

FLOWBIRD

Urban
Intelligence

PRESS PACK



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Urban Intelligence

Supporting communities and regions, Flowbird makes urban mobility simpler, multimodal and eco-friendly

World leader in urban mobility, Flowbird achieved sales of €320m in 2019, 80% of which is exports to more than 80 countries. What's the secret of Flowbird's success story? This business has successfully completed its technological transformation and has made its name as a trusted partner to its customers: cities, regions, transport authorities and their operators.

A FRENCH BUSINESS WITH INTERNATIONAL INFLUENCE

Its story started at Besançon with the Compagnie des Compteurs (CdC) at the beginning of the 1920s. In 1970, renamed Compteurs Schlumberger, it invented the Pay & Display machine, a device able to manage parking for an entire street, issue a parking ticket and then maintain control of it.

The concept had immediate appeal and the company then introduced more innovations with payment machines, transport ticket machines and validators. At the dawn of the 2000s, the company, having become Parkeon following sale of Schlumberger's Parking and Ticketing division, established itself as the world leader in roadside parking solutions.

In 2018, it took control of the number 2 in the sector, Swedish company Cale. A turning point embodied in a new name: Flowbird. The company now has 1,300 employees and works with more than 4,350 cities in over 80 countries.

Flowbird has been able to expand and consolidate its assets while diversifying its activities. It asserts itself as an international benchmark in urban mobility management, whether by supplying parking systems and services, urban transport ticketing solutions (underground, tram, bus, etc.) or with solutions to measure air pollution, provide recharging for electric vehicles, etc.

HASTENING THE RISE OF INTELLIGENT CITIES FOR THE BENEFIT OF USERS

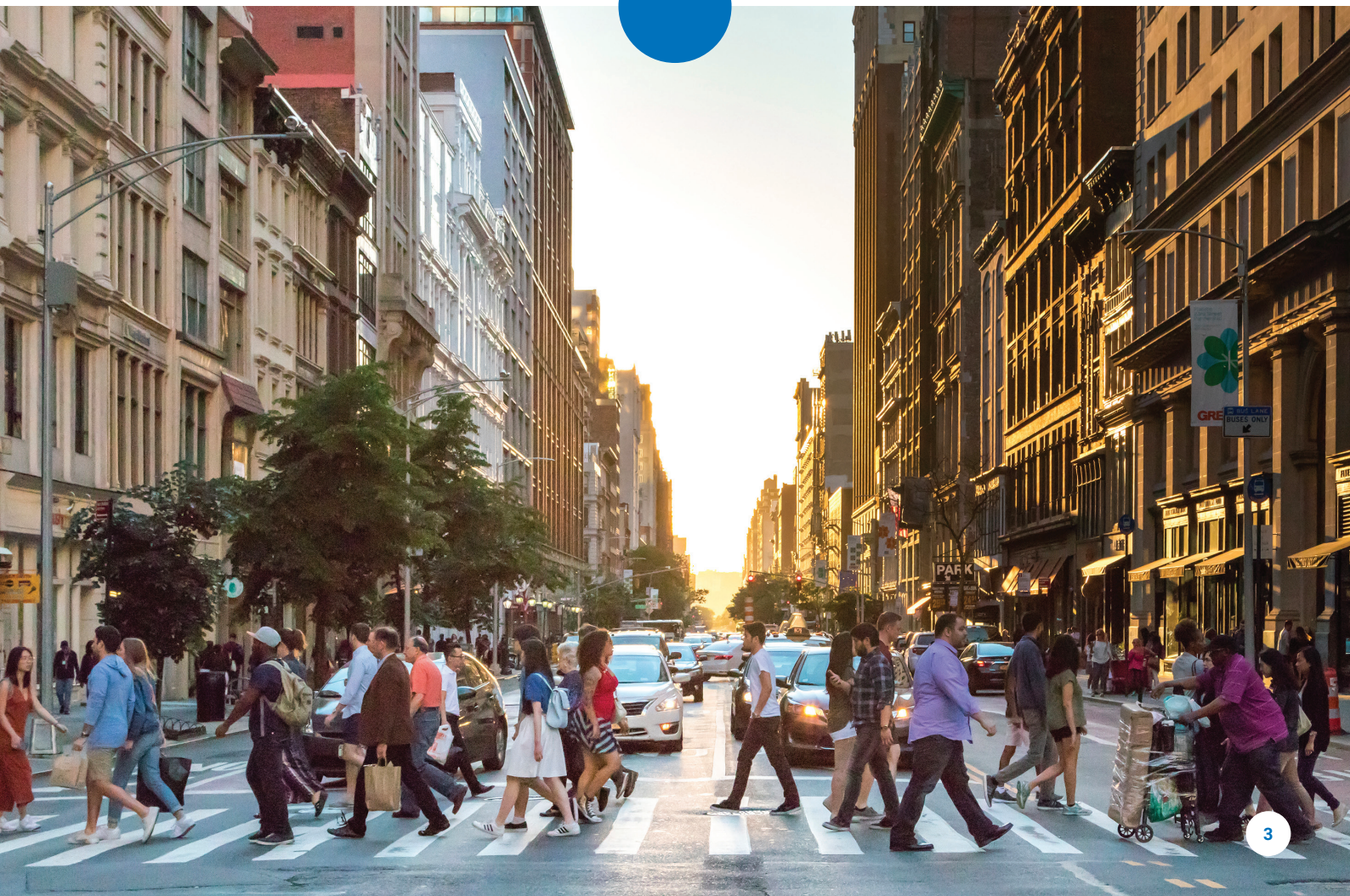
For over 50 years, Flowbird has defended an alternative vision of the intelligent city, based on sustainability and resilience. Each region is unique and its challenges vary with its history, size, infrastructures, geography, population and economic activities. It's also by being constantly involved in joint construction projects with local authorities that the company is contributing to making users' lives in cities simpler and more eco-friendly.

Today, cities have to create the conditions for interconnected mobility that facilitates users' journeys, while also encouraging them to turn towards alternative means of transport rather than using their own vehicles. Many are counting on modal transfer to reduce congestion and improve air quality.

With its transport and parking solutions, Flowbird optimises journeys in regions and works with these regions to make multimodality a reality. It leaves them as master coordinators of mobility while also optimising and securing the user experience.

« The diversity of mobility policies and best practices we see internationally are rich resources we share with all our customers. »

Bertrand Barthélémy, Flowbird CEO





Transform yourself to reveal new Mobility as a Service (MaaS) models

Flowbird realised very early that users should be ahead of expectations. The company also quickly understood that public bodies should be able to rely on a partner that works with them over the long term. Development and innovation have therefore been thought through together.

SHARING EXPERTISE, A NECESSARY FACTOR IN DEVELOPMENT

In this way, Flowbird has implemented a bold and sustained external growth policy, with a buyout strategy enabling it to extend its offer. After the acquisition of the British Wayfarer Group in 2007 (Transport, Ticketing), then Dutch company YellowBrick (Mobile phone payment), in 2018 it acquired the expertise of Swedish firm Cale (On-street parking) and French firm Extenso (Subscriber and season ticket management). Apart from being at the cutting edge of the technology, these companies shared the same culture of innovation and collaborative intelligence.

This combined expertise has promoted innovation, created new customer experiences and offered new value sources.



« We simplify the connection of physical equipment, mobile applications and software solutions to our platform, to dispense mobility services to all users using physical or digital tickets. In exchange, the local authority can rely on data from this platform to provide control and report offences. »

Bertrand Barthélémy, Flowbird CEO

DIGITAL, VECTOR OF OPPORTUNITIES

Flowbird underwent a huge transformation to accompany its digital transition starting from 2010. The company, which historically sold equipment, has extended its range to meet its customers' needs and offer services such as parking by identification, registration plate or place, and payment of fines on the Pay & Display machine.

This development has been enabled by significant R&D investment that has driven Flowbird to the rank of major player in urban mobility.

Today, Flowbird continues to invest significantly in R&D (7% of annual sales) to offer its customers ever more innovative solutions, such as the Flowbird App Mobility that allows users to pay for their parking space, but also to buy their transport ticket or unlock a shared bicycle from a mobile app. Flowbird solutions are intended as much for major cities such as New York, Paris, London or Stockholm, as for medium-sized cities.

SMART MOBILITY SUPPORTING CITY POLICIES

Mobility services too frequently operate in independent bunkers within regions.

Flowbird proposes consolidating all existing equipment and all mobility services in one open, upgradeable and interoperable digital platform. Thus, public decision-makers can rely on valuable supervision and analysis tools to help them organise and manage mobility in their region covering public transport and alternatives, parking, cars and shared bikes, etc.

Result: every week, more than 100 million users across the world buy their transport ticket, parking ticket or season ticket in the street using these solutions. The software for accepting bank card payment handles more than 400 million transactions per year, positioning Flowbird as the global leader in payment systems on stand-alone terminals and mobile applications for the mobility sector.

Offering a smoother and seamless mobility experience

By offering flexible solutions, Flowbird is able to adapt its services to each city's mobility challenges, whatever its size. This enables Flowbird to put forward a unique optimised offer to meet the issues specific to each region while also giving it the benefit of Flowbird's worldwide experience.

« Congestion, pollution, sharing of public space and economic development of the region are important everyday questions. The arrival of alternative transport (shared bikes, scooters, etc.) brings benefits, but also difficulties such as more complex data processing infrastructures and loss of the direct relationship with users. Flowbird integrates this complex ecosystem in infrastructures and platforms where the data belong to the cities. »

Bertrand Barthélémy, Flowbird CEO





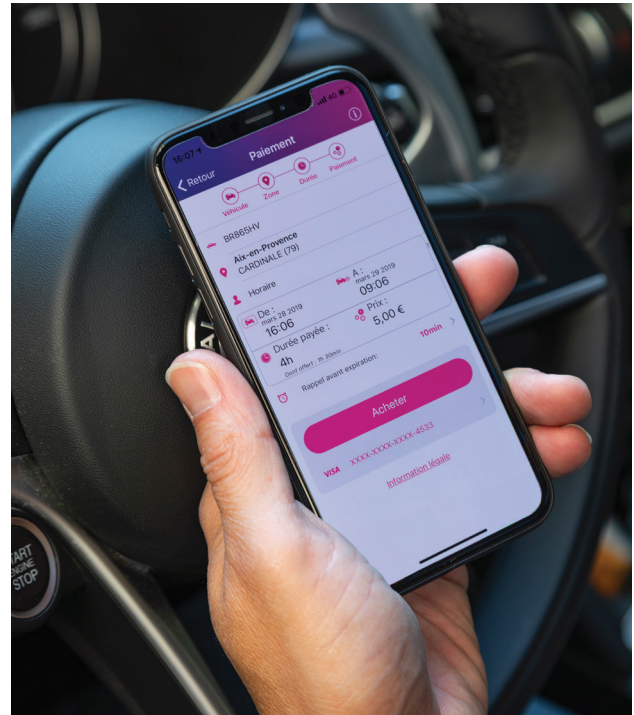
SESAME, OPEN PAYMENT SOLUTION

The contactless bank card has become the favourite way for the French and Europeans to pay for small everyday purchases. This is why Flowbird developed the Sesame solution, a successful marriage of ticketing and e-cash, which allows a bank card to be used as a transport ticket. No need to go to the ticket desk, nor to a ticket machine, nor to buy your ticket in a bus to be entitled to travel. No more pre-registering and creating accounts: Sesame enables a user to travel using public transport with their contactless bank card (card or dematerialised in a smartphone). Simply 'tapping' the validator on boarding the bus or train is enough to travel lawfully. At the end of the journey, the traveller is debited the exact sum for the journey made. This simple and rapid experience can incorporate all public transport modes (bus, tram and underground, but also P+R, P+V). And multiple validation, using several 'taps' on the validator, makes family or group travel possible.

Simple and quick to use, Sesame can be rolled out on any type of transport network, targeted and as needed, only on certain routes, in addition to the existing ticketing system. Interoperable, the Sesame solution connects to all the ticketing systems used in France. The cities of Amiens and Edinburgh were pioneers in implementing the Sesame solution. 4 more French cities, including Clermont-Ferrand and Angers have followed, as well as Laval in Canada.

Available at the four corners of the world, the Sesame solution was recently rolled out in Monaco, which trusted Flowbird to transform its urban mobility. Fully committed to a digital policy through its Extended Monaco programme, the Principality's Government now used the "Monapass", an all-in-one application that has an integrated payment system for all Monegasque means of transport.

In addition to improving the user experience, the Sesame solution works within regional policies. As a trusted partner to local authorities, Flowbird brings an urban mobility solution to match economic and ecological challenges: Sesame encourages use of public transport while also ensuring a minimal visual, audible and environmental impact.



FLOWBIRD APP MOBILITY, FLOWBIRD GROUP MOBILE APPLICATION

Between 15% and 20% of motorists pay for their on-street parking using a mobile app. For them, Flowbird has created an application enabling the user to buy public transport tickets and unlock shared bicycles, but also to reserve parking spaces. It can also incorporate a route planner. A real travelling companion! Opening of mobility services is guided by the city or mobility-organising authority in the Flowbird platform. With Flowbird, a MaaS application is built by considering motorists, the first audience to be made aware. The application adapts to each city's graphic style, integrating it fully. This enables them to adopt the tool completely and make their mobility policies visible. The Flowbird Group's mobile application is now used in over 20 countries and more than 50 million transactions are carried out in this way every year.

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MULTI-SERVICE KIOSKS

Many people travel into the city by car and Covid-19 reinforced this individual means of travel. Pay & Display machines are in the front line, accessible and available to serve motorists. Convinced that this public facility can enhance mobility services, Flowbird has developed upgrade kits that convert Pay & Display machines into multi-service kiosks. The motorist can access the city's complete mobility offer on a single point-of-sale: bus, underground or shared bike ticket, etc. The kiosk can deliver mobility services as paper tickets and QR Codes to get discounts or benefits on the city's mobility services. You can even recharge your local transport card. The kiosk has all payment methods, coins and bank cards, and a printer, and can house a QR Code reader. Brussels, Montpellier, Marseille, Asnières, Barcelona and Zagreb have already adopted it.



PARK & BREATHE

The Park & Breathe solution measures air and noise pollution, better to control and reduce them. It's a solution built into street furniture such as Strada Pay & Display machines. Here, Flowbird offers a real supervision tool by supplying decision-makers and town councillors data on air and noise pollution levels.

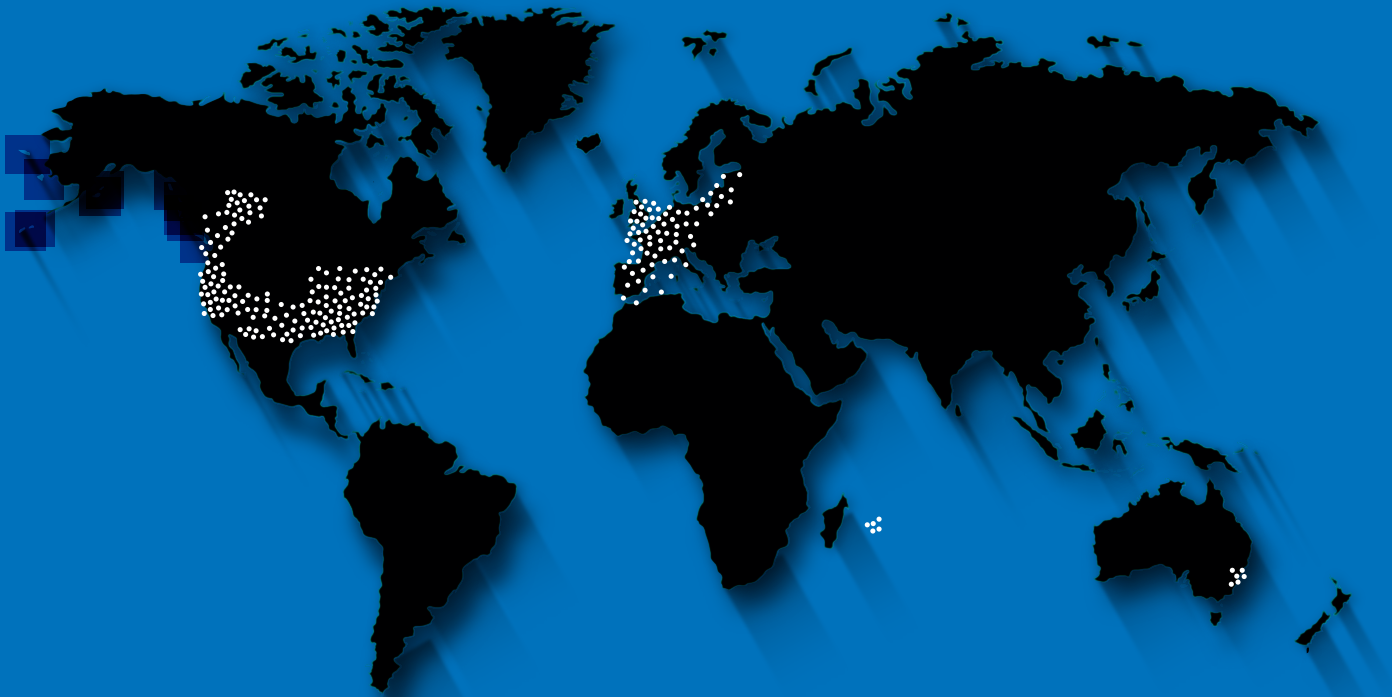
Levels actually endured by the city's citizens in real time. This enables them to make practical responses to debates on city pollution and to measure positive impacts arising from its decisions.

REPORTING AND ANALYTICS

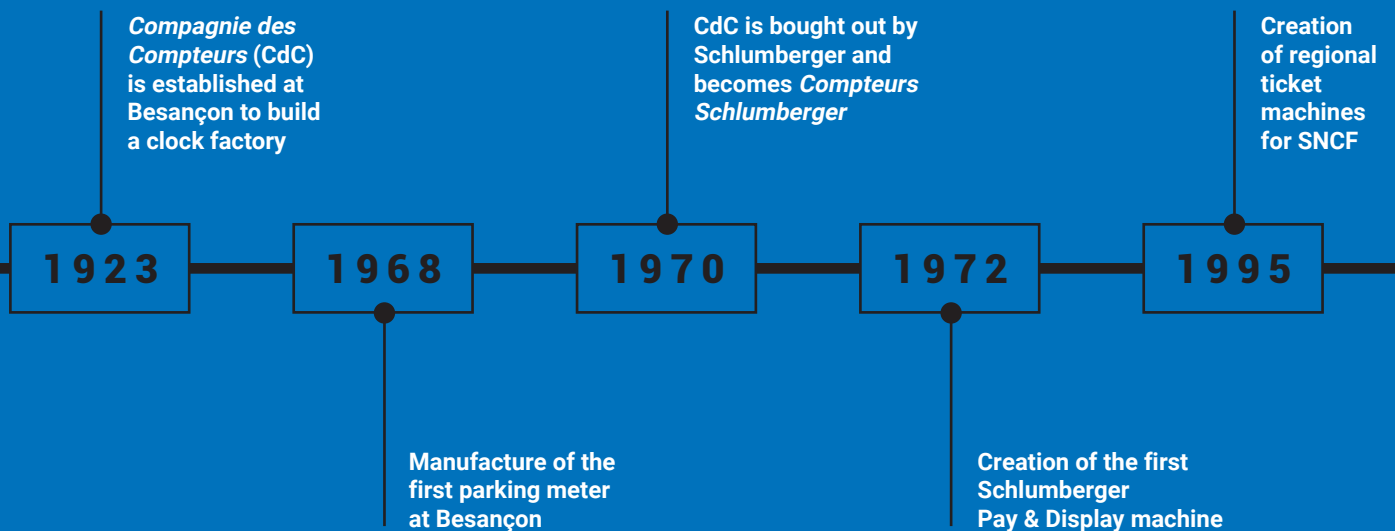
There can be no strategy without a compass, which is why Flowbird supplies Reporting and Analysis software that enables decision-makers to direct mobility independently across their region. In addition, by interconnecting all the bunkers, it becomes possible for the city to implement a targeted mobility policy, based on user categories (residents, traders, youth, pensioners, etc.) while also considering the background: district, day of the week and alternative multi-modality offers in the area involved.

Using this supervision software, the city can make multi-modality simple and enable citizens to take the best decisions for themselves and for the community.

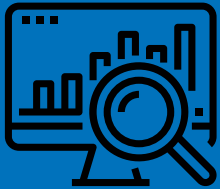
FLOWBIRD INNOVATES AT THE 4 CORNERS OF THE WORLD



FLOWBIRD, A CENTURY OF DEVELOPMENT AND INNOVATION



FLOWBIRD IN FIGURES



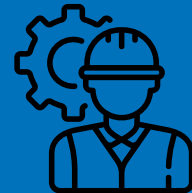
100
millions of users
 Flowbird solutions every week,
 in **80 countries**
 and **4,350 cities**



42 out of the **50**
largest smart cities
 work with Flowbird



1 300
employees around the world,
 including about **500 at Besançon**



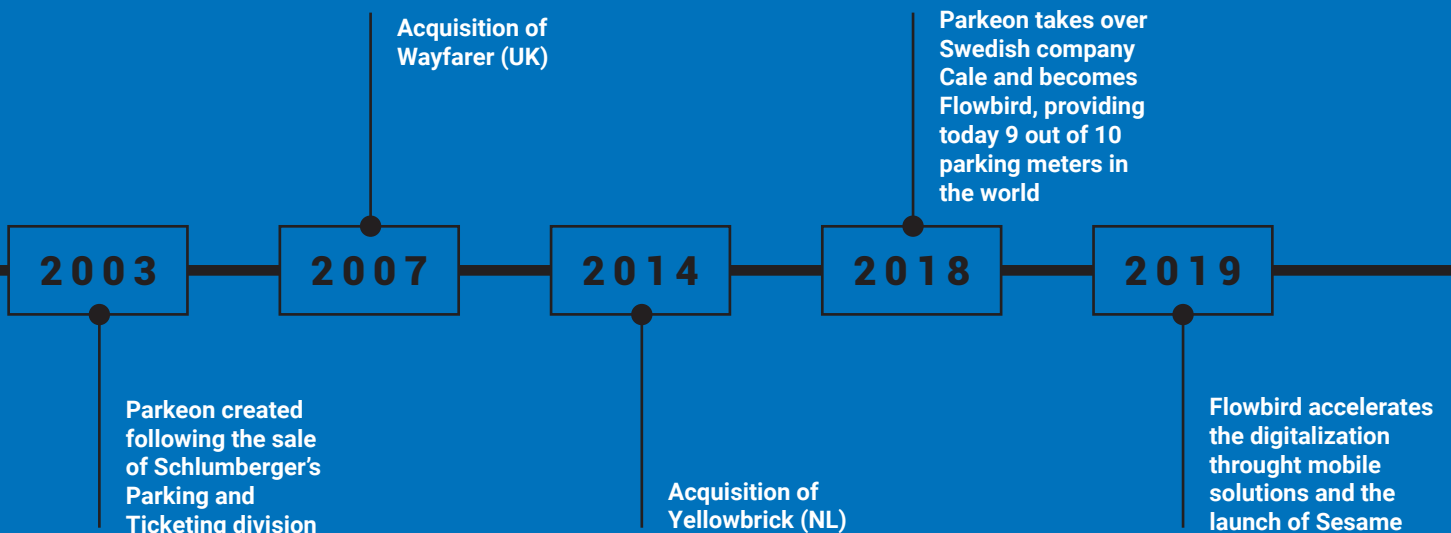
over 400
engineers and
technicians in R&D



2019 sales:
320
million euros
 including **80 % in exports**



8 Flowbird
offices
 across the world





FLOWBIRD

Urban Intelligence

« Flowbird » is a benchmark for the ease with which every bird moves within a flock. Because Flowbird's ambition, using its expertise in Urban Intelligence, is to simplify individual journeys, make collective flows more harmonious and therefore much more efficient.

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