

FLOWBIRD acquires the remaining 30% stake in leading Mobile Parking Payment player Yellowbrick International from Waysis

2019, June 7th.

Flowbird, the world market leader in the field of urban mobility and smart city solutions, announced it now owns 100% of Yellowbrick International by completing the acquisition of the remaining 30% stake held by Waysis, the market leader in the Dutch market of parking and enforcement systems.

Flowbird, Urban Intelligence will further integrate Yellowbrick International's Mobile activities under one umbrella to strengthen its position in the digital parking market.

Digital technologies are increasingly defining parking solutions, allowing greater driver convenience and more efficient transaction handling. Digital Parking is showing strong international growth, whereby an increasing number of countries is embracing Mobile solutions. When providing smart city solutions integrating platforms and multi-country offerings are gaining importance.

Flowbird and Waysis joined forces in 2014 by creating Yellowbrick International, a joint venture aimed at deploying Mobile Parking Payment solutions at an international level. With its head office in Amsterdam, Yellowbrick International has, since its inception, deployed operations in Belgium, France, Germany, Spain, Italy, Sweden, Norway, Denmark, the UK, Australia, Canada and the USA.

Commenting on this transaction, Bertrand Barthélemy, CEO of Flowbird, states "this transaction perfectly fits Flowbird's long term strategy to expand its leadership in digital services in the mobility, the parking and the transport applications providing best in class experience for end users"

Peter Peddemors, CEO of Waysis explains "with this transaction we support the future international growth and continuity of Yellowbrick International. Flowbird is able to give the financial and international strength which is needed to become a worldwide leader in the MPP business"

Further integration of Yellowbrick International's Mobile services and Flowbird's urban mobility platform will, according to Marius Koerselman, CEO of Yellowbrick international, "enable us to provide innovative one-stop-shop solutions to our municipal clients and parking operators. These solutions will integrate multiple transportation channels and bring ever more convenient parking and additional mobility services to millions of motorists worldwide".



About Yellowbrick International:

Yellowbrick International, located in Amsterdam, is a leading provider of Mobile Parking Services. Millions of motorists are using its Yellowbrick, Whoosh, WaytoPark and Flowbird iOS and Android apps to pay for parking in more than 500 cities across 12 countries.

About Flowbird:

Flowbird is the world market leader in the field of urban mobility and smart city solutions. By offering a unique, all-encompassing range of parking management and public transport ticketing solutions, Flowbird has a presence in close to 80 countries and is successfully accelerating its growth in emerging markets such as Eastern Europe, Russia, Asia, Latin America and Africa. Flowbird's equipment and services are facilitating urban mobility in over 5,000 cities. Flowbird employs a workforce of c.1,300 people worldwide and achieved a turnover of 340 million euros in 2018.

For more information, please visit <https://www.flowbird.group>

About Waysis:

Waysis, a Dutch family owned company since 1927, is the holding company of Taxameter Centrale and Brickyard. It provides technical innovation in the fields of parking systems (both on-street and off-street), parking and traffic enforcement and traffic engineering. The total Waysis group employs around 90 staff and technical experts and plays a market leading role in o.a. the Dutch, Belgium and Scandinavian markets on mobility and parking infrastructure market.

For more information, please visit www.waysis.com