

Dublin 30 March, 2010



bet'eire FLOW

Agenda

Sanef Group
Christian COPIN

A major European player
Masters the three technologies deployed for
Electronic Tolling in Europe
Leader in Europe

M50, Barrier Free Tolling
Christian COPIN

Sanef Group

Christian COPIN



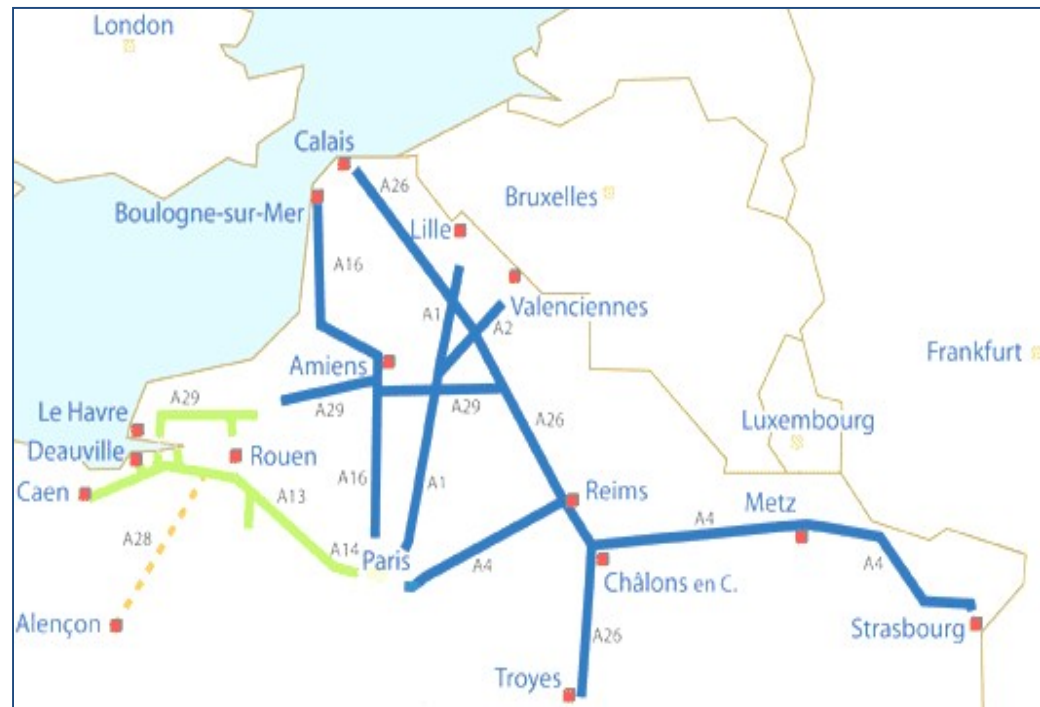
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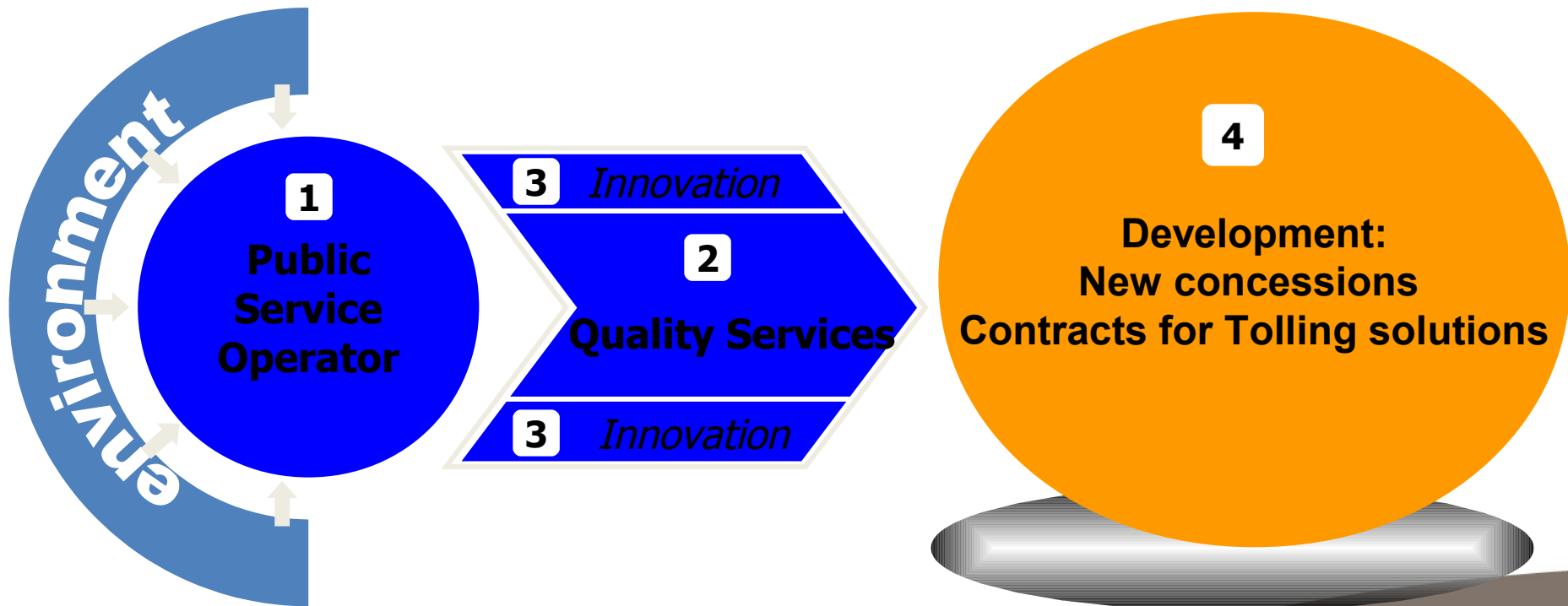
sanef groupe
abertis

a major European player

- 1,743 kilometres in France
- Global turnover €1.33 billion (+10%)
- Net result €238 million (+35%)
- Shareholders :
Abertis, Banks, Peugeot
- Employees > 3,600 in France
- 4 of the 6 motorways to Paris
- 27% of traffic volume are foreign customers
- Highly focused on ITS



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Electronic Tolling solutions and services operator

Our Ability:

- Specialised in professional services associated with tolling
- Development, Deployment and operation of Electronic Tolling Solutions, utilising DSRC and/ or Satellite Technology
- Leadership in developing tolling projects on urban, 'inter-urban' and national scale, projects like Eco-Tax France.
- We test on our own network first the solution we sell.

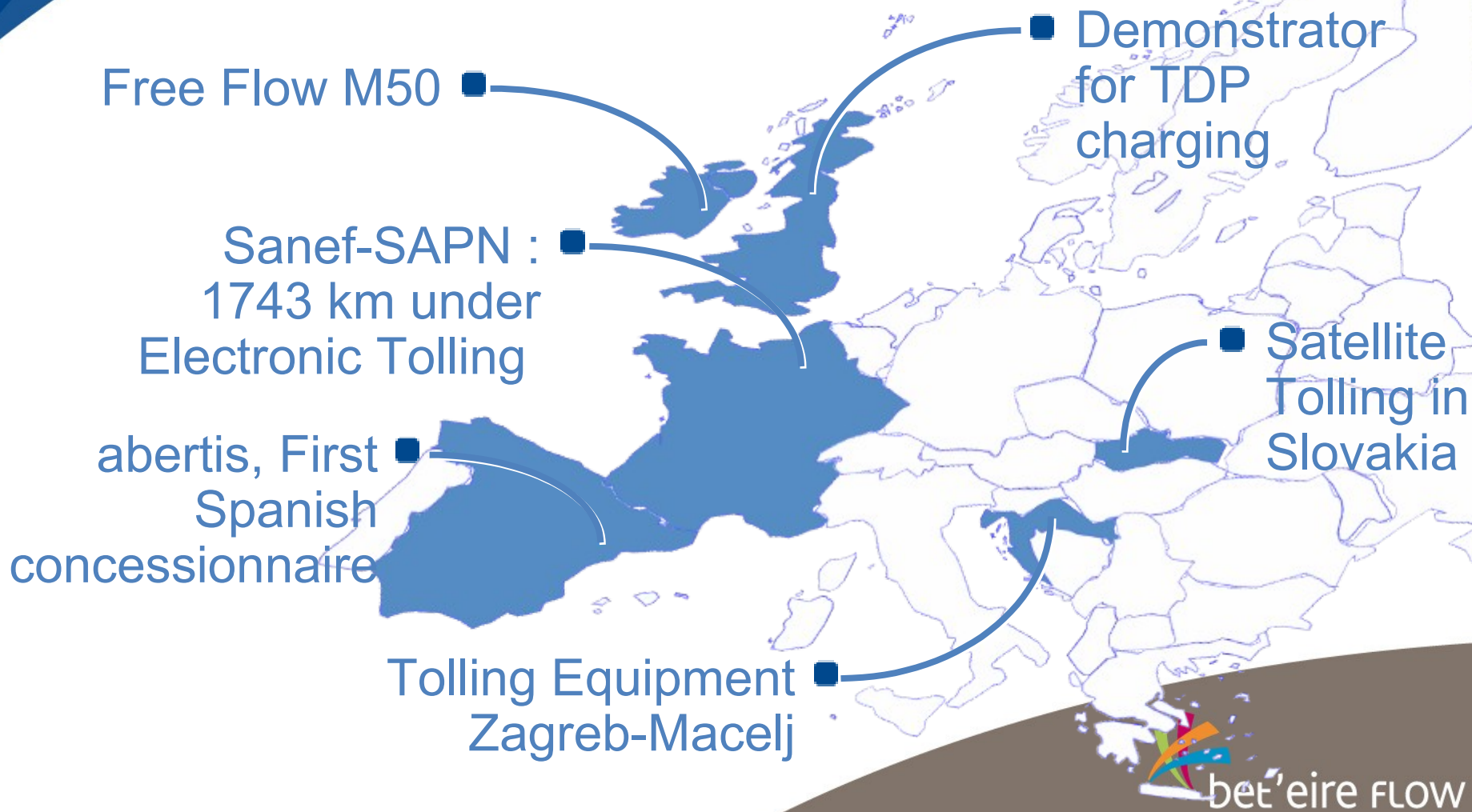


The assets of sanef groupe abertis

- **Toll Collect, the know-how of sanef Group**
 - Mastering all of payment means services: From Cash manual Lane to modern types of payment means
 - 64% of the payment transactions collected by the Group are done through automatic lanes (Bank cards and Electronic Tolling)

- **Sanef, Pioneer and Leader in the Electronic Tolling Industry**
 - 1978 : First ATM for bank cards
 - 1990 : Electronic Tolling through DSRC Technology
 - 2001 : Liber-t, Interoperability in France
 - 2004 : Acquisition of masternaut, Specialised in Satellite positioning
 - 2006 : The creation of eurotoll, interoperable Electronic Tolling Services
 - 2007 : eurotoll, Interoperability France/ Méditerranée/abertis
 - 2007 : Free-Flow experimentation on A1 in France
 - 30 August 2008 : M50 Dublin Operational Launch
 - 2008 : End to end testing of GPS tolling with the Tribox
 - 2009 : Time Distance Place Demonstration project for the DfT
 - 16 June 2009 : Golden Ears Bridge Launch
 - January 2010 : Slovakia Launch





M50, Barrier Free Tolling

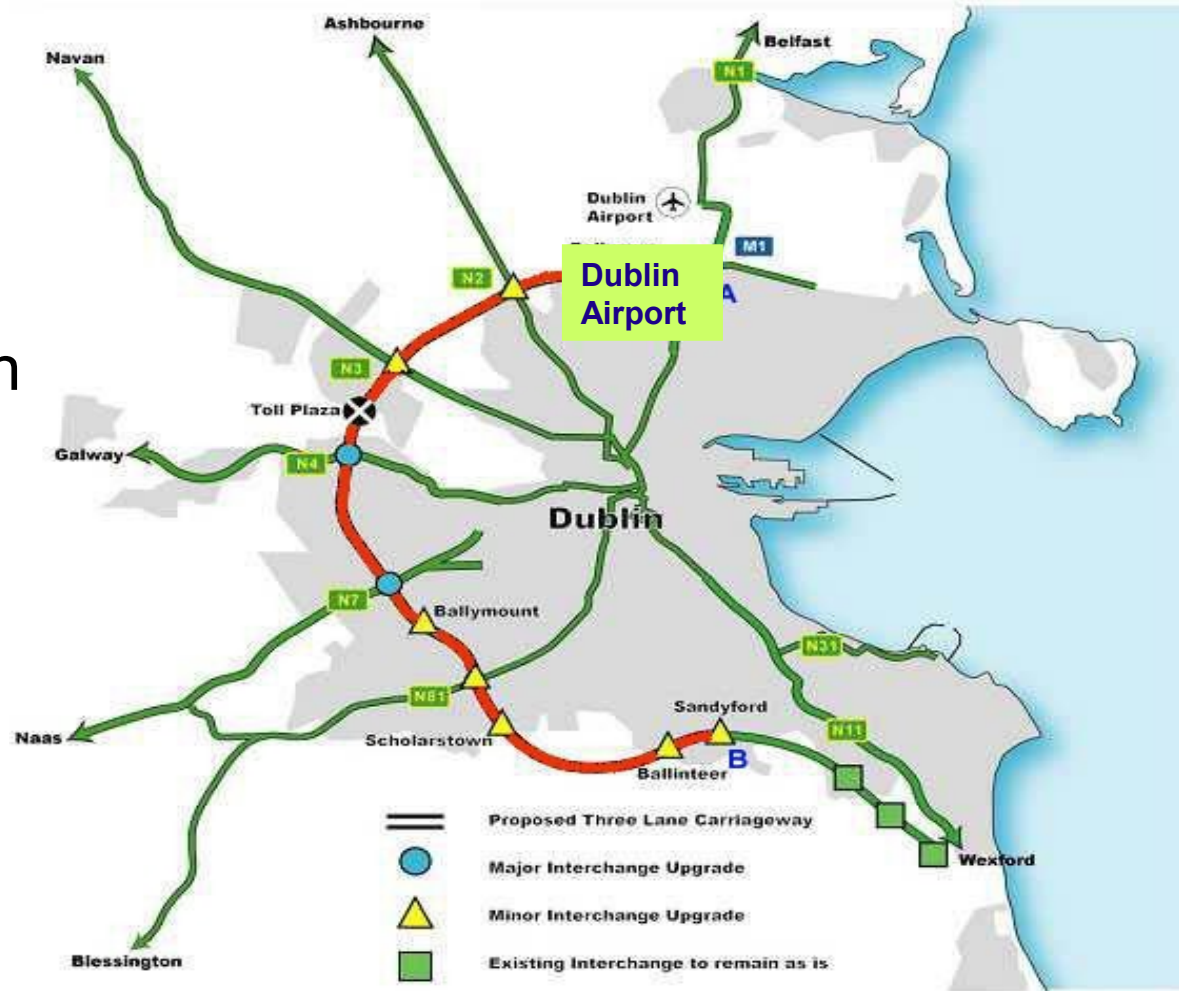
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Geographical Location

- Western Road Branch



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- **bet'eire flow is an Irish Company which is a consortium of sanef (80%) and CS (20%)**
- **Contract : 113 M€ under a 8 year contract (extensible for more 3 years) and signed on the 16th March, 2007**
- **Internal Resources : ...**

Operation Split across the following teams:



- Image Review. Quality check on images across the Gantry Systems.

Front Office



- Contact Centre

Back Office



- Correspondence Team. Letters, Email and Fax
- Escalations. Customer Complaints and Disputed Transaction



- Payment and Charging. Customer Refunds, Cheque Handling, TAG Management



- Fleet. Supplier and Competitor relationship management



- Enforcement. Litigation assistance and preparation for court proceedings

— Business Partner Experts

- **Tolling**

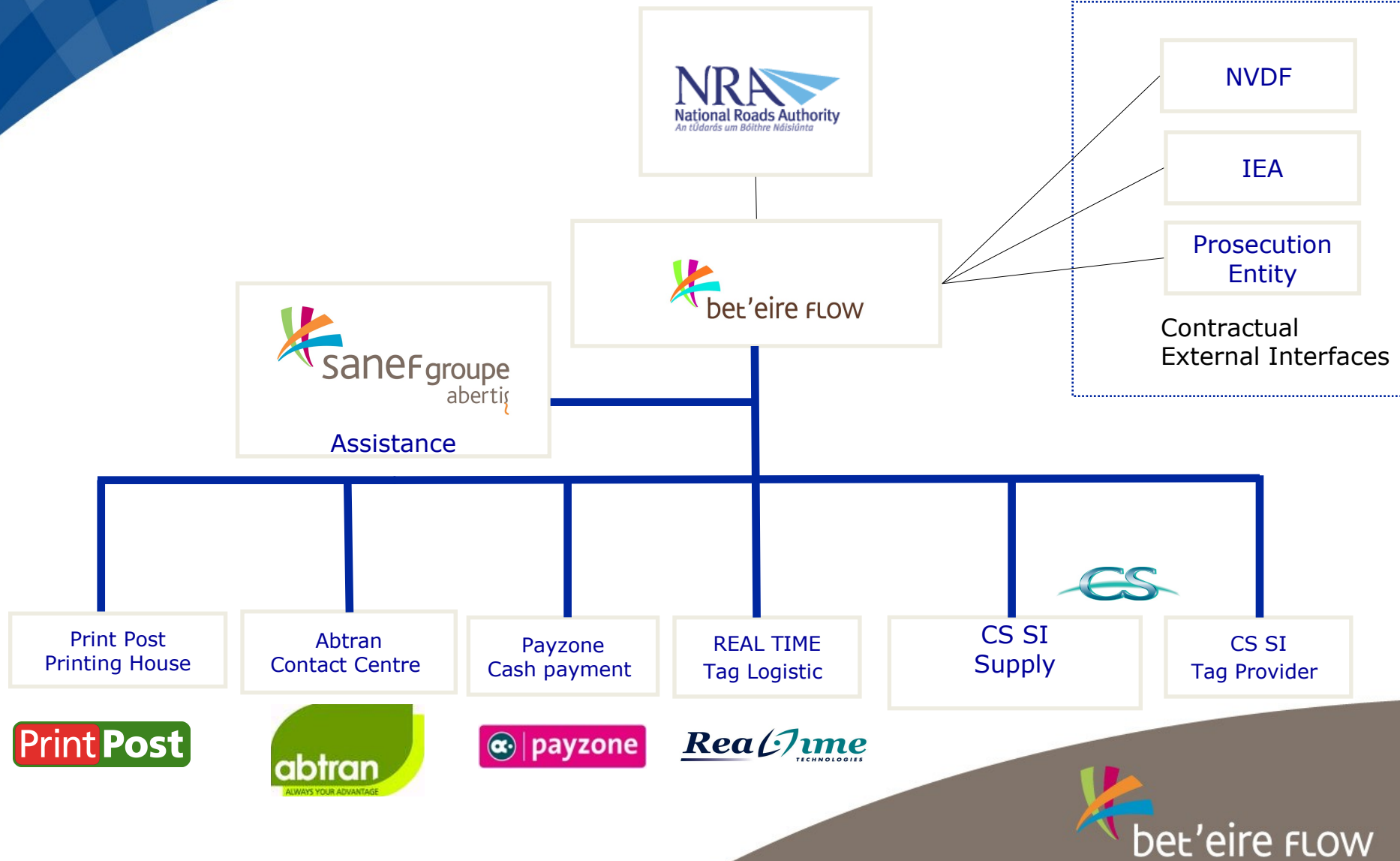
- **CS Information Systems** : Supply operational Information Systems and Infrastructure Equipments
- **sanef** : Consultancy Services Experts

- **Customer Relationship Management**

- **eurotoll** : Consultancy Services Experts,
subsidiary of the sanef Group, 130 000 HGV
On-Board-Units (Tis-PL)

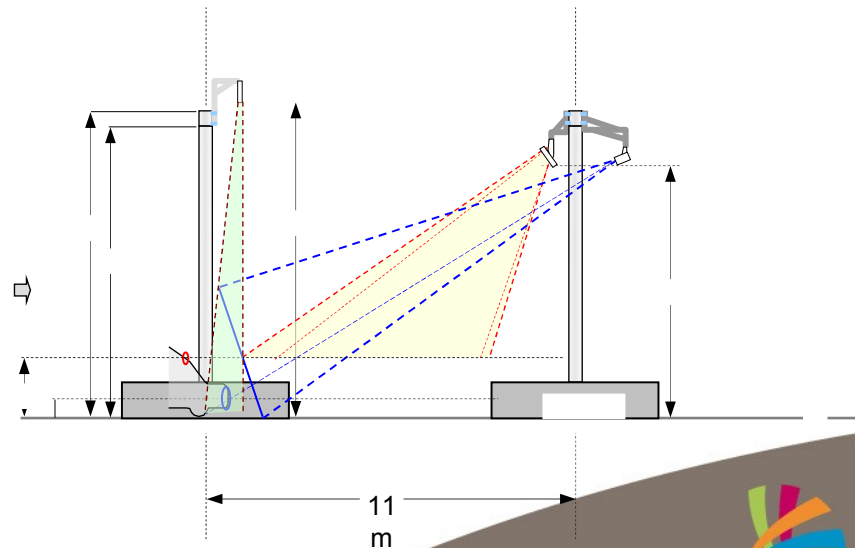
— Local Business Partners : ...

Partners



The applied technology (1/2)

- The first gantry able to detect a vehicle and classify a vehicle
- The second gantry equipped with DSRC Antennas and cameras
 - The electronic tag is detected and read (Electronic Tolling)
 - The number plate is detected and read (Video Tolling and Enforcement)



The applied technology (2/2)

- **Electronic Tolling (DSRC Microwave) :** *The ideal mode for Toll collection for the registered road users.*
 - The ease of obtaining a monthly invoice
 - Benefiting of interoperability on road networks other than the M50
- **Video Tolling (Cameras) :** *A possible toll collect mode for registered road users.*
 - The ease of obtaining a monthly invoice, however, on other road networks the road user is obliged to stop and use the manual toll lane.
- **Video Tolling (Cameras) :** *The toll collect mode for occasional road users.*
 - The system reads the plate number of the vehicle, obtains the address from the National Vehicle and Driver File database (NVDF).
 - The occasional road users are allowed to pay toll within 24 hours (Retail Outlets, Internet, Call Centre)
 - Beyond the 24 hours, the occasional road users receives an invoice at his declared home address
- **Video Tolling (Cameras) :** *An advanced solutions for enforcement management*
 - After sending several reminder notices at declared home address with progressive increase of the incurred penalties, the violator risks a legal prosecution

B to C Services

Leave the Choice to the Customers

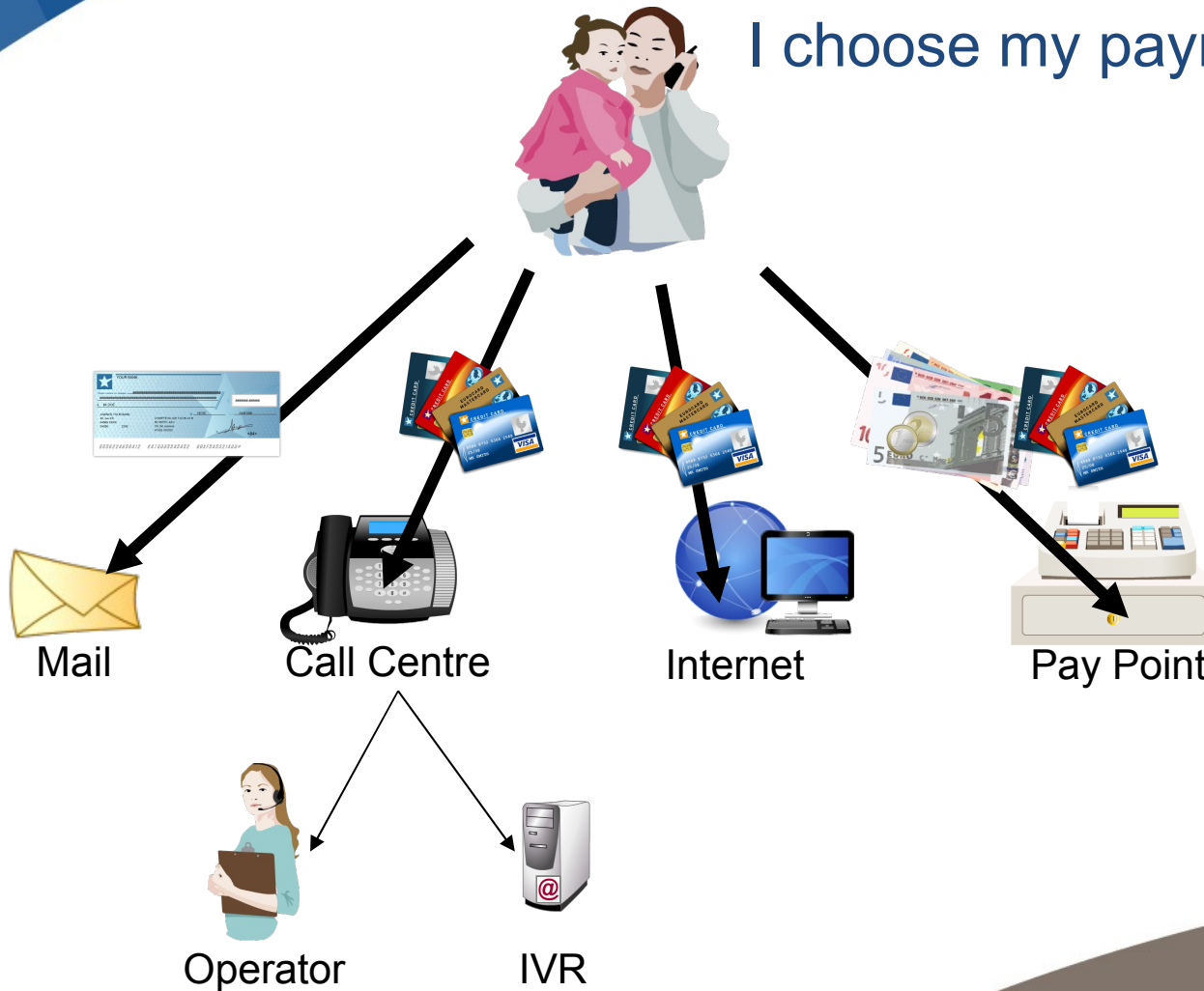
eFlow : A unique service offering a maximum freedom to registered Road Users

— Do I register or not

- register with or without an On-Board-Unit
 - Easy registration (simple contact via web or Call Centre)
 - 162 816 registered vehicles for which On-Board-Unit were delivered to home address
 - 282 475 vehicles under Video Registration
- choose to refill my account (20%)
- choose the option of a monthly bill (80%)
- choose to stay occasional road user
 - 24% of the traffic is occupied by occasional users
 - Same payment facilities and information (except direct debit transaction request) provided to occasional users
- choose to stay registered with my existing operator
 - 39% of the traffic is occupied by vehicles registered with other operators

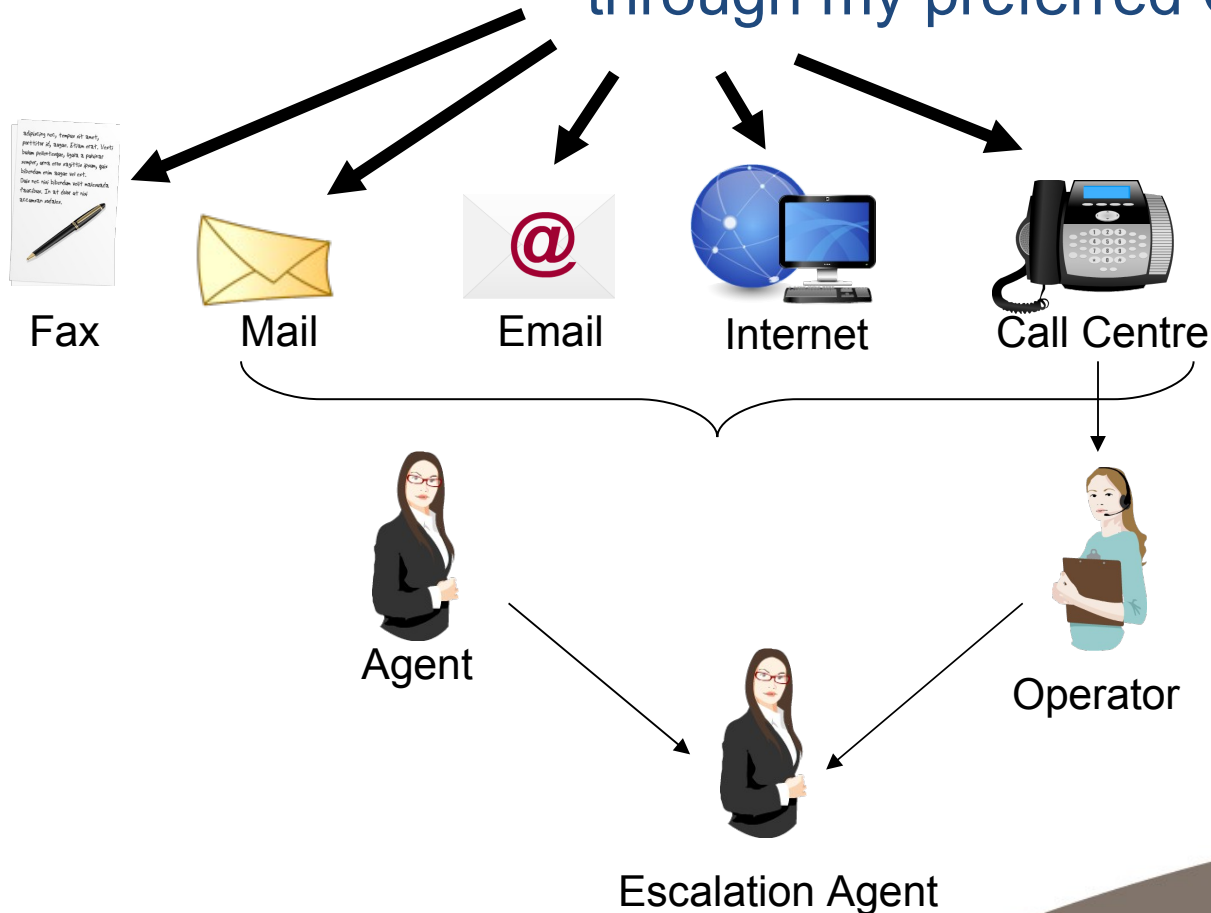
B to C Services

I choose my payment means



B to C Services

I contact the Customer Services
through my preferred Channel



B to A Services

Commitment of service provisions to customers

- **Set up a company of 600 employees including the call Centre (111 today + 120 in the Call Centre), ensuring the coverage of all services associated with the contractual agreement**
- **Develop and Deploy the first Free Flow tolling solution in Europe for a Ring Road**
- **Operate as a reliable company and promote durable services**
 - Free-Flow Traffic
 - Electronic Invoices
 - » 70% of the invoices are consulted via internet

B to A Services

- **Continuous Improvement of the Quality Services**

- We are now a certified ISO 9001:2008 company since February 11, 2010

- **At launch, being interoperable within Ireland**

Eirtag, Mini-Tag, Direct Route, Easytrip,
eflow, TollTag



- **Set up of a debt collection system**

- Reliable and accurate Identification of vehicles infringing law
- Strict follow-up of unpaid tolls and continuous sending of unpaid notices
- Provision of proof for legal prosecution of violator
- Identification & Monitoring of international number plates

Results

- **Commercial success**
 - Customer Satisfaction
 - A free-flow traffic for registered customers
 - A gain of 30 to 45 minutes per passage
 - A record collection of registration in the country
 - More than 400 000 vehicles registered within Dublin area :
Nearly 20% of the number of vehicles registered in Ireland
- **Political success**
 - An encouraging welcome from the press and population
 - A fall in cost for the toll collected (70% of the transactions are collected from registered road users)
- **Environment Protection success**
 - A passage under an average speed of 100 km/h =
less emission of CO₂

Before - Today



Before - Westlink Toll Plaza



Today

A great success

- More customers that we expected...



Video M50, eflow



Thank you for your attention

Do you have questions ?



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