



Mobility as a Service – The End of Car Ownership

A person wearing a grey t-shirt and a dark vest is holding a set of car keys in their right hand, extended towards the camera. The background is blurred, showing green foliage and a light-colored wall.

**What would it take for you to
give up your own car?**

whim.

616€

The European monthly
average cost of owning a car.

76%

Private car share of all
transportation costs

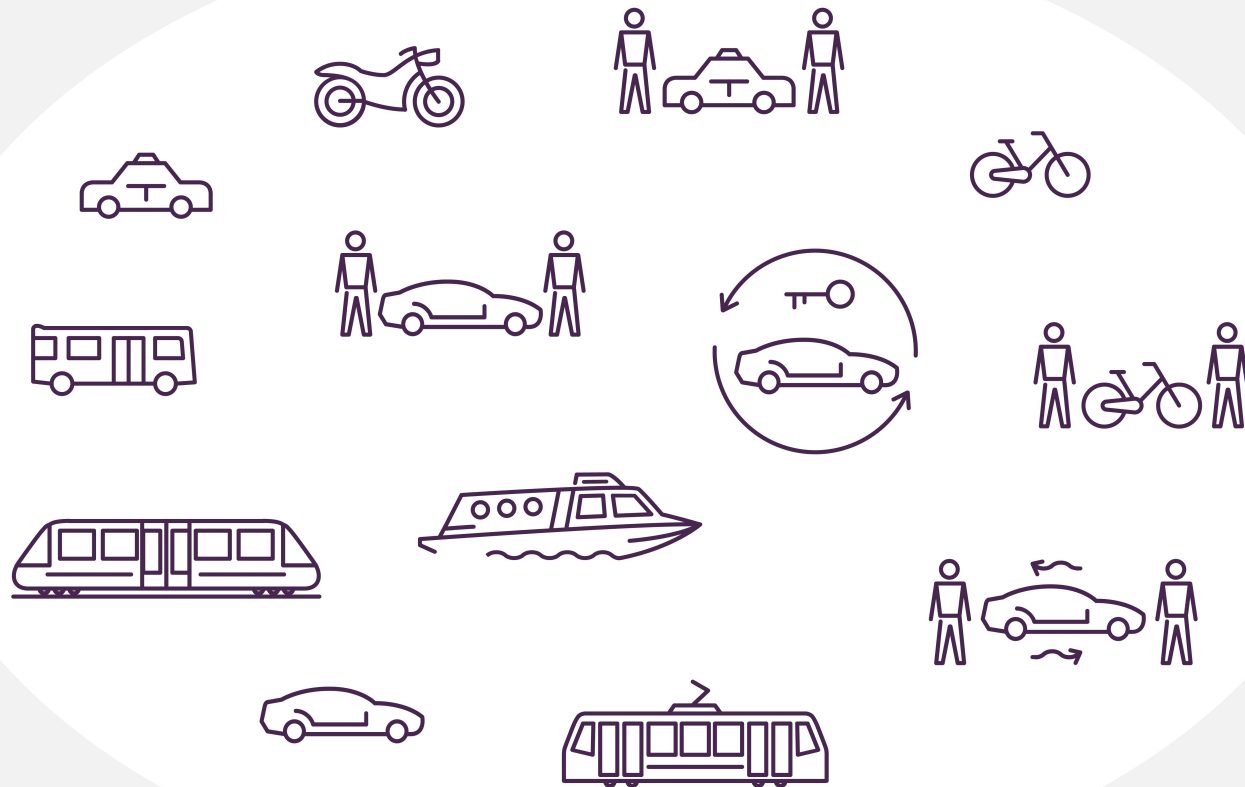
4%

Private cars in use
during their life cycle

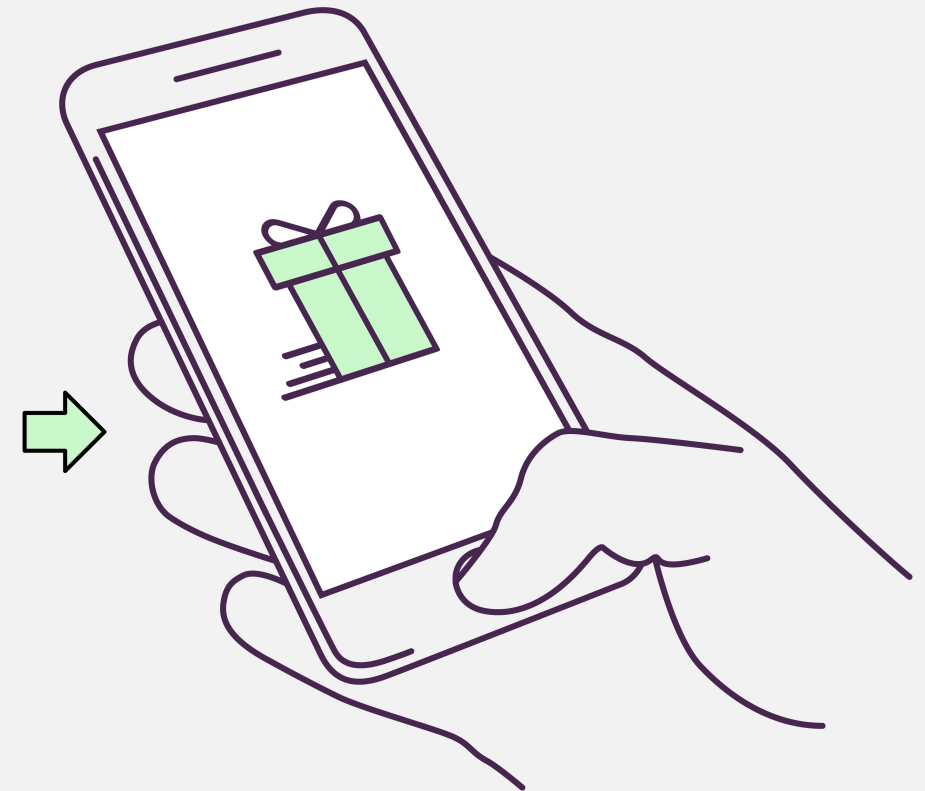
Sources: LeasePlan, World Bank, World Health Organisation, Inrix, European Commission, Eurostat, Frost & Sullivan



What if all transportation
was converged...



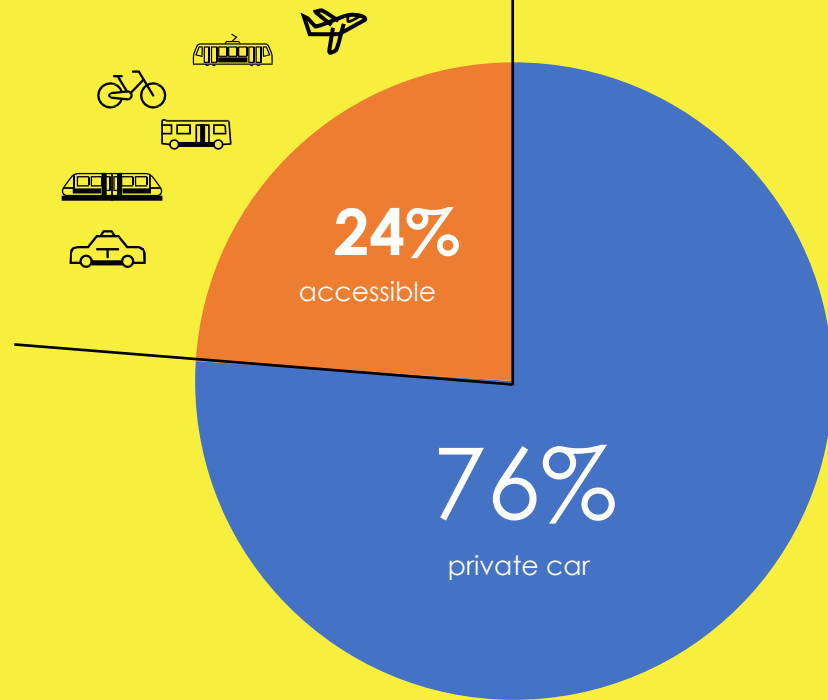
...and tailored to your need
as monthly packages?



Goal is to grow to usage of services

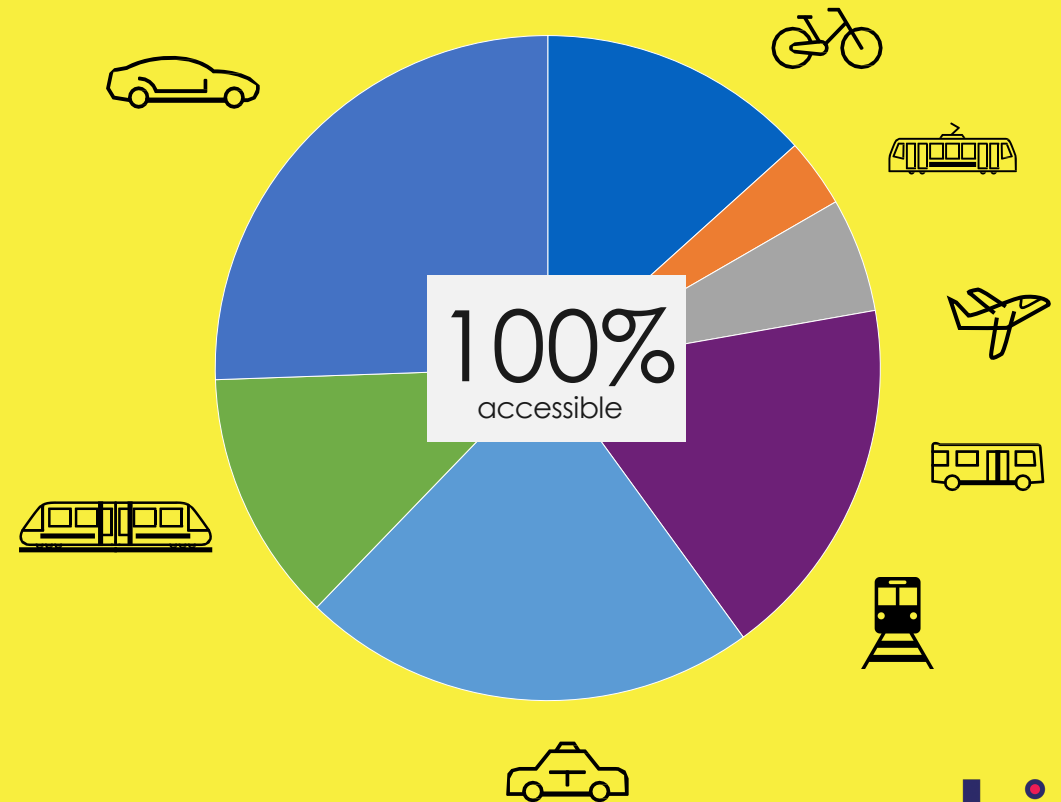
Today

Transportation services



MaaS

Transportation services



Sources: LeasePlan, World Bank, World Health Organisation, Inrix, European Commission, Eurostat, Frost & Sullivan

Your global roaming subscription: **better than owning a car**



Today:
Ownership model with all
related inconvenience



Tomorrow:
Ultimate freedom with variety of
services worldwide

whim.

A photograph of a crowd of people at an outdoor event, possibly a festival or fair. The scene is captured from a low angle, looking over the shoulders of people in the foreground. In the background, a sailboat is visible on the right, and a building with a traffic light is on the left. The lighting is warm, suggesting late afternoon or early evening. The text "MOBILITY AS A LIFESTYLE" is overlaid in white, bold, sans-serif font, with a yellow horizontal line underneath it.

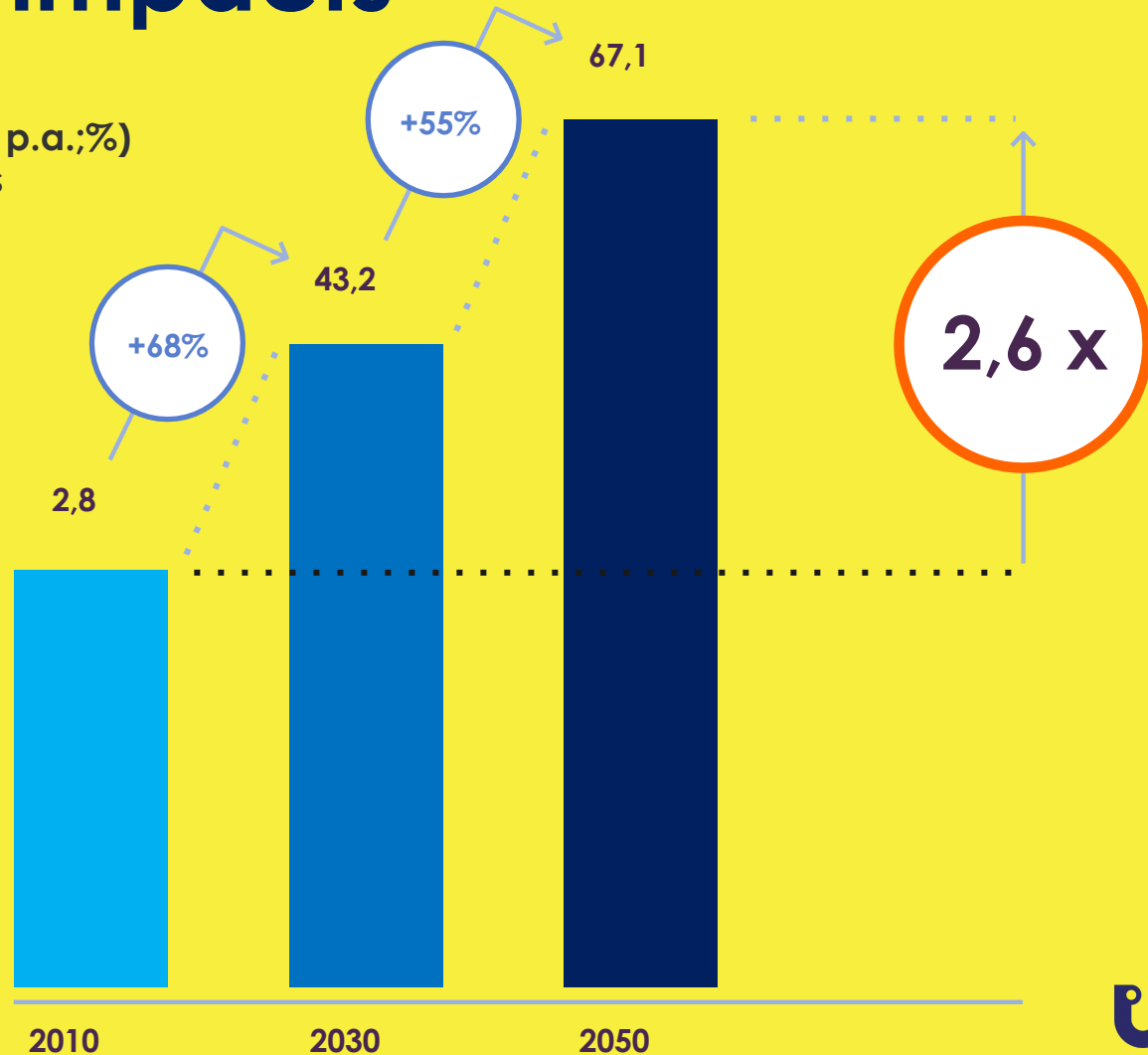
MOBILITY AS A LIFESTYLE

Public Transport as a backbone to mobility and other modes, private or public, to complement it.

More **people**, more **traffic**, more **needs**, more **impacts**

Urban mobility demand 2010-2050 (trillions pkm. p.a.;%)

PKM = Passenger-kilometre travelled by passengers
on transit vehicles



Sources: Frost & Sullivan



Public transport



Taxi



Car rental



Citybike

1 app,
1 registration,
1 payment



Download on the
App Store



GET IT ON
Google Play

whim.
travel smarter.



Public transport



Taxi rides



Cars



City bikes



Travel info



Planning



Tickets



In-app Payments



Pay As You Go
Monthly
Subscription

Mobility as a Service is the *Netflix* of transportation

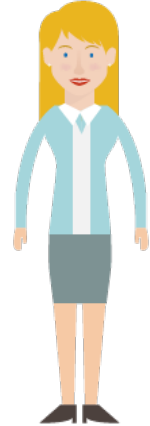


Pay as you're moved:

- Bike and segway service included
- 20 cents per minute in vehicles with others in
- 30 cents per minute for a nice car
- 50 cents per minute for a personal driver
- Only vehicles that use renewable energy

15 minutes package for 135 € / month:

- 15 minutes from call to pick up with no more than 15 minutes delay compared to driving.
- No parking hassle



Business world package for 800 € / month:

- 5 minutes pickup in all EU
- Black car status everywhere
- Working conditions guaranteed



Family package for 1 200 € / month:

- Enough space and child seats guaranteed
- Always traceable and safe trips for kids
- Includes one long family trip every month
- Home delivery included



Cup of tea guarantee

- All your rides combined
- Morning tea included
- Tinder extension for a great weekend
- Movember special rides



Mobility as a Service is the *Netflix* of transportation





Light

89€
/month

includes
HSL Helsinki
season ticket + **1.000**
Whim points

Use your Whim points as you
like, for example:




 **2** +  **∞**
Taxi trips (~10 km/trip) Unlimited
daytime local public
transport

Medium

~~249€~~ /month Limited Offer:
100€
/month

includes
HSL Helsinki
season ticket + **5.500**
Whim points

Use your Whim points as you
like, for example:




 **8** +  **∞** +  **2**
Taxi trips (~10 km/trip) Unlimited days
daytime local public transport with a
rental car

Premium

317€
/month

includes
HSL Helsinki
season ticket + **8.000**
Whim points

Use your Whim points as you
like, for example:

 **8** +  **∞** +  **5**
Taxi trips (~10 km/trip) Unlimited days
daytime local public transport with a
rental car

Pay-as-you-go

Try Whim without
commitment and upgrade
whenever you like.

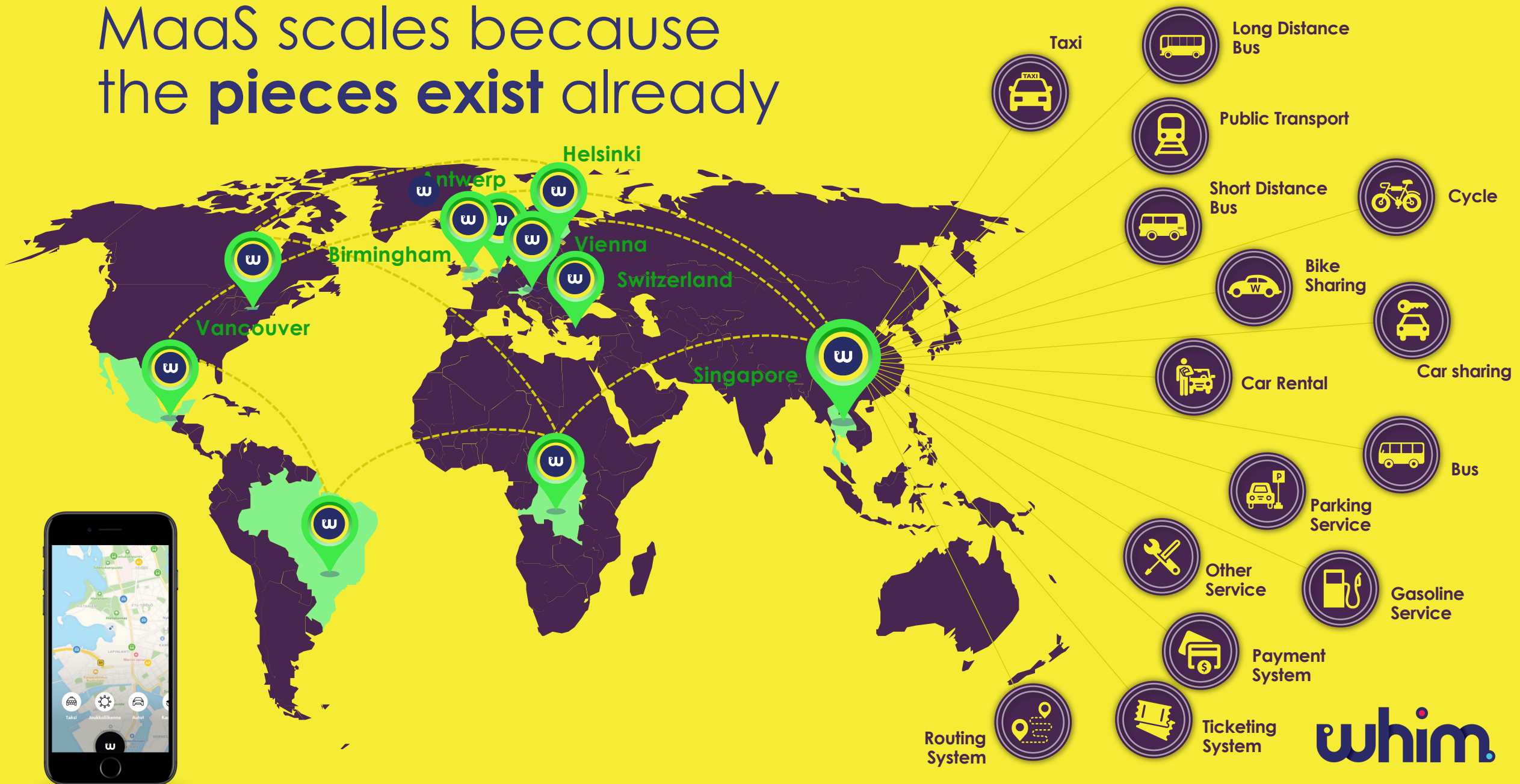
Transport providers:



We get you to your destination
using your preferred mode of
transport, letting you pay as you
go – all in one app!



MaaS scales because the **pieces exist** already





It is time to make an Whimpact

First results of Whim

Public transport is the backbone of MaaS



2,15

trips per day with public transport by **Whim** users



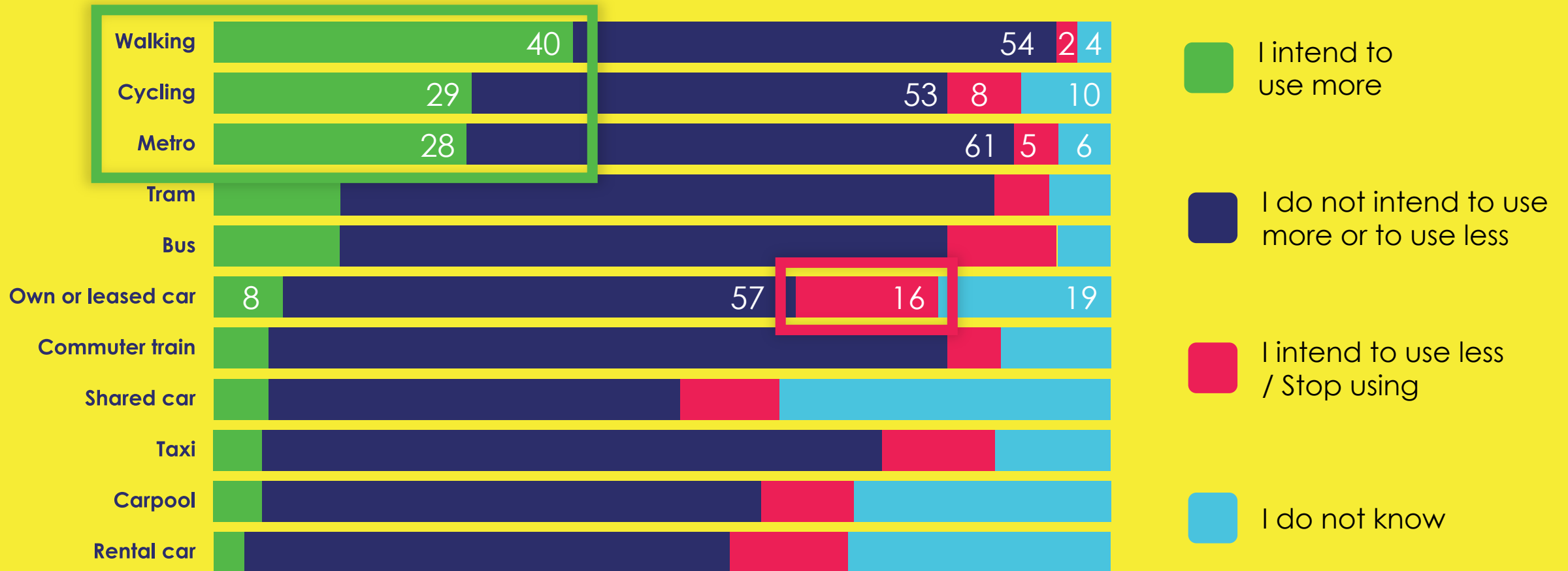
1,6

trips per day with public transport by Helsinki residents on average

Whim is truly multimodal

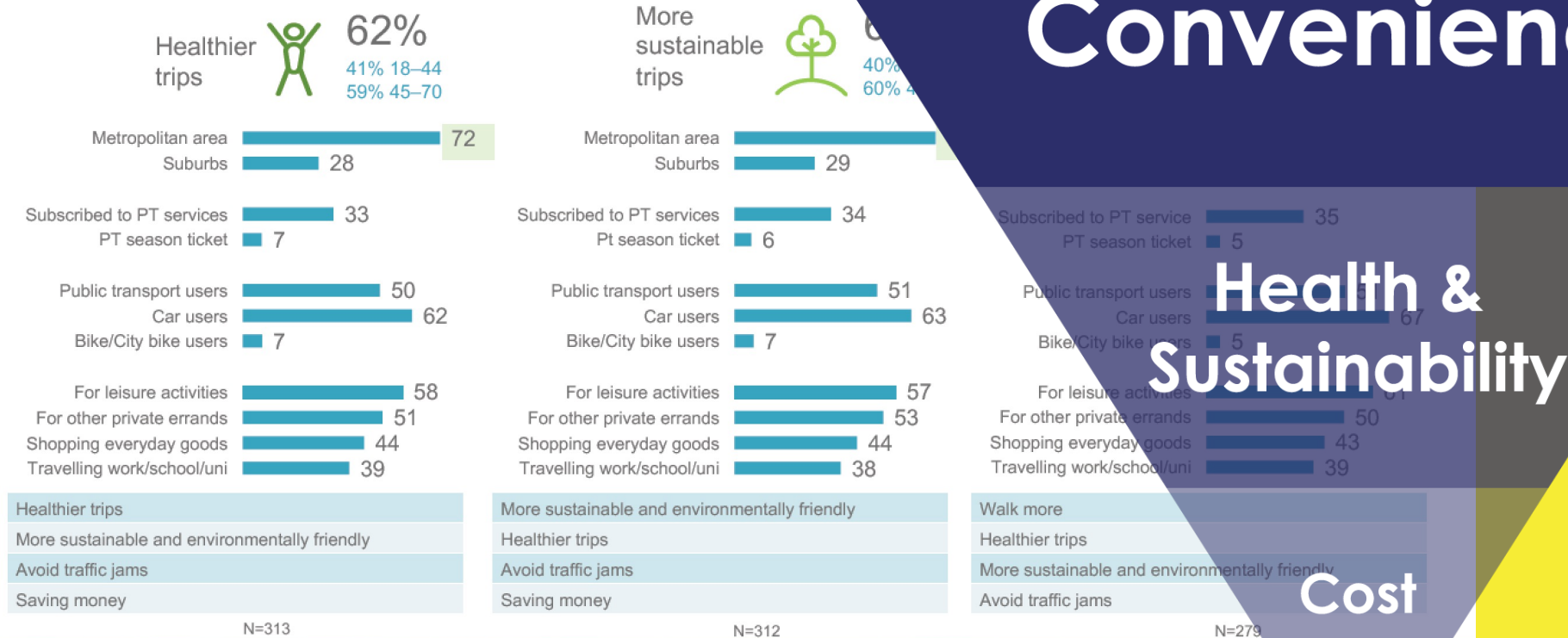


Clear intent from customers



Trigger motivators among early adopting population

Whim: Potential target groups 3/3



KANTAR TNS

220401969 WHIM Market Potential: Birmingham, Antwerp, Vienna 2018

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Sources Kantar TNS Market potential. Birmingham, Antwerp, Vienna 2018
Whim user study 2018

whim

BUT...

A woman with long, flowing blonde hair is shown in profile, looking down at a smartphone held in her hands. She is wearing a dark jacket. The background is a dark, moody landscape with mountains and trees under a twilight sky. The overall tone is somber and contemplative.

People expect even more

I'll use when
shared cars
are available

Monthly ticket
instead of
single tickets!

I could use this
as an employee
benefit

Can I use this
already in
other city?

Shouldn't
need to buy
single tickets

More paying
options, please

Monthly ticket for
longer than 1
month at a time

Does not work
where I live
currently

Would like to
pay my parking
with Whim

More service
options

Family
package

Users dictate services

It's what the consumer feel that matters.
Not what we as a company or all of us as an industry
are most comfortable with.

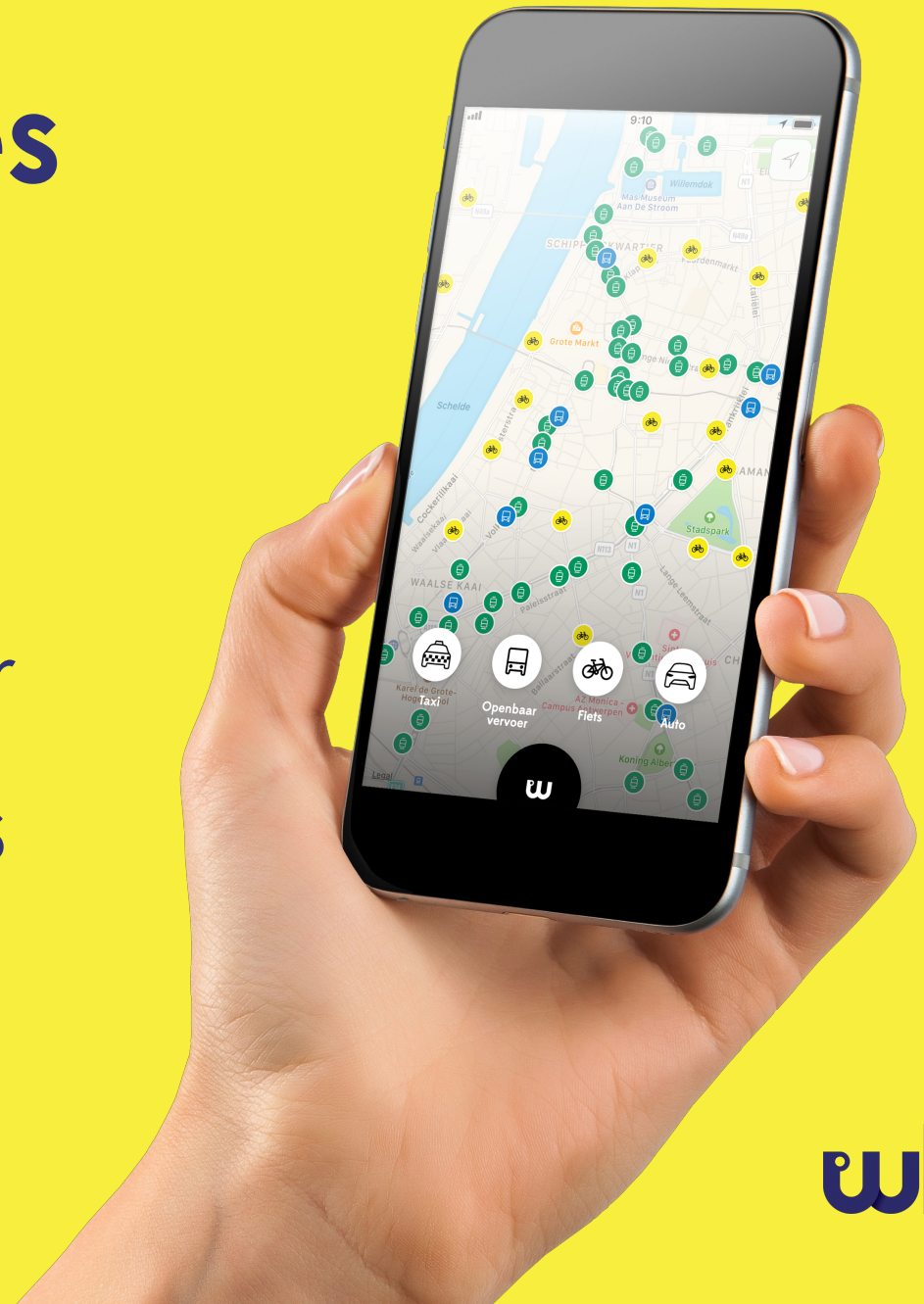


Importance of an ecosystem

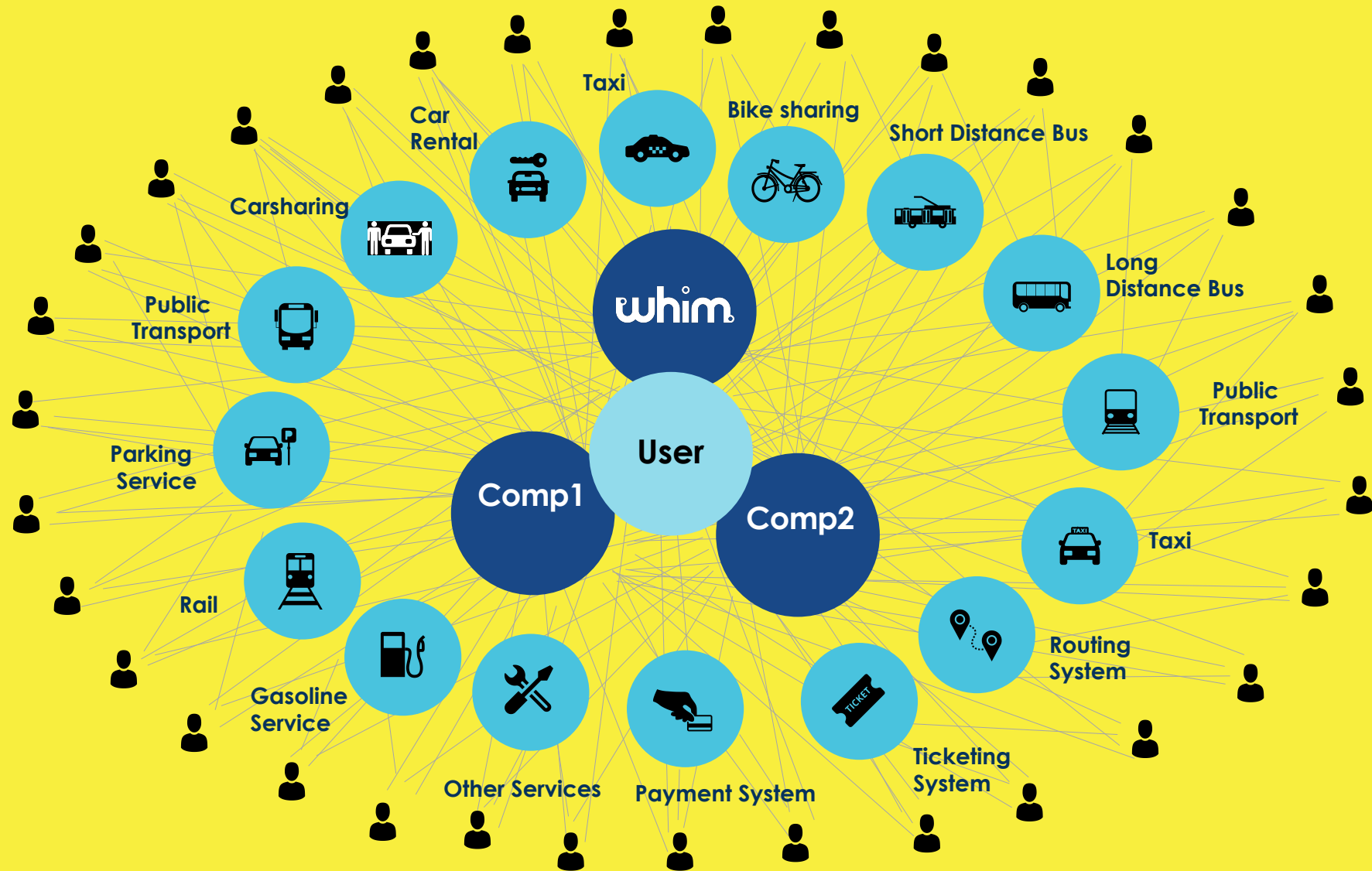
whim.

Customer deserves

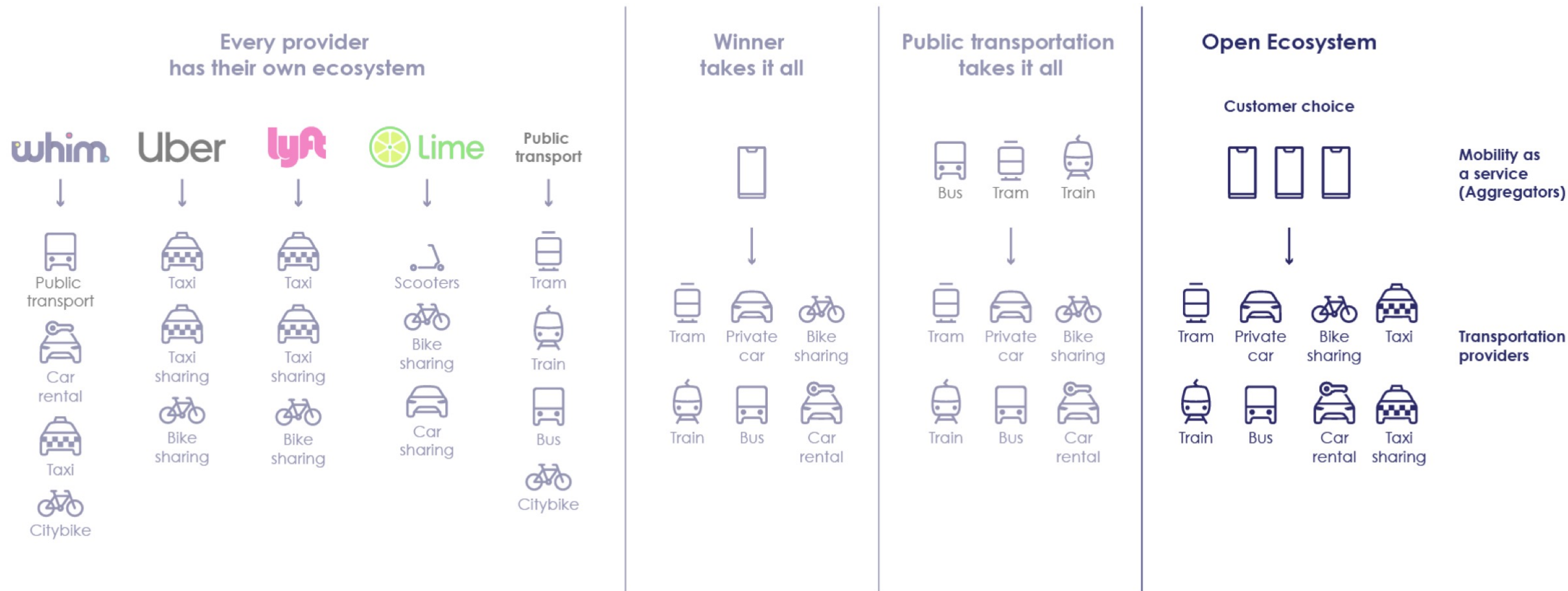
- Everything from **one-stop-shop**
- **Choice** of an operator
- **Roaming subscriptions**



Open ecosystem, not an Egosystem



How markets can evolve?



Thank you!

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whim