



EasyPark Group and Flowbird Group have announced they will now come together as one organization. In an Open Letter to the Industry, their newly appointed CEO, Cameron Clayton, shares his insights on what this means for their customers and the future of urban mobility.

If you had told me 10 years ago that I would be this passionate about parking, I would not have believed you. We, and by we I mean the incredibly talented team that makes up EasyPark Group, pioneered the mobile parking industry some 20 years ago and laid the foundation of our vision - making cities more livable. Out of context those four words don't mean much, I'll admit. But I invite you to dig deeper into that purpose with me - making cities more livable - and realize the intentions behind it; because once you do it's hard to argue that it's anything other than a fantastic 'north star' that guides us to better serve you, our customers.

All successful cities have at one stage reevaluated their use of space and their mobility plan, but it takes time and collaboration to transform city movement. Movement is at the heart of every city. Most cities existed before cars, buses, trams and subways, and sometimes you can really feel that in how they use space - how it has been reverse engineered for mobility and people. People go to work, meet friends, go shopping and build lives with their loved ones. But as cities grow they get busier, more polluted and space becomes scarce. Movement and travel becomes slow and inefficient - more of a chore than something that flows seamlessly and 'just works' without people having to think about it. Our purpose is simple. We think about it constantly, so people don't have to and businesses can focus on connecting with customers; we live it and breathe it 365 days a year in an effort to make cities easier to navigate and better for businesses to thrive in.

Every curb, street, garage and station is different. Every city has different infrastructure, different pain points, and different mobility aspirations. Until now, EasyPark Group and Flowbird have shared the same vision of helping cities, but have done it in very different ways. This shared vision is why Flowbird and EasyPark Group complement each other so well. We're on a journey now to build the world's leading mobility platform together; where data, insights, technology, payments and more user-choice are behind the experiences of every person who drives, or takes the bus or train in a city. Wherever you go on your journey, we'll be there.

The combined capabilities of our services means we'll be able to address the challenges growing cities face, but on a global scale; simplifying digital payments, supporting policy changes, using data to move traffic from streets to garages, and enabling reinvestment in public transportation and urban greenspaces - all of these are vital for a livable city, but none of them are achievable in isolation. We work with cities to solve these challenges and improve the lives of their citizens in the process. This letter is my personal invitation to cities, transportation authorities, and organizations across the mobility industry, to join us on this journey; it won't happen overnight, but we're starting, today.

We don't want to just be a bigger company, but a better company. This is a continuous journey. We're now laying the new foundations of a leading global mobility platform and coming together as one organization. I'm excited about the next few months and what the future holds. Together, EasyPark Group, Flowbird and our city partners will keep growing to make an even bigger difference.

Together, we'll make cities more livable.

A handwritten signature in black ink that reads "Cameron Clayton".

Cameron Clayton
CEO, EasyPark Group