

# Trafi I>>>

Technology to connect & orchestrate mobility



We believe in making  
sustainable mobility  
a city-wide habit

# 7 cities empowered

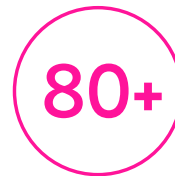
**2017** 1<sup>st</sup> MaaS in Vilnius

**2019** World's largest MaaS in Berlin

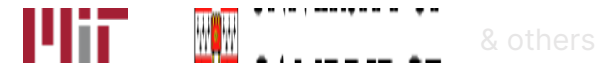
**2020** World's largest countrywide MaaS



**Years**  
working with cities



**Talents** with backgrounds from



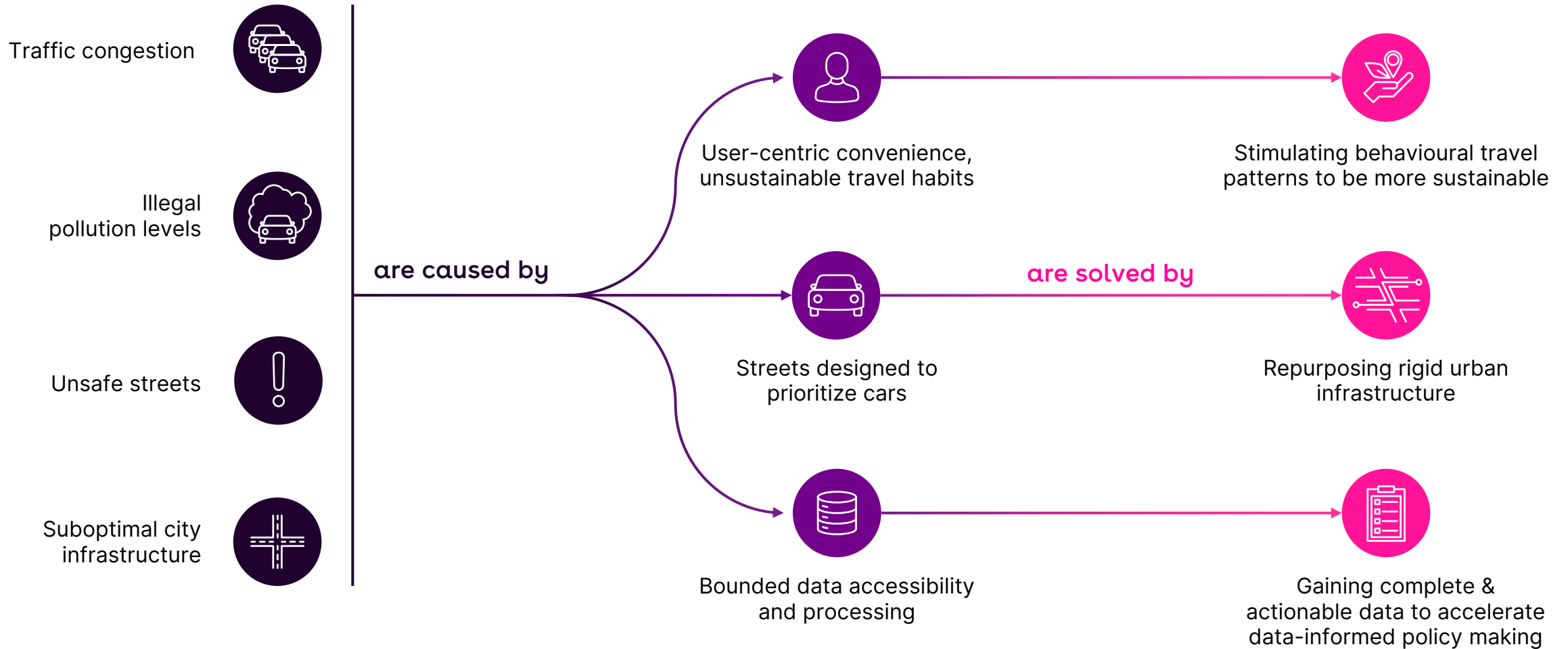
**Used by**



**Mobility partners**



# Turning urban challenges into opportunities





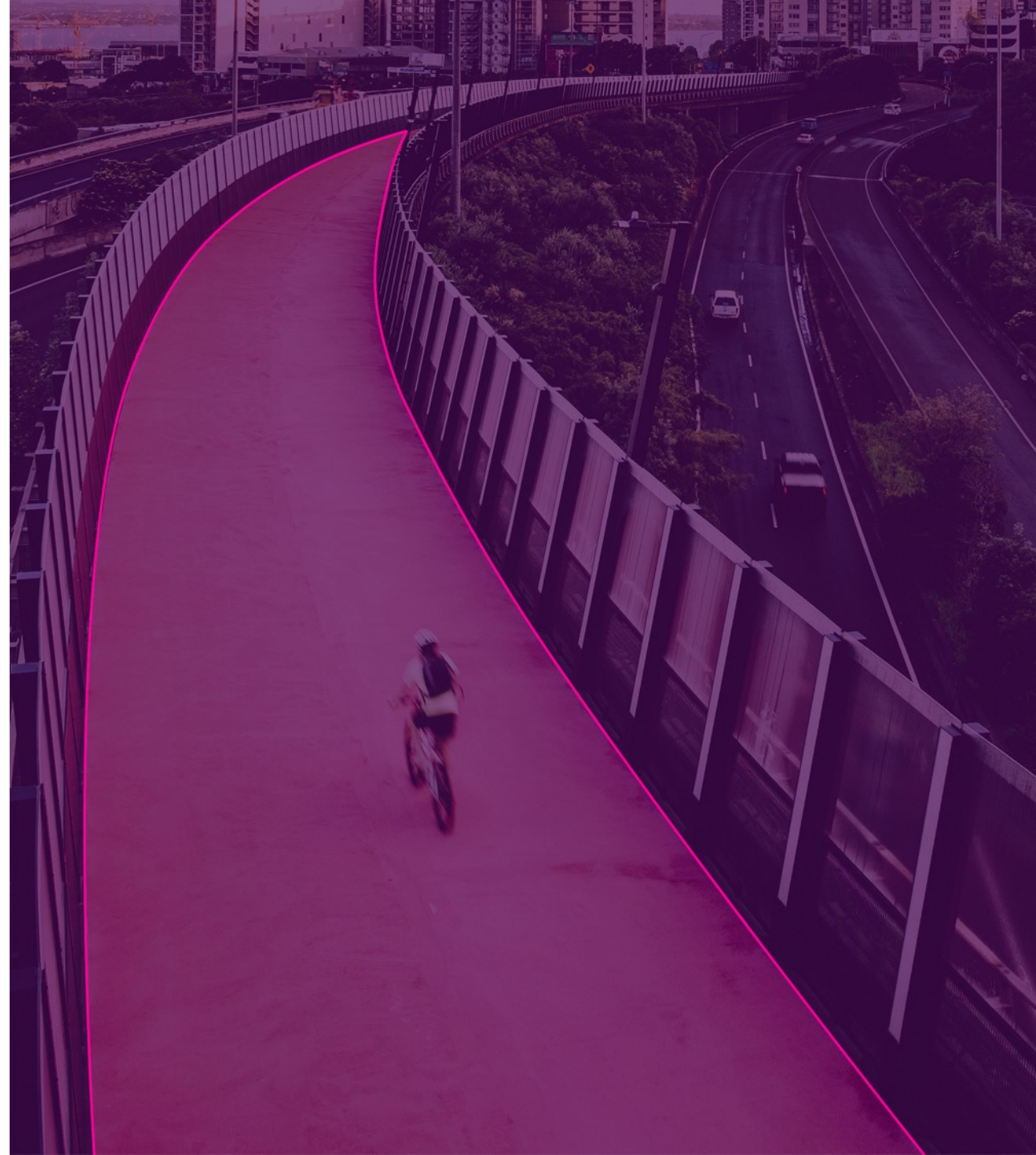
## Your city. Your people.

Cities take care of their residents without discrimination and place the common good above all. Effective & sustainable mobility is an essential step toward increased equity.



# Cities have clear goals

- Reduce CO<sub>2</sub> emissions
- Reduce congestion
- Reduce health & safety hazards
- Promote active lifestyle



# Multimodality is changing the way people move

49%

of shared mobility trips replaced car trips (including personal cars, Lyft & Uber rides)

3x

more riders tend to combine shared mobility with public transport

30%

of riders report using e-scooters to replace car rides on their most recent trip

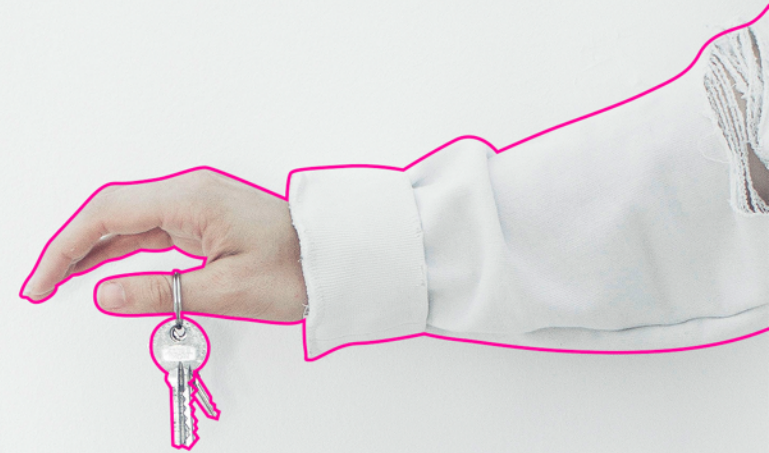
Data from McKinsey, Lime, Santa Monica & Helsinki municipalities



# Unjamming mobility with True MaaS

Instead of a key to a private car,  
imagine a private key to all urban transport

1. Based on **public transport**
2. Supplemented by **hyper-connected** mobility services
3. **Orchestrated** by public authorities





# Trafi is making a difference. Every day.

## 50M+

people served

Technology used by



## 11M+

routing algorithm  
requests handled  
per day

## 4.2

avg. rating in App Store  
& Google Play

# Orchestrated by Berlin

**Client:** Berlin's public transport authority BVG

BVG took a strategic initiative to connect every mobility option in Berlin into a single marketplace for its residents.

**8 providers:** Public transport

TIER voi.  emmy  MILES 

**Next:** 12+ more providers and B2B mobility budgets



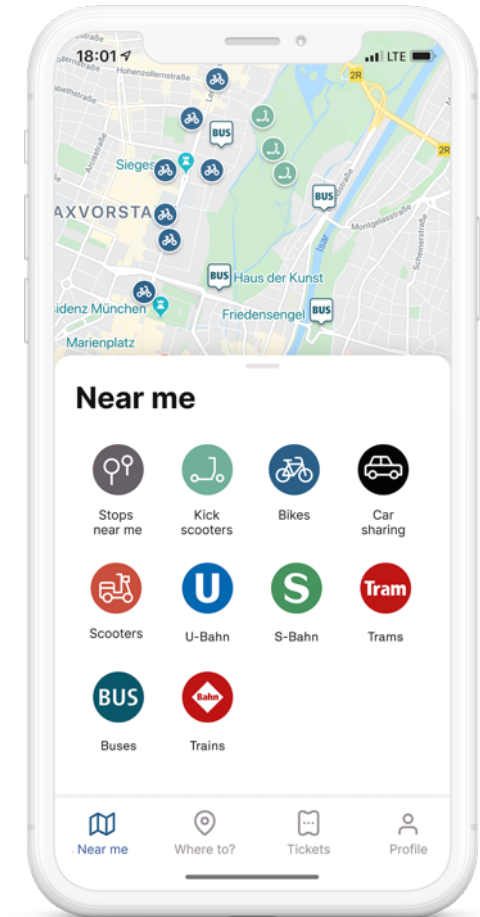
Launched September 2019

# Orchestrated by Munich

**Client:** Munich municipal services company SWM and its subsidiary - public transport authority MVG

SWM & MVG are launching a mobility marketplace that is connected to the same account that every Munich resident already uses for public services.

**10 integrations** planned, including public transport



Planned for Q3 2020

# We understand and support your goals

We take the collaborative approach in order to launch the most suitable solution for your city

“With Jelbi, we want to help shape the future of mobility in Berlin by bringing all the pieces of the mobility puzzle together and giving the users an attractive alternative to private car usage.”



Jakob Michael Heider, Head of **Jelbi** at **BVG**



Trafi I>>>

Thank you

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[www.trafi.com](http://www.trafi.com)

