



Building Complete
Technology Solutions
to Shape the
Future of Mobility
for Property Developers





INNOVATION **IN** OPERATION®

Overview



SP+ provides technology-driven mobility solutions supporting parking management, ground transportation, remote baggage check-in, facility maintenance, event logistics, and security to aviation, commercial, hospitality, healthcare, and government clients across North America.

Our commitment to Innovation in Operation® has made us an industry leader in delivering advanced capabilities to support our clients' expanding performance and financial needs. We provide exceptional market-based expertise, utilizing the latest in advanced technologies and marketing strategies.

The recent addition of our Sphere® Technology Platform provides clients with single source technology solutions that improve operations, reduce costs, and maximize revenue. In 2021 SP+ was recognized for its advanced capabilities when it received **NPA's Innovative Organization of the Year Award** for its Sphere platform.

SP+ is a publicly traded company (NASDAQ - SP) and strictly adheres to SOC financial and reporting standards.

With multiple teams of dedicated professionals, SP+ provides consulting services for both facility operations and technology solutions.

SP+ Consulting Services provides efficient parking and transportation solutions guided by emerging industry trends and best practices.

The team accommodates various vertical markets including - mixed-use, retail, office, residential, healthcare, municipal, universities, events, and venues.

SP+ Consulting Services

Parking

- **Parking Demand Study** - determination of peak demand, necessary spaces and peak hours
- **Financial Assessment and Review** - five-year forecasting model evaluating revenues, operating budgets, funding gaps, and capital and asset life cycle plan reviews
- **Functional Design Review** - vehicular ingress/egress areas, configuration of entry/exit controls lanes/queuing areas, and design of vehicular traffic circulation
- **Operational Plan** - equipment integration, mobility management, reporting, revenue, and fee rates

Traffic

- **Traffic Plan** - traffic plan development, parking allocation, proposed traffic control, and curb management
- **Signage Plan** - location materials, mounting methods, and color schemes for wayfinding
- **Mobility Management** - mobility needs for the site, create mobility plan, and determine mobility cost projection
- **Rideshare Operational Plan** - optimal rideshare locations, design rideshare flow, geofencing needs and communication strategy
- **Queuing Model and Study** - assesses traffic flow and potential queuing generated by the installation of parking equipment

Pedestrian

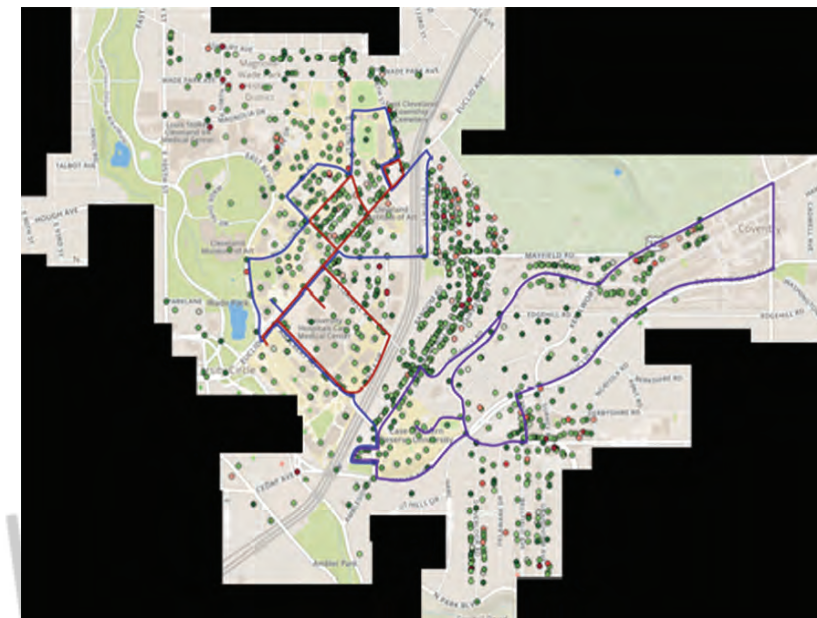
- **Pedestrian Plan** - pedestrian flow and crosswalk locations, pedestrian flow maps, and pedestrian/vehicular conflict
- **Signage Plan** - materials driving efficient and safe pedestrian flow

The SP+ Technology Team provides support for the evaluation and implementation of technology solutions. Leveraging its industry leading knowledge and expertise the team assesses individual client needs, designing and overseeing the implementation of support capabilities at location and remotely.

SP+ Consulting Services

Technology Integration

- **Site Evaluation** - on premise needs assessment and implementation requirements
- **Payments** - customer focused options on-demand, online reservations, and pay stations
- **Facility Access** - license plate recognition, mobile gated and gateless, QR code and text to pay
- **Citations** - state specific capabilities, DMV lookup, attendant and license plate recognition
- **Event Management** - congestion reducing prepaid reservations, at location cash and credit card
- **Valet Solutions** - ticketless web based, low-cost option with time clock support
- **PARCS RFP** - manage proposal process, project manage installation
- **Remote Management Integration** - intercom in lane support, manage parkers, push lost tickets



Shuttle Analysis



Sphere® Technology Platform

With a highly knowledgeable and skilled in-house product management team, SP+ has developed its proprietary Sphere Technology Platform.



sphere™

TECHNOLOGY BY 



The platform provides for the implementation of custom client solutions across critical business areas including commerce, remote management, business intelligence, digital, and travel and passenger services.



With its internal capabilities, SP+ is a single source provider for a client's technology solutions. SP+ works with industry partners to provide a complete end-to-end solution to meet virtually every need.

We have national pricing with multiple vendors and work towards procuring the best systems for the best price.

The following categories are currently supported in the Sphere Technology Platform



Sphere Commerce™ - cloud-based system supporting B2C payment solutions.



Sphere Remote™ - ease-of-use and operational efficiency via a single remote operation with automation and in-lane 24/7 support nationwide.



Sphere iQ™ - extensive intelligence platform providing critical insights into operational and business performance.



Sphere Custom™ - complete customized digital client offerings.



Sphere Express™ - suite of technologies specifically designed for the aviation, cruise, and hospitality industries.



Shopping Center Cashes In With Premium Spaces

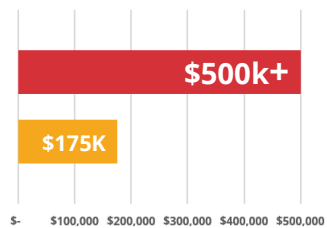
In July of 2021, SP+ was commissioned by Fairbourne Properties to optimize the revenue generated from their premium parking inventory.

Using SP+'s Sphere Commerce On Demand payment and enforcement solution, Fairbourne quickly began averaging 500 transactions per day without a single citation being issued. Town Square is currently projected to generate over \$500,000 in premium parking revenue, a 286% improvement over their highest-grossing year.

Minimal to Zero Upfront Cost



Revenue Generated Exceeds highest 1 year revenue record by 286%



Paying Parkers
Paying parkers prior to citation enforcement



Premium Spaces
Paying parkers prior to citation enforcement



Testimonials

US Bank Plaza, Minneapolis, MN

"I have worked with SP+ in many different capacities and properties over the past 19 years and I have enjoyed a very successful parking partnership. SP+ excels at understanding the dynamics of managing Class A properties where our tenants expect the best from the moment they pull into the parking garage. Over the years, SP+ continues to evolve and provide innovative solutions to a changing workplace and transportation industry. We work to stay ahead of the curve with new technology and opportunities and SP+ has been a successful strategic partner with those goals. The SP+ team is very responsive to our needs, ideas, and expectations and provides immediate support and solutions when unforeseen issues or conflicts arise.

Pam Haque
General Manager
Hines
200 South Sixth Street
Minneapolis, Minnesota 55402
(612) 332-8250
pam.haque@hines.com

1625 Eye Street, Washington, DC

"SP+ has been an outstanding partner and operator for more than 13 years. Their team has consistently outperformed expectations, and delivers great service to our tenants and results to the Owners. To SP+, it's about more than providing parking as an amenity to tenants, they seek to personalize and connect with each customer. Also I will never forget how SP+ responded in 2012 when we lost 125 monthly parkers due to a large tenant move-out. They quickly mobilized their operations and marketing teams and tackled the problem with a plan, and their ability to successfully backfill all the spaces really impressed me about their commitment to doing whatever it takes to succeed."

Katrina James
Senior Property Manager
AREP
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Washington, D.C. 20006
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kjames@americanrepartners.com

Philadelphia Sports Complex, Philadelphia, PA

"The Sports Complex in Philadelphia has certainly changed in the last 20 years and SP+ has played a role in helping to make that change a positive one. From improving technologies to staff training, SP+ has worked to improve the parking experience for all Philadelphia sports fans. As one of the busiest sports complexes in the United States, SP+ is in constant communication with the Phillies and the other teams in the complex to make sure all parties are aware of lot openings, road closures and changing traffic patterns and conditions. Their management team has been easy to work with and responsive to all of our ideas, concerns and suggestions. SP+ continues to work with the Phillies to help improve the parking experience in an effort to make our game experience an enjoyable one for Phillies fans."

Eric Tobin
Director of Operations and Events
Philadelphia Phillies Baseball Club
1 Citizens Bank Way
Philadelphia, Pennsylvania 19148
etobin@phillies.com

Magellan Property Management, Chicago, IL

"SP+ has always worked hard to not just be a parking manager, but to become a valuable member of the team. I have worked with SP+ at multiple properties in several states, and I have always found their employees to be smart and conscientious forward-thinking problem solvers. When speaking with them, I have always felt like my time and input was valued, and that I wasn't given an answer to just placate me.

At one location, the SP+ team came up with a solution for extra revenue by targeting a group of parkers who's work schedules didn't interfere with the schedules of the residents. Our parking revenue increased without disrupting our current residents.

At another location, we had initially used a different company to manage the garage, and they did so poorly. When they were replaced by SP+, the operations were smoother, the garage was cleaner, and the revenue was higher almost overnight. At another location, the repair costs to our outdated equipment were almost as much as the revenue that it collected. The SP+ team came up with a solution for new equipment that not only would be under warranty, but would also have features that were able to capture additional revenue. They oversaw the entire installation process and the new software is shortening the payback period significantly.

I've worked with other companies, but only SP+ has the ideas and solutions that make sense for me."

Ben Treutler
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