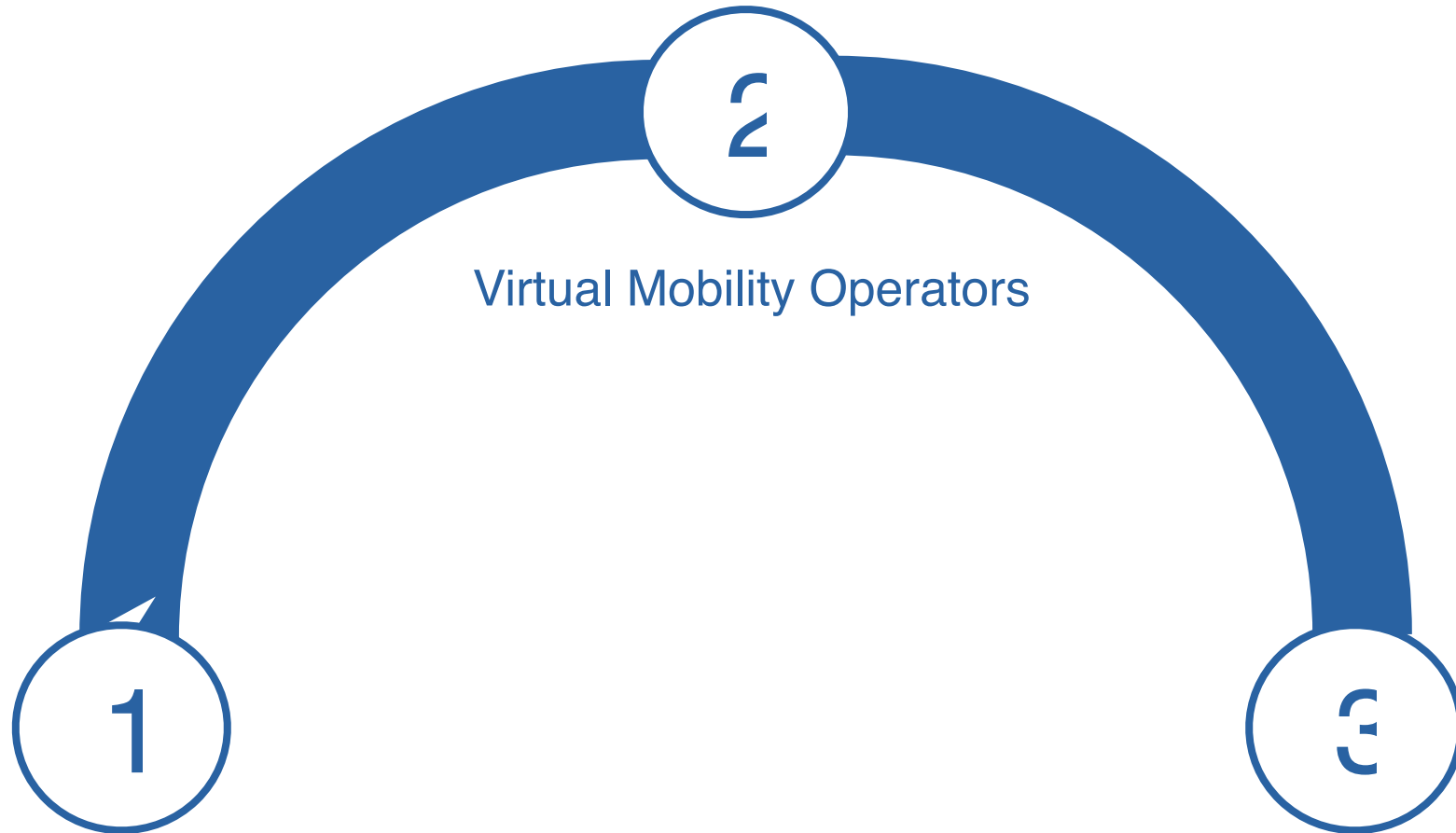




**mobiag**  
clever mobility

# AGENDA

Mobiag @ Fluidtime Symposium Vienna June 2017



1

Roaming in the shared mobility space

2

Virtual Mobility Operators

3

Final Destination:  
Mobility as a Service

# ABOUT MOBIAG

## Key Facts



Present in 16 countries with over 20 clients serving 35.000 end-users



Based in Lisbon with a team of 14 people (+ 1 in Berlin)



Offers a turn-key SaaS solution for fleet owners looking to share their fleets

# TODAY

Shared Mobility for everyone!



# VISION

ROAMING :: One single shared-mobility account wherever you are



One single account to use all cars...and you can buy it from your favourite brand too!



# VISION

ROAMING :: One single shared-mobility account wherever you are



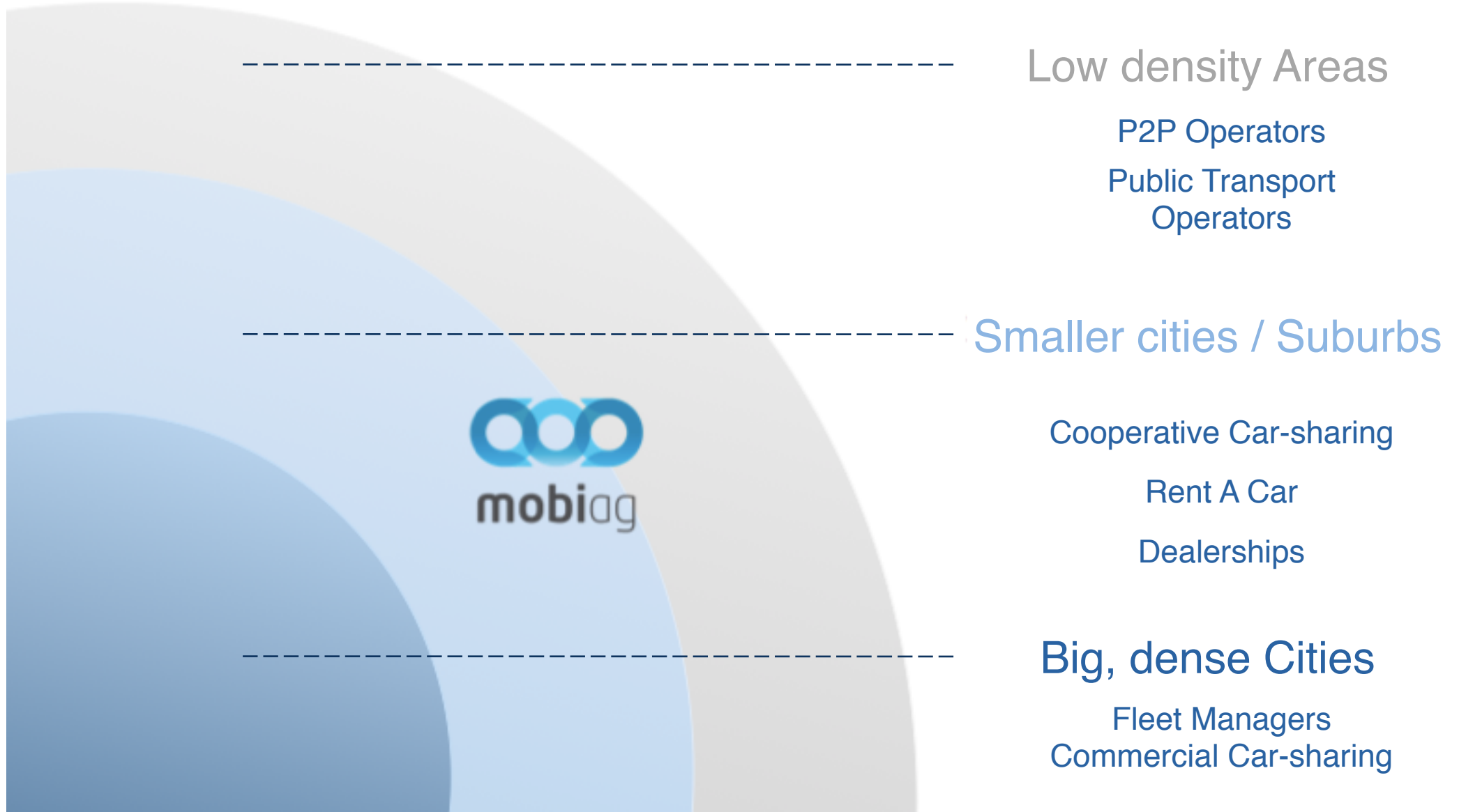
## One user can use all the cars in the system



## Operators with no fleet or no clients!

# VISION

Roaming brings car-sharing where it, previously, wouldn't be viable



# VIRTUAL MOBILITY OPERATORS

Millions of new users quickly and at a low cost



Pure Fleet Operations



Vertical Operations

Pure Client Managers (MVNO's)

Retailers

Cities

Utilities

Telecoms

Banks

Public Transport Operators

Virtual Operators acquire and manage users but operate no assets. Its service is provided on top of the assets in the network.



# VIRTUAL MOBILITY OPERATORS

## Key Ideas about VMO's



VMO's sell car-sharing services under their own brand to end-users.  
They are not redirecting reservations



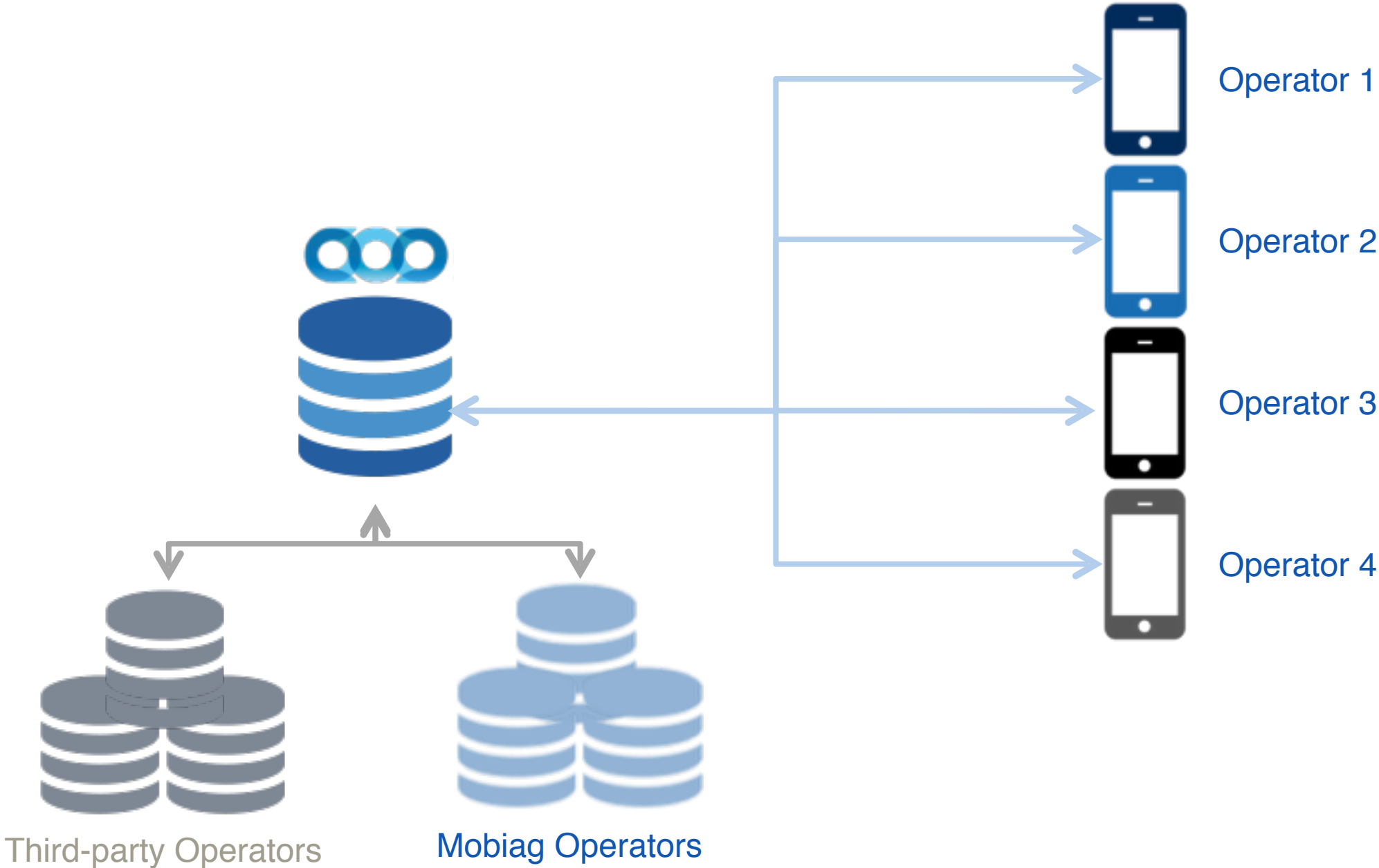
User have one account with the VMO and use all cars in the system.  
VMO's control the entire customer journey up the usage of the car



VMO's buy asset minutes from 3<sup>rd</sup> party operators and resell them.  
The price is determined by the VMO to their client

# VIRTUAL MOBILITY OPERATORS

Overview of the technology



# LET'S TALK MOBILITY

## VMO As The First Step Towards MaaS Operators



Mobiag is an expert in shared mobility and we keep to our domain  
We only work with car and scooter-sharing on our Network



We believe MaaS is a global trend and the future of urban mobility.  
MaaS is a key user acquisition channel for the Network and will leverage shared models growth



Because in our system VMO's are true mobility operators we make it easy to deliver MaaS products on the car-sharing vertical, regardless of who owns the assets

# MaaS Ecosystem

We are here



## MaaS Operator

### MaaS Platform

Shared Mobility



PT

Taxi

Uber

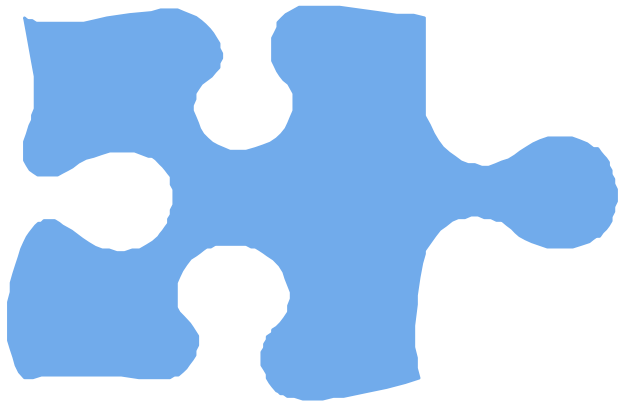
On  
Demand

Vertical  
Operators

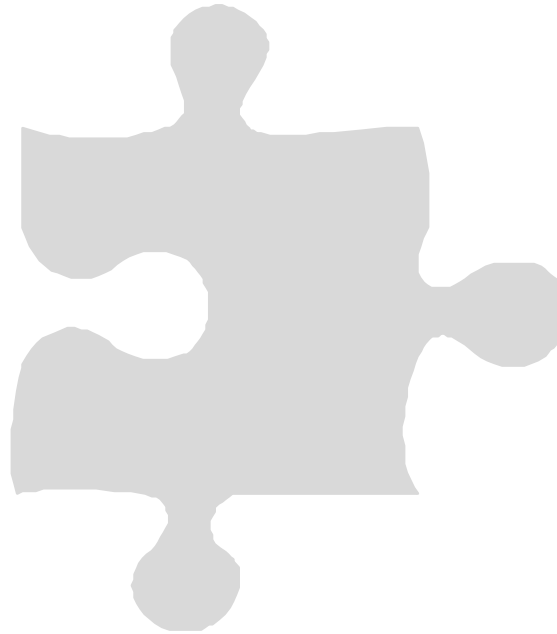
Fleet  
Operators

# Our Product

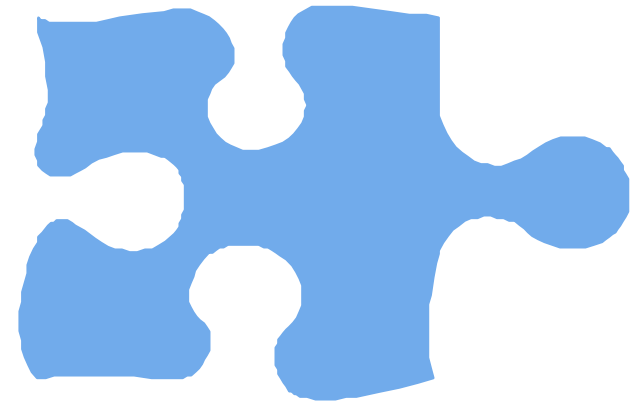
SaaS efficiency and class-leading flexibility in the same solution



Hardware Agnostic



SaaS Operations  
Management System



iOS and Android apps

Flexible Solution Costs per month per car

# TEAM MOBIAG



Joao Felix



**Founder & CEO**

B.Sc in Management, previously worked for Goldman Sachs and Boston Consulting Group

Joao Pernes



**Head of Customer Success**

M.Sc Industrial Engineering, 8+y experience in Consulting, Lean and Factory Operations

Rui Avelas



**VP Business Development**

B.Sc in Computer Science, worked in Business Development for software companies for the last 14 years, in Portugal and abroad

Bernardo Mendonça



**CTO**

M.Sc Computer Science with over 10y experience in banking, telecommunications and high-availability online systems



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