



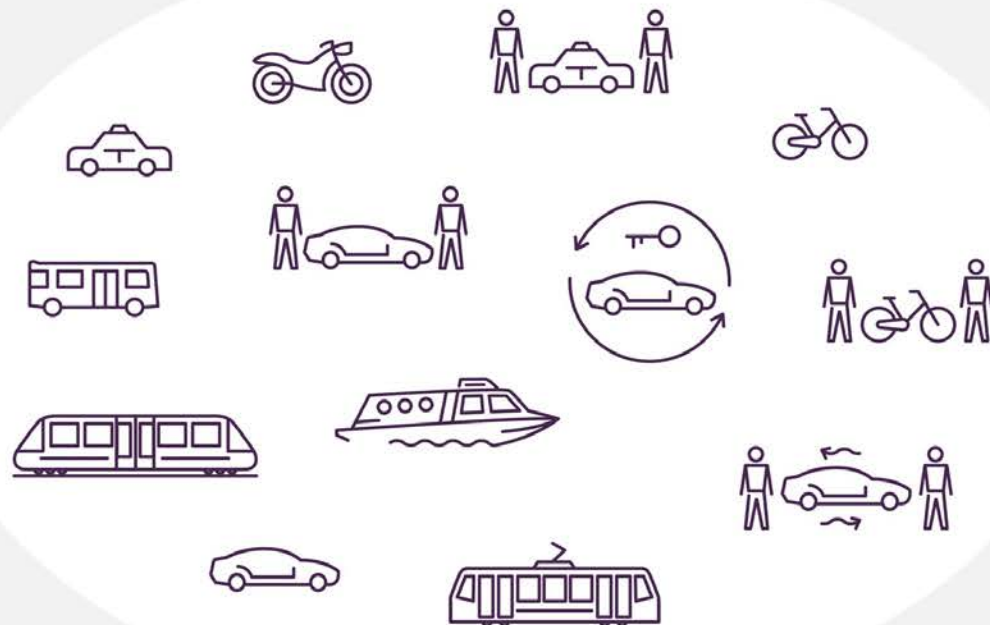
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Mobility as a Service

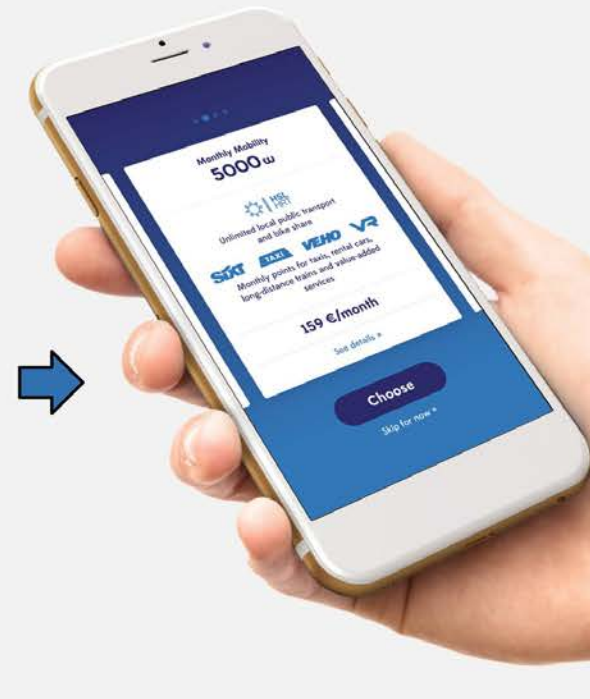
New Freedom of Mobility

Sampo Hietanen
CEO, MaaS Global

What if all transportation
was converged...



...and tailored to your need
as monthly packages?



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Mobility as a Service is the *Netflix* of transportation



Competitive advantage - freedom of mobility

Our service promise is total freedom of mobility.



The only available option today



Tomorrow's freedom of mobility

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Transportation is being hit by a
DIGITAL TSUNAMI

"Volkswagen Group is getting into the ride-hail game with a \$300 million investment in Uber competitor Gett."

24.5.2016 Recode

"Apple invests \$1 billion in Chinese ride-hailing service Didi Chuxing."

13.5.2016 Reuters

"NuTonomy raises \$16M to make self-driving taxis a reality by 2018."

24.5.2016 Techcrunch

"Lyft raises \$530 million in funding to battle Uber in the U.S."

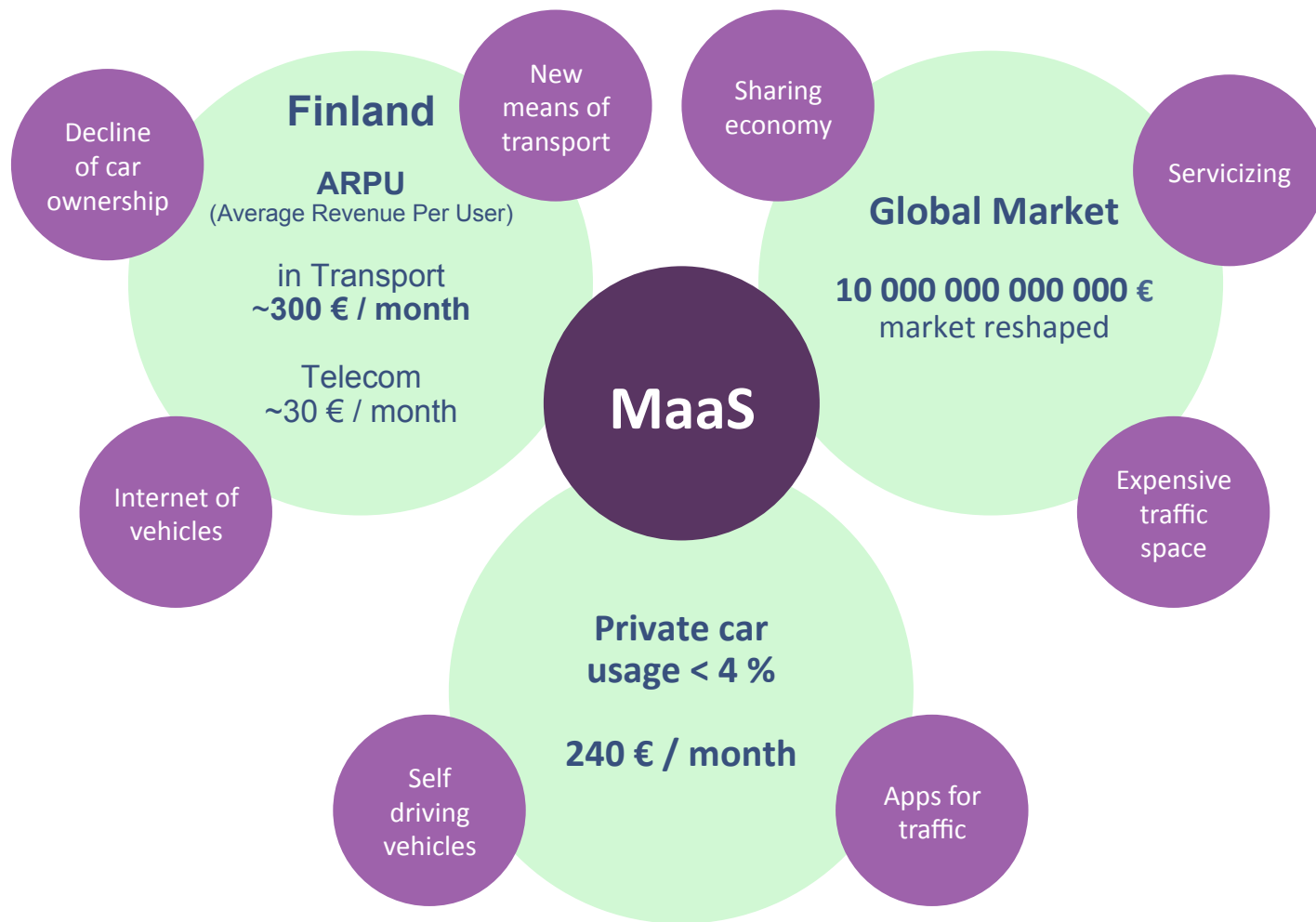
12.3.2015 Mashable

"At \$68 Billion Valuation, Uber Will Be Bigger Than GM, Ford, And Honda"

4.12.2015 Forbes

"Chinese taxi app Travice gains \$600 million investment from Softbank, Alibaba"

14.1.2015 Reuters

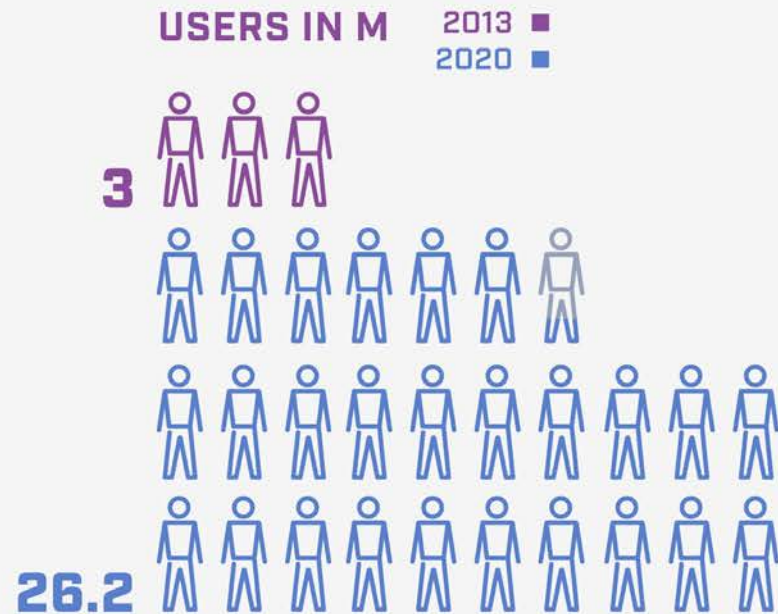


Mindsets are Changing



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Carsharing worldwide



**FOR EVERY FOURTH
YOUNG ADULT
OWNING A CAR IS
NOT IMPORTANT.**

Carsharing Germany

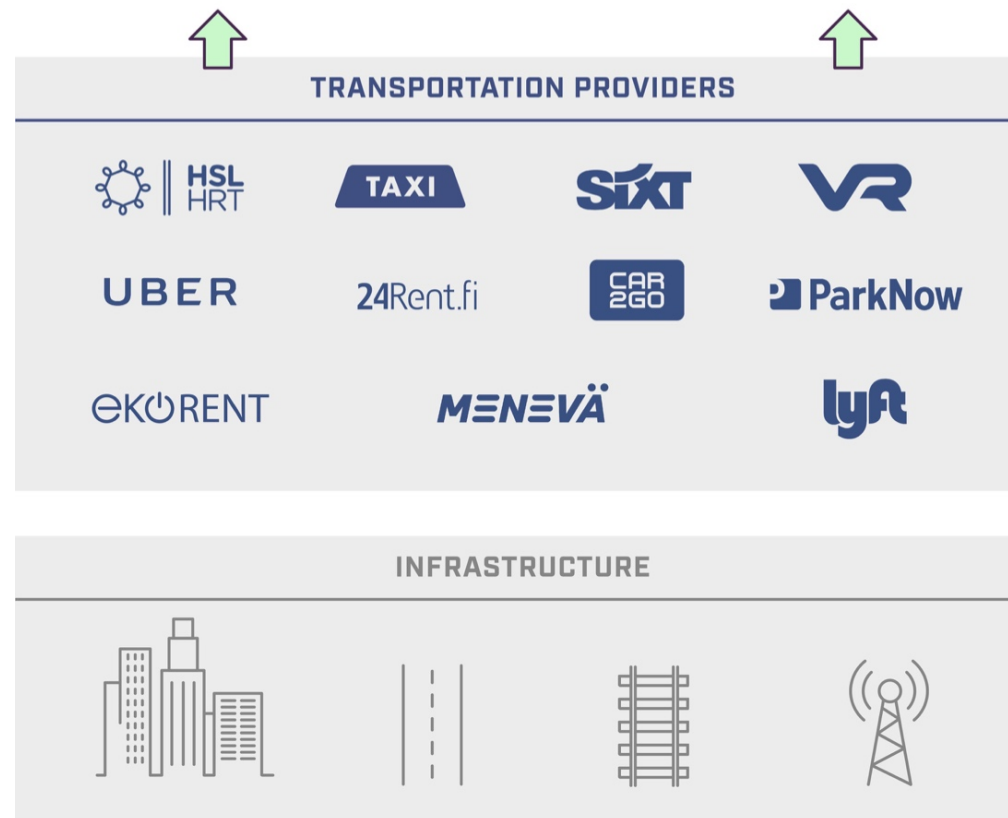
over
110 DIFFERENT PROVIDERS

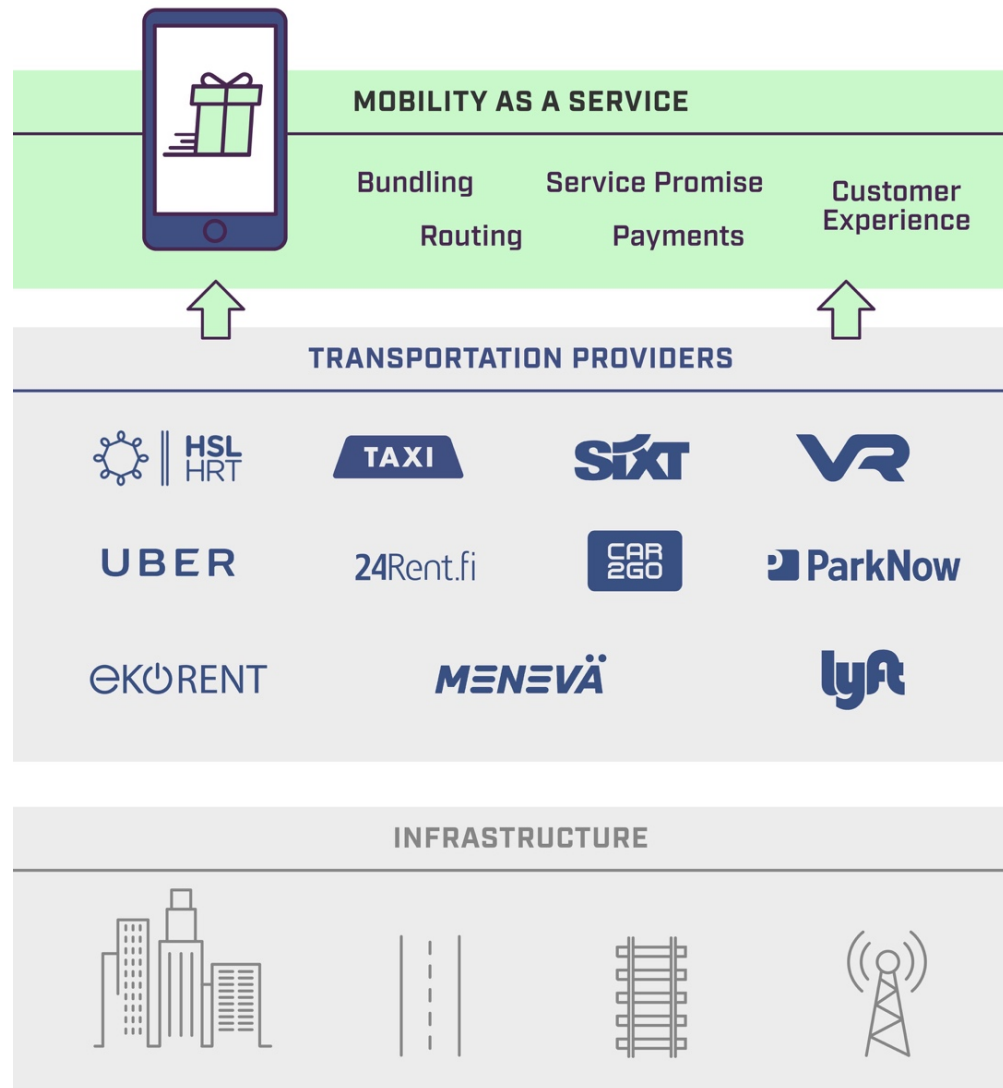


30 % use more than one carsharing provider

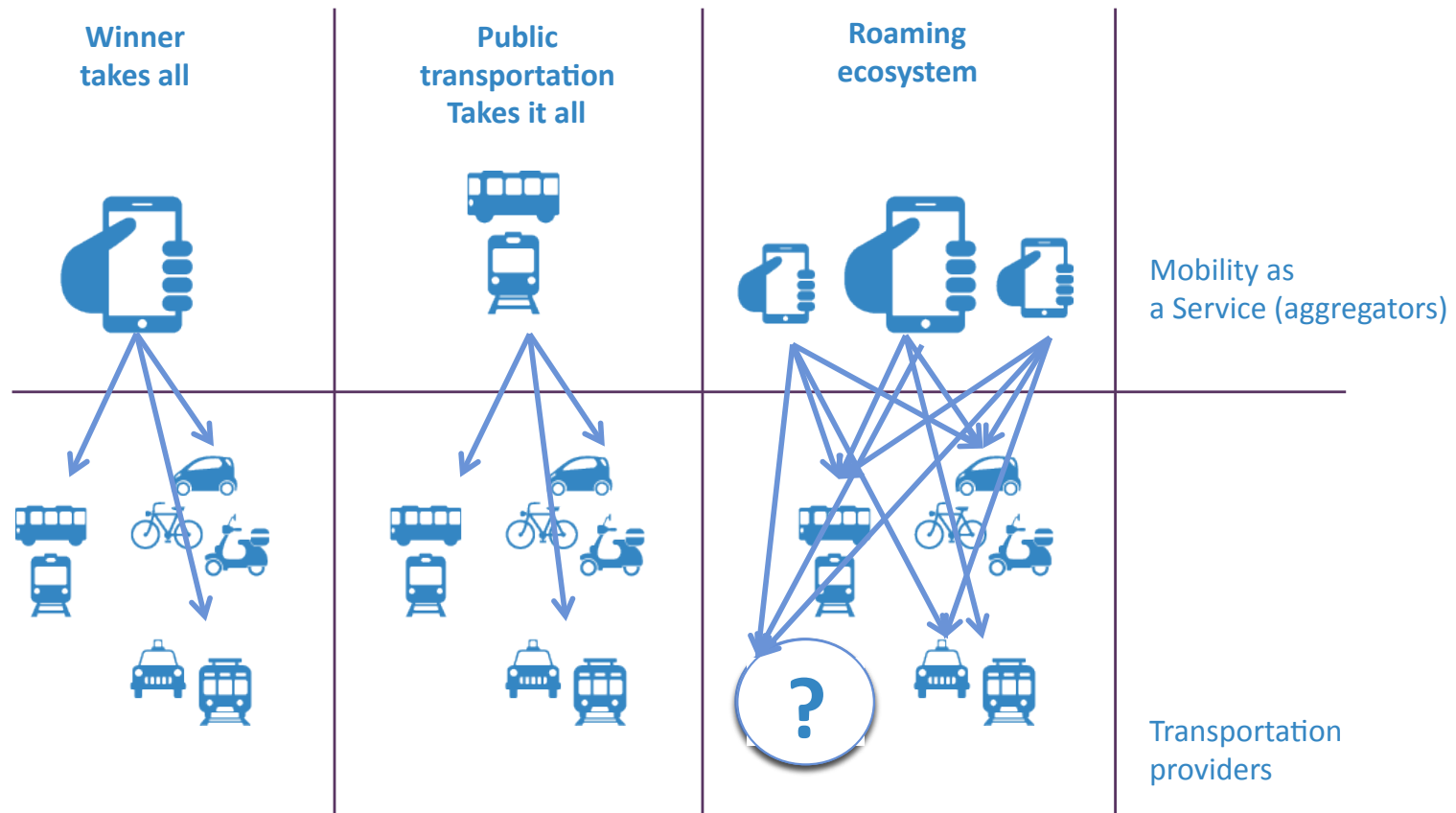
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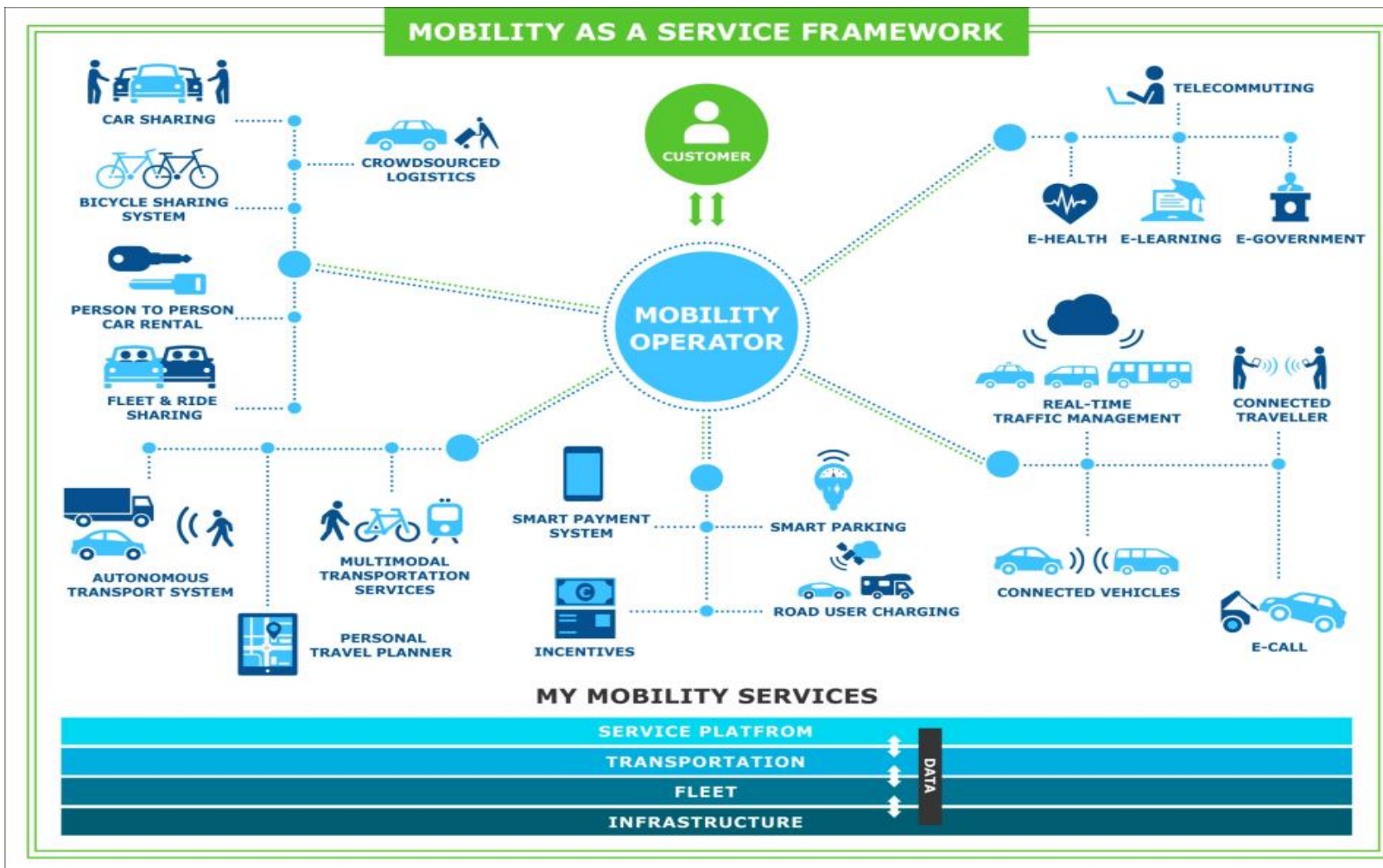
From Silos to a True Solution





Three ways for markets to evolve





The background image shows the interior of a bus. Rows of purple seats are visible, with passengers seated. The perspective is from the back of the bus looking forward. The lighting is somewhat dim, and the focus is on the seats and the aisle.

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What is MaaS?

Mobility as a Service

Better than Owning a Car

VARIETY OF OPERATORS AND TRANSPORT
PROVIDERS, IN ONE PLATFORM, ONE SINGLE
SOLUTION (APP)



Much More than a Trip Planner

DOOR-TO-DOOR JOURNEYS, ALL YOUR TRIPS, FROM A TO B TO Z – WITH AN ENJOYABLE EXPERIENCE

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Monthly Subscription for All Transportation

PAYMENT AND TICKETING HANDLED IN
THE BACKGROUND, ALL YOUR TICKETS
IN ON PLACE

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The background of the entire slide is a photograph of a large crowd at a concert or event. In the foreground, a pair of hands is raised, forming a heart shape. Behind it, many other hands are also raised, some also forming heart shapes, creating a sense of collective participation and joy. The lighting is warm and slightly blurred, typical of a concert stage.

Everything's Set at a Press of a Button

SIMPLE AND EASY CUSTOMER EXPERIENCE
AT THE CORE

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A person wearing a grey uniform with a blue logo on the chest is holding a car key. The background is blurred, showing greenery and a building.

From Ownership to Experience

WHY OWN AND DRIVE AN OLD CAR – WHEN YOU
COULD USE A BRAND NEW ONE, WHENEVER YOU
NEED?



Introducing the world's first mobility operator – Whim

We want to:

- Give you back 90 minutes to your day
- Offer you true freedom of mobility
- Take away the pain of 'how do I get there'
- Make sure you're not a polluter

Launching in 2016 – First markets

The intended test area for the MVP includes four key transport areas Helsinki, Turku, Tampere and Tallinn:

- HHT Growth Corridor
- Helsinki Region (HSL Traffic area)
- Turku and Turku region traffic area (9 municipalities)
- Tampere
- Tallinn



Looking for 2 other international areas.

Roadmap 2015-2020

Call for
Partners
12/2014

Business plan with
24 organizations
Q1-Q2 / 2015

Three areas
open - MVP
2016

Commercial Launch -
Full product,
5-10 areas
2017

Global availability
2018 - 2020

2015

2016

2017

2018

Seed round
for MVP
Q3-Q4 / 2015

Pre-A Investment
Q3-Q4 / 2016

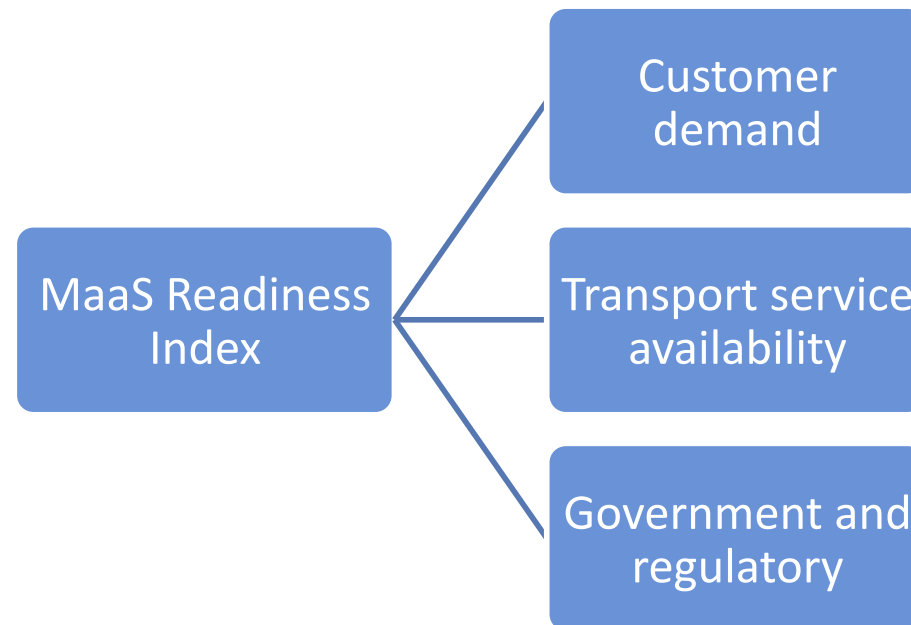
A-Round
Investment
Q1-Q2 / 2017



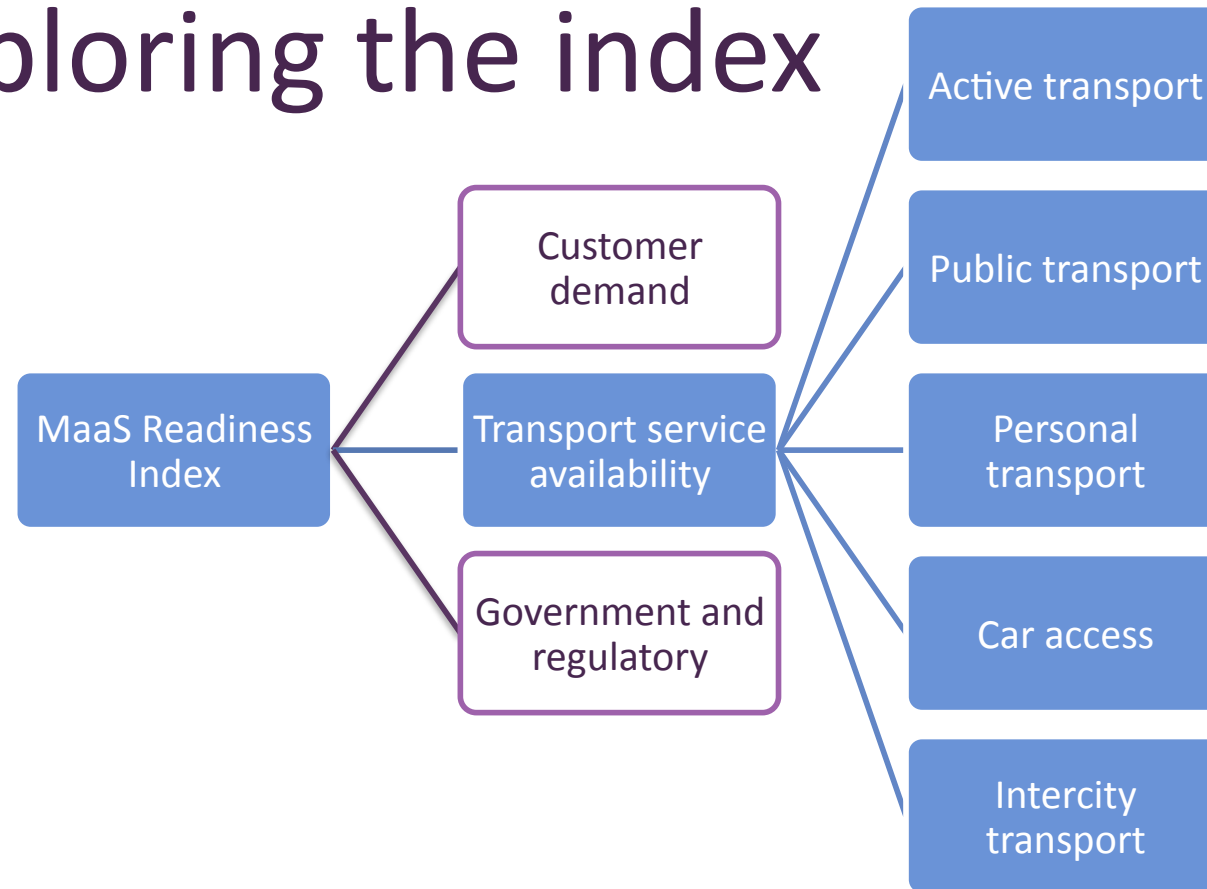
MaaS Readiness Index



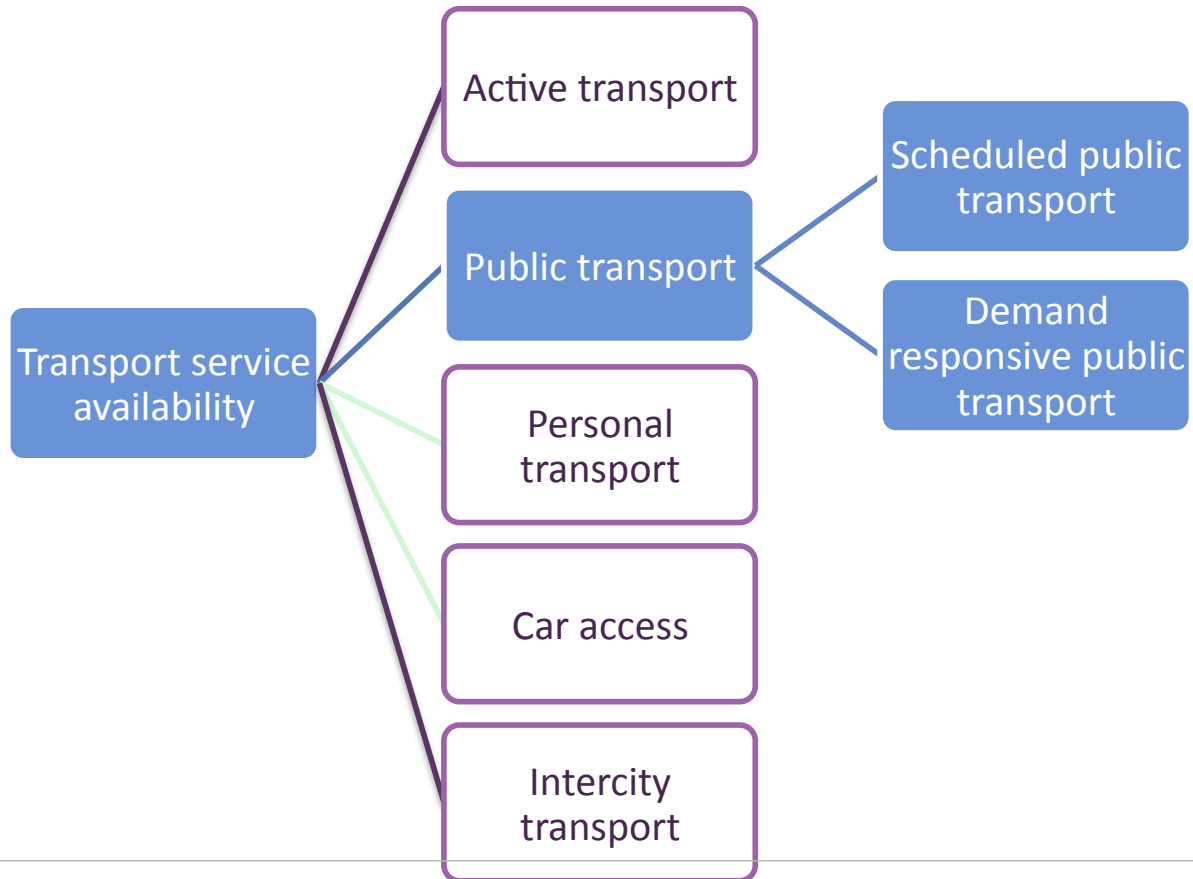
What factors are of relevance?



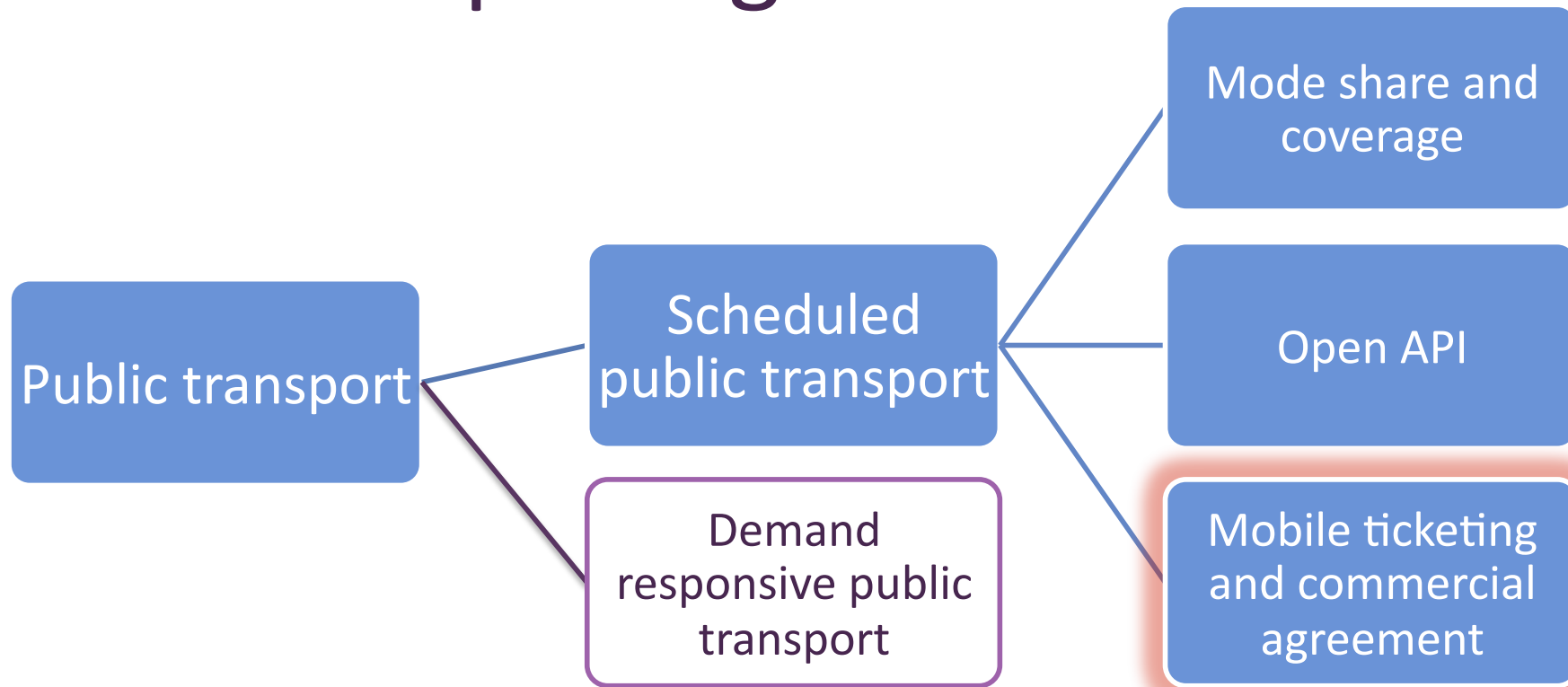
Exploring the index



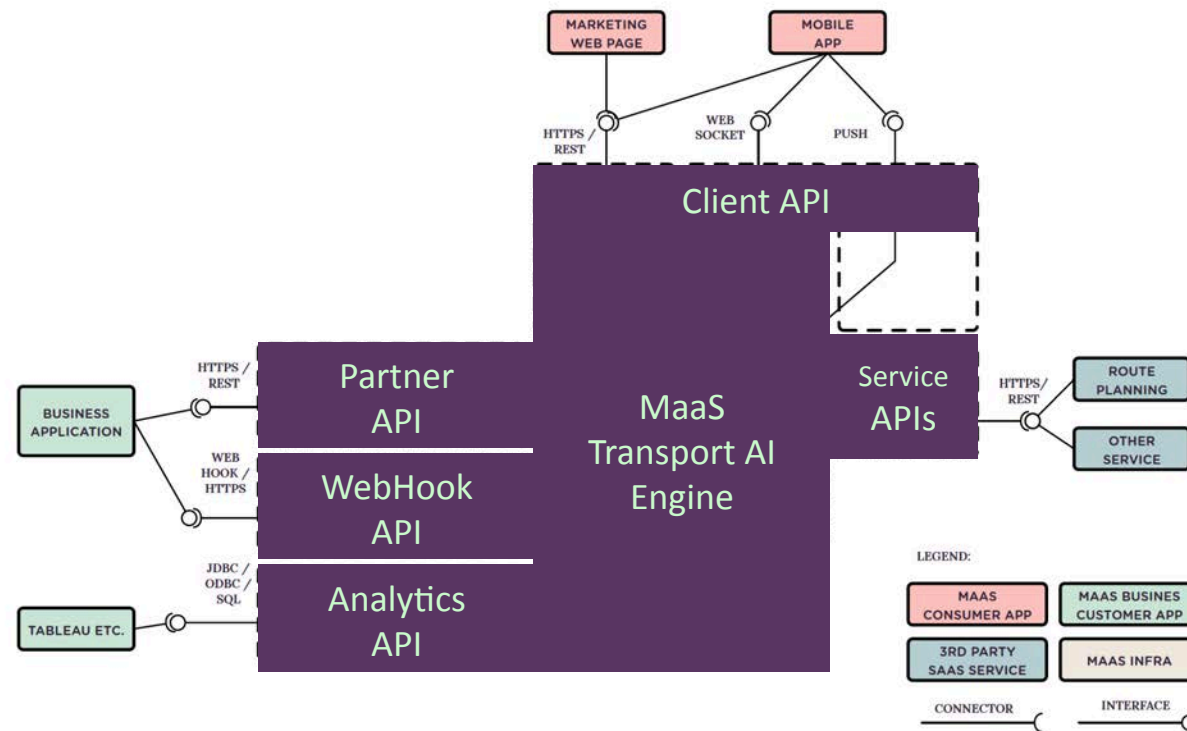
Exploring the index



Exploring the index



Open APIs for the ecosystem



To have MaaS In Short

- All we need is API's to existing transportation.
- Speeding MaaS is done best with market incentives.

A nighttime photograph of a city street, likely in New York City, showing light trails from cars and illuminated buildings. The sky is dark with some clouds.

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See Whim Live In 2016

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