



eb Co., Ltd. Presentation BOT Strategy

2009 . 06

Hoon Kim

Director of Overseas Div & Planning Team

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1. Introduction

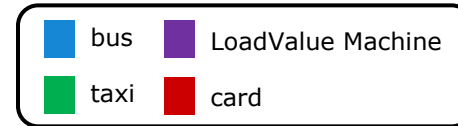
Company Profile

eb Co., Ltd., the world leader and a specialized group of integrated public transport system have for the first time in the history of the transit industry presented a fine combination of 'Automated Fare Collection(AFC)' system and 'Location-Based Information' system(LBS).

Date Established	July 1, 2000
CEO & Employees	CEO Kyeong Won, YOON Employees: 376
Company Address	14th Fl., High-End Tower, 235-2 Guro-Dong, Guro-Gu, Seoul 152-050, Korea
e-mail	overseas@ebcard.co.kr
FAX	+82-2-6220-3001
Website	www.ebwide.com



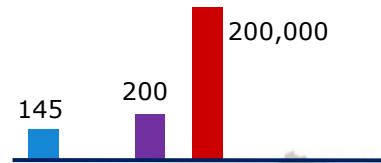
World- Wide Projects



Local & Global Figure(June 2009)

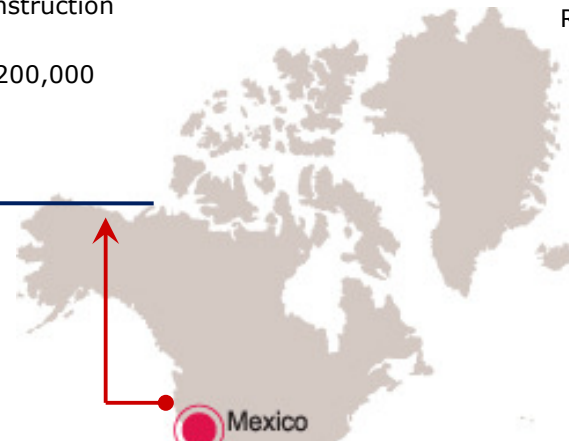
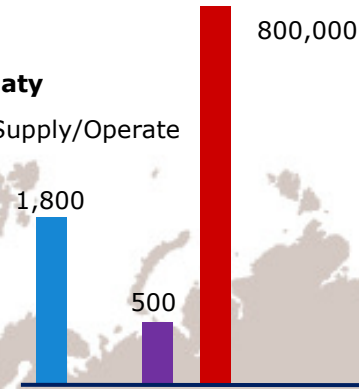
Site :Guadalajara

Remark :Underconstruction



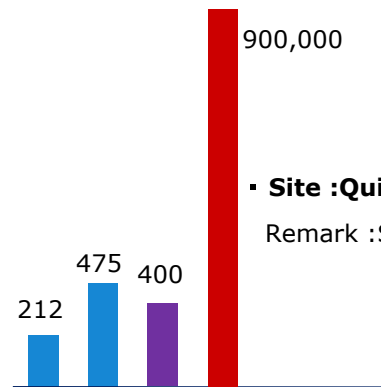
Site :almaty

Remark :Supply/Operate



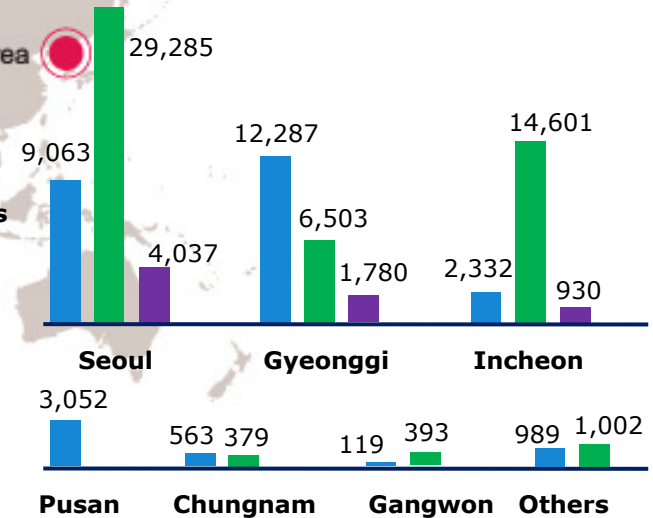
Site :Quito/Cuenca

Remark :Supply/Operate



Site :Seoul/Gyeonggi/Incheon/Pusan/Chungnam/Gangwon/Others

Remark :Seoul/Pusan-Supply
Gyeonggi/Incheon/Chungnam/
Gangwon-Supply/Operate



Total :
 Bus-28,405
 Taxi-52,163
 LoadvalueMachine-6,747
 Card -7million

1.1 Overseas Project Reference

Project	Bestcard (AL)	EB S.A. (Quito, Ecuador)	EB S.A Quenca	EB Jalisco
Region	Almaty, Kazakhstan	Quito, Ecuador	Cuenca, Ecuador)	Guadalajara, Mexico
Population	1.8 mil	1.4 mil	450, 000	6 mil
PJT Details	Tram/Trolley: 222 units 1,515 buses	50 bus stops 113 buses 99 transit buses	475 buses	27 bus stops 42 buses 103 transit buses
PJT Period	10 yrs	10 yrs	10 yrs	15 yrs
PJT Financing	BOT(PF 27 billion)	BOT	BOT	BOT(Attract local investment)
Kick-off	Tram/Trolley : Jan,08 Bus : Aug, 09	Jun,08.	Jan, 09	In process (To be kicked off in May,09)
Cost (*1)	US\$34,940,000 (KRW 32.5 billion)	US\$4,889,000 (KRW 5.3 billion)	US\$5,900,000 (KRW 6.4 billion)	US\$3,680,000 (KRW 4.8 billion)
				In process

1.2 Almaty Project

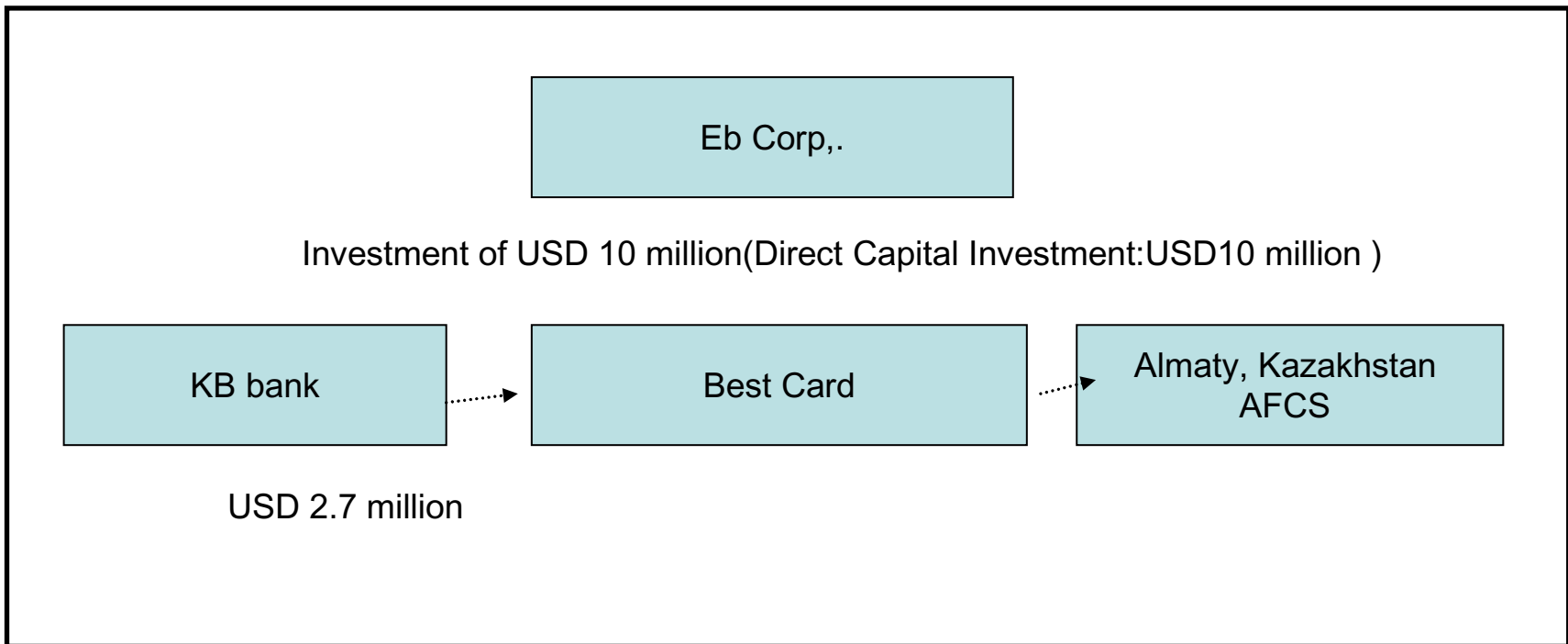


Subject	Description
Location	City of Almaty, Kazakhstan, 2,000,000 population
Title	AFCS and LBS Establishment
Subject	Total 1,800 Buses (1,500 buses plus 300 Tram/Trolley buses)
# Passenger	1,500,000 per/day
Time Line	Completed on Sep. 2008
Method of Operation	B.O.T (Build Operate Transfer)
Contract Party	City of Almaty, GKPPP



1.3 Financing of Bestcard Project

Financing Structure



KEIC (KOREA EXPORT INSURANCE CORPORATION)

- *KEIC was established in pursuant to the Export Insurance Act in July 1992 as an official export insurance agency under the Ministry of Commerce, industry and Energy (MOCIE).*

Its Mission

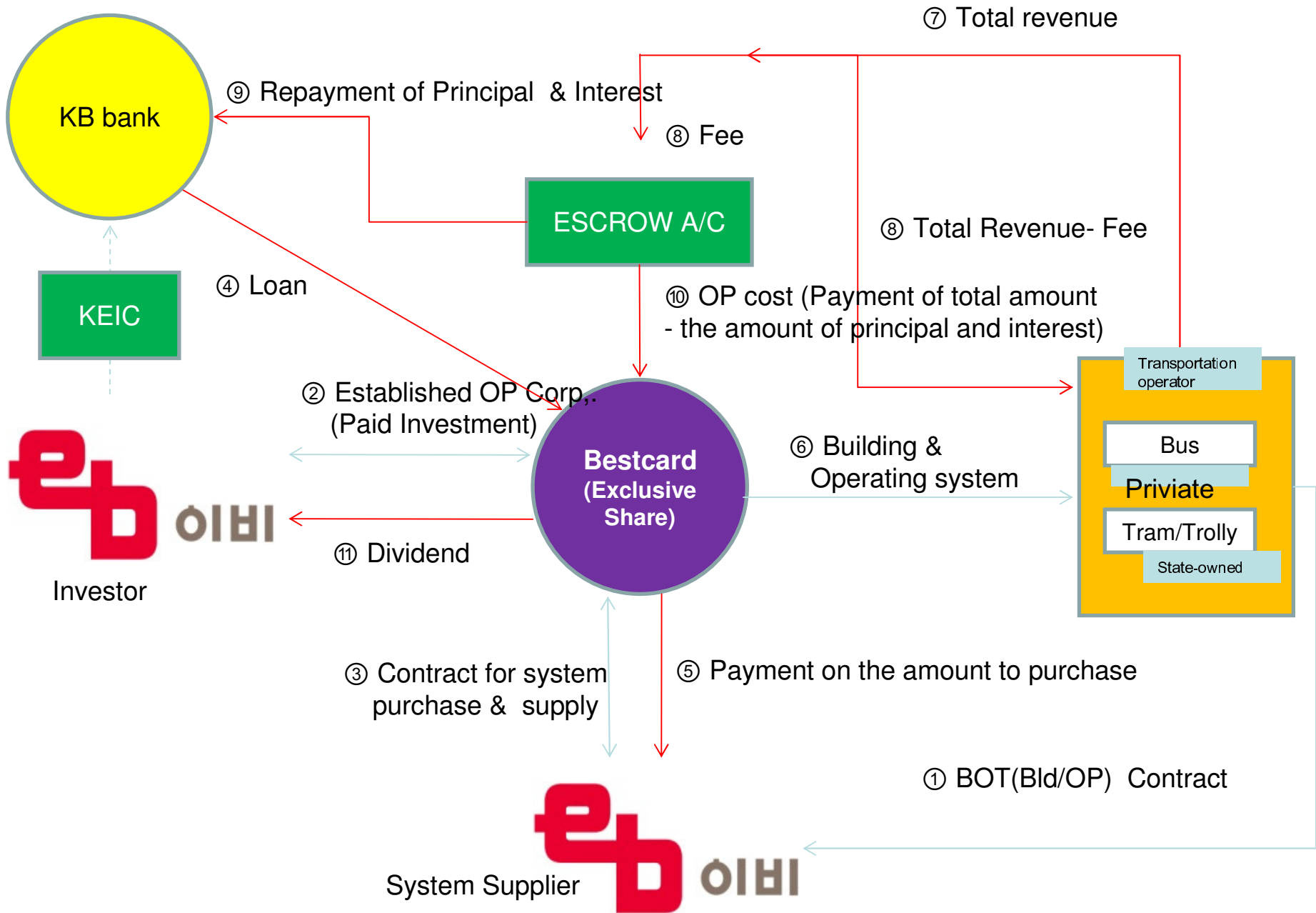
is to promote the Korean exports, overseas investment and other business activities by providing :

- *Export Insurance*
- *Overseas Investment insurance and*
- *Credit guarantee.*

Major Business decisions are taken by the management committee and the Board of Directors. The Management is led by the Chairman and President and 10 members of the Committee that comprise of High ranking Officials from the Ministry of Finance and Economy, Ministry of Planning and Budget, Ministry of Foreign Affairs and Trade and experts from the Private Sectors.

As this is an government Agency the insurance guarantee from KEIC is very Prestigious and highly regarded and very significant.

BOT BUSINESS MODEL of Bestcard (Financing Method/Single Investment)



Other Global Project

Quito



Subject	Description
Location	Capital of Ecuador, Quito (2,000,000 population)
Title	AFCS and LBS Establishment
Subject	City of Quito TROLEBUS (BRT Bus : 113, Transfer Bus : 99, Bus Terminals: 51)
# Passenger	220,000 per/day
Time Line	9 months (Completed on May 2008)
Method of Operation	B.O.T (Build Operate Transfer)
Contract Party	City of Quito General Procurement Agency(EMDUQ)

Other Global Project

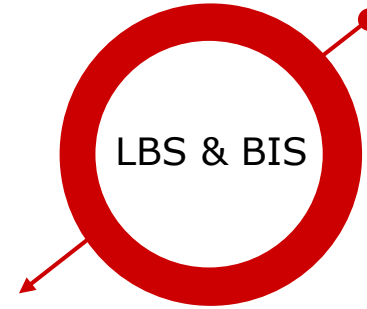
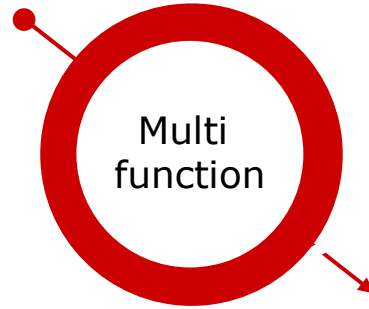
Guadalajara



Subject	Description
Location	City of Guadalajara, Mexico, 6,000,000 Population
Title	AFCS Establishment
Subject	145 buses(BRT bus)
# Passenger	123,000 per/day
Time Line	6 month (To Be Completed by June 2009)
Method of Operation	B.O.T (Build Operate Transfer)
Contract Party	SITEUR

2. Strength of eb

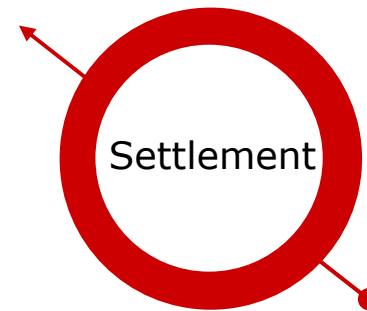
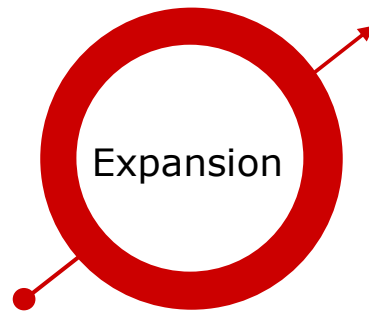
- Transaction of various fare structure
- Enhance effectiveness integrating AFCS, BMS, BIS, disposal of RF token
- Different fare system (Zone, Distance, Transfer Based fare)



- Bus Management System & Bus Information System Convenient for citizens & bus company
- 8,858 buses in Gyeonggi, Incheon, Seoul

The power of eb

- Public transportation
- Public utilities
- Online payment
- Parking & toll road
- Id security

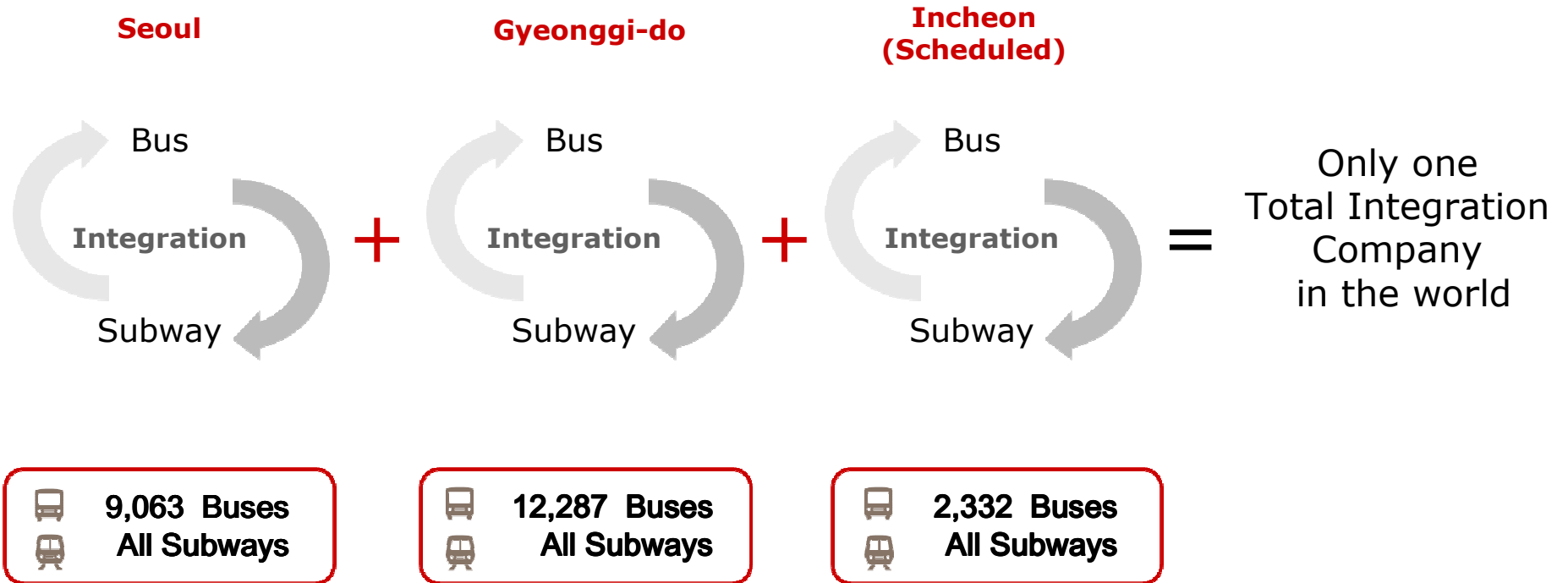


- Accurately information on profits
- **15** million transactions per day
- Interlocked 31 institution

2.1 Strength of eb

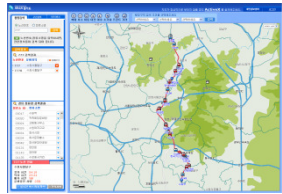
The Only one integrator in the world

June 2009



3. System & Product

LBS/BIS (Location Based Service/Bus Information System)



Wire internet



Wireless internet



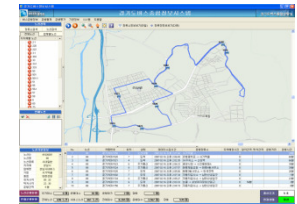
ARS



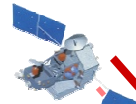
LED Panel



LBS Center



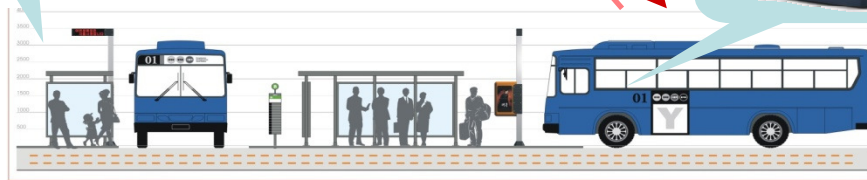
Bus Company



Location info
Operation status

- Interval between buses
- Operation info

Wireless data Communication





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