

# Mobility International Inc. Carsharing Solutions



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Mobility International Inc.  
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Mobility Cooperative

Mobility International Inc.

«MobiSys 2.0»

# Mobility Cooperative

# 1987

When Mobility started in Switzerland >25 years ago it pioneered an idea that is now sweeping through the world



# Sharing is In





.....business?

# Car sharing is not the same as car sharing



# Even today

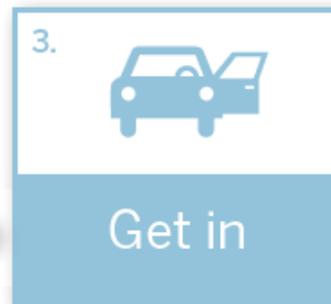
many people still believe that the business of carsharing is complicated, unprofitable and unrealistic



# I think different I am convinced:

## 1. Car sharing is a child's play

Reserve, Get in, Drive off



# 2. Car sharing is flexible

A car for any occasion



**Electro**  
Zoe



**Budget**  
Citroën C1



**Micro**  
smart



**Economy**  
Honda Jazz Automat



**Combi**  
Renault Mégane III Combi



**Cabrio**  
Renault Mégane III Cabrio



**Emotion**  
BMW 1er

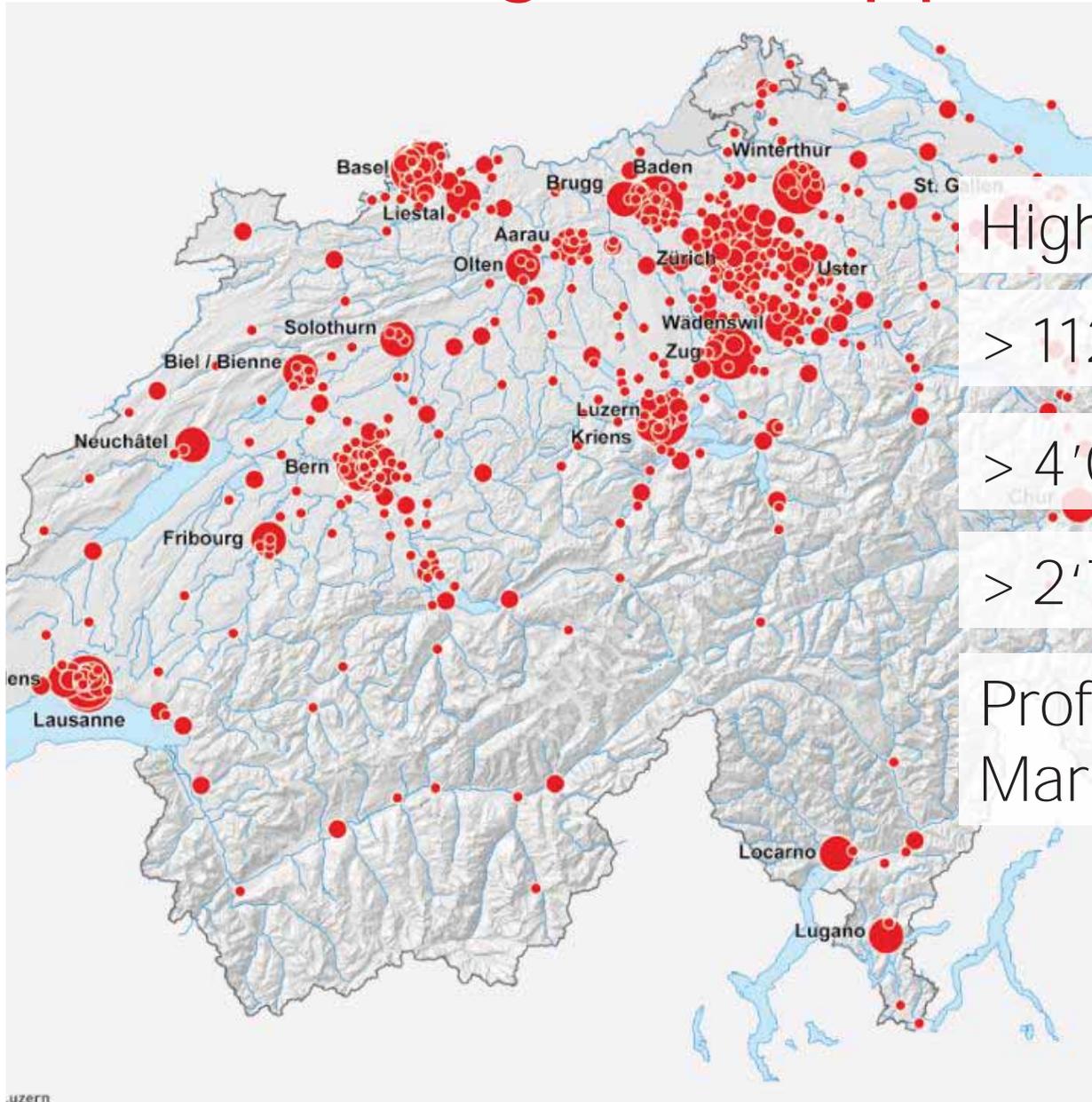


**Minivan**  
Ford S-MAX Diesel



**Transport**  
Mercedes Vito Diesel

# 3. Car sharing is an exciting business with excellent growth opportunities



Highest market penetration

> 112'000 customers

> 4'000 B2B customers

> 2'700 cars at 1'380 locations

Profitable year after year

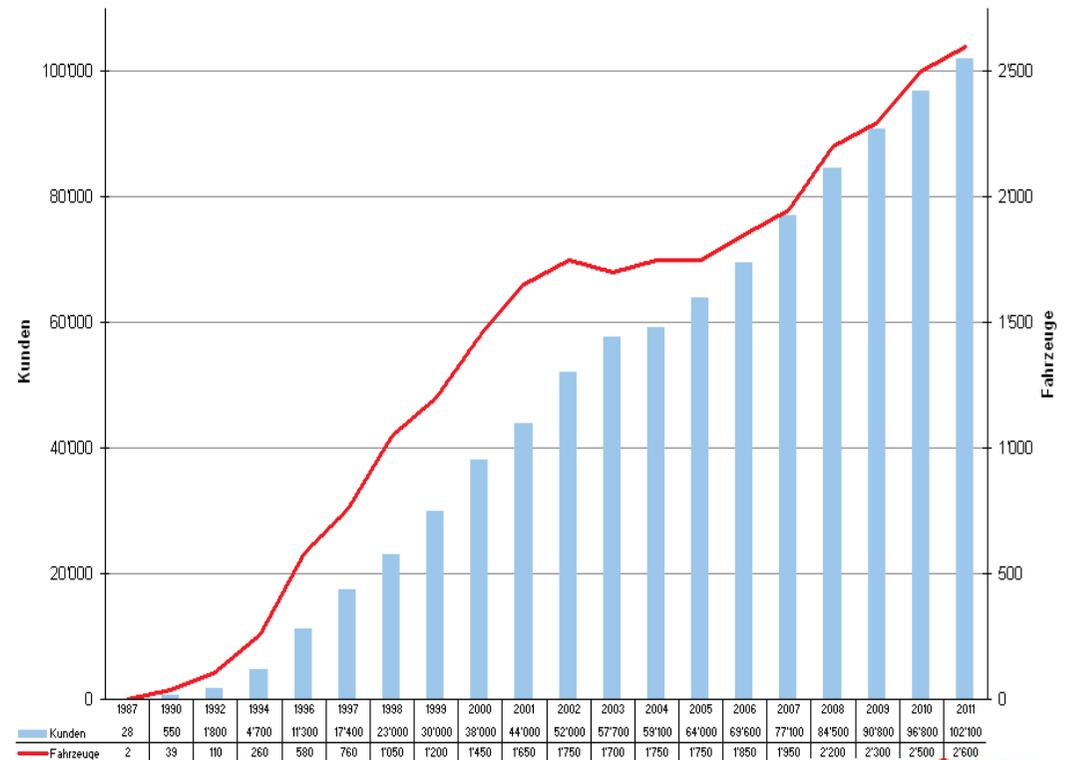
Market leader for 25 years

# 4. Sustainable Growth

One Success factor «cooperative»

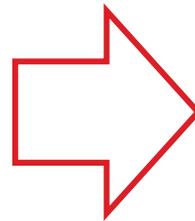


49'300 members of cooperative  
goal-oriented innovations  
reinvesting profits



# 5. Ecological Sustainable

- > 23'000 less cars on Swiss streets
- > 35'000 less parking lots
- > 18'000 tonnes less CO<sub>2</sub>



# 6. Excellent opportunity for cooperations

Bus & Train

Bike-sharing



# Our partner SBB

Car park

Car rental

Click & Drive



# Private car sharing

Variety of products



# Business car sharing

Simple, intelligent and rentable

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# Why is my point of view so different.....

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2014

Technology



# 93,26%

Imagine >93% of our reservations and changes are made using our state-of-the-art software which is easy to use that anyone can do it



# Key figures

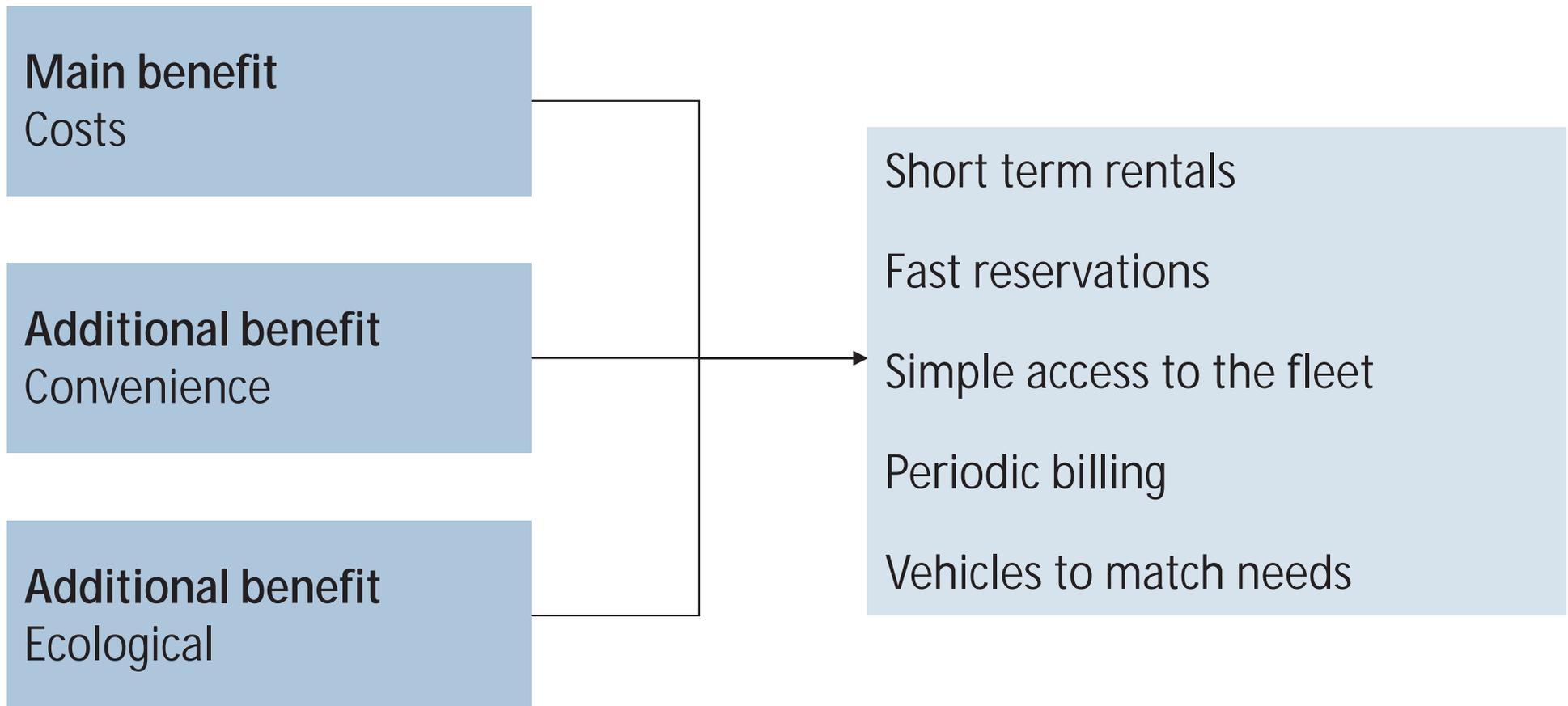
## Mobility for Car Sharing Operator

		Last 5 Years Year over Year
Revenues (CHF m)		\$
Number of full-time employees		∞
Cash-Flow / revenues		€
Operative results / revenues		£

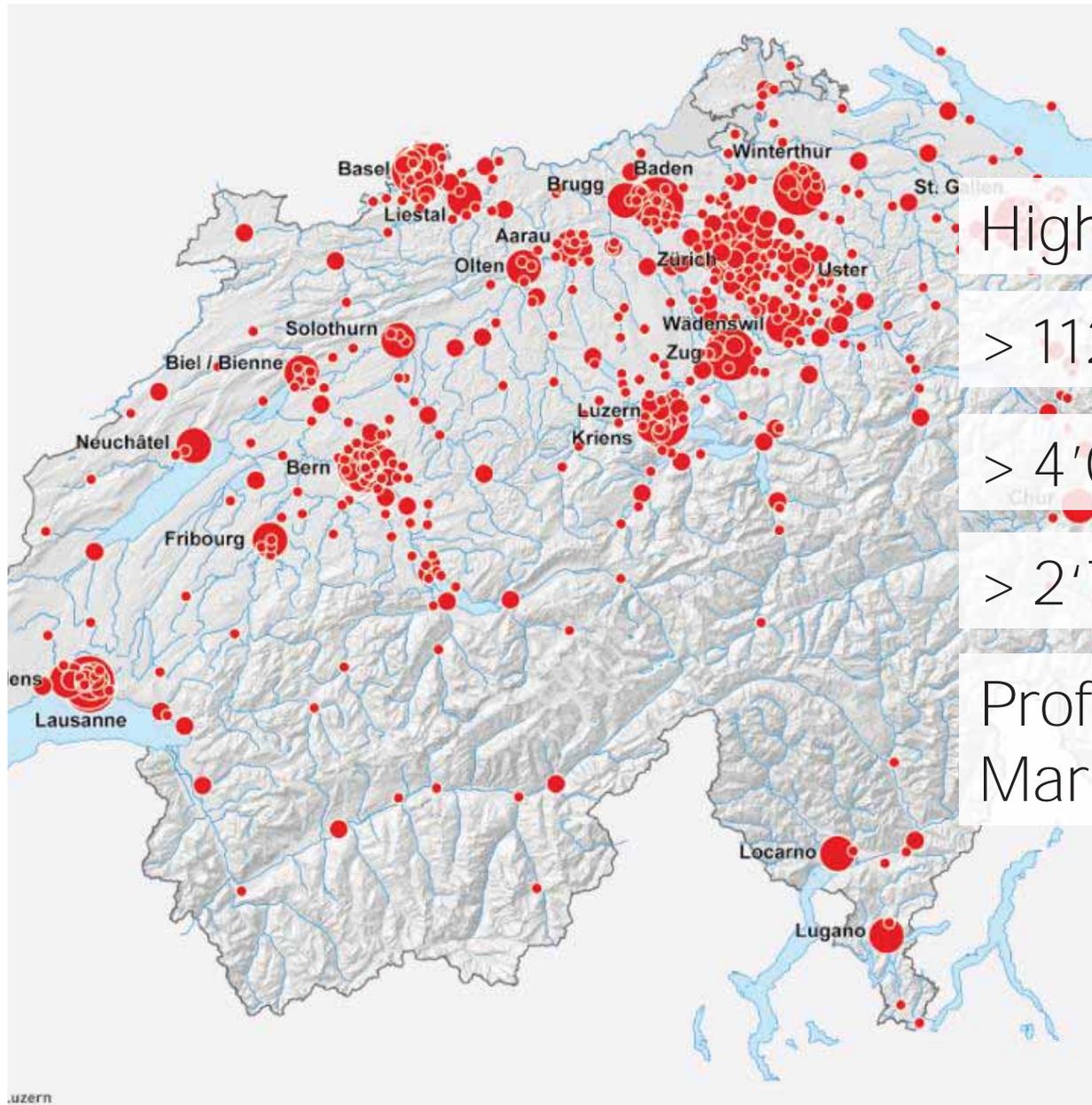
# Key Figures 2

## Service Bundle for MobilityCustomer

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....facts are facts are facts are facts....



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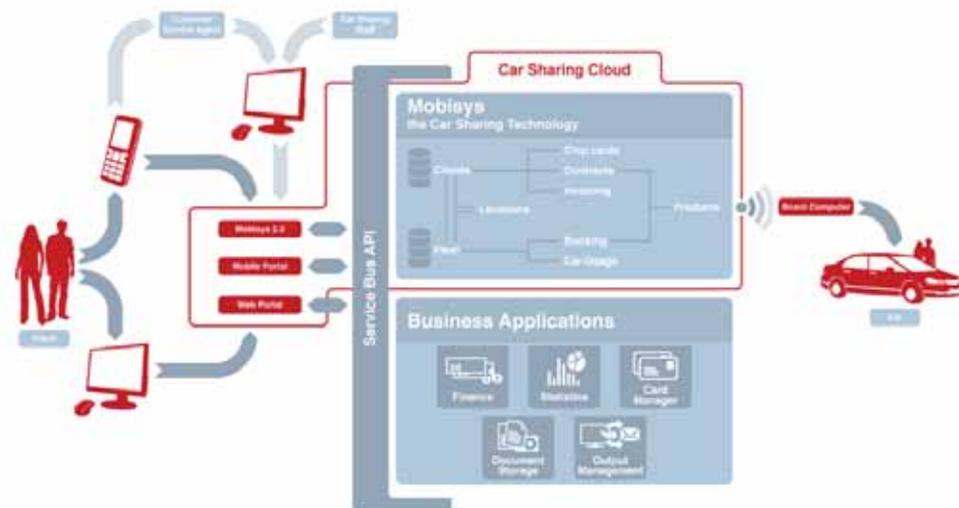


**mobility**  
car sharing

# Mobility International Inc. is the enabler for Mobility's CSO success story (100% IT-subsiidiary)

## Technology Provider

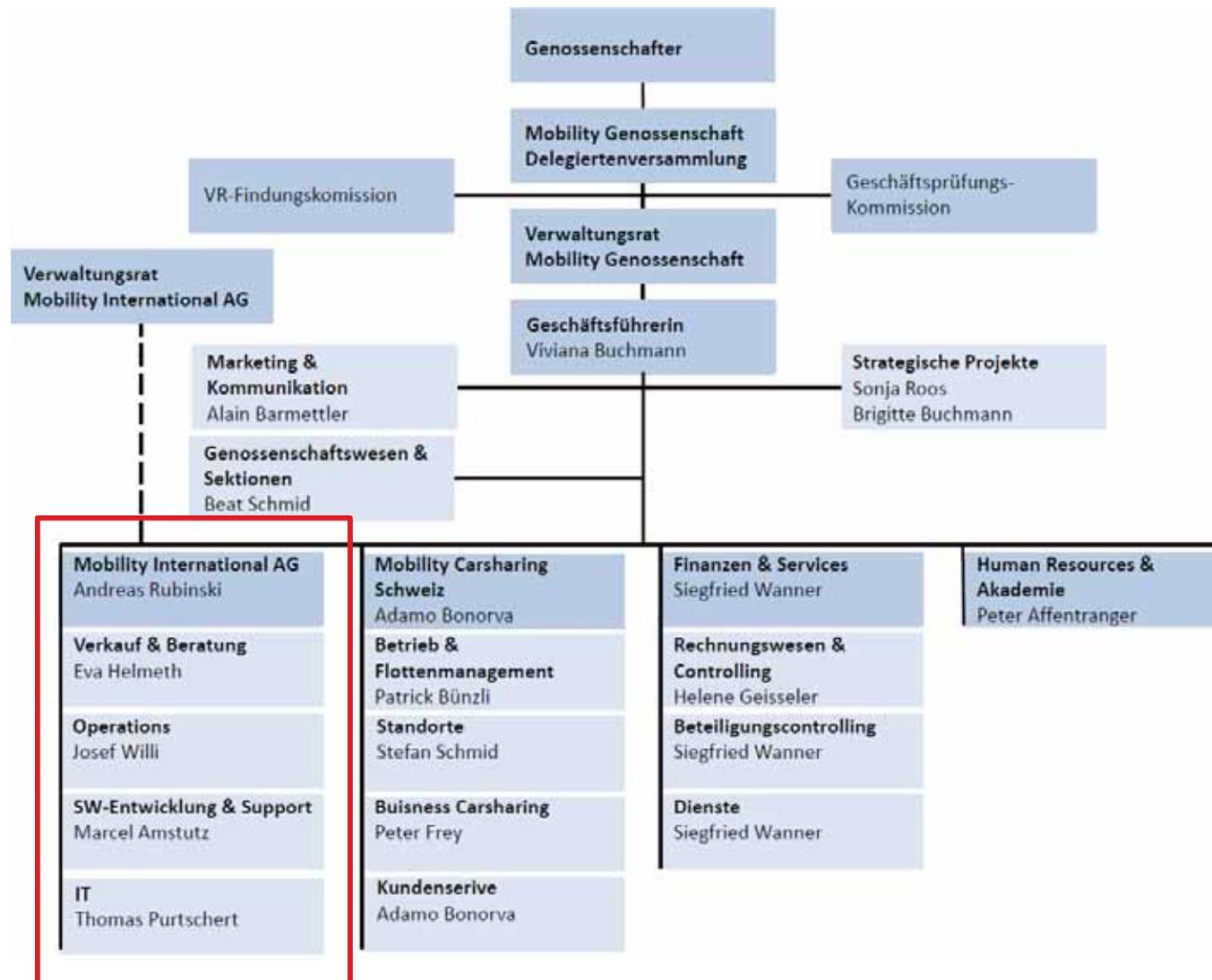
- Know How in car sharing
- Strategic Project Management
- Setup car sharing new solutions
- Transition, Transformation, Hyper Care
- SaaS, SLA, Hosting, End2End



## MobiSys 2.0 – Carsharing-software:

- Booking platform WebApp
- Back-office modules
- Fleet-Management, Customer Care,
- Location Mgmt, Campaign Mgmt.,
- Finance, Marketing, CRM

# Organigramm Mobility



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Sales & Consulting



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**mobility**  
car sharing



= easy to do business with:  
customer interfaces

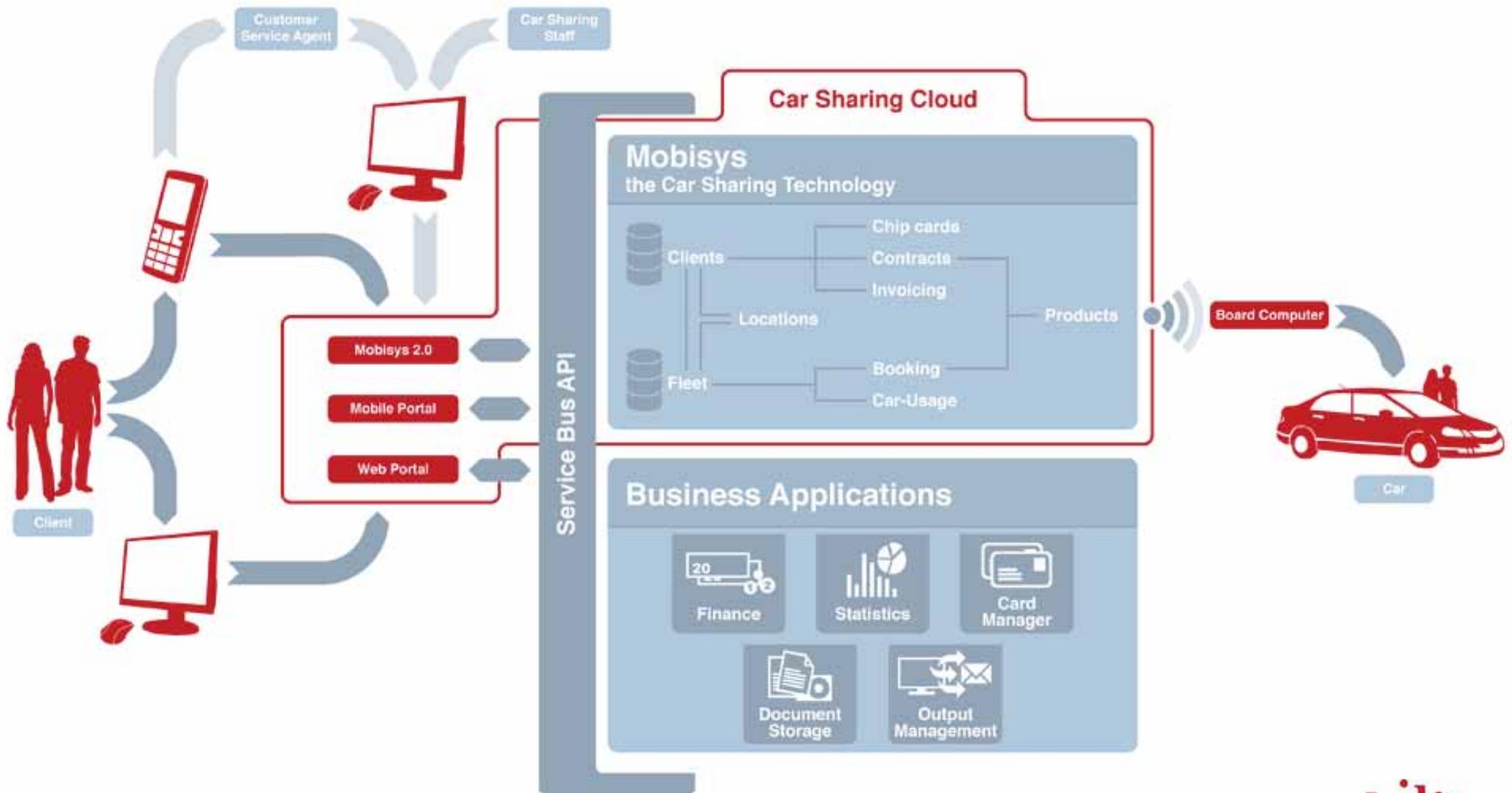


= easy to manage business:

powerfull and efficient process set up  
to manage fleet & all CSO functions

# «MobiSys 2.0»

# MobiSys 2.0 Cloud



# MobiSys 2.0 Frontends

Back-Office

Rich Client



Field crew

Web portal



Customer

Customer portal



Car agent portal for mobile devices



Apps for mobile devices



Thanks for your attention!

