

## Press release

### INTRODUCTION OF NEW COMPANY NAME

March 20<sup>th</sup>, 2018 - Paris

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

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

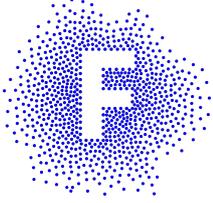
- **FLOWBIRD** is inspired by the ease with which each bird moves quickly and safely within a cloud of birds.
- **FLOWBIRD** symbolizes our ambition to make individual travel simpler, safer, faster, while collectively maximizing efficiency and harmonizing flows.
- **FLOWBIRD** more broadly encompasses our activities, better describes the diversity of our businesses for our customers and users. Every week around the world, thanks to our terminals, mobile applications and online services, we 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** is a Software platform which helps the local authorities to measure, monitor and manage the mobility within the cities

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. Marius Koerselman was previously CEO of Parkmobile. Marius Koerselman's arrival at this position reflects Flowbird's determination to become the leader in Mobile Parking Payment while confirming its position as the world's sole player independent from any a 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. Indeed, Parkopedia will provide 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.

In return for this, Parkopedia will use the data received from Flowbird on its on-street parkings 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).

**Contact presse**

Rose-Marie Devillers – Havas Paris  
rose-marie.devillers@havas.com  
06 71 26 24 54