

PRODATA
mobility Brasil

**YOU ARE PART OF
OUR HISTORY IN
BRAZIL**

30
years

prodatamobility.com.br

"Since we brought PRODATA to Brazil, we have been serving our customers with responsibility and seriousness, viewing this commitment as a marriage. It is not just about selling technology, but to following the implementation and operation of the system, giving full support to our customers. We have always been very careful with our after sales services.

PRODATA is aware of the importance of Automated Fare Collection (AFC) for the public transport operator"

"PRODATA MOBILITY BRASIL stands out in the market because it always seeks to solve the customer's problems, within their needs and regional characteristics. In this way we have consolidated our outstanding position, with almost 70% of the Brazilian market, with loyal customers who have been with PRODATA for a long time".

João Ronco Júnior

CEO of PRODATA



**PRODATA MOBILITY
BRASIL** completes 30
years of innovation and
technology.



PIONEERISM

Since 1991 operating in the Brazilian market, PRODATA MOBILITY BRASIL actually is present in more than two hundred and seventy cities distributed in 120 projects in countries like Brazil, Colombia and Argentina.

It has supplied more than 135 thousand validators in 13 generations of equipment. The customization of solutions to serve various needs and challenges of each transportation system, with so many demographic, cultural, social and political differences, is one of the company's advantages.

Throughout these three decades, AFC System has added a series of functionalities that help the operating companies to control fraud, recharge tickets, monitor vehicles and drivers, as well as applications that provide information to users and several alternatives in payment methods.

Systems in large urban centers have already migrated or are in the process of transitioning to online or cloud-based ticketing. When PRODATA arrived in Brazil in the early 90s, as a branch of the brand that operated in Belgium, the reality was quite different.



The PRODATA Application (APP) is a solution adopted by several cities in 2020. It's a tool developed so that each customer can choose the name, logo, colors, and functions to be enabled, such as recharge of the transport card, QR Code ticket, other payment methods and security methods for bank card validation. This so-called white label architecture allows the scalability of the application. The city of Campinas, which started the AFC project in 1996, was the first to deploy the PRODATA application, called Transurc Smart, in 2019, along with the modern PROCLLOUD (ABT) technology.

Other examples PRODATA's App are the cities of Cajamar (BEM App), Porto Alegre (TRI) and Jundiaí (JÁ App). There are more than 100,000 downloads and the accesses continue to grow daily. In 2021, PRODATA's App will be launched in the cities of Taubaté, Vitória da Conquista, Mauá, Cabo Frio, Montes Claros, Goiânia, Barueri, Itapevi, and Jandira.

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When it comes to **PROCLOUD**, it's one of the most advanced technologies in the company's portfolio. It is an Account Based Ticketing (ABT) tool, developed to enhance automatic fare collection for public transportation ticketing. The solution enables seamless travel between various modes of transport, between different operators, and even between different cities or regions.

The company also invests in robust hardware. The validators of the V3600 series have modular characteristics to ensure better interaction with users. The equipment provides several forms of payment for public transportation, through QR Code, contactless credit and debit cards (Mastercard, VISA, and ELO flags), Google Pay, Apple Pay, Samsung Pay, and transportation cards.

"It wasn't easy to win the confidence of operators who were not yet familiar with the technology. With solutions 100% dedicated to the Brazilian market, we built our credibility and leadership in the sector", emphasizes João Ronco Júnior, CEO of PRODATA MOBILITY BRASIL.



RECOGNITION

PRODATA MOBILITY BRASIL was elected for the 14th consecutive time, as the best electronic ticketing company in Brazil, according to the **Maiores do Transporte & Melhores do Transporte*** Award 2020, held by Technibus Magazine and OTM Publisher.

*Biggest of Transport & Best of transport.



SUCCESSFUL PARTNERSHIPS

Belarmino da Ascensão Marta

CEO of the Belarmino Group, one of the most traditional transportation conglomerates in the country, which operates in the urban, suburban, charter and road segments.



"We have a very good partnership with PRODATA. I consider myself a kind of 'godfather' of the company, because I was in Belgium in the 90's to learn about these new AFC technologies, and I visited the company, which I liked the most. Campinas was the first city to close a deal with PRODATA and start the implementation of AFC. Today, we do not have the dimension of what it was to introduce this technology in the public transportation of the country, because everybody uses the transport cards in the buses, but it was a big novelty at the time. Biometrics, as well as the installation of cameras inside the vehicles, was also a very important technology for reducing fraud and irregularities that have always been common here in Brazil.

I believe that PRODATA has only brought benefits to the transportation systems of the country, being a model company, which does not leave anything to be desired in comparison to any other in the world. We will continue to improve every day to offer the best service to the population, always with the support of PRODATA. We have four thousand buses for urban transport and all of them have PRODATA's technology. We are always evolving."

SUCCESSFUL PARTNERSHIPS

Edmundo Pinheiro

CEO of the HP Transports Group, which includes the companies HP Transportes Coletivos, in Goiânia, and director of Urbi Mobilidade, in Brasília.



"I know PRODATA since its foundation, in the 90s. I was in Europe in the mid 90's, to learn about the new automated fare collection technologies. At the time, the businessmen of the sector were very resistant to this innovation and believed that it would not be possible to implement it in Brazil. PRODATA carried out a work of introducing the technology to the market, always with the conviction that it was possible to bring these solutions to our reality. I had the opportunity to get to know the first products that the company brought to the Brazilian market and follow the fundamental role of the company in the consolidation of electronic ticketing in Brazil. By the way, Goiânia was one of the pioneers in the implementation of this technology, which today is absolutely indispensable.

We were one of the first cities to eliminate the need for ticket collectors on buses. Today, with PRODATA's technology, we have the most modern system in the country with different options of payment methods such as ABT, EMV cards and QR Code, in addition to transport cards."

SUCCESSFUL PARTNERSHIPS

Mauro Artur Herszkowicz

CEO of the Passenger Transport Companies Federation of the São Paulo State (Fetpesp) and CEO of Viação Paraty.

"The company PRODATA, in its 30 years of operation, has been an important ally in the modernization of passenger transportation, benefiting the mobility of the population. With operations in several capitals and Brazilian cities, PRODATA has contributed to the improvement of the automation of fare collection and control of passengers and fleet."

For the operating companies represented by the Passenger Transport Companies Federation of the São Paulo State (Fetpesp), the partnership with PRODATA means a gain in the quality of the services offered to customers and an improvement in operational control."



SUCCESSFUL PARTNERSHIPS

Stamatula Vardaramatos (Tula)

CEO of the Association of Passenger Transporters of Porto Alegre (ATP), since November 2017, and commands Viação Teresópolis Cavahada, which completed 60 years in 2018.

"PRODATA has been working with us since 2007. They are great partners, always ready to meet our demands with the greatest promptness. It is a company very attuned to technological trends and they develop very advanced systems in the field of mobility. The entire bus fleet of Porto Alegre (currently 1,480 vehicles) has PRODATA validators with facial recognition cameras.

PRODATA has been partnering with ATP since the implementation of electronic ticketing on Porto Alegre buses. Also with the company occurred the expansion of our AFC System for the public buses and the Urban Train Company of Porto Alegre (Trensurb). All the technological advances that involve electronic ticketing in Porto Alegre are made working together with PRODATA. An example of this is the facial recognition system, which had its implementation started in 2017.

After, we had the implementation of CCTV (Closed Circuit Television) for monitoring the bus. In 2018, we launched the TRI card app with the possibility of purchasing by credit card. In 2019, we implemented the AVL system in the Porto Alegre fleet, and more recently, in 2020, we adapted the facial Recognition system to identify people with masks. In May 2020, we launched the express recharge. And at the end of 2020, we started the Sales Network project.



TIMELINE

The timeline shows that PRODATA MOBILITY BRASIL was the pioneer in the implementation of AFC systems in Brazil, has remained innovative through its 30 years of activities and is always in tune with the trends in mobility around the world.



SÃO PAULO



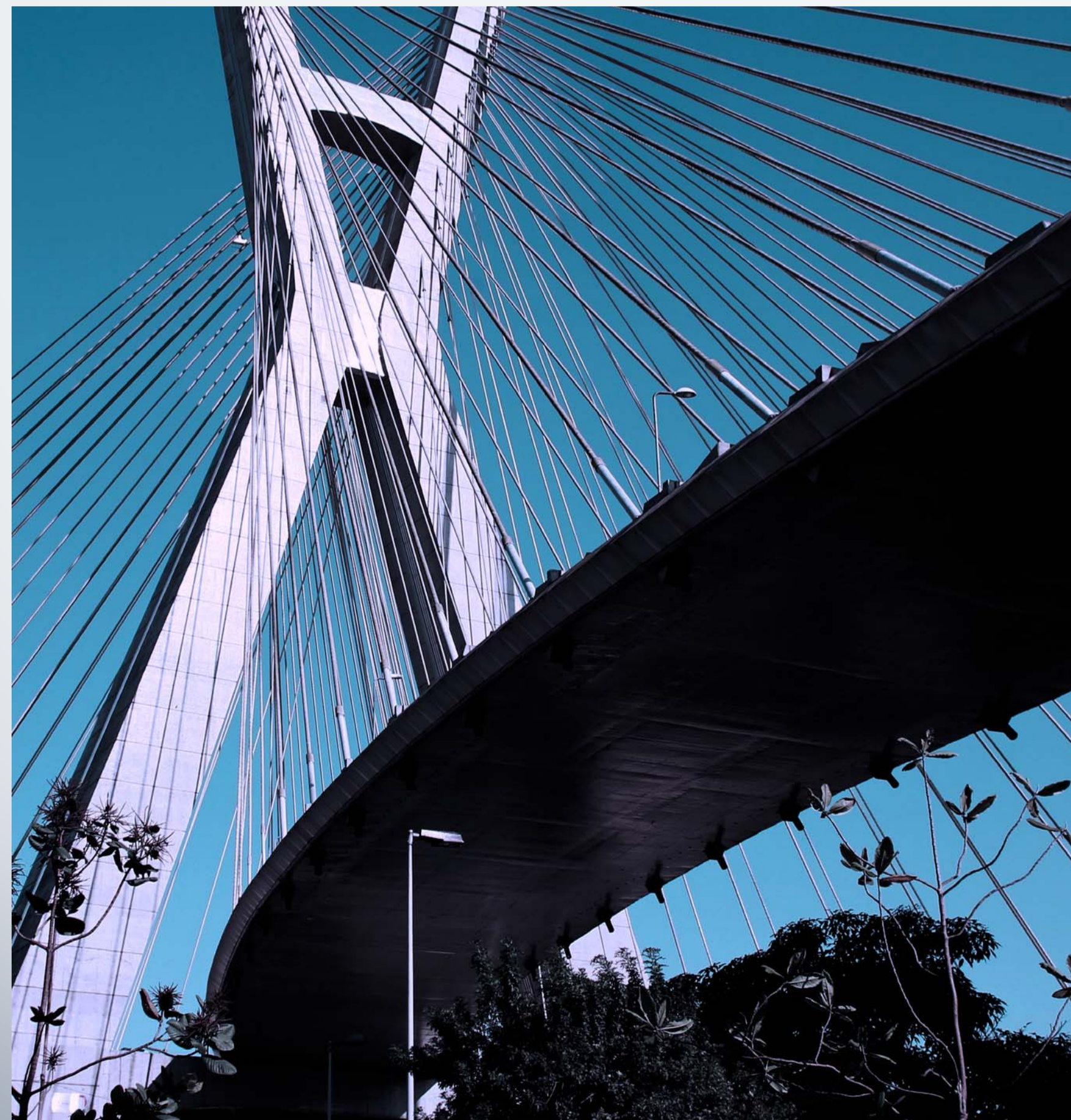
Since 2002, PRODATA equipment has been used by more than 12 million people in the metropolitan area of São Paulo. In 2015, the company started the supply of more than 13,000 new generation validators and face recognition equipment.

PRODATA operates a sales network in São Paulo, processing more than 3 million transactions per month, which are among the more than 45 million ticketing transactions recorded per day.

Last year, the company signed an unprecedented partnership with Mercado Pago, a fintech from Mercado Livre, in order to make life easier for those who use public transportation in São Paulo.

The functionality is extended to all PRODATA ATM's located in the São Paulo subway stations. Passengers can recharge with their digital wallet or with a registered credit card.

SÃO PAULO METROPOLITAN AREA



Implemented in 2005, the BOM Metropolitan Project covers 39 cities in the Metropolitan Area of São Paulo. It has 6,000 validators in operation carrying approximately 3.5 million passengers daily who make transactions using PRODATA technology.



6,000 validators installed in buses in the 39 cities of the São Paulo Metropolitan Area.



In 2021 the renewal of 4,200 validators in the Metropolitan Area of São Paulo.

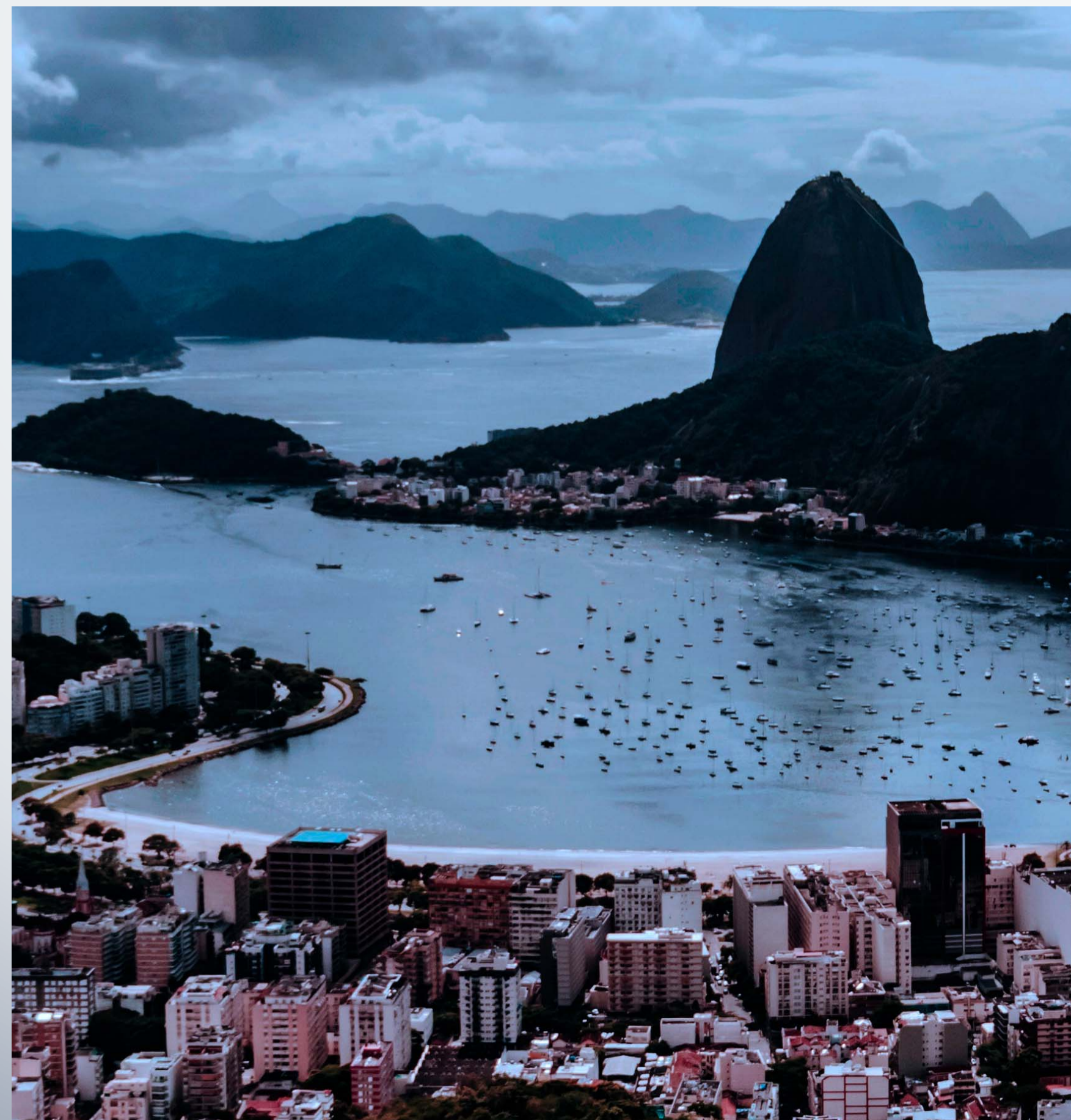
In December 2020, all Metro and CPTM (Companhia Paulista de Trens Metropolitanos*) stations started reading the QR Code on tickets, purchased with a cell phone through the application, and used for fare payment in Metro and CPTM stations.



For us, from Autopass, it is a great satisfaction to be part of PRODATA's history in these last 16 years. We know the importance of building solid and reliable partnerships, and PRODATA has been by our side in the daily challenges through solutions, equipment and involvement in strategic projects. Congratulations, PRODATA, for your 30 years.

*metropolitan trains of São Paulo city company

RIO DE JANEIRO



PRODATA MOBILITY BRASIL is also present in the Rio de Janeiro project, with validators and facial Recognition equipment, installed in 25,000 buses, which work in an integrated way in an intermodal interoperability system, in which a single card can be used throughout the state.

PRODATA in 2019 supplied 5.5 thousand validators of the V3695 model for Rio de Janeiro State bus lines in the system operated by Riocard. Thus, public transport now has an innovative model of integrated AFC System, which is able to work on 4G technologies - a special request from Riocard. The entire fleet will be connected to the Internet and will work in the cloud, online, which enables a series of benefits for operators, passengers, and managers.

Because of its online architecture, the new AFC system allows recharging and updating of data from the transportation cards inside the vehicle itself. Companies can constantly monitor operations online, which allows for quick action to mitigate any possible problem.

GOIÂNIA

Goiânia is considered by PRODATA the most innovative AFC project in Brazil, because it covers all available technologies for urban mobility. From January, the public transport system of Goiânia and metropolitan region went through the process of modernizing the ticketing solutions, with equipment and software from PRODATA.

AFC 2.0: The first functionalities that the passengers of Goiânia now have access to are: facial recognition, credit recharge on board the vehicles, payment via credit and debit contactless cards, QR Code and through virtual wallets or account-based payment (ABT).

In March, due to the worsening of the Covid-19 pandemic, the government of Goiás limited access to public transportation services in the metropolitan Area of Goiânia to workers employed in activities considered essential, during peak hours. The electronic validators linked to passenger boarding, both on buses and at integration terminals and stations, at scheduled times, read and recognize the Sitpass cards only of the passengers registered as essential.

According to RedeMob, which operates the network, this was only possible due to PRODATA's AFC 2.0 technology, recently implemented in the Goiânia Metropolitan System. The company's partnership with CMTC and REDEMOB made it possible to create an emergency registry of passengers. The measure aims to reduce crowding in public transport during the pandemic, in periods of rush.

It should be noted that the pandemic accelerated some trends that have been consolidating in the country's public transportation, such as the virtual execution of processes. If prior to the pandemic this possibility brought more convenience to the user, with Covid-19 it became a public health issue. In this scenario of social distancing, PRODATA developed solutions aimed at reducing the need for people to go to sales points to recharge credits.

