

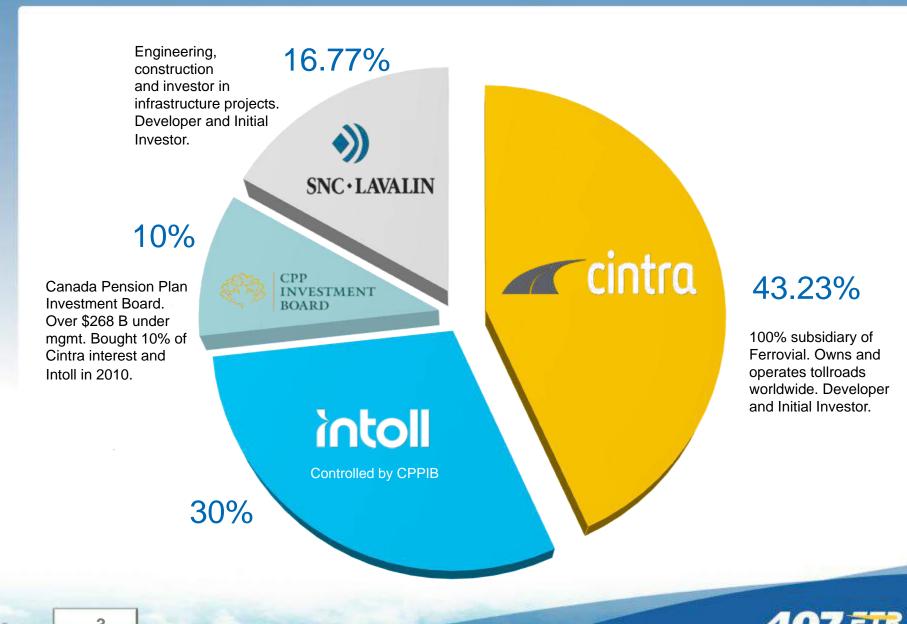
# **DISCLAIMER/DISCLOSURE**

- This presentation has been prepared by 407 ETR.
- The financial information presented is taken from quarterly and year-end statistics that have been disclosed publicly.
- All financial amounts are shown in Canadian dollars unless otherwise indicated.
- Additional information relating to 407 ETR and / or 407 International, including the 2014 Annual Information Form dated February 12, 2015, can be accessed on SEDAR.
- The statements about expected future events and financial and operating results are forward-looking. Forward-looking statements may include words such as anticipate, believe, could, expect, goal, intend, may, outlook, plan, strive, target and will. These statements reflect internal projections, expectations, future growth, performance and business prospects and opportunities, and, as they are subject to a number of risks and uncertainties, you are cautioned not to put undue reliance upon such statements as they may differ from actual results and developments.





# **407 INTERNATIONAL SHAREHOLDERS**





**2001** Company builds East and West Extensions (40km).

**1999** Privatization. Taxpayer's receive over \$3.1 billion; directed to other government priorities.

**1997** Government builds Central section (68km). Cost to taxpayer \$1.5 billion.

**1980s** Preliminary construction.

**1950s** Government acquires (reserves) lands.



- √ 108 kilometers (67 miles), 41 Interchanges with 7 major highway to highway Interchanges
- ✓ Open-access, all electronic tolling with 198 entry-exit points
- √ 99-year concession
- Over \$1.6 billion invested to extend and expand highway and meet customer demand.
- ✓ Over 200 lane-km added.



## THE MISSION AND VISION

#### THE HIGHWAY'S MISSION

- Relieve congestion on other Greater Toronto Hamilton Area (GTHA) Highways and local roads.
- Provide a congestion-free trip.

#### THE COMPANY'S VISION AND MISSION

#### **VISION**

To be recognized as the best open access toll road in the world.

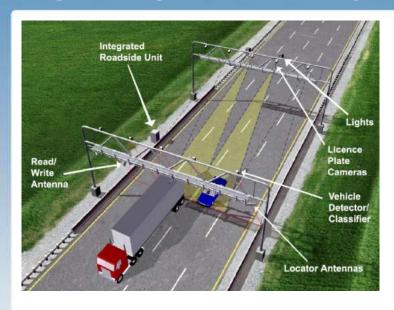
#### **MISSION**

To serve the GTHA by providing customers a FAST, SAFE, RELIABLE travel alternative, maximizing both customer service and shareholder value.

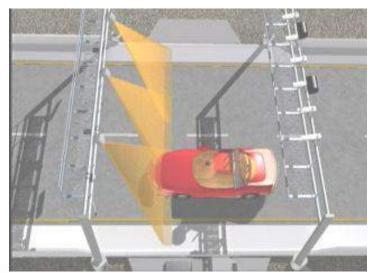




# WORLD'S 1<sup>ST</sup> ALL-ELECTRONIC TOLL HIGHWAY



- Still the world's most sophisticated electronic toll highway
- No toll-booths, "closed ticket" tolling scheme (on/off ramps)
- No stopping or slow-downs to pay

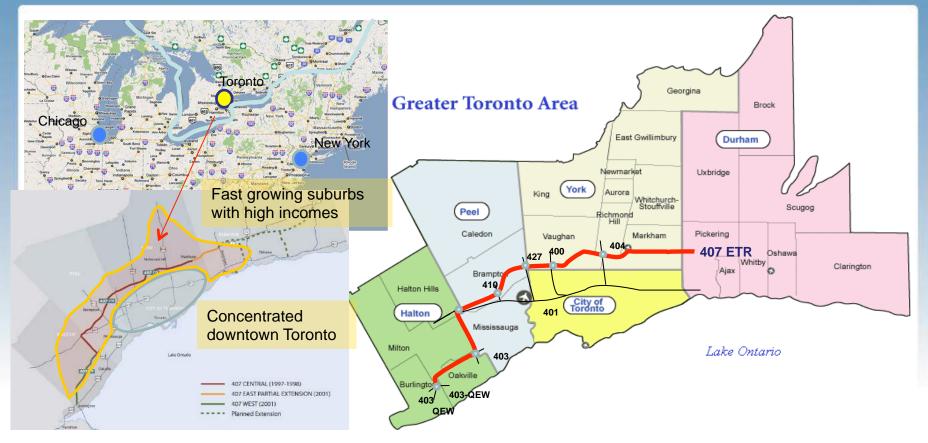


- All vehicles able to use highway
- Transponder not required. If a valid transponder is not detected, digital images are taken at entry and exit
- Tolls billed monthly





## **ASSET DESCRIPTION: LOCATION**



- 407 ETR is located in a fast growing area of Canada's largest economic hub
- 8th largest metropolitan area in North America
- Toronto (2.7 million people) is the 5th largest city in North America
- Total population in the Greater Toronto and Hamilton Area (GTA) is over 6 million people.
- Fourth most-congested urban area in North America





#### **REGULATORY FRAMEWORK**

Well defined regulatory framework. 407 ETR is not subject to periodic regulatory reviews as the Concession Agreement applies for the full concession term (i.e. until 2098) and can only be changed by mutual agreement

#### Highway 407 Act (Royal Assent - December 1998):

- >>> Powers of Concessionaire (collection of tolls, exemption of tolls, etc.)
- >>> Plate denial, enforcement of tolls, dispute process
- >>> Collection and use of personal information
- >>> Highway closure, emergency planning

#### Highway Traffic Act:

- Plate visibility
- >>> Powers of police officers (search and seizure)
- >>> Definition of toll device and transponder mounting
- >>> Toll evasion, sale of interference devices, etc.
- >>> Compulsory for Heavy vehicles the use of transponders

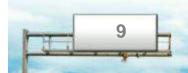


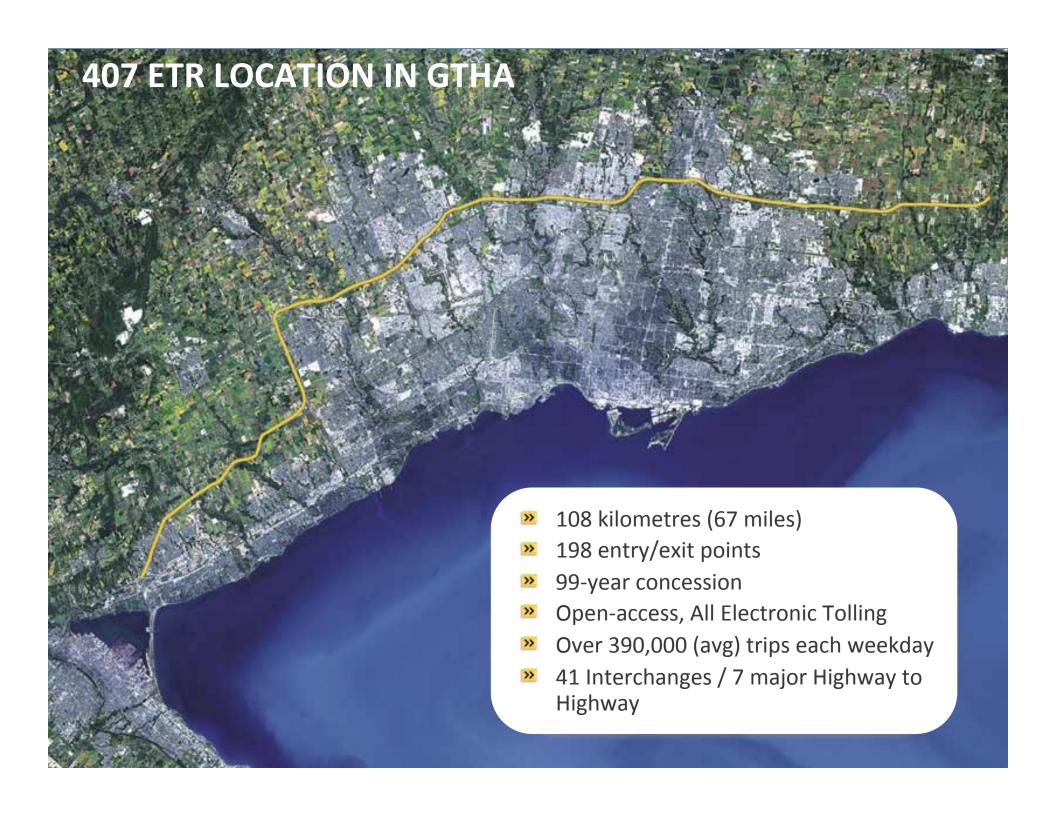


## **REGULATORY FRAMEWORK - PLATE DENIAL**

- When a customer does not pay their bill within a prescribed period of time, the Ontario Government will not allow the person to renew the license plate sticker required by law
- Targeted at people who refuse to pay their bills
- Necessary because there are no toll booths or barriers
- Can't restrict use, cut off service, etc. like other companies
- Used by Government before the sale, key part of sale agreement





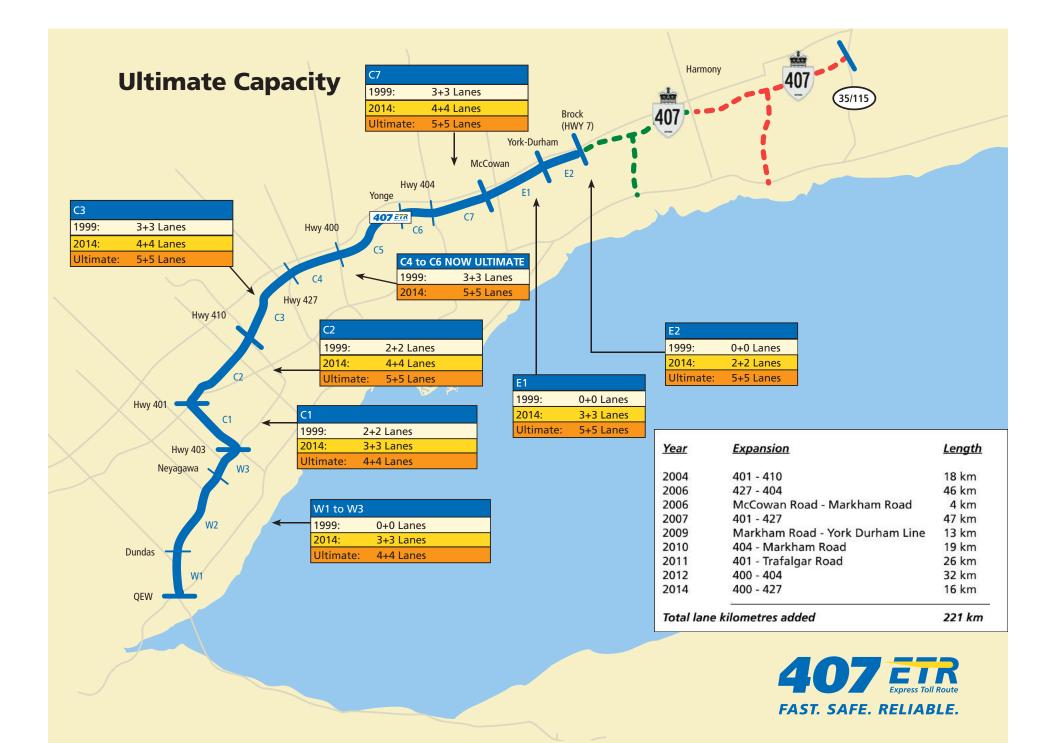


# **CONSTRUCTION AND INFRASTRUCTURE**

# 407 ETR has invested over \$1.6 billion since 1999!







# **CURRENT CUSTOMER BASE**

- Approximately 1.1 million paper bills sent each month
  - down from 2 million bills prior to promotions bill consolidation (2 or 3 bills into 1)
- Over 600,000 electronic bills sent monthly
- 624,000 calls received in 2014 answered in an average of20 seconds
- Current call drivers
  - billing inquiries
  - >> transponder inquiries
  - payments

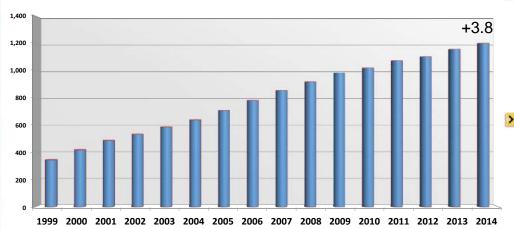






## TRANSPONDER USAGE

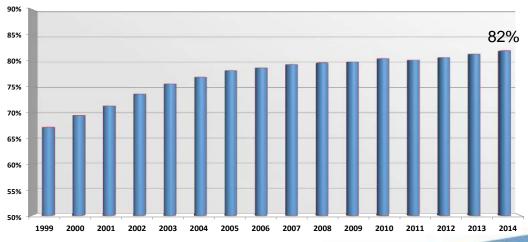
#### **Transponders in Circulation (000's)**



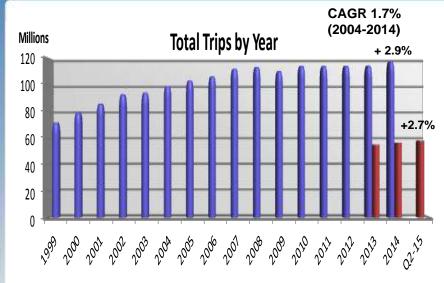
- Promotions have increased transponder usage, improved trip accuracy and simplified data capture.
- Transponders assist the company in maintaining a strong customer service relationship.

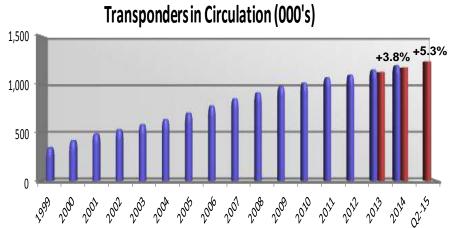
#### **Transponder Penetration Percentage**

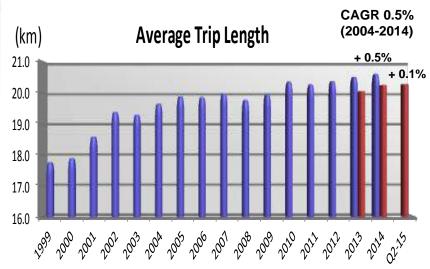


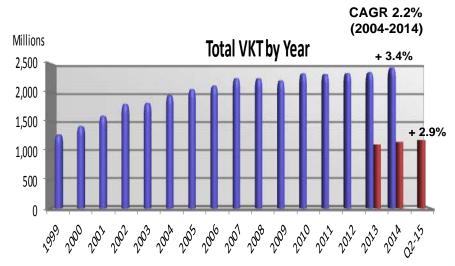


## **KEY TRAFFIC INDICATORS**





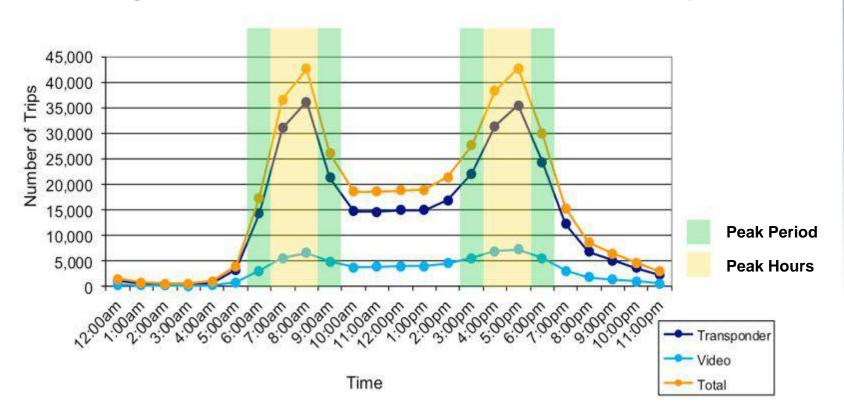




= Q2 DATA

## **AVERAGE WORKDAY HOURLY TRIPS**

# Average of over 390,000 trips each workday





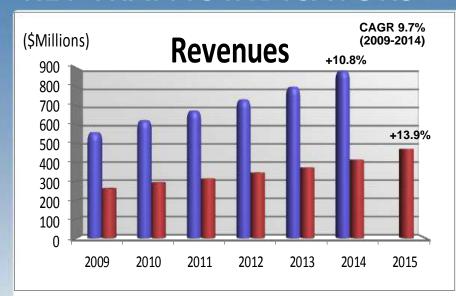
#### **TRIPS**

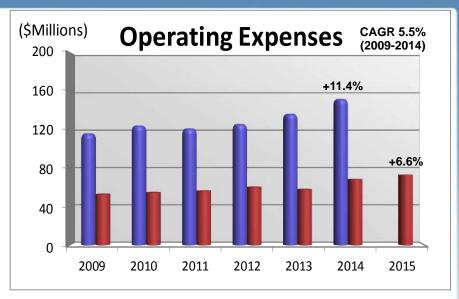
- Over 390,000 average trips per workday in 2014
- A new record 460,389 trips on June 26, 2015 – a one day trip record!
- Over 118 million trips and 2.4 billion vehicle kilometres travelled (VKT) annually

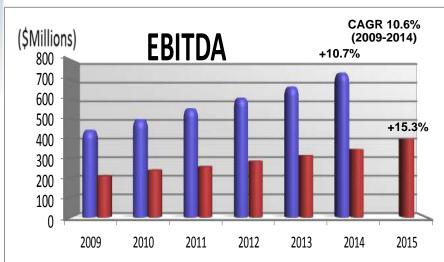


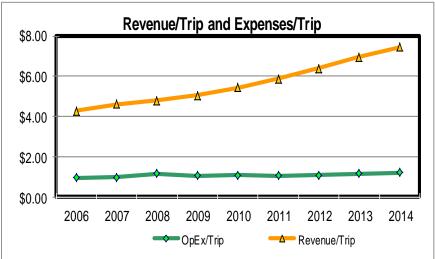
Total annual VKT equals over 58,390 trips around the Earth!

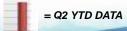
# **KEY TRAFFIC INDICATORS**





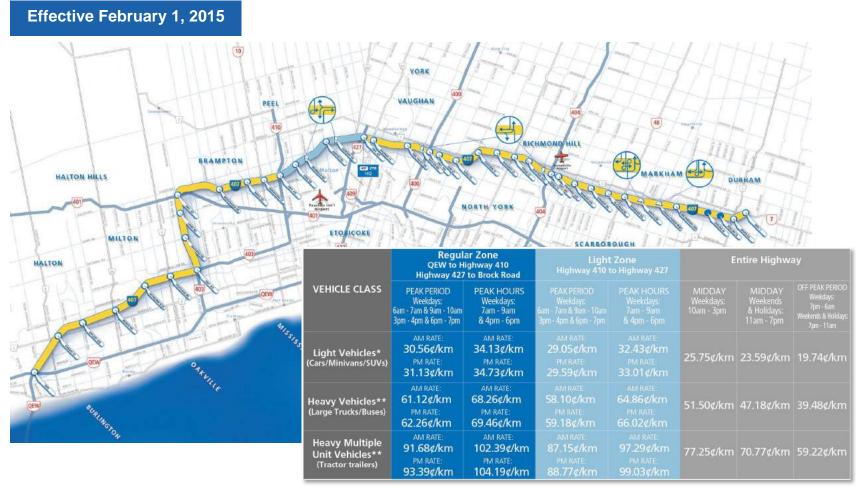








# 2015 ZONE/PEAK TOLLING - NEW AM/PM DIFFERENTIAL

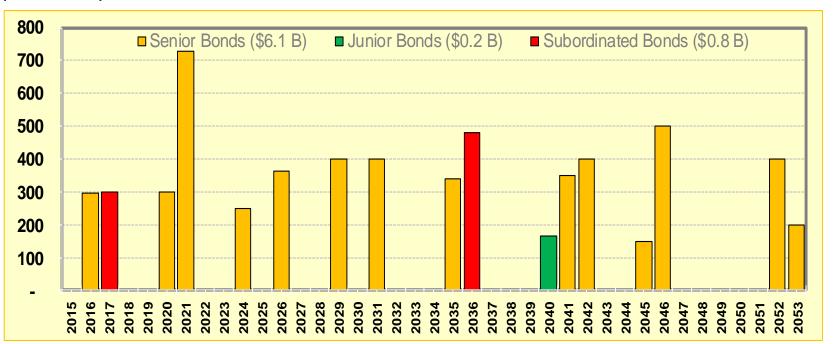


- Rates vary by time of day, day of week and zone of highway
- Average revenue per trip: 2014 \$7.44 2013 \$6.96, 2012 \$6.39, 2011 \$5.89, 2010 \$5.44
- 2015 toll rate changes reflect differences in AM and PM values



#### Bond Maturity as at June 30, 2015

#### (In \$ millions)





**Debt Rating: (August 2014)**Senior/Junior/Subordinated Bonds
A/A(low)/BBB, Stable Trend for all bonds



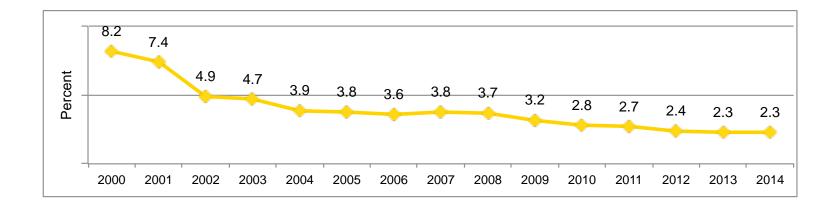
**Debt Ratings: (January 2015)** Senior/Junior/Subordinated Bonds A/A-/BBB, Stable Outlook





#### **UNBILLABLES**

- Open-access, all-electronic highway raises enforcement challenges
- Legislation makes toll evasion an offence
- Initiatives to reduce unbillable trips (where a plate cannot be read or a transponder does not read the account and billing cannot be completed and includes "non-revenue" trips by police, etc.)
  - Increase transponder penetration
  - Optical Character Recognition Software upgrade
  - >> Video Detection and Capture upgrade
  - Camera replacement project targeted front capture cameras
  - Tolling enforcement by police and Vehicle Fingerprinting



#### PLATE DENIAL - DISCHARGED BANKRUPTS - MOORE CASE

- In October 2011, 407 ETR successfully litigated the Moore case in Superior Court, which confirmed that plate denial applies to pre-bankruptcy amounts owed by a discharged bankrupt customer.
- The Moore case was appealed by the Federal Superintendent of Bankruptcy to the Ontario Court of Appeal, with two matters at issue:
  - 1. "Fresh Start" principal envisioned by the federal *Bankruptcy and Insolvency Act*.
  - 2. Operational conflict between provincial law (regarding vehicle licensing) and federal law (the *Bankruptcy and Insolvency Act BIA*).
- In December 2013, the Ontario Court of Appeal found in favour of the Superintendent of Bankruptcy, setting aside the lower court decision and deciding that plate denial does not apply to discharged bankrupts since that would deny them the ability to have a "fresh start".
- In January 2014, 407 ETR was successful in obtaining a stay of the Court of Appeal decision pending the outcome of 407 ETR's application seeking leave to appeal to the Supreme Court of Canada.
- In May 2014, 407 ETR was granted leave to appeal and several provinces participated as interveners as the question of provincial powers vs. BIA was at issue
- Hearing took place in January 2015 and decision is pending.





#### PLATE DENIAL OF DISCHARGED BANKRUPTS – PROPOSED CLASS ACTION

- In April 2012, a proposed class action commenced against 407 ETR based on the same key issues as in the Moore case (e.g. application of plate denial to prebankruptcy amounts owed by discharged bankrupt customers).
- 407 ETR intends to vigorously oppose the class action, which remains at an early stage.
- The outcome of the class action will depend on various factors, including the outcome of the Moore case at the Supreme Court of Canada, the class certification process, and potential class settlement and/or trial.
- It is not expected that the final outcome of either the Supreme Court of Canada decision or the final determination of the proposed class action will materially affect the Company's financial position.



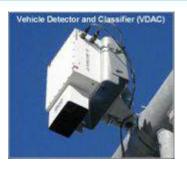
#### **LIMITATIONS ACT – COLLECTIONS**

- 407 ETR Transponder lease and invoice clearly state that a 15 year limitation period to commence legal proceedings for toll debts.
- In a decision released in November 2014 (with Supplementary Reasons released in July 2015) a judge of the Ontario Superior Court determined that, under the Ontario Limitations Act, 407 ETR has two years from the date of licence plate denial to commence legal proceedings for toll debts owed by personal transponder or video customers.
- The effect of this decision is that 407 ETR would have approximately 2 years and 4 months from the date of an invoice to commence a law suit. We think this is too soon, and would require the Company to commence a lawsuit against a customer before it is know whether plate denial has been effective.
- 407 ETR is appealing this decision to the Court of Appeal for Ontario. A decision is expected by the Court of Appeal sometime in 2016.
- It is not expected that the final outcome of this decision or any appeal outcome will materially affect the Company's financial position.



## LATEST TECHNOLOGY PROTECTS REVENUE







- Roadside technology continuously updated with proven and reliable technology.
  - New "seeker" system provides enhanced "locator" data of vehicles as they pass under gantry – reducing number of images required.
  - CMOS cameras and LED lighting provides best high-quality images and use less energy.
  - Front capture camera for toll enforcement on heavy vehicles.







## **ROADSIDE SERVICES**

- Roadside Assistance Patrol helps stranded motorists (3,000 customers assisted in 2014)
- Highway maintenance ensures smooth, safe trips (7/24 control Center with CCTV coverage)
- Corridor maintenance promotes clean, visual appeal
- 407 ETR invested over \$30.4M in2014 for highway maintenance





#### **FULL PAGE ADVERTISEMENT IN COMMUNITY NEWSPAPERS**



- Community newspapers across corridor
- July and August 2015
- Full Page
- Promotion of 407 ETR value propositions.



## **PROMOTING 407 ETR REWARDS**

#### **Customer Postcard**





#### **Gas Savings Card**



#### **Welcome Email**

If this email does not display properly, please click here



#### Dear Valued Customer

Congratulations! As a frequent user of 407 ETR, you have been enrolled in the next phase of ETR Rewards, which begins August 1, 2015 and ends January 31, 2016.

Over the next six months you'll receive instant gas savings and free kilometres on 407 ETR every month as our thanks to you. To date, ETR Rewards has offered over \$105 million in savings to our most valued customers.

If you have not yet received your ETR Rewards package, watch for it in your mail. Your package will include details about your gas savings and free kilometres, and a new gas card (if applicable).

Remember to hold on to your gas card! As long as you use it, the card will be reloaded at the beginning of each month in this phase. If you are unable to use the card, be sure to pass the savings on to a family member or friend:

For more information on ETR Rewards, visit www.407etr.com.

Thank you for choosing 407 ETR, and enjoy your savings!

Sincerely,

Pulito Puliu-

Mike Miller

Chief Customer Operations Officer

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Petro-Canada is a Suncor Energy business. A 407 ETR customer loyalty program †

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#### **CROSS-MARKETING TO LEVERAGE SPONSORSHIPS AND ADD VALUE**



## PLUS, LOG IN TO WIN WITH 407 ETR!

Log into your 407 ETR web account by **July 24th** and you'll be entered to win one of ten pairs of tickets to **opening night of Rogers Cup!\*** 

Get your chance to win

\*Rogers Cup ticket affer ends July 31, 2015. While quantities last. Sweepstakes closes July 31, 2015. Log in to win closes July 24, 2015. For full details, visit <a href="https://www.407etr.com">www.407etr.com</a>.

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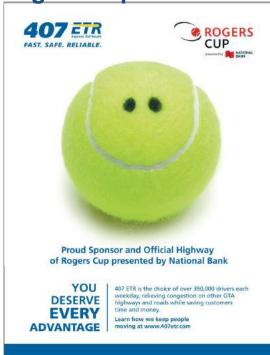
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#### LEVERAGING SPONSORSHIPS – ADVERTISING PLACEMENT OPPORTUNITIES

Rogers Cup Souvenir Magaz Rue D.E. Checks Booklet ClubLink Life Magazine















#### PAPERLESS BILLING CUSTOMER INSERTS





- Regular campaigns
- Significant savings to company and extra convenience for customers
- Supported by Bill Messaging, Website Homepage and messaging during authenticated usage, Emails, Call Centre conversions



## PAPERLESS BILLING CUSTOMER EMAILS

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Join the green team



# Receive 50 FREE KM' when you switch to Paperless Billing!'

Here's now:



Visit www.407etr.com.



Log into your account, or create a new account for free!



Follow the on-screen prompts.

#### Don't miss out!

Please have your account number handy.

\*50 kilometre credit will be applied at the rate of 34.73 cents per kilometre. Paperless Billing offer valid only on new registrations at www.407eb.com by July 31, 2015. Credit will be applied to your bill within two months. Promotional credit is non-refundable.

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#### Receive 50 FREE KM\* when you switch to Paperless Billing!\*

Here's how:

€ Visit www.407etr.com.

€ Log into your account, or create a new account for free!

€ Follow the on-screen prompts.

#### CLICK HERE TO GET STARTED

Please have your account number handy

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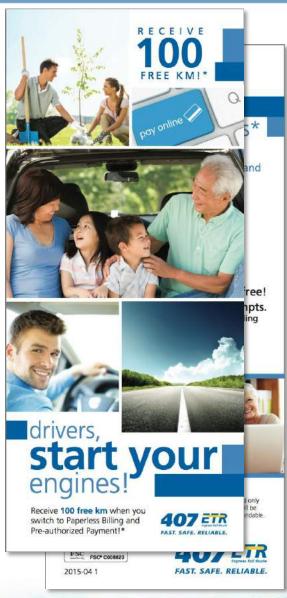
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#### PAPERLESS BILLING AND PRE-AUTHORIZATION CUSTOMER INSERTS





- Regular campaigns
- Improves cash-flow
- Avoids collection costs
- Ensures customers never pay interest or fees
- Supported by Bill Messaging, Website Homepage and messaging during authenticated usage, Emails





#### PAPERLESS BILLING AND PRE-AUTHORIZATION CUSTOMER EMAILS

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Drivers, start your engines



# Receive 50 FREE KM\* when you switch to Pre-authorized Payment!\*

Here's how:



Visit www.407etr.com.



Log Into your account, or create a new account for free!



Follow the on-screen prompts.

#### Don't miss out!

Please have your account number handy.

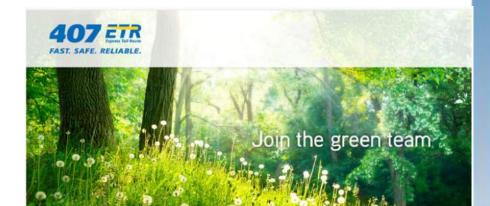
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# Receive up to **100 FREE KM**\* when you switch to Paperless Billing and Pre-authorized Payment!

Here's how:

€ Visit www.407etr.com.

€ Log into your account, or create a new account for free!

€ Follow the on-screen prompts. Be sure to select both Paperless Billing and Pre-authorized Payments.

#### **CLICK HERE TO GET STARTED**

Please have your account number handy

\*100 kilometre credit will be applied at the rate of 34.73 cents per kilometre. Paperless Billing and Pre-authorized Payment offer valid only on new registrations at www.407etr.com by June 30, 2015. Credit will be applied to your bill within two months. Promotional credit is non-refundable.

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#### **MAJOR AWARDS**

Winner of the 2008 Canadian Council for Public-Private Partnerships National Award for Excellence in Service Delivery



- ISO 9001:2008 Certified
  - Committed to continuous improvement and achieving the utmost quality in the products and services we offer to meet the needs and expectations of our customers



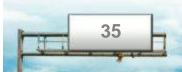
Winner of 2009 International Bridge, Tunnel and Turnpike Association (IBTTA) President's Award for Excellence and Technology Award





Winner of multiple Service Quality Measurement Group awards for Call Centre Excellence and Leadership including First Call Resolution (the industry's most vital indicator), and Best Practices and a large group of certified World Class Customer Service Representatives.





## **CREATE GOODWILL WITH CUSTOMERS**

- Promote customer loyalty and retention by offering ETR Rewards
  - Since 2007, 407 customers have been offered over \$100 million in ETR Rewards – free weekend kilometers and discounts on fuel.



Donations and sponsorships, all impacting positively on Corporate Social Responsibility.
Hamilton Health Sciences
Sick Kids











FOUNDATION



Foundation





# **Highway 407 East Extension Project Phase 1 and 2**





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and Government Relations
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