

Bringing service to life

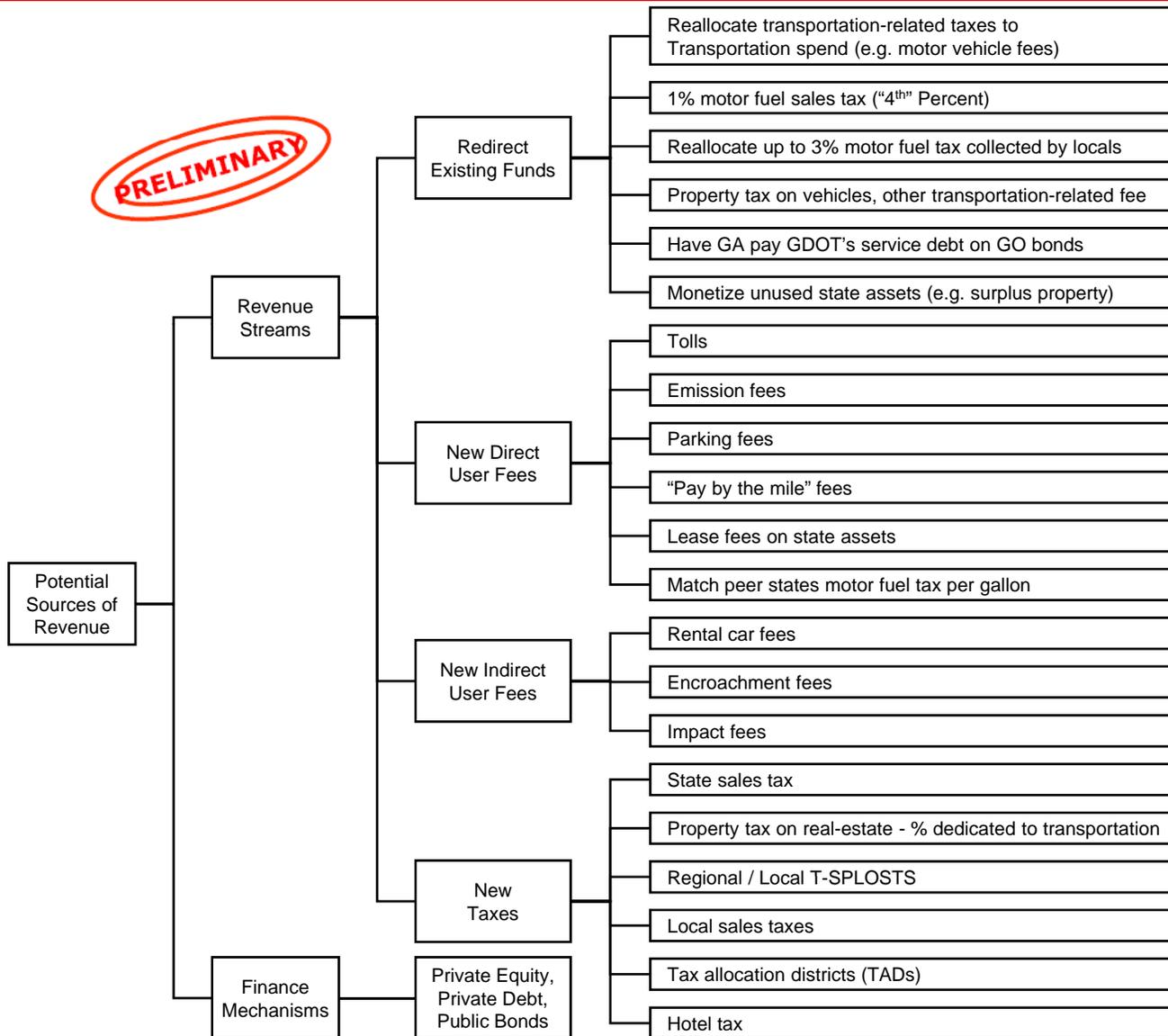


Alternative Financing Options

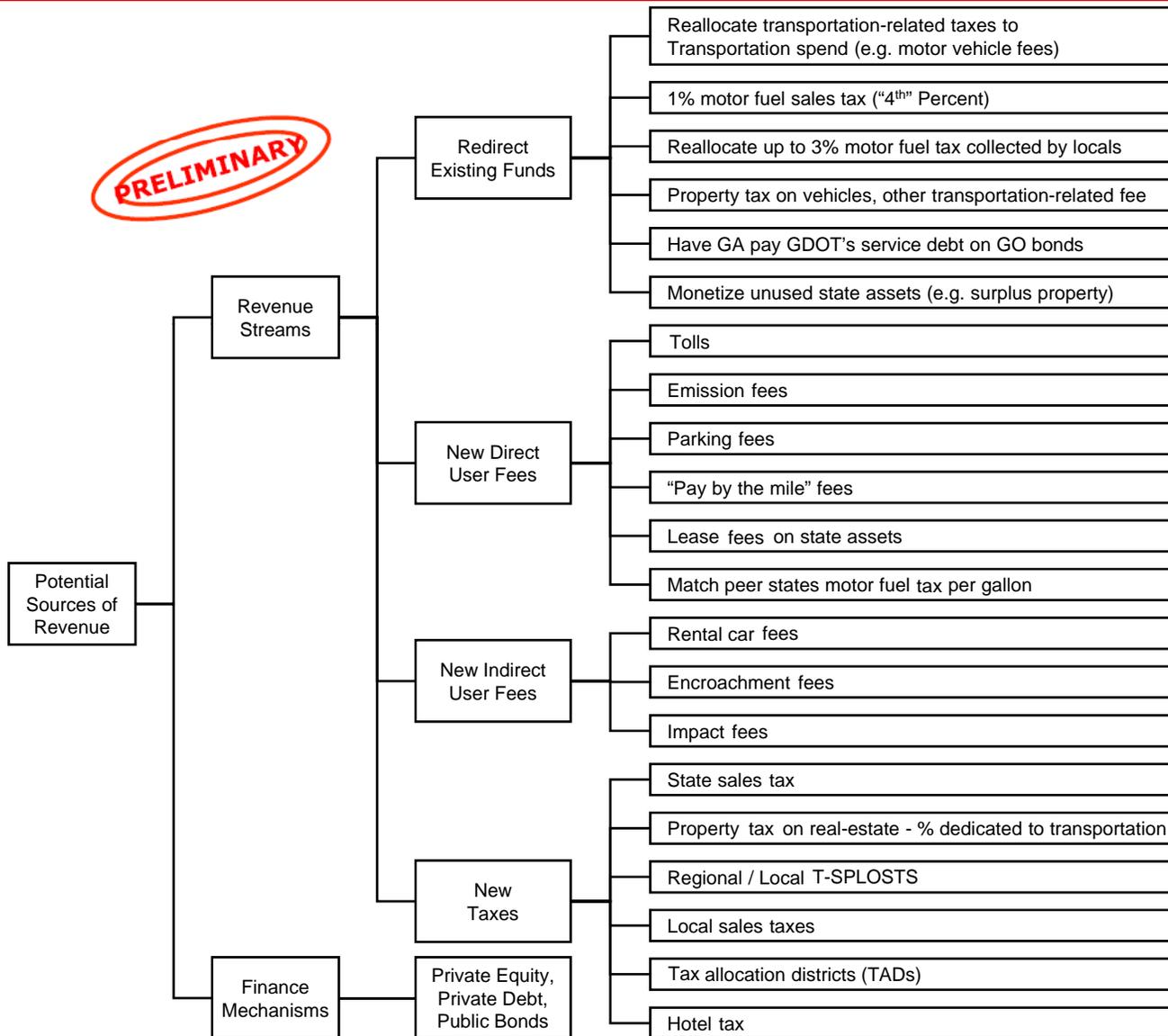


Abilities you can see
From people you can trust
For outcomes that matter

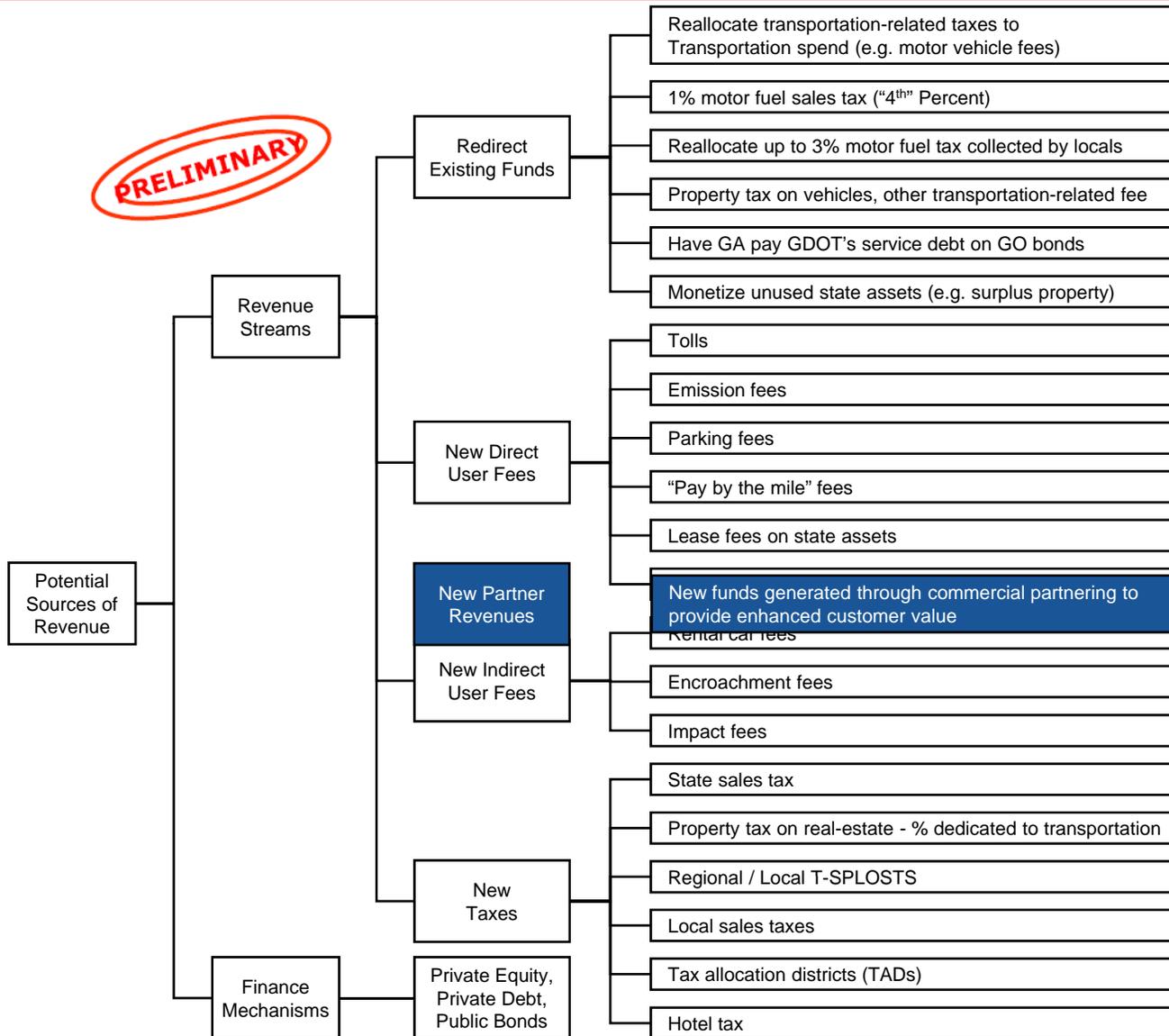
Existing DOT Revenue Sources



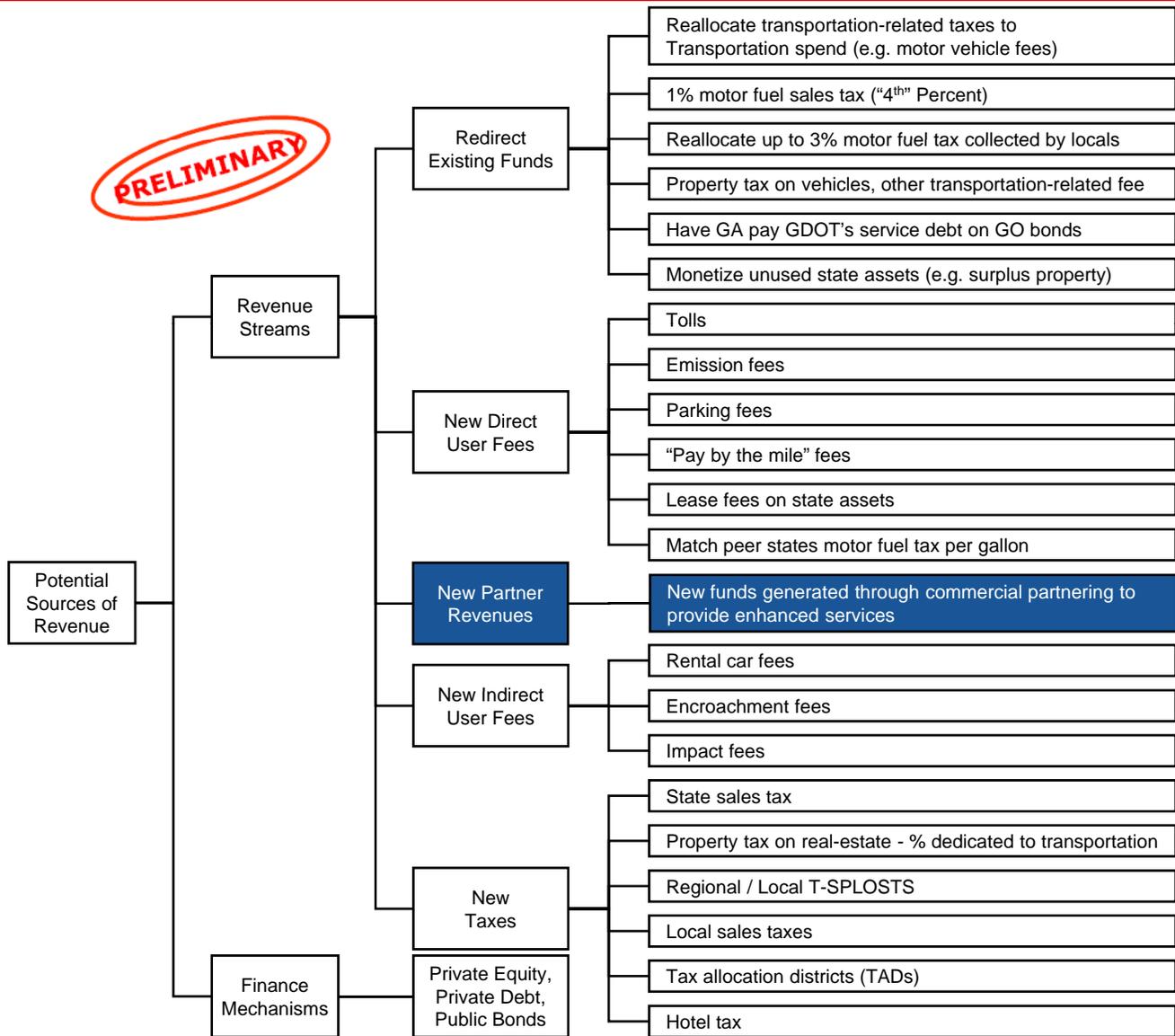
Existing DOT Revenue Sources



Room for one More?



New Partner Revenues



PRELIMINARY

Millions of new dollars

511 Services

Existing Services

- Interactive Voice Recognition (IVR)
- “Pull” Information System
 1. Report Incident, Accident or Request HERO Assistance
 2. Highway Information
 - » Press or say route number
 - » Identify which route (e.g. Interstate or State Routes)
 - » Segment
 - McDonough to Acworth
 - Florida Stateline to Tifton
 - Tifton to Cordele
 - Cordele to Macon
 - Macon to McDonough
 - Acworth to Calhoun
 - Calhoun to Tennessee State Line
 3. Transit/Rideshare Information
 4. Airport Information
 5. Tourism Information
 6. Surrounding States
 9. Operator



511 Services – Business Case

<u>Amounts in thousands ('000s)</u>	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
REVENUE								
Enhanced Service Subscriptions	\$ -	\$ 748.5	\$ 4,491.0	\$ 6,736.5	\$ 9,431.1	\$13,203.5	\$17,164.6	\$22,314.0
511 Advertising	\$ -	\$ 1,494.1	\$ 1,802.5	\$ 1,892.6	\$ 1,987.3	\$ 2,086.6	\$ 2,191.0	\$ 2,300.5
Profile Data	\$ -	\$ 201.2	\$ 805.0	\$ 1,239.4	\$ 1,301.4	\$ 1,366.4	\$ 1,434.8	\$ 1,506.5
Virtual Radio Advertising Sales	\$ -	\$ 2,241.2	\$ 2,703.8	\$ 2,838.9	\$ 2,980.9	\$ 3,129.9	\$ 3,286.4	\$ 3,450.7
eStore Sales	\$ -	\$ 312.5	\$ 468.8	\$ 703.1	\$ 984.4	\$ 1,378.1	\$ 1,791.6	\$ 2,329.0
TOTAL OPERATING REVENUE	\$ -	\$ 4,997.5	\$10,271.0	\$13,410.6	\$16,685.0	\$21,164.7	\$25,868.3	\$31,900.8
EXPENSES								
Labor and Fringe	\$ -	\$ 576.3	\$ 744.3	\$ 927.8	\$ 1,050.9	\$ 1,103.4	\$ 1,158.6	\$ 1,216.5
Telephony	\$ 425.0	\$ 913.8	\$ 959.4	\$ 1,007.4	\$ 1,057.8	\$ 1,110.7	\$ 1,166.2	\$ 1,224.5
Marketing	\$ 400.0	\$ 2,000.0	\$ 1,500.0	\$ 1,500.0	\$ 1,250.0	\$ 1,000.0	\$ 1,050.0	\$ 1,102.5
Technology	\$ -	\$ 2,000.0	\$ 500.0	\$ 525.0	\$ 551.3	\$ 578.8	\$ 607.8	\$ 638.1
Engineering	\$ -	\$ 250.0	\$ 262.5	\$ 275.6	\$ 289.4	\$ 303.9	\$ 319.1	\$ 335.0
Materials and Services	\$ -	\$ 229.6	\$ 90.1	\$ 94.6	\$ 99.4	\$ 104.3	\$ 109.5	\$ 115.0
Data	\$ -	\$ 900.0	\$ 3,600.0	\$ 5,400.0	\$ 7,200.0	\$ 7,560.0	\$ 7,938.0	\$ 8,334.9
TOTAL OPERATING EXPENSE	\$ 825.0	\$ 6,869.7	\$ 7,656.4	\$ 9,730.4	\$11,498.7	\$11,761.1	\$12,349.2	\$12,966.6
MARGIN	\$ (825.0)	\$ (1,872.2)	\$ 2,614.6	\$ 3,680.2	\$ 5,186.3	\$ 9,403.5	\$13,519.1	\$18,934.1



Digital Signage

Existing Services

- Traveler and Incident Information
- Amber Alerts
- Special Events
- Other
 - Smog Alerts
 - “Buckle Up”
 - ... now 511 Advertising
- Attractions
- Interstate Services

Enhanced Services

- Traveler and Incident Information
- Amber Alerts (Enhanced)
- Special Events
- Other
 - Smog Alerts
 - “Buckle Up”
 - ... now 511 Advertising
- Attractions
- Interstate Services
- Updated Technology
- Promotional Advertising
- Statewide ITS Deployment



Digital Signage – Business Case

<u>Amounts in thousands ('000s)</u>	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
REVENUE								
Digital Signage Promotion	\$ -	\$ 21,454.5	\$ 126,386.4	\$ 182,971.4	\$ 189,375.4	\$ 196,003.6	\$ 202,863.7	\$ 209,963.9
Wi-Fi	\$ -	N/A	N/A	N/A	N/A	N/A	N/A	N/A
VII Wi-Max	\$ -	N/A	N/A	N/A	N/A	N/A	N/A	N/A
TOTAL OPERATING REVENUE	\$ -	\$ 21,454.5	\$ 126,386.4	\$ 182,971.4	\$ 189,375.4	\$ 196,003.6	\$ 202,863.7	\$ 209,963.9
EXPENSES								
Labor and Fringe	\$ -	\$ 1,003.0	\$ 1,003.0	\$ 1,053.2	\$ 1,105.8	\$ 1,161.2	\$ 1,219.2	\$ 1,280.1
Maintenance	\$ 3,000.0	\$ 10,130.5	\$ 15,977.7	\$ 4,043.2	\$ 4,205.6	\$ 4,376.1	\$ 4,555.1	\$ 4,743.1
Marketing & Sales	\$ -	\$ 4,000.0	\$ 3,000.0	\$ 2,000.0	\$ 2,100.0	\$ 2,205.0	\$ 2,315.3	\$ 2,431.0
Technology	\$ -	\$ 668.7	\$ 668.7	\$ 702.1	\$ 737.2	\$ 774.1	\$ 812.8	\$ 853.4
Engineering	\$ -	\$ 535.0	\$ 535.0	\$ 280.9	\$ 294.9	\$ 309.6	\$ 325.1	\$ 341.4
Utilities	\$ -	\$ 391.4	\$ 2,249.4	\$ 3,147.8	\$ 3,210.8	\$ 3,275.0	\$ 3,340.5	\$ 3,407.3
Capital Improvements	\$ -	\$ 56,380.2	\$ 119,745.8	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL OPERATING EXPENSE	\$ 3,000.0	\$ 73,108.8	\$ 143,179.6	\$ 11,227.2	\$ 11,654.3	\$ 12,101.0	\$ 12,568.0	\$ 13,056.3
MARGIN	\$ (3,000.0)	\$ (51,654.3)	\$ (16,793.2)	\$ 171,744.2	\$ 177,721.2	\$ 183,902.6	\$ 190,295.7	\$ 196,907.7



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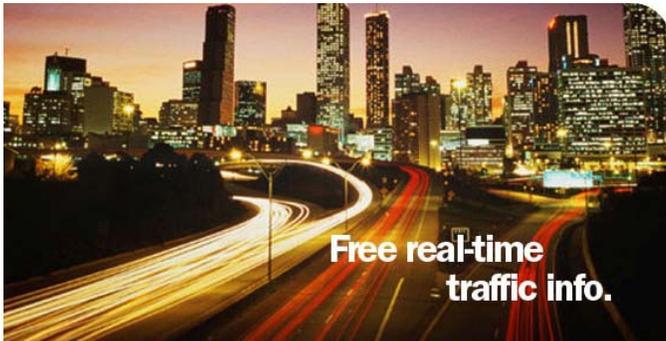


Who is Serco



Abilities you can see
From people you can trust
For outcomes that matter

Who we are



Free real-time
traffic info.

Abilities you can see
From people you trust
For outcomes that
matter

Serve

Serco is a global management services company focused on transforming how services are delivered

Innovate

Solve

serco

The world we serve



Serco is unrivaled in its domain expertise



\$6.5 billion in global revenue

50,000 employees worldwide

800 contracts in 38 countries

Transport

Cost Analysis/Logistics

Engineering

Aviation

Education

Defense

Health Care

Municipal Services

Commercial

Professional Services

The sectors we serve

National Governments

Armed forces support
Aviation and Air Traffic Control
Civil agencies

State & Local Governments

Parking and traffic management
Public transport design and management
Hospitals and schools

Commercial

Fleet & facilities management

We intend to be the name most recognized around the world for advising, designing and delivering a superior level of management services

serco

The work we do



Perform cost analysis and logistics consulting for the US Army



Operate light rail for 200 million passengers in Europe



US Navy partner in deploying advanced port security systems



Recruiting, career support, retirement and family support services to military personnel around the world



IT enterprise support for 5,000 people in Washington, D.C., region



The largest general aviation air traffic control contractor in the world



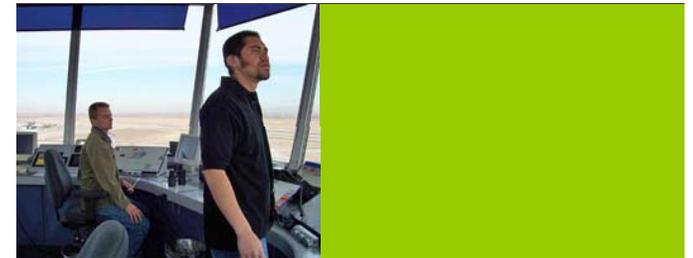
You may not have heard of us, but you have seen us at work



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The services we provide

Human capital management	On-site personnel augmentation Staff optimization
Transportation	Air traffic control Aviation services Urban transit management
Process management	Service process redesign & consulting IT-based solutions
Logistics & engineering	Cost analysis Logistics & supply chain consulting C4I evaluation and deployment



We improve services by managing people, processes, technology and assets more effectively



serco

The basis of our service

Domain Expertise	<p>Practical, relevant knowledge of wide range of service environment</p> <p>Credibility and trust that comes with “having been there”</p>
Depth	<p>Ability to deploy employees, resources and experience around the world</p> <p>Best practices through the Serco Institute and worldwide experience</p>
Continuity	<p>40-year history in contract public services</p> <p>We are not for sale -- your assurance of consistent focus on your long-term goals and needs</p>
Accountability	<p>Pioneer and legacy of success in performance-based contracting</p> <p>Established and proven business model focused on outcomes</p>



We “get it” and get it right



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