



Project Parkit

Information memorandum

Strictly confidential

This document is intended solely for the use of prospective investors and relevant stakeholders who have been granted access by the issuer for the purpose of evaluating the investment opportunity.

August 2024

Disclaimer

This Information Memorandum ("IM") has been prepared by Parkit Sweden AB ("the Company" or "Parkit") as of August 2024 for a limited number of prospective investors. The sole purpose of this IM is to assist prospective investors in considering their initial interest in investing in the Company and determining whether to proceed with further investigations of the Company and its business.

This IM should not be considered as a recommendation by the Company, its shareholders, advisors, or any other person in respect of the Company, any affiliated company, or successor, nor does it constitute an offer, invitation, or recommendation for the sale or purchase of securities of the Company or any of its assets.

The information presented in the IM has been obtained from the Company and relevant publicly available sources and has not been verified by any third party. The IM does not purport to contain all the information the recipient may desire or require to make a decision to proceed with a further investigation of the Company. Interested parties should conduct their own investigations and analyses of the Company, the relevant market, and the data set forth in this IM, including the projections reflected herein. Although the information is considered to be correct, Parkit, its employees, directors, or shareholders do not take responsibility for the correctness or completeness of the information in the IM or any other material provided or made available to the recipient in writing, orally, or otherwise. The only information that will have any legal effect will be that specifically represented and warranted in a definitive investment agreement. The Company reserves the right to change the procedure or discontinue negotiations at any time without

prior notice and without giving any reason until a binding investment agreement has been signed between the parties.

The information contained herein includes certain statements, estimates, and projections provided by the Company and its shareholders with respect to the Company's anticipated future performance and development. Such statements, estimates, and projections reflect various assumptions concerning anticipated results, which may or may not be correct. Moreover, the information contained in this IM has not been updated after the date hereof and is subject to change, completion, or amendment without notice. Neither Parkit nor its shareholders have any obligation to update any such information or to correct inaccuracies therein or omissions therefrom which may become apparent, even where the parties involved become aware that the contents of this IM are inaccurate or incomplete.

This IM is not for distribution or release, directly or indirectly, in or into any jurisdiction in which the distribution or release would be unlawful. However, release may take place to interested parties eligible under local law.

The IM and this disclaimer shall be governed and construed in accordance with the laws of Sweden and Swedish courts as the exclusive legal venue. By retaining this IM, recipients confirm that they have read, understood, and accepted the terms of this disclaimer.

Communication or inquiries relating to a potential investment in the Company should be directed to the following representatives of Parkit:

Emil Nygren
COO

+46 72 743 98 70
Emil.nygren@parkit.se

Filip Eriksson
CEO

+46 70 467 54 22
Filip.eriksson@parkit.se

Louise Hejdenberg
CFO

+46 72 092 10 74
Louise.hejdenberg@parkit.se

Erik Agrell
CTO

+46 73 150 45 90
Erik.Agrell@parkit.se

Executive summary

Introduction to Parkit with an overview of the company's key investment highlights

Company overview

Market analysis

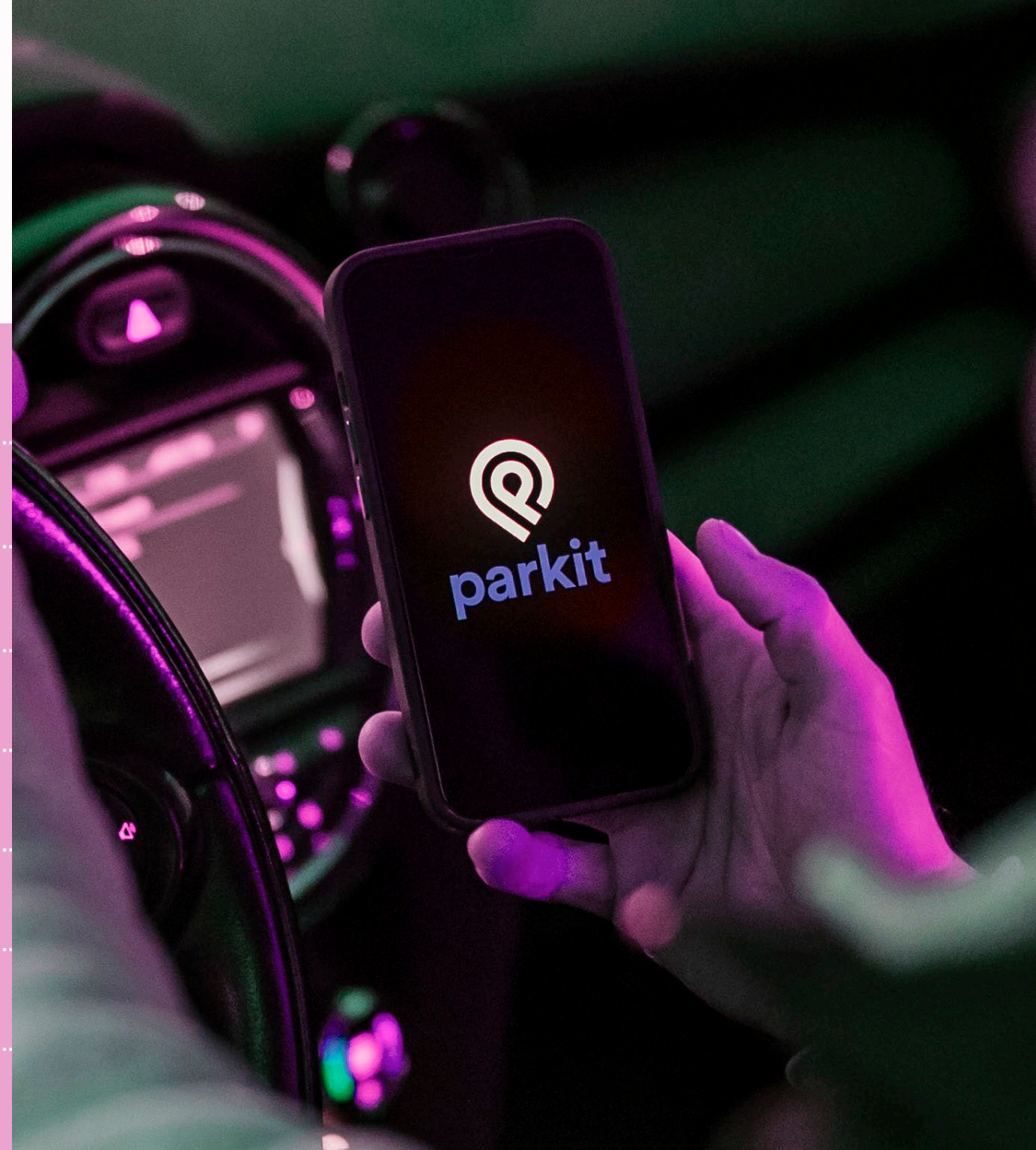
Theme and strategy

Asset portfolio

Financial performance

Risk factors

Business outlook



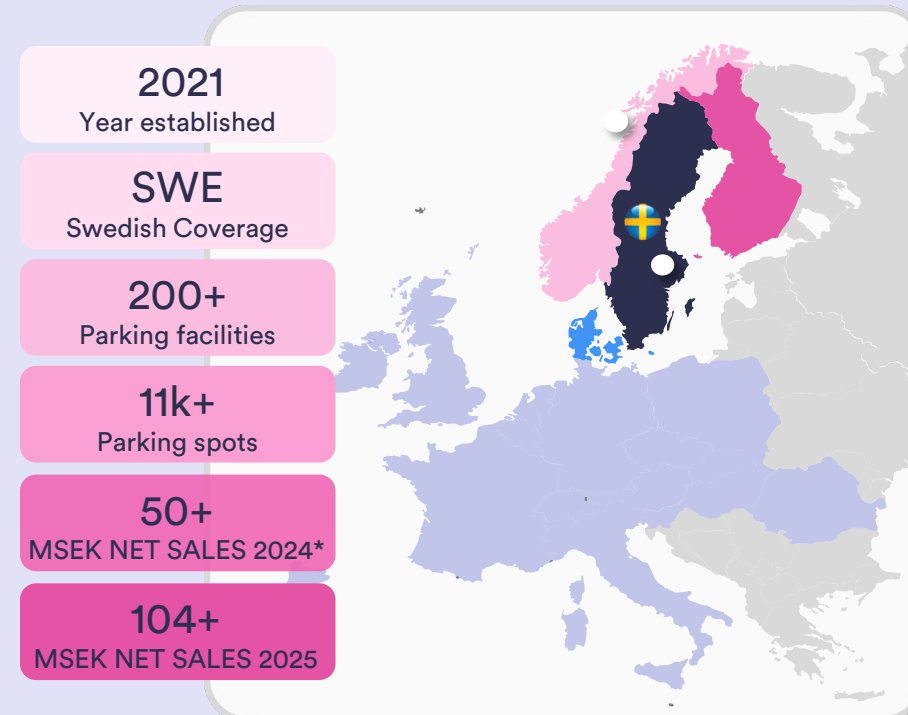
Exceptional parktech company with international ambitions

Historical CAGR exceeding 900% driven by rapid expansion and innovative market strategies.

Introduction to Parkit

- **Parkit.** Parking company challenging the normal way of doing parking
- **Targeted business sectors.** Targets commercial property owners and deliver ready-made systems to both property owners and end users.
- **High profile customer base.** Some of Swedens biggest Real Estate owners in the portfolio
- **Swedish coverage.** Headquartered in Stockholm with potential for international expansion
- **Superior technology.** First parking company to go full Saas mode and become a Parktech company
- **Financial strength.** Sync with Louise to see if we can find some interesting financial numbers to brag with automated processing Parkit can make the work of an administrative office of 100

Headquartered in Stockholm with international reach



* Figures are estimates for fiscal year of 2024

Key Investment Highlights

- 1 Parkit operates in the **most appealing market segment** characterised by **high tech** and **profitability**
- 2 Attractive macro trends of high demand for **digitalisation and sustainability** favour Parkit and its market position
- 3 Parkit is now **launching a new investment round**, inviting real estate profile investors to join our growth journey and provide property knowledge and expertise to help the investment grow
- 4 **Parkit's SaaS-inspired business model**, heavily subsidized by its **monitoring operations**, significantly reduces the costs of transitioning to a full SaaS approach
- 5 Proprietary toolbox with **tangible value creation plans** and established **growth plan**
- 6 **Well-oiled and experienced management team** of real estate and parking professionals with excellent track-record
- 7 **Parking as an Untapped Asset Class with High Value Potential:** Parking is often an overlooked asset class within real estate, yet it offers strong underlying dynamics and significant untapped potential. By optimizing parking operations, we help increase net operating income (NOI), which in turn boosts the overall value of properties — a critical factor for our customers.

1 Parkit operates in the most appealing market segment

Distinct position versus the other traditional parking companies in the market

Illustration of parking dynamics and Parkit's position



Advanced technology

- Real-time data analytics for optimization
- Seamless integration with existing infrastructure



SaaS Model

- Scalable business model
- Rapid growth potential



Proven track record of tech innovation



Cutting-edge AI and machine learning integration



Subscription-based, predictable revenue stream

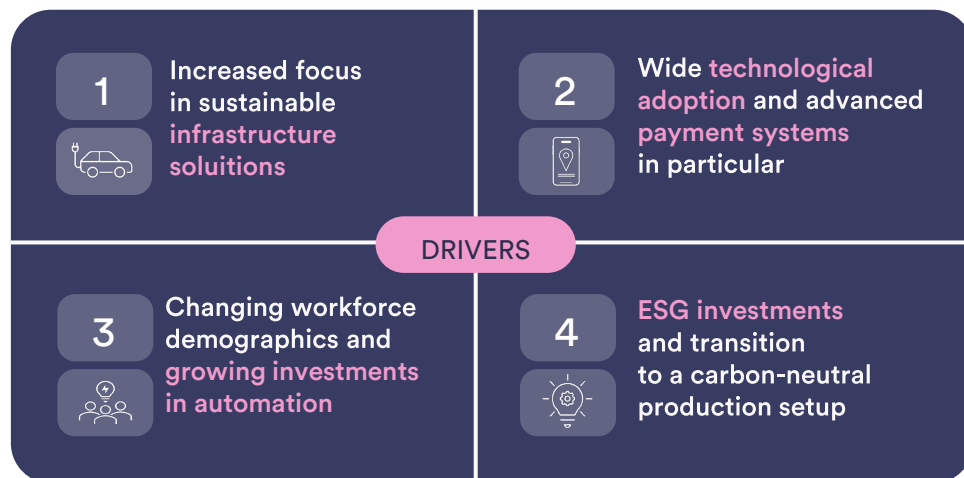


Low implementation cost and fast deployment

Parkit has established itself in the most attractive segment of the market landscape

2 Market trends that influence the parking sector

Strong dynamic transition towards reliable, digitalised, and sustainable parking solutions



- The Nordic regions ongoing transition to a carbon neutral vehicle fleet entails exposure to both global and local industry drivers
- With current infrastructure issues and property owners increased focus on SDG's and costs, there is limited risk for digital and sustainable parking solutions.
- Widespread digitalisation and automated products and solutions will optimally entail both efficiency gains and cost reductions

- Immense growth opportunities for parking companies in the Nordic market on the back of the strong sector drivers
- Companies with an adaptable approach towards the current market trends are expected to gain attractive market shares with increasing volume and scale effects
- Example of positive effects from digital solutions on infrastructure issues is improved resource allocation as well as data collection for future decisions.

Strong tailwind for digitalised and sustainable parking solutions favours Parkit

Strategic Growth Plan & Demand Evidence

Purpose of the Slide: Clearly outline the 4 stages of the company's growth strategy while highlighting the evidence of demand for Parkit's services.

- Present a roadmap or timeline illustrating planned investments in proprietary technology, customer acquisition, organizational refinement, and foundational corporate governance. Use icons to represent key milestones, such as “Tech Development,” “New Customers,” and “Governance Structure.”
- Section Breakdown:
 - i) Evidence of Demand for Services (2022): Parkit kicks off with POC platform with first customers, customer feedback provides appreciation for the product and want more features, trends show that Parkit grows within the first customer portfolio and attracts new customers rapidly. that demonstrate the growing demand for Parkit's services in 2022.
 - Visualize this with charts or graphs showcasing market growth, customer inquiries, or specific service uptake.
 - ii) Investment in Proprietary Technology & Organizational Development (2023-2024):
First investment received
Scale up development team
Sales continue growing: Framework Agreement with Wåhlins Fastigheter and Svenska Hus
 - iii) Continued Investment & Growth Strategy (2024-2025): Summarize the strategy of leveraging proven technologies to continue customer acquisition and expansion with existing major clients. Growing a lot within existing portfolio and getting more traction with key property players, such as BALDER and MENGUS but also signing a new framework agreement with COELI.

Profitability growth model.
Sales strategy for new and existing customers.
Use engaging visuals like an upward trend graph or infographics to depict expected growth.
 - iv) International Expansion Strategy (2025-2026 and Beyond) This is where we are now and where the investor would join: Highlight the plan for international SaaS/platform expansion based on a strong foundation established in Sweden.
Visualize the European market with a map showing potential expansion areas and low-risk opportunities.
Include a brief statement about how a solid domestic market will support international ventures.
 - Summary Statement:
 - Conclude with a powerful statement that encapsulates Parkit's growth trajectory and the ongoing demand for its services: Example: “Harnessing Proven Demand for Strategic Growth and International Expansion”.

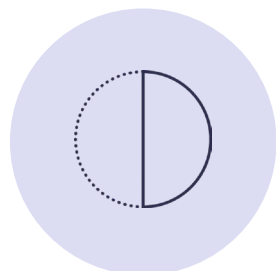
3 Parkit opens its SEED round to investors

INVESTMENT	SEED	SERIES A	SERIES B
GROWTH	For expansion, market penetration, or other growth initiatives.	This infusion of funds enables us to pursue strategic opportunities and increase our market presence.	TBD
DIVERSIFICATION	Taking in investments for diversification is a strategic move to strengthen Parkit's financial resilience.	We aim to mitigate risks and reduce dependency on a single revenue stream, fostering stability and adaptability in a dynamic market landscape.	TBD
TECHNOLOGY	Investments earmarked for technology reflect our commitment to staying at the forefront of innovation.	This will empower us to continually enhance our smart parking solutions, leverage cutting-edge technologies, and maintain a competitive edge.	TBD
SIZE	5 MSEK	TBD	TBD

4 Accelerating Revenue Growth Through a Dynamic Business Model

Structured overview of the business model

Current model: (Parking Operator)



Revenue Share:

Parkit currently takes ~10% of the **rental revenue** generated from parking services.



Penalty Revenue:

A reverse split on parking fines, where a portion of the revenue from fines goes to the parking company.

Future addon model: Parktech SaaS Company

Transition to offer a completely SaaS Model:

The goal is for scalability we want to be able to offer a completely **SaaS-based model**, where the company charges a **platform fee** for access to the parking management system, rather than relying on a revenue share model.



Transition to offer both a traditional parking company to a parktech company

Proprietary toolbox and tangible value-creating agenda

Typical challenges for Parking company's

- **No differentiation**

Many parking companies offer low differentiation, often providing similar services with little distinction

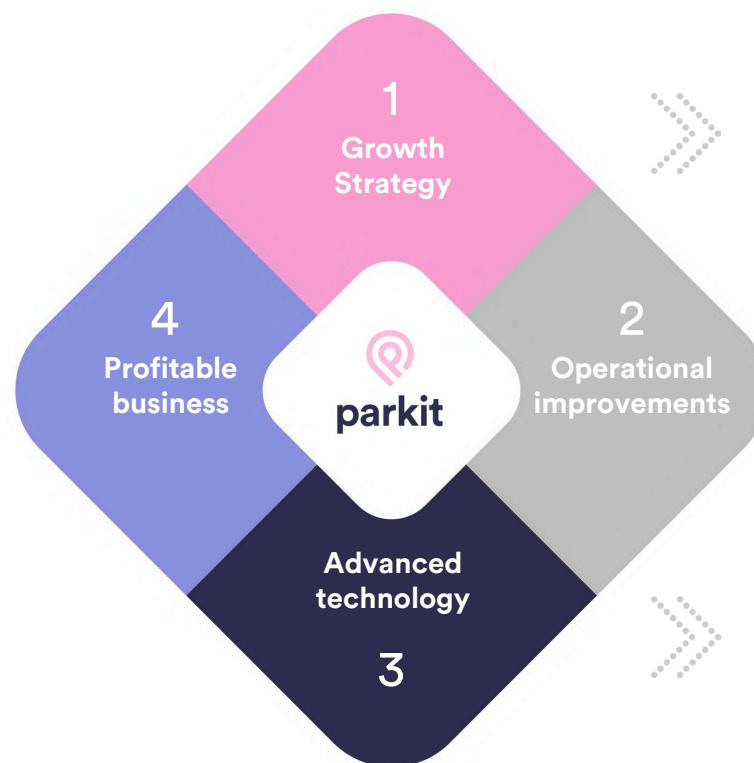
- **Low degree of Innovation**

Most parking companies lack technological innovation, offering basic services with minimal tech integration

- **Low profit margins**

Traditional parking companies often struggle with low profit margins due to outdated business models and operational inefficiencies.

Parkit's proprietary toolbox



How Parkit uses its toolbox to level up the business

- **Clear differentiation from competitors**

Parkit stands out with cutting-edge technology and innovative solutions that drive high differentiation and set us apart from the competition.

- **Tech-driven business model**

With a strong focus on technology, Parkit leverages advanced tools to optimize operations and deliver superior customer experiences

- **Higher profit margins**

Parkit's modern approach drives higher margins, with its SaaS platform significantly boosting profitability compared to traditional parking companies

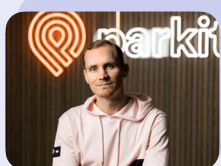
Demonstrated parking, real Estate and group-coordinating capabilities

6 Deep industry knowledge in strategic and operational teams

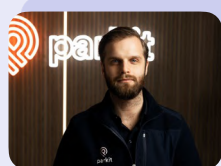
Highly experienced strategic management team...

- Stockholm-based team of eight professionals, willing to continue Parkit's organic and acquisitive growth journey
- Highly scalable concept supports growth ambition going forward

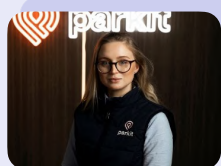
Management team...



Filip Eriksson
CEO



Emil Nygren
COO



Louise Hejdenberg
CFO



Erik Agrell
CTO

Supporting team...



Olof Roos
CPO



Wilma Sjö Dahl
CSM



Pier Fanari
Service



Vincent Holmén
Sales

....well-oiled across all operational units

Product development

Continuously improve and expand platform features



Market penetration

Grow the user base by signing new customers



Onboarding & customer integration

Ensure smooth onboarding and system integration



Revenue optimization

Refine pricing strategies and explore new revenue streams



Expansion & strategic partners

Scale through partnerships and market expansion

Demonstrated parking, real Estate and group-coordinating capabilities

Executive summary

Company overview

Introduction to Parkit with a comprehensive snapshot of the company and its value proposition

Market analysis

Theme and strategy

Asset portfolio

Financial performance

Risk factors

Business outlook



Rapidly Scaling Innovator Disrupting the Traditional Parking Sector

On a mission to build
THE parktech company
of tomorrow

Problems.

Frustrated by outdated parking systems, Filip founded Parkit to introduce a modern, technology-driven solution that tackles the challenges of urban parking head-on

We're on a quest to redefine urban mobility, eradicating parking hassles and creating a seamless, efficient experience for all, but especially, the property owner!

2022

5 MSEK

Building on the success of its inaugural year, Parkit soared in 2022, achieving a revenue milestone of 5 million SEK, showcasing the early but promising financial growth.



2023

20 MSEK

The momentum continued in 2023, with Parkit's revenue reaching an impressive 20 million SEK, a testament to its growing influence and effectiveness in the smart parking solutions market.



2024

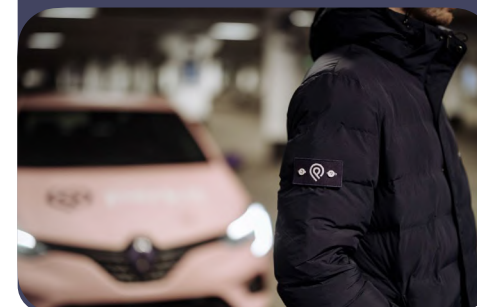
50 MSEK

Looking ahead, Parkit sets ambitious goals for 2024, with a projected revenue of 50 million SEK, supported by signed contracts that solidify its position as a key player in the industry.

2025

**106 MSEK
SIGNED**

Based on signed
contract projections



“
**I realized that the parking
business was largely
overlooked**

**Filip
Eriksson**

As a devoted urbanite,
he found solace in solving
everyday challenges.
A real tech enthusiast
at heart.



Entrepreneur

Founder and CEO

10+ years experience
in real estate &
Property management

Modern parking solution in demand by property owners and customers

Effortlessly handling all parking aspects for unparalleled convenience



Parking-management system



Digital Parking Permits



Automated Parking Space Allocation



Surveillance and Smart Enforcement



Parkit increased our revenue with 40% by automation

Stefan, Property Manager

Transforming the future of the parking sector through new verticals

Saasifying the parking sector offers great potential for high margins

- Parkit's smart parking system offers automated queues, contracts, and permits, while also allowing you to effortlessly rent out your space when unused, all accessible through a convenient public marketplace.
- Embrace simplicity with Parkit's Integrated Management Platform — a comprehensive solution revolutionizing the way parking spaces are managed from notifications to rule enforcement



One Stop Shop
After it's setup you just press play

Frösundavik and Chargeit by Parkit two of many promising projects

Going full SaaS Model in Frösundavik



Parkit is revolutionizing the parking industry by fully transitioning to a SaaS (Software as a Service) model in Frösundavik

This strategic move involves rolling out a comprehensive SaaS solution designed to enhance operational efficiency and scalability

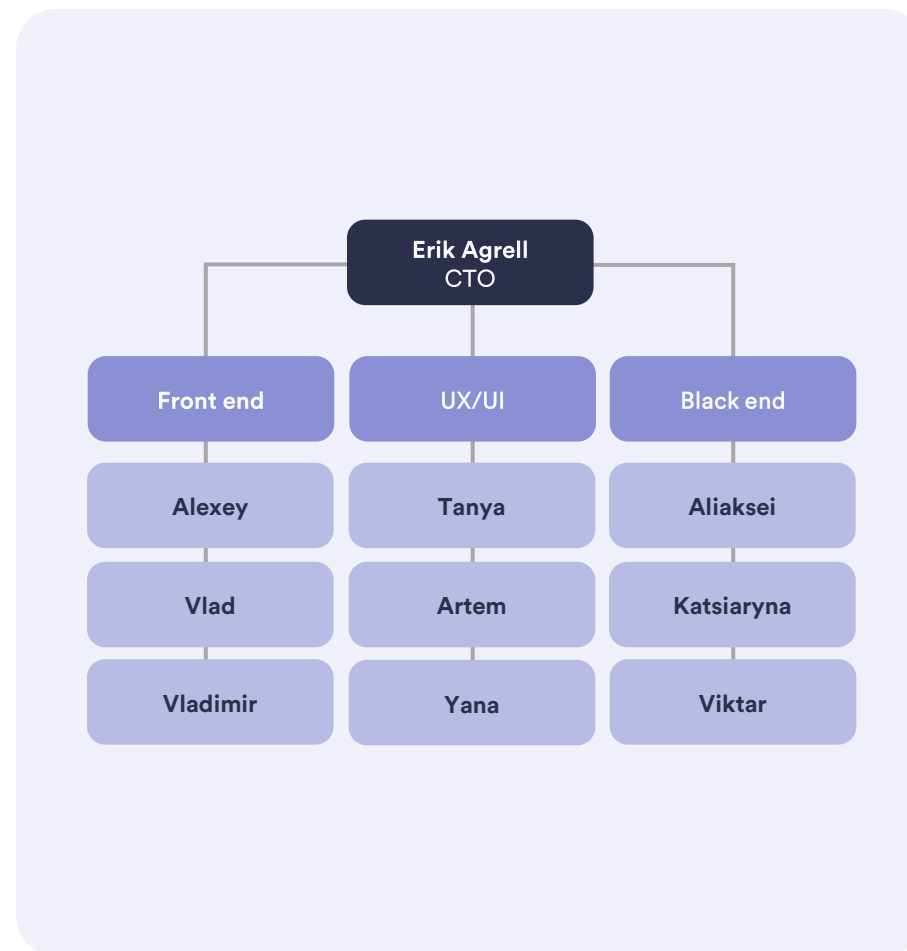
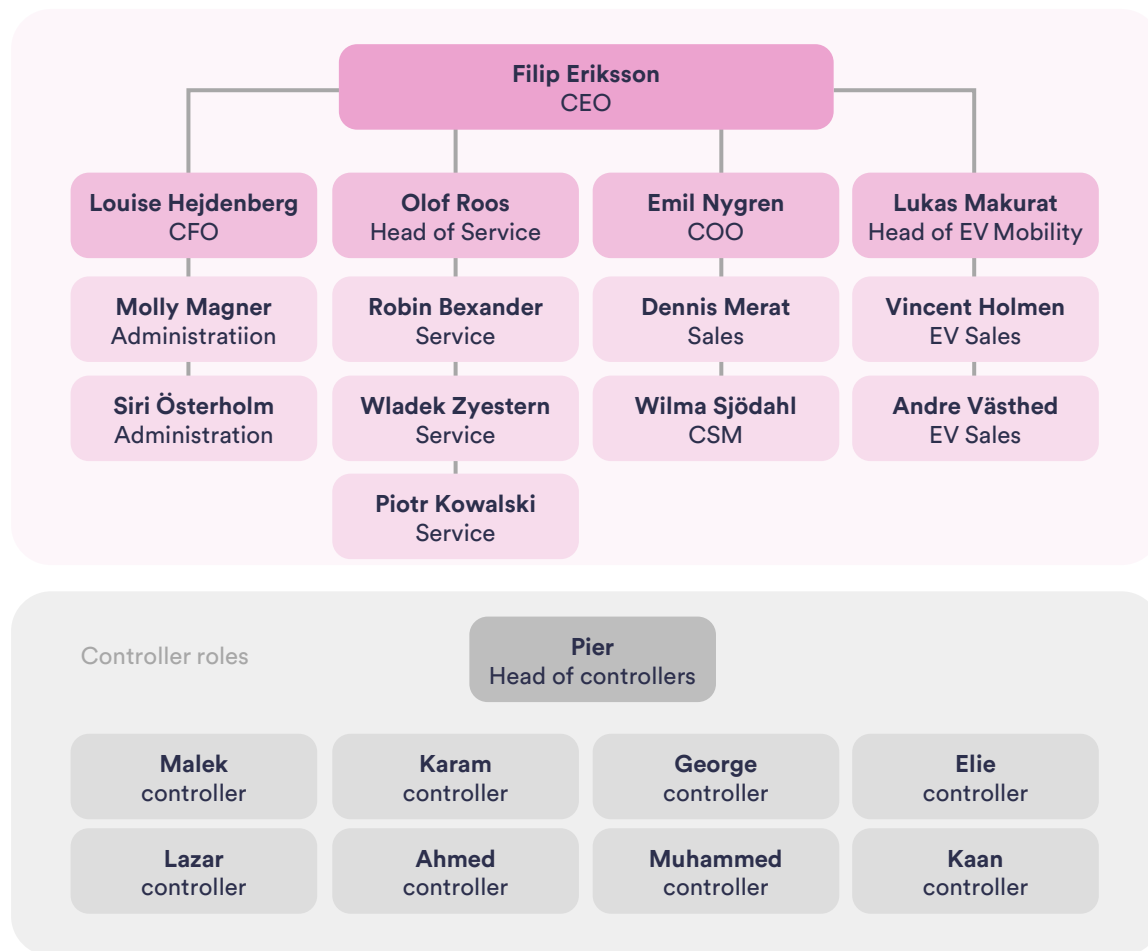
First chargehub of superchargers



By establishing this supercharging hub, Parkit not only addresses the needs of the expanding EV market but also enhances its service offerings and market presence.

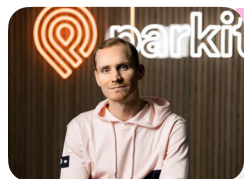
Decentralised organization with strong overhead support

Overview of the organization



A dynamic team revolutionizing parking through innovation

Highly experienced strategic management team



Filip Eriksson, CEO and Co-Founder

- >10 Years of experience in the real estate sector
- Experienced leader
- Passionate about innovating the parking sector



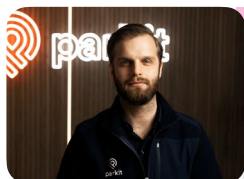
Louise Hejdenberg, CFO

With 10 years of experience in the parking industry, I have the ability to make safe decisions for Parkit. The possibilities are unlimited and I am motivated by the fact that our customers are satisfied with their experience with us.



Erik Agrell, CTO

With 15+ years of experience leading technical development Erik has established himself as a seasoned leader in the technology sector. He combines technical proficiency with strategic vision to develop innovative solutions that lead to successful transformative outcomes.



Emil Nygren, COO

As COO at Parkit Sweden AB, I am driven by creating change in the parking industry through innovation and efficiency. I have extensive experience in bringing out the best in people and fostering a high-performing work environment.

....with a dedicated supporting team



Olof Roos, Head of Service

- >10 Years of experience in the real estate sector
- Experienced leader



Wilma Sjödahl, CSM

6 years experience as customer success manager. Love to be part of quite early stage development and the challenges that comes



Pier Fanari, Head of controllers

- >10 Years of experience in the real estate sector
- Experienced leader



Lukas Makurat, Head of EV

- >10 Years of experience in the real estate sector
- Experienced leader

Some keyplayers of the stockholm based team of 8 experts having ramped up significantly during 2023 and 2024, now fully equipped to drive both organic and acquisitive growth

Executive summary

Company overview

Market analysis

An overview of the parking industry's trends, and how Parkit is uniquely positioned within this evolving market

Theme and strategy

Asset portfolio

Financial performance

Risk factors

Business outlook

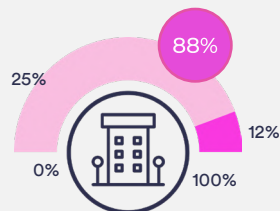


The parking sector is ongoing a significant transition towards mobility

A snapshot of the parking sector



Market growth
CAGR 4-5%

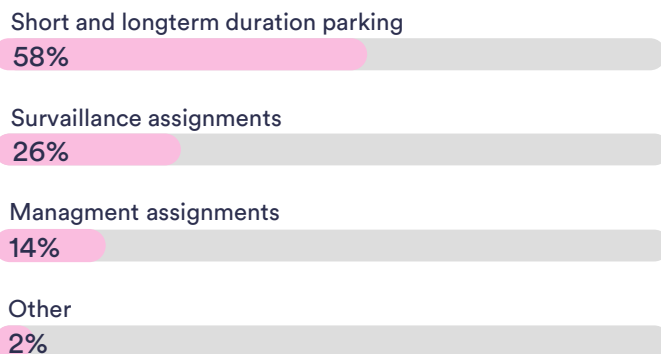


Urbanisation
Swedes living
in urban areas



5 Million
Cars registered
in traffic december 2023

Sales by business segment Top 4, in % of total sales target



Market trends Growth potential



Expected strong growth in the
commercial real estate sector



Electrification of the vehicle fleet
creates new business opportunitites



Data and cashflow prediction enables to
integrate into the debt collection sector

Market distribution Concentrated around the largest cities



Attractive growth opportunities for fast-footed actors like Parkit

Strong dynamic transition towards reliable, digitalised, and sustainable parking solutions



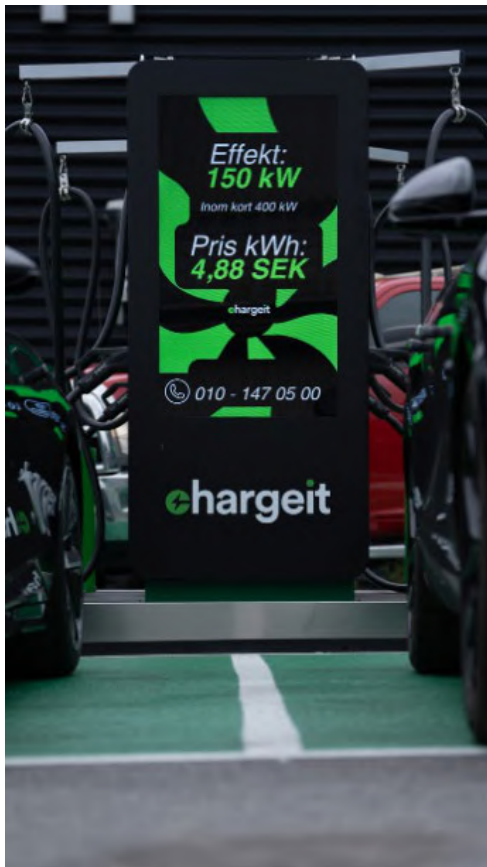
- Immense growth opportunities for parking companies in the Nordic market on the back on the strong sector drivers
- Companies with an adaptable approach towards the current market trends are expected to gain attractive market shares with increasing volume and scale effects
- Example of positive effects from digital solutions on infrastructure issues is improved resource allocation as well as data collection for future decisions.



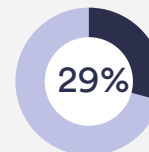
- Immense growth opportunities for parking companies in the Nordic market on the back on the strong sector drivers
- Companies with an adaptable approach towards the current market trends are expected to gain attractive market shares with increasing volume and scale effects
- Example of positive effects from digital solutions on infrastructure issues is improved resource allocation as well as data collection for future decisions.

Parkit operates in the most appealing market segments

Growth rates of ~ 13% well above the overall market of 4-5%



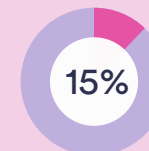
Source: management, Bisnode Solidity



Monitoring

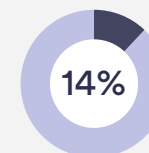
Our solution provides a monitoring and surveillance system that efficiently manages wrongly parked cars, ensuring compliance and order in parking areas.

Highlighted Product



Digital Payments

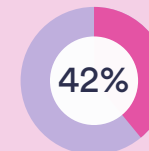
Parkit's digital payment feature caters to modern consumers seeking seamless and secure payment methods for their parking needs.



Hardware / Service

Parkit's hardware/service integration serves businesses seeking comprehensive services, from access control to automation, for a hassle-free parking experience.

Highlighted Product



Management

Catering to the market need for efficient parking space administration, Parkit's management solution provides a centralized platform to streamline operations.

Benchmarking Parkit's Position in a Competitive Landscape

Parkit leads the industry with high differentiation and innovation, setting new benchmarks in parking solutions



Source: management

.....
Executive summary
.....

.....
Company overview
.....

.....
Market analysis
.....

Theme and strategy

A strategic outline of Parkit's growth initiatives, including its technology, operations, and financial business practices

.....
Asset portfolio
.....

.....
Financial performance
.....

.....
Risk factors
.....

.....
Business outlook
.....



Parkit's proprietary toolbox initiatives optimize strategy and operations

Parkit adds value through four focus areas

Typical challenges for Parking company's

- **No differentiation**

Many parking companies offer low differentiation, often providing similar services with little distinction

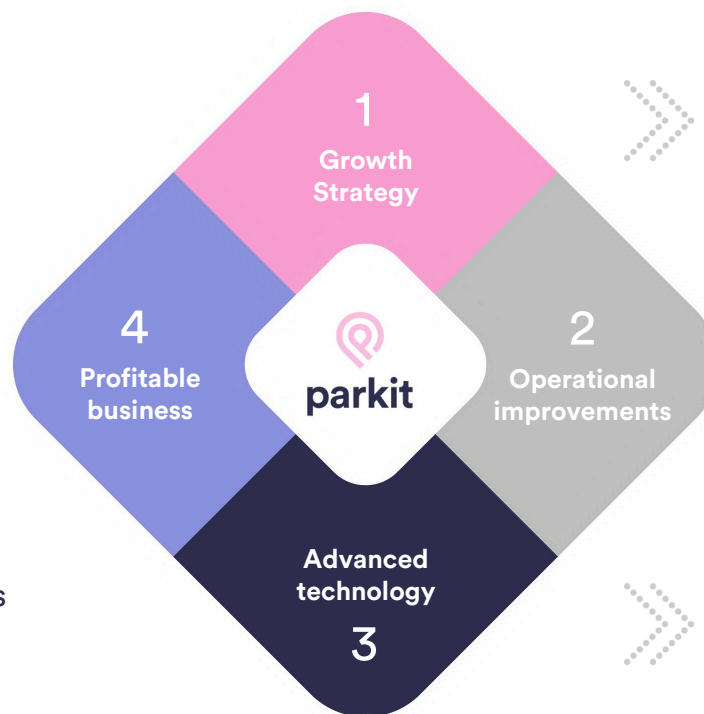
- **Low degree of Innovation**

Most parking companies lack technological innovation, offering basic services with minimal tech integration

- **Low profit margins**

Traditional parking companies often struggle with low profit margins due to outdated business models and operational inefficiencies.

Parkit's proprietary toolbox



How Parkit uses its toolbox to level up the business

- **Clear differentiation from competitors**

Parkit stands out with cutting-edge technology and innovative solutions that drive high differentiation and set us apart from the competition.

- **Tech-driven business model**

With a strong focus on technology, Parkit leverages advanced tools to optimize operations and deliver superior customer experiences

- **Higher profit margins**

Parkit's modern approach drives higher margins, with its SaaS platform significantly boosting profitability compared to traditional parking companies



Growth strategy formulation

Typical challenges for parking companies

Traditional strategy



Broad market focus
Targeting all sectors with no clear prioritization



Solely Organic Growth
Relying on existing customers and word-of-mouth only



Rigid Pricing
Offering one-size-fits-all pricing for all clients

Parkit's value creating activities

Future-proof strategy



Focused Market Segmentation
Prioritize high-demand sectors with tailored approaches



Partnerships and Acquisitions
Combine organic growth with strategic partnerships or acquisitions



Flexible Pricing Model
Introduce tiered pricing for different customer segments to boost sales



Filip Eriksson
VD

Targeted market expansion

- High focus on regions with high demand for parking management solutions, particularly areas with rising electric vehicle (EV) adoption rates.
- Strategic partnerships with real estate developers and municipalities can accelerate market entry and increase brand visibility, while expanding into international markets ensures long-term scalability

Innovative Customer Acquisition Strategies

- Parkit must enhance its customer acquisition by leveraging digital marketing and creating a referral program to drive organic growth
- Establishing thought leadership through content creation and industry participation will attract customers seeking expert solutions and help build lasting relationships

2 Operational improvements

Typical challenges for parking companies

Traditional strategy



Resource Allocation

Limited resources and high staff turnover create planning difficulties



Inefficient Operational Planning

Current planning tends to be reactive, resulting in missed opportunities



Integration of New Services

Introducing new services, such as charging stations, poses a risk of disrupting existing operations

Parkit's value creating activities

Future-proof strategy



Full-Time Operational Manager

A full-time manager will improve staff management and optimize resource allocation



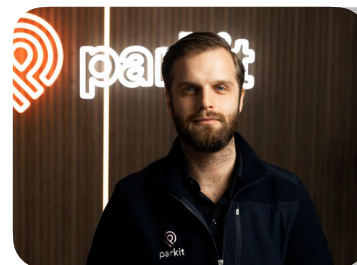
Proactive Planning Systems

Utilizing advanced scheduling tools and data analytics will enhance forecasting



Strategic Integration Plan

Create a comprehensive plan for integrating new services, including revised pricing models and marketing strategies



Emil
Nygren
COO

Innovative Resource Management and Efficiency

- Parkit excels in managing its resources effectively despite the challenges. The company's ability to adapt and optimize its limited resources demonstrates its operational resilience
- The strategic use of part-time staff, coupled with proactive adjustments to staffing levels during peak times, showcases Parkit's flexibility and efficiency

Strategic Service Integration

- Parkit is well-positioned to capitalize on new market opportunities through strategic service integration. The introduction of electric vehicle charging stations is a testament to the company's forward-thinking approach and commitment to expanding its service offerings



Product development

Typical challenges
for parking companies

Traditional strategy



Low Differentiation

Most parking companies struggle to differentiate their services



Low Degree of Innovation

Traditional parking solutions are often outdated and manual



Low Profit Margins

Parking companies often operate on thin margins, exacerbated by the high operational costs

Parkit's value
creating activities

Future-proof strategy



Scalable, Flexible Platform

Parkit has developed a robust and scalable parking management platform



Real-Time Digital Permits

Parkit has focused on innovation by implementing real-time digital permits



Full Automation

Parkit is on track to fully automate the platform and go full SaaS model early 2025 the latest



Erik Agrell
CTO

Innovative Resource Management and Efficiency

- Parkit excels in managing its resources effectively despite the challenges. The company's ability to adapt and optimize its limited resources demonstrates its operational resilience
- The strategic use of part-time staff, coupled with proactive adjustments to staffing levels during peak times, showcases Parkit+'s flexibility and efficiency

Strategic Service Integration

- Parkit is well-positioned to capitalize on new market opportunities through strategic service integration. The introduction of electric vehicle charging stations is a testament to the company's forward-thinking approach and commitment to expanding its service offerings

4 Product development

Typical challenges for parking companies

Traditional strategy



Revenue generation by fees
Less focus on business development but rather fee collection from customers



Growth through personnel
Number of employees determine the ability to collect fees and generate revenue



Price competition
Only way to compete in the market is through fierce price competition. Customer service secondary

Parkit's value creating activities

Future-proof strategy



Optimize Investment Strategy
Strategically planning and monitoring investments



Leverage Accounting Standards
Parkit can use its stricter accounting practices as a competitive advantage



Cash Flow Management
Continuing to focus on cash management and optimizing the cash conversion cycle by implementing more effective processes



Louise Hejdenberg
CFO

Focused Cash Management

- Parkit has effectively focused on cash management and reduced its cash conversion cycle, improving cash flow and financial stability
- strategic management supports the company's ability to navigate the complex financing environment and sustain continued growth

Compliance with Accounting Standards

- The company's diligent adherence to accounting standards and VAT regulations provides a secure and transparent financial structure
- Above reduces the risk of future tax issues and strengthens Parkits position as a reliable market player

.....
Executive summary
.....

.....
Company overview
.....

.....
Market analysis
.....

.....
Theme and strategy
.....

Asset portfolio

A detailed examination of Parkit's high-value parking assets, with a focus on location, capacity, and utilization

.....
Financial performance
.....

.....
Risk factors
.....

.....
Business outlook
.....



Introduction to the asset portfolio

Current parking asset portfolio with a high concentration to greater Stockholm

1

Short Overview:

- **Parkit's asset portfolio** reflects our commitment to strategically located, high-capacity parking facilities that serve urban and commercial areas with growing demand for seamless parking solutions."

2

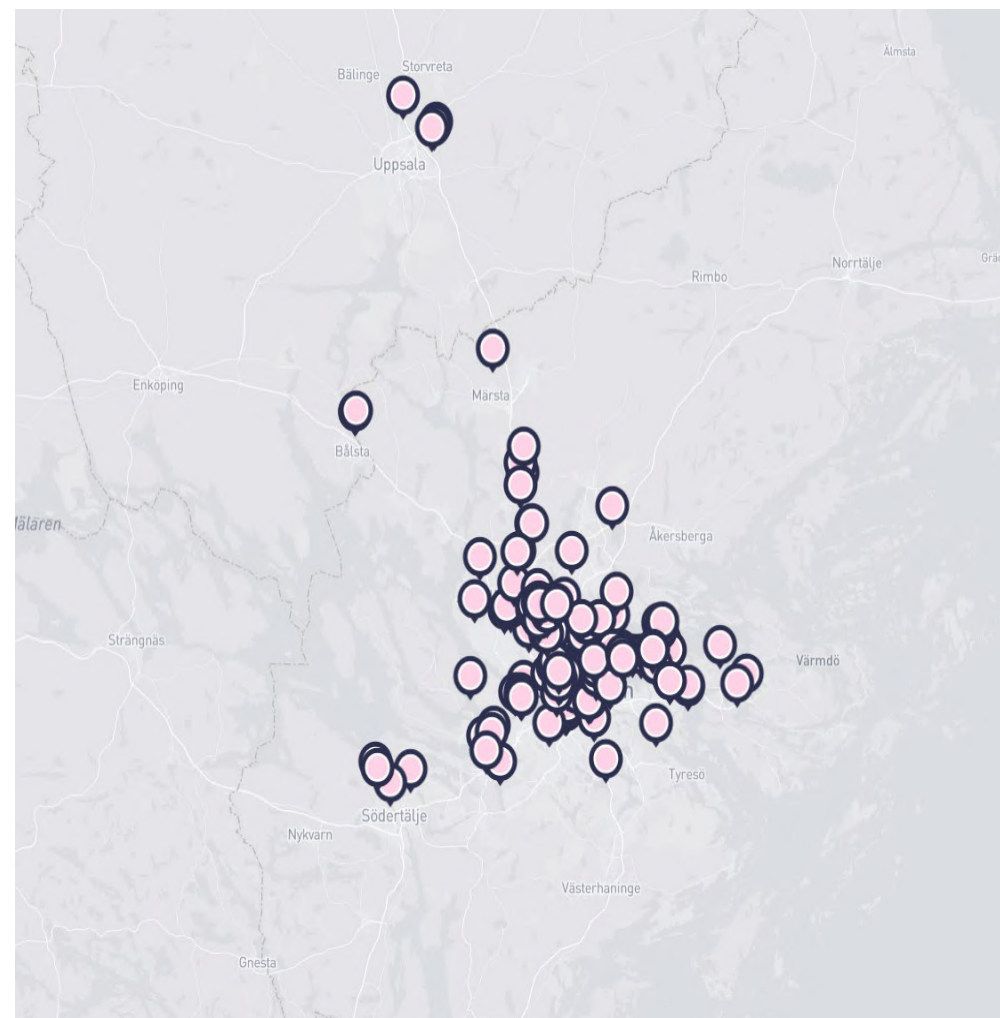
Key Value Proposition:

- **Strategic Locations:** Our portfolio is concentrated in prime locations that maximize occupancy and revenue potential
- **Scalable Capacity:** We provide a range of parking capacities to meet diverse market needs, from urban centers to commercial hubs

3

Portfolio Significance:

- **Our asset portfolio** drives operational efficiency, customer satisfaction, and revenue growth, while positioning Parkit for future expansion



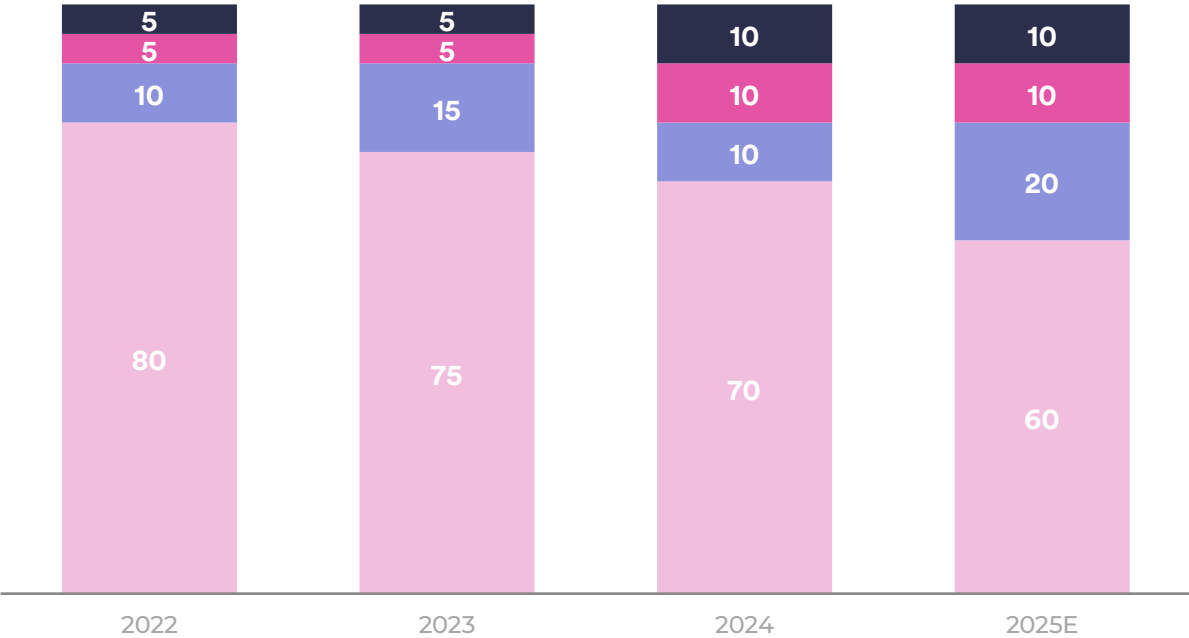
Breakdown of the asset portfolio

Historical but decreasing focus on housing cooperatives in favor for more lucrative end customers

Type of customer



Distribution of the asset portfolio in percentages

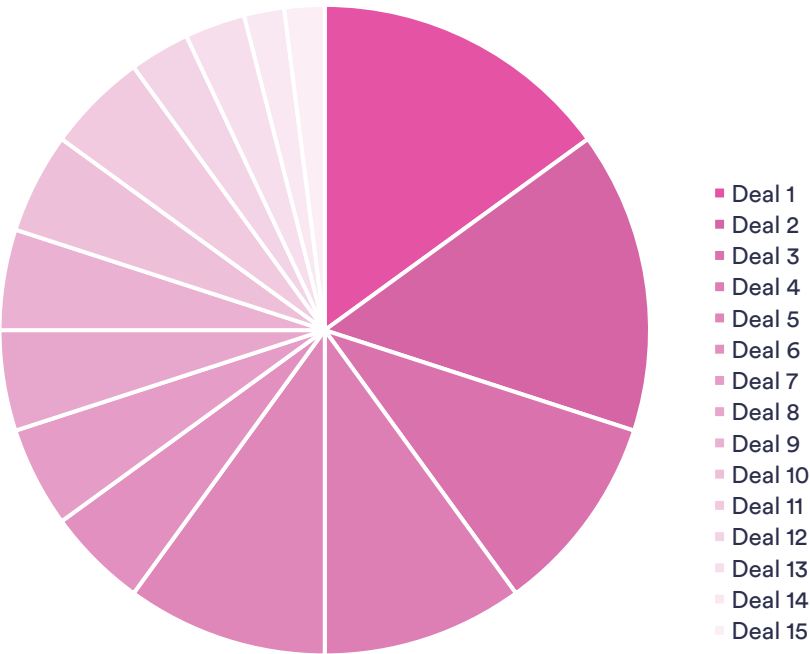


Location and capacity breakdown

Showcase of high-profile assets by location and capacity

Client	Parking Capacity	Ocupancy rate
Balder	1143 spaces	86 %
MOFAST — 1142 Spaces — 85 %	XXX	80 %
Mengus	1081 Spaces	84 %
Wåhlin Fastigheter AB — 712 Spaces — 82 %	XXX	XX %
Svenska Hus — 694 Spaces — 63 %	XXX	XX %
PEFAB — 249 Spaces — 77 %	XXX	XX %

Revenue distribution total portfolio

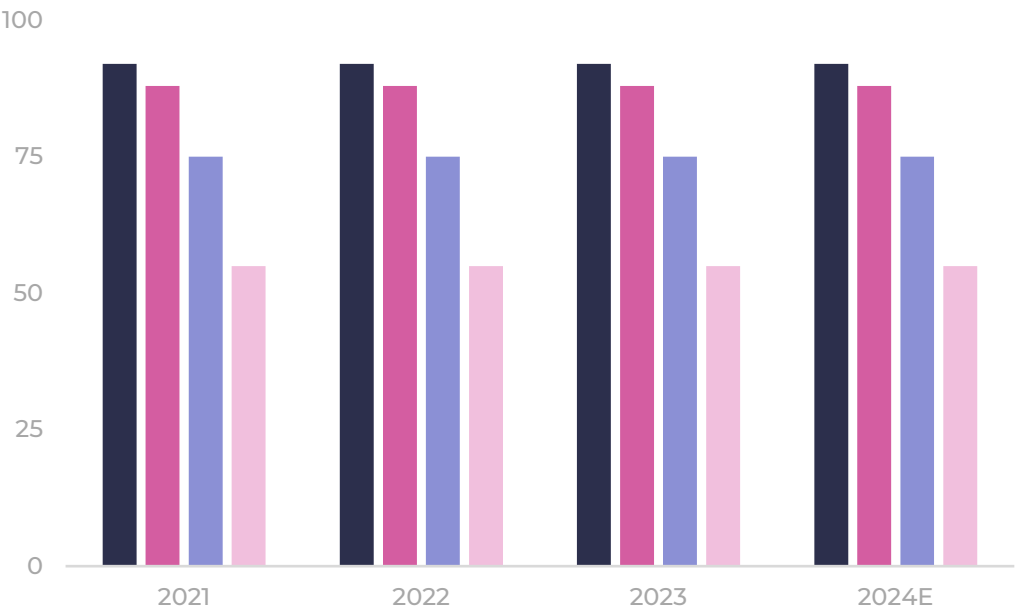


Occupancy and contractual details

Occupancy rates and lease terms

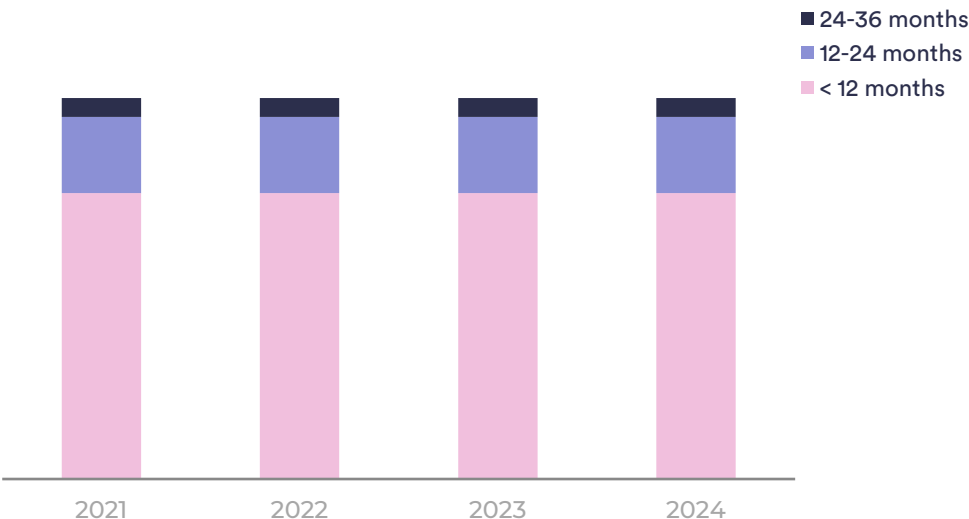
1 Occupancy:

Parkit’s average occupancy rate is 85% across all locations, with some prime facilities such as Frösundavik reaching over 90% utilization



2 Contract length:

Parkit’s average contract length is between 2 to 3 years, providing long-term stability and predictability across its portfolio. Some high-demand locations, such as Frösundavik, benefit from even longer agreements, with key tenants committed to extended leases



Executive summary

Company overview

Market analysis

Theme and strategy

Asset portfolio

Financial performance

An assessment of Parkit's financial health, highlighting revenue growth, profitability, and cash management

Risk factors

Business outlook



Introduction to financials

Basis of preparation

- Financial data is sourced from internal bookkeeping and sources publicly available for Parkit and other stakeholders
- Financial data is sourced from each operating unit's ERP and financial reporting
- Operating units apply the same fiscal years
- Operating units all report in SEK hence there has been no need to convert other currencies to SEK based on monthly average exchange rates. No goodwill calculation has been compiled during the fiscal years reported in this section.

Source: management, Bisnode Solidity



**Louise
Hejdenberg**
CFO

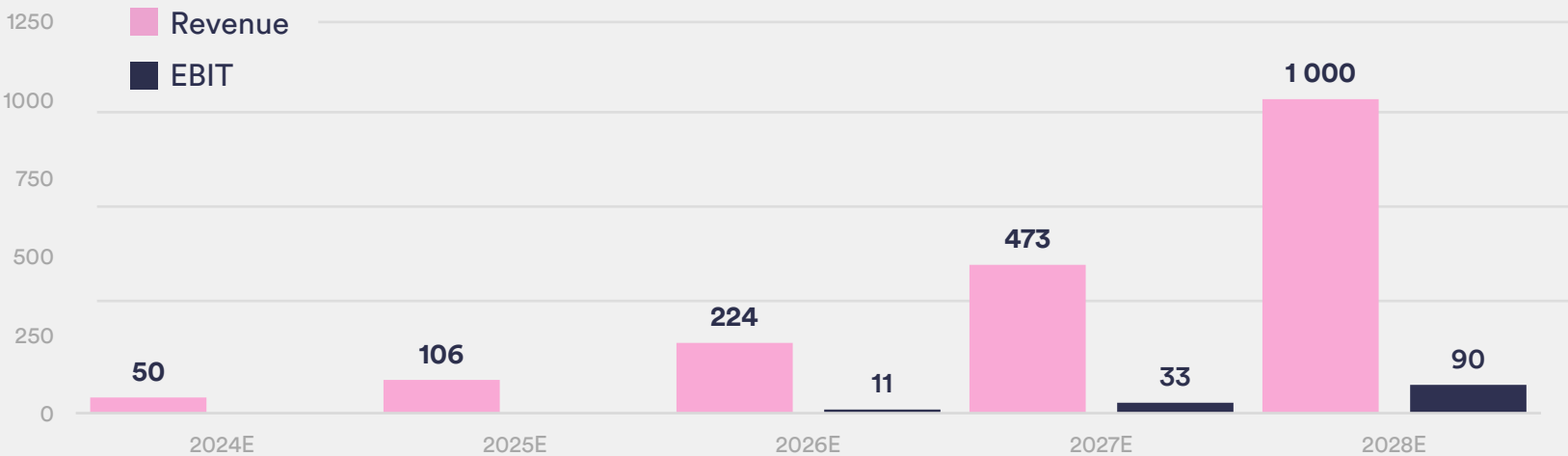
“Despite significant investments in developing our SaaS platform, Parkit has maintained solid financial performance, driven by a steady stream of recurring revenue from its portfolio. As the company increases its market share and scales its SaaS operations, margins are expected to grow significantly!”

Louise Hejdenberg, CFO

Financial forecast and rational 2024 – 2028

Targeting a Billion: Strategic Financial Growth and Projections Toward 2028

Forecast
(as-is)
2024 – 2028
Consolidated



Rational

- The market for parking services is growing annually by 4-5%. Parkit has shown outstanding growth with a CAGR over 900% since inception 2021
- Parkit has disrupted the Swedish Parking sector through its innovative Saas model approach
- Parkit has substantially higher revenue growth compared to its peers and show no signs of slowing its growth

.....
Executive summary
.....

.....
Company overview
.....

.....
Market analysis
.....

.....
Theme and strategy
.....

.....
Asset portfolio
.....

.....
Financial performance
.....

Risk factors

A review of potential risks faced by Parkit and the proactive measures implemented to mitigate these challenges

.....
Business outlook
.....



Internal risk factors and actions taken to mitigate those risks

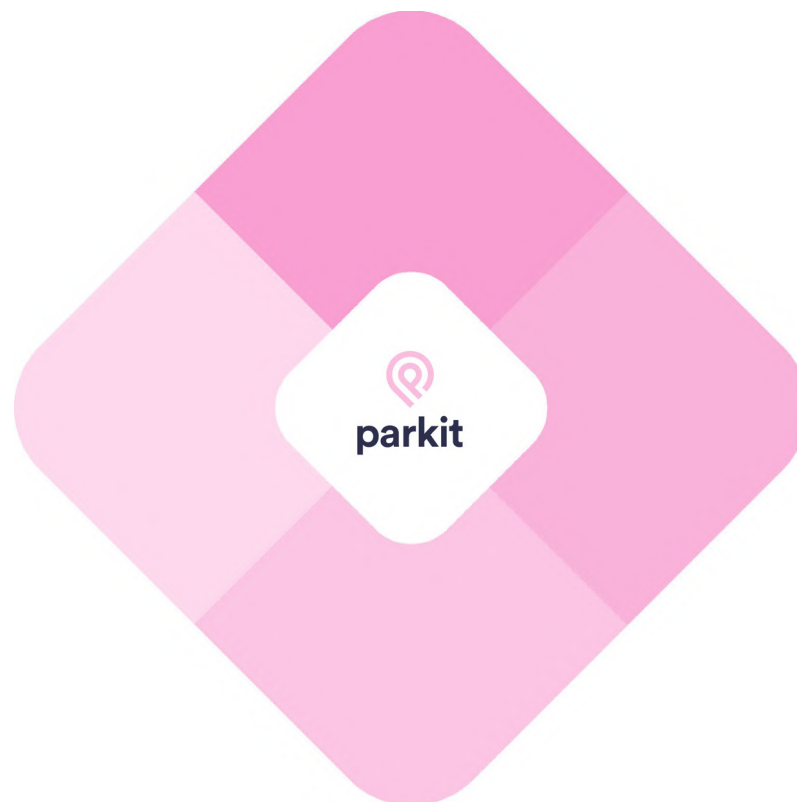
Parkit monitor internal risks closely and have taken proactive mitigation strategies

Risk: Over-expansion leading to operational strain

Mitigation: We are currently implementing phased expansion plans and have established scalable infrastructure and staffing protocols. Our growth strategies are regularly reviewed and adjusted based on performance metrics to ensure sustainable development.

Risk: Cash flow issues impacting operational stability

Mitigation: Robust cash flow management practices are in place, with regular reviews and adjustments to financial projections. We maintain a financial buffer to support operational stability.



Risk: Operational inefficiencies and management issues

Mitigation: We have implemented standardized processes and performance monitoring tools to enhance operational efficiency. Ongoing staff training and development initiatives are in place to ensure effective management and operational effectiveness

Risk: Delays in product development affecting time-to-market

Mitigation: We have established clear project timelines and milestones, utilizing agile development methodologies to address issues promptly. Our development process is designed for flexibility to adapt to any changes efficiently

External risk factors and actions taken to mitigate those risks

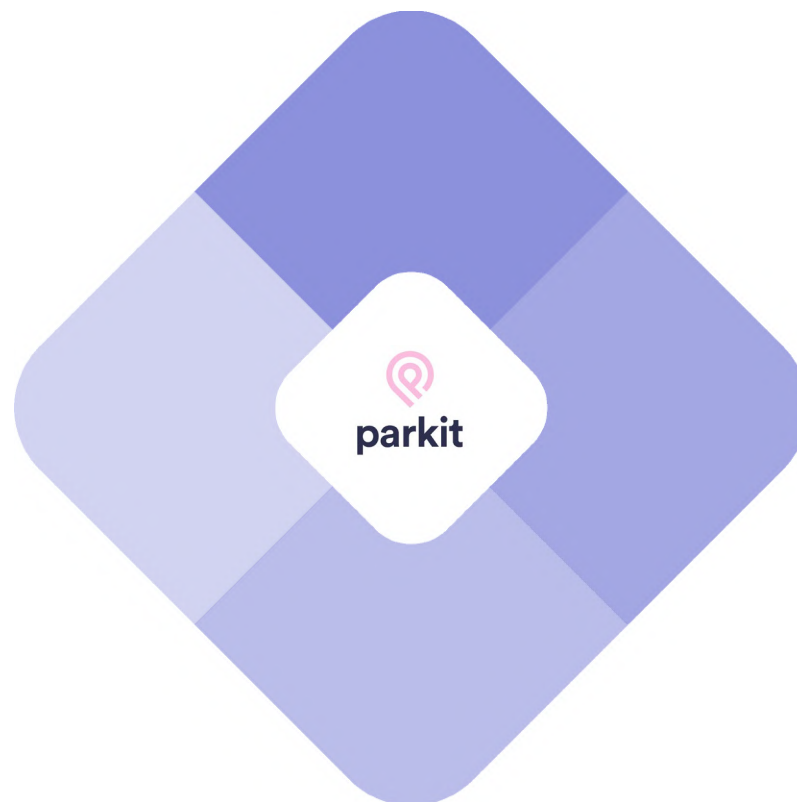
Parkit monitor external risks closely and have taken proactive mitigation strategies

Risk: Market saturation and increased competition

Mitigation: We continuously conduct market research to identify emerging trends and opportunities. Our offerings are differentiated through innovative solutions and exceptional customer service, positioning us competitively in the market.

Risk: Economic fluctuations impacting financial performance

Mitigation: Revenue streams are diversified, and flexible financial planning is employed to address economic changes. Risk management strategies are in place to mitigate the impact of economic fluctuations.



Risk: Regulatory changes impacting operations

Mitigation: We stay informed about regulatory developments and adapt our operational practices accordingly. Our engagement with industry associations ensures we are updated on regulatory changes and can advocate effectively.

Risk: Rapid technological advancements outpacing development

Mitigation: We actively monitor industry trends and invest in ongoing research to stay ahead of technological changes. Our product development strategies are continuously adapted to incorporate new advancements.

Executive summary

Company overview

Market analysis

Theme and strategy

Asset portfolio

Financial performance

Risk factors

Bussiness outlook

A forward-looking statement on Parkit's expansion plans, revenue growth potential, and market opportunities



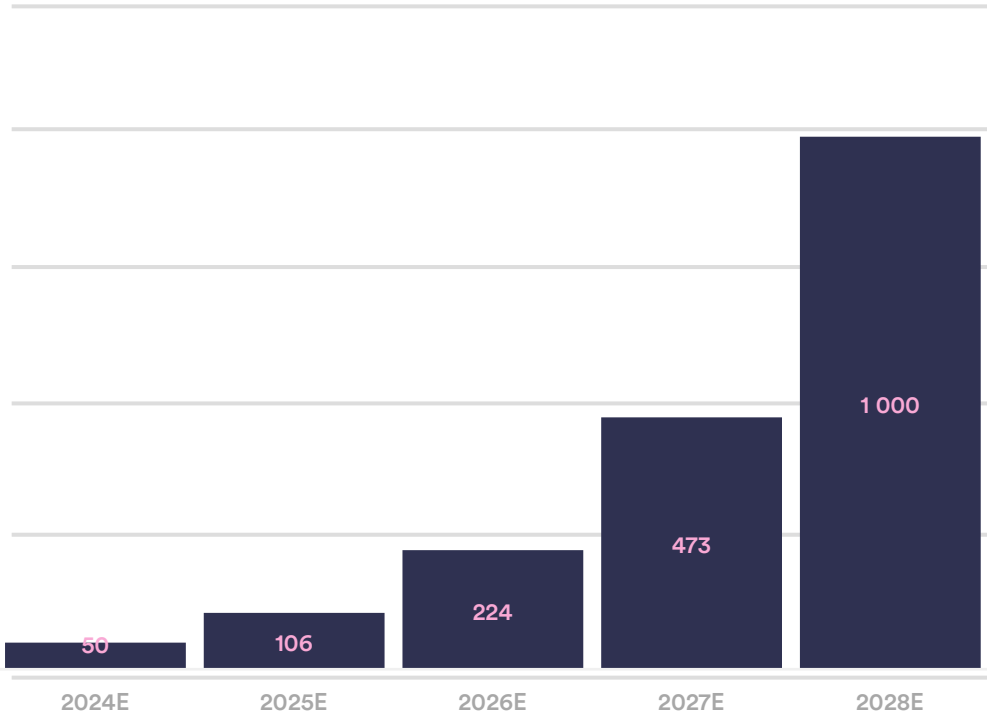
Building Parkit – The parktech company of tomorrow

Business plan overview



Source: management, Bisnode Solidity

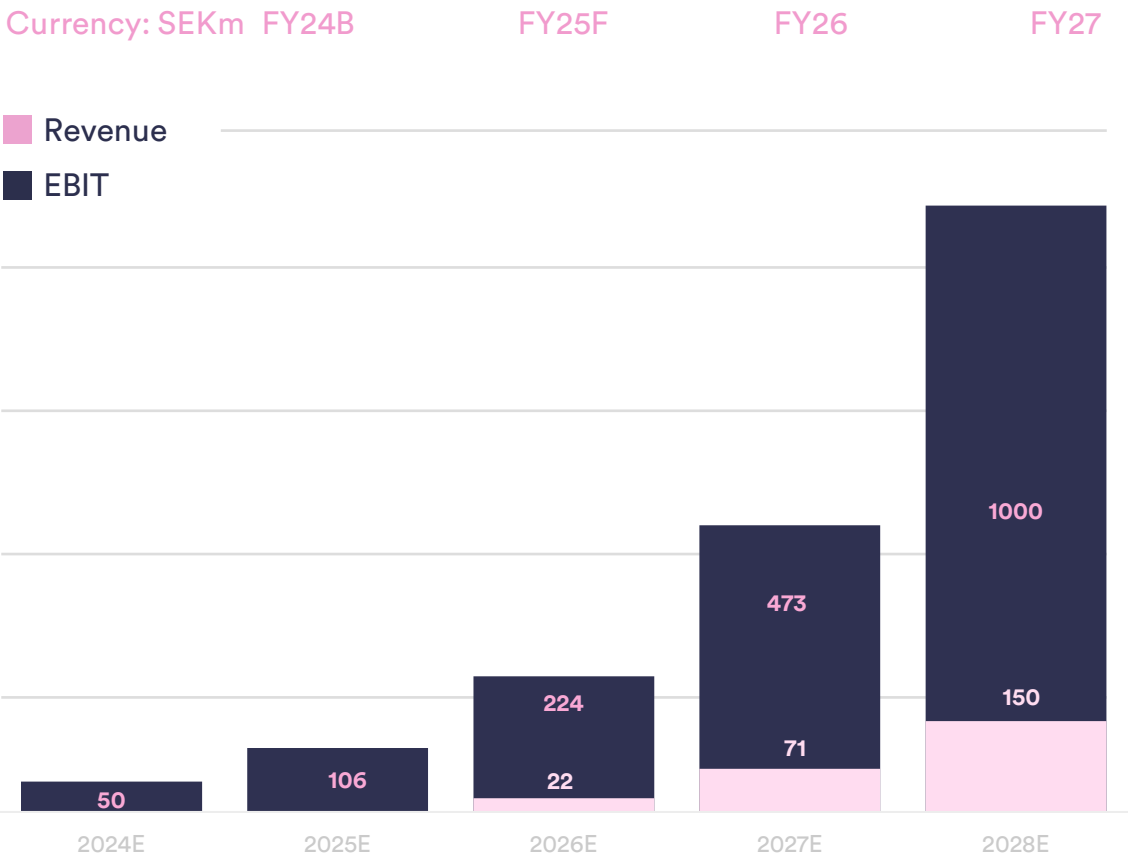
Revenue projections 2024–2028



Increased focus of operational improvements to increase margins

A Revenue growth forecast

Consolidated organic growth based on standalone P&L forecasts



Major drivers to continued stable organic growth in operating units

Stable customer base

Expand to new segments

Develop new products

Strong market trends

A Attractive pipeline further supports continued revenue growth

Current pipeline contains several hot prospects with a combined revenue of around SEK 750m — several processes well underway

BALDER <ul style="list-style-type: none"> • Current client • Revenue: SEK 200m ✓ Status: 18 locations ➤ Future: New locations 	SVENSKA HUS <ul style="list-style-type: none"> • Current client • Revenue: SEK 50m ✓ Status: 11 locations ➤ Future: New locations 	SLÄTTÖ <ul style="list-style-type: none"> • New client • Revenue: SEK 25m ✓ Status (offer) ➤ Future: All locations 	COELI <ul style="list-style-type: none"> • Current client • Revenue: SEK 25m ✓ Status: Signed ➤ Future: Onboarding
LOCUM <ul style="list-style-type: none"> • Procurement • Revenue: SEK 300m ✓ Status: Offer ➤ Go Live: 1 dec 2024 	SIGNALISTEN <ul style="list-style-type: none"> • Procurement • Revenue: SEK 20m ✓ Status: Offer ➤ Go Live: 1 dec 2024 	JÄRVA <ul style="list-style-type: none"> • Procurement • Revenue: SEK 100m ✓ Status: Offer ➤ Go Live: 1 mars 2025 	SUNDBYBERG <ul style="list-style-type: none"> • Procurement • Revenue: SEK 50m ✓ Status: Offer ➤ Go Live: 1 feb 2025
50+ offers submitted	10+ upcoming bid dialogues	20+ ongoing negotiations	Revenue of ~ 750+

B European EV legislation favors Parkit and its position in the market

EV charging regulation overview

1. Current Requirements (Effective January 1, 2025)

- **Who is impacted:** Commercial properties with 20+ parking spaces
- **Mandate:** At least **1 charging point** must be installed by January 1, 2025
- **Examples:** Shopping centers, sports arenas, visitor attractions
- **Existing rules for new buildings:**
 - 10+ parking spaces must have infrastructure for 20% of spaces and at least 1 charging point

2. Future Requirements (Effective January 1, 2027)

- **New mandate:**
 - 1 charging point for every **10 parking spaces**
 - Infrastructure must be prepared for 50% of parking spaces

3. Strategic Considerations

- Focus on **AC charging** for cost-efficiency
- **Fast charging** infrastructure can attract customers and generate revenue

Regulatory environment

B Parkits move into related business verticals strengthens our position

By Parkit's system is the complete management platform for parking facilities



C Focus areas after completion of Series A investemt

Objective and strategy to increase revenue to 1BSEK before 2028.

Strategy to be settled together with new partner

Secure sales on central agreement

- Fulfill and follow up on central agreements
- Continue to develop offers and adapt to new regulations to ensure always being certified by current standards. The camera surveillance act in particular



High yield potential

- Estimated yield of 7-9% coming five years*
- Debt free which enables for large yearly dividends



Develop products for new segments

- Tailormade customer offers based on customer trends and data
- Develop debt collection and payment services
- Horizontally integrate and compete with the parking app companies



Expand into new business areas

- Large ICA Maxi complexes
- Challenge Apcoa and Aimo Park in the infrastructure segment
- Win central agreement contracts with IKEA and similar trade areas



Strengthen the brand

- Promoting innovative new parking solutions
- Reliable player who keep its promises
- Personal service

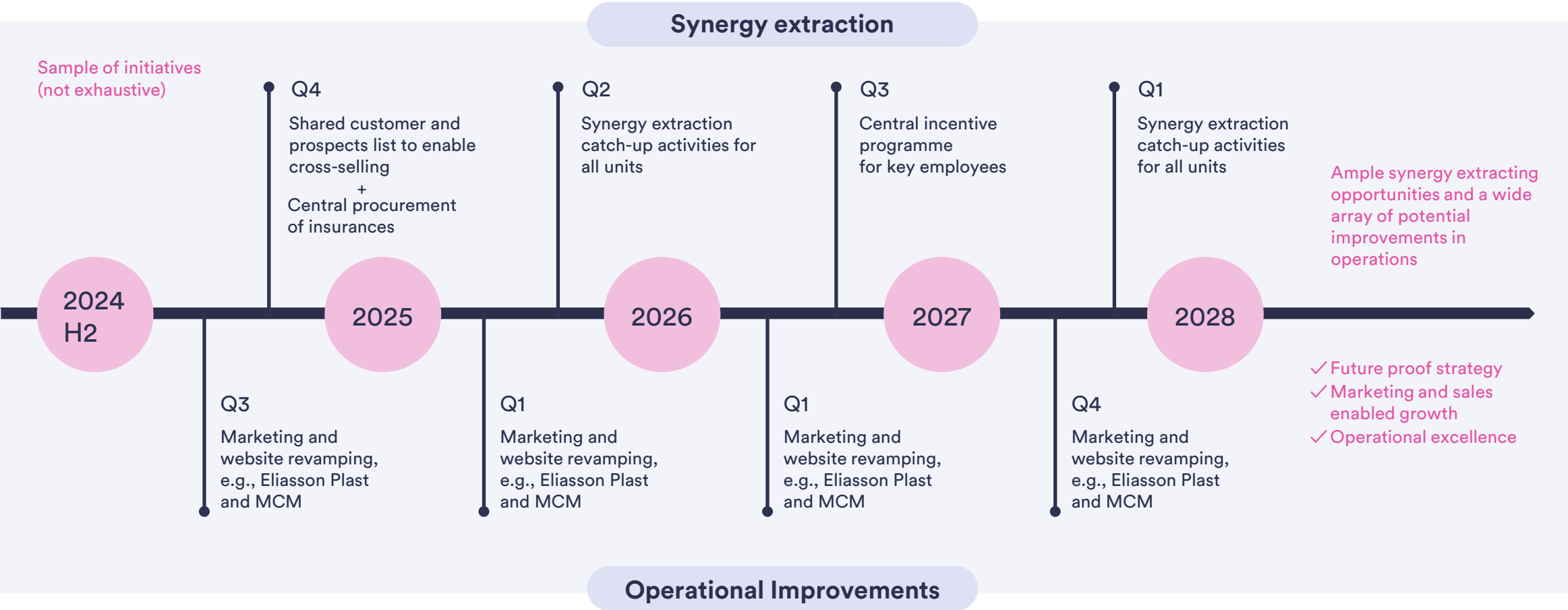


Comments



C Roadmap for synergy extraction and operational improvements

Clear and detailed route to extract synergies and implement operational improvements



Donations

Our humble vision is to help prevent suffering of all kinds. We do this by promoting effective initiatives anywhere in the world where unmet needs are great. We are committed to the core values outlined by fundraisingcontrol.co.uk and constantly strive to improve ourselves and our entire environment.





Thank you

Emil Nygren
COO

+46 72 743 98 70
Emil.nygren@parkit.se

Filip Eriksson
CEO

+46 70 467 54 22
Filip.eriksson@parkit.se

Louise Hejdenberg
CFO

+46 72 092 10 74
Louise.hejdenberg@parkit.se

Erik Agrell
CTO

+46 73 150 45 90
Erik.Agrell@parkit.se