



KERB™

# Contactless Parking & Data Opportunities

Riki Tiilikainen  
KERB Parking Ltd

2022

€12  
111 spaces

€12  
127 spaces

€30  
3 spaces

€11  
87 spaces

€3-€48  
153 spaces

€10  
234 spaces

€20  
3 spaces

€4  
6 spaces

€7  
2 spaces

\$32  
12 spaces

€5

Commercial in Confidence

# EXECUTIVE SUMMARY

## AN INVITATION TO RE-THINK PARKING, MOBILITY AND COMMUTER DATA ACROSS THE COMMERCIAL REAL ESTATE SECTOR.



K E R B

Difficult times call for innovative solutions. Even before Coronavirus shook the global economy to its core, commercial landlords, car park operators, hotels and retail groups were facing a raft of challenges - from Amazon to Airbnb; and from new co-working spaces to click-and-collect. COVID-19 has accelerated a digital-first trend that is allowing certain businesses to thrive as consumer purchasing patterns change.

Amid the C19 economic wreckage of the past six months lies significant opportunity for the commercial retail groups and landlords in Ireland: Opportunity to double down on the customer experience, by re-thinking old assumptions around parking and customer expectations. The rapid adoption of digital-first solutions has broadened the opportunity for commercial car park owners to think beyond parking revenue and consider the value of parking data.

### Car Park Data Management

Traditionally, the potential revenue from a parking facility was exclusively tied to occupancy rates and rarely considered how to utilise data to increase the lifetime value of a customer beyond parking revenue. Parking facilities often rely on automating the parking experience to increase margins, but never consider how parking is often the first stop on a buyer's journey.

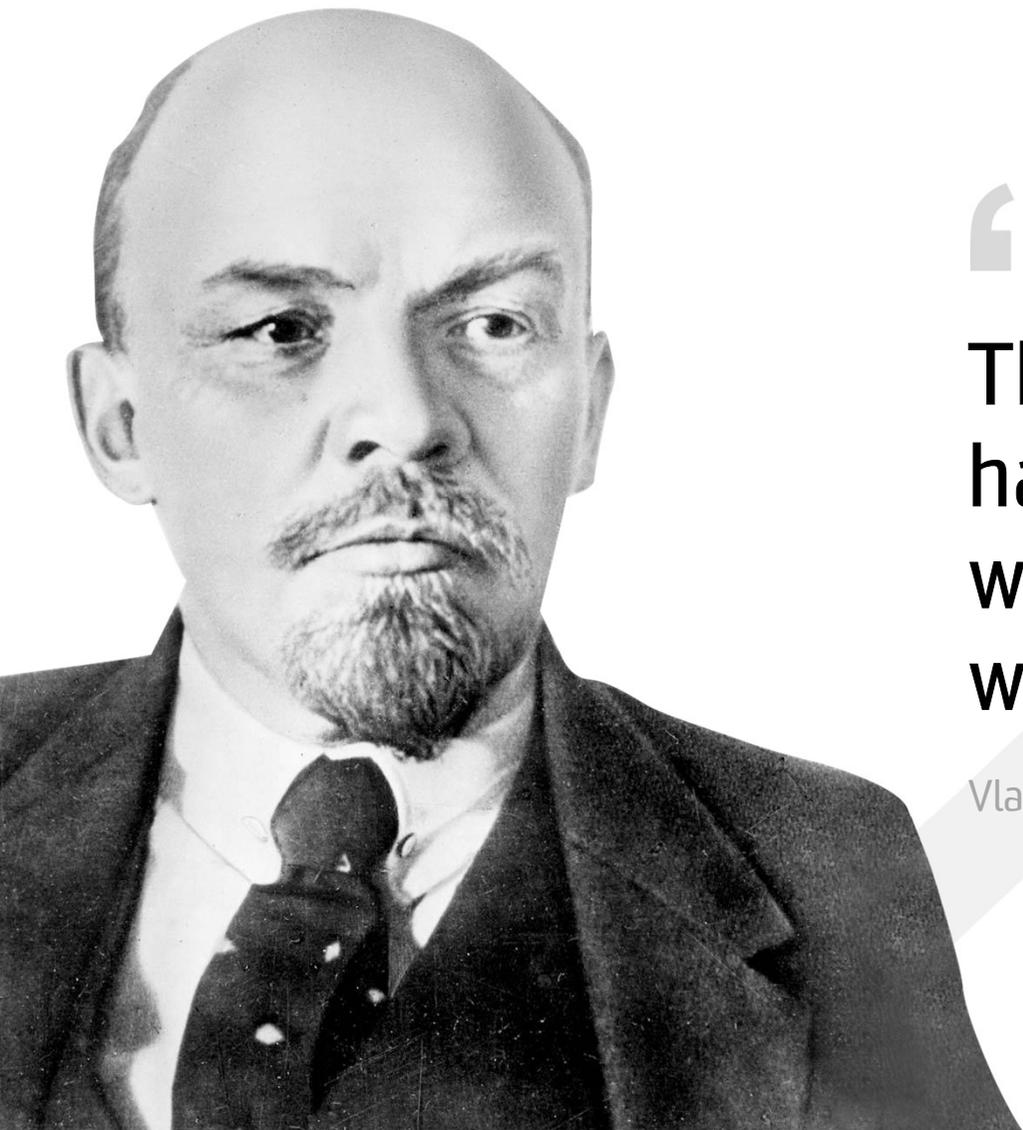
**KERB's solution gives car park owners full data visibility, and creates tailored opportunities that represent a value innovation to all relevant stakeholders.**

This document argues that there is a significant opportunity to completely re-think parking in your commercial properties - to turn a largely negative parker experience into a mobile-first, best-in-class "hands-free" experience which puts 'customer experience' and 'data' first. KERB can help your organisation - in three key areas:

1. **By improving the Customer Experience** via contactless entry and exit, book-in-advance parking options, and by controlling the flow of vehicles into/out of specific nested/private areas);
2. **By increasing car park revenue** via dynamic pricing, by capturing parking revenue *before* many parkers arrive, and by eliminating the need for RFID/access cards and expensive hardware);
3. **By capturing data on every KERB parker in the car park.**

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There are decades when nothing happens; and there are weeks when decades happen. We are witnessing that right now.

Vladimir Ilyich Lenin (1870-1924), Russian politician



KERB™

# KERB OPPORTUNITIES IN YOUR CAR PARKS



\$6-\$280  
392 spaces



# ACCESS: CONTACTLESS, ENTRY, EXIT & PAYMENTS

The future of parking was always going to be *mobile-first*, and *contactless*. COVID-19 has simply accelerated that transition, because a hygiene-sensitive public will expect it.

Unlike regular parking access systems, which track the *vehicle parking*, KERB tracks the *person parking*. Not only does this have profound data implications for commercial landlords and car park operators, it opens up an immediate opportunity to offer fully 'Contactless Parking' in some of your car parks, because KERB can automatically open a car park gate by triangulating the location of the parker's phone. When a parker approaches the gate, their phone detects the KERB Box™ inside the gate and either pops up an 'Open gate' button on their phone's home screen, or else instantly opens the gate.

The same thing happens on exit, or when a parker approaches an internal car park gate (eg, a private parking area for residents or tenants): they simply drive through without even needing to lower the vehicle's window.

If a KERB parker's booking on KERB does not give them the right to access a specific area of the car park, KERB will not allow them to open the gate.



# ACCESS: KERB BOX

A KERB Box™ is a low-cost solution which can be attached to most gates and roller doors. It also works without gates, as a digital barrier. The box contains an instant gate-trigger and drive-up notification. This allows the gate to be triggered via a button in the KERB app, or the KERB app can detect a KERB Box™ on approach and automatically open the gate as the parker drives up.

For hourly parking, a timer is started upon arrival and stopped at exit. The parker's credit/debit card is automatically charged any parking fees owing, and a "Thank you for parking at (Central Mall)!" invoice is sent via email.

All gate opens are logged and KERB performs fraud detection to monitor gate opens. KERB has a variety of enforcement mechanisms available (from subtle nudging to blocking further gate opens) and can be configured to match a car park owner's desired balance between strictness and frictionless experiences.

## Benefits

- Prevents swipe cards from being shared and distributed, making the building more secure and ensuring revenue is not being lost.
- Easy-to-configure 'anti-pass back' rules
- Provides the property manager with an accurate list of who is in the car park at any given time.
- Allows the property manager to lease excess bays to the public, increasing asset earnings.

## KERB Box™ Specifications

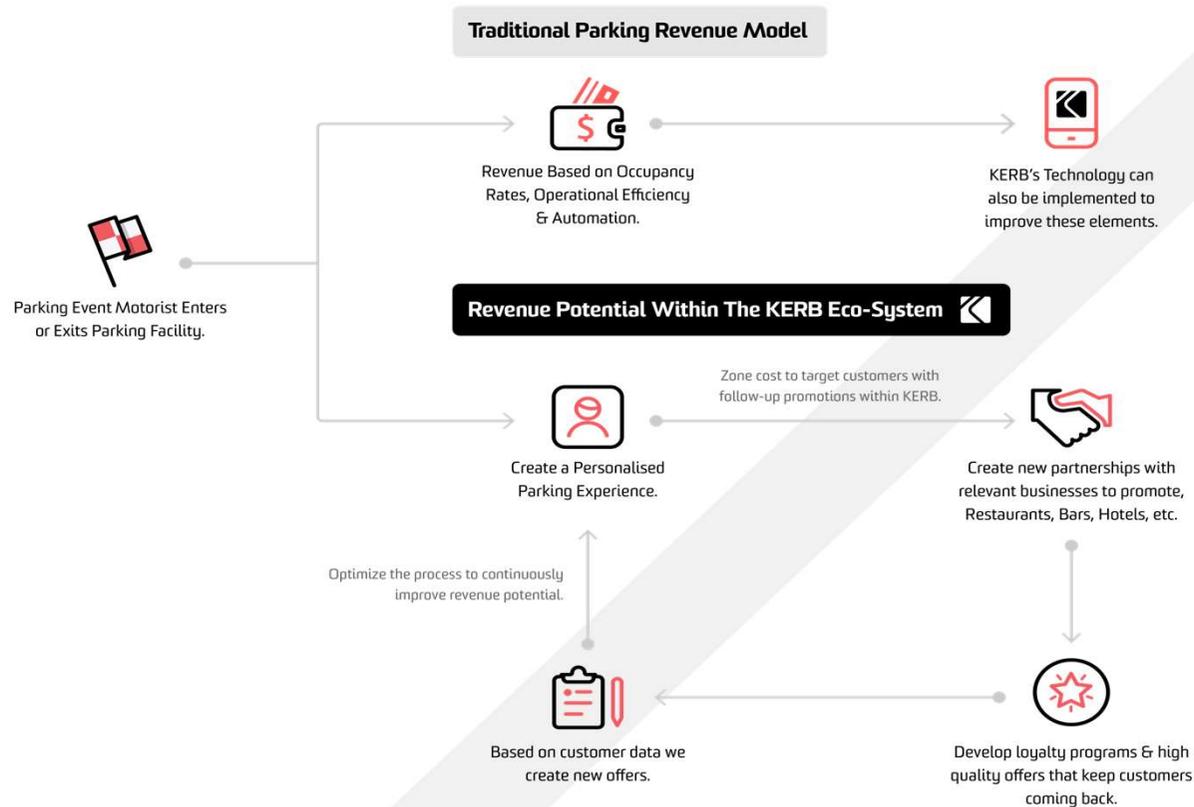
- 📄 One KERB Box™ per gate
- 🕒 Installed in just a few minutes
- 📶 Dual connections to increase reliability (+ WIFI and or/LAN options)
- 📡 Bluetooth broadcast to communicate with nearby devices
- 🛡️ Secure connections between each box and KERB servers in Australia
- 📺 Can connect to digital screens to deliver personalised messages
- 📶 Can be housed inside the gate's control box, or externally to increase signal



# DATA IN ACTION

Every parking event represents a new opportunity to connect with a potential customer and offer value to your community, that goes beyond parking. Your parking facility has an untapped reservoir of data, with parking representing only a single step in a buyer's journey.

**KERB gives car park owners and operators full data visibility and allows you to re-think the traditional parking facility as a digital asset.**



# DATA “Who is parking in your building?”

Very few commercial landlords or retail operators would know - at any given time - the contact details of the people parked in their car park(s). KERB knows *exactly* who has booked parking today at a specific location. The KERB Box™ can even tell a car park owner whether a person is parked in the car park right now.

## Data Benefits from using KERB as a mobile-first parking option in your buildings:

1. KERB gives you another way to capture personal data on thousands of previously unknown visitors.
2. Using KERB to identify drivers as they enter and exit your car parks would significantly mitigate against the risk of COVID-19 legislation which suddenly mandates that buildings open to the public must capture the contact details of everyone entering the building – including the car park. This is already happening in other countries.
3. Because KERB logs every parker's entry and exit, your property management teams would be able to identify a number of rich data points, such as the number of times a person parked at a particular location each month, or the length of their average stay. This data could easily feed into a relevant rewards program.
4. Even with your existing parking hardware, the KERB Box™ could be used not just as a contactless access option, but could even have a large screen attached to it. (“Welcome back to Westfield, Susan!”) The opportunities to personalize the customer experience at your properties- by using KERB as a car park booking and access channel - are endless and would vastly your own data-capture initiatives.
5. KERB's Enforcement features would allow your property management teams to monitor *who* is parked in the car park at any given time. This visibility has major implications for managing and reporting abandoned vehicles.

Welcome back, Mrs Lee

Thank you for parking with us today, Mrs Lee.

How was your stay with us last Thursday, Mrs. Lee?

Welcome back to Sunway Pyramid, Mrs Lee.. You might be interested to know that the Blue Water café is offering two-for-one coffees today. Why not stop by and grab your free coffee?

Mrs Lee, as a token of our gratitude for your loyalty this year, we are offering you free all-day parking on Saturday (09:00-18:00). Reply YES to reserve your space



First name:  
Susan



Last name:  
Lee



Last booking date:  
14 May 2020



Preferred site:  
Menara Sunway



No. visits YTD/  
Loyalty score: 236





KERB™

# GETTING STARTED WITH KERB



# GETTING STARTED: IMPLEMENTATION TIMELINE

KERB can be implemented across your organisation's car parks in just a few weeks. The KERB team understands that each car park is different, and some car parks have a complex mix of public-private parking, with many different parking arrangements in place. KERB will work with your team to ensure that all scenarios are covered, and that each car park is configured optimally, and that existing parkers are onboarded efficiently and professionally. A typical implementation for a big car park would look something like the below.



- Car park audit (1 day)
- Listing set-up (1 week including review process)
- KERB Boxes installed (1 day install, 1 day testing)
- Staff training (2hr session)
- Tenant onboarding (1 week)
- Signage installed
- Go live
- Maintenance

## Key Project Managers

- Project Manager (KERB)
- Delivery Manager (KERB)
- Technical Development Manager (KERB)
- Car Park Manager

## Other Key Relationships

- Building Manager
- Receptionist
- Security
- Electrician



KERB™

# APPENDIX





# OTHER CONSIDERATIONS

## Consideration **ELIMINATE THE NEED FOR RFID & SWIPE CARDS**

RFID swipe cards, and other types of access cards, are invariably a major headache for property managers: cards frequently get lost, shared and stolen, which creates security risks and lost parking revenue for landlords and car park operators. In addition, RFID cards are expensive to purchase, need to be individually programmed – and then de-programmed when a parker cancels or a tenant no longer needs their parking space.

KERB's car park booking and access software completely eliminates the need for your parkers to use RFID cards. All parking bookings, subscriptions and specific access requirements are automatically handled on the KERB platform. When a new parker in one of your car parks signs up to KERB, their specific access gates are automatically assigned – based on the type of parker they are. The KERB Boxes inside each of your car park gates identify the parker's phone as it approaches the gate, and either allow or prevent access. In a post-COVID19 world, parkers and landlords will increasingly demand "contactless" parking solutions. Within a few months of implementing KERB, your organisation could potentially phase out car park access cards entirely – thereby improving security, eliminating fraud and removing a significant administrative and financial cost to your business..



# Consideration ENFORCEMENT APP

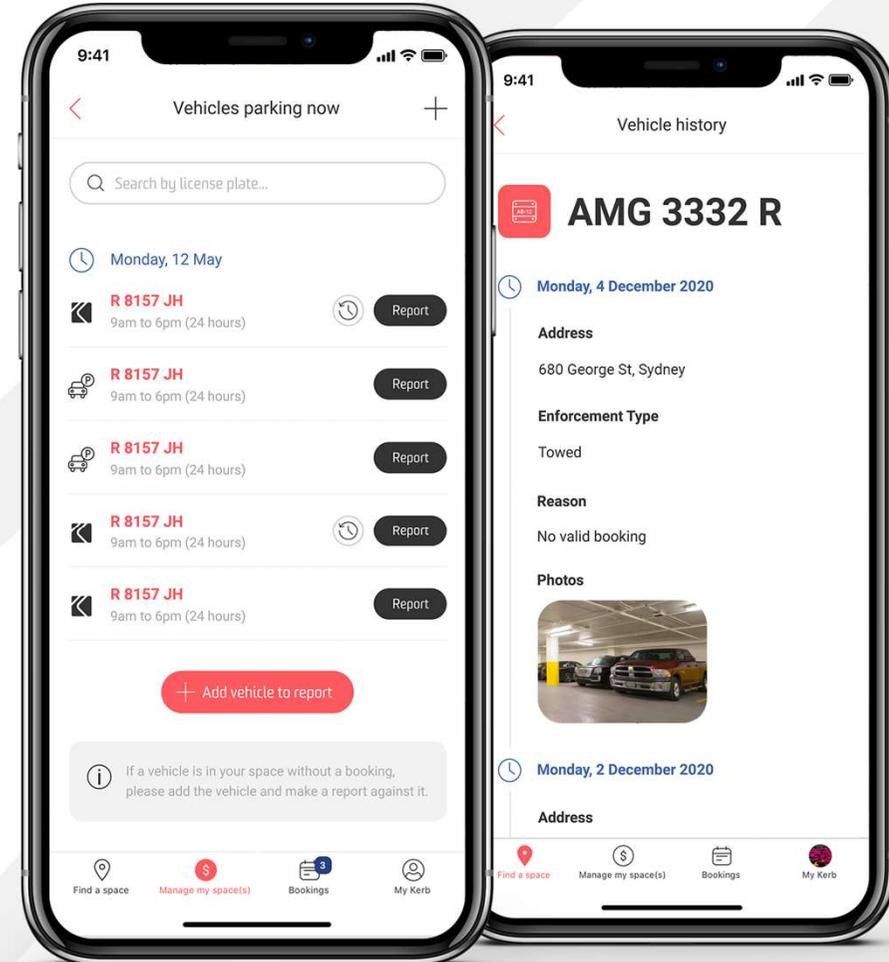
KERB's enforcement features show a car park attendant or building manager **in real-time** a list of vehicles authorised to be in a car park at any given time. KERB's enforcement features are designed to support car park attendants as they do their job. Importantly, KERB's enforcement features allow commercial landlords, property managers and car park operators to identify abandoned vehicles, and to access the driver credentials of those vehicles.

## How does it work?

- 👤 Invite your Property Manager or car park security guards to join KERB, via the app.
- 📄 Each car park attendant or property manager can, at any given time, see the details (eg, licence plate), and enforcement history, of the vehicles which have a valid KERB booking.
- 🔍 The attendant can add the registration of any cars parking illegally, plus notes and photos for future reference.

## KERB collects the following information on parkers:

- 👤 Full Name
- ✉ Email
- 📞 Phone Number
- 📄 Vehicle Registration (optional)
- 👤 Driver's Licence (optional)



# Consideration PROMOTE ACCESS VIA iOS CarPlay

Before the end of 2020, KERB will become one of the first parking apps in the world to launch a version of its app on Apple's CarPlay. It will be the only parking app to launch on CarPlay in multiple countries. Which means that potentially of tens of millions of connected cars around the world will be able to find, book, access and pay for parking spaces – all from within the dashboard of their vehicle.

Giving parkers in your buildings the option to book and access parking through their phones, or via their car's dashboard, adds another dimension to the notion of truly "contactless parking", and will give landlords and operators in Ireland who offer this feature a competitive edge over those that don't. Why? Because in a post-COVID19 world, being able to enter a car park without even lowering a vehicle's window will be a significant advantage.

KERB parkers using the CarPlay version of KERB will be able to open the respective gates at your car parks in exactly the same way as they will be able to open the gates via their phone. For example, a private resident who needs access to restricted parking zone G, S or T will be able to open any gate or roller door which has a KERB Box™ attached, whether they are pressing a button on their phone's home screen or on their vehicle's dashboard.



# Consideration CONTROLLING ACCESS TO PRIVATE, NESTED AREAS



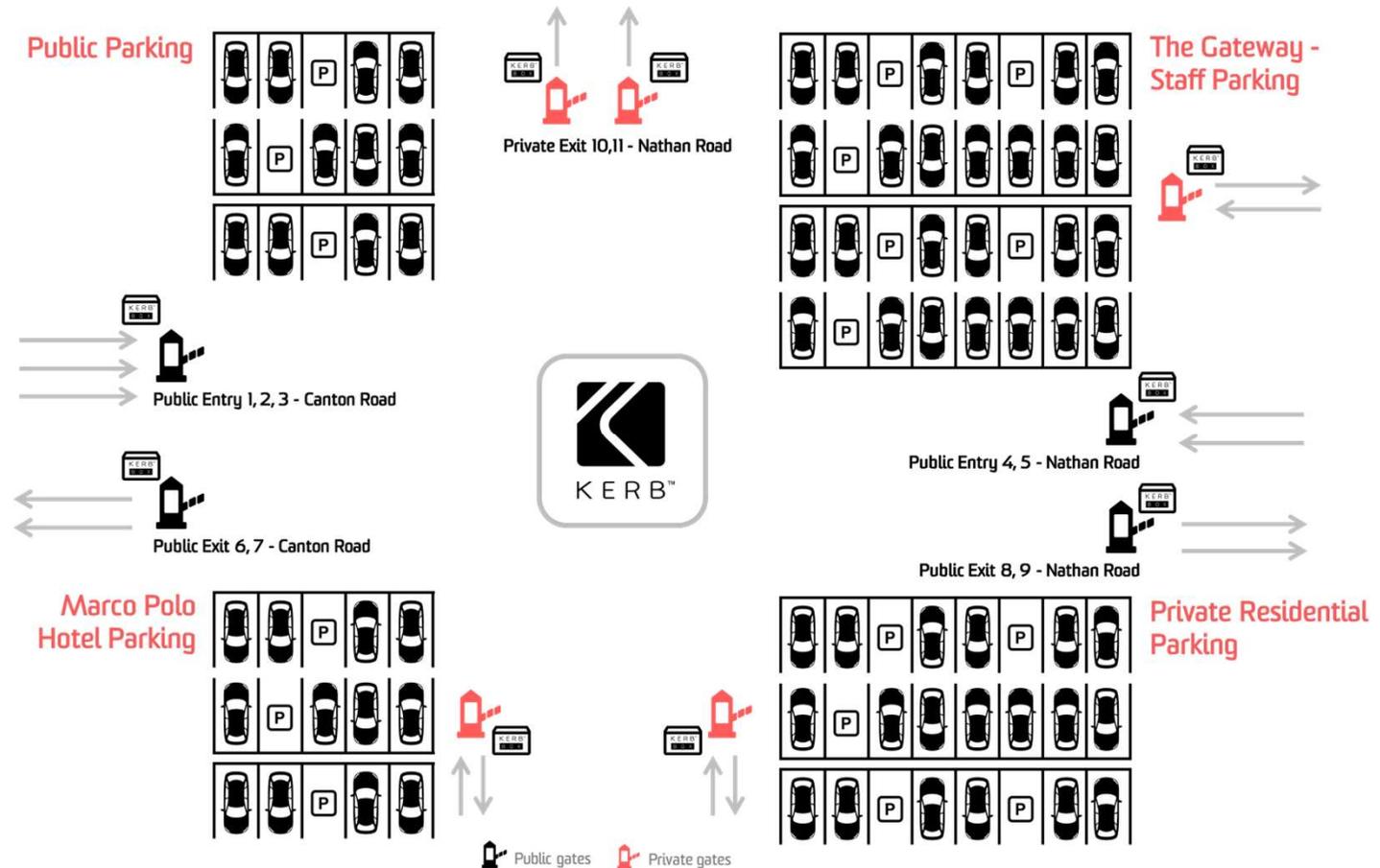
Via the KERB Box™, KERB gives you the flexibility to manage the flow of vehicles into the correct nested areas of your car parks. Each KERB Box™ can be easily programmed to allow or prevent access to different areas of your car parks, based on the parker's booking on KERB. This is especially relevant for private spaces.

## 1. ALLOW ACCESS

Because the KERB platform allows car park owners and operators to tailor their car parks down to the *individual bay level*, a parker's route through a series of car park gates can also be controlled. KERB can automatically alert your building's management or the local car park operator when a parker has not parked in the correct area

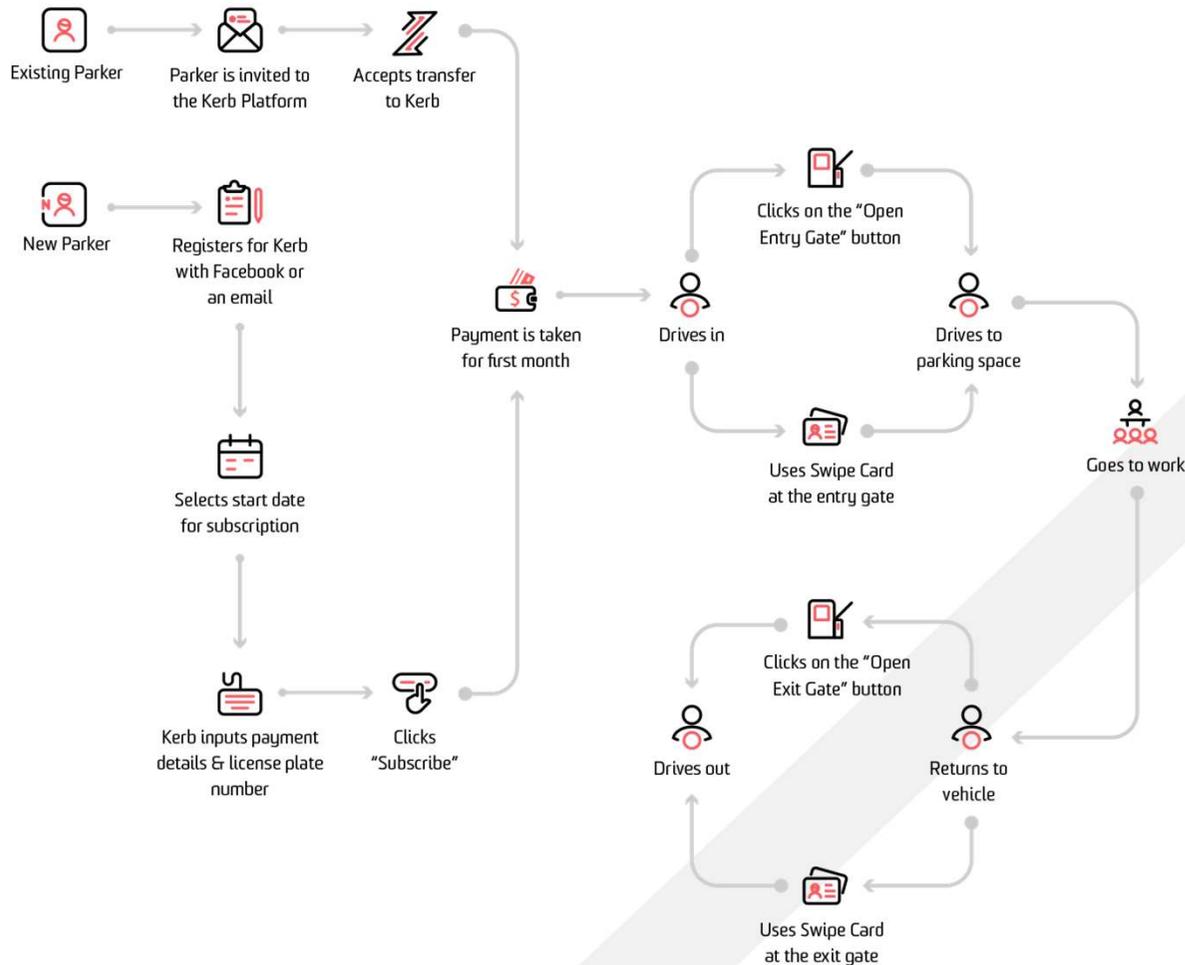
## 2. PREVENT ACCESS

With a KERB Box™ on each gate, even the most complex car park can easily be tailored to prevent certain parkers accessing certain areas of the car park.



(Example)

# Consideration SUBSCRIPTION PARKING



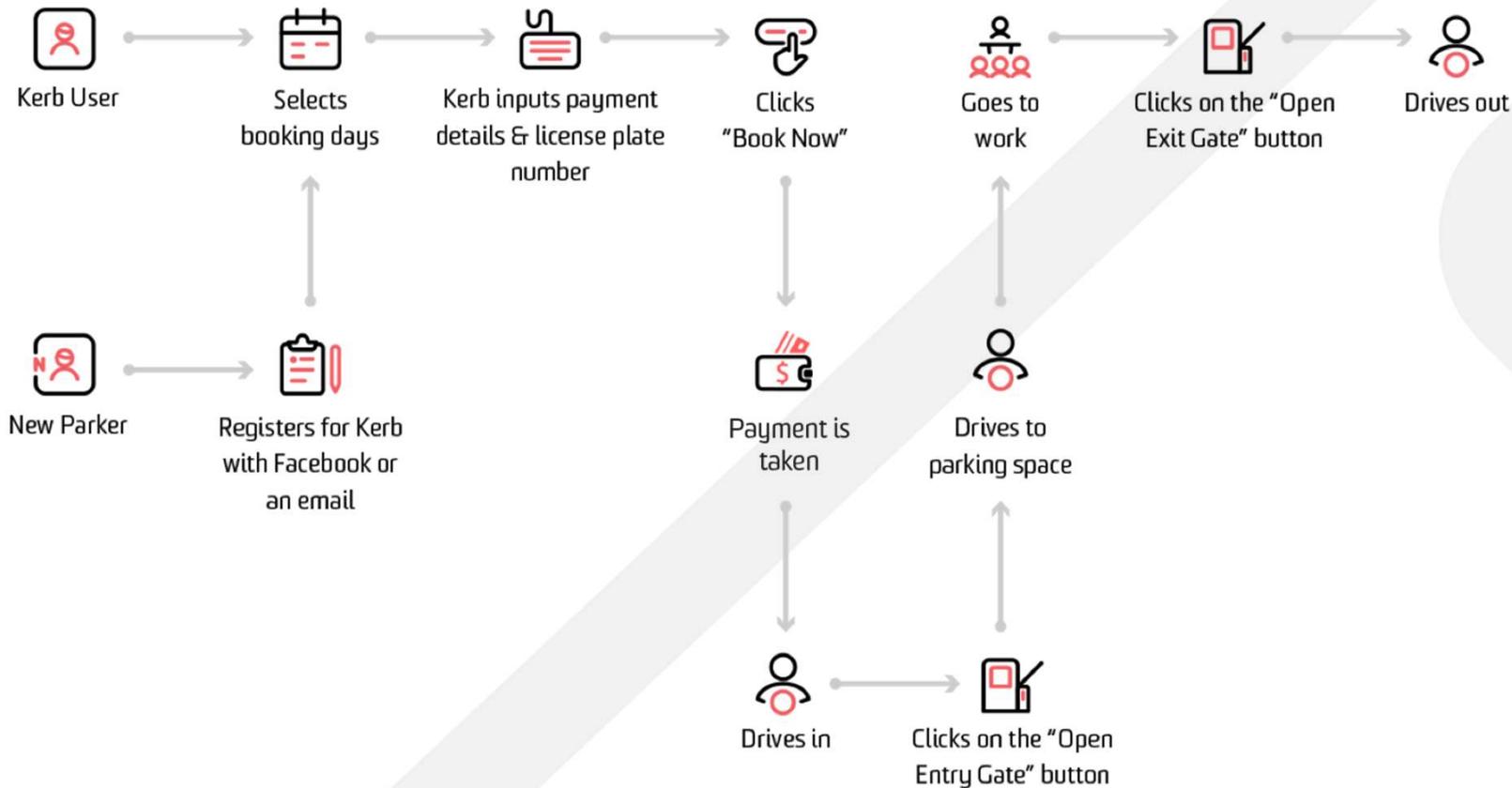
Your private parkers can subscribe to a parking space on a weekly or monthly basis. They simply select their start date, add their vehicle registration and (if their parking is not part of their lease agreement) they are direct-debited in advance for the booking period on the booking start date. The space owner or the driver can terminate a subscription at any time. The driver will be able to continue to park up until the end of the booking period.

In cases where your tenants have negotiated special parking rates with their staff or visitors, KERB can create unique discount codes to lower the price of the subscription for a driver. These discount codes can be set to expire after a certain length of time. KERB can also use its 'private bays' mode, whereby your parkers can access their parking bay via personal invite.

For residents and tenants whose parking is paid as part of their lease agreement, parking rates on KERB will be set to \$0, and they can book and access their parking spaces - and use all the features of KERB - at no cost.

# Consideration BOOK-IN-ADVANCE DAILY PARKING

KERB's daily parking feature is especially relevant in a Post-COVID19 world, where many workers are only commuting to their office a couple of days a week and so no longer need a monthly parking arrangement. Giving parkers the ability to book daily parking in advance gives them peace-of-mind, and also ensures that parking revenue is captured by the landlord in advance of the parker arriving.



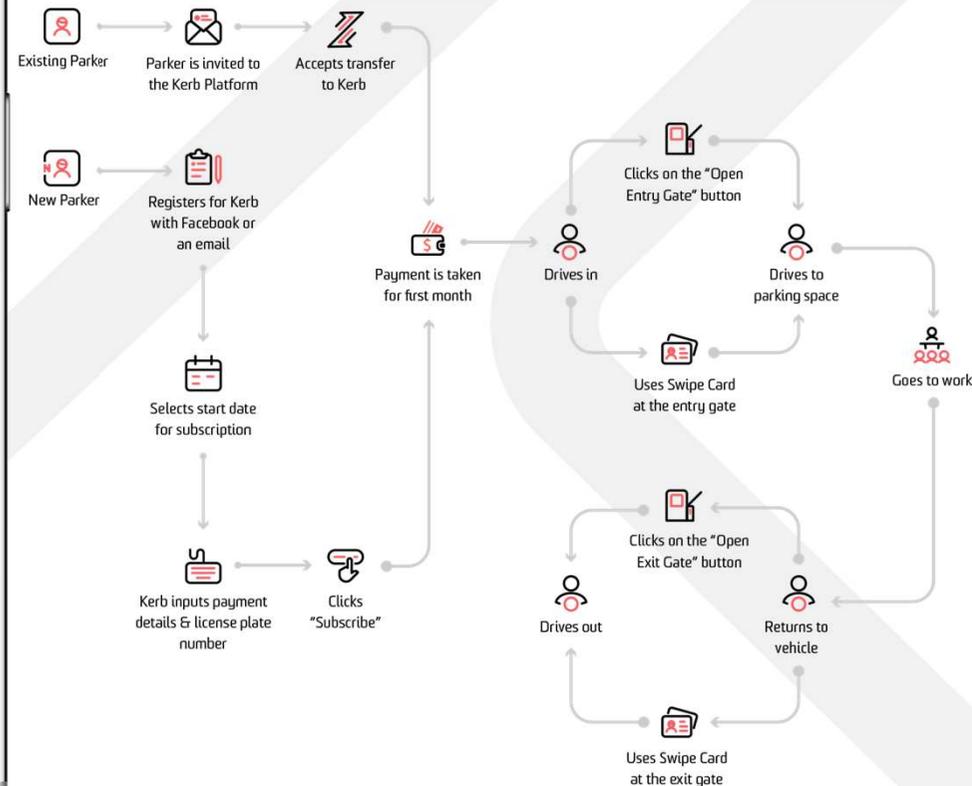
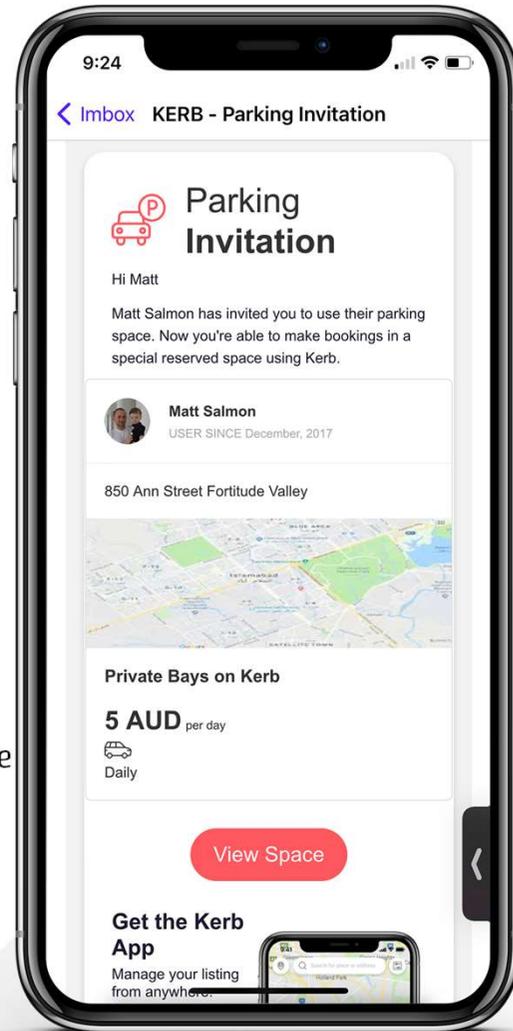


# Consideration PRIVATE RESIDENTIAL/TENANT PARKING

KERB caters to all existing parking arrangements in your buildings, including 'private' parking.

From KERB's experience, one of the biggest obstacles for commercial landlords wanting to transition to a new parking system, is the many different legacy parking arrangements in place with tenants. Tenant A pays a certain rate for parking, while Tenant B pays a different rate. And Tenant C doesn't pay at all.

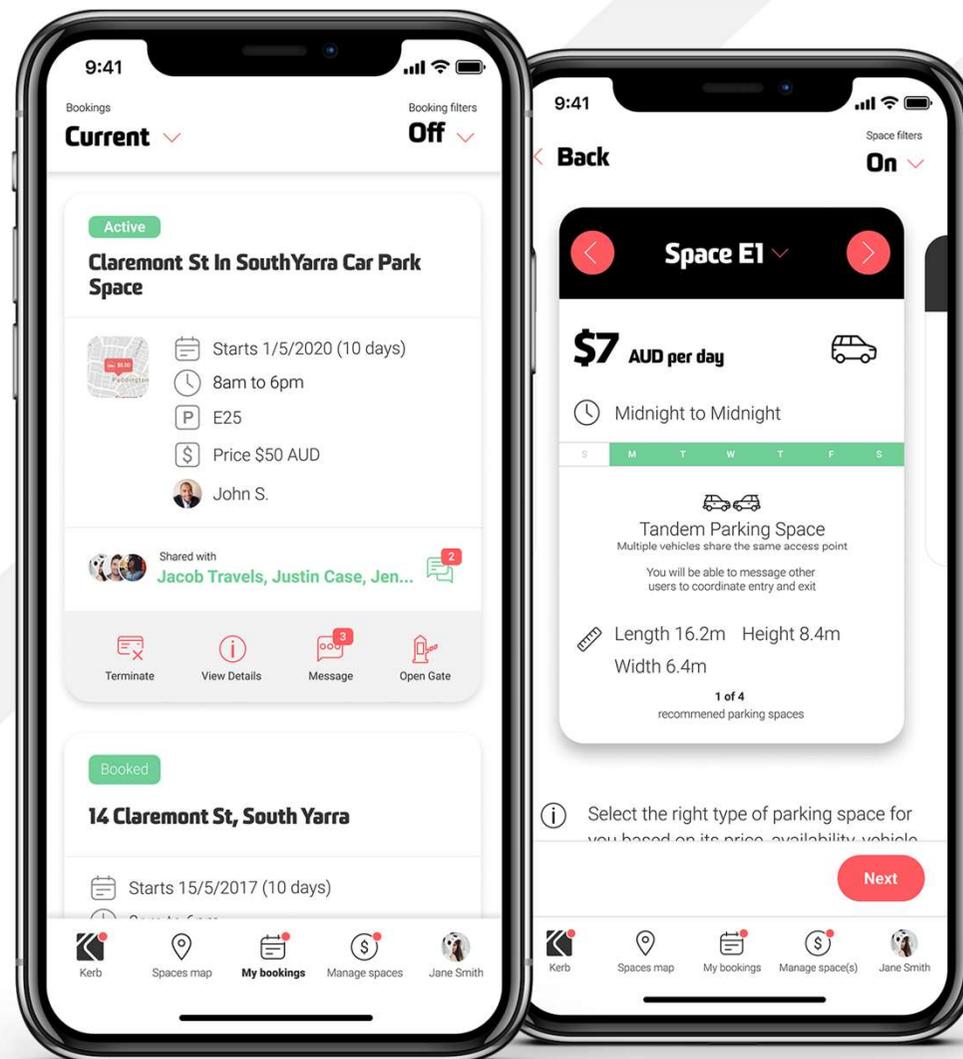
KERB solves this problem with its highly popular 'private' bays feature. Individual bays in your car park can be priced at many different rates, but these rates will not be visible to the public, or to other tenants. A resident or tenant parker will only be able to see the details of their specific bay, once they have accepted an emailed invitation from their parking administrator.



# Consideration TANDEM PARKING

KERB manages tandem parking virtually, by connecting tandem parking users with each other via the KERB in-app messaging tool. This allows the parker in, say, Bay 1A, to communicate to the parker in 1B that they will need to leave earlier than usual. The drivers can then re-arrange their vehicles as required.

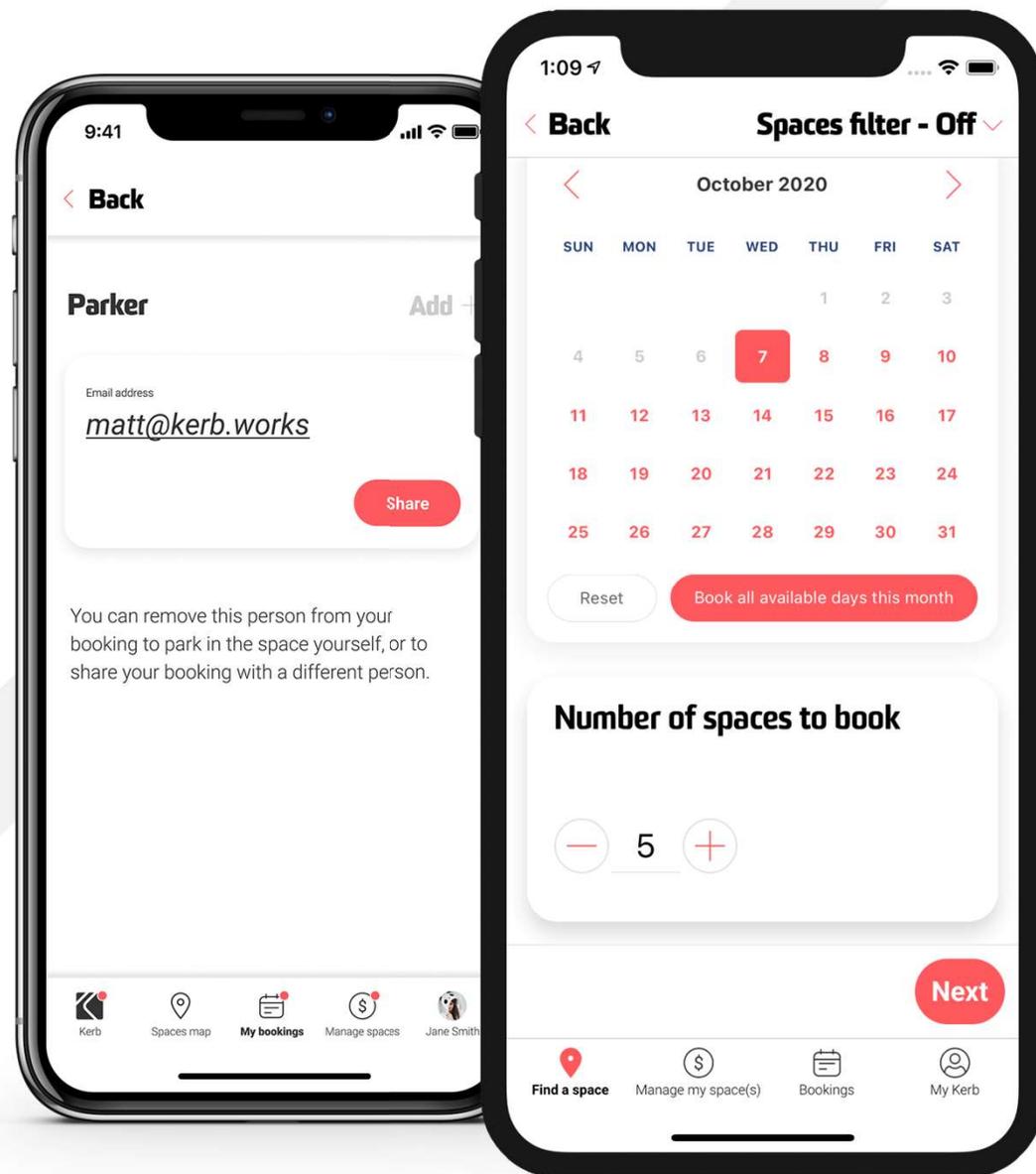
KERB's Tandem Parking feature provides a neat solution to what can often be a high-friction parking experience.



# Consideration **BULK BUYING**

Commercial tenants can purchase parking spaces for their employees by booking them on KERB and then inviting staff members to be parkers for those bookings. KERB is also able to handle company-allocated bays as part of a lease arrangement – even if these bays are effectively ‘free’ to book via KERB. Many commercial landlords around the world use KERB’s software in this way – ie, to open car park gates and to allocate parking bays to their residents, tenants or staff.

KERB does not support the ‘reselling’ of bays. For example, a tenant purchasing parking spaces cannot sell them via KERB to an employee, although they could perform activities like this off-platform - by allocating their bookings to their parkers on their own terms.



# Consideration PAYMENTS

Parking with KERB is completely cashless and entirely app-based. In a post-COVID-19 world, the move to cashless payments is likely to accelerate.

KERB uses Stripe to collect credit card and debit card payments, and has conducted a number of eWallet integrations in different parts of the world.

KERB automatically transfers any parking fees owing to car park owners within 48 hours or can remit funds on an agreed schedule – e.g, once a month/quarter – as appropriate.

**stripe**



## Consideration PREMIUM PARKING KERB Zones™

In certain locations there is a gap in the market for a 'premium parking' product, which sits between standard parking and valet parking. Painted, well-lit KERB Zones™ fill that gap, just "Premium Economy" filled the gap between Economy Class and Business Class on an airplane.

A KERB Zone™ is a black-and-white painted area of a car park, located close to the elevators or building entrance. Parkers pay more to park in a KERB Zone™ than in a regular parking space, in return for a cleaner, better located, and (ideally) wider parking berth. KERB Zones give landlords the opportunity to give certain parkers the feeling that they are 'special', by giving them a premium parking space, but without the price-tag of valet parking.

In a Post-COVID19 world, wider KERB Zone™ spaces significantly enhance the look-and-feel of the car park, while improving the customer experience for parkers who have been allocated a KERB Zone™ space. KERB Zones™ could automatically be allocated to VIP shoppers booking parking through KERB, or to Club Floor guests staying at the hotel in your building, when they make their room reservation. KERB is currently building out API functionality for this specific hotel use-case.

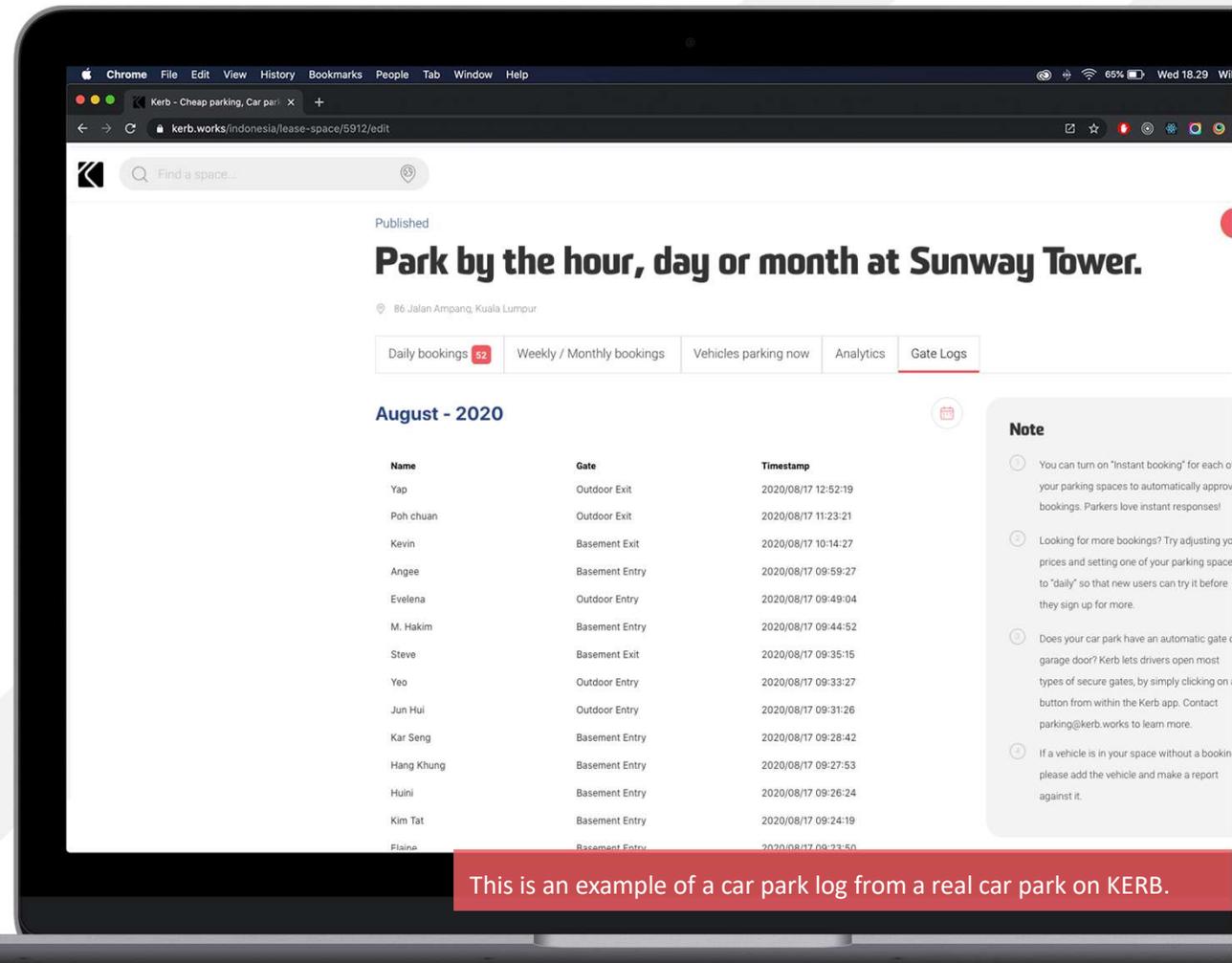


# Consideration GATE LOGS

With KERB and the KERB Box™, your site's administrators and parking attendants will know the following information about a user in real-time.

- First Name
- Last Name
- Email
- Phone Number
- Car Park Entry Time
- Car Park Exit Time
- App Usage

With the KERB Box™ and gate logs, KERB can alert staff of fraudulent activity around access points. The KERB Box™ completely eliminates RFID/swipe card abuse in your car parks.

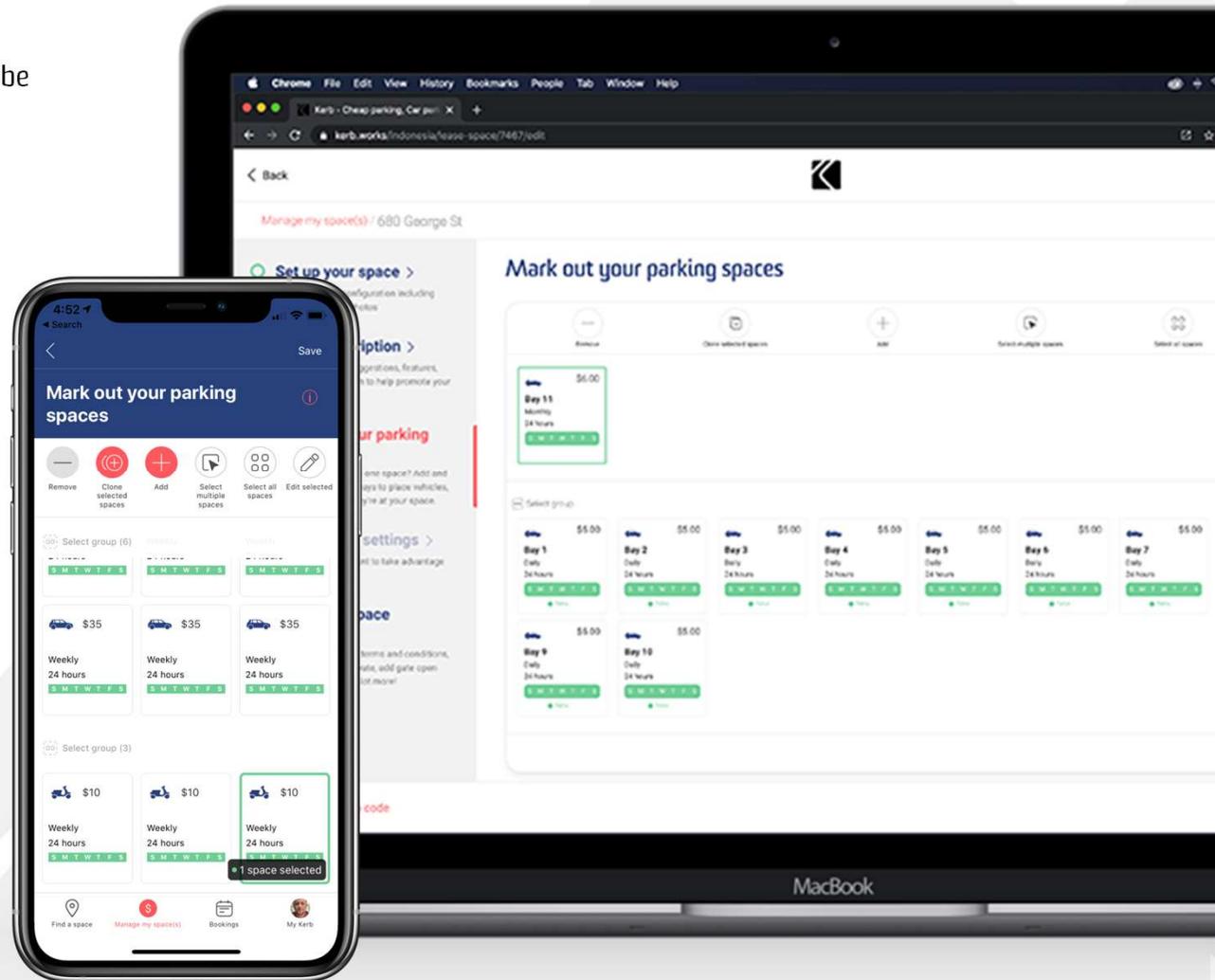


# Consideration CAR PARK AUTOMATION PLATFORM

KERB's car park automation platform is designed to be a completely **self-service** tool for property managers. This platform enables any car park to be digitalised while using all existing car park hardware and products.

With KERB, your tenants, building managers and car park operator can:

- Control price based on vehicle type and demand.
- Switch bays on/off depending on availability and demand.
- Name and number parking bays.
- Restrict bookings via passcodes or private URLs.
- Monitor parking infringements.
- Customise Terms and Conditions.
- Access dashboards and car park reports.
- Reduce overheads by minimising software upgrades and hardware maintenance fees.
- Give 3<sup>rd</sup> party attendants or property managers 'Enforcement-level access'.
- Access data on the people parking, and remarket to them.
- See dashboards and real-time analytics
- Set up whole new car parks in under 20 minutes



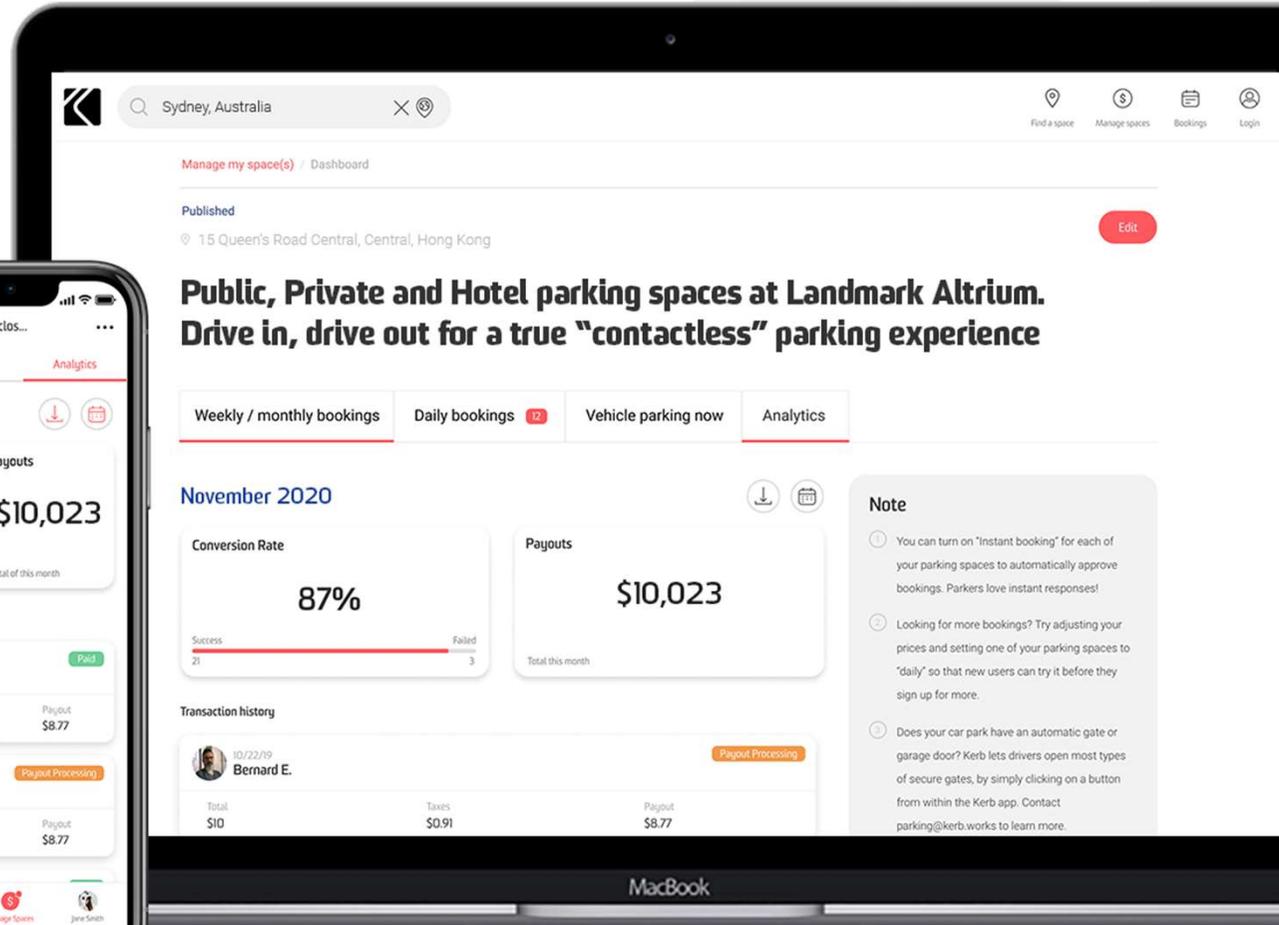
# Consideration REPORTING & ANALYTICS

KERB's car park automation platform contains dashboards which will allow space owners to access useful metrics such as monthly revenue and conversion rates.

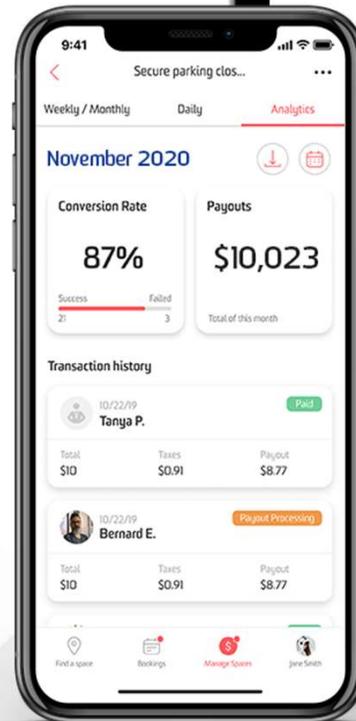
KERB also provides an at-a-glance view of specific transactions that occurred in any given car park, on a particular date. These reports can be accessed through both the website and mobile app versions of KERB.

KERB is constantly building additional reports and analytics into the platform, and can tailor **monthly reports** to suit the needs of your management team.

Desktop reports (example)

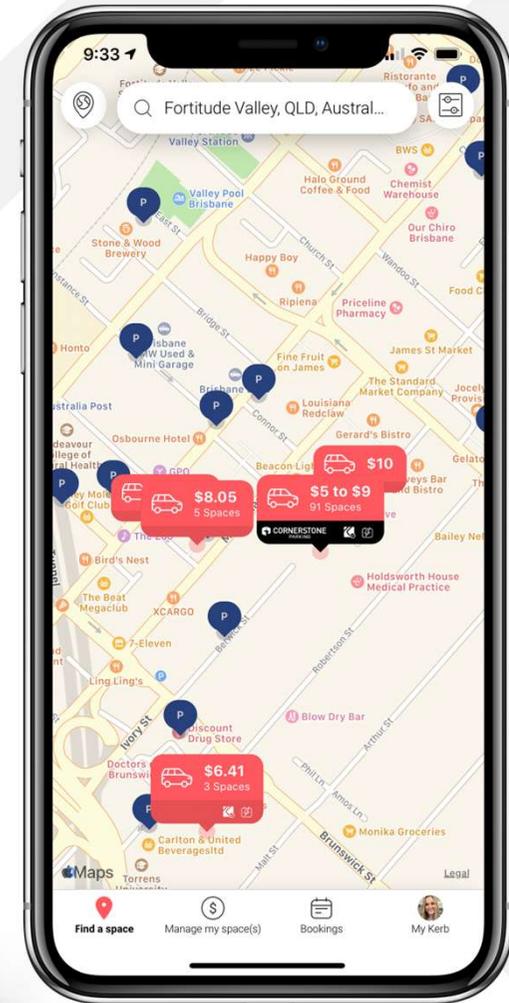
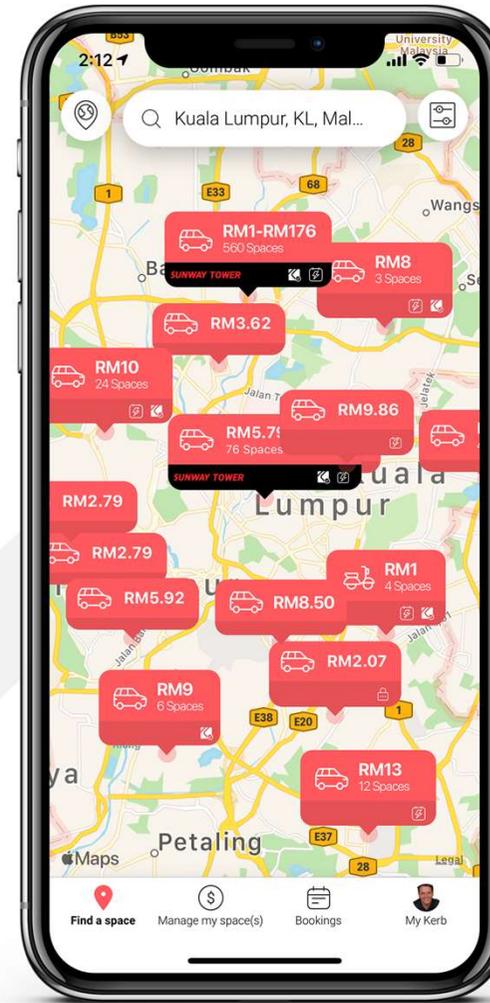
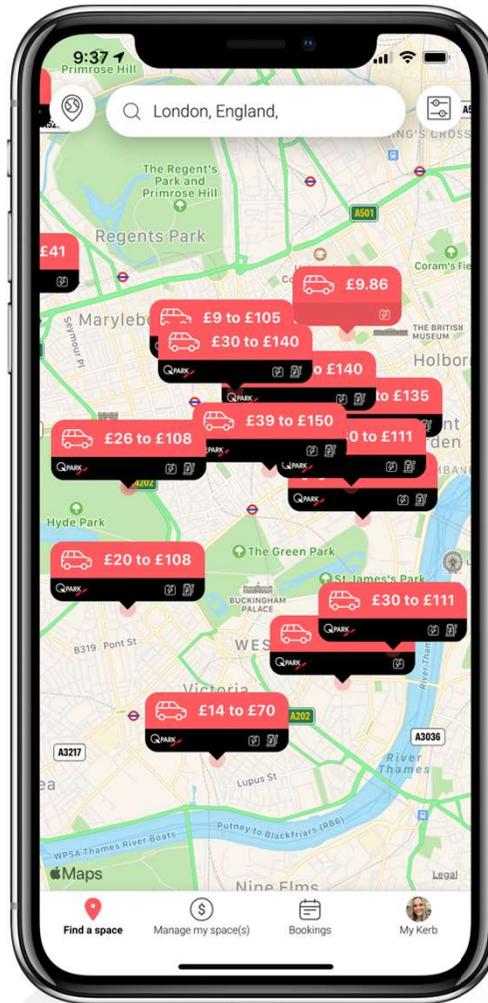


Mobile reports



# Consideration **BRANDING & EXPOSURE**

Each car park listing on KERB has its own customised page/screen, with photos and a captivating description. Large car park operators and commercial landlords also have the option of adding their logo to the KERB map marker and invoices. KERB has a 'Space-Alerts' function, which allows parkers to tell KERB in which street or suburb they are looking to park. Once a new space or car park is listed on KERB, the list of users who are looking for spaces in that location will automatically be sent the details of the new listing. This is a great way to gain exposure for your car parks.



## Consideration **TECHNICAL SUPPORT**

KERB has a talented team of 20+ full-time software engineers and software architects, based out of Jakarta, Indonesia, and in various locations across India. KERB's CTO and co-founder is based in Brisbane, Australia. All of these team members provide technical support of some kind, and are available to quickly resolve technical issues. KERB has implemented automated alerts to its Engineering team, which trigger if ever the platform is experiencing issues. The KERB Box™ gate-access system is programmed to automatically reboot if it fails. It contains a battery in case of power-failure, has a fallback GSM switch built in, and can be re-activated remotely via SMS.



# Consideration SIGNAGE

Prominent signage is key to letting parkers know that they can enjoy a mobile-first + contactless parking experience via KERB. Signage can be KERB-branded or co-branded.

KERB can provide your organisation with a range of signage options – including:

- A-Frames
- Wall signage
- Reserved: Visitor Parking
- Corflute signage
- KERB Zone™ (painted) signage



Wall signage



Stencils



Wall signage



Flags



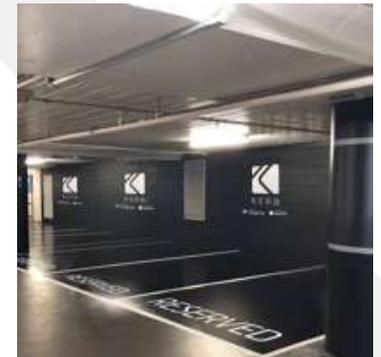
A-Frames



Boom gate signage



Banners



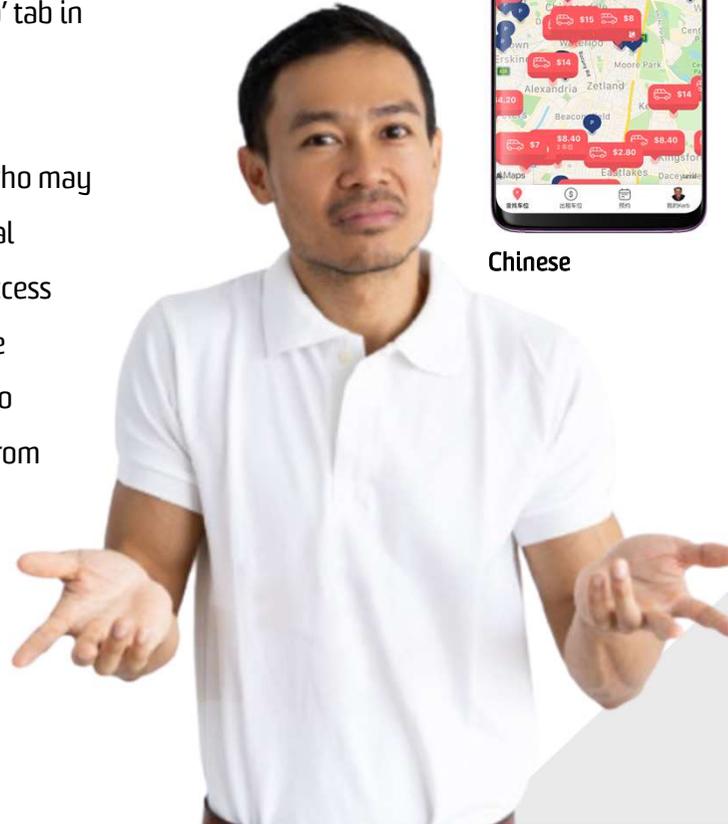
KERB Zone™

# Consideration FOREIGN LANGUAGE SUPPORT



KERB is fully translated into 20 languages. Both the KERB app and website automatically switch to the default language setting on a user's phone. Users can also switch between languages via the 'My Kerb' tab in the app.

If your car parks receive visitors from overseas, who may struggle with instructions in English or Traditional Chinese, KERB gives them the option to book, access and pay for parking in their own native language environment. Many expats and foreign visitors to Australia would already be familiar with KERB from their own country.



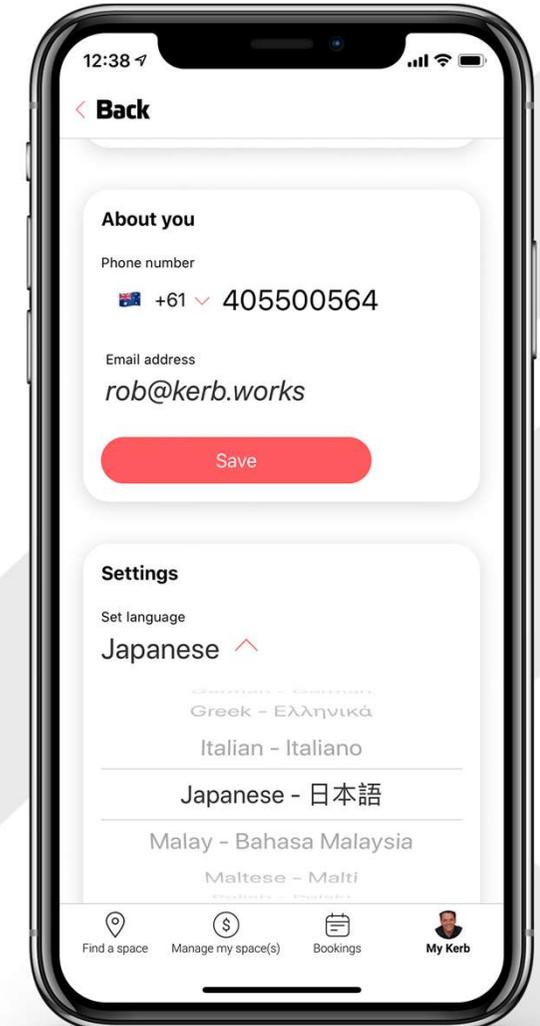
Chinese



Russian



Italian



# Consideration A SINGLE PARKING + MOBILITY ECOSYSTEM

KERB believes that in the connected cities of tomorrow there will be only one or two parking apps, and that they will form part of a broader, whole-of-city "mobility ecosystem". The same parking app will give me access to most car parks in my city – be that parking at the International Airport, the main shopping mall, at a 5-star Hotel, or in a private residential parking space close to my office. KERB is aiming to be that app in cities across the world. Your partnership with KERB is a strategic bet on the future of parking, mobility and data.

**Central Plaza**  
Thank you for parking at Central Plaza, Angel. Your parking fee of \$46 has automatically been charged. See you again soon!

**Bank of China**  
KERB Visitor alert: Mr Simon Cheung has just arrived in the car park. Please expect him in the next few minutes. The KERB Team.

**Jardine House**  
Thank you for parking with KERB. See you back at Jardine House soon!

**Cheung Kong Building**  
Jacky LAU - 31  
KERB Silver. Parker. Rewards: 98

**Far East Finance Centre**  
Francois MARTIN - 57  
KERB Gold. Parker. Rewards: 853

**Victor LEUNG - 55**  
KERB Silver. Leaser. Rewards: 280

**Albert LAI - 32**  
KERB Bronze. Leaser. Rewards: 28

**Ruttonjee Hospital**  
Welcome to Ruttonjee Hospital. Please park in KERB Zone 4 on Basement Level 2. We wish you a pleasant stay.

**Jason LEE - 48**  
KERB Gold. Parker. Rewards: 762

**Novotel Hong Kong Century**  
Dear Mr Smith, welcome back to Novotel Hong Kong Century. Please make your way up to the Club Floor lounge on L32 for check in. Our friendly team will be waiting for you. Adam Coleman, Duty Manager.

**Jade CHEUNG - 29**  
KERB Silver. Parker. Rewards: 111

**Wan Chai MTR Station**  
Welcome back to Wan Chai MTR Station, Tom. Reminder: there is a parcel waiting for you in the KERB Collect lockers next to Exit 4. Wishing you a great day!

**Wanchai Sports Ground**  
Tom LI - 21  
KERB Silver. Parker. Rewards: 190

**Harbour Road Sports Centre**  
Welcome to Harbour Road Sports Centre. Why not take advantage of our 20% membership discount? Available this week only. Please speak to Reception.

**Helen TANG - 54**  
KERB Bronze. Leaser. Rewards: 28

**Amber CHOW - 43**  
KERB Gold. Parker. Rewards: 456

**Angel CHEUNG - 33**  
KERB Silver. Leaser. Rewards: 221

**HK Convention and Exhibition Centre**  
Iris CHAN - 26  
KERB Gold. Leaser. Rewards: 379

**Times Square**  
Welcome back to Times Square. Your parking has been paid for today courtesy of Starbucks. They have a 2-for-1 coffee deal on today. (Shop 34, Level 2.) Have a great day!

**Iris CHAN - 41**  
KERB Bronze. Parker. Rewards: 74

**Sunlight Tower**  
Great news, Helen! Another \$580 parking subscription confirmed!  
Parker: Albert Lai  
Dates: 14.11.2020-14.12.2020  
Vehicle #: A56 BWG  
Thank you for using KERB!

**KERB App Interface:**  
9:41  
KERB™  
Your city. On the move.  
Plan Your Trip | Parking in Your City | KERBode Assistance  
Collect Parcels | Car-sharing | EV charging  
Vehicle Services | Best Fuel Prices | KERB Rewards  
STARBUCKS 2-for-1 coffees all week. Come see us at L2 Festival Walk



K E R B™

**If you are interested in:**

1. Eliminating the administration, cost, and revenue-leakage associated with legacy access/equipment systems (expensive gates, RFID access cards, tickets, etc);
2. Replacing a 20<sup>th</sup> century sub-standard parking experience with a 21<sup>st</sup> century 'mobile-first' + 'touchless' experience fit for a Post-COVID19 world;
3. Using data and real-time insights to understand the WHO/WHERE/WHEN of your customers' parking habits...

Get in touch today.

We would love to speak to you.

**Thank you**

**Riki Tiilikainen**  
KERB Parking Ltd

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