PROFESSIONAL CAR PARK SOLUTIONS.

THAT'S ACE.



PARKING L





Discover the Ace Parking difference and let us unlock the potential and untapped opportunities of your car park today. CONTENTS 4-5 Why Ace? About Ace 6-7 Ace Services 8-9 10-11 Ace Consulting 12-13 Value Added Services Ace Monitoring 14-15 Ace E-Quip: 16-17 Technology & Equipment Ace E-Quip Solutions 18-19 Our Clients 20-21 Case Studies 22-25 Ace Capability: 26 Finance, Insurance & Certification Corporate Structure 27

Targeted parking solutions. That's Ace.

Ace Parking has the experience and expertise to offer a truly tailored solution including innovative products and value added services. With an agile business model, we can approach each project fresh, without cookie cutter solutions. We enjoy bringing competitiveness to the market and look forward to partnering with you, taking your car park beyond the next level of profit performance and opportunity.

Ace Parking offers smarter car park management, consulting and equipment expertise. Our services are highly effective and customisable to individual sites, unlocking the potential and untapped opportunities of our valued clients. We offer a large range of partnership options including management, lease and license, BOOT scheme and joint venture business models.

Our services are complemented by the latest technology, equipment of the highest standards, comprehensive reporting, KPI and financial audits, plus a wealth of experience. Through increased efficiencies and smarter operations, Ace Parking helps each business maximise their efficiency and their returns.







ACE SERVICES

Full service car parks. That's Ace.

We manage and operate car parks to provide the most positive and hasslefree experience for car park customers, so that they return again and again. Their satisfaction ensures our clients receive maximum organic growth through strong customer loyalty and repeat business.

Part of our management offering includes easy real-time reporting to keep sites performing to their full potential. We also offer customised signage and tailored marketing solutions for each site.

RANGE OF SERVICES:

- Car park management and operation
- Lease and license
- Joint ventures
- BOOT schemes
- Remote monitoring control room
- Retail parking services
- Commercial parking services
- Parking policy development tailored to specific site requirements
- Parking patrols consulting Automated 24/7 facilities
- Full valet services
- Corporate and monthly accounts
- Marketing and loyalty programs
- Special events parking
- Consultancy services
- Parking equipment





Car park management

Ace Parking offers smarter car park management, consulting and equipment expertise. Our services are highly effective and customisable to individual sites, unlocking the potential and untapped opportunities of our valued clients. We offer a large range of partnership options including, management, lease and license, BOOT scheme and joint venture business models.

Ace Parking / Our Capabilities [9]



Remote monitoring control room

Ace Monitoring provides secure 24/7 remote monitoring and assistance to our customers, from our highly trained and experienced team. Policy and standard responses can be tailored to each specific site, to suit your needs. This allows us to respond immediately and relevantly to any issues that arise, at any site, maximising efficiencies and customer satisfaction.



□ Retail parking services

Ensure legitimate parking is available for your shoppers, without missing out on additional opportunities. Ace Parking can recommend the most relevant and cost effective parking solutions for your retail car park, whether it be Pay & Display, Boom-gate or a Ticketless technology based solution. Your tailored model can include a range of equipment options, clear signposted terms and conditions, free shopper parking options, parking patrols and enforcement.



Commercial parking services

Create the right first impression with customers using Ace Parking's professional car park solutions. We can tailor a solution to ensure your visitors, whether staff, tenants, customers or the general public, all enjoy the best parking experience, whilst maintaining optimal revenue generation. Our diverse range of clients include commercial, retail, health, government, educational, hospitality, airport and owners corporations.



Parking policy development

One size does not fit all and at Ace Parking we can develop site specific parking policy that suits your particular car park needs, with the flexibility to make future changes as required.



Parking patrols consulting

Minimise unauthorised parking by incorporating Parking Patrols services to your site, including regular vehicle patrols of your car park. Parking Patrols can issue a non-compliance breach notice to applicable vehicles, which enables the issue of a demand for payment due to breach of contract. The non-compliance breach notice, demand for payment and appeals process, and any other follow up correspondence is treated with strict confidentiality.



Automated 24/7 facilities

Ace Monitoring, our state-of-the-art Remote Monitoring Control Room, combines with the latest equipment technology to create a part or fully automated car park facility that delivers unsurpassed confidence and reliability.



Ace E-Quip

Ace Parking are highly experienced in providing the most innovative, cost effective and efficient equipment solutions, that can easily integrate into existing systems. We work closely with suppliers to source, supply, manage, support and improve car parking equipment and technology for our clients.



Marketing and loyalty programs

Drive further revenue growth with our range of core marketing products including monthly/corporate accounts, early bird parking, pre-paid vouchers and local business affiliations. Build awareness through Ace Parking local area marketing tools, which can include flyers, direct mail, local press ads, signage, eDM, SMM or SMS marketing. Also available are online pre-bookings, loyalty program, geo-targeted digital ads, dedicated Ace Parking website pages and social media opportunities.



Special events parking

Ace Parking can provide stress-free parking provisions at your next special event, whether small and large. We manage the complete process for event parking, including traffic management plans, staffing, equipment, traffic control and revenue collection.

ACE CONSULTING

Rewarding parking solutions. That's Ace.

We work in partnership with clients to maximise the operational excellence of their car park site. A smooth and well running site creates positive customer experiences which help to grow repeat business and profit.

Our close relationship with suppliers, and our knowledge of new emerging technologies, assist us in devising the most rewarding solutions for car park businesses, both now and in the future.

Some of our consultancy activities include audit and analysis of existing sites, feasibility studies and site selection for new facilities. For businesses who want to add value to their site, we might suggest additions such as valet parking, car washing, car servicing and introducing corporate/monthly accounts. For environmentally conscious businesses, we might suggest adding electric vehicle charge stations, water recycling, energy efficient lighting systems and ticketless parking systems.

CONSULTING SERVICES:

Consulting

Discover the untapped potential of your existing or future site through a one-on-one consultation process with Ace Parking

Analysis

An in depth audit of your existing car park will uncover both obvious and hidden issues, allowing Ace Parking to recommend a range of practical improvements

Feasibility studies and site selection

Ace Parking can analyse the feasibility of your potential site with thorough site research, using our extensive experience to evaluate the local traffic impact and potential parking demands for the area

Parking equipment recommendations

Enjoy the confidence of best practice equipment recommendations, based on new and emerging technology, tailored to your specific site requirements

Car park design and construction

Get the right solution from the start with a car park that has been meticulously planned and strategically designed by Ace Parking, including overseeing construction to ensure a quality project that is on time and on budget

Revenue assessment

Review of the operating costs, forecast revenue scenarios and capital expenditure, if required, to create relevant and realistic revenue models

Pricing strategies

Ace Parking can also review your current pricing, recommending a range of strategies to drive growth from new and existing customers

Audit processes

Ace Parking offers thorough and efficiently managed auditing processes on all facets of your car park business, including existing site analysis, equipment and financial controls

Site and customer surveys

For additional insight, Ace Parking can conduct an indepth survey of local residents and businesses, existing or potential customers and site staff

Signage and visual communication solutions

Assist customers to find the closest available bay, entering and exiting efficiently and safely, with our expertly devised signage and way finding systems

Parking policy development tailored to specific site requirements

One size does not fit all and at Ace Parking we can develop site specific parking policy that suits your particular car park needs, with the flexibility to make future changes as required

Parking patrols consulting Minimise unauthorised parking

by incorporating Parking Patrols services to your site

Sustainability

Manage your environmental impact with green initiatives that utilise sustainable, effective and efficient technologies, systems and opportunities



VALUE ADDED SERVICES

Enhanced car park solutions. That's Ace.

Ace Parking can tailor our value-added services to your specific car park site, based on a close study of the local area demographics, in consultation with you.

SOME OF THE OPPORTUNITIES WE MAY RECOMMEND INCLUDE:

- Custom printing on the reverse of car park tickets for internal business purposes or outside commercial avenues for an additional income stream
- Car washing, car servicing or valet services based on the customer profile at the location
- Ad Barrier (boom gate advertising) can promote car park offers as well as providing external income from local traders and commercial marketing campaigns
- Bay Guidance Systems or Precinct Guidance Systems can be considered after traffic flow and monitoring studies are undertaken by Ace Parking, to ascertain if they are required and feasible. Ideal for a location with high turnover, the systems enable patrons to find a car space with little effort or delay.

Innovative Payment Solutions

Ace Parking has a range of innovative payment solutions that allow parking to be pre-purchased for convenient guest or business parking, including pre-paid voucher parking accounts, online booking, monthly accounts and validation systems payable on invoice. Our payment solution options are all aimed towards providing a better customer experience and increased revenue opportunities.

Customer Loyalty Programs

The key to a successful loyalty program is to deliver tailored offers, based on a customer's needs and preferences, whilst providing multiple engagement opportunities and unexpected benefits.

Ace Parking has developed its own proprietary system that enables a customer to redeem rewards such as free parking or a car wash. Your customers can earn loyalty points in a number of ways, including:

- Method of payment
- Type of service selected
- Duration of stay
- Number of times parked in a certain period eg. 30 days
- Reviewing our services
- and many more

The Ace Parking Loyalty Program not only rewards the customer, but enables the owner to gain valuable insights into the spending habits and preferences of their customers. Knowing who your customer is, and what they like, allows Ace Parking to deliver the service and products that are most relevant, wanted and appreciated.

Parking Apps

It's important to stay up-to-date with market progression and make every opportunity count. The rise of parking apps that provide information on the cheapest or best parking available near you, has seen a growth in pre-planned parking.

Application specific technology is being developed by car manufacturers such as BMW, portable navigation companies including TomTom, Garmin and Navman and even direct-to-consumer app developers.

Each application is striving for one main objective - convenience. This can be achieved by reducing a user's travel time, stress and inconvenience, through suggestive and forward trip planning.

Rather than just provide directions to the destination, a range of options are being provided, such as real-time available parking. Hence developers are looking for map and data information from providers like Suna, Sensis and Google Maps. Real-time information will then be available to the user and the application, including traffic conditions, availability of nearby parking space and prices plus distance from the car park to their intended destination.

Ace Parking has developed partnerships with a network of providers and we provide regular, real-time information to ensure our parking facilities appear during the decision making process for parking app users.

Marketing

Our innovative Ace Parking marketing strategies have been tested in a variety of environments, so we are confident that we can identify untapped local advantages that can benefit your car park business.

Using modern marketing techniques Ace Parking can ensure your car park and new marketing strategies are highly visible, engaging and consistent.

Marketing activity that we undertook for a client, a Melbourne city-fringe car park, produced a gross revenue increase to \$1.7 million within the first 12 months of management, a 42% improvement of \$500,000.



ACE MONITORING

Customer Service 24/7. That's Ace.

Ace Monitoring is our secure monitoring network, underpinned by our state-of-the-art Remote Monitoring Control Room, that collects real time footage 24/7 through an extensive CCTV network.

This allows us to respond immediately to any issues that arise, at any site. The Ace Monitoring staff responding to our remote monitoring services are fully trained in all equipment, enabling a high level of seamless support to customers.

ACE MONITORING 24/7 SYSTEM INCLUDES:

- Customisation for each locationRemote intercom assistance services
- Remote equipment operationPay and display ticket machine
- faults line
- Equipment warning and alarm monitoring
- CCTV surveillance (including remote site inspections and intercom assistance)
- Mobile Response Units, Customer Service and Equipment Service technicians

ACE MONITORING BENEFITS:

- Reducing revenue loss and downtime of equipment
- Versatile, flexible and dynamic system
- Ability to integrate into existing parking equipment, intercom and CCTV systems Australia-wide
- Quick and efficient response times
- Fully auditable service, including recordings
- Redundancy system allowing our operations to continue seamlessly in the event our Control Room facilities are compromised

ACE MONITORING BACK-UP SUPPORT

For any issues or incidents that cannot be resolved remotely, an Ace Parking Response Unit or Area Manager is assigned to attend the site immediately. On route, an incident brief is provided to the assigned personnel to ensure on arrival they are able to efficiently resolve the issue in the shortest amount of time. Being 'on call' 24/7, they enable Ace Parking to deliver services with confidence and maintain exceptional equipment uptime and minimal revenue loss.

Ace Parking's Remote Monitoring Control Room is certified for its (HSEQ) Occupational Health and Safety System – AS/NZS 4801 and works to ISO9001 Quality Management System.









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OUR CLIENTS

The Ace Parking team are experienced in working with a diverse range of clients including commercial, retail, health, government, educational, hospitality and owners corporations.

No matter the industry, for each and every client we create a tailor-made solution incorporating the most efficient technologies to suit.

Some of our clients who have benefitted from our flexible solutions for streamlined car park management include:

- Ramsay Health
- Healthscope
- Peninsula Health (Frankston Hospital)
- St George's Health Service (St Vincent's Hospital)
- Techne Group
- Crown Casino
- Federation Centres
- Central Equity
- Department of Treasury & Finance
- Parliment of Australia Department of Parlimentary Services
- Vic Roads
- VicTrack
- Vision Australia
- ISPT
- Australian Property Network
- ING Management
- MAB Corporation
- Hickory GroupMAS Build
- Pomeroy Pacific
- City of Whitehorse
- Senfam Group of companies
- CB Richard Ellis
- DTZ Australia
- JLL

A SELECTION OF OUR CURRENT OPERATIONS

Our current portfolio consists of over 40 car parks with more than 7000 spaces. A selection of a few of our sites across australia include:

- Melbourne Airport Site South Centre Road, Tullamarine - 700 spaces (lease 10x5x5, plus options)
- Sunshine Hospital, 128-152 Furlong Road,
 Sunshine North 1000 parkers (lease 25 years, plus 2 options)
- Sunshine Hospital, 143 Furlong Road,
 Sunshine West 500 spaces management
 (term 5x5x5)
- Australian Tax Office 990 Whitehorse Road,
 Box Hill 410 spaces (lease 5x5)
- Bowen Crescent, Melbourne 465 spaces (3 year management agreement, renewed for 5th time)
- Healthscope Knox Private Hospital,
 Wantirna 700 spaces consultancy and
 management services
- 150 Albert Road, Albert Park -445 spaces - management (term - indefinite)
- Bayshore Precinct, Port Melbourne 396 spaces management (term 3x3)
- Department of Treasury & Finance 140 spaces (lease 9 years, plus options)
- Federation Centre Box Hill (lease, term indefinite)
- Wyndham Private Medical Centre management (renewed term5x5)



















































CASE STUDIES

Superior car parking solutions. That's Ace.

THE PROBLEM:

A Melbourne city fringe car park, where existing equipment was poorly maintained and partially manual, was producing a gross income of \$1.2 million. The car park was operating with one entry lane, one pay on exit booth lane and one pass card exit lane. This created long queues to access the car park during the morning peak and a gueue of cars up to level 7 to exit the car park in the evening.





THE SOLUTION:

After taking over control of this facility from another major operator, we conducted a thorough initial site analysis including traffic movement, customer analysis and aesthetics. We then recommended the installation of a new fully automated parking system, removing the pay on exit system and introducing a pay station. The centre lane became a tidal lane for entry or exit as demand required, providing two entries and two exits. Clients were then able to pay at the pay station or by automated credit card on exit. As a result of these solutions, queues were eliminated.

Installation of new fully automated parking system

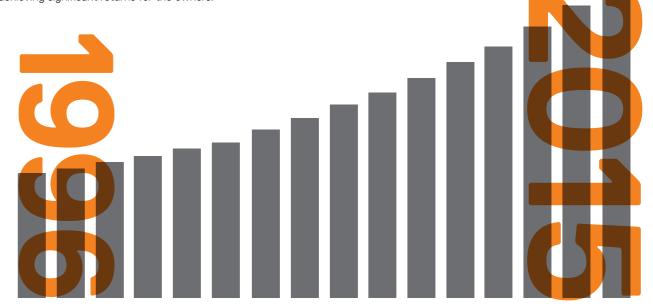


THE RESULTS:

Removal of the booth promoted greater staff interaction with customers. A CCTV system improved the security and cleanliness of the car park. A marketing campaign to local businesses promoting the upgrades and a continued campaign to regain previous clients through voucher schemes produced a gross revenue increase to \$1.7 million within 12 months, an improvement of \$500,000. The cost of improvements, including equipment, was less than \$140,000, giving a return on investment of 350% within 12 months.

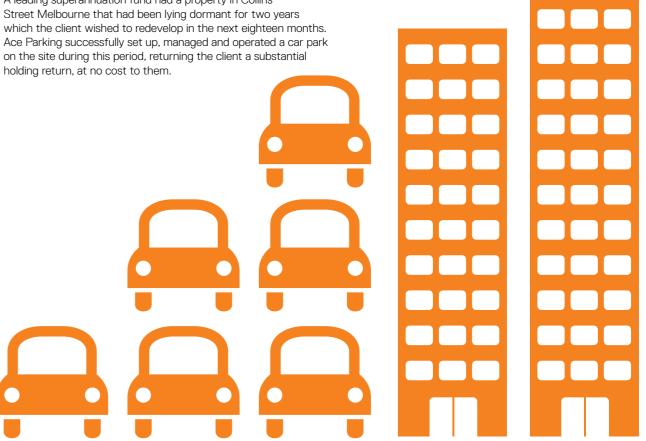
STRONG RELATIONSHIPS

A warehouse was demolished in South Yarra, followed by a period of frustration during which continual planning issues and changes of ownership held back any development. We suggested converting the site into a 400 bay car park. Ace Parking oversaw its development and operated it successfully for sixteen years, achieving significant returns for the owners.



QUICK RETURNS

A leading superannuation fund had a property in Collins Street Melbourne that had been lying dormant for two years which the client wished to redevelop in the next eighteen months. Ace Parking successfully set up, managed and operated a car park on the site during this period, returning the client a substantial



CASE

SIJDES

The #1 choice in airport parking. That's Ace.

In 2011, after 2 years of feasibility studies, planning and strategy was born. The vision was realised when one of the preferred sites, a purpose built multi-deck car park, became available by way of a mortgagee auction. A number of consulting services to provide an the property and review of the incumbent tenant.

THE CHALLENGE:

The management model was top-heavy, with main operations isolated within the building and not easily accessible to customers. With the poorly maintained site reflecting in the staff culture, the team struggled to develop and maintain long-term relationships with customers. Hence, repeat business and loyalty was relatively low, following a recurrence of less-thandesirable customer experiences.

In addition, the parking equipment was not being utilised correctly for optimal efficiently, reducing the overall car park performance and

THE SOLUTION:

Ace developed a proactive marketing

- Educate the market about the viable alternative available to
- particularly those that haven't used an off-airport parking provider previously

 Increase Ace Airport Parking's

In addition, Ace Parking developed its own proprietary online pre-booking system that would allow the efficient management of customer bookings, payments, check-in/out and a loyalty wards program. Subsequently,

Ace Airport Parking successfully promoted pre-bookings to reduce check-in times, secure early payment, provide a better insight into its customers purchasing trends and allow better usage and rostering of staff members during peak periods.

This saw the largest competitor, on-airport parking provider Melbourne Airport, promote that there was "no need to pre-book" when using their services. However only 20 months later Melbourne Airport acquiesced and adapted with the launch of an off-the-shelf pre-booking system, with heavily discounted parking in conjunction with promoting the benefits of pre-booking.

THE RESULT:

Through experience and a thorough understanding of the market, Ace Airport Parking has developed its operations to become the #1 choice in airport parking. We are the only off-airport parking provider to offer true undercover self parking with 24/7 secure facilities, a range of other parking options and value added services.

Recently celebrating its 2nd birthday, Ace Airport Parking are already seeing their investments reap rewards, with a fresh rebrand launch and loyalty program revamp providing the perfect platform for exponentially greater growth and market share in



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ACE CAPABILITY

For more than 25 years Ace Parking has achieved success through its strong relationships and continual evolution and innovations. Today, Ace Parking is made up of a number of companies, each specialising in its own field, from Consult, Design and Construct to Management and Operations, Ace Parking has developed into a professional car park solutions provider, delivering services Australia-wide.

We pride ourselves in being the only solely Australian owned and operated parking company; we are always looking at new and innovative ways of providing the best client and user-experience through leading industry best practice, audit controls, quality assurance, design and technology.

Over 6,000 people start their day with Ace Parking Australia-wide each day, whether going to work, doing their shopping, visiting a friend in hospital or going away on holidays.

Our efficient business structure consists of a highly experienced and qualified Advisory Board and Senior Management team that enriches Ace Parking's capabilities to deliver our range of professional services.

FINANCIAL RELIABILITY

Ace Parking have been successfully trading since our inception, with strong year on year growth. Supported by our strong financial position, our total financial transparency policy, indepth reporting and revenue modelling systems deliver clients detailed insight into the operation and success of each asset.

In-house CPA professionals work to exceed industry best practice through stringent audit control systems and procedures, ensuring every dollar is accounted for and leakage is quickly identified and controlled.

Our external professional accountants and auditors can provide further evidence of our financial capabilities should our clients seek additional information.

INSURANCE

As standard, we maintain a Public & Products Liability Insurance cover to the value of \$20 million with W.R. Berkley Insurance Australia. Our Professional Risk Insurance includes Professional Indemnity cover provided by CGU.

ACCREDITATIONS AND CERTIFICATIONS

Committed to providing a safe environment for all our employees, clients and customers, Ace Parking implemented an integrated Health, Safety, Environment and Quality (HSEQ) management system which provides the company with a systematic and comprehensive process for managing all HSEQ issues with increased efficiency. The integrated system enables the identification, assessment and control of risks and hazards associated with all of the company's activities and operations.

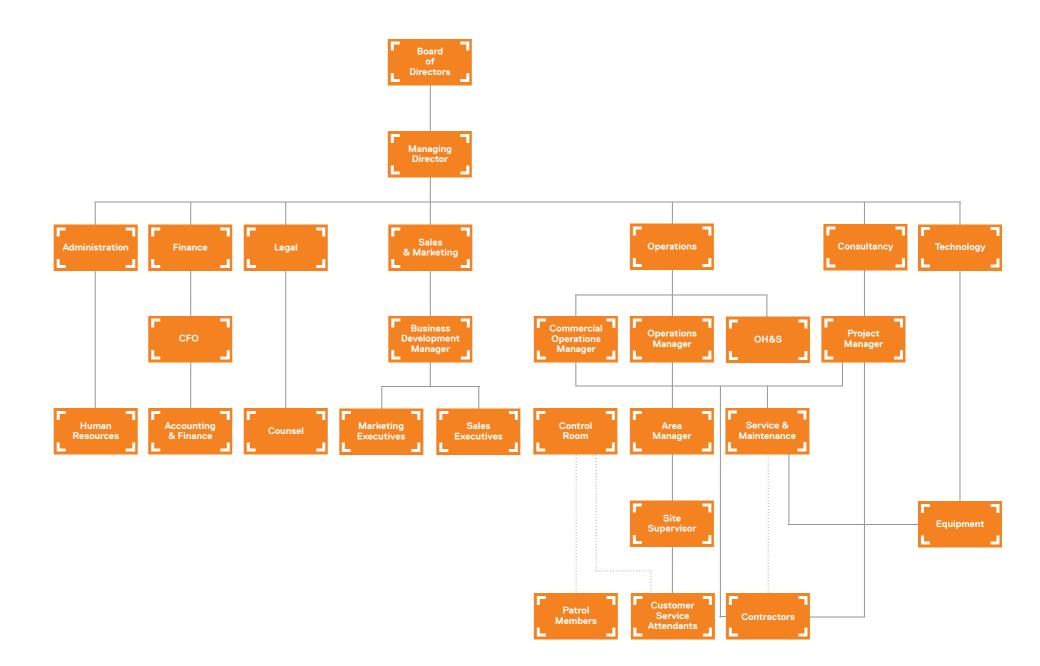
Ace Parking is certified to AS/NZS 4801:2001 Occupational Health and Safety System (HSEQ); and work to the IS09001 Quality Management System which is overseen by our Strategic Planning and Business Systems Manager, whose main role is to Plan, Act, Monitor and Review our business practices, processes, systems, procedures and our service standards.

We are also proud to hold industry memberships to Australia's national parking industry body, Parking Australia.





ACE PARKING STRUCTURE





CONTACT

Ace Parking Pty Ltd

5 – 7 Paran Place Glen Iris VIC 3146 T (613) 9886 0549 F (613) 9886 9490 E info@aceparking.com.au www.aceparking.com.au

ABN 47 341 013 206

