

# Mobility International Inc.

Car Sharing Solutions

*“The technology partner for mobile innovators”*

*Andreas Rubinski, Chief Executive Officer*

*Mobility Systems + Services*

*26.06.2015*

## Even today

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



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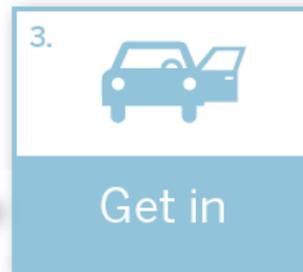
many people still believe that the business of carsharing is complicated, unprofitable and unrealistic



I think different because I am convinced...

# 1. Car sharing is child's play

Reserve - Get in - Drive off



**Success factor «easy, quick and smart»**

## 2. Car sharing is flexible

A car for any occasion



**Electro**  
Zoe



**Cabrio**  
Renault Mégane III Cabrio



**Budget**  
Citroën C1



**Emotion**  
BMW 1er



**Micro**  
smart



**Minivan**  
Ford S-MAX Diesel



**Economy**  
Honda Jazz Automat



**Transport**  
Mercedes Vito Diesel



**Combi**  
Renault Mégane III Combi

**Success factor «clever and handy»**

## 3. Generates Sustainable Growth

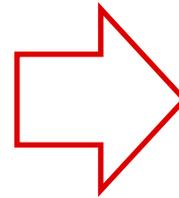


- + 49'300 members of cooperative
- + goal-oriented innovations
- + At the heart of users
- + Reinvesting profits

**Success factor «cooperative»**

## 4. Is Ecological Sustainable

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



**Success factor «open and relaxed»**

## 5. Excellent Opportunities for Cooperations

- + Bus & Train
- + Bike Sharing



**Success factor «combined mobility»**

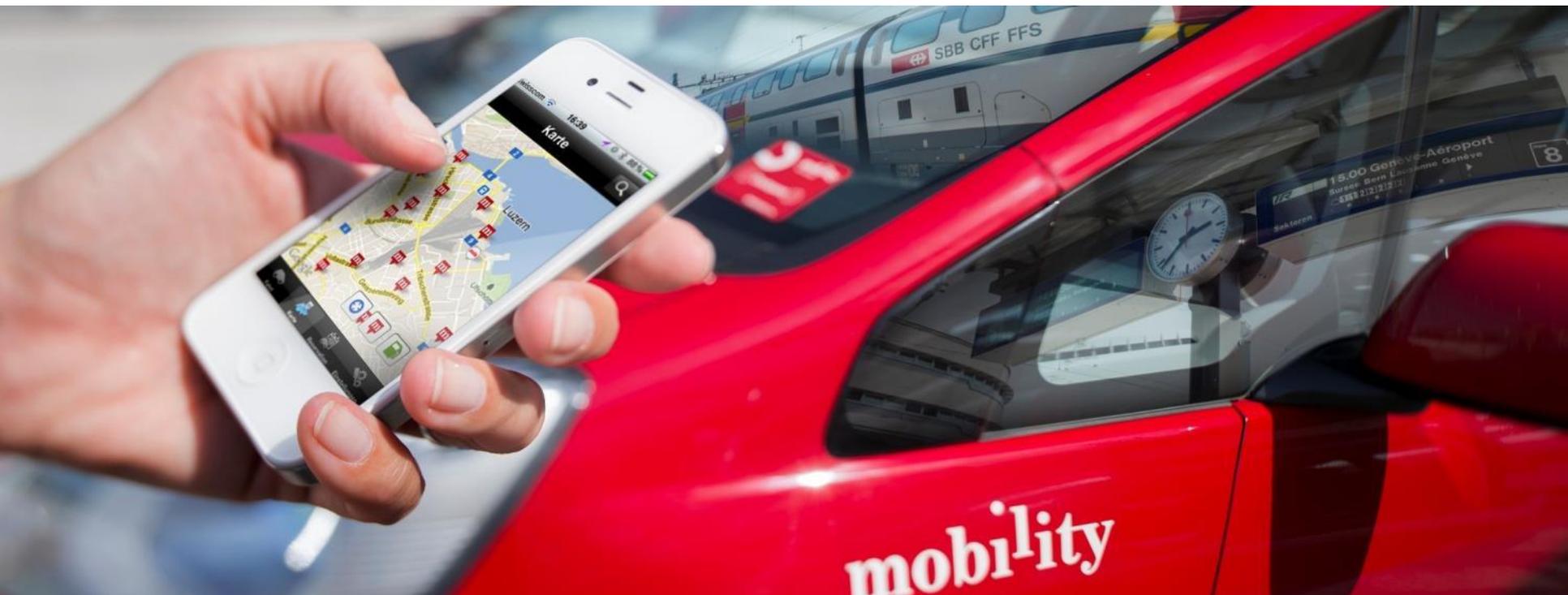
# So why is my point of view so different.....



# 2015 Technology



93,26%



- + 93% of our reservations and changes are made using our state-of-the-art software
- + so easy to use that anyone can do it

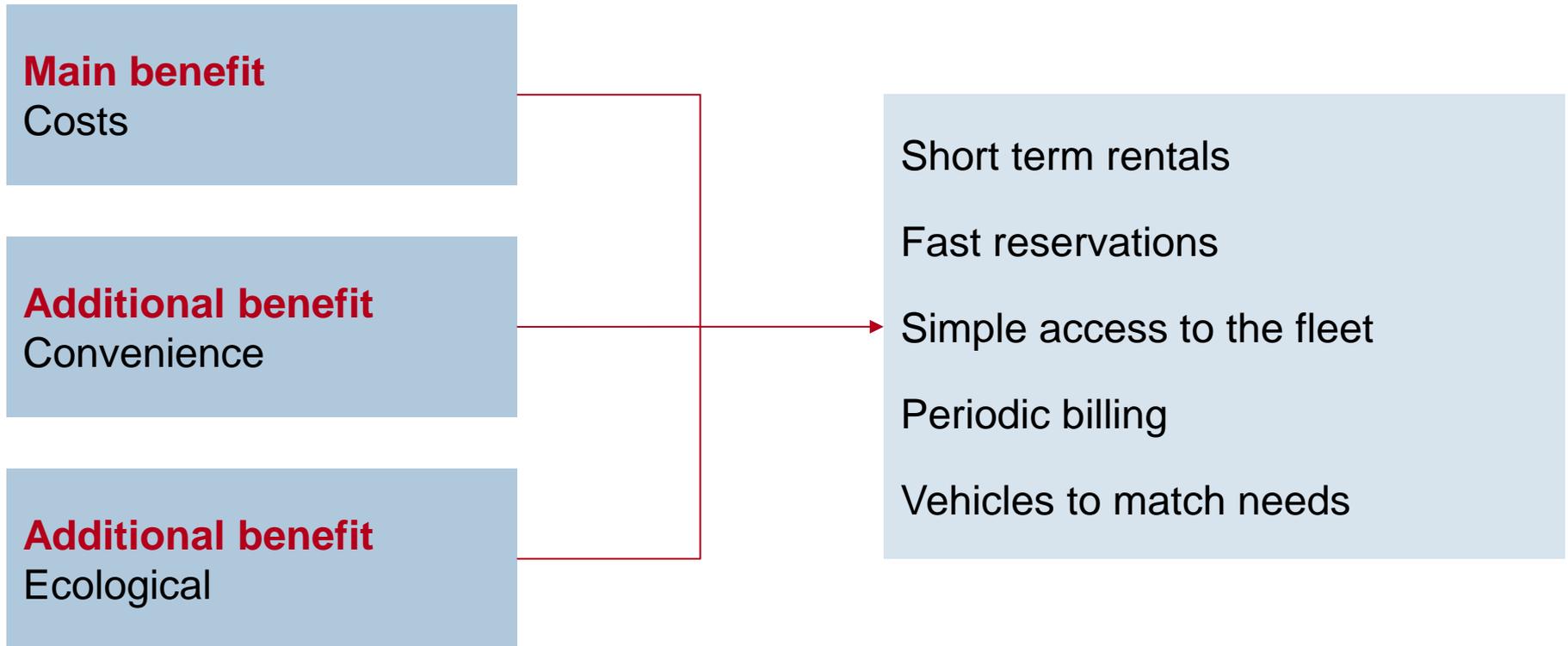
# Key Figures 1

## Mobility for Car Sharing Operators

	Average Over The Past 5 Years
revenues (CHF)	>70 Mio.
# full-time employees	around 175
cash flow/revenues (before net current assets) (CHF)	>20 Mio.
annual profit (CHF)	3-5 Mio.

# Key Figures 2

## Service Bundle for Mobility Customers

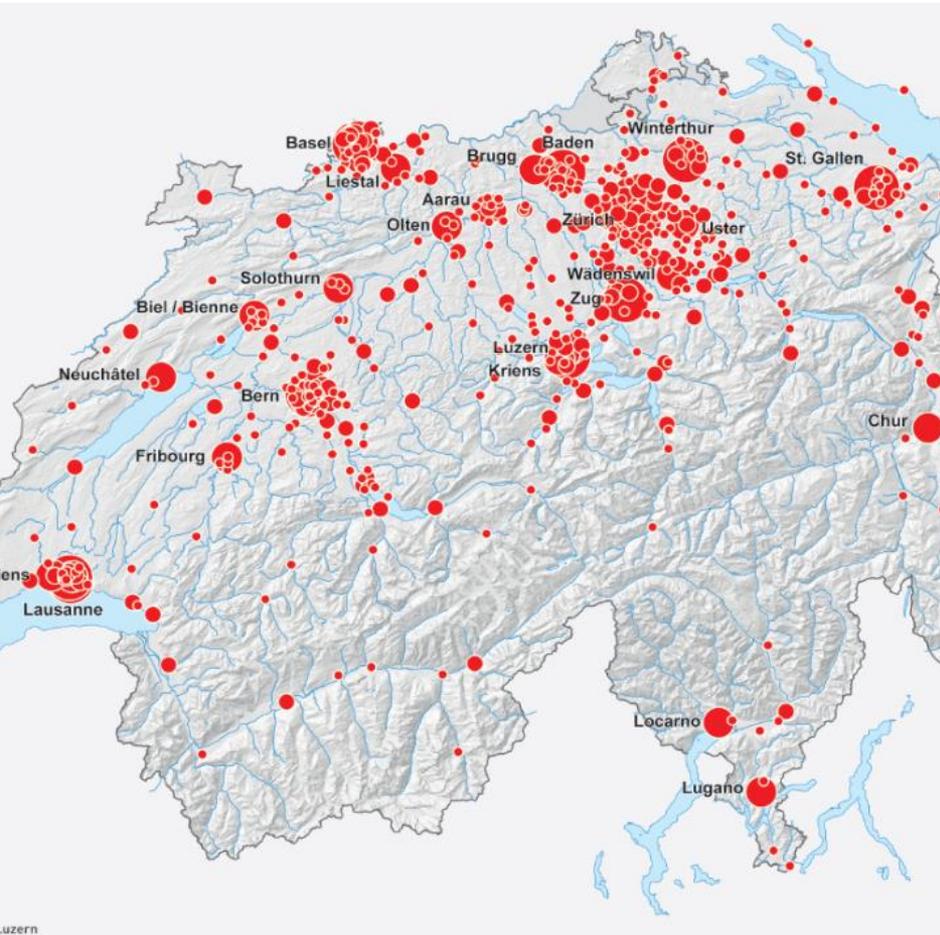


# Switzerland 1987



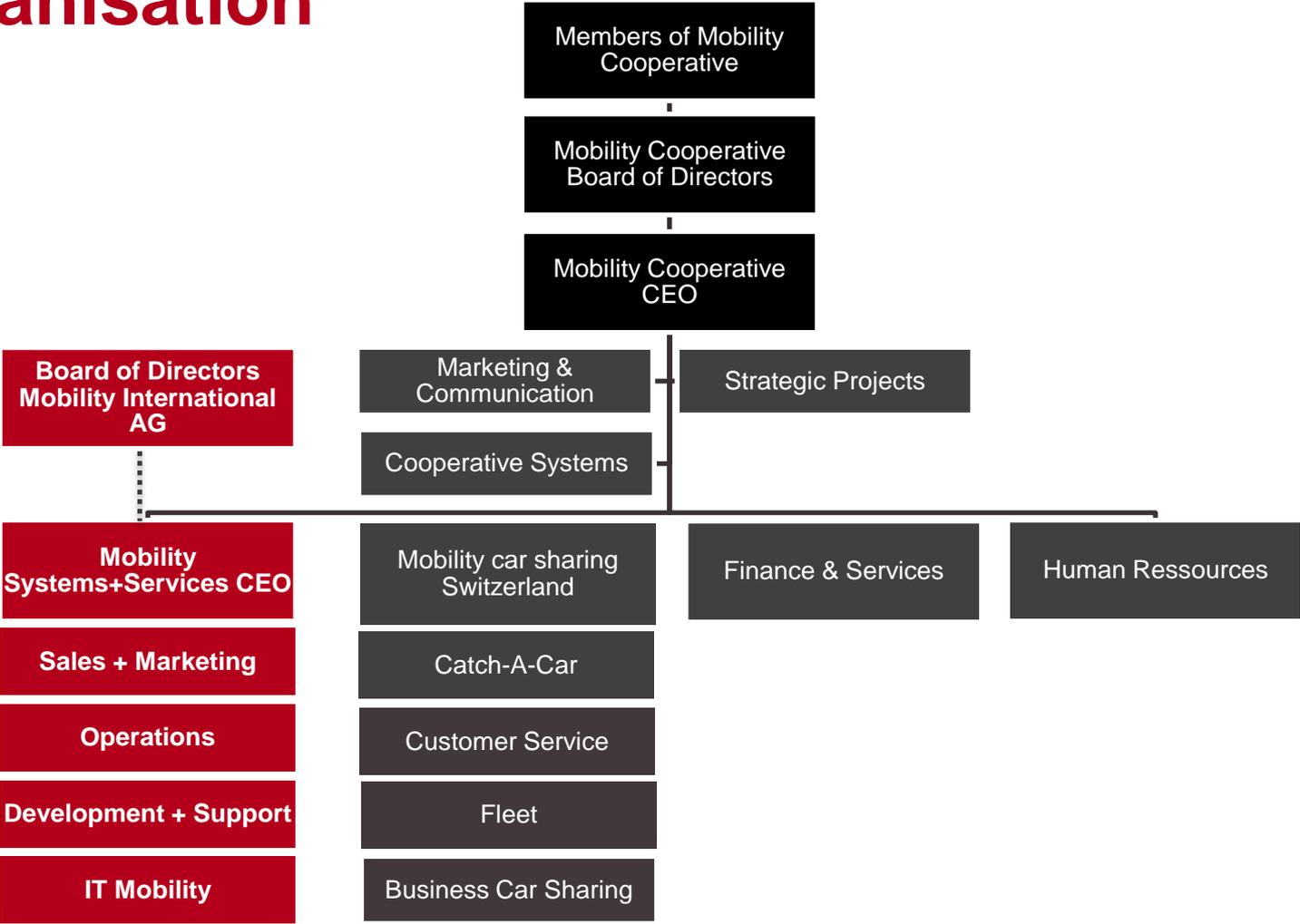
- + Invention
- + Idealism
- + Improvisation

# Switzerland 2015



- + Highest market penetration
- + > 120'300 customers
- + > 4'000 B2B customers
- + > 2'700 cars at 1'400 locations
- + Profitable year after year
- + Market leader for +25 years

# Organisation



# Mobility Systems + Services

Cutting-edge technology

# Mobility Systems + Services

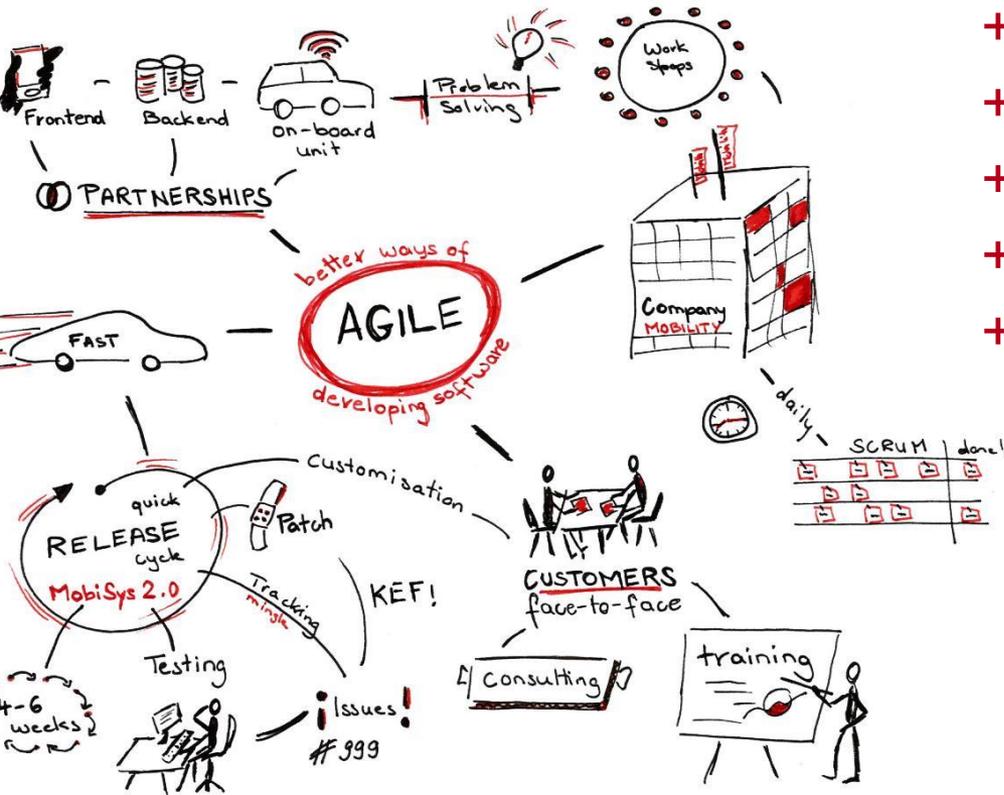
Technology Provider



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

# Mobility Systems + Services

Technology Provider



- + Innovative software provider
- + Agile development methods
- + SCRUM project management
- + Customised development
- + Partner of choice in car sharing

# MobiSys 2.0

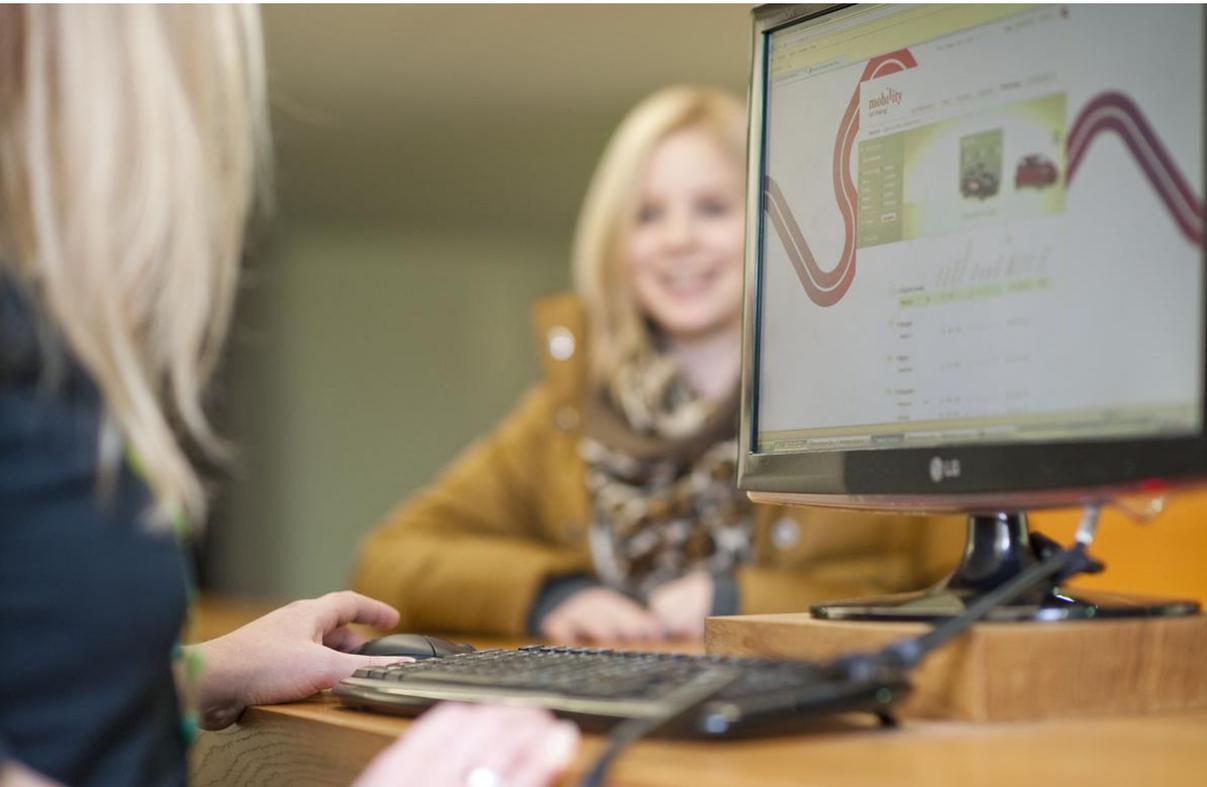
The car sharing technology

# MobiSys 2.0

## The Car Sharing Technology

- + A broad-based business software system for car sharing.
- + Flexible and combines the advantages of either **return** or **free-floating** car sharing.
- + Bespoke to your needs: it provides support for multiple languages, easy integration of corporate design, and custom-cut extensions.
- + State-of-the-art and integrates experience in the car sharing business: it uses cutting-edge technology and relies on the knowledge-base compiled in over 25 years of best practice.
- + Software-as-a-service including licence, hosting, support and maintenance

**= easy to do business with:**  
customer interfaces



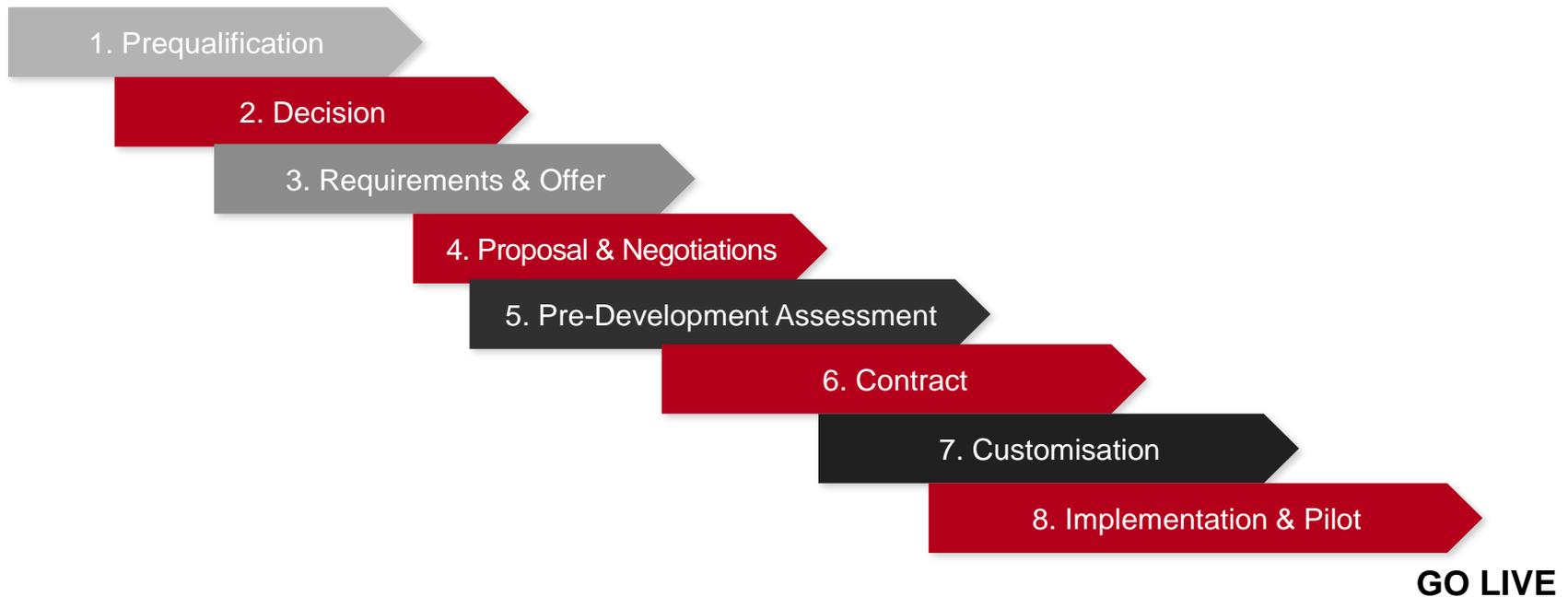
## = easy to manage business:

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



# Implementation Road-Map

**START DATE**



**Thank's a lot!**  
**I am ready to discuss!**

**Contact:**  
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