



FirstCapital advises on sale of Parkopedia to EasyPark

Press Release

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LONDON, England.

FirstCapital is pleased to announce that it has successfully acted as advisor to Parkopedia on its acquisition by EasyPark Group. EasyPark Group, a leading provider of digital parking and mobility solutions, has completed its strategic acquisition of Parkopedia, a global leader in connected car services and mobility data aggregation. Together, this acquisition creates a seamless, end-to-end driver experience, built on highly accurate and complete data, and unparalleled global payment capabilities.

“This is a transformative moment for data-driven mobility. Together with EasyPark Group, we are expanding upon our combined capabilities, providing new products and features, built on highly accurate data and payment expertise, that enhance connected car services and data monetization opportunities across municipalities and the automotive industry. Our combined resources will help accelerate innovation and service delivery, continuing to delight users and enable frictionless global mobility,” said Eugene Tsyркlevich, Founder & CEO of Parkopedia.

Parkopedia’s advanced in-car data and payment technology for parking, EV charging, fueling and tolling complements EasyPark Group’s expertise in digital payments, enabling seamless integration across parking systems, digital platforms, and in-car solutions. For drivers, automakers and partners, the integration will enable the group to serve a wider range of vehicles and customer profiles. For cities, the acquisition provides data-driven insights to shape mobility and transportation policies and improve the efficient use of urban spaces.

The acquisition was supported by Vitruvian Partners, Verdane and Searchlight Capital Partners L.P., the investment firms that own EasyPark Group.

Speaking on the collaboration with FirstCapital Eugene Tsyркlevich, Founder & CEO of Parkopedia added “We are grateful for the expertise and dedication of the FirstCapital team in guiding us through this transaction. Their strategic approach and skilled negotiation played a crucial role in securing a successful outcome. They delivered a

fantastic result, and we couldn't have asked for a better partner in this process.”

Jason Purcell, Co-founder and CEO of FirstCapital said “It has been a pleasure to work with Eugene and the Parkopedia team. The combination of Parkopedia and EasyPark is a huge opportunity, and I look forward to seeing their continued success.

About FirstCapital

FirstCapital is an investment bank providing smarter dealmaking advice to high growth technology companies in Europe. With offices in London and Silicon Valley, we advise software, internet and digital media and tech-enabled services companies on strategic M&A, private equity and growth capital funding transactions.

See www.firstcapital.co.uk for more details.

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