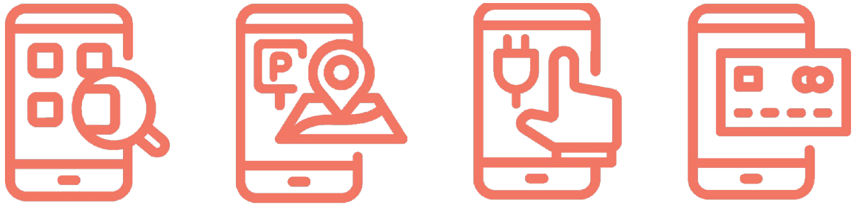
Strategy 2026 – 2030: increased growth



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Business model creates mobile self-checkout for locations and their facilities

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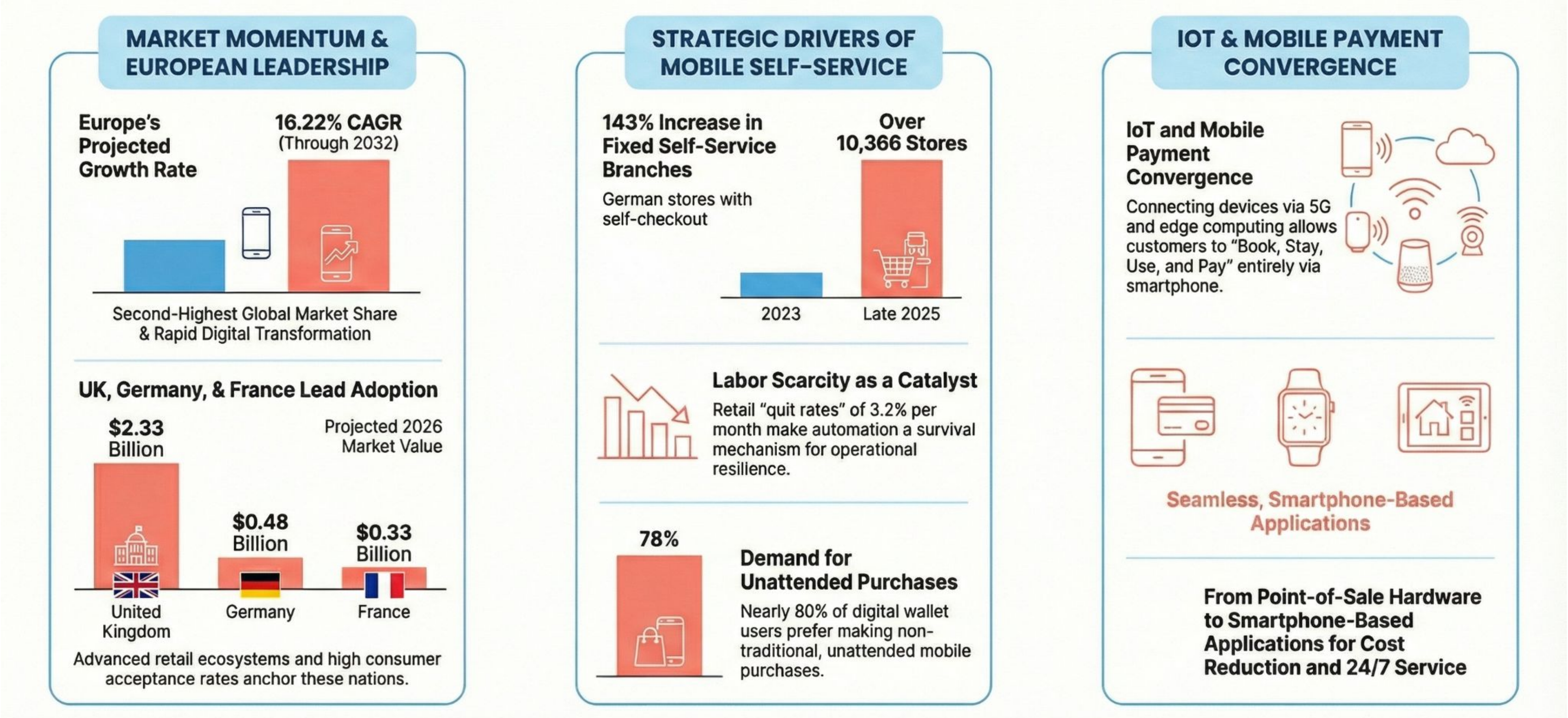
European mobile self-checkout trends: 16,2% CAGR 2026 - 2030

Positioning smartphones as primary POS to address labor shortages and demand for 24/7 convenience



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Mobile self-service increases profitability

STRATEGIC COST REDUCTION

35% Reduction in Labor Hours

One supervisor can manage 4 to 6 self-checkout points simultaneously.

Zero Infrastructure Overhead

The customer's smartphone acts as the POS, eliminating the need for expensive hardware.

24/7 Automated Operations

Convert locations to digital self-service for around-the-clock revenue without extra staffing.

MAXIMIZING REVENUE GROWTH

30% Boost in Ticket Size

Digital upselling and browsing flexibility lead to significantly higher average order values.

Faster Customer Throughput

Mobile transactions accelerate the checkout process by 30%, increasing total daily volume.

Direct-to-Merchant Booking

Connect locations directly to large external customer bases via self-booking mobile apps.

Creating a leading self-checkout platform for locations and facilities

Adoption of mobile payments drives self-service

- **Fast-growing market** driven by global trends for digitalisation, IoT, unattended retail and mobile payments
- Market strategy **focus on** self-checkout for: **public spaces, leisure locations and transport locations**
- **Comprehensive self-service platform** combining mobile payment technology with IoT device connectivity

Proven track record and robust performance

- Proven and sticky business model, built on **recurring subscription** and **payment processing revenues**
- **Robust IoT backbone** to support transaction platform
- Multi-year **successful collaborations with industry leading partners** (Miele, Rabobank and ANWB)
- Experienced **founder-led management team** with **skin in the game**

Ambitious growth strategy

- Become the **leading self-service platform** for **public spaces, leisure locations and transport locations**
- **Grow organically** by increasing number of transactions, connections and clients in existing countries and roll-out in new European countries
- Grow through acquisitions, with dynamic (niche-)markets resulting in **buy & build opportunities**
- **Ad new successful collaborations** with industry leading partners

Accelerate growth in public spaces, leisure & transport locations growth is on track

	Public Spaces	Leisure Locations	Transport Locations
Targeted end-market	✔ On-street parking ✔ Off-street parking ✔ EV-charging ✔ Markets	✔ Marinas ✔ Camper sites	✔ Ports ✔ Truck stops
Mobile self-services	Booking Parking Power supply	Booking Stay Power supply Water supply Washing	Power supply
Market	B2C/B2B/B2G	B2B/B2G	B2B/B2G
Own labels	Prettig Parkeren ease2pay ease2pay	ease2pay ease2pay	ease2pay ease2pay
Third party labels	Rabobank anwb		

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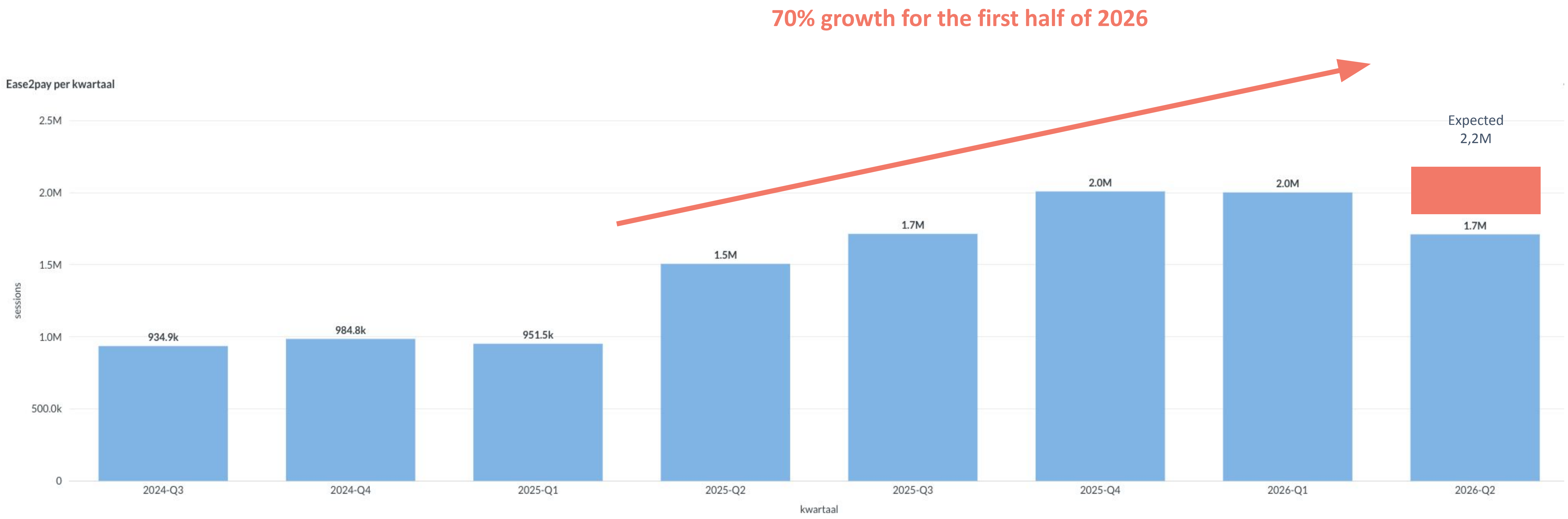
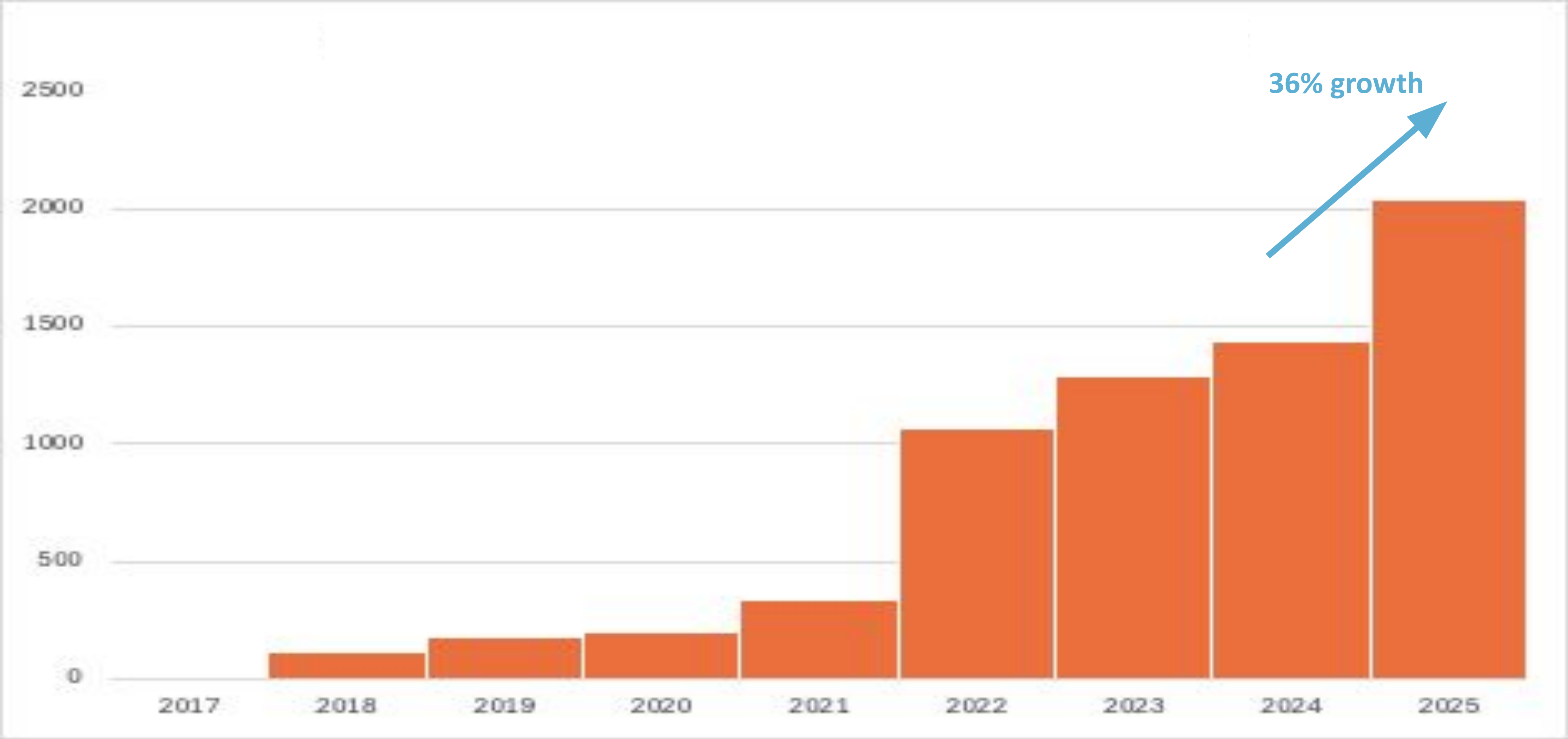
Transactions growth without Miele appWash



Ease2pay platform turnover (EUR 1.000) growth without Miele appWash



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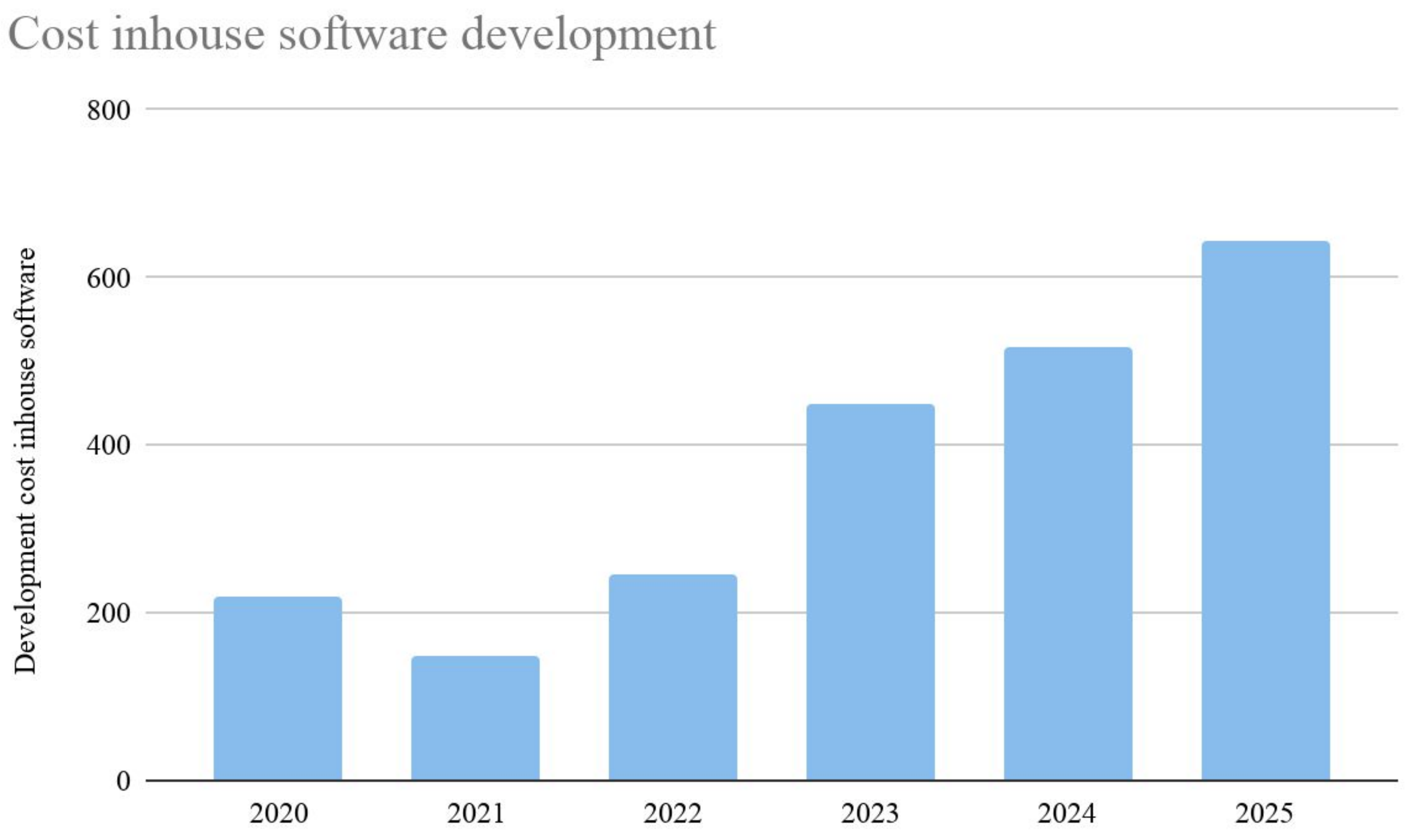
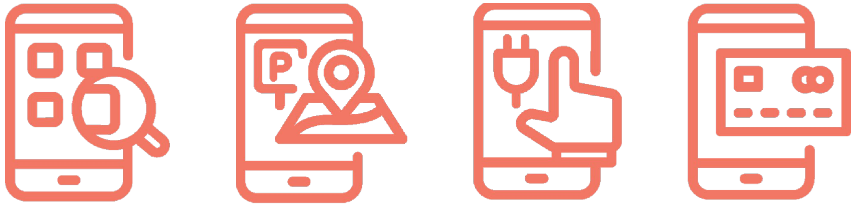
Ease2pay multi year investment in IT-team: platform is ready for growth



Public space: growth in parking and EV-charging



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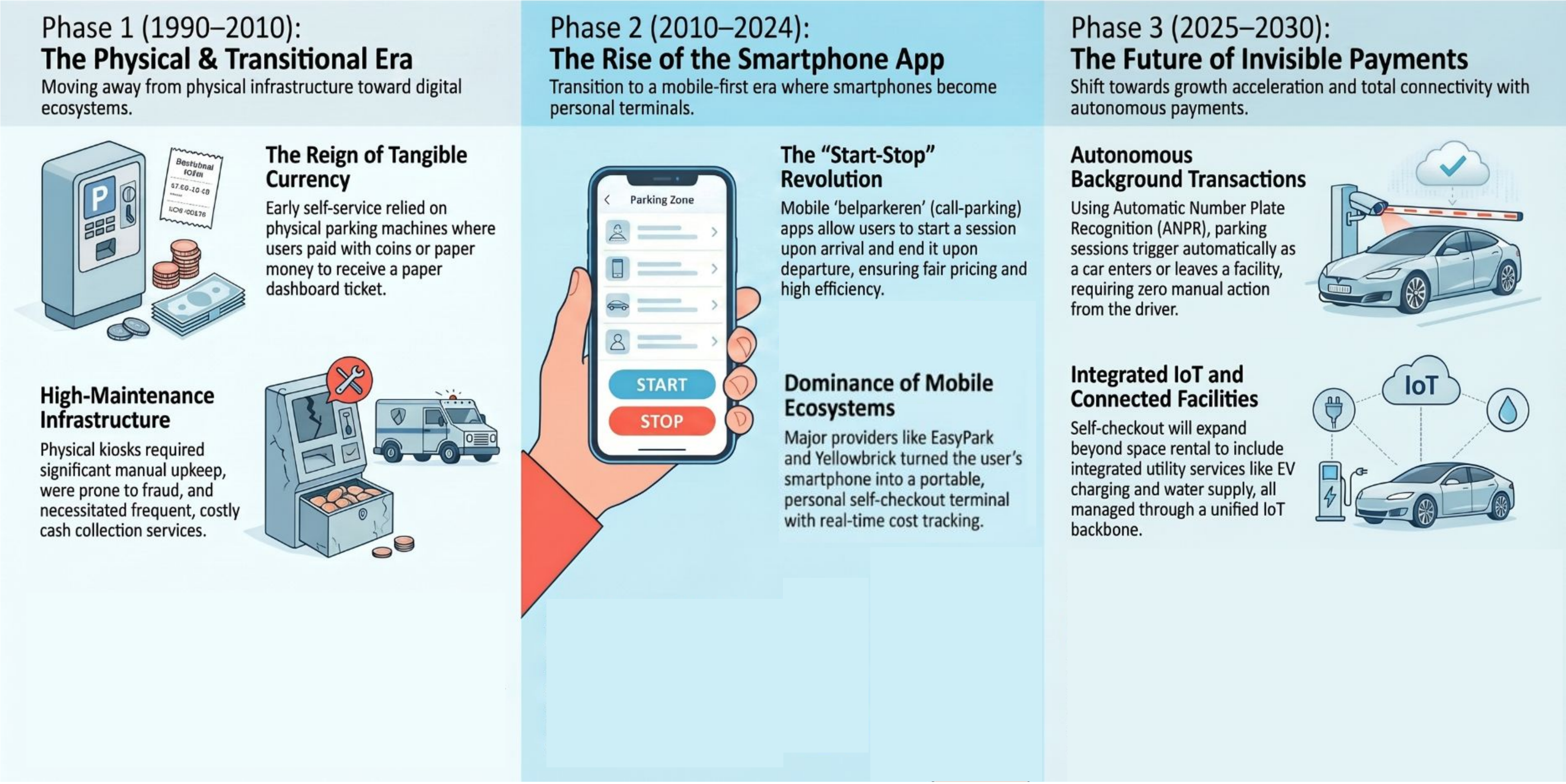
The evolution of parking self checkout in the Netherlands: 1990 - 2030



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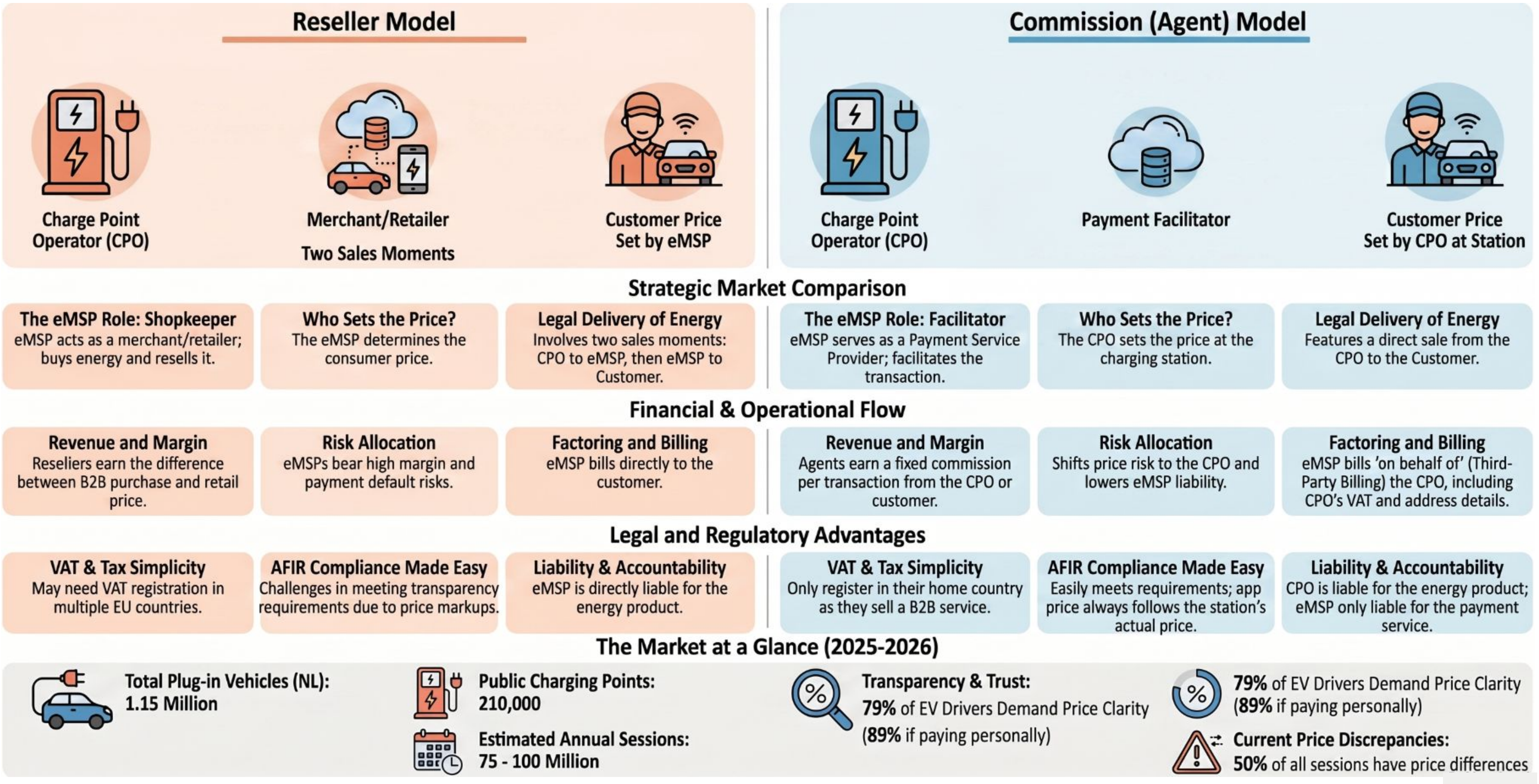
EV-charging opportunity: market in transition from self checkout via eMSP into PSP



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Accelerated growth in public spaces: focus on parking and EV-charging

NL-parking market accelerated growth

- **B2B customer portal** roll out in NL 2nd half year 2026
- Increased coverage of **off street parking facilities** in NL 2nd half year 2026
- Growth of **increased number of NL third party labels** in 2027

Parking market introductions outside NL

- Introducing **Ease2pay parking app** B2C/B2B first country outside NL 2nd half 2026
- Introducing **Ease2pay parking app** B2C/B2B second country outside NL in 2027
- Growth of international **third party labels** in 2028

EV-charging market opportunity

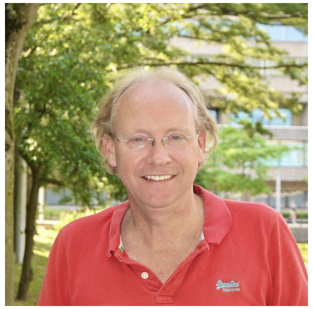
- **NL EV-charging market is in a transition** from self checkout via e-Mobility Service Providers (eMSP) into self checkout via Payment Service Provider (PSP)
- Opportunity for **Ease2pay to offer EV-charging** sector self checkout via PSP
- **EV-charging B2B customer portal** roll out in NL 2nd half year 2026

Experienced and invested CEO team committed to stay and grow the business

Jan Borghuis
Co-CEO and -founder

ease2pay nv **Co-founder**
2017 - Present

greenwheels **Co-founder**
1995 - 2014



Gijs van Lookeren Campagne
Co-CEO and -founder

ease2pay nv **Co-founder**
2017 - Present

greenwheels **Co-founder**
1995 - 2014

- 30 years of entrepreneurship
- Proven track record in creating and marketing IoT-driven self-service solutions
- Proven track record in building innovation leader in individual transport
- 28% combined shareholding in Ease2pay

Jan 2017
Successful bid on listed empty shell (Docdata)

Aug 2018
Integration of MyOrder, realising a nation-wide fuel and parking app in NL

Aug 2021
Integration of Monotch platform and Prettig Parkeren website

Jan 2022
Acquistion of Involtum mobile utility solutions platform

Dec 2023
Integration of Involtum completed

2025
36% growth of platform turnover (without Miele appWash

Leading self-checkout platform for locations and facilities

Increased growth in public spaces

- ✓ **Autonomous growth** parking will **increase processed volume** and **turnover**
- ✓ **Duplicate success** in Dutch parking market **into two other countries**
- ✓ Business development towards **more industry leading partners** for parking and EV-charging
- ✓ Dynamic markets resulting in a list of **multiple acquisition opportunities**