

Everything you need to know about Snapper

Our history

Snapper Services Limited (Snapper) was formed in 2006, as a wholly owned subsidiary of NZX-listed Infratil Limited. The company is based in Wellington to provide a public transport ticketing scheme for the New Zealand market.

Snapper's initial service offering was a successful implementation of a public transport ticketing scheme for NZ Bus in Wellington in 2008.

Snapper chose to work with Seoul-based Korea Smart Card Corporation Limited (KSCC) to provide the expertise in transport ticketing technology. KSCC was established to install and operate Seoul's transportation system in 2004, with the system handling more than 30 million transactions daily from 20,000 buses, 8,000 metro gates, 242 separate operators and 73,000 taxis.

Snapper worked closely with KSCC during this implementation, leveraging their years of experience and expertise, to successfully deliver an electronic ticketing system across NZ Bus's three transport services - Go Wellington, Valley Flyer and Runcimans - encompassing over 400 buses and five depots. Snapper continues to use the KSCC central system and clearing house as our back-end system.

Over the next seven years Snapper systematically integrated the KSCC back-end system with local third parties to provide public transport users with a range of services designed to make the use of the Snapper card multifunctional and convenient.



500,000
SNAPPERS ISSUED

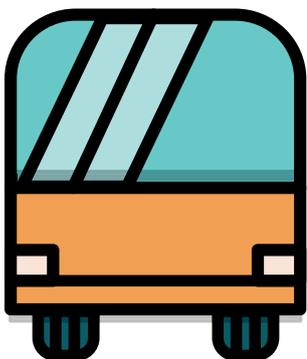
200
MILLION
TRANSACTIONS



3,000
TAXIS



520
PARKING
METERS



400
BUSES

240
RETAILERS



Snapper timeline

- 2008**
ANZ Bank, EFTPOS New Zealand and Verifone to provide retail micropayments and retail reload services
- 2009**
TaxiCharge for taxi payments
MySnapper App for online services
- 2010**
Customer Service Application (CSA)
- 2011**
Total Mobility service for Greater Wellington Regional Council
SmartPay for additional retail micropayments
- 2012**
2degrees Mobile for mobile payments
Snapper Mobile App for card services
- 2013**
Amazon Web Services integration
Integrated Technology Solutions for parking services
- 2014**
Total mobility service for Environment Canterbury
Wellington Cable Car Ltd
- 2015**
Transport Ticketing Technology of the Year award
Semble Mobile Wallet
Victoria University of Wellington multi-modal pass
Mobile Reload for National Transport Authority of Ireland.

Making cities mobile

Those in the transport ticketing industry have watched with interest as Snapper has continued to integrate with third parties, delivering innovative services to cardholders.

The integration with 2degrees Mobile in 2012 was the partnership that led to true global recognition, and a market leadership position for Snapper in the mobile technology space.

Since then, Snapper Smartware™ has been developed for export to other cities around the world. Our first partnership was with Vix Technologies to enable mobile reload for the Leap card in Dublin, Ireland.

For other transport authorities and operators looking to make the most out of their existing ticketing system investment, Snapper Smartware™ is a proven, low-risk and cost-effective approach. It enables simple connections to a complex system, bringing significant benefits to the customer experience.

Mobilise your ticketing system

The benefits Snapper provides to transport operators and authorities include:

- Innovative services that improve the reload experience for cardholders and are instant and convenient
- Extension of the existing reload network, without disruption to infrastructure or increased hardware costs.



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