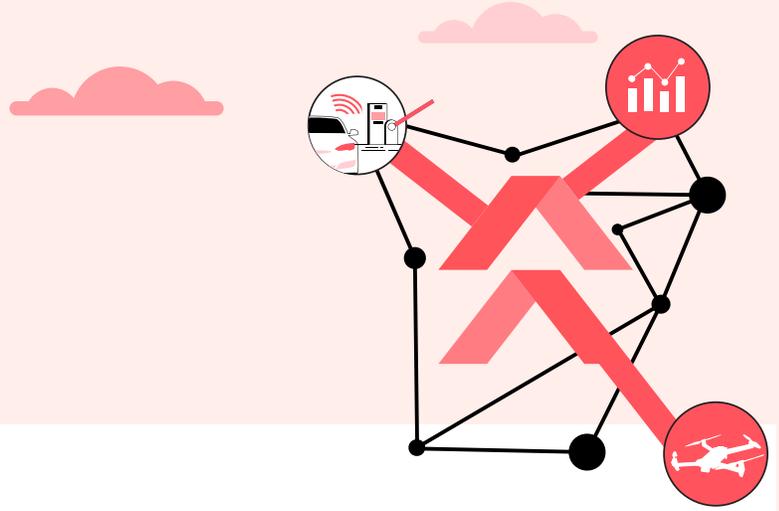


FLASH



Why FLASH

Powering the future of mobility, today

Consumer Habits on the Move

The way consumers get around is constantly evolving. Technology is shaping consumer habits, and the mobility journey. Rises in behaviors like tap-to-pay, EV car ownerships, and micromobility are not trends, but permanent fixtures. These new behaviors have created a new breed of the customer, and they demand more.

Consumer Habits

Tap-to-pay is an expectation with **50% of 25 -55 year-olds** using tap-to-pay with their phone at a physical retailer.

Personal car usage is spiking with nearly **40% of commuters** in major U.S. cities expecting to drive alone to work post-COVID.

EV sales in the US in 2020 were **up 10%** vs. ICE vehicle sales down by 15%.

The Consumer's New Mobility Journey

To answer the needs of the modern parker, you need to be able to connect with them when they are moving, not just standing still. The new customer journey is simple and with FLASH and Arrive, you can now be a part of every step.

PLANNING & BOOKING	DEPARTURE/EN ROUTE	ARRIVAL	ACCESS	Parking Asset Threshold		
<p>Your customers are either: event, travel, or trip planning before they even leave the house.</p>	<p>En route is where vehicle and mobility integrations can deliver a seamless in-car experience and provide access to demand partners.</p>	<p>Previously an analog experience, digital signage with real-time responsive messaging is critical, especially with vehicle autonomy emerging.</p>	<p>Shifting to digital access such as Bluetooth or AI machine learning cameras removes friction and transforms your customer's experience.</p>	<p>The modern parker expects touchless access and contactless payments, and you need a future-ready platform that can keep up with evolving demands.</p>	<p>The ability to offer parking plus additional mobility services like EV charging or eScooter access is how you drive more value out of every interaction.</p>	<p>Make it easy for your customers to pay via digital payments</p>

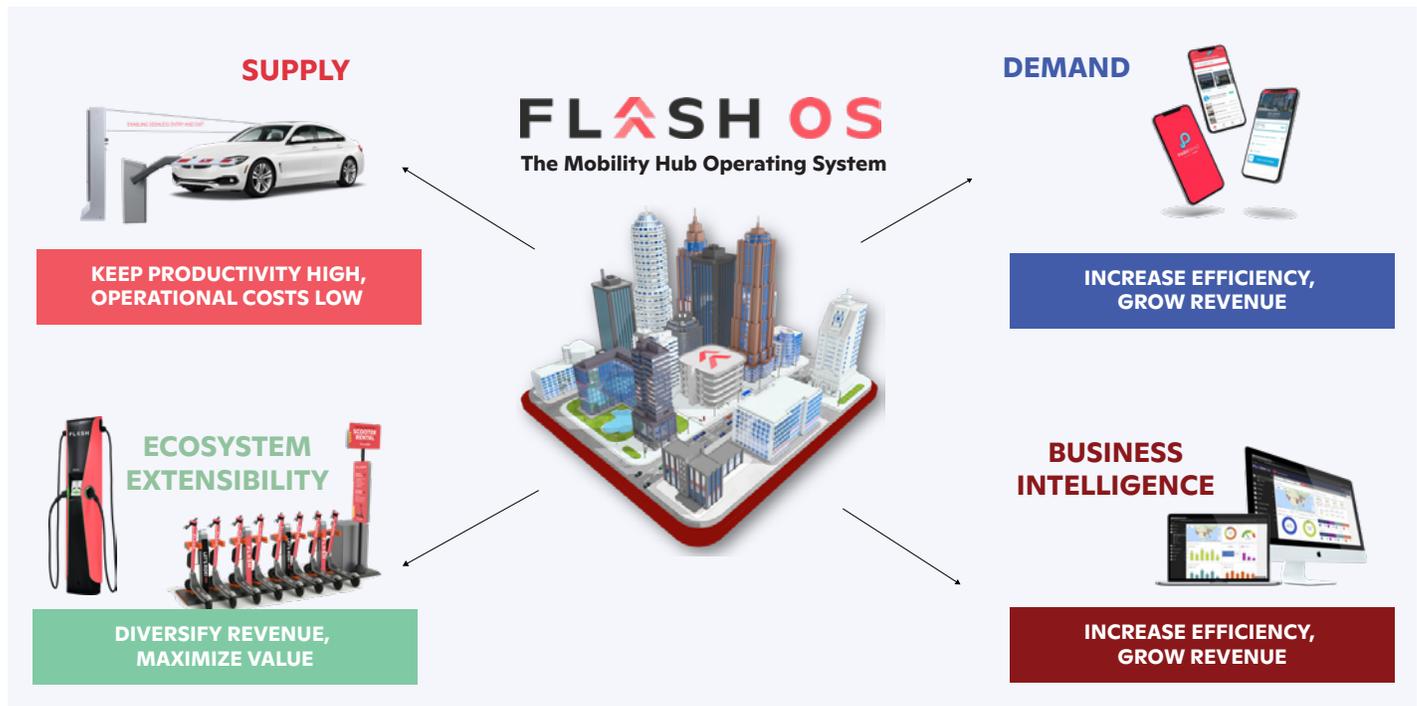
Welcome to 21st Century Parking

Connecting with your customers at every point of their journey begins with digitally transforming your parking asset into a networked mobility hub, powered by FLASHOS, the industry's only Mobility Hub Operation System. Our platform has three configurable components: 21st Century Parking, Business Intelligence, and Ecosystem Extensibility.

21st Century Parking is what the modern parker expect: a smooth ingress and egress with touchless access and contactless payments. It's an expectation that your parking inventory (supply) is available digitally for advanced trip planning (demand).

Business Intelligence allows you track the asset and portfolio in real-time and identify adjustments you need to make. It's your weekly reports and the real-time dashboards your look at multiple times a day.

Ecosystem Extensibility enables you to improve your customer experience and increase the value of every parking session with additional mobility add-ons, like last-mile scooters and and EV Charging solution.



Why Flash, Why Us

FLASH and Arrive have partnered together to create an end-to-end digital platform to address new consumer behaviors and the growing fragmentation in the mobility landscape. This means we have combined FLASH's parking operation OS with Arrive's demand network, so your asset gets in front of a customer every time they are making a mobility decision.

With FLASH and Arrive's APIs, Software Development Kits, and Ecosystem of Partners and Integrations, we customize and connect your mobility hub, so that it answers your parkers need.

With real time accurate visibility and optimizing every phase for every customer you shape not only your facility, but the entire experience. This transforms your relationship with your parkers from transactional to relational.

At FLASH, we are committed to giving you every lever, every tool, and every data point to maximize your property's value.



Are You Ready For The Future?

Go to FlashParking.com/products to learn about how our suite of technology can power the evolution of your asset into a networked mobility hub.