

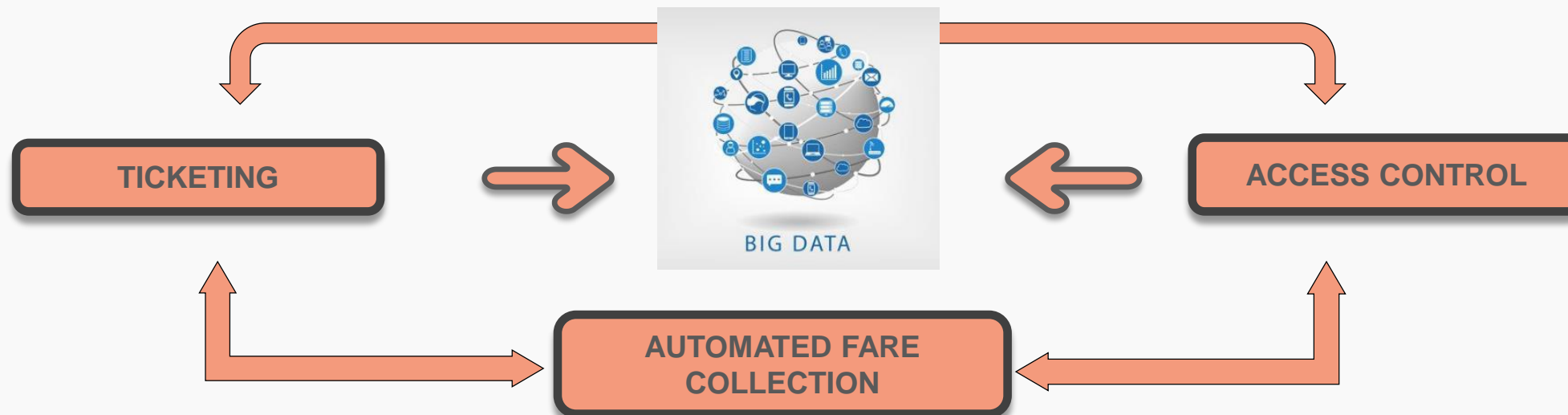


Events and Sports Ticketing & Access Solutions

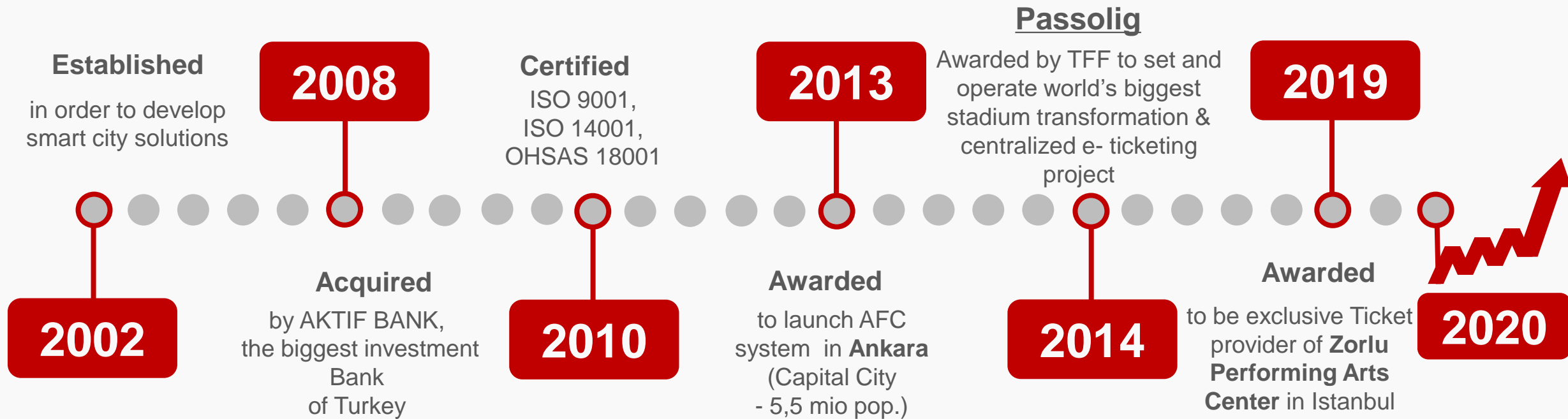
- Sole integrator of Turkish Football Federation's eTicketing system for centralized ticketing, stadium access control and surveillance systems since 2014.
- Exclusive Ticket provider of Zorlu PSM which is among the world's most developed Performing Arts Center in Istanbul.

Public Transportation & Smart City Solutions

- Leading AFC system integrator in Turkey
- Developed AFC system at 19 cities in Turkey.



E-Kent Corporate History



TICKETING and ACCESS CONTROL SOLUTIONS FOR SPORTS & EVENTS

Access Control

- Fan card base electronic access control at stadiums

Surveillance

- Central monitoring facility, real-time match day monitoring and surveillance infrastructure at all stadiums

Ticketing

- Central online ticketing portal for all matches of the league for all clubs

Loyalty

- Central electronic fan database
- CRM and BI capability to improve effectiveness Fan service delivery and loyalty programs

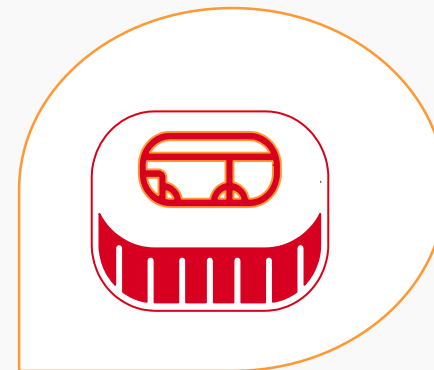
PASSOLiG

- ❑ E-Kent is the sole integrator (development, implementation and management) of Turkish Football Federation's e-Ticketing System (PASSOLiG) for centralized ticketing, stadium access control, surveillance systems, monitoring and reporting since 2014.
- ❑ PASSOLiG is currently selling the tickets of the top two divisions of the Turkish Football League (36 teams - 4 mio ticket sales/year).

World's largest stadium transformation Project !

CITIES

31



57

STADIUMS

PASSOLIG: Centralization of TFF* Ticketing System



*TFF: Turkish Football Federation

Scope of Project by TFF for First and Second football leagues:

Implementation and management of eTicketing system for centralized ticketing, stadium access control, surveillance and loyalty management system for football fans in Turkey for 10 years



E-TICKETING

*4 mio visitors per month at passo website

*4,6 mio passo mobile app. download (since august 2017)

SALES

*5,2 mio fan cards

*9,1 mio match tickets

*1,8 mio season tickets

VISITORS

*20 mio visitors at **TFF League** matches

*2 mio fans at **Champions League** and **UEFA Europa League** matches

CLUB EARNING

*185 mio eur clubs earned as matchday revenue

*5 mio fan data collected

INFRASTRUCTURE

*362 box offices

*11.619 cameras

*2.074 turnstiles

*562 handheld

*CCTV system

*Surveillance & Monitoring operations

FAN CARD FEATURES

*Safe Access to stadiums without waiting in queues

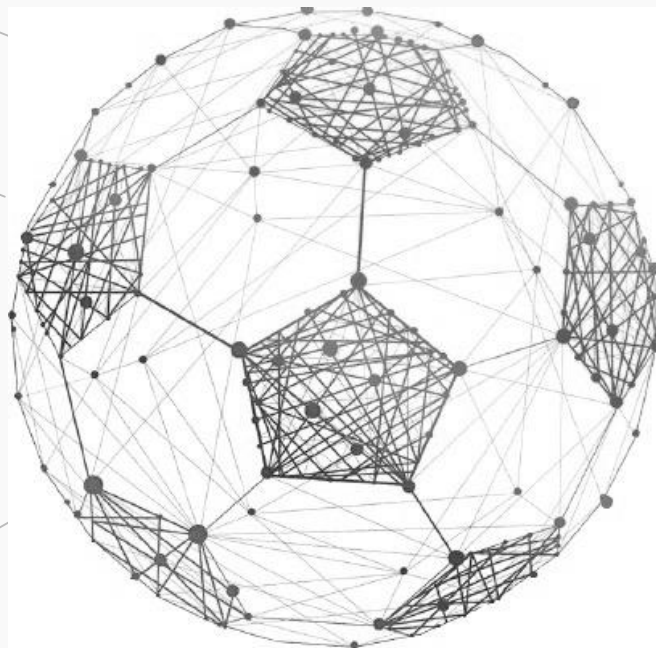
*Shopping options

*Personalized promotions and discounts

PASSOLIG with numbers



2014-2019 PASSOLIG



20 MIO

STADIUM ENTRY -
TFF LEAGUE
MATCHES



€ 185 MIO

CLUBS EARNED
MATCHDAY REVENUE



5+ MIO

CARDS SOLD

4+ MIO

PASSO WEB VISITORS
(PER MONTH)

9+ MIO

TICKET SALES



1,8 MIO

SEASON
TICKETS

2 MIO

STADIUM ENTRY - CHAMPIONS
LEAGUE AND UEFA EUROPA
LEAGUE MATCHES



4+ MIO

PASSO MOBILE APP.
DOWNLOAD
(SINCE AUGUST 2017)

31

CITIES



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STADIUMS



362

BOX OFFICES



11.619

CAMERAS



2.074

TURNSTILES



562

HANDHELD

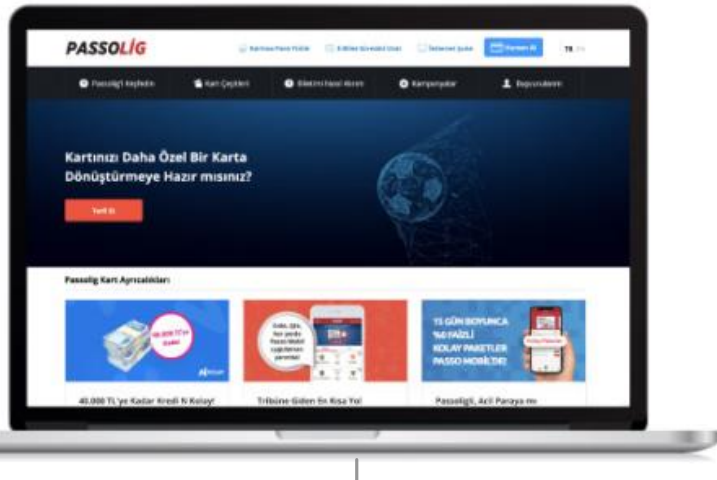


E-Ticketing Solution – System Flow



FAN ID

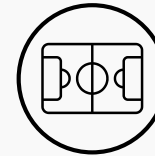
Applying and Creating Fan ID



	Credit Card	Passolig Card	Cüzdan Pre-paid Card
Can I go to matches by uploading E-Tickets on my card?	✓	✓	I am under 18 years old and I would like to have a Passolig Cüzdan Pre-paid Card only to purchase tickets by topping up my card and certain other transactions.
Do I contribute to my club with my shopping?	✓	✓	
Can I purchase a match ticket even if I don't have money in my account?	✓	✗	
Can I get a cash advance?	✓	✗	
Can I make purchases in installments?	✓	✗	
Do I pay an annual card fee?	No, you only pay the annual E-Ticket usage fee. The amount you pay financially contributes to your club and Turkish football. There is no other extra annual card fee.		



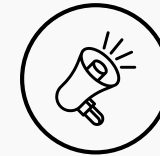
E-Ticket



Access



Shop



Campaign



Bonus



E-Ticketing Solution – System Flow

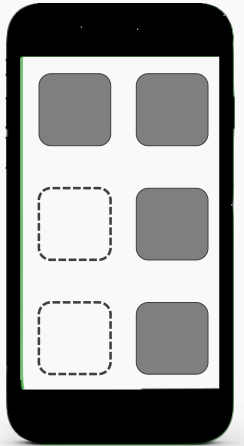
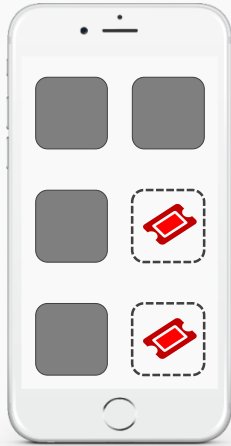


TICKET SALE & TRANSFER

- E-Ticket Sales
- Season Ticket Sales

Buying Tickets

Digital Ticket Transfer
Fan to Fan



From a
Fan ID

To another
Fan ID

Control Process

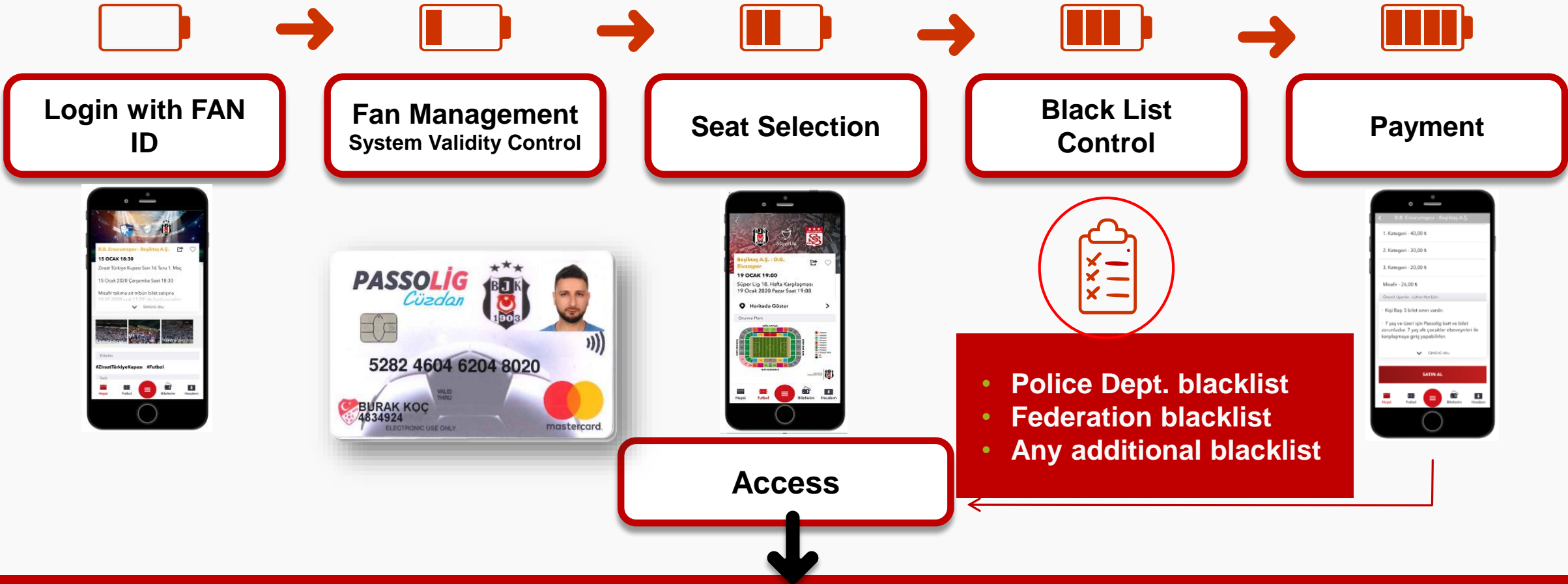


E-Ticketing Solution – System Flow



E-TICKETING CONTROL PROCESS

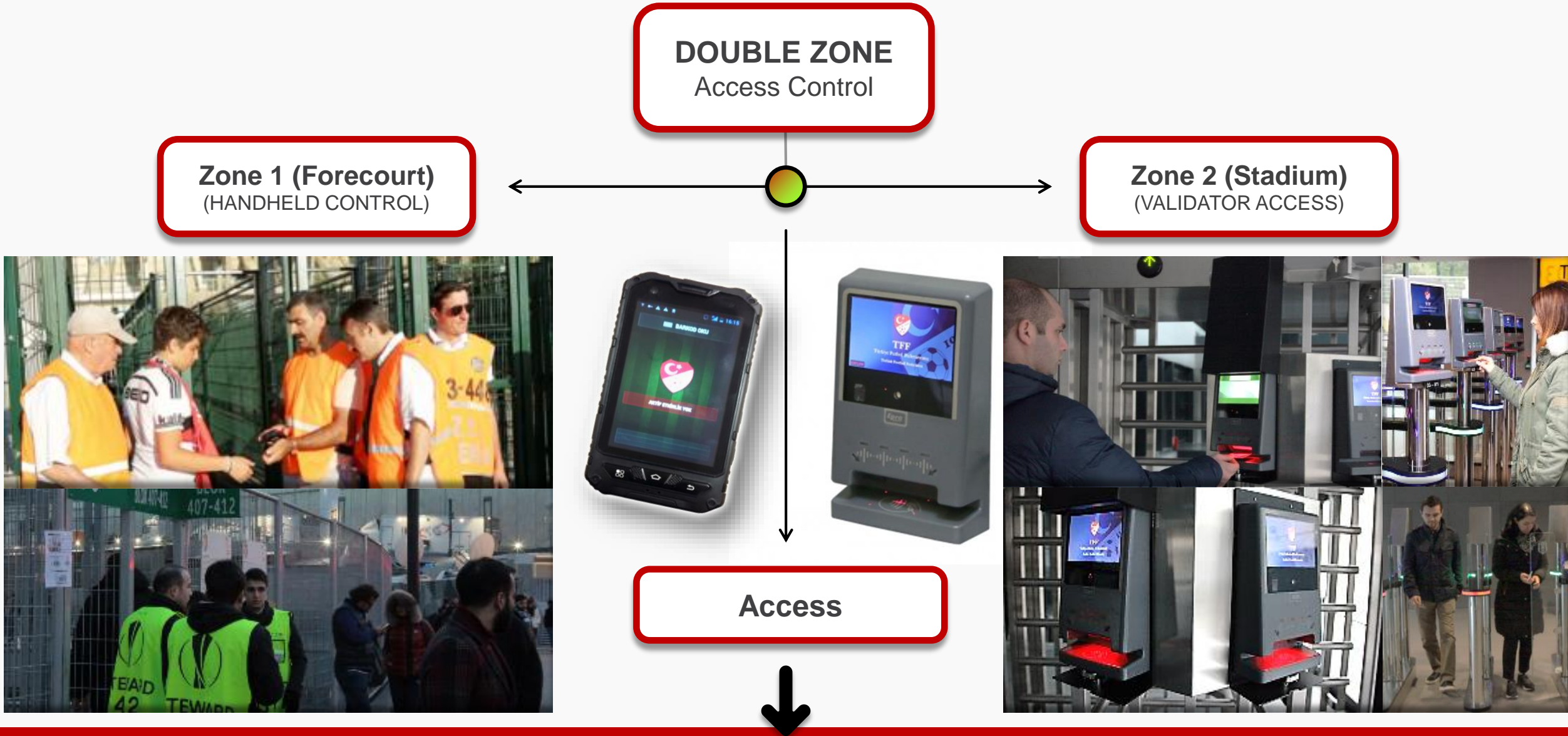
Control Process of Sport & Event E-Ticketing



E-Ticketing Solution – System Flow



ACCESS CONTROL



E-Ticketing Solution – System Flow



ACCESS OPTIONS

Stadium Access Options
(ACCESS CONTROL)



Mobile/QR Ticket



Plastic Card



Paper Ticket



Print at Home

Fan Identification



E-Ticketing Solution – System Flow

FAN ID CHECK

FAN IDENTIFICATION

ID Picture match by face recognition.



Website interface for fan identification. It shows a search bar for TC Kimlik No (041A3802033F80) and a list of search results.

Kapı	Okuyucu	TC Kimlik No	Kart Seri No	Sonuç	Akreditasyon	Zaman
Kapı-3	Okuyucu-5	48349249698	041A3802033F80	İçerik Yok	Hayır	05.10.2014 13:17:57
Kapı-3	Okuyucu-3		041A3802033F80	Tarifi Yok	Hayır	05.10.2014 13:12:54
Kapı-3	Okuyucu-4		041A3802033F80	Tarifi Yok	Hayır	05.10.2014 13:05:42

Monitoring



E-Ticketing Solution – System Flow



MONITORING

Monitoring System
(Real Time)

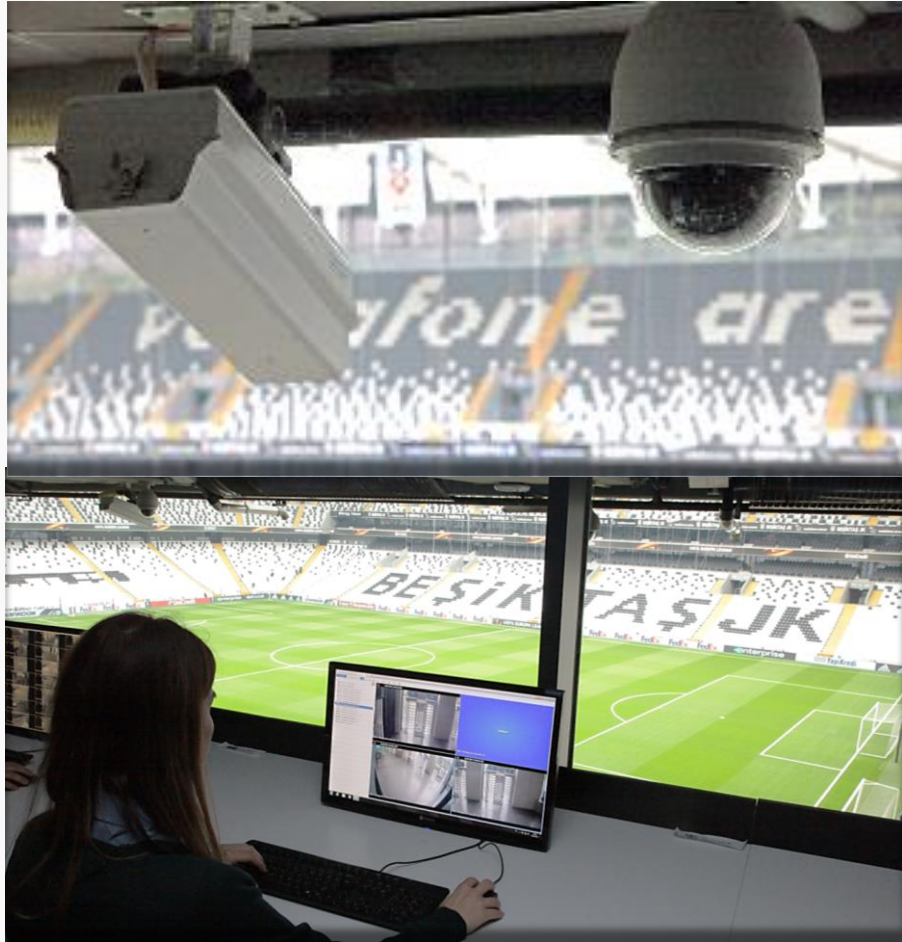


Surveillance

E-Ticketing Solution – System Flow



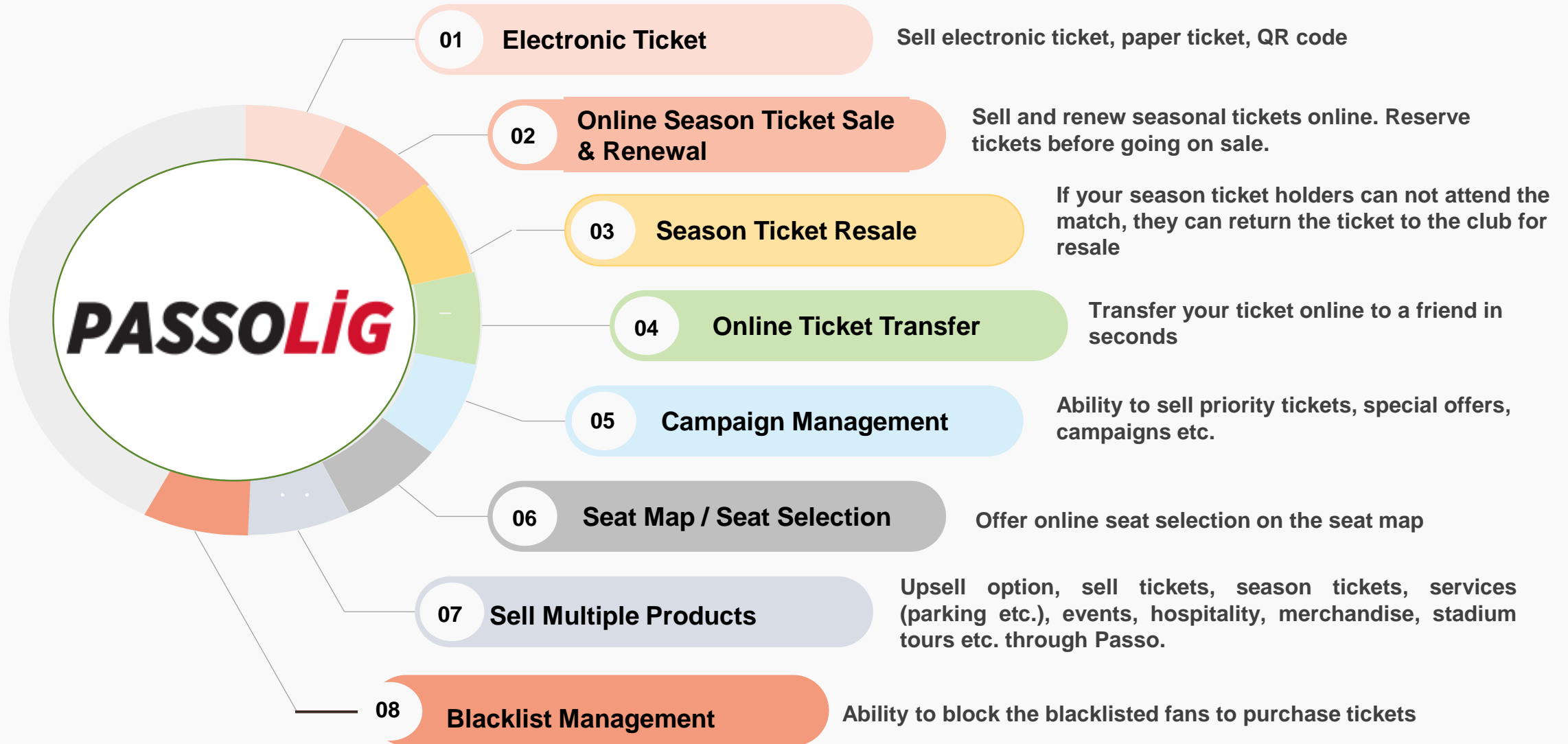
SURVEILLANCE



**Surveillance
Station
(Stadium
Management)**



E-Ticketing Solution – System Features



E-Ticketing Solution – Mobile App



TICKET SALE

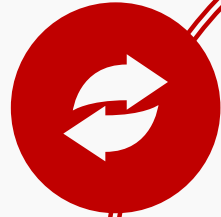
Buying the tickets via App

CARD APPLICATION

Applying for logo card and extending the validity

PUSH NOTIFICATIONS

Notifying when match tickets are on sale
Stadium plan and seat map



ACCESS TO STADIUM

Using the App as match ticket

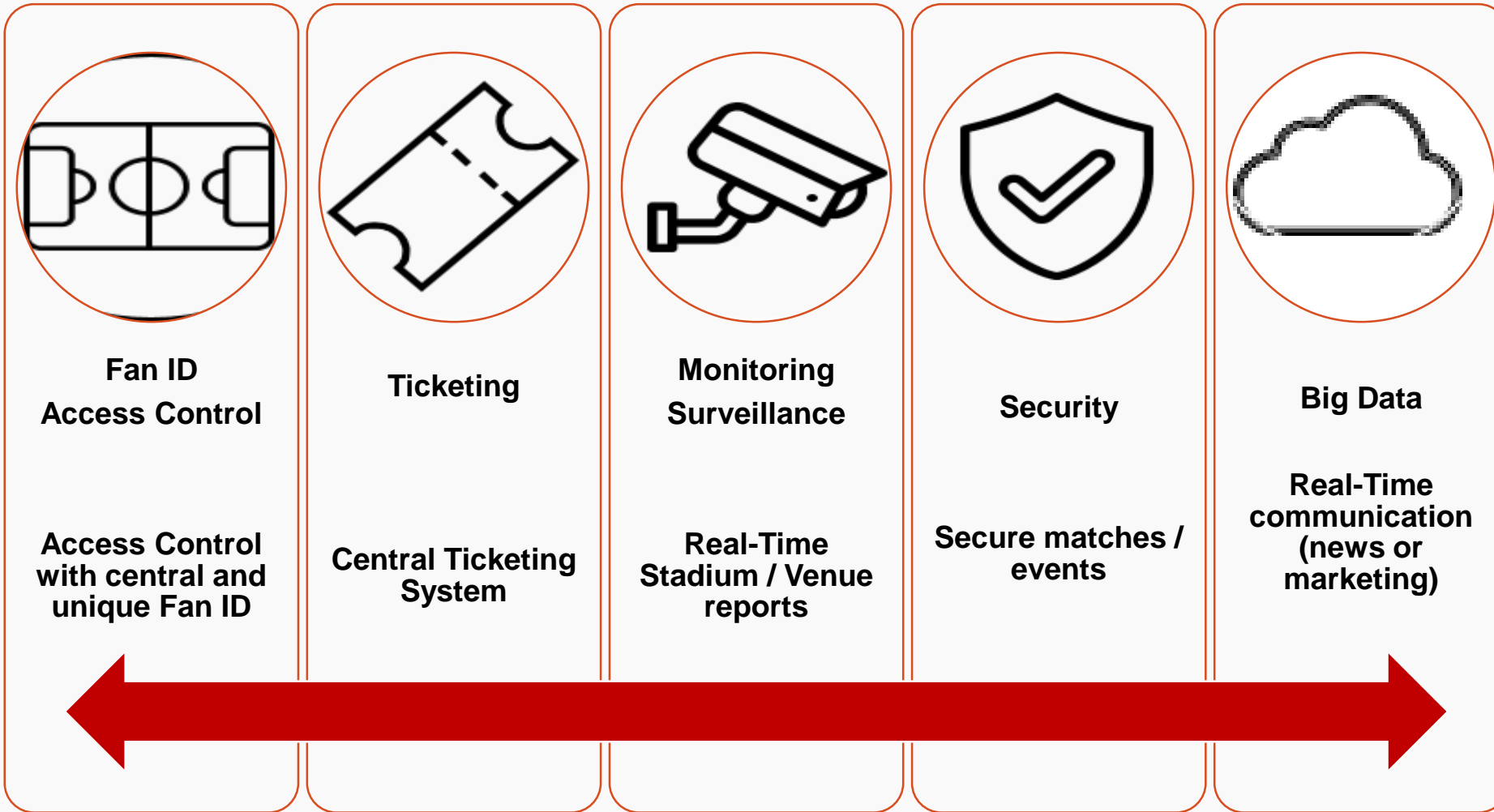
TICKET TRANSFER

Transferring single or season tickets for one game

LEAGUE FIXTURES

Weekly fixture update
Live match scores

E-Ticketing End to End Solution



PUBLIC TRANSPORTATION AFC SYSTEMS

Automated Fare Collection System



AFC System builds a modern infrastructure for Public Transportation System using the newest technologies practiced globally

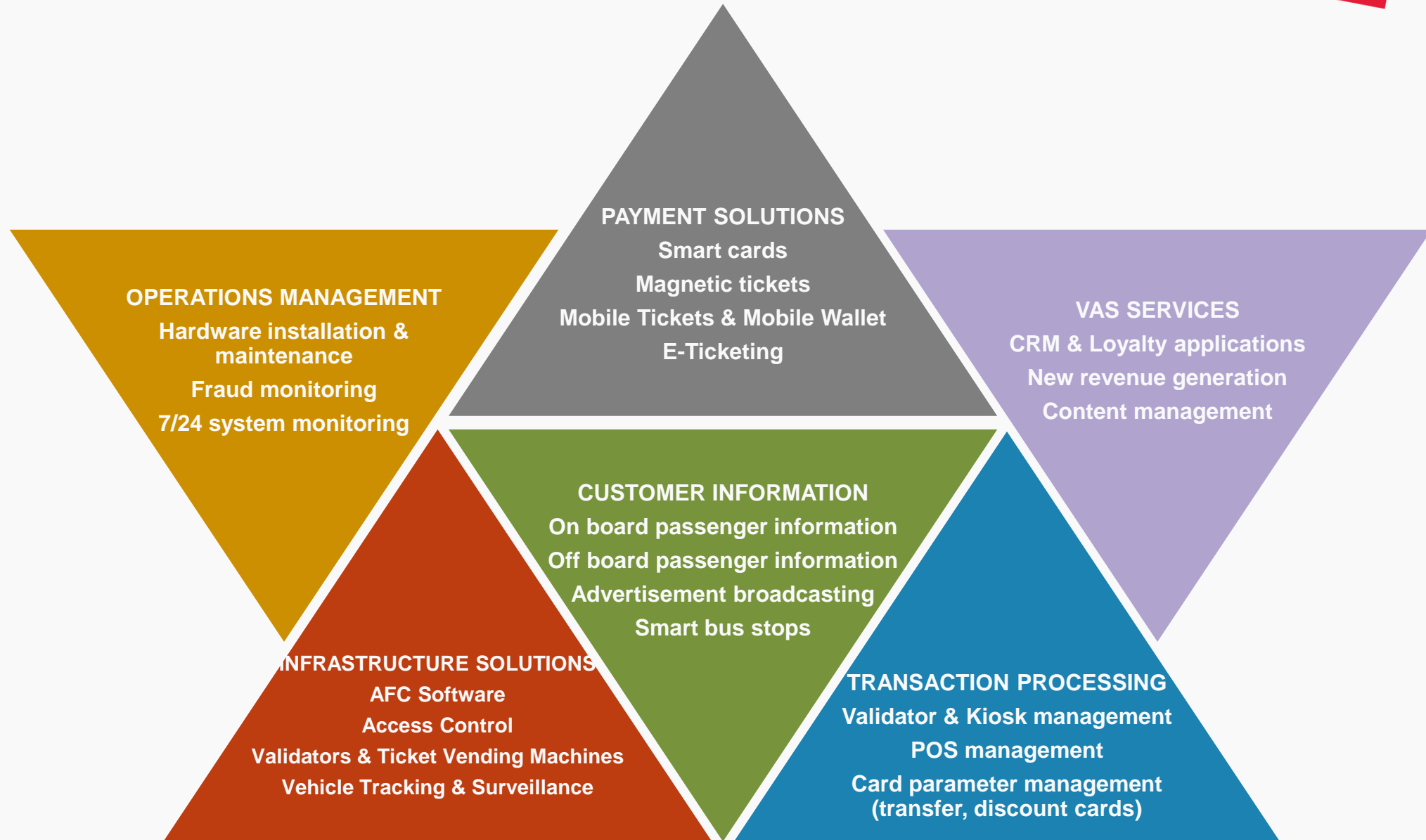
AFC system ensures to prevent tax losses arising from off the record operations

AFC Smart cards used for public transportation become payment instruments and city cards allow people to make easy payments for various services

AFC smartcards are not dependent to any bank; Card owners may top-up using cash or credit card given by any bank.

AFC system can also integrate the cards with other financial organizations such as banks and mobile operators by keeping CityCard at the center

Smart Transportation Solutions



Components of AFC



Smart Cards



Vehicle Tracking System



Validator



POS – Card Top-up

Ticket Vending Machine



Components of AFC

On board information system



Bus stop information system



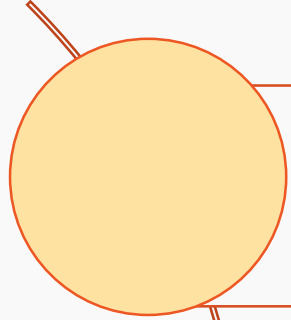
Online Platforms



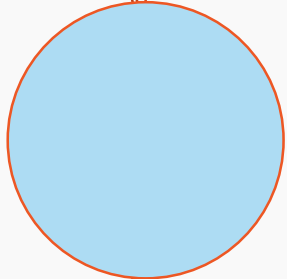
Mobile Platforms



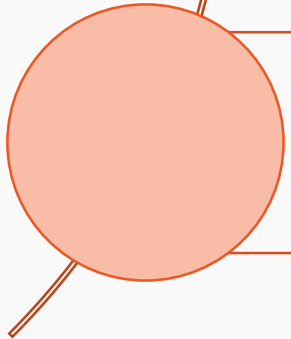
Vehicle Camera



- *Developed by E-Kent R&D**
- *GPRS and WI-FI capable electronic fare collection**
- *Dynamic and parametric configuration structure**



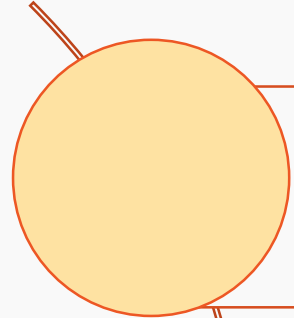
- Designed for:**
- *EMV/smart cards & Debit/credit cards**
 - *Single use tickets**
 - *Mobile tickets**
 - *All alternative payment methods**



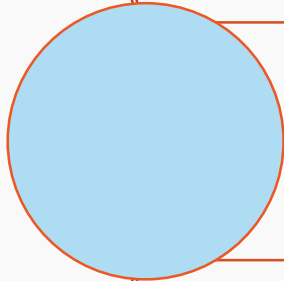
E-Kent currently operates more than 10.000 validators in public transportation, schools, stadiums and city zoo entrances, etc.



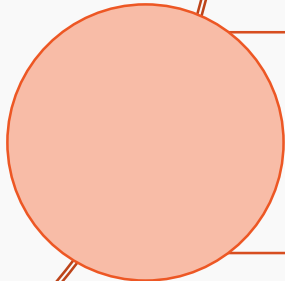
Ticket Vending Machine - Kiosk



- *Compatible with AFC system**
- *To install at locations on bus routes**
- *Technical features allowing sales of CityCards, Card top-up, etc.**



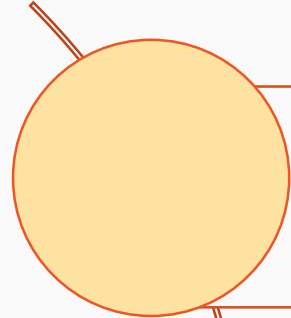
- *Instant and periodic transfer of transaction information to the server**
- *Integrated thermal printer to issue receipts upon customer request**



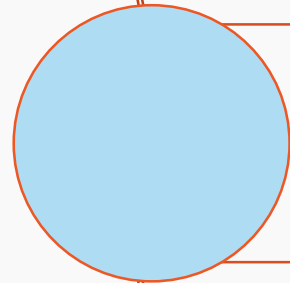
- *10 inch Touchscreen displays**
- *Vandal-proof and resistant to sunlight body**
- *Water-proof display screen**



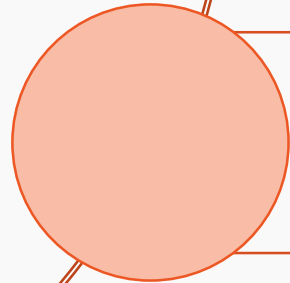
Smart Card & Tickets



- *Specifically designed for the city**
- *To be used to easily monitor and report all validation and cash topup activities**



- *Easy and fast payments of transportation by using contactless functionality**
- *No queues inside or outside the bus**



- *Contactless Smart Cards, Mobile and Single-Use Tickets complying to international security standards**





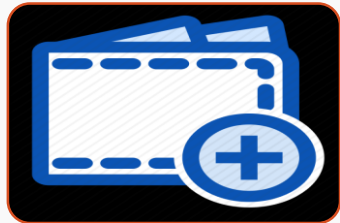
CARD PERSONALIZATION

- Personalized card printing with photo and personal informations of the owner
- Discounted or free Pass Cards for Students, eligible officers, disabled and elder people



POS

- Specific POS devices of AFC System for credit top-ups
- Ensuring sales tracking & receipts printing & able to work offline



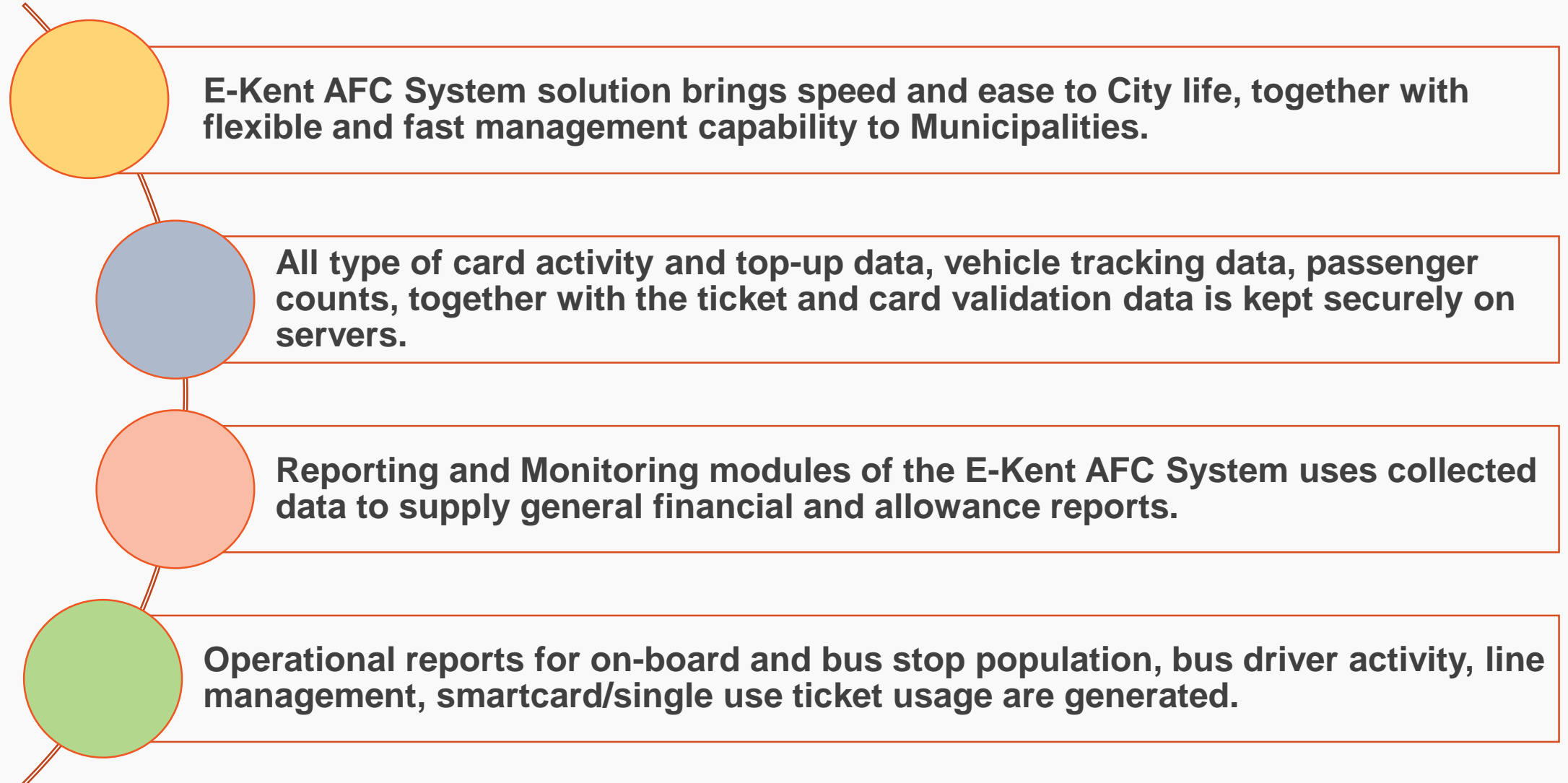
CARD TOP-UP OPTIONS

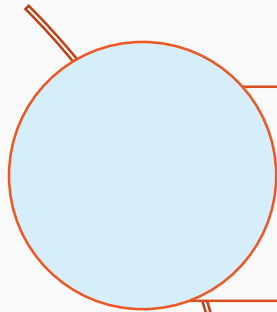
- Ticket vending machines
- Mobile, through GSM operators, e.g. SMS
- Online, through website or mobile app
- POS devices
- Bank ATMs & credit cards



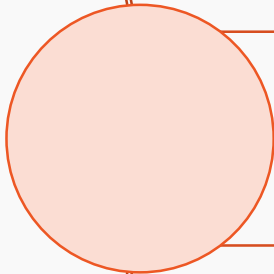
VEHICLE TRACKING & SURVEILLANCE SYSTEM

- Bus tracking on realtime for analysis and reporting of bus operation durations
- Route efficiency analysis to optimize line planning, reduce costs and increase profitability
- Vehicle Surveillance System can record day&night with high resolution and wide angle capturing capabilities

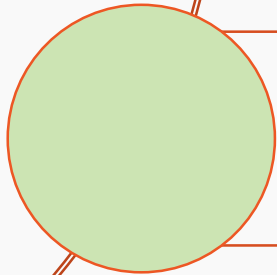




System can run on virtual servers located on cloud or physical servers located at any data processing center.



Central AFC System Software is used to monitor, control and manage all data and operations together with the equipment and fare collection system.

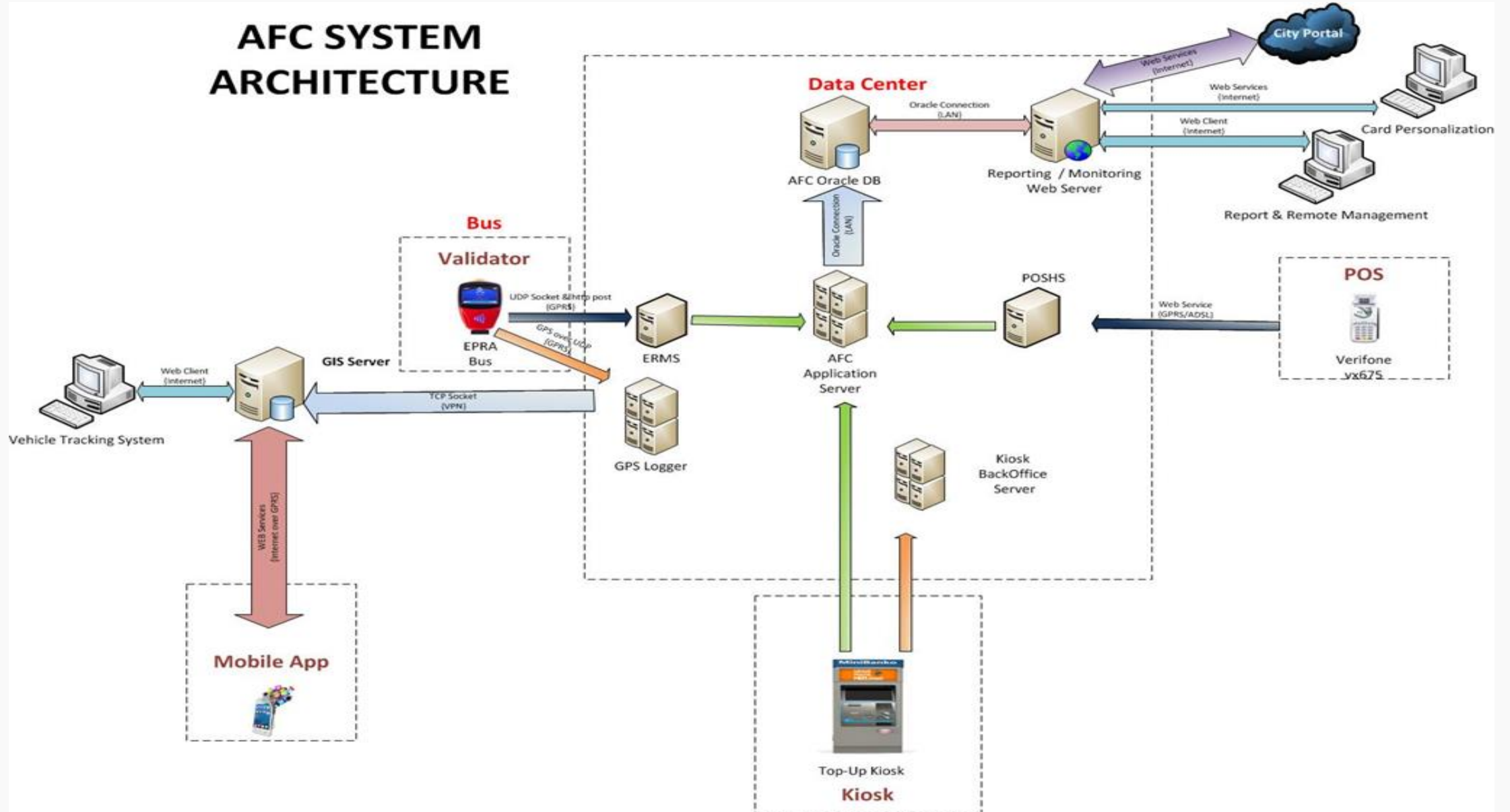


AFC system processes, checks and validates the data, manages the data communication, creates analysis & management reports, back-up the data and compiles it in a format suitable for accounting.

AFC System Data Flow



AFC SYSTEM ARCHITECTURE



Case Study: Ankara AFC operation



Scope of Project by Municipality of Capital city Ankara for 10 years:

- End to end solution for public transportation
 - 1,25 mio Daily passengers
 - Integrated system for transportation network
 - Ticket selling platforms
 - Payment solutions for secure and easy fare collection



ONLINE CHANNEL
1 Mio visitors
Public transportation website
*Transit Card Personalization
*Online Top-Up

MOBILE CHANNEL
800.000 download
Mobile application
*How to go feature
*Mobile NFC
*Payment
*Top-up

3.600 Digital Signage
Passenger information system
On Board – Buses
Off Board – Stops

2750 Validators
Integrated & fast transactions
*1994 pcs - bus
*651 pcs - subway
*17 cable car
*88 railway

Sales channels
Online platforms
*Website
*Mobile app.
Field operations
*490 Dealers
*200 Ticket vending machines
*61 box offices

Payment instruments
*6,75 mio Smart cards
*23 mio Magnetic tickets
*EMV cards
*Mobile operators (SMS, etc..)

- Prevent tax losses arising from off the record operations
- Fully Integrated Fare Collection System for public transportation
- Mass transit line optimization; fleet utilization and revenues
- Custom designed solutions for each city & administration
- Complementary city card applications; payment systems, access to stadiums, museums, schools, parking lots, etc..
- City-wide ticket sales operations
- Enhanced analysis & reporting capabilities
- Value Added Services to generate revenue for administration
- Citizen satisfaction with secure and reliable service covering daily city life



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