing

List offers and rewards on the ParkingPerx app and see them promoted directly via our regular emails, website and social media.



Instant reward

Qualifying purchases will immediately be rewarded to your customers.



Collaborative loyalty

Customers are rewarded for spending across multiple location-based businesses so they can enjoy variety.



Compelling buy-in

ParkingPerx delivers something more persuasive than your usual loyalty reward schemes by eliminating the hassle and cost of parking.

Introducing the ParkingPerx Payment card

Looking for a fast, easy way to deploy ParkingPerx in your location?

Already using a cashless parking solution with contract exclusivity? No problem.

- A one time 'activation' process to link the Card to a User's ParkingPerx account
- Any ParkingPerx earned is loaded in real time onto the Card's available balance
- Users can check their balance and transaction history via the ParkingPerx App and optionally top up their balance if they do not have enough Perx to pay for their session
- Can be used at any existing contactless payment machine like any other Debit Card
- Can be used with any Car Park Operator in your location - no need for any integration with back office systems
- Can be set up by Users to be their default payment card in cashless parking Apps like RingGo
- Promotes the use of contactless payments to help stop the spread of the Coronavirus
- Full reporting available on the quantity and value of ParkingPerx redeemed parking sessions
- Securely limited for use at participating Car Parks and selected parking payment platforms
- Any accumulated unused ParkingPerx can be retained and used on their next visit - promoting repeat custom and location loyalty



How does it work for the Business?

1. Consumers register their personal debit/credit cards ONCE.
2. You set your budget and deposit this into your ParkingPerx Business Account*. This is your 'ParkingPerx Business Balance'.
3. You decide on what makes a qualifying spend and what the customer reward will be (taking into account any Stakeholder Reward Subsidy available).
4. ParkingPerx pushes your offer(s) to consumers via the app, Smart Messages and other marketing channels.
5. Consumers spend in your business using their registered card(s).
6. ParkingPerx verifies consumer spending via the MasterCard / Visa platform using your Merchant ID.
7. We notify the consumer in real time on the reward they have earned.
8. Qualifying rewards and any fees are deducted from your ParkingPerx Business Balance.
9. If the offer is proving popular, you can top up your ParkingPerx Business Balance at any time.
10. You can also suspend the Offer at any time - you're in FULL control.
11. Each month, any unused ParkingPerx Business Balance can be refunded, carried forward, or you can transfer it to a different offer.



How does it work for the *Business Improvement Districts?*

Our most successful deployments are when we work in partnership with the BID to engage directly with Merchants and Consumers.

We provide up to 30 man days of implementation and project management support to work with the BID team to deploy the solution effectively.

As well as capitalising on the BID's existing B2B and B2C channels, we will provide a marketing budget to help drive Consumer / Merchant uptake. Marketing spend is administered in collaboration with the BID based upon local knowledge of the best channels to use.

The BID get user account access to our web portal which provides dashboards, reports and analysis of ParkingPerx adoption and activity – showing the economic impact of the solution on the location. Full ongoing support to the BID is available via our Helpdesk and online training materials.

Note that ProxiSmart provide full and direct support to participating Businesses (who also have their own WebPortal access) eliminating any need for additional BID resources in the context of ParkingPerx related Business support.



How does it work for *the car park operator*

- Operators can choose one of two deployment models (see next page). This primarily dictates how users manage and pay for their ParkingPerx funded parking sessions:
 1. Via the ParkingPerx App
 2. Via the ParkingPerx Payment Card
- For the App based option we deliver what we call the 'Aggregated Merchant Payment Model'. This is where we batch together all rewards earned across each participating Merchant and make a single, periodic payment to the CPO based upon redeemed Perx. This significantly reduces transaction volumes and collection costs – savings we pass on to the CPO
- For the Payment Card based model, CPOs receive payments in the same way as any other debit card payment through their existing payment gateway
- CPOs will have user account access to our webportal which provides full reporting and analysis of all ParkingPerx activity
- We supply and install all Smart Beacons*
- Full ongoing support to the Car Park Operator is available via our Helpdesk and online training and materials (all included in our fees)



The different deployment options



1. ParkingPerx User App

- Users use the ParkingPerx App to manage their Parking Sessions including the redemption of their ParkingPerx rewards to pay for Parking
- Redeemed ParkingPerx are aggregated across participating Merchants and paid to the CPO periodically, in batch as a single transaction
- Instead of handling 000s of daily cash and card transactions from Consumers, CPOs receive a SINGLE periodic payment thereby reducing transaction volumes, operating and collection costs
- Requires integration with Car Park Operator back end systems (which adds lead time to deployment and requires support resources from the CPO)
- Note that if the CPO works with an existing contactless payment operator with exclusivity terms over parking Apps in situ, there is a potential legal hurdle to address which would be eliminated by choosing the Payment Card deployment option



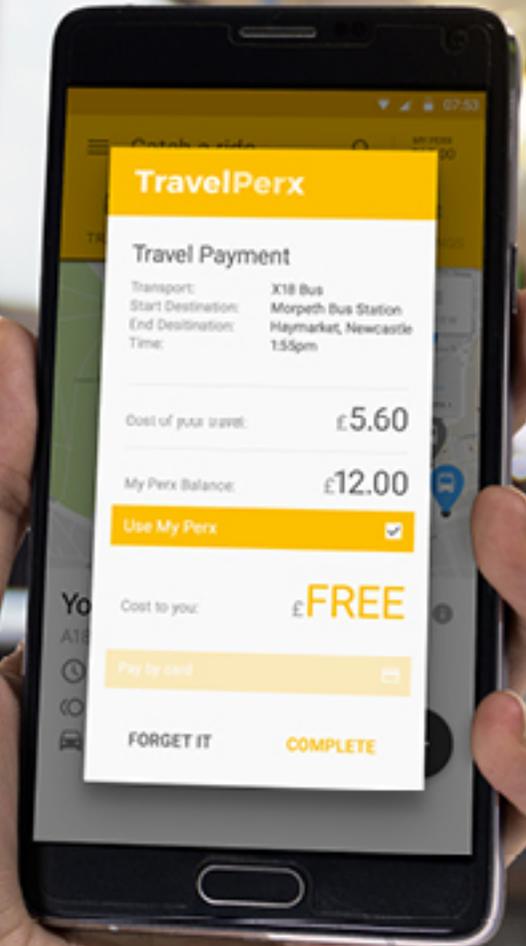
2. ParkingPerx User Payment Card

- ParkingPerx rewards earned by Users are automatically loaded onto a Debit Card linked to their account. This card can be used to make payments at nominated contactless payment machines and / or as the default payment card in existing cashless parking Apps
- CPOs collect parking fees in the same way as if the user used their own Debit / Credit cards through their existing payment gateway
- No Integration is required and deployment is simple – we simply need a list of the Merch IDs associated with payment machines within your estate (the ParkingPerx Payment Card is limited to use with these machines)
- Requires payment machines to offer contactless payment (NOT Chip & PIN)
- No contractual issues with existing cashless parking operators and the Payment Card can be used within their App too



our roadmap

Introducing TravelPerx



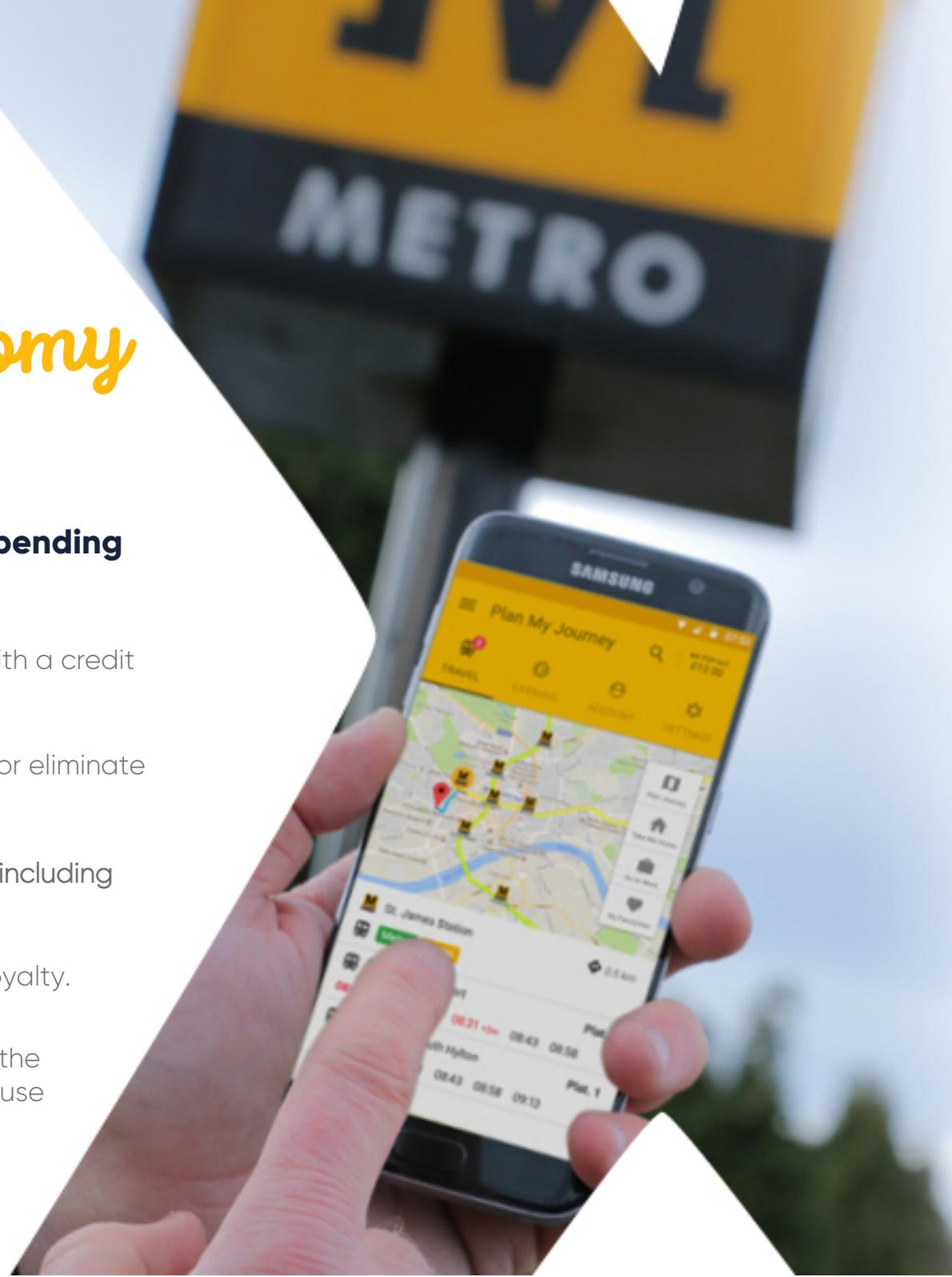


Greener travel whilst *boosting your economy*

It's a tool that leverages an uplift in footfall, spending and loyalty in offline, town centre businesses

- Qualified, offline, 'High Street' spending is rewarded with a credit ('TravelPerx')
- TravelPerx can be accumulated and used to reduce or eliminate the cost of public transport on this or your next visit
- Can be applied to any form of multi-modal transport including Bike Hire initiatives to promote healthy living
- Incentivising spending, repeat custom and location loyalty.

By deploying ParkingPerx in tandem, we can learn about the private car user, their journey habits and needs and then use TravelPerx to create a differential in rewards that will incentivise a modal shift, providing a measurable way of reducing your location's carbon footprint

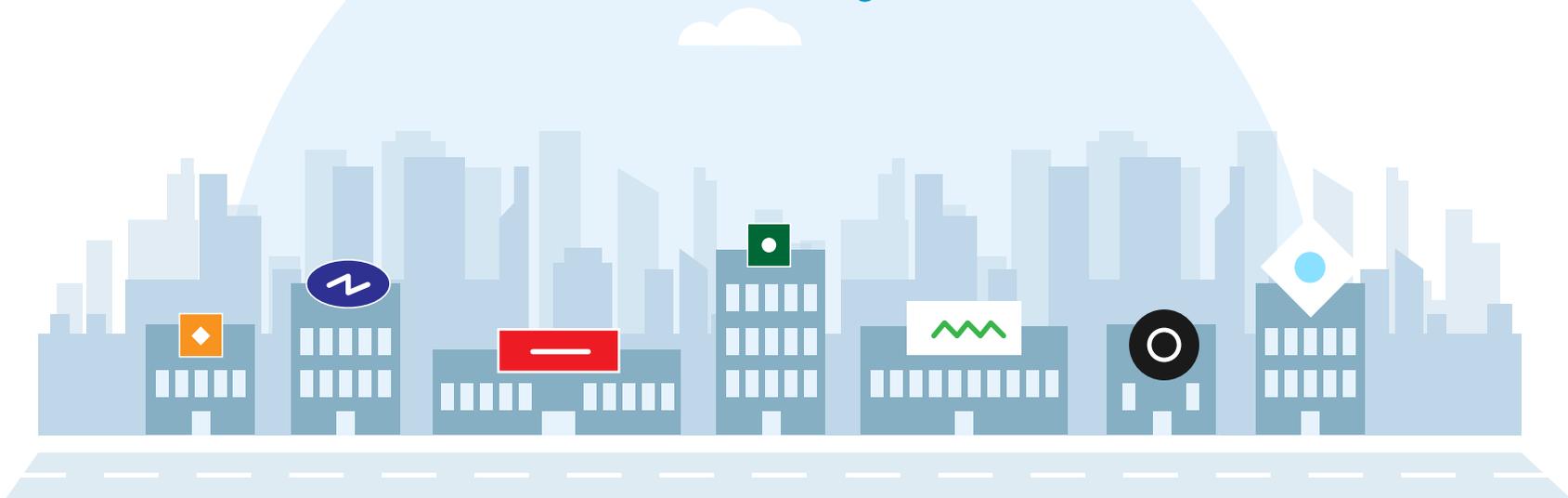


Building partnerships *that last*

Earn ParkingPerx and TravelPerx at over

140 NATIONAL

Brands and High Street names.



The Team Behind ParkingPerx & TravelPerx

Over 100 combined years of relevant sector experience



Chris Reed (Founder & MD):

25+ years' lead experience in concept creation, design, development, delivery and support of software and tech solutions including deployments to 100+ organisations across the public, retail, health, logistics and hospitality sectors. A multi-award-winning entrepreneur recently short listed for the GB Entrepreneur of the Year, 'Disruptor' category.



Diane Cheeseburgh (Chair):

20+ years C-suite experience: MD/CEO, CFO, CTO and COO. PE experience. - significant and wide ranging financial, sales, operational business and technology experience in businesses operating at different levels of maturity



Martin Blackwell (Director):

25+ years in place management consultancy with experience in retail management. Former CEO of the Association of Town and City Management and Fellow of the Institute of Place Management.



Gary Hunter (Director):

Listed in the Top 50 Business Leaders with Lloyds and the Telegraph. CEO of a business driving 33m shopping events per month.



Ken Dunbar (Director):

former CEO of a local authority borough council, former CEO of a city centre BID with extensive public sector knowledge and experience.



Medi Parry-Williams (Director):

10+ years' as manager for various town centre locations running shopping centres involving direct engagement with town centre Merchants.



Manju Basrur (CTO):

20+ years software development management experience across multiple sectors.



Masood Imran (CIO):

17+ years IT and Project Management experience. IBM Accredited Associate Project Manager. BCMI certified Disaster Recovery Certified Specialist.



Sam Morton (Director):

specialist commercial and operations expertise in digital and tech. CCO at a business listed in the top 20 growing businesses of the North with a 2m Consumer Shopper user base.



Jenny Campbell (Investor & Advisor):

former Dragon from BBC Dragons' Den. Providing extensive business growth guidance and significant PR and reach, as well as introductions to key decision makers from target client businesses.

**We have the Team.
We have the Product.
We can make a real difference to local
economy recovery.**

Note that despite the current restrictions of lockdown, our team is fully functioning and we are able to work with you to project manage and deliver the implementation of our solutions.

Speak to our team today on;

0191 8142240

or email us at

info@parkingperx.com

A ProxiSmart brand.

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Newcastle upon Tyne UK, NE4 5TG

parkingperx