

23rd February 2022 - Neuilly-sur-Seine

Flowbird Group acquires majority stake in PICONET.

As part of its Central & Eastern-European expansion, in January 2022, Flowbird Group through its subsidiary Yellowbrick International BV, acquired a majority stake in PICONET, Romania's market leader in parking and mobility services. This follows the arrival in Poland of Flowbird mobile parking app in 2021. Today, 14 Polish cities offer mobile parking via the Flowbird app.

Flowbird and PICONET to build a regional champion

With this move, Flowbird Group becomes the first international player in the Romanian market of over **19 million inhabitants**, very familiar with mobile app services*.

"We are happy to join our forces in order to strengthen our position in the market and look forward to providing better and more convenient services for our customers."

Daniela DAVID - CEO PICONET

The combination of PICONET's local knowledge and know-how with Flowbird solutions will bring new services to cities to reduce traffic congestion, to better share public spaces and to improve air quality.

"2park, the on-line platform to monetize off-street parking and EV charging and the widely used TPARK App will further develop its regional footprint joining forces with the Flowbird group."

Claudiu SUMA, founder and board member of PICONET

Flowbird Group will support PICONET in its regional expansion thanks to its international market experience, network and its expertise in the deployment of omnichannel payment platforms for Multi-modality services.

"We believe the synergies between PICONET and Flowbird will offer more value to Cities, to parking operators and more benefits to drivers and fleet managers. Obviously, Flowbird will significantly reinforce its market presence in Central Eastern Europe."

Damien MANDY, CEO Yellowbrick Intl - a Flowbird company

In that effort, Flowbird will support PICONET in strengthening its ties to multiple cities and improve its positioning on the market.

About PICONET

PICONET is the Romanian market leader in parking payment solutions and services are deployed in 53 cities in almost every county in Romania. They process 45 million parking transactions under the TPARK and 2park brands, for over 3.2 million registered users, offering cities a full spectrum of solutions including mobile parking, fine and toll payments, parking back-office and enforcement solutions. Additionally, PICONET's solutions are also available in Hungary, covering parking in over 60 cities and the Hungarian road toll.

About Flowbird

Flowbird is the world leader in urban mobility and has defended another vision of the smart city for over 50 years. By offering flexible transport and parking solutions in 80 countries and 4,350 cities, Flowbird deploys an optimized and unique offer to respond to the specific issues of each region and to make urban mobility easier, multimodal, and ecological.

Flowbird processes more than 350 million payments for cities around the globe.

*: **Mobile user penetration rate of 77%** projected in 2022. Source: Statista

Contact Press : David Chauvin - Group Marketing & Communication Director - David.chauvin@flowbird.group