

Smart City Successful Implementation

Smart Card and Energy/Cost Saving

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Agenda – Smart Card

- Introduction of EASYCARD Corp.
- EASYCARD Usage
- Scope of EASYCARD Applications
- Future Development

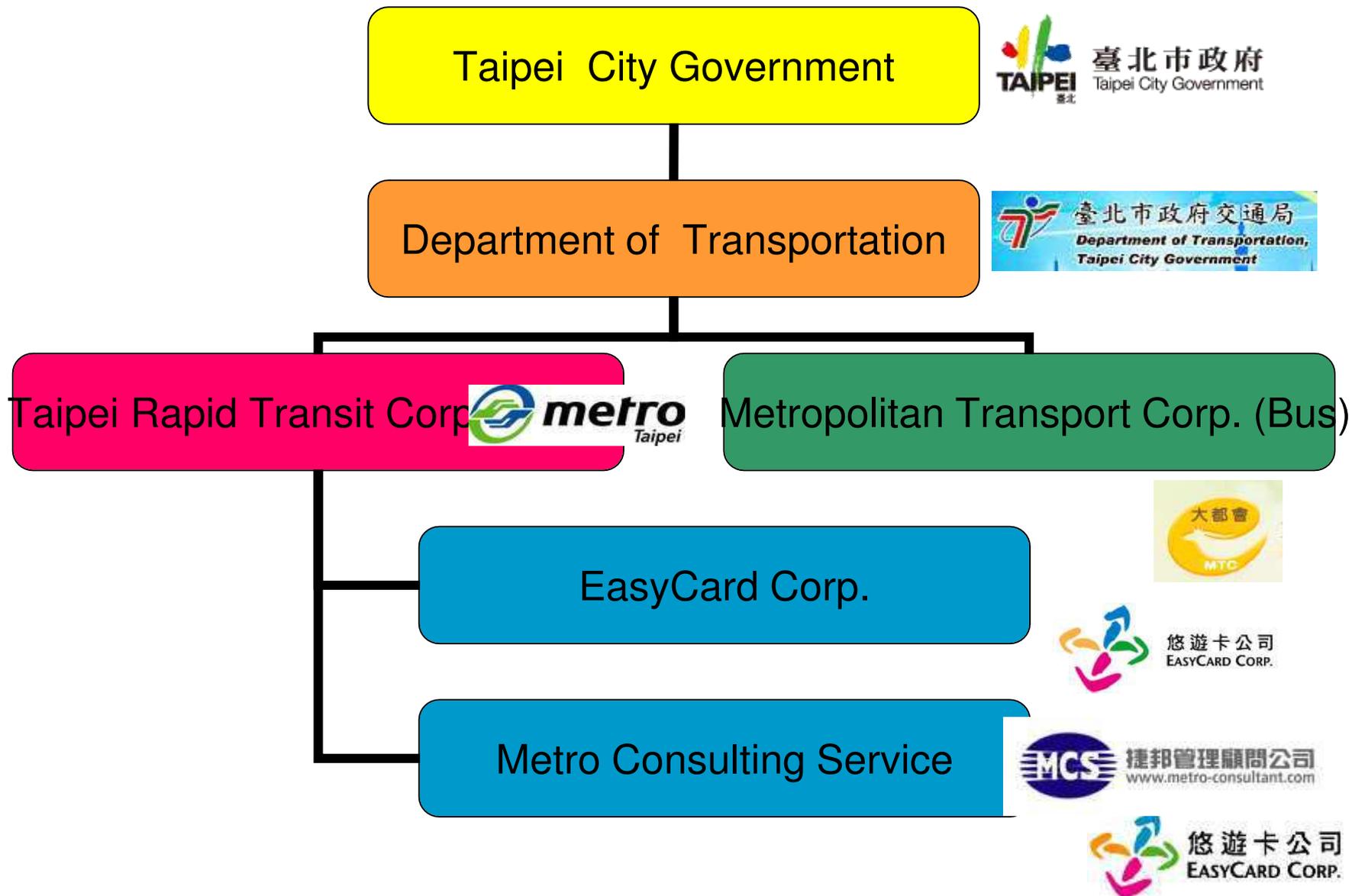
Successful Best Practice of Taiwan for EBRD project – AFC System for Pitesti City in Romania



1. The European Bank for Reconstruction and Development (EBRD) is helping to modernize public transport in the Romanian City of Pitesti with 13 million EURO loan to the City.
2. The EBRD loan will allow the city to upgrade its aging fleet with the purchase of 70 new environmentally friendly buses. The loan will also be used to introduce an Automated Fare Collection System (AFC)
3. Through EBRD tendering processing, III consortium, integrating the members of e-Ticketing experts, has awarded the contract in 2015 to contribute the successful best practice of Taiwan for the City of Pitesti.

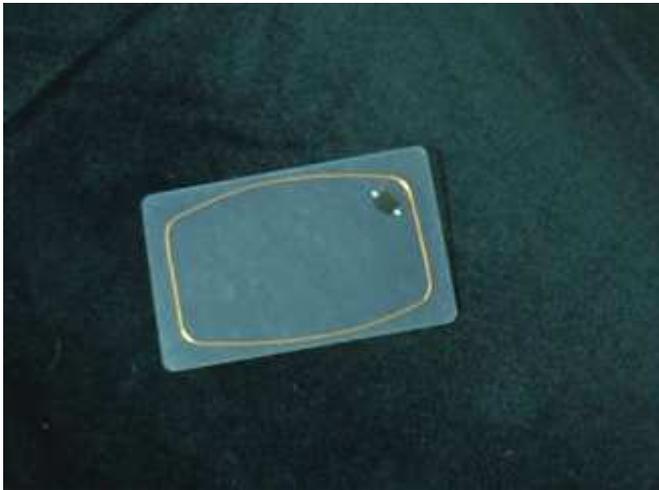
Introduction of EASYCARD Corp.

MCS & ECC - Organization Chart



What is EASYCARD

- A contactless IC card with an embedded chip and wired antenna. Its functions include data storage, logical operations, security, and more.
- Usage area: MRT, buses, trains, parking lots and merchants.



EASYCARD Milestones

2000

- **EasyCard Corporation established**

2002

- **EasyCard launched on public transport systems**

2006

- **Co-brand cards issued with auto top-up service**

2007

- **More than 10 million cards issued**

2010

- **Small-value purchase service launched**

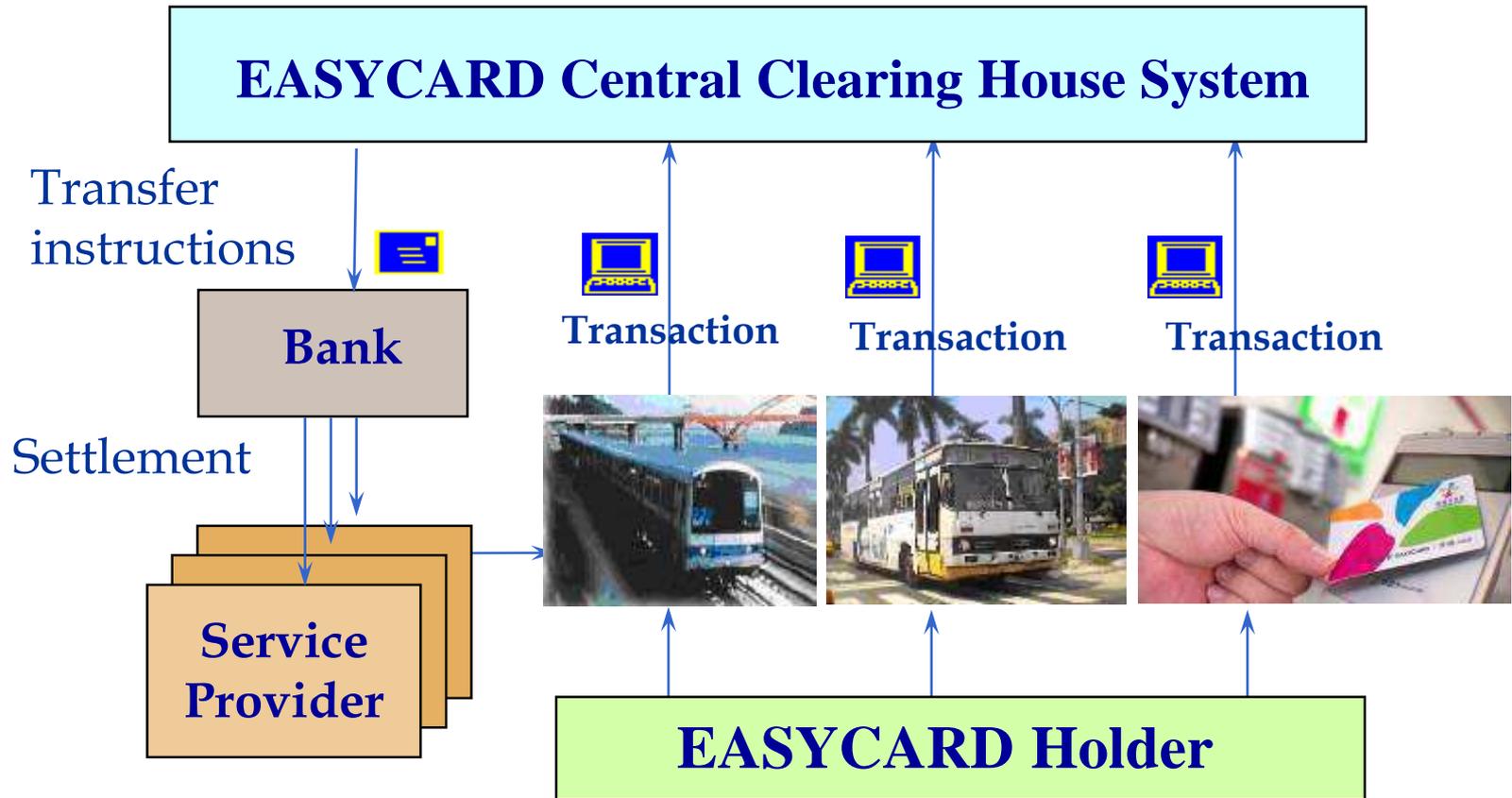
2012

- **Second-Generation EasyCard launched**

2014

- **More than 50 million cards issued**

EASYCARD Operation



Types of EASYCARD

Senior

Concessionaire



Adults



Student



Charity

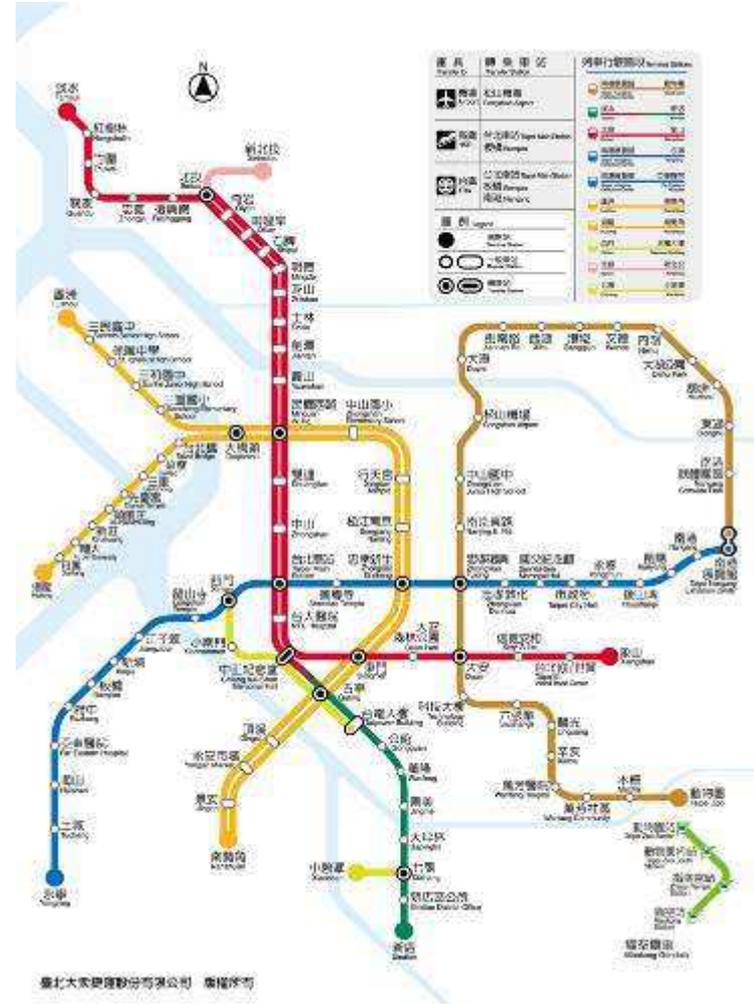
Second-Generation EasyCard

- Contact and contactless transactions
- Tracking transaction record and balance online
- Card registration service
- Enhanced payment security



EasyCard Usage

Taipei MRT

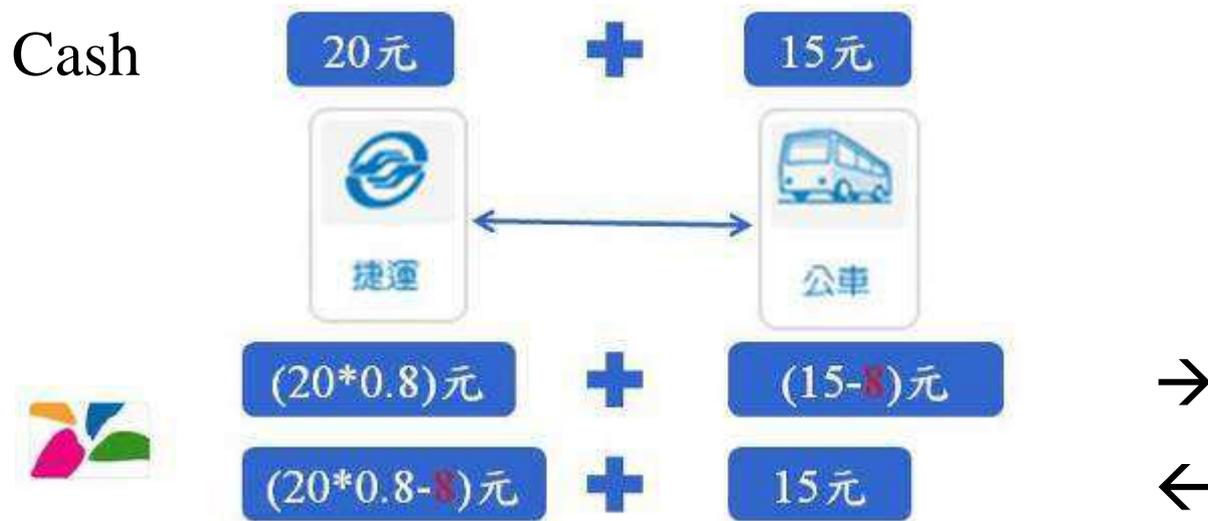


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Bus



Bus+MRT Transfer Discount



- EasyCard holders will get a 20% discount in MRT fare and additional transfer discount on bus.

Parking Lots



Taiwan Railway



Taiwan High Speed Rail



Non-reserved seat tickets using co-branded cards.



Domestic Airlines-TransAsia



Taxi



“Blue Highway” riverboat service



Highway bus services



Bicycle rental-Youbike



Hospitals



Libraries



Zoo Entrance



Maokong Gondola



National Museum of Natural Science



Tamshui Lover's Tower



Taipei Museum of Contemporary Art

Puppetry Art Center of Taipei



Taipei Children's Amusement Park

- First e-ticket amusement park in Taiwan.
- EasyCard as the e-ticket used for admission fee, rides, and in food court.



Government Service Fees and Charges



Small-Value Purchase



Merchants



More than 70 Merchants,
more than 17,000 stores

Scope of EasyCard Applications

Co-Brand EASYCARD

- Combine functions of Credit Card and EASYCARD
- Auto top-up service
- 18 cooperative banks
- More than 12 million cards issued.



Company ID



Student ID

- Purchase: vending machine, copy machine
- Check school information, class attendance
- Entrance ID: Classroom, library, and parking lot
- ID: Student ID and Teacher ID



Special Edition Cards



EASYCARD Accessories



EASY WALLET APP



- EasyCard transaction record
- EasyCard balance
- E-invoice transaction record
- Rewards and Discounts

NFC mobile payment service

- Partnership with banks, smartphone manufacturers, telecoms and MasterCard on handsets with NFC capability and EasyCard function.



Future Development

- Second-Generation EasyCard
- Easycard Reward: Bonus Points
- TSM Model: integration of Easycard, credit card and coupon into NFC phones



Cross-border Cooperation

Cooperation with EZ-Link from Singapore on the integration of smartcard payment systems platform to facilitate tourism and business travel between Taiwan and Singapore.



Operation Status—Enhance Usage Convenience



Product
Diversity

Bank
Collaboratio
n

Distribution
Channel
Diversification

Creative
Application

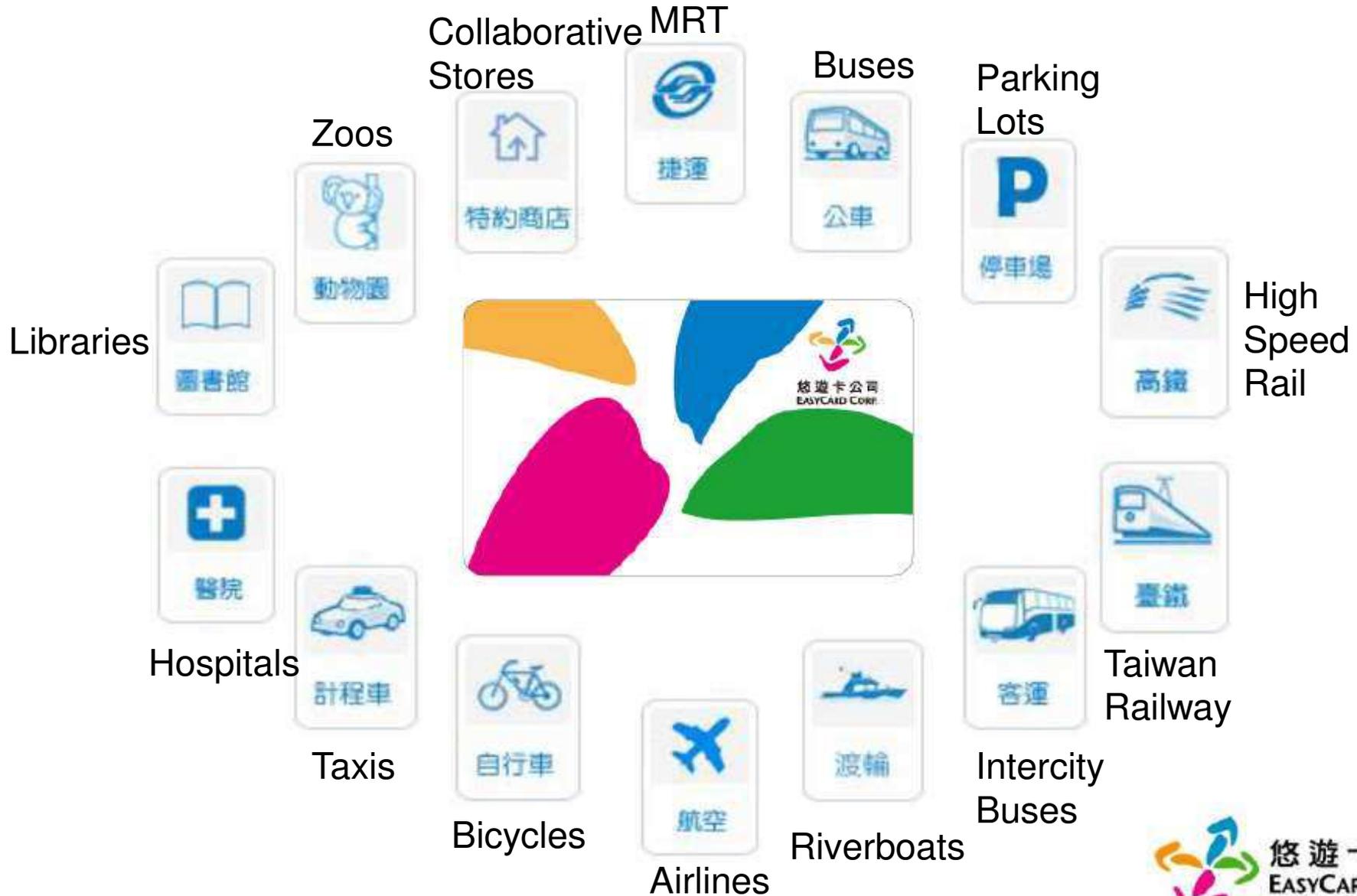


- Increase added values
- Enhance usage convenience
- Increase willingness in using

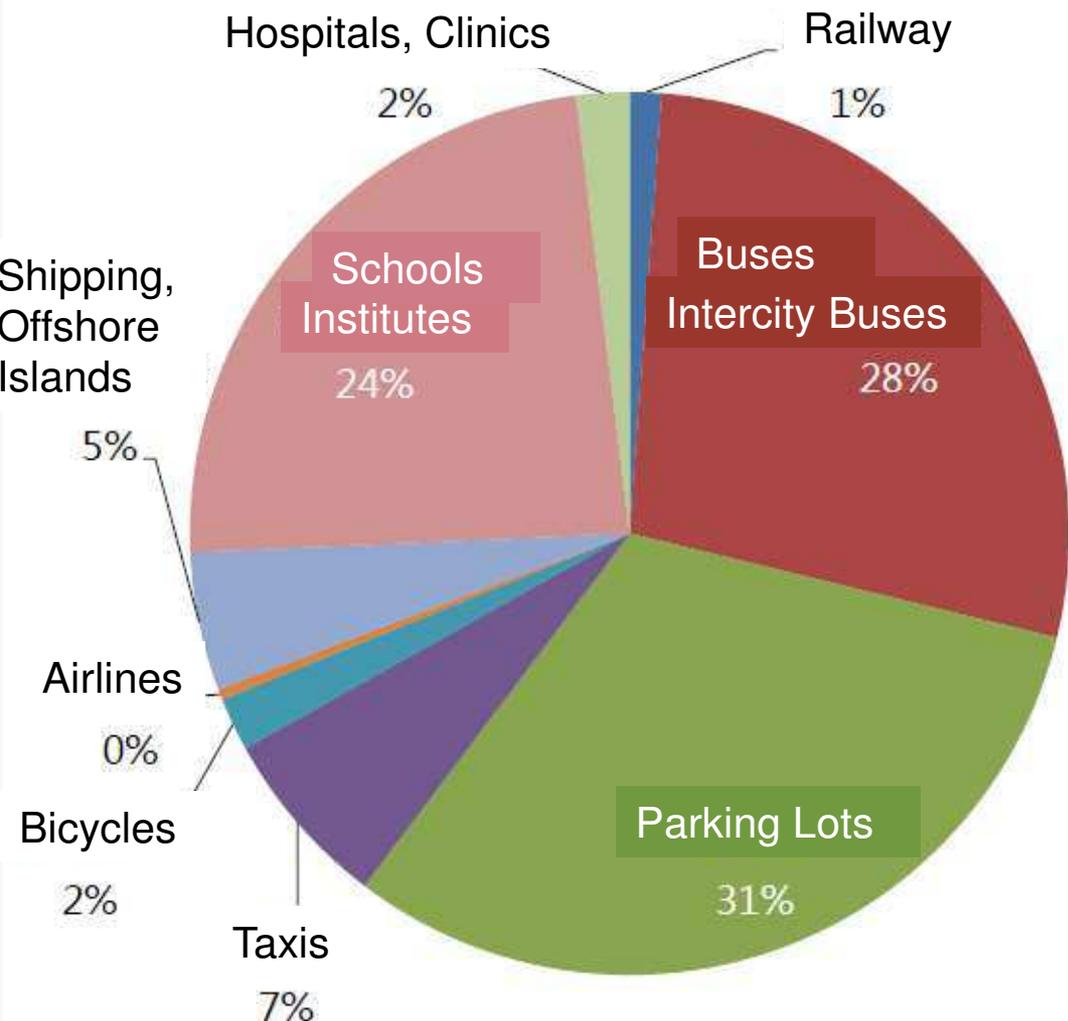
Issued over 52.06 million cards

In May over 6.2 million average daily transactions

Operation Status—Operation Scope

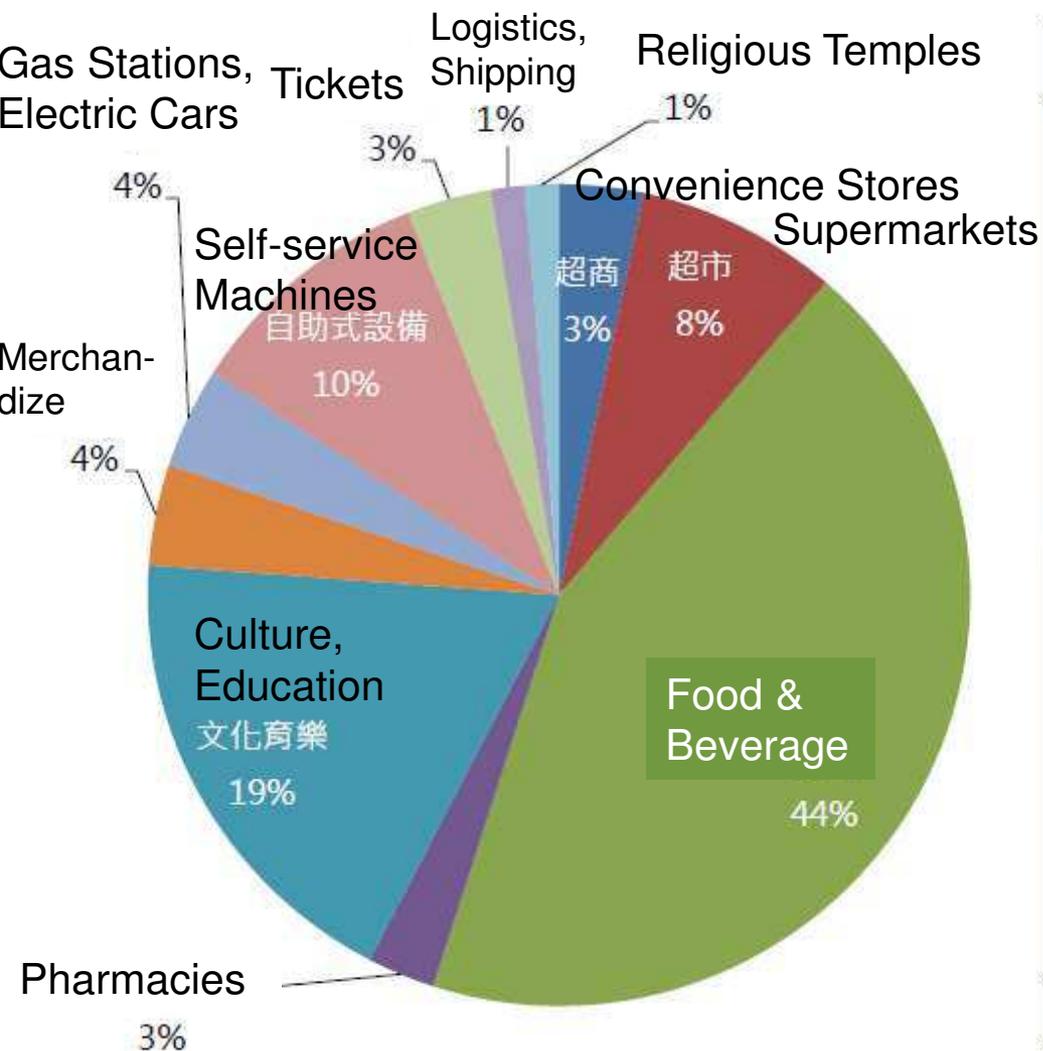


Operation Status—Operation Scope



| Category | Industry | Total |
|--------------------------|----------------------------|-------|
| 1 st Category | Railway | 3 |
| | Buses, intercity buses | 71 |
| | Parking Lots | 81 |
| | Taxis | 22 |
| | Bicycles | 5 |
| | Airlines | 1 |
| | Shipping, Offshore Islands | 13 |
| | Schools, Institutes | 61 |
| | Hospitals, clinics | 5 |
| Collaborative Merchants | | 262 |

Operation Status—Distribution Channel Diversification



| Category | Industry | Total | |
|-------------------------|--------------------|-----------------------|----|
| 1st Category | Convenience Stores | 5 | |
| | Supermarkets | 12 | |
| | Food & Beverage | 66 | |
| | Pharmacies | 4 | |
| | Culture, Education | 28 | |
| | 2nd Category | Merchandize | 6 |
| | | Gas, Electric Cars | 6 |
| | | Self-service Machines | 15 |
| | 3rd Category | Tickets | 5 |
| | | Logistics, Shipping | 2 |
| Religious temples | | 2 | |
| Collaborative Merchants | | 151 | |

Operation Status—2014 Financial Overview



Unit: US\$/1,000 Transactions

| | EasyCard Application | | | | Merchandize Sales | | Co-branded Card | | Total | |
|--------------------------|----------------------|--------------|-------------------------------|-------|-------------------|-------|-----------------|-------|------------|-----|
| | 1st Category | 2nd Category | EasyCard Application Subtotal | | | | | | | |
| | Amount | Amount | Amount | % | Amount | % | Amount | % | Amount | % |
| Business Revenue | 14,077,867 | 4,381,454 | 18,459,320 | 39.15 | 15,452,441 | 32.77 | 13,239,001 | 28.08 | 47,150,763 | 100 |
| Transaction No. % | 87.48% | 12.52% | | | | | | | | |

Thank You