

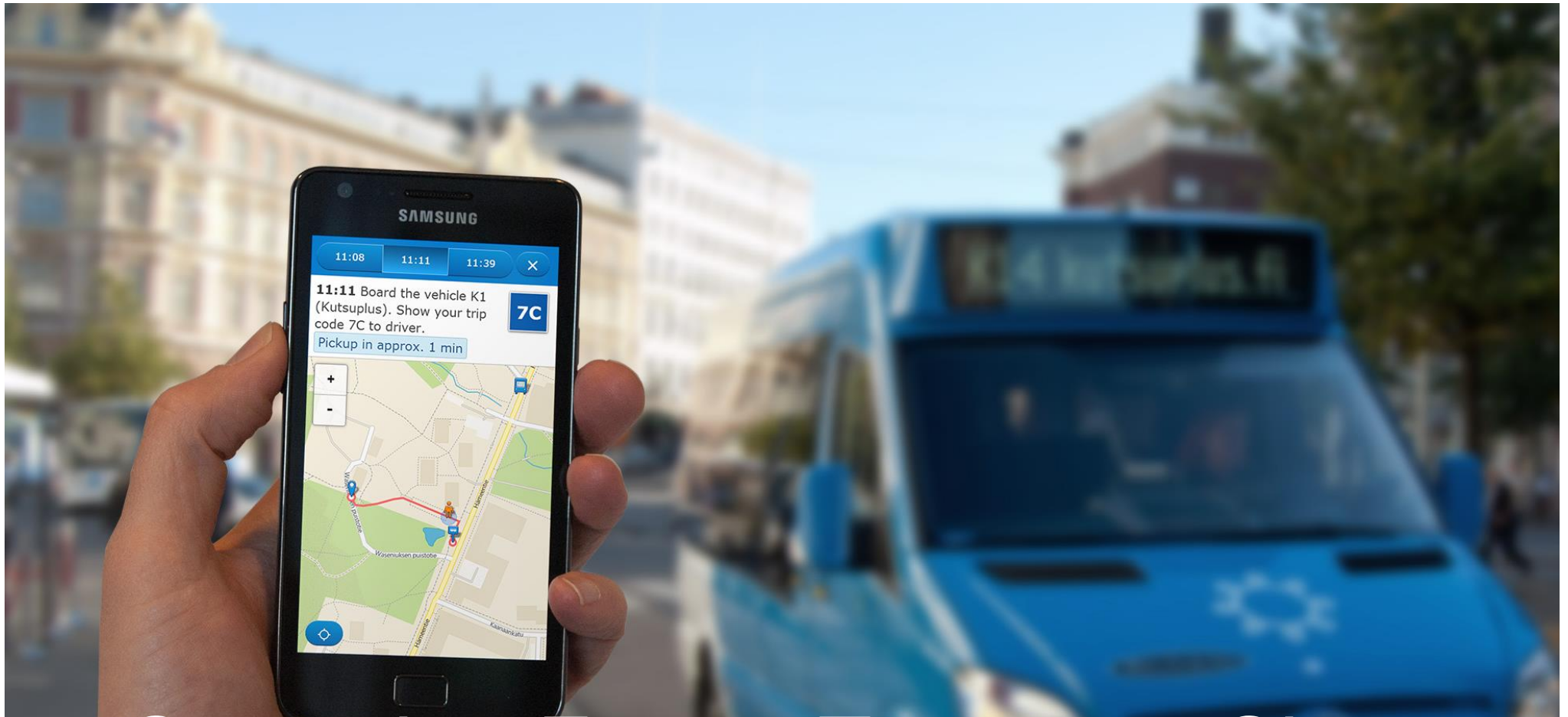


Smarter Shared Rides

But what happened to Kutsuplus?

Taxi & Mobility Update 2016
Head of Concept Development, Teemu Sihvola
23rd June 2016

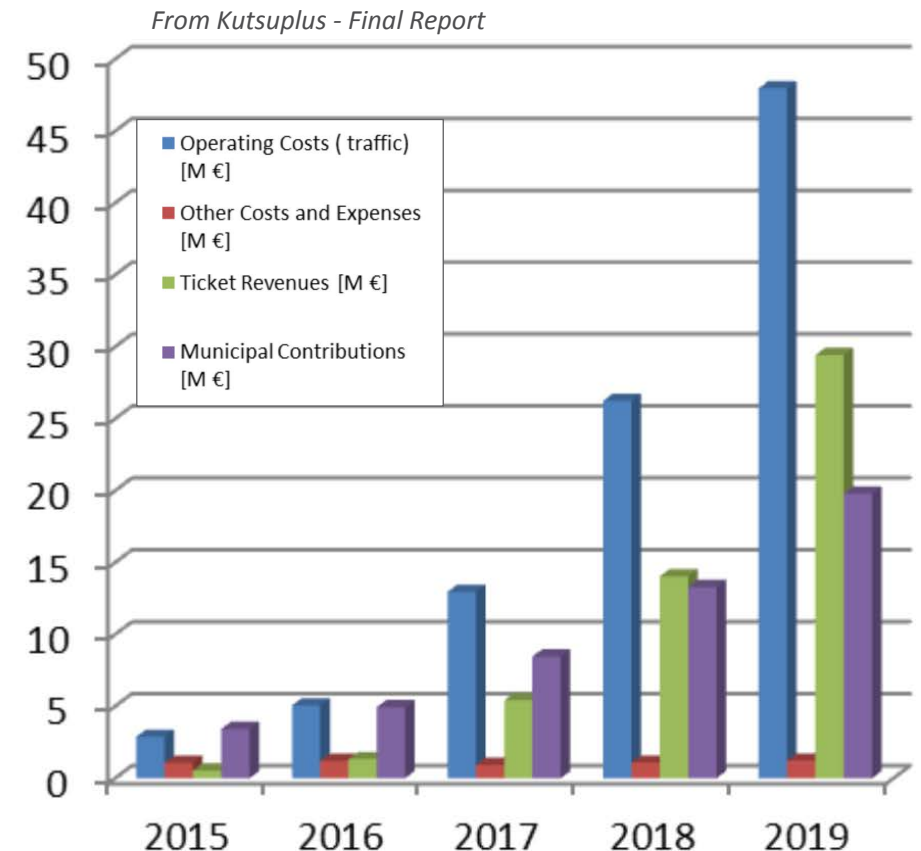




Operating Future Transport Since
2012

Municipalities dismissed HSL's plan to scale up Kutsuplus

- Lack of risk appetite
- High operational costs
- PTA's role as the service provider
- Target of getting new user segments to PT forgotten



Discontinuation after 2015



From Kutsuplus to Split!



Split is an on-demand shared ride service offering convenient, efficient, and affordable transportation that people can rely on everyday.



1 REQUEST A RIDE



2 WALK TO YOUR PICKUP POINT



3 SHARE THE RIDE



4 HOP OUT & WALK





Tuned for efficiency



Highly engaged drivers



Let's Split!