

CAR PARK MANAGEMENT

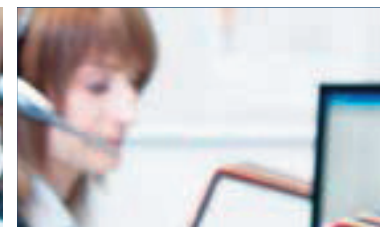


SMART MANAGEMENT – CUSTOMER-CENTRED

Latest car park facilities: Smart, networked, versatile

APCOA implements the benefits of modern facilities

- More convenient access through wireless gateway media (e.g.. RFID) or credit card
- Attractive offers for drivers : e.g. laminated payment cards through the networking of the facility
- Payment by mobile phone
- Booking of parking spaces possible on the Internet



Latest car park management centres and call centres: Reliable fast, with the human touch

- 24/7 Accessible for drivers in the multi-storey car park
- Customer service in just a few seconds
- Auditing certainty by documenting barrier opening
- Call centers for customers
- Backoffice: Professional contact for renters and provision of individual reports
- Detailed operational feedback for each day of operation

EXPERTISE FROM 13 COUNTRIES AND FORTY YEARS OF EXPERIENCE

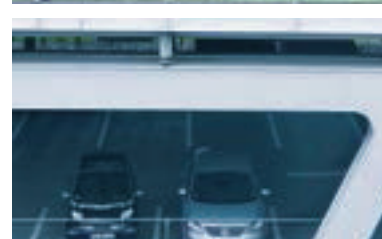
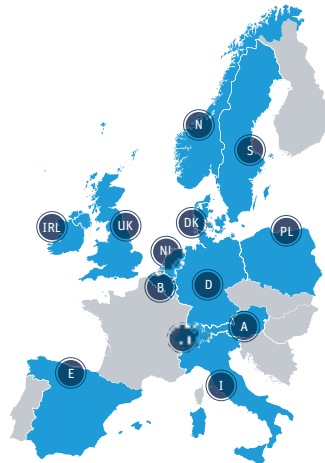
SECURITY FROM THE NO. 1 IN CAR PARK MANAGEMENT

APCOA is Europe's leading manager of parking facilities and provides property owners with comprehensive services around the park. The company has access to extensive expertise in all the important property segments: Airport, city and shopping centres, trade fairs, hotels, hospitals, Park & Ride.



APCOA in Europe

- 6,800 locations
- approx. 1.3 million individual parking spaces
- Revenue of € 731 million
- 150 million parking tickets sold every year.
- 4,900 employees



Why APCOA?

- Expert knowledge from thirteen countries
- Maximisation of the ROI as car park manager
- Individual contract conditions: APCOA pays for example a fixed rental or alternatively works for service fees
- APCOA is the lease holder and not the owner of property so there is no competition with the owner
- APCOA pursues a strategy of sustainability



FACILITY MANAGEMENT UND OPERATIONS

THE BEST BASIS FOR BUSINESS



Outstanding operating processes

- Defined processes for all tasks
- Orientation towards Key Performance Indicators/Industry Benchmarking
- Internal Best Practice Transfer
- Central buying with price monitoring
- Permanent controls
- APCOA management system and own Garage Design



APCOA ACTIVELY MARKETS PARKING SPACES

MORE UTILISATION AND PROFIT AT EVERY LOCATION



Modern Service

Revenue management

- Charge optimisation model
- Market research
- Advertising analysis

Digital Marketing

E-Commerce

- Booking platform for long-term parkers
- Booking platform for airport parkers

Search engine optimisation

- Better positioning of your car park on Google, Yahoo, etc.

Mobile Navigation

- Highlighting your car park on the maps of well-known navigator manufacturers

Partner network

Publishers

- Information and coupons for readers

Service stations/accessory shops

- APCOA vouchers for customers in the branch

Charging stations for electric cars

- APCOA builds the fuel stations of the future: Parking places for E-vehicles

Marketing

Sales promotion

- Personal promotions
- Retail promotions

Advertising

- Outdoor, Newspaper, Radio

Corporate Architecture

- Exclusive design for your car park

Sale of multi-storey car park advertising

- More attractive car parks plus additional revenue



APCOA PARKING HOLDINGS GMBH P.O. Box 2304 63 D-70624 Stuttgart Tel +49 711 94 791-0 www.apcoa.eu	APCOA AUTOPARKING GMBH P.O. Box 2304 63 D-70624 Stuttgart Tel +49 711 94 791-0 www.apcoa.de			
APCOA PARKING AUSTRIA GMBH Landstraßer Hauptstraße 146/13 A A-1030 Wien Tel +43 1 71716-0 www.apcoa.at	APCOA PARKING SWITZERLAND AG (Administration) Elisabethenanlage 7 CH-4051 Basel Tel +41 61 271 66 30 www.apcoa.ch			