



mobypark

& Real Estate

About MobyPark



We open the gates of private parking on behalf of individuals and companies. Today drivers can park their cars either on the streets or in public garages (Q-park; Apcoa, Vincipark, etc). The other 50% of the parking capacity within cities belongs to private parking owners like hotels, real estate companies, municipalities, hospitals and individuals - parking space which is closed to the general public. MobyPark gives people access to those private parkings.



Why Real Estate Buildings?

Introduction

Value Proposition

Revenue Outlook

Security

Partners & Press

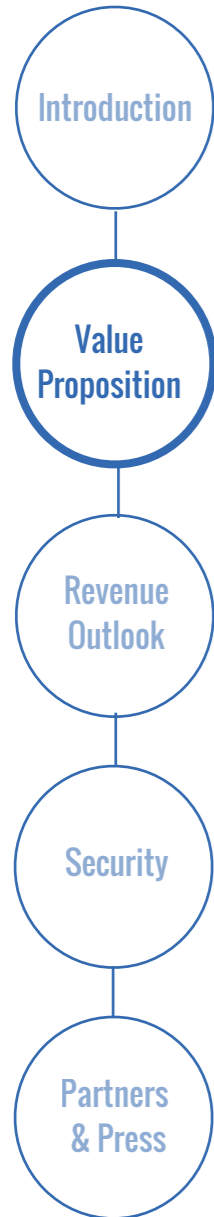
The parking industry is still traditional and has not adapted and jumped yet to its internet potential.

On the other hand, drivers are more sophisticated and are demanding a faster, cheaper and easier way to “get rid of the cars” since the ease of parking has not improved; on the contrary it has rather increased due to the higher amount of cars in the cities and the higher prices for parking.

Parking from Real Estate companies’ buildings in urban areas are a great solution for drivers, and MobyPark is the platform to make those closed parking available to drivers through a web and mobile application.



Our Value Proposition for Drivers



Real-time availability

Through our platform, drivers can find a parking close to where they need to be and be sure to park without stress.

Online reservation

Once they found the parking that fits their needs in terms of price, location, security, and price, they can book online and have their spot guaranteed.

Convenience

The parking spot is reserved and paid which means no more queues to enter the parking, no coins to pay the ticket, and being on time through planning ahead

Best price guarantee

Since we open parking garages that are closed to the public, we increase the amount of parking facilities available today in the market which enables us to offer the best price.

CO2 reduction

Since drivers can plan their trip ahead, the amount of driving cars looking for parking can be reduced which results in less CO2 emission and less fuel congestion.

Our Value Proposition for Real Estate Companies



Additional revenue

Generate significant additional revenue on parking. Up to 400% more than the current revenue on your parking. (*)

Service Optimisation

Offer a better service to drivers and society by allowing them to park in your garages.

Enhanced Branding

Joining the sharing economy will have a positive impact on your branding and sustainability perception among your clients

Increased visibility

Improve your possibilities to rent out the rest of your building - MobyPark has a network of more than 400.000 potential drivers that want to use your parking

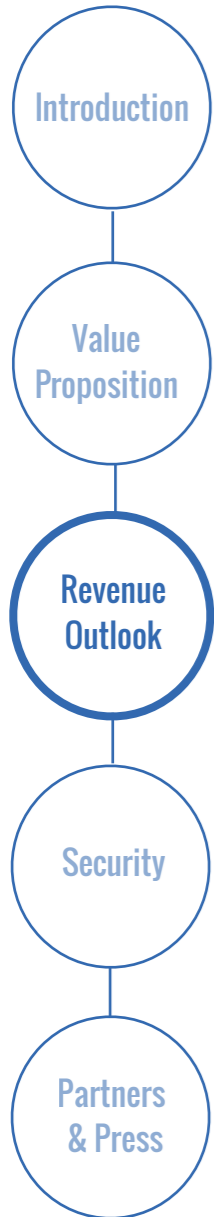
Security

Our website ensures that all of our customers are registered MobyPark users who pay through our secure parking system. Our hardware allows constant tracking for your security and convenience.

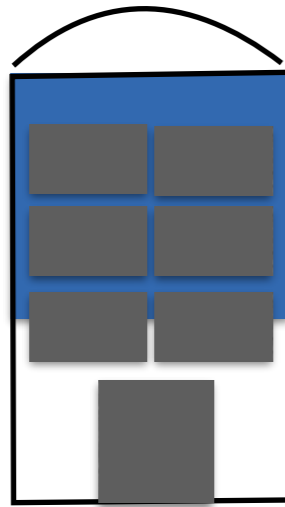
(*) The increase in revenue depends on price, location and occupancy rate



Revenue Outlook Parking Garages



1) Example: Building is partly or entirely untenanted and so is the parking garage (100 spots)



50 spots rented out → Current Revenue € 1.250 /year/parking spot

50 spots not rented out → Current Revenue € "0" /year/parking spot

VS

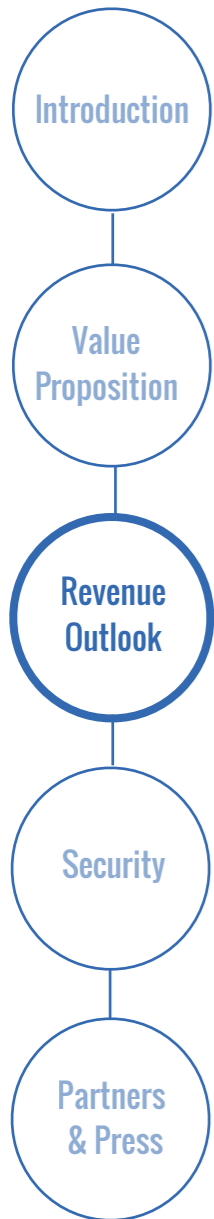
Revenue with **MobyPark** € **5.570** /year/parking spot

(*) Explanation follows

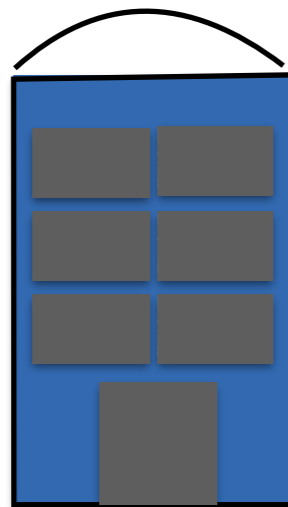
Renting out your vacant parking spots can increase your revenue by 445%



Revenue Outlook Parking Garages



2) Example: Building is fully rented out and so is the parking garage (100 spots in total)



100 spots rented out → Current Revenue € 1.250 /year/parking spot

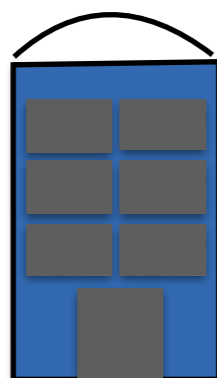
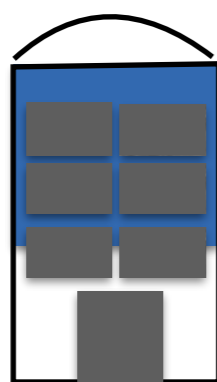
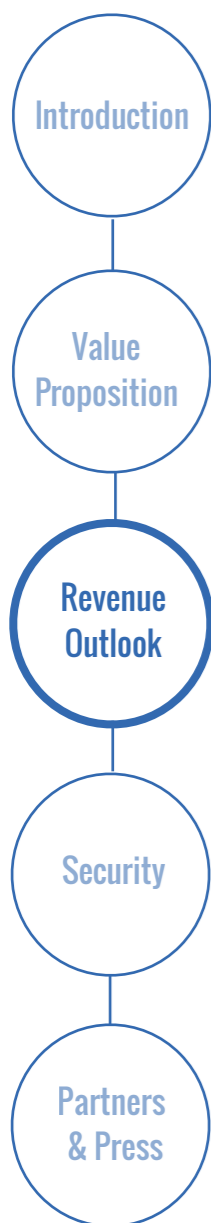
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100 spots rented out at nights + weekends → Revenue with MobyPark € **2.089** /year/parking spot

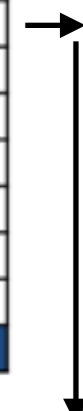
(*) Explanation follows

Renting your parking garage at night and on the weekends the performance improves by 167%

Revenue Outlook Parking Garages - Analysis

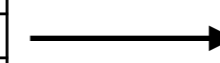


	Current situation - Office not rented	Current situation - office rented 50%	Mobypark 1	Mobypark 1
Price/Hr.	-	-	3	4
Spots to MobyPark	-	-	50	50
Occupancy 40%	-	-	14.400	14.400
Revenue / month	-	-	€ 43.200	€ 57.600
Revenue / month	-	125.000	€ 518.400	€ 691.200
VAT	-	-	€ 89.970	€ 119.960
Gross revenue	-	-	€ 428.430	€ 571.240
MP Commission 35%	-	-	€ 149.950	€ 199.934
Net revenue	-	-	€ 278.479	€ 371.306
Net Revenue / Spot	0	1250	€ 5.570	€ 7.426



40% of 24 hrs a day.
9,6 hrs a day the spot is rented.

	Mobypark 2
Price/Hr.	3
Spots to MobyPark	100
Occupancy 50%	36000
Occupancy 20%	10.800
Revenue / month	€ 32.400
Revenue / month	€ 388.800
VAT	€ 67.478
Gross revenue	€ 321.322
MP Commission 35%	€ 112.463
Net revenue	€ 208.860
Net Revenue / Spot	€ 2.089



20% of 12 hrs a day.
2,4 hrs a day the spot is rented.

Security in the Buildings



Mobypark takes security extremely serious, that is way we have developed our own security protocol (software and hardware) to:

- Give access and exit to the garages through our Mobypass (*)
- Keep control on who is currently parking at the garage - we register the personal data, phone and credit card number and license plate of the car
- We know the exact time the client enters and exits the garage. Since the Mobypass control the gate of the parking, our system is built to work with another system in parallel.
- We inform the client by SMS of what is the situation in the garage / about the end of his parking time etc.
- Allow our partners to see what is going on in their garages (entrance and exit logs)



Mobypass in Nh Krasnapolsky - Amsterdam



Mobypass: Device and Keypad

(*) Mobypass is MobyPark's hardware: it consists of a high-tech communication device that connects the gate of the parking with the MobyPark platform, grant access to the drivers and control the gate of the garage.

Security in the Buildings

Introduction

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Team & Partners

The MobyPass allows us and our partners to:

- See what is going on in the parking garage, who accesses the parking and at what time
- What is the code used to access
- Create and eliminate access codes
- Send SMS's to the saved phone numbers of the users
- Share statistics with the rest of the team

The screenshot displays the MobyPass software interface for 'MP - Hyatt Regency Paris - CDG'. The interface includes a navigation bar with tabs for Details, Schedules, Users, Registrations, Hardware, Events, and Statistics. Below the navigation bar, there is a selection area with a 'Users' checkbox and a date range filter set from 10/01/2014 to 10/24/2014. The main area contains a table of access events with columns for Date, Severity, User, and Description. The table shows several entries for access granted at different times and locations. At the bottom, there are checkboxes for 'System' and 'Access', and a dropdown menu for 'Equipment' set to 'All'.

Date	Severity	User	Description
10/24/2014 00:30:50 PM	Info	TURQUAIS Harold	Clavier codé sortie access granted (644232) - (Barrière sortie)
10/24/2014 10:53:23 AM	Info	CONTY MARTINE	Clavier codé entrée access granted (191856) - (Barrière entrée)
10/24/2014 10:26:57 AM	Info	CONTY MARTINE	Clavier codé entrée access granted (199125) - (Barrière entrée)
10/24/2014 07:04:08 AM	Info	BONJOUR PHILIPPE	Clavier codé entrée access granted (325055) - (Barrière entrée)
10/23/2014 10:05:32 AM	Info	Dhainaut marie-anne	Clavier codé entrée access granted (252560) - (Barrière entrée)
10/23/2014 07:55:23 AM	Info	guyard isabelle	Clavier codé entrée access granted (958686) - (Barrière entrée)
10/23/2014 05:46:15 AM	Info	Le Provost Dominique	Clavier codé entrée access granted (601221) - (Barrière entrée)
10/23/2014 04:44:08 AM	Info	guyenro anne	Clavier codé entrée access granted (504346) - (Barrière entrée)
10/22/2014 00:22:15 PM	Info	Assous Kamel	Clavier codé sortie access granted (430630) - (Barrière sortie)
10/22/2014 05:35:12 AM	Info	meichior lionel	Clavier codé entrée access granted (550749) - (Barrière entrée)

Our Partners



NH HOTELS



RAMADA APOLLO



RADISSON BLUE



I AMSTERDAM



PARK INN



HYATT



HOLIDAY INN



DORINT AIRPORT HOTEL



URBAN RESIDENCES



VODAFONE



STRATUO BOOTCAMP



MECURE



MobyPark in the Press



"Share your parking"
August 2014



"10 apps which are gonna change the world"
July, 2014



"Park for three euro's around the corner of Dam Square"
May, 2014



"How to park in paris without getting crazy"
January, 2014

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