



THE STORY OF CROSS ISRAEL HIGHWAY





IS 100% POSSIBLE?

DERECH ERETZ GROUP

THE FUTURE IS HERE

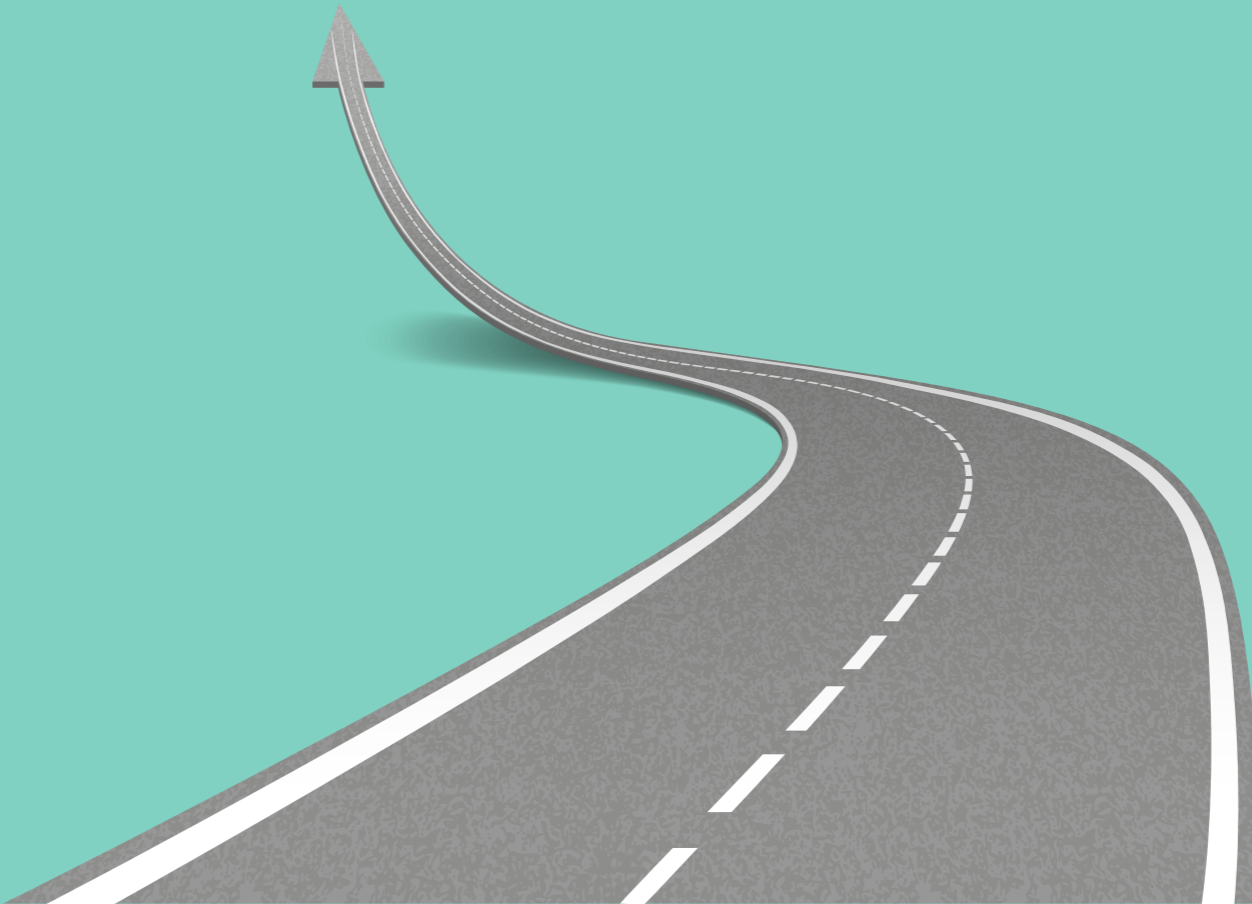
Leading O&M group, which operates
Cross Israel Highway, Highway No. 6,
One of the longest ETC 100% free-flow,
complete post-paid trips highways
in the world



HIGHWAY NO. 6

PROVEN EXPERIENCE IN FREE FLOW POST-PAID TRIPS

- National Project
- BOT project
- 30 years concession
- Opened in 2002
- 140km long
- ~200,000 trips/weekday
- Over 1.4M registered customers
- Over 500,000 registered OBUs
- 150 bridges
- 14 interchanges
- ~ 14,000 sq. m. of gardening



THE CHALLENGE

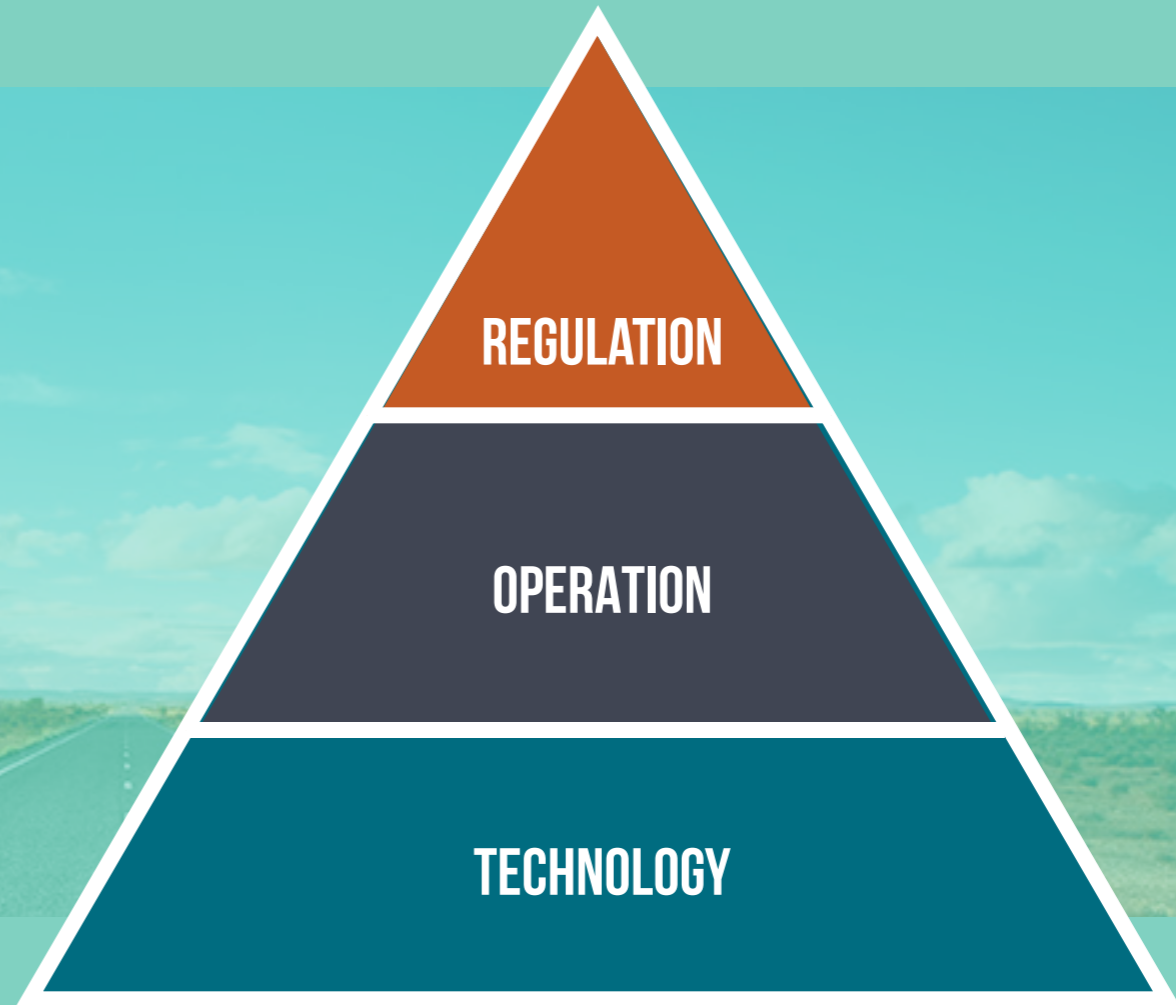
HOW TO REACH:

OPEN TOLL ROAD + POST PAID

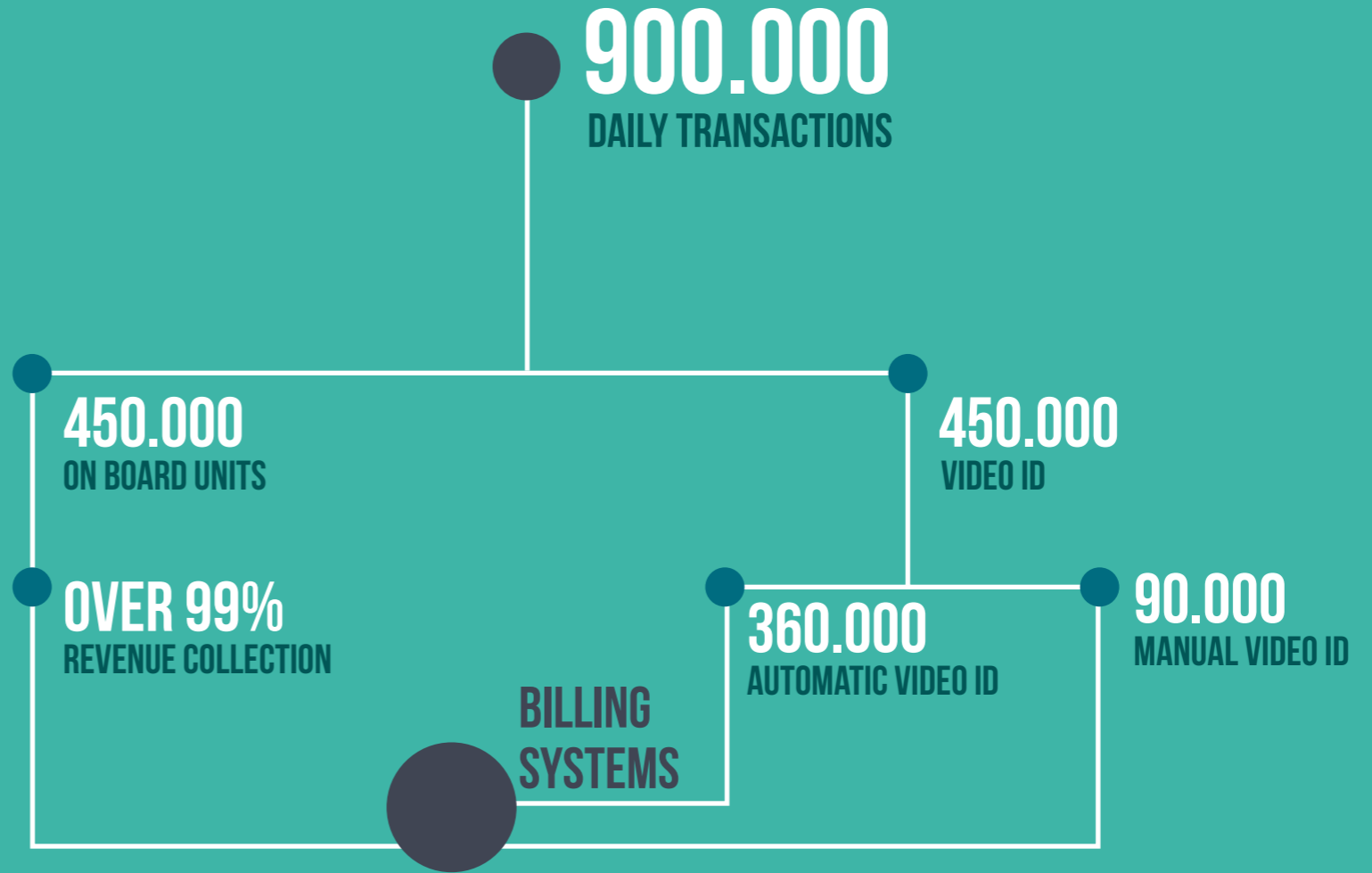
= 100%



DERECH ERETZ GROUP: THE WAY WE DO IT



THE EVERYDAY CHALLENGE

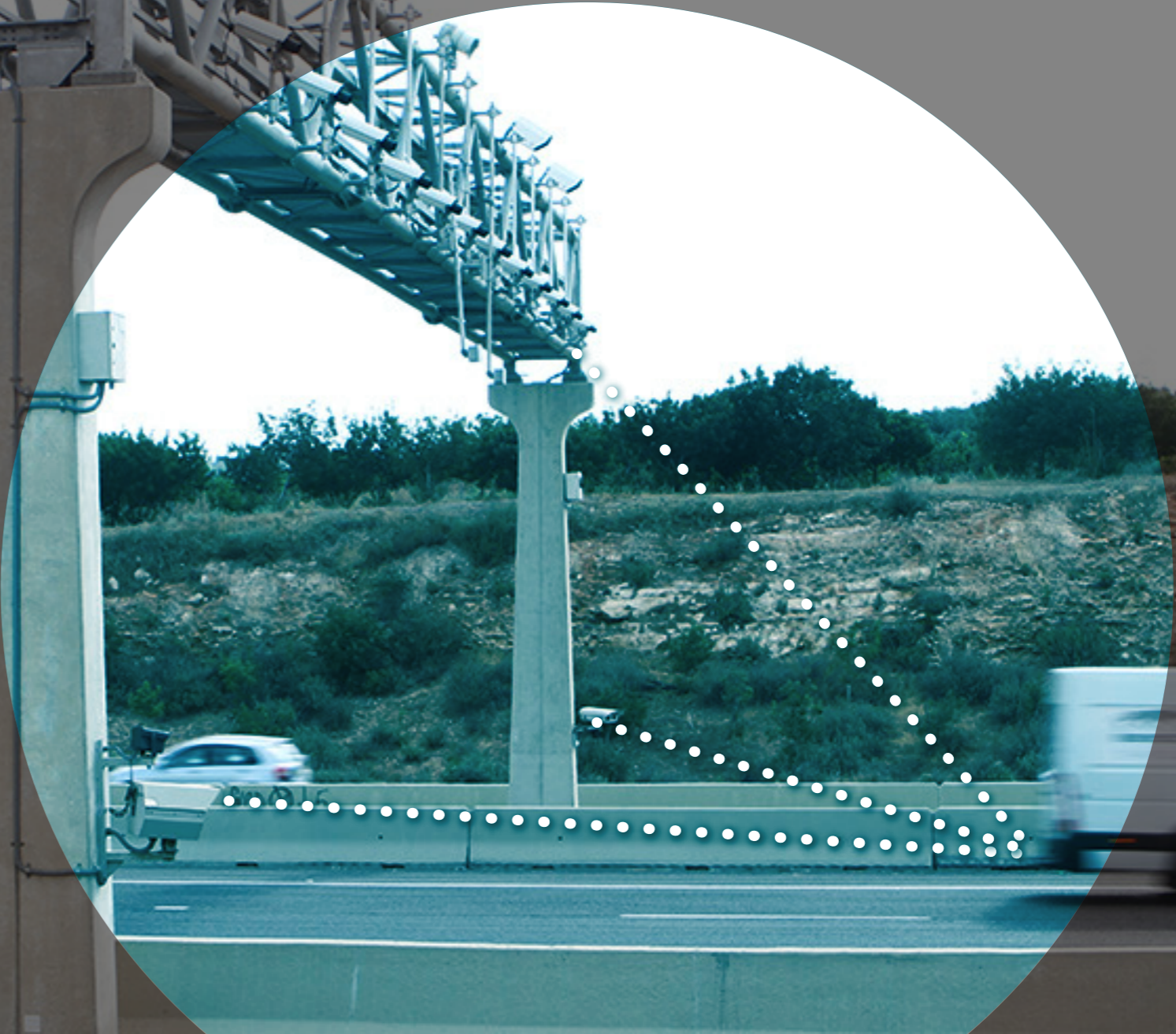


VIDEO DECIPHER

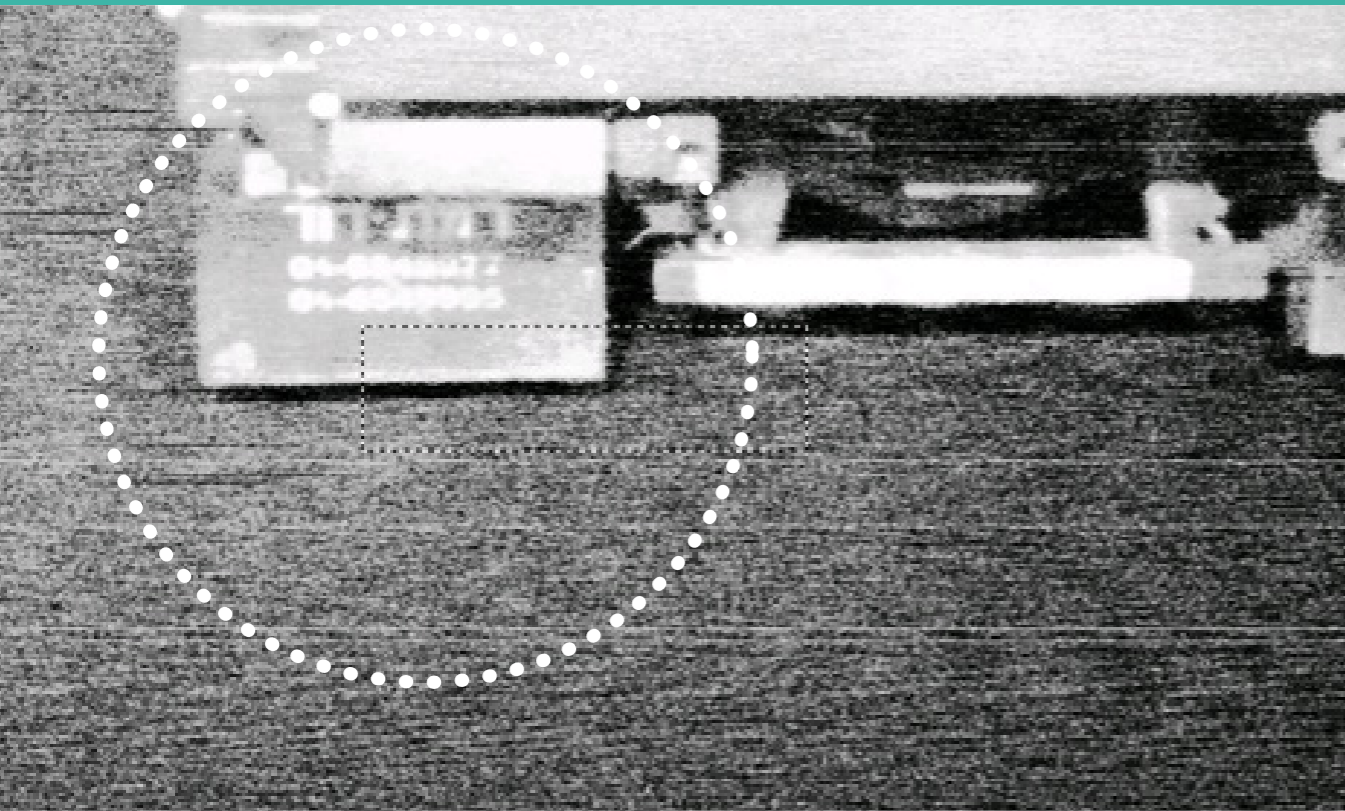
- 145M video transactions
- 80% Automatic License Plate recognition
- Manual Validation unit
- Continuous system upgrades
- Continuous monitoring system performance



DEDICATED
IDENTIFICATION
SYSTEM (DIS) —
UPPER AND
SIDE CAMERAS



UPPER CAMERAS



SIDE CAMERAS



99% RECOGNITION



IL

ישראל
إسرائيل

96 · 563 · 59



OPERATION

IN-HOUSE ENFORCEMENT



MARKETING

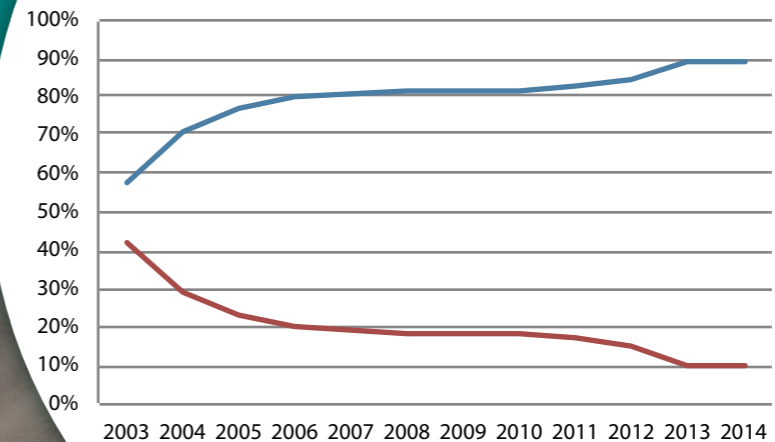




MARKETING

- Advanced Marketing Tools
- Understanding Consumer Behavior
- Maintain high rate of revenue collection while continuing to increase number of registered users – annual average 10%
- Multiple ways of communication:
 - In-Person customer service Centre
 - Incoming calls: average 90,000/month
 - Smartphone
 - Online

Annual Distribution of Registered vs. Unregistered Highway 6 Users



Registered Users

Unregistered Users

IN-HOUSE ENFORCEMENT

- Real time alerts from black list
- Real Time Enforcement
- Legal Measures





OPERATION

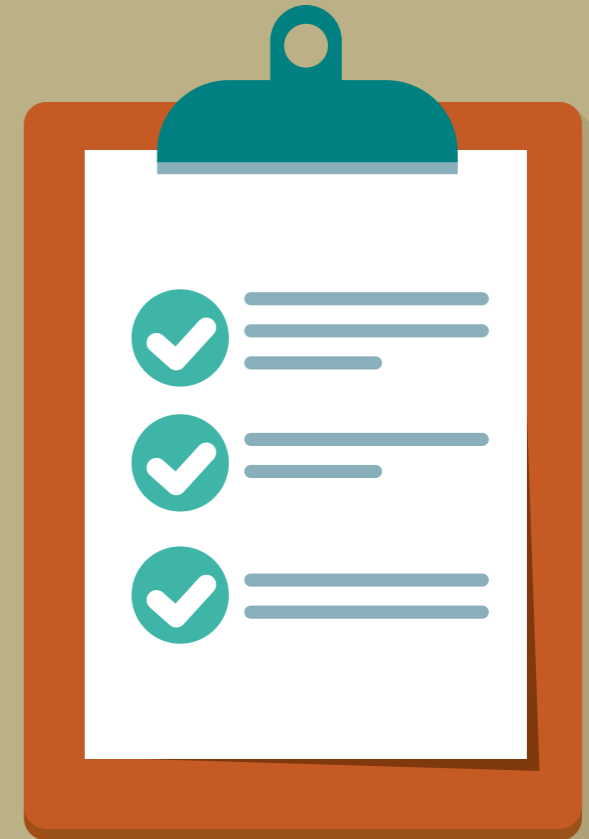
THE RESULT: MAXIMIZING REVENUE COLLECTION



KEY TO SUCCESS:

CREATING OPTIMAL OPERATIONAL MECHANISM

- Unique technology
- Cost effective revenue collection system
- Advanced marketing tools



ACHIEVEMENT

OVER 99%

COLLECTION RATE