
PROFESSIONAL CAR PARK SOLUTIONS.

THAT'S ACE.



ACE
PARKING





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Discover the Ace Parking difference and let us unlock the potential and untapped opportunities of your car park today.

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WHY

ACE?

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.





← PAY STATION & LIFTS

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ABOUT ACE

Professional car park solutions. That's Ace.

A highly innovative Australian company, Ace Parking is leading the way in providing intelligent, efficient and affordable car parking solutions. Our approach is fresh and energetic, we're constantly challenging ourselves to do things better. At Ace, we have a rigorous drive to achieve the best for our clients with our superior service and technology.

Ace Parking are proudly local and accountable. We like to build a long term relationship with our clients and offer a personalised service for each and every site. Also, because our business is focused solely in Australia, we have a great deal of experience and operational insight specific to this region, allowing for fast responsiveness to the ever-changing needs of our clients.

Being a local company also means we can be more flexible with our offering. Our services are customised to meet the specific needs of each of our clients.

We recognise that every business has individual requirements, so we develop solutions that are tailored to maximise each sites' unique potential.

And, when it comes to the dollars, we like to offer the right deal, growing a viable asset for your business. With your return on investment top of mind, we pride ourselves on offering the right deal, ensuring your car park is a viable growth asset for your business.

Maximise the potential of your car park business, reduce your costs and increase your revenue. That's Ace.

ACE SERVICES

Full service car parks. That's Ace.

We manage and operate car parks to provide the most positive and hassle-free 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.



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 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 location
- Remote intercom assistance services
- Remote equipment operation
- Pay 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.



ACE E-EQUIP

Innovative parking solutions. That's Ace.

Ace Parking is the one-stop shop for all car park equipment needs and we uphold the highest standards of maintenance. We enjoy close relationships with core suppliers, always striving to develop best practice solutions for our clients.

Our diverse range of providers, including CDS Worldwide, Ski Data, Scheidt & Bachmann, TMA Group, DataPark and Database Consultants Australia, assist us to deliver cutting edge, intelligent car park systems.

Ace Parking also have a team of qualified tradesmen on standby, if required for service and upgrade works, with the added experience and flexibility to work with any preferred supplier.

WE OFFER A RANGE OF EQUIPMENT SOLUTIONS INCLUDING:

- Access control systems
- Parking equipment selection
- Automated parking systems
- Meters and pay and display ticketing systems
- CCTV and remote monitoring systems
- Intercom and communication
- Dynamic signage
- Vehicle detection systems (Precinct/Bay Guidance Wayfinding Systems)
- Car park accessories
- Ticketless Parking Systems
- License Plate Recognition (LPR/ANPR)

Ace Parking are highly experienced in providing the most innovative, cost effective and efficient equipment solutions which can be easily integrated into clients' existing systems. We work closely with suppliers to source, supply, manage, support and improve car parking equipment and technology for our clients. Our eBooking system, License plate recognition (LPR) technology and bay guidance system solutions are increasingly popular with clients who want to modernise their operations.

WE OFFER A RANGE OF CAR PARK MANAGEMENT SYSTEMS INCLUDING:

- Automated parking systems
- 'eBooking' - Online/Pre-booking System
- License plate recognition (LPR) technology
- Mobile payment technology
- Vehicle detection systems (Precinct/Bay Guidance Systems)
- Online reporting



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
- Crown Casino
- St George's Health Service (St Vincent's Hospital)
- Techne Group
- Peninsula Health (Frankston Hospital)
- 5 SCR Pty Ltd
- Centro Properties Group (Federation Centres)
- Central Equity
- Department of Treasury & Finance
- Vic Roads
- VicTrack
- Vision Australia
- ISPT
- Australian Property Network
- ING Management
- MAB Corporation
- MAS Build
- Hickory Group
- Pomeroy Pacific
- City of Whitehorse
- Senfam Group of companies
- CB Richard Ellis
- DTZ Australia

OUR CURRENT OPERATIONS

While we have been solely focused on developing our business operations in Victoria, we are now seeking opportunities to expand into other states. Our current portfolio consists of over 40 car parks with more than 5000 spaces. Some of our sites 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)
- Australian Tax Office - 990 Whitehorse Road, Box Hill - 410 spaces (lease 5x5)
- Bowen Crescent, Melbourne - 465 spaces (3 year management agreement, renewed for 3rd time)
- Healthscope - Knox Private Hospital, Wantirna - 700 spaces – consultancy and management services (ongoing)
- 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)
- Centro Box Hill - 8-8A Prospect Street, Box Hill (lease, term - indefinite)
- Glassworks - 23-25 Gipps Street, Collingwood - 100 spaces (joint venture 1x1x1)



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 queue of cars up to level 7 to exit the car park in the evening.

Major congestion during peak times



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



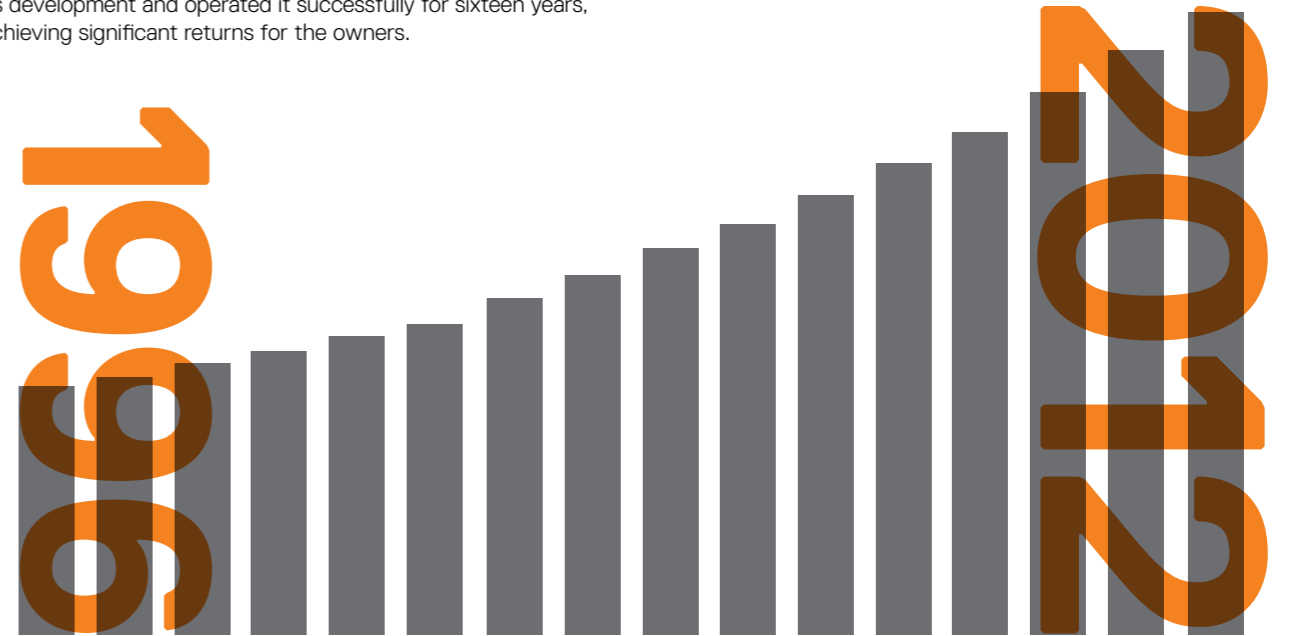
THE RESULTS:

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.

PROFITS UP BY
\$500,000[▲]
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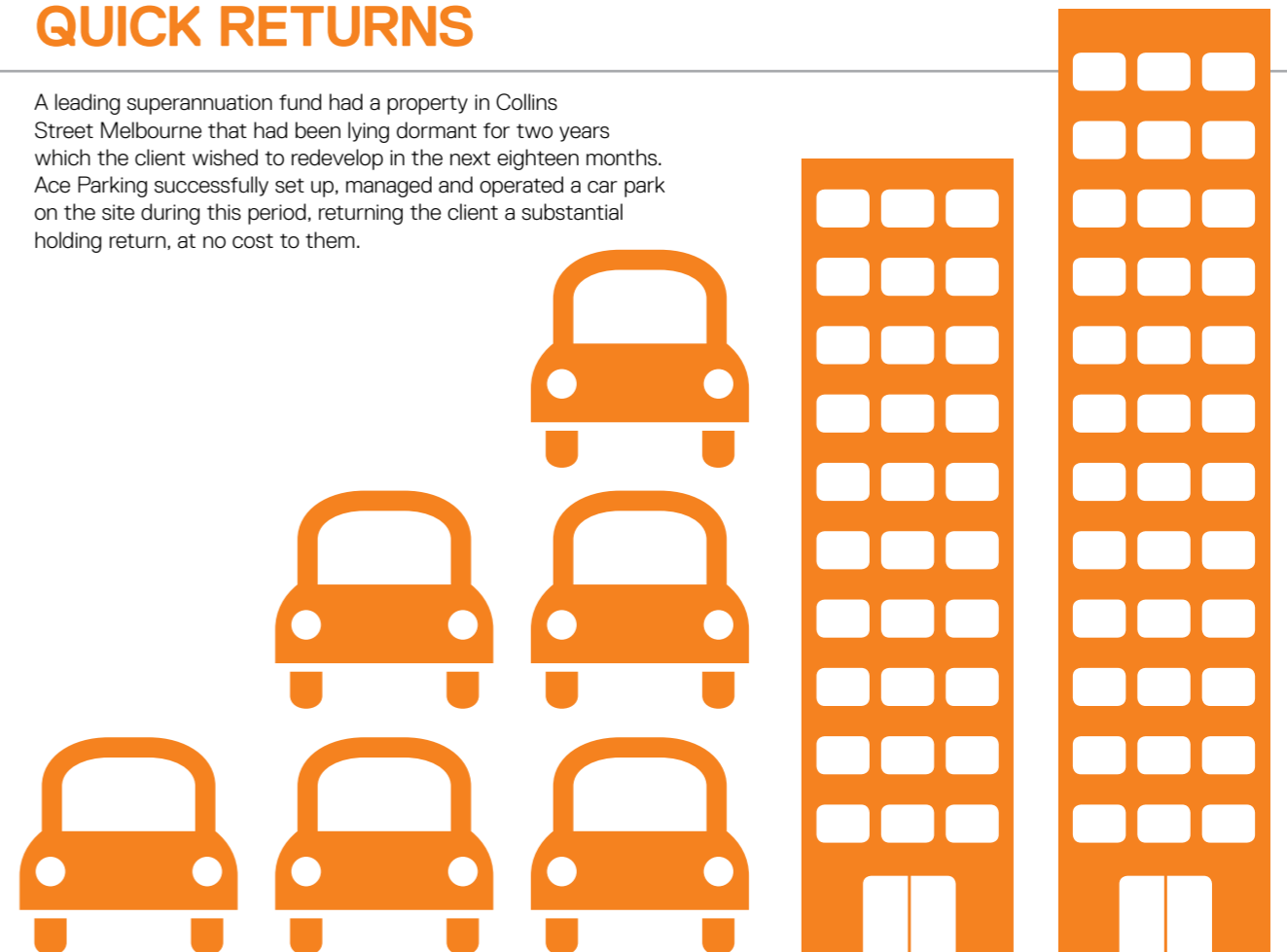
STRONG RELATIONSHIPS

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 holding return, at no cost to them.



CASE STUDIES

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

In 2011, after 2 years of feasibility studies, planning and strategy development, Ace Airport Parking 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 investors requested Ace Parking's consulting services to provide an audit of the market, evaluation on the property and review of the incumbent tenant.

Once under new ownership, Ace Parking was able to submit a favourable lease offer for the site and reopen the facility as Ace Airport Parking in July 2011.

THE CHALLENGE:

After 5 years, the incumbent tenant had been unable to capture strong market share to complement their other airport parking sites, which resulted in the use of this premium facility as an overflow car park. Their unsatisfactory rental return to the owner was consequently the catalyst for the sale of the property.

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-than-desirable customer experiences.

In addition, the parking equipment was not being utilised correctly for optimal efficiency, reducing the overall car park performance and revenue potential.

THE SOLUTION:

Ace developed a proactive marketing strategy that would:

- Build awareness for the Ace Airport Parking brand and site
- Educate the market about the viable alternative available to on-airport parking
- Capture a greater share of the existing off-airport parking market
- Attract new customers, particularly those that haven't used an off-airport parking provider previously
- Increase Ace Airport Parking's revenue

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 rewards 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 the future.



ACE CAPABILITY

FINANCIAL RELIABILITY

Ace Parking have been successfully trading since our inception in 1992 and its later incorporation in 1996. Our high financial standards are supported by the fact we own all of our plant, equipment, offices and workshops.

We have no significant loans or outstanding obligations and are in a strong position to invest in the future, with substantial cash reserves.

All financial details can be provided and verified through our accountants and auditors, Ingrams & Co. We maintain rigorous standards in our documented accounting procedures, with regular reporting that can be tailored to a high level of detail.

Likewise in our cash handling procedures, all processes are logged, digitally recorded and subject to audit.

INSURANCE

As standard, we maintain a Public & Product Liability cover to the value of \$20 million with Fidelity/Management Liability cover included within our business insurance policy (No. SMX017591499) with Vero Enterprise, a division of AAI Limited.

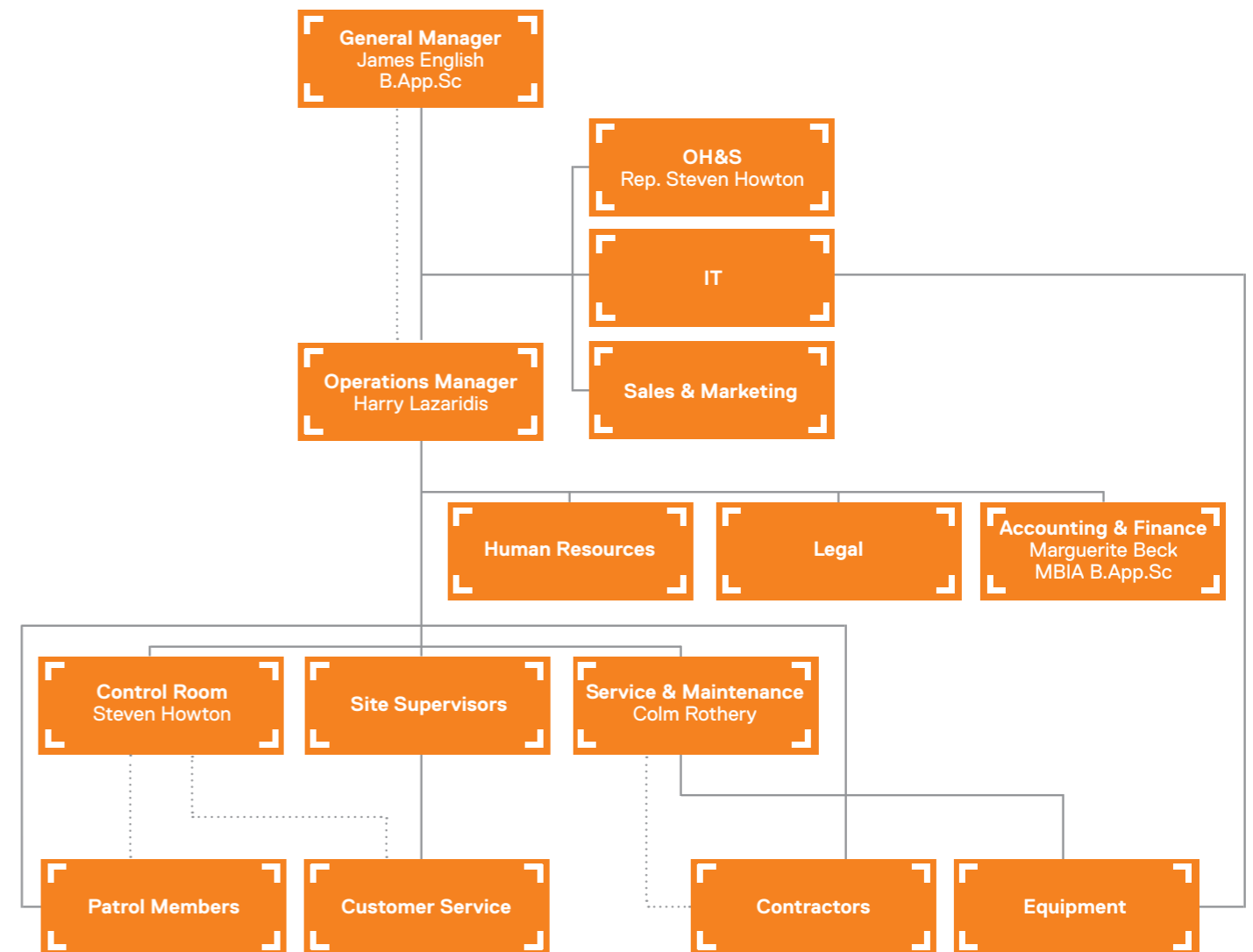
CERTIFICATIONS

The health and safety of our employees, clients and the public is paramount; accordingly, Ace Parking operates under an AS/NZS 4801 certificated Occupational Health and Safety System. Ace Parking Pty Ltd (HSEQ) Occupational Health and Safety System - AS/NZS 4801

We work to the ISO9001 Quality Management System, overseen by our Strategic Planning and Business Systems Manager, whose main role is to Plan, Act, Monitor and Review our business practices, processes, procedures and our service standards. Ace Parking Pty Ltd Lic No: OHS/R61/1010.



ACE PARKING STRUCTURE





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