

MOBILE at the Eclosion of Digital Transformation of Transport

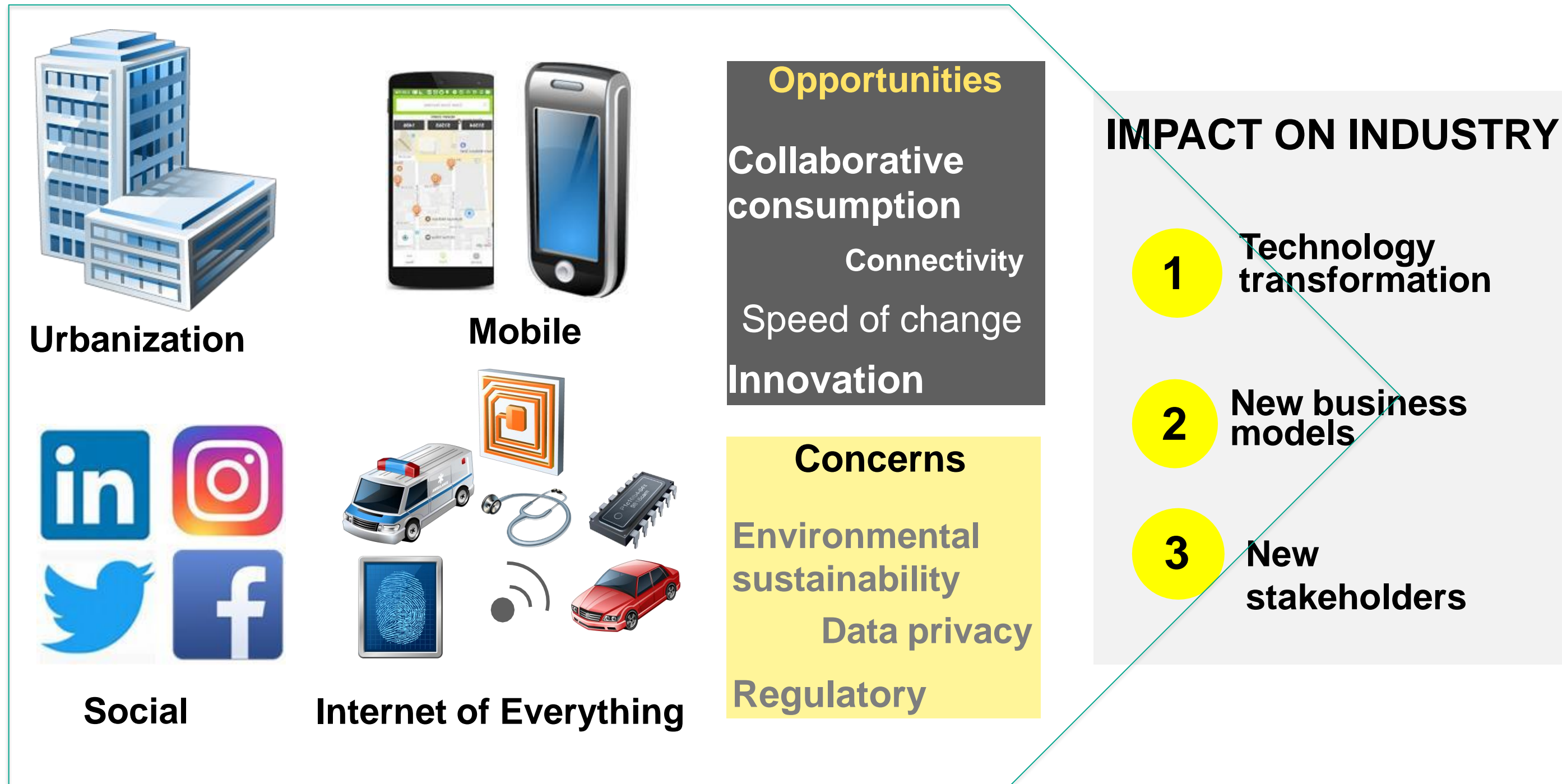
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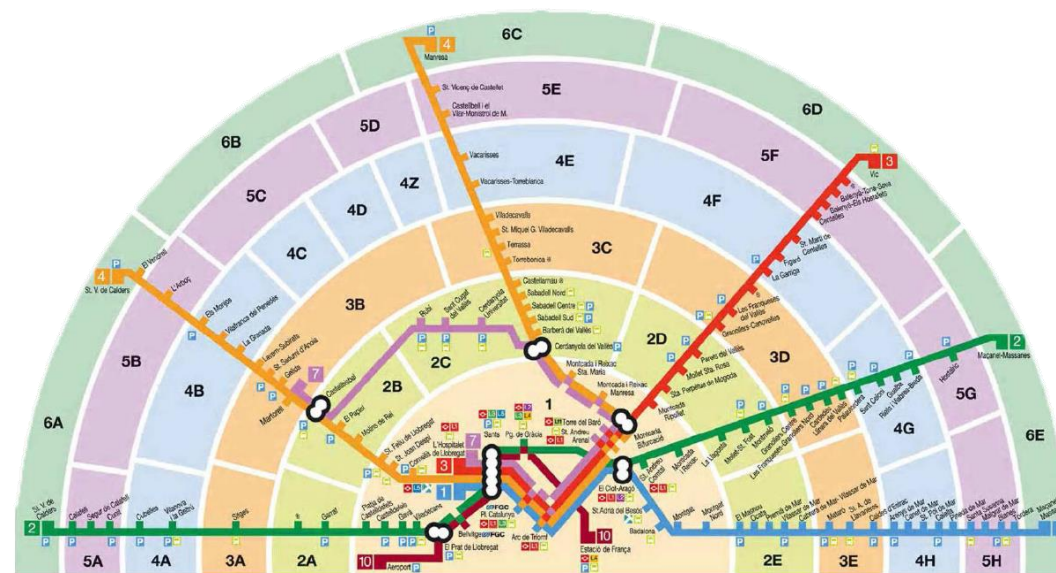
Global megatrends and impact on industry: Mobility 4.0



Leading the way in smart travel: mobility beyond public transport

The Transport Authority is a body designed for an all-in-one consensus decision policies among transport and mobility stakeholders: Administrative bodies and Operators.

... preserving own personality



» THINK GLOBALLY, ACT LOCALLY
 No other way possible in an end-to-end connected mobility »

Towards the end-customer personalization of transport: Be Here Now !



» Shifting the focus from infrastructure to services »

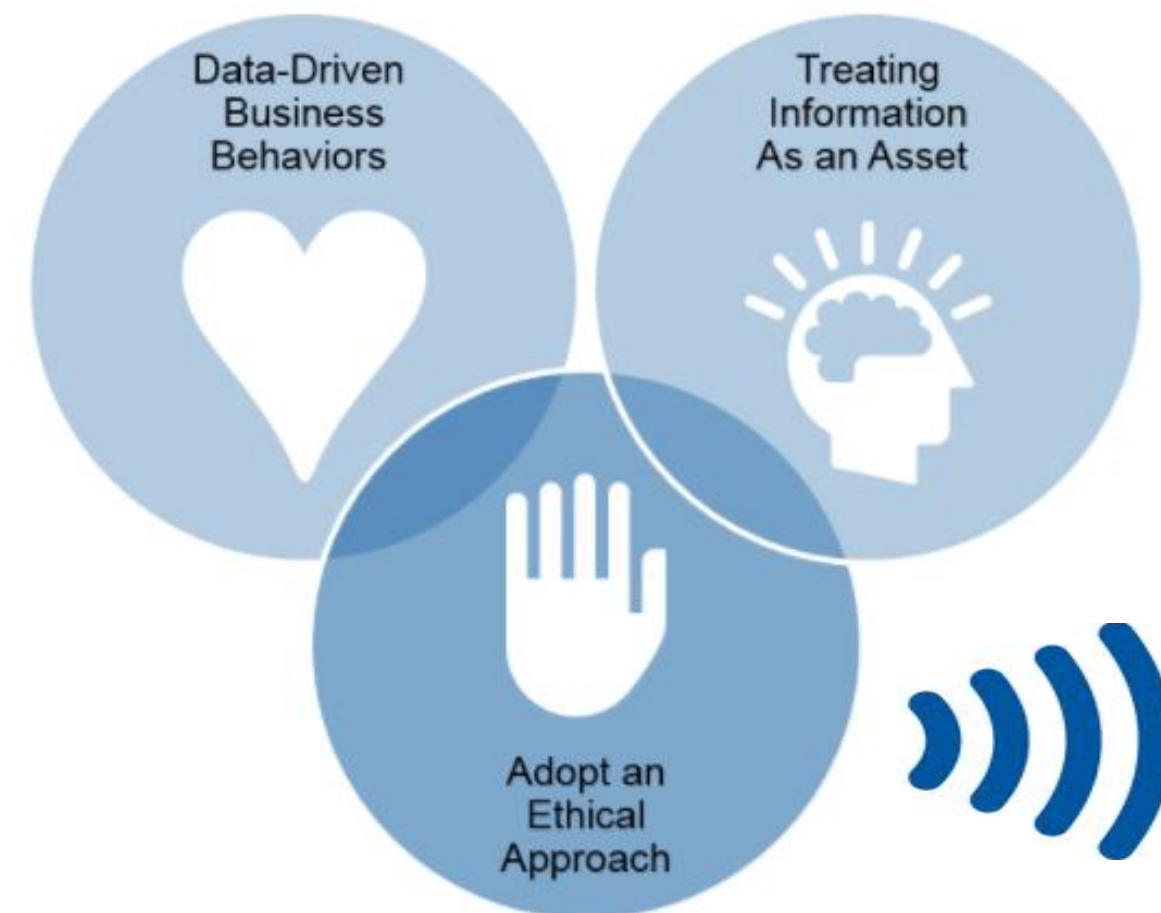
Unleashing transport transformation through digital and mobile



Smart Data provides the missing link for the new Digital Transport



» Reconciling governance, quality, privacy and security requirements across use cases »



Leading the way in smart travel: full service provision of mobility beyond public transport



From A to B:

Our Solution – The Netflix Of Transportation

What if all transportation was converged... ...and tailored to your need as monthly packages?

Maas GLOBAL

MaaS: A new mobility value chain?

» By 2022, 70% of software interactions in enterprises will occur on mobile devices, says Gartner »

MaaS and Integrated Public Transport. Benefits in sight.



- Tailored planning
- Accurate timing
- Flexible pricing
- Easy payment
- A seamless experience
- Increase PT demand
- Reduce car ownership
- Reduce carbon emissions
- New forms of revenues for PT

» Public and private transit are called to blur in win-win scenarios of future.
A lot of movement is expected to be seen in 2018 »

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#MWC18



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