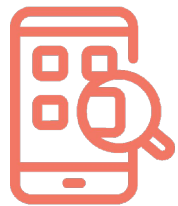


Strategy 2026 – 2030: increased growth



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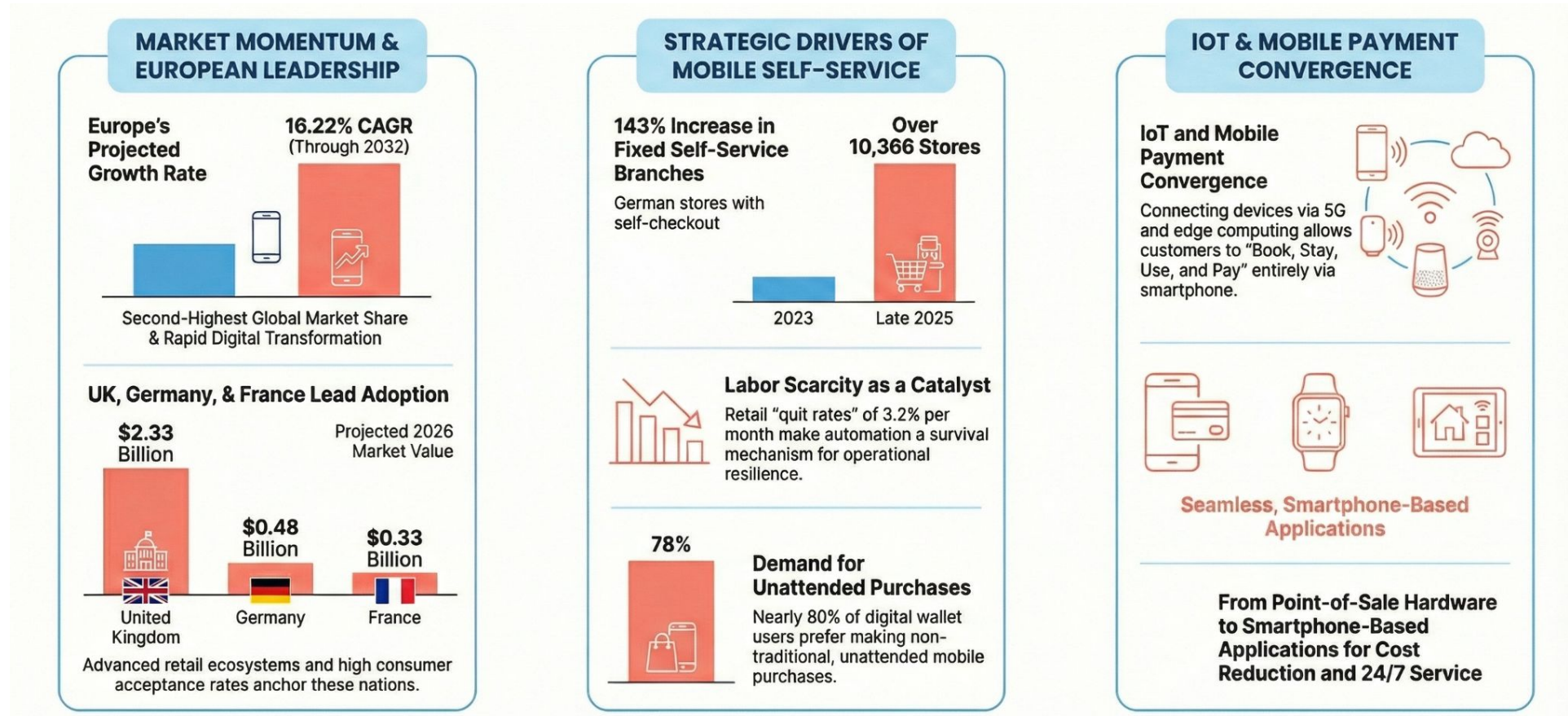
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Business model creates mobile self-checkout for locations and their facilities



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



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.



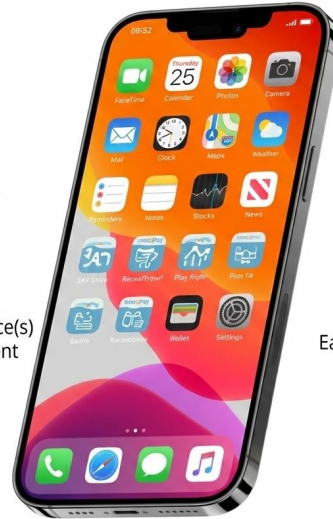
24/7 Automated Operations

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



Users

User activates service(s) and makes payment



Merchants

Ease2pay transmits order

MAXIMIZING REVENUE GROWTH



30% Boost in Ticket Size

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



Faster Customer Throughput

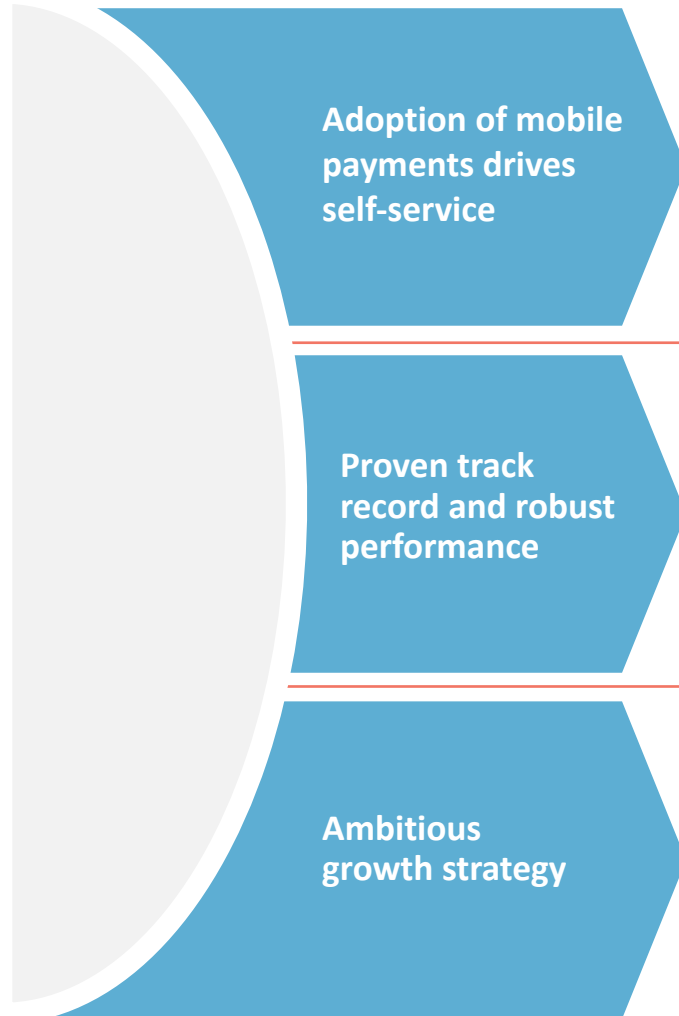
Mobile transactions accelerate the checkout process by 30%, increasing total daily volume.



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



- **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 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**

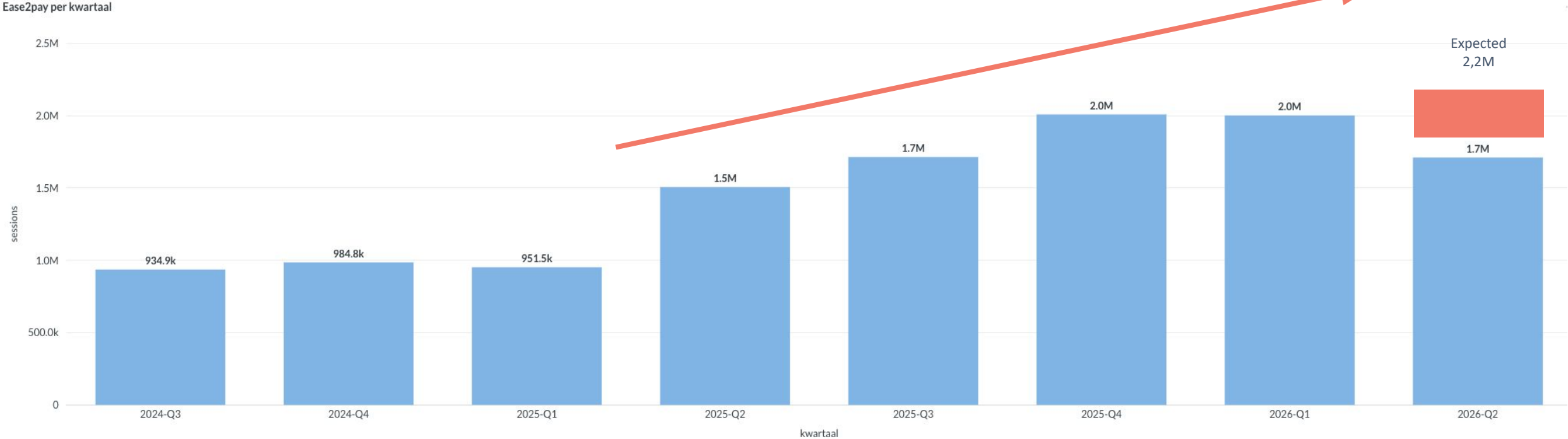
- Become the **leading self-service platform** for **public spaces, leisure locations and transport locations**
- **Grow organically** by increasing number of transactions, connections and clients in existing countries and roll-out in new European countries
- Grow through acquisitions, with dynamic (niche-)markets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

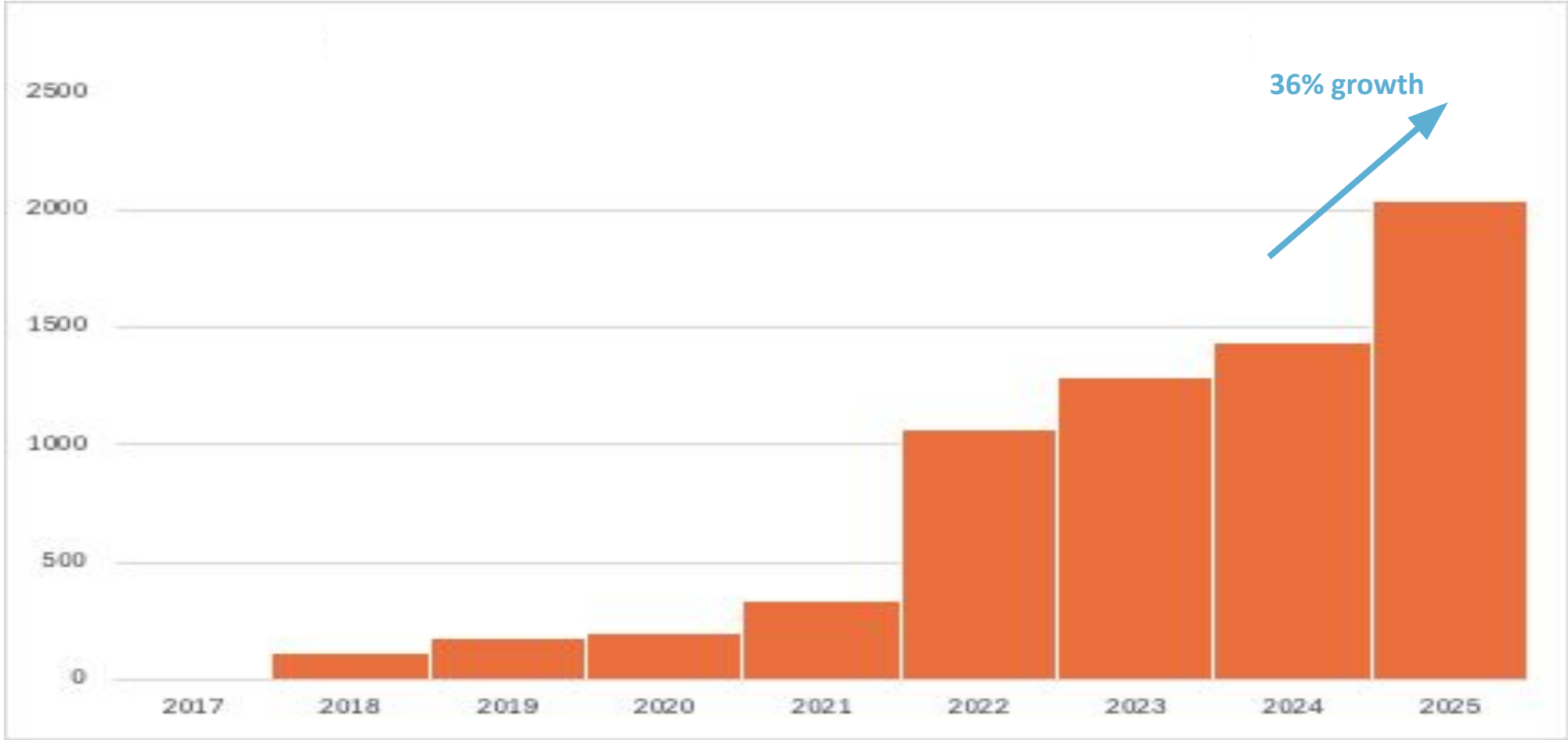
| | Public Spaces | Leisure Locations | Transport Locations |
|----------------------|--|---|---|
| Targeted end-market | <ul style="list-style-type: none"> ✓ On-street parking ✓ Off-street parking ✓ EV-charging ✓ Markets | <ul style="list-style-type: none"> ✓ Marinas ✓ Camper sites | <ul style="list-style-type: none"> ✓ Ports ✓ Truck stops |
| Mobile self-services | <ul style="list-style-type: none"> 📅 Booking 🅑 Parking ⚡ Power supply | <ul style="list-style-type: none"> 📅 Booking 🅑 Stay ⚡ Power supply 🚰 Water supply 🧺 Washing | <ul style="list-style-type: none"> ⚡ Power supply |
| Market | B2C/B2B/B2G | B2B/B2G | B2B/B2G |
| Own labels |  Prettig Parkeren | | |
| Third party labels |     |   |   |

Transactions growth without Miele appWash

70% growth for the first half of 2026

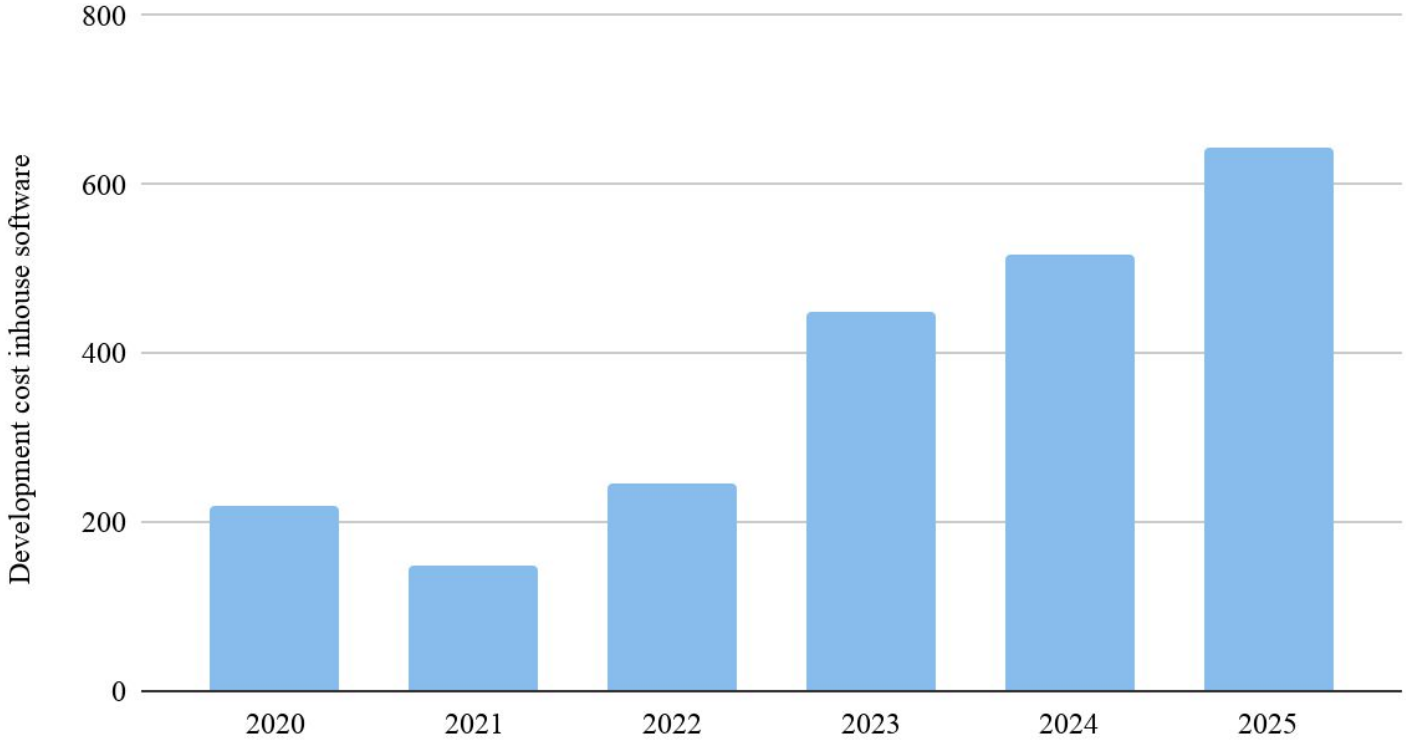


Ease2pay platform turnover (EUR 1.000) growth without Miele appWash



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

Cost inhouse software development



Public space: growth in parking and EV-charging



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

Phase 1 (1990–2010): The Physical & Transitional Era

Moving away from physical infrastructure toward digital ecosystems.



The Reign of Tangible Currency

Early self-service relied on physical parking machines where users paid with coins or paper money to receive a paper dashboard ticket.

High-Maintenance Infrastructure

Physical kiosks required significant manual upkeep, were prone to fraud, and necessitated frequent, costly cash collection services.



Phase 2 (2010–2024): The Rise of the Smartphone App

Transition to a mobile-first era where smartphones become personal terminals.



The “Start-Stop” Revolution

Mobile ‘belparkeren’ (call-parking) apps allow users to start a session upon arrival and end it upon departure, ensuring fair pricing and high efficiency.

Dominance of Mobile Ecosystems

Major providers like EasyPark and Yellowbrick turned the user’s smartphone into a portable, personal self-checkout terminal with real-time cost tracking.

Phase 3 (2025–2030): The Future of Invisible Payments

Shift towards growth acceleration and total connectivity with autonomous payments.

Autonomous Background Transactions

Using Automatic Number Plate Recognition (ANPR), parking sessions trigger automatically as a car enters or leaves a facility, requiring zero manual action from the driver.

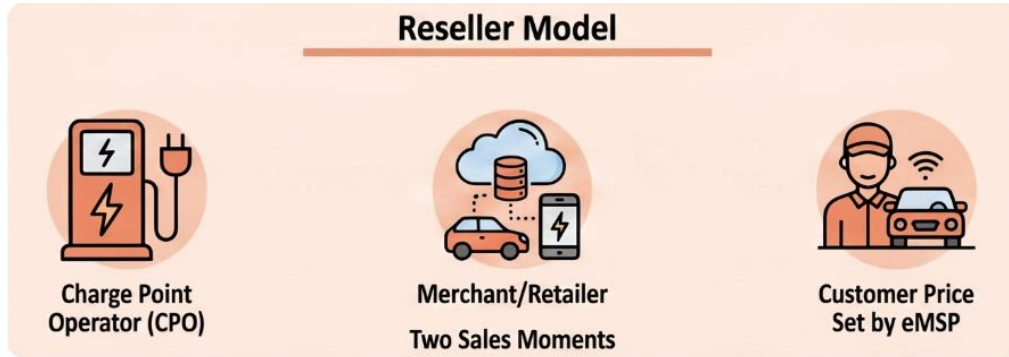


Integrated IoT and Connected Facilities

Self-checkout will expand beyond space rental to include integrated utility services like EV charging and water supply, all managed through a unified IoT backbone.



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



Strategic Market Comparison

| | | | | | |
|---|---|--|--|---|---|
| The eMSP Role: Shopkeeper eMSP acts as a merchant/retailer; buys energy and resells it. | Who Sets the Price? The eMSP determines the consumer price. | Legal Delivery of Energy Involves two sales moments: CPO to eMSP, then eMSP to Customer. | The eMSP Role: Facilitator eMSP serves as a Payment Service Provider; facilitates the transaction. | Who Sets the Price? The CPO sets the price at the charging station. | Legal Delivery of Energy Features a direct sale from the CPO to the Customer. |
|---|---|--|--|---|---|

Financial & Operational Flow

| | | | | | |
|---|---|--|---|---|---|
| Revenue and Margin Resellers earn the difference between B2B purchase and retail price. | Risk Allocation eMSPs bear high margin and payment default risks. | Factoring and Billing eMSP bills directly to the customer. | Revenue and Margin Agents earn a fixed commission per transaction from the CPO or customer. | Risk Allocation Shifts price risk to the CPO and lowers eMSP liability. | Factoring and Billing eMSP bills 'on behalf of' (Third-Party Billing) the CPO, including CPO's VAT and address details. |
|---|---|--|---|---|---|

Legal and Regulatory Advantages

| | | | | | |
|--|---|--|--|---|--|
| VAT & Tax Simplicity May need VAT registration in multiple EU countries. | AFIR Compliance Made Easy Challenges in meeting transparency requirements due to price markups. | Liability & Accountability eMSP is directly liable for the energy product. | VAT & Tax Simplicity Only register in their home country as they sell a B2B service. | AFIR Compliance Made Easy Easily meets requirements; app price always follows the station's actual price. | Liability & Accountability CPO is liable for the energy product; eMSP only liable for the payment service. |
|--|---|--|--|---|--|

The Market at a Glance (2025-2026)

| | | | | | |
|---|---|---|---|--|---|
| Total Plug-in Vehicles (NL): 1.15 Million | Public Charging Points: 210,000 | Estimated Annual Sessions: 75 - 100 Million | Transparency & Trust: 79% of EV Drivers Demand Price Clarity (89% if paying personally) | 79% of EV Drivers Demand Price Clarity (89% if paying personally) | Current Price Discrepancies: 50% of all sessions have price differences |
|---|---|---|---|--|---|

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

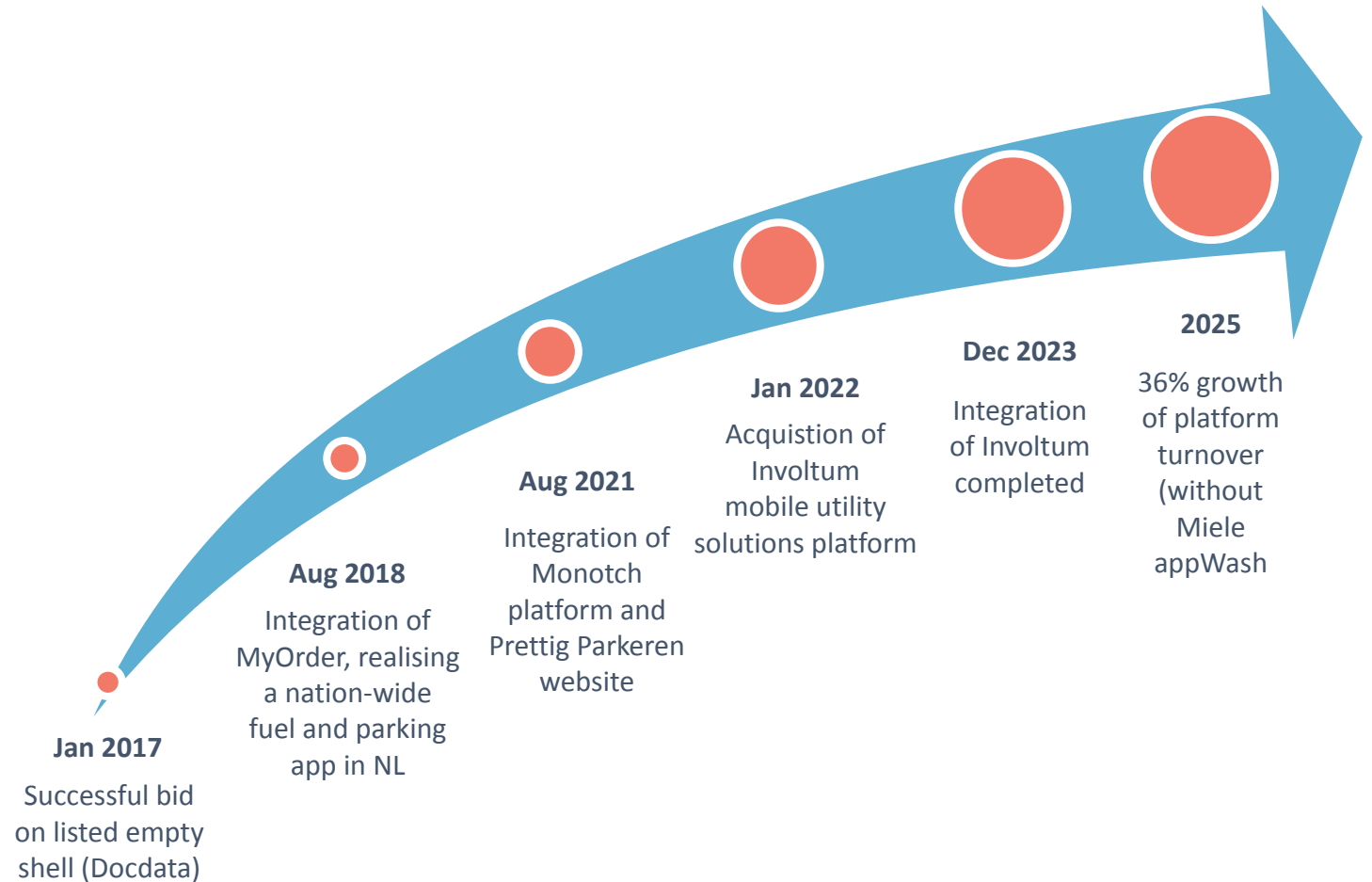


Gijs van Lookeren Campagne
Co-CEO and -founder

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



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**



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