COMPANY PROFILE - LEBANON
Contents

1. Executive Summary............................................................3
2. Presence in Lebanon..........................................................5
3. International Experience....................................................10
4. Lebanon Experience..........................................................22
5. Technology & Innovation ..................................................28
6. Digital Marketing..............................................................35
7. Maximizing potential of car parks....................................37
1. Executive Summary

Secure Parking was established in Australia in 1979. The company is one of the largest parking operators worldwide, currently operates over 1 Million Parking Spaces in over 12 Countries around the world with 1,500 car parks within various type of industries such as Airports, Shopping Malls, Hotels, Hospitals, Commercial & Financial Centers etc., employing in excess of 22,000 Staff, with operations in Australia, Indonesia, Malaysia, Singapore, China, India, New Zealand, United Kingdom, Lebanon and UAE.

In Lebanon, we started operations in 1997 and now we employ over 150 staff. We are proud to be associated with many prestigious locations in Lebanon such as Clemenceau Medical Centre, City Mall, Hamra Square, Dunes Centre, Kaslik Etoile, Movenpick Hotel Beirut, Lebanese American University – Beirut, etc.

SP portfolio of services in Lebanon includes:

✓ Car Park management consultancy services
✓ Overall Car Park management and operation
✓ Valet Parking Services
✓ Car Wash
✓ Car park engineering and construction solutions
✓ Latest car park technology solutions
✓ Installation and maintenance of access control equipment and effective signage
✓ Accurate, diligent and transparent reporting systems
Secure Parking: Systems for Success

At Secure Parking, we are passionate about unlocking the true potential of your car park facility. Our reputation is based on the continuous growth of our commitment to adopt the highest standards in the industry and the sincere dedication of our staff towards implementing them.

We are developing Customized Parking Models through the comprehensive range of consultancy services, covering every aspect of the car park business and forming the basis for the future successful car park management.

Our core business has always been Management and Operation of the car park facilities with the single aim to deliver a better car park experience to the customer and to maximize the potential of the car park facility to the owner.

Secure Parking approach has always been entrepreneurial and is based on the understanding that no two car parks have the same requirements. As a result, we develop a series of unique and flexible systems and operating strategies, forming a solid foundation for our activities.

After a thorough analysis of the individual requirements of each car park, we adapt these systems so that we are able to implement a specific solution and come up with a tailor made plan which suits your facility the best.

Our Systems for Success include:

- ✓ Management and Operational Excellence to provide every single visitor of the car park with exceptional Customer Services and increase the value of your asset;
- ✓ Well Trained Human Resources and constant investing into our profile;
- ✓ Utilizing the Latest Technology in Parking Systems to provide higher efficiency and faster allocation of parking spaces, better planning and higher turnover;
- ✓ Leading car park audit techniques to guarantee the outstanding customer satisfaction;
- ✓ Enterprise Accounting assuring that the owners and facility management are being delivered tailored and transparent reporting;
- ✓ Tailor-Made Marketing plan for each customer, embracing the latest technology and ecommerce.
2. Presence in Lebanon

SP is well established in Lebanon since 1997, with operations in Financial Centers, Shopping Malls, Commercial Centers, Hotels and Hospitals. Secure Parking is operating in Lebanon through the following office locations:

**Head Office – Sin El Fil**

L3, 210 Choucair Center, Sin El Fil
P.O. Box 11-4255, Beirut, Lebanon
Tel +961 1 493 790    +961 1 493791
Fax +961 1 493792
www.secureparking.com.lb

**Tripoli**

City Complex, Underground Floor
Tripoli- Lebanon
Tel +961 6 427509
Fax +961 6 427 509
www.secureparking.com.lb
JOHN AWAD – Managing Director

John is the Managing Partner of Secure Parking in many Countries within the Middle East Region. Being an Australian Lebanese, John has used this mix of culture to excel in introducing and driving up the Secure Parking Business in the Middle East and particularly in Lebanon and the UAE.

From a civil engineering background, John has many years of experience in project management and more than 20 years of experience in the Parking Business. In addition, he also established a parking consultancy division, providing advisory role in the design and set up of many major car parks in the region.

John is currently focusing to introduce the latest innovations and technologies in the parking management.

Tina Awad Aoun – HR / Business Development Manager

With a degree in Business Administration, Tina is handling various matters in the Head Office such as assisting in business development, attending to HR matters, coordinating with the operation team to ensure the goals achievement. Tina is also ensuring that all administrative related matters are met according to the highest standards.

Pierre Zarka – Financial Controller

Pierre has been working with Secure Parking for the last 18 years. With accounting and finance studies from Australian colleges, Pierre’s input in budgeting, cash flow, finance, revenue and expenses control has been of a great value to the SP business. As a member of the Executive Team, Pierre also has a direct channel of communication with our clients regarding contract administration, quality control and staff performance.
Tony Aoun – Internal Audit
Tony graduated in Finance and Auditing and joined the Secure Parking team in 2005. He is responsible for the daily shift clearances and money reconciliation checking. Toni is also involved in the on-site audit and control procedures.

Maritta Majarian – Administrative Assistant
With a degree in Hospitality Management from NDU, Maritta has been handling all administrative matters, from day-to-day correspondence with staff and clients, minutes of meetings, to documents control.

Adnan Aouni – Cash Collection
Since 2002, Adnan has been Secure Parking onsite Money Collector and Auditor, does multiple checks on all sites regularly and responds to our staff needs, closely checks on the quality of the performance and appearance, audits and collects the money generated from different sites and deposit them in the bank on a daily basis, liaise with the Management on day-to-day issues and concerns and reports back to the Head Office for any major issues.

Wafic Oueini – Car Park Manager
Wafic has been working as a car park manager at City Mall for the past 3 years. He manages the operation of the car park, checks the quality of service and makes sure that procedures are being implemented and that the operation is going smoothly. He is also assisting in the set up and starting operation of other car parks in Lebanon.
Mohammad Moujir – Project Quality Controller

Mohammad joined Secure Parking in 2005. He has coordinated both valet parking and self-parking services for over 8 years. He is responsible for the daily tasks of the car parks with emphasis on the reports from the various automated system, ensuring adequate logistics, quality control of the car park appearance and operation, dealing directly with the site staff. He also prepares weekly staff attendance making sure that the operation is being smoothly processed.

Mohammad Kandil – Technical Manager

Technical Manager with wide and updated knowledge in different Access Control and Protection systems in a variety of fields. With more than 6 years of experience in the installation, supervision and maintenance of Access Control Equipment and expertise in various types of systems, Mohamad coordinates with suppliers and supervises the setup at the launching of each new project, as well as keep a close day-to-day maintenance watch at all sites.

Johny Chediac – IT Manager

Johny has over 10 years of experience in information technology and has been working for Secure Parking Company for the last 5 years. He manages the daily operations of the IT department, assesses infrastructure to meet necessary demands, participates in regular training sessions to employees and upgrades existing Hardware and Software.
3. International Experience

Secure Parking proudly manages car parks for a number of owners including government and council authorities, large institutions, private developers and investors.

Our current portfolio of car parks covers shopping centers, entertainment venues, medical related facilities, office buildings and universities. As a direct result of the Management of these facilities, we have introduced a range of products and services to meet the needs of other stakeholders.

Shopping Mall Experience

Secure Parking is recognized with the quality mark for the highest level of services provided for Shopping malls worldwide and built long lasting successful partnership and continuous business in this segment.

Secure Parking has managed a variety of more than 60 significant shopping centers portfolios.

This Experience has served to further extend our understanding of the specific and unique needs of efficiently and effectively handling expansive shopping Centre car parks. Secure Parking has accumulated this experience through fostering dynamic relationships with shopping Centre management; an approach that has allowed us to garner an intricate understanding of individual shopping Centre needs, and tailor unique and effective car parking solutions.

A list of shopping centers car parks which have been managed and operated by Secure Parking worldwide includes:
<table>
<thead>
<tr>
<th>Australia</th>
<th>Indonesia</th>
<th>Malaysia</th>
<th>Lebanon</th>
<th>UAE</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Woolworths, Neutral Bay</td>
<td>Woolworths, Grand Indonesia, Margo City Square</td>
<td>Endah Parade</td>
<td>Dunes Center Hamra Square</td>
<td>Souk Madinat Jumeirah</td>
<td>Westfield</td>
</tr>
<tr>
<td>Woolworths, Wollongong Berry Square</td>
<td>Senayan Square</td>
<td>Queen's Park</td>
<td>Le Mall</td>
<td>Citywalk by Meraas.</td>
<td>London</td>
</tr>
<tr>
<td>Liverpool Plaza</td>
<td>Plaza Indonesia &amp; EX</td>
<td>UE3</td>
<td>City Mall</td>
<td>Uptown Mirdiff</td>
<td></td>
</tr>
<tr>
<td>Wollongong Gateway</td>
<td>Grand Indonesia</td>
<td>Shopping Mall</td>
<td></td>
<td>World Trade Centre, Abu Dhabi</td>
<td></td>
</tr>
<tr>
<td>Hurstville Supercentre</td>
<td>Margo City Square</td>
<td>Amcorp Trade Centre</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kogarah Town Centre</td>
<td>Senayan City</td>
<td>Jaya Shopping Complex &amp; Menara CSM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Edgcliff Centre</td>
<td>Plaza Semanggi</td>
<td>Plaza GM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Linteteves Trade Center</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Kelapa Gading Square</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mangga Dua Square</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sentra Kelapa Gading</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mal Pondok Indah 1 &amp; 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Superblock Mangga Dua</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ITC Cempaka Mas</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BSD Junction</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ITC BSD</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Metropolis Town Square</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Malang Town Square</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Palladium Medan</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cibubur Junction</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mega Mall Pluit</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Town Square Cilandakya</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

![Image of Woolworths, Grand Indonesia](image1.png)
![Image of Endah Parade](image2.png)
![Image of Le Mall](image3.png)
![Image of Dunes Center Hamra Square](image4.png)
![Image of Citywalk by Meraas](image5.png)
![Image of Westfield London](image6.png)
Airport Experience

Secure Parking’s Car Park Management and Operation expertise is fully deployed at providing a broad range of services at the following major Airports:

<table>
<thead>
<tr>
<th>Australia</th>
<th>Indonesia</th>
<th>UAE</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wellington Airport</td>
<td>Jakarta Airport</td>
<td>Abu Dhabi International Airport</td>
<td>Hamad International Airport - Doha</td>
</tr>
<tr>
<td>Hobart International Airport</td>
<td></td>
<td></td>
<td>Auckland International Airport</td>
</tr>
<tr>
<td>Sydney Airport Domestic</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sydney Airport International</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sydney Airport Long Term</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Melbourne Airport</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brisbane Airport</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Through our Partner in USA, we have the expertise through the management and operation of more than 20 airport car parks namely:

- San Francisco International Airport
- Los Angeles International Airport
- Miami International Airport
- Detroit Metropolitan Wayne Country Airport
- George Bush Intercontinental Airport
- Washington Dulles International Airport
Hotel Experience

Our involvement into Hotel Business began 30 years ago and during this time we managed to build Successful long term business based on the philosophy that customer satisfaction is a true measure of customer service. We are providing Valet Parking Services for 5 Star Hotels, being our Special Clients, in 15 countries worldwide.

Understanding the role of Valet Parking in 5 Start Hotels as a part of the whole hotel experience and a part of Hotel Brand Image, conveying the core values of the Hotel, we deliver the high class level of customer satisfaction through management and operational excellence. We implement our system4success.

✓ Well Trained Human Resources and constant investing into our people;
✓ Utilizing the Latest Technology in Parking Systems to provide higher efficiency and reduced time of dropping off/ picking up
✓ Using the leading car park audit techniques to guarantee the outstanding customer satisfaction;
✓ Enterprise Accounting assuring the owners and management being delivered tailored and transparent reporting;
✓ High rank services; focus on appearance, efficiency, hygiene, health and safety;
✓ Our understanding of Sales and Marketing and the importance of Valet Parking services at Hotels.

We are proud to have worked with:

<table>
<thead>
<tr>
<th>Australia</th>
<th>Indonesia</th>
<th>Malaysia</th>
<th>China</th>
<th>Lebanon</th>
<th>UAE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sofitel Wentworth</td>
<td>Hyatt Hotel</td>
<td>Klang Valley Eastin</td>
<td>Shangrila – La Shangai</td>
<td>Movenpick Beirut</td>
<td>Raffles Hotel</td>
</tr>
<tr>
<td>Sydney</td>
<td></td>
<td>Hotel in Petaling Jaya</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hilton – Sydney</td>
<td>Le Meridian Hotel</td>
<td>Holiday Villa Hotel &amp; Suites - Subang</td>
<td>Hilton – Shangai</td>
<td>Hilton Metropolitan</td>
<td>Four Points by</td>
</tr>
<tr>
<td>Amora Jamison –</td>
<td>Crown Hotel</td>
<td>Quality Hotel City Centre Kuala Lumpur</td>
<td>Grand Mercure Hotel</td>
<td>Palace Beirut</td>
<td>Sheraton, Bur</td>
</tr>
<tr>
<td>Sydney</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Dubai</td>
</tr>
<tr>
<td>Novotel – Brisbane</td>
<td>JW Marriot</td>
<td>Penang - Berjaya</td>
<td>Holiday Inn</td>
<td>Le Royal</td>
<td>Four Points by</td>
</tr>
<tr>
<td>Grand Chancellor</td>
<td>Ritz Carlton</td>
<td>Penang - Georgetown</td>
<td>Express Shangri – la</td>
<td></td>
<td>Sheraton, Sheikh</td>
</tr>
<tr>
<td>Hotel – Brisbane</td>
<td></td>
<td></td>
<td>(Qingdao)</td>
<td></td>
<td>Zayed Road</td>
</tr>
<tr>
<td>Holiday Inn-Brisbane</td>
<td>Mercure Hotel</td>
<td>Sunway Hotel - Georgetown</td>
<td></td>
<td></td>
<td>Dusit Thani, Dubai</td>
</tr>
<tr>
<td>Grand Mercure –</td>
<td>Shangrila Hotel</td>
<td>Sunway Hotel - Sebereng Jaya</td>
<td></td>
<td></td>
<td>Rosewood Hotel,</td>
</tr>
<tr>
<td>Melbourne</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Abu Dhabi</td>
</tr>
<tr>
<td>Medina Grand</td>
<td>Sultan Hotel</td>
<td></td>
<td></td>
<td></td>
<td>Dusit Thani, Abu</td>
</tr>
<tr>
<td>Apartments</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Dhabi</td>
</tr>
<tr>
<td>Melbourne Plaza</td>
<td>Le Grandeur</td>
<td></td>
<td></td>
<td></td>
<td>Royal Rose Hotel</td>
</tr>
<tr>
<td>Hotel - Adelaide</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Habtoor City Hotels</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

We are proud to have worked with:
Hospital Experience

Secure Parking is recognized with the quality mark for the highest level of services provided for Hospitals worldwide and built a long lasting successful partnership and continuous business in this segment.

<table>
<thead>
<tr>
<th>Australia</th>
<th>Indonesia</th>
<th>Malaysia</th>
<th>Lebanon</th>
<th>India</th>
<th>New Zealand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brisbane</td>
<td>Siloam Gleneagles</td>
<td>Bungunan Am-Assurance and Sentosa Medical Centre</td>
<td>Clemenceau Medical Centre (CMC)</td>
<td>Fortis Hospital, Gurgaon</td>
<td>Quay Park Surgical Centre</td>
</tr>
<tr>
<td>Private</td>
<td>Karawaci</td>
<td>Wisma Perintis Adventist Hospital PNG</td>
<td>American University</td>
<td>Wockhardt Hospital, Mumbai</td>
<td>Auckland</td>
</tr>
<tr>
<td>Royal Brisbane</td>
<td>Siloam Graha Medika</td>
<td></td>
<td></td>
<td>Central</td>
<td></td>
</tr>
<tr>
<td>Nepean Public</td>
<td>Pantai Indah Kapuk Hospital</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Warringal Private</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hospital</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pontok Indah Hospital</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sentosa International Hospital</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bunda Hospital</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(maternity &amp; children)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Yogya International Hospital</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Brisbane
Private
Royal Brisbane
Nepean Public
Warringal Private

Siloam Gleneagles
Karawaci
Siloam Graha Medika
Pantai Indah Kapuk Hospital

Bungunan Am-Assurance and Sentosa Medical Centre
Wisma Perintis Adventist Hospital PNG

Clemenceau Medical Centre (CMC)
American University
Hospital (AUH) Clinique Du Levant
St. Joseph Hospital

Fortis Hospital, Gurgaon
Wockhardt Hospital, Mumbai
Central

Quay Park Surgical Centre
Auckland
Public Sector Experience

The public sector has increasingly found car park facilities to be a profitable asset, rather than a time consuming resource to manage. Secure Parking enhances the benefits of this resource to both the owner and the user. By outsourcing the management of car parks, the owner is able to focus on its core product/service while we maximize revenues, and the user enjoys the value added services that we provide.

A small sample of such car parks includes:

✓ City of Sydney Council
✓ Waverley Council
✓ Municipality of Tripoli
✓ University of Wollongong
✓ Dubai International Financial Centre
Special Events Experience

Operating car parks at special events requires expertise in managing large traffic flows within short periods of time. Flexibility, organization and proven operational procedures are key to handling this type of situation efficiently.

Experience tells our service team that, like airport car parks, the first and last impression at events is the parking experience. We focus on rapid entry and exit procedures and trouble-free payment systems.

A small sample of such car parks includes:

✓ Sydney Olympic Park - Sydney 2000 Olympics, Royal Easter Show  
✓ Melbourne Cricket Ground  
✓ Optus Oval  
✓ Melbourne Zoo
On-street Parking Experience

Our on-street operation includes projects with Municipalities in Malaysia, Lebanon and Australia covering more than 20,000 spaces. The more recent was the BOT parking meters’ project Tripoli Lebanon covering over 1000 spaces, for a period of 7 years, including supply, installation, maintenance, wheel clamping, issuing citations and cash collection.

We have successfully developed and implemented solutions for Malaysia not only on the mobile computer, also their backend application.

Secure Parking’s strengths are with a combination of strong knowledge of hardware technology and software technology. The availability of all these capabilities from a single source enables the Company to serve the needs of firms of any size seeking to upgrade and reintegrate their information systems.

Below is a list of SP major on-street projects

<table>
<thead>
<tr>
<th>Australia</th>
<th>Malaysia</th>
<th>Middle East</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sydney Olympic Parks</td>
<td>Ipoh City Council: 4,000 spaces</td>
<td>Tripoli Municipality: over</td>
</tr>
<tr>
<td>Wollongong university</td>
<td>Kanja: 2,000 spaces</td>
<td>1,000 spaces (Lebanon)</td>
</tr>
<tr>
<td>Coles Stores Car Parks</td>
<td>Kemaman: 1,500 spaces</td>
<td></td>
</tr>
<tr>
<td>Melbourne City Council</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parramatta council</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

![Sydney Olympic Parks](image1.png)

![Wollongong university](image2.png)

![Coles Stores Car Parks](image3.png)

![Melbourne City Council](image4.png)

![Parramatta Council](image5.png)
Consultancy Experience

As parking specialists, we are using our 30 years of experience to provide Consultancy Services for projects before or during the construction stage which assist developers in the setup of their parking facilities.

We provide a full range of consultancy services which includes the following:

- Static Capacity / demand analysis
- Master Planning Design Guidelines
- Traffic Management Plan
- Allocation of Areas
- Road Network; access & egress adequacy
- Internal Planning
- Signage and Way finding review
- Circulation and Traffic Flow
- Access Control Equipment and Mode of Payment
- Parking Management Systems
- Parking Guidance Systems
- Parking operational Guidelines

The above services are fundamental for the successful operation of the car park where our valuable recommendations have saved our Clients’ time and money, as well as making the car park more convenient and safe for all users.

### Consultancy Projects in Lebanon

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Location</th>
<th>Description</th>
<th>Type Of Consultancy</th>
<th>Start Date</th>
<th>End Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Beirut City Center</td>
<td>Lebanon</td>
<td>BUA 64,000 sqm. 1,800 spaces (Shopping Mall)</td>
<td>Design Review and Parking Management System</td>
<td>2011</td>
<td>2012</td>
</tr>
<tr>
<td>2 District S</td>
<td>Lebanon</td>
<td>BUA 45,000 sqm. 1200 spaces (Residents and Retail)</td>
<td>Design Review and Parking Management System</td>
<td>2011</td>
<td>2012</td>
</tr>
<tr>
<td>3 Lebanese American University (LAU)</td>
<td>Lebanon</td>
<td>BUA 30,000 sqm. 600 spaces (University)</td>
<td>Parking Demand Analysis &amp; Parking Management System</td>
<td>2012</td>
<td>2013</td>
</tr>
<tr>
<td>4 Business Park Baabda 1074</td>
<td>Lebanon</td>
<td>BUA 20,000 sqm. 900 spaces (mixed used)</td>
<td>Parking Demand Analysis &amp; Parking Management System</td>
<td>2015</td>
<td>2016</td>
</tr>
<tr>
<td>No</td>
<td>Project Name</td>
<td>Location</td>
<td>Description</td>
<td>Type of Consultancy</td>
<td>Start Date</td>
</tr>
<tr>
<td>----</td>
<td>--------------</td>
<td>----------</td>
<td>-------------</td>
<td>---------------------</td>
<td>------------</td>
</tr>
<tr>
<td>1</td>
<td>Palm Gateway towers by Nakheel</td>
<td>Dubai</td>
<td>BUA 250,000 sqm, 5,000 spaces (Residential and Office Towers)</td>
<td>Design Review &amp; Parking Management System</td>
<td>2008</td>
</tr>
<tr>
<td>2</td>
<td>DIFC Gate District</td>
<td>Dubai</td>
<td>BUA 150,000 sqm, 3,000 spaces (mixed used)</td>
<td>Design Review &amp; Parking Management System</td>
<td>2008</td>
</tr>
<tr>
<td>3</td>
<td>DIFC Gate Village</td>
<td>Dubai</td>
<td>BUA 125,000 sqm, 2,500 spaces (mixed used)</td>
<td>Design Review &amp; Parking Management System</td>
<td>2008</td>
</tr>
<tr>
<td>4</td>
<td>Al Fattan Currency House</td>
<td>Dubai</td>
<td>BUA 60,000 sqm, 1,200 spaces (mixed used)</td>
<td>Design Review &amp; Parking Management System</td>
<td>2008</td>
</tr>
<tr>
<td>5</td>
<td>Buildings By Daman</td>
<td>Dubai</td>
<td>BUA 150,000 sqm, 2,500 spaces (900 automated) (mixed used)</td>
<td>Design Review &amp; Parking Management System</td>
<td>2008</td>
</tr>
<tr>
<td>6</td>
<td>Emirates Financial Towers</td>
<td>Dubai</td>
<td>BUA 72,000 sqm, 1,400 spaces (200 conventional and 1200 automated) (offices and retail)</td>
<td>Design Review &amp; Parking Management System</td>
<td>2008</td>
</tr>
<tr>
<td>7</td>
<td>Park Towers By DAMAC</td>
<td>Dubai</td>
<td>BUA 87,000 sqm, 1,100 spaces (mixed used)</td>
<td>Design Review &amp; Parking Management System</td>
<td>2008</td>
</tr>
<tr>
<td>8</td>
<td>Mall Of The Emirates</td>
<td>Dubai</td>
<td>BUA 200,000 sqm, 7,000 spaces (shopping mall)</td>
<td>Design Review &amp; Parking Management System</td>
<td>2008</td>
</tr>
<tr>
<td>9</td>
<td>Deira City Center</td>
<td>Dubai</td>
<td>BUA 140,000 sqm, 5,000 spaces (shopping mall)</td>
<td>Design Review &amp; Parking Management System</td>
<td>2008</td>
</tr>
<tr>
<td>10</td>
<td>Arabian Lamcy Plaza</td>
<td>Dubai</td>
<td>BUA 56,000 sqm, 1,300 spaces (shopping mall)</td>
<td>Design Review</td>
<td>2008</td>
</tr>
<tr>
<td>11</td>
<td>Jumeirah Gardens City</td>
<td>Dubai</td>
<td>BUA 22,000 sqm (mixed used)</td>
<td>Parking Strategy and Design Guidelines</td>
<td>2008</td>
</tr>
<tr>
<td>12</td>
<td>Dubai Pearl</td>
<td>Dubai</td>
<td>BUA 750,000 sqm, 15,000 spaces (mixed used)</td>
<td>Parking Demand Analysis</td>
<td>2008</td>
</tr>
<tr>
<td>13</td>
<td>Multi-Storey car park - Giolog</td>
<td>Abu Dhabi</td>
<td>BUA 84,000 sqm, 1,900 spaces (parking &amp; retail)</td>
<td>Car Park concept Design</td>
<td>2009</td>
</tr>
<tr>
<td>14</td>
<td>Media Zone by Twofour</td>
<td>Abu Dhabi</td>
<td>BUA 262,000 sqm, 5,300 spaces (mixed used)</td>
<td>Parking Functional, Shared Parking Analysis &amp; Parking Operational Consulting</td>
<td>2010</td>
</tr>
<tr>
<td>15</td>
<td>Sowwah Square</td>
<td>Abu Dhabi</td>
<td>BUA 450,000 sqm, 5,000 spaces (mixed used)</td>
<td>Traffic Management and Operation Plan</td>
<td>2012</td>
</tr>
<tr>
<td>16</td>
<td>Marina Square</td>
<td>Abu Dhabi</td>
<td>BUA 1.2 million sqm, 6,000 spaces (mixed used)</td>
<td>Full Parking Consultancy Services</td>
<td>2013</td>
</tr>
<tr>
<td>17</td>
<td>Sharjah Mall</td>
<td>Sharjah</td>
<td>BUA 20,000 sqm, 3,100 spaces (shopping mall)</td>
<td>Design Review &amp; Parking Management System</td>
<td>2013</td>
</tr>
<tr>
<td>18</td>
<td>Al Maryah Central</td>
<td>Abu Dhabi</td>
<td>BUA 500,000 sqm, 900 spaces (shopping mall)</td>
<td>Valet Parking Consultancy Services</td>
<td>2014</td>
</tr>
<tr>
<td>19</td>
<td>Jumeirah Group</td>
<td>Dubai</td>
<td>BURJ Al Arab, Jumeirah Emirates Towers, Jumeirah Beach, Hotel &amp; Madinat Jumeirah</td>
<td>Full Parking Consultancy Services</td>
<td>2014</td>
</tr>
<tr>
<td>20</td>
<td>Burjuman Mall</td>
<td>Dubai</td>
<td>3,200 spaces (Shopping Mall)</td>
<td>Signage &amp; Way finding Review</td>
<td>2014</td>
</tr>
<tr>
<td>21</td>
<td>Al Habtoor City</td>
<td>Dubai</td>
<td>BUA 800,000 sqm, 4,100 spaces (Hotels, Retails &amp; Residential)</td>
<td>Full Parking Consultancy Services</td>
<td>2015</td>
</tr>
<tr>
<td>22</td>
<td>ICD Brookfield Palace</td>
<td>Dubai</td>
<td>BUA 140,000 sqm, 2,700 spaces (Offices and Retail)</td>
<td>Parking Demand Analysis &amp; Management System</td>
<td>2015</td>
</tr>
<tr>
<td>No</td>
<td>Project Name</td>
<td>Location</td>
<td>Description</td>
<td>Type of Consultancy</td>
<td>Start Date</td>
</tr>
<tr>
<td>----</td>
<td>--------------------</td>
<td>----------</td>
<td>--------------------------------------</td>
<td>----------------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>1</td>
<td>Panorama Mall</td>
<td>KSA</td>
<td>BUA 65,000 sqm 1,700 spaces (Shopping Mall)</td>
<td>Design Review</td>
<td>2008</td>
</tr>
<tr>
<td>2</td>
<td>Galleria Mall</td>
<td>India</td>
<td>BUA 62,000 sqm 1,500 spaces (Shopping Mall)</td>
<td>Design Review</td>
<td>2009</td>
</tr>
<tr>
<td>3</td>
<td>Mortgage Mall</td>
<td>Qatar</td>
<td>BUA 200,000 sqm 3,900 spaces (Shopping Mall)</td>
<td>Design Review &amp; Parking Management System</td>
<td>2010</td>
</tr>
<tr>
<td>4</td>
<td>Hayat Mall</td>
<td>KSA</td>
<td>BUA 88,000 sqm 2,000 spaces (Shopping Mall)</td>
<td>Design Review</td>
<td>2013</td>
</tr>
<tr>
<td>5</td>
<td>Bay LA Sun KAEC</td>
<td>KSA</td>
<td>BUA 120,000 sqm 2,700 spaces (mixed used)</td>
<td>Full Parking Consultancy Services</td>
<td>2014</td>
</tr>
<tr>
<td>6</td>
<td>Al Khair Mall</td>
<td>KSA</td>
<td>BUA 92,000 sqm 2,100 spaces (Shopping Mall)</td>
<td>Full Parking Consultancy Services</td>
<td>2014</td>
</tr>
<tr>
<td>7</td>
<td>Amwaj Mall</td>
<td>KSA</td>
<td>BUA 50,000 sqm 1,300 spaces (Shopping Mall)</td>
<td>Traffic Management &amp; Parking Design Review</td>
<td>2013</td>
</tr>
</tbody>
</table>
4. Lebanon Experience

Secure Parking Service Portfolio in Lebanon

<table>
<thead>
<tr>
<th>PARKING NAME</th>
<th>AREA / ADDRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOTELS</td>
<td></td>
</tr>
<tr>
<td>MOEVENPICK HOTEL BEIRUT</td>
<td>BEIRUT</td>
</tr>
<tr>
<td>MONTE CASSINO HOTEL</td>
<td>TABARJA</td>
</tr>
<tr>
<td>MALLS</td>
<td></td>
</tr>
<tr>
<td>CITY MALL</td>
<td>DORA</td>
</tr>
<tr>
<td>RADISSON BLU – DUNES CENTER</td>
<td>VERDUN</td>
</tr>
<tr>
<td>CITY COMPLEX</td>
<td>TRIPOLI</td>
</tr>
<tr>
<td>KASLIKETOILE</td>
<td>KASLIK</td>
</tr>
<tr>
<td>HAMRA SQUARE</td>
<td>HAMRA</td>
</tr>
<tr>
<td>HOSPITALS</td>
<td></td>
</tr>
<tr>
<td>CLEMENCEAU MEDICAL CENTER</td>
<td>CLEMENCEAU</td>
</tr>
<tr>
<td>CLINIQUE DU LEVANT</td>
<td>SIN EL FIL</td>
</tr>
<tr>
<td>NINI HOSPITAL</td>
<td>TRIPOLI</td>
</tr>
<tr>
<td>RAFIC HARIRI UNIVERSITY HOSPITAL</td>
<td>JNAH</td>
</tr>
<tr>
<td>SAINT GEORGES HOSPITAL</td>
<td>AAJALTOUN</td>
</tr>
<tr>
<td>SAINT THERESE HOSPITAL</td>
<td>HADATH</td>
</tr>
<tr>
<td>SURFACES</td>
<td></td>
</tr>
<tr>
<td>MAZRAA LOT 1387</td>
<td>MAZRAA</td>
</tr>
<tr>
<td>GEFINOR LOT 352</td>
<td>GEFINOR</td>
</tr>
<tr>
<td>UNIVERSITIES</td>
<td></td>
</tr>
<tr>
<td>LEBANESE AMERICAN UNIVERSITY</td>
<td>BEIRUT</td>
</tr>
<tr>
<td>OTHERS</td>
<td></td>
</tr>
<tr>
<td>JEITA COUNTRY CLUB (JCC)</td>
<td>JEITA</td>
</tr>
<tr>
<td>CHOUCAIR CENTRE LOT 210</td>
<td>SIN EL FIL</td>
</tr>
<tr>
<td>On-Street Parkmeters</td>
<td></td>
</tr>
<tr>
<td>MUNICIPALITY ON-STREET METERS (750 meters)</td>
<td>TRIPOLI</td>
</tr>
</tbody>
</table>
Our Projects in Lebanon

City Mall – Dora, Beirut

Consisting of 6 entries and 9 exits, Secure Parking won the management and operation of one of Lebanon’s busiest Shopping Malls for 5 consecutive years. We have installed a capital expenditure of USD 600,000 to install the latest generation of Ski data equipment, consisting of 10 Payment on Foot machines, a Central Parking Management System, and more than 6 mobile cashiers. The payment system installed accepts Lebanese Pounds, United States Dollars, Coins and Credit Card facilities.

We are currently providing valet service for more than 500 cars on a daily basis including picking and delivering customers’ cars at all parking entries, using Smart Valet System which provides full parking management services. Our professional team works with cooperation to ensure a fast service paired with great results.

Kaslik Etoile

Secure Parking is operating the Kaslik Etoile commercial center since 2010. Kaslik area is known as the busiest area in Jounieh having major malls and shopping streets. We operate and offer self-underground parking and valet service.

City Complex – Tripoli

Secure parking took over the management of the City Complex in 2003, considered to be the largest mall in the Tripoli and located in the middle of the city attracting big number of customers. It consists of 2 undergrounds parking lots and 200 bays.
Movenpick Hotel & Resort – Beirut

Secure Parking had managed and operated the 800 space car park starting from the opening of the resort in 2002 until the end of 2010, and we recently restarted operating the valet parking services at this prestigious Hotel with a well-trained and dedicated team of staff.

Monte Cassino – Tabarja

Monte Cassino is a well-known 5-star Hotel located adjacent to the Casino du Liban, overlooking the Bay of Jounieh. It compromises of 80 extra comfortable rooms to suit all types of tourists and local citizens, as well as an exceptional Lebanese Restaurant. SP started operating this prestigious Hotel in 2017, providing Valet Parking Service for the Hotel guests. We also organize the valet parking service during events and weddings held in the Luxurious Ballroom.

Dunes Centre – Verdun, Beirut

SP began to operate the prestigious Dunes Centre in Verdun, Beirut in 1997 where it installed the first fully automated access control equipment in any car park in Lebanon for 650 spaces. Today we are still managing the center with more than 750 cars and 250 members entering per day that consists of both a Hotel and a shopping Mall.

Hamra Square – Hamra, Beirut

Secure Parking took over the management of the Hamra Square in the beautiful Hamra Street in 2007, with hundreds of shopping outlets along this traditional street, visited by thousands people daily. With 6 levels of underground parking, casual visitor cars and members are daily accessing the facility.
**Jeita Country Club**

Secure parking started operating the site in 2011, Located in the heart of Mount Lebanon Jeita. JCC is known as a summer resort that contains 200 summer chalets and offers all kind of facilities to its customers. It also hosts major occasions like wedding and special events. We manage the place as self and valet service, consisting of underground and open space area.

---

**Lebanese American University – Beirut**

Secure Parking invested in the setup of the outdoor parking of the LAU Beirut campus and has been operating this car park since September 2017, serving mainly the students of the university. We also offer parking memberships either monthly, yearly or per semester to best suit the students’ needs and requirements.

---

**Clinique Du Levant Hospital – Sin El Fil**

Added to the list of hospitals is Clinique du Levant, Al Mashreq Hospital in Sin El Fil, where we are offering self-parking on an open air car park, as well as Valet services when the Car Park is full, servicing more than 400 visitors per day to the Hospital.

---

**Clemenceau Medical Center – Clemenceau**

Secure Parking Management and Operation of prestigious Hospitals’ Car Parks dates back to year 2005 when Clemenceau Medical Center opened, with a 4 underground levels parking. Today Secure Parking is still managing this busy center with around 300 cars valet parking per day. This luxurious center is now expanding, and Secure Parking is scheduled to manage the new Hospital’s Car Park along with the old one. We are present at this site 24/7, catering for visitors, staff and doctors, providing full valet service employing around 25 staff trained and lead by professional supervisor and car park manager.
**St. Georges Hospital – Ajaltoun**

Secure Parking recently started operating the parking facilities of the St. Georges Hospital in Ajaltoun, where we have installed an excess control system with allocation of areas between 3 separate car parks, one for visitors and doctors and the 2 others are for employees. We have over 400 visitors’ cars per day entering the car park.

**Rafic Hariri University Hospital (RHUH)**

We started operating the 2 parking lots at RHUH starting March 1st 2019. We took over this important parking management contract for 4 years, it includes around 700 spaces having 2 entries, 2 exits, 2 underground levels and 1 ground level parking.

**Sainte Therese Hospital – Hadath**

We took over the management and operation of the car park at Saint Therese Hospital in Hadath area which consists of two surface lots with 150 parking bays, fully equipped with access control system serving visitors, staff and doctors.

**Nini Hospital – Tripoli**

Secure Parking has been managing the Surface Parking of Nini Hospital in Tripoli since 2008. SP maintains the visitors parking as well as the staff and doctors’ monthly membership.
Municipality of Tripoli – On Street Park meters

Secure Parking won a bid in 2006 with the Municipality of Tripoli to supply and operate the park meters in many of the city streets. It has proved to be a very successful project where we have raised substantial revenue. We also provided street parking services to the visitors of the city. Recently, SP won a bid to install and operate Pay & Display meters (P & D) imported from Sweden, covering all the streets of Tripoli. The project has successfully started with highly dedicated team of street operators, technical staff headed by a highly experienced manager to coordinate the day to day performance with the Municipality.

State of Art Parkmeter Terminal from Cale- Sweden, Installed by Secure Parking on the streets of Tripoli, Lebanon.
5. Technology & Innovation

1. Secure-A-Spot:

Secure-A-Spot is our online booking service that provides customers with a stress-free way of securing a parking spot in the city. All a visitor has to do is visit the Secure Parking website and select a car park that offers Secure-a-Spot online booking and click the ‘BOOK NOW’ button. When the visitor pays for parking using the Secure-a-Spot online booking service, they will be sent a confirmation either by email or SMS that includes a four-digit PIN number or QR code to access and egress the parking without the need to take a ticket or pay for parking on site.

2. Automatic Number Plate Recognition System

Automatic Number Plate Recognition (ANPR) is a technology that extracts vehicle registration numbers (VRN) from video images to ensure seamless continuity of operations and safety of car park. The system transports the VRN to a computer database that is integrated with the Parking System’s own database for the purpose of:

- Matching tickets or other entry credentials with VRN
- Allowing automatic entry and exit for ‘whitelist’ company vehicles
- Matching numbers against a blacklist or similar lists
- Allowing ticketless exit where the VRN matches a payment transaction within the grace exit period
- Denying exit where a ticket/entry credential VRN does not match the vehicle VRN
- Checking time and date of entry and exit to resolve lost and damaged ticket issues
- Checking entry and exit times to enable calculation of duration of stay for time-based charging for commercial transport vehicles.
- Allowing ticketless automatic entry and exit for pre-booked, corporate and other authorized customers.
3. **Central Control Room**

Secure Parking has implemented a Centralized Control Room that connects multiple locations into a single control center using wireless internet connectivity. This reduced the OPEX as we would only need one control room operator to manage multiple locations.

The Call Centre will be operating primarily through a video and audio intercom providing the following features:

- Customer service – responding and acting appropriately to customer enquiries via intercom, telephone and email.
- Equipment, vehicle, staff and customer security – providing on-going surveillance of car parks, recording of images and sound and acting upon demonstrable potential security threats.
- Programming of permanent parker cards
- After hours call outs
- After hours’ telephone support
- Reporting
- System backups
- Shift and data entry
- Other general administrative tasks
- Centralize customer voucher production

4. **Valet Automation System**

The Valet Automation system from Secure Parking enables a professional management of valet keys, vehicles, tickets, employees, and revenues all in one system and at the same time it has increased audit and control, turnover and superior customer service.

- Express Cashier for speedy guests check in and check out
- Monthly Membership Billing System process invoices and collect payments easily
- Amount of service fees can be implemented; applicable to clients, visitors, tenants, restaurants, and all users.
- System generated reports
Our Valet Parking System, proven successful in various international locations, will consist of:

- Password protected screens, with full trace of all the transactions and manipulations during every shift with direct link to the operator.
- Full details on the trips they have made and the cars they have driven.
- Flexible rates that can be tailored to meet any time or count criteria, with seasonal passes, membership discounts or vouchers.
- Full monitoring of the parking occupancy.
- Fast allocation of parked cars even if tickets are lost via a powerful search engine, with automatic free space allocation option.
- Detailed reports on the daily transactions and the drivers’ performance filtered and sorted upon request.

- Multiple accounts, with a flexible validation system with detailed reports on the use of the validation tickets.
- The system displays the number of retrievals currently in the queue.
- Employee performance report showing how many cars was parked and retrieved by the staff.

5. SMS Payment for Parking Fee

SP has the ability to implement an SMS payment solution for visitors who wish to pay their parking fees using mobile phone to avoid waiting time to pay at the POF Machine or handheld device.

The Visitor would enter the car park by taking a Ticket from the entry terminal.

Each Ticket would have a unique 5-digit number printed on it. This unique 5-digit number would need to be sent to the mobile phone operator who would send a request back to the CPMS Server to check the parking fees applicable for the Ticket and deduct the parking fee as applicable.

We have installed our first SMS Payment solution at Citywalk, Meraas.
6. **Online Validation System**

Secure Parking has installed a Web based validation solution for Retail Tenants who wish to validate tickets for genuine visitors/shoppers.

Secure Parking would apply validation accounts for the tenants/shops, together with the Validation Rules.

The System offers the ability to offer Multiple Validations on a single Ticket.

Each Tenant/store manager would have his own login that connects him to his account.

**Validation Process:**

1. Visitors give their entry Parking Ticket to the shop. The Retailer enters the Parking Ticket Number of the Web Login and validates the ticket based on the validation rules.
2. Prior to exit, visitors can go to any payment machine within the facility and the correct discount will be applied, allowing them to pay the remaining balance if required.
3. In case there is no excess payment after the validation is applied, visitors can drive directly to exit the car park.

**Reporting:**

The Web Based Validation System comes with a pre-defined set of validation reports.

- Web-based detailed evaluation of allocated discounts (presentation per cost center and application)

**Key Functions:**

- Up to 3 discount levels can be allocated optionally
- Multi-discounting possible
- Allocation of the following discount types: - Value discount - Time discount - Percentage discount - Tariff switch to another tariff sheet
- Freely configurable discount levels
- Graphic web interface for user guidance
- Discounts are credited during the payment process
- Allocation of individual users to cost centers possible
- Web-based detailed evaluation of allocated discounts (presentation per cost center and application)
7. **RFID/LPR Access Solution**

The RFID Windows-up Technology is a frictionless way of driving into a car park and provides regular users with a “windows up” parking loyalty solution that allows a customer to avoid taking a ticket at the entry and waiting at the onsite pay stations at the end of their visit.

8. **Mobile Handheld Device**

The Mobile Handheld device is designed for visitors who missed paying the Parking Fees at the Payment Machines. A parking attendant located at the exit would collect the parking fee after scanning the ticket at the reader unit to see the applicable fee then validate the ticket through the handheld mobile Cashier device and open the barrier for the visitor to exit. Reconciliation of the collected amount would be recorded in the Central Parking Management System. The Handheld device also has a printer in order to issue receipts.
9. **Shift Reporting**

The Shift service is a specialized system developed for The car park industry that offers immediate access to a comprehensive range of financial and management information.

Secure Parking understands that the car park environment can be very different from site to site, and Shift is designed to provide a consistent overview of the business regardless of the physical environment of each site.

**Features & Functionality**

All the features of Shift Integrated, plus:
- Credit card payment processing
- Third party card processing
- Reconciliation back to bank statements

**Quick Process Overview for shift Standard**
10. **SECUREVISION:**

Secure Vision, our 24-hour control center, provides interactive monitoring, online management and operational services to the car parks we operate. An enhancement of the existing control room, it can fundamentally change the way your car park operates in terms of customer service levels, plus provide you with significant cost savings and maximum return on your investment.

With Secure Vision we are able to offer both car park owners and operators a valuable range of benefits and advantages that allow you to truly maximize your car park’s potential.

**Surveillance & Security:** We are your eyes and ears on the ground watching over every aspect of your car park’s operation 24 hours a day, every day. We monitor activity and deal with any issues as they arise, ensuring improved security for car park, equipment, vehicle, staff and customer security.

**Enhanced levels of customer service:** With our Secure Vision staff is available to assist customers at the press of a button – day and night. They can respond and act appropriately to customer enquiries via intercom, telephone and email.

**Minimum investment in equipment:** Secure Vision’s Plug and Play technology requires only a minimum level of investment in equipment because we simply integrate our solution into your existing infrastructure.

**Increase in operational efficiencies:** You won’t just save on staff costs. Your car park will run far more smoothly with a minimum of hassles and with minimal equipment down-time.

**Superior features:** Central Control Centre also enables programming of permanent Parker cards, after hours’ call-outs, after hours’ telephone support, reporting, system backups, shift and data entry, other general administrative tasks and centralized customer voucher production.
6. Digital Marketing

Secure Parking: Key marketing campaigns to drive revenue

Secure Parking has recently developed a range of marketing strategies that will be applied to the entire car park network. Secure Parking will include your assets into the implementation of these strategies.

In-house Design Department

Secure Parking’s in-house Design Department provides our clientele with professionally designed marketing materials that won’t add excessive additional costs to our industry leading marketing campaigns. Whilst Secure Parking pride themselves on leading the pack with the most innovative marketing solutions that result in significant revenue increases, we also have the capability to react faster and better than any other car park operator to our competitors offers when the need arises to ensure you asset is not affected.

Secure Parking Product Suite

Secure Parking will build business for the car park through the continued marketing of its product suite.

All promotional offers will be tested and monitored on an ongoing basis to identify the optimal market offering.

- Monthly Parking – Building commitment to your car park
- Prepaid vouchers – Parking is only a click away
- Early Bird Parking – Park all day at one low cost
- Member affiliations
- Club Secure – Driving casual parking through loyalty

Other Casual Parking Promotions

Secure Parking will implement other casual parking promotions to attract new parking Business through the development of competitive offers. Secure Parking will Dedicated a team of sales people to approach businesses within the car park’s footprint with a view to developing reciprocal offers aimed at driving their customers into the car park.

The casual parking products are as follows:

- Secure Park & Show
- Secure Park & Dine
- Secure Night Owl Parking
- Business Partner Alliances and Validation Equipment

The Secure Parking web site incorporates Secure Parking’s corporate look and feel and provides visitors with information about our innovative range of products, as well as detailed information about each Secure Parking car park.

The Secure Parking web site is driven by a Content Management System that allows users to update information in any area of the web site and publish it ‘live’ within seconds.

Customer Benefits:

➤ Optimum parking experience
➤ Access to parking offers
➤ Rewards for loyalty
➤ Increased payment options
➤ Web and mobile access to parking information
7. Maximizing Potential of Car Parks

Secure Parking undertakes the writing and updating of all Local Operating Procedures (LOP) manuals, tools and resources needed to manage and operate each car park. This role is vital in centralizing information and in establishing and maintaining key communications channels, such as our ‘At a Glance’ pages and our folders/documentation system, which are consistent across all sites. These resources provide our staff with the vital information, forms and documentation that they will require.

We provide excellence in operations through the below set of procedures including, but not limited to:

- Operational plan (allocation of areas, circulation of users, integration of parking and security systems, etc.)
- Operating hours and positions
- Tenants car park
- Visitors car park
- Shared car parks
- Emergency plans
- Enforcement by applying warning notices and fines
- Equipment first response maintenance
- Signage maintenance
- Car park cleaning and appearance
- Health and Safety
- Monthly Reporting and Statistics
- Staff Roster
- Daily cash Collection
- Audit and Control by SP Financial Controllers
- Coordination with Security department
- Valet Parking Superior Service
- Environmental policy
- Contingency planning

Secure Parking provides you with consistency of service and presentation across all its sites with a specific reference to the standards of each car park. This program covers:

- Utilizing latest technology
- Following a coherent communication program
- Following standards for reporting, interpretation and analysis
- Enhancing document and data control
- Reviewing sign age and way finding
- Tailored and customized operational planning
Staff with Passion for Parking

Secure Parking’s approach to Human Resource Management is based upon promoting the following principles within the organization:

Teamwork - Employees cooperate in working toward shared goals, and contribute to resolving workplace problems. Every member is encouraged to think about work processes and question the way we do things, is there a better way we can do this?

Training and Multi Skilling - Employees are encouraged to expand their range of skills, which increases their opportunities for career development and progression, it also allows everyone to function flexibly in work teams.

Good Communication - Managers and supervisors conduct frequent team meetings at all staff levels, discussions from these meetings provide timely and accurate information on business mission, strategies and performance.

Equal Employment Opportunity - We adopt a recruitment process that is fair and competency based. We aim to find the best possible fit to the requirements of the role at every opportunity. During employment all staff members are treated in a fair and consistent manner, whatever the circumstance through tightly controlled systems and processes.

Increased Opportunity for Initiative - Staff make decisions within their level of responsibility, without constant reference to management. Staffs have an excellent understanding of their role and the expectations held of them, these are clearly defined at the time of employment and induction into the organization. Participation and shared knowledge are a core part of our culture.

Rewarding Excellence - Both management and front line staff acknowledge outstanding results and improved performance amongst the team. Through our staff incentive schemes, we are able to celebrate exceptional performers, rewarding them on a company wide scale by sharing their successes, and pushing others to strive for that level of excellence.

Common Conditions of Employment - Every permanent employee is entitled to the benefits provided in Secure Parking’s consistent approach to staff incentives.
Outstanding Customer Satisfaction

It is understood that the issue of car park quality is the task of ensuring that the car parks contain the correct resource and the skill base to be able to operate independently and without incident.

In association with the owner, Secure Parking undertakes regular customer satisfaction surveys. Action would then be implemented to address any observed or perceived ‘weaknesses’. The existing Quality Assurance process will be implemented to ensure that the highest standards of service delivery and presentation are provided to our customers at all times. This process has been developed over 30 years and is based on our wealth of operational experience that we deliver a consistent and reliable level of service at all times.

Our exceptional customer service is achieved by:

- Placing the right number of customer service desks to handle parking queries and retail validation
- Issuing parking guide including regulations and maps for easy reference
- Ensuring that no customer queues waiting to pay or to validate their tickets
- Assisting in using the payment machines, promoting the parking, giving directions throughout car park
- Explaining the terms and conditions, rate structure, and usage of the car park
- Assisting tenants in applying for parking, updating their information and directing them throughout the car park
- Assisting companies in controlling the access of their staff
- Dealing with customer complaints

Unique Audit Control

Managing revenue from control equipment through collection, counting and banking is a major part of the service Secure Parking provides to all our clients. This is achieved by implementing procedures based on three principles:

- The separation of duties between staff who collect money and those who count and audit it.
- Effective cash control procedures, which are drafted following an assessment other financial risks of the location.
- Management review and authorization of key documents.

Each cashier is required to account for (and is responsible for) the casual sales recorded via their Shift.
Secure Parking Lebanon Office

Head Office – Sin El Fil

L3, Lot 210 Choucair Centre
Sin El Fil
P.O. Box 11-4255, Beirut, Lebanon
Tel  +961 1 493 790  +961 1 493791
Fax  +961 1 493792
www.secureparking.com.lb

Tripoli
City Complex, Underground Floor
Tripoli- Lebanon
Tel  +961 6 427509
Fax  +961 6 427 509
www.secureparking.com.lb

International Offices

<table>
<thead>
<tr>
<th>Country</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indonesia</td>
<td>(6221) 626 5868</td>
</tr>
<tr>
<td>Malaysia</td>
<td>(603) 7885 0680</td>
</tr>
<tr>
<td>Australia</td>
<td>(61) 8912 4900</td>
</tr>
<tr>
<td>India</td>
<td>(91) 2242 153 400</td>
</tr>
<tr>
<td>China</td>
<td>(86 21) 6413 4690</td>
</tr>
<tr>
<td>New Zealand</td>
<td>(64 9) 379 9481</td>
</tr>
<tr>
<td>Singapore</td>
<td>(65) 6592 2700</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>(44) 0203 178 5062</td>
</tr>
<tr>
<td>United Arab Emirates</td>
<td>(971) 4 4410561</td>
</tr>
</tbody>
</table>