

# Active Mobility Sharing Angebote

Mobility Data Space Munich 2022

TIER



# TIER IS THE WORLDWIDE LEADING MICROMOBILITY OPERATOR



Active in Munich since **2019**



**6.000+** E-Scooter,  
E-Mopeds, E-Bikes



**1.8 Mio Rides** von  
**300k Riders** in 2022



**100% Climate-neutral**  
through a sustainable operations,  
longest vehicle life expectancy and  
CO<sup>2</sup> compensation



# Sustainability an integral part of TIER's DNA



## **100% climate neutral**

First micro mobility company to track & offset all direct and indirect emissions.



## **Ecological operating model to reduce emissions**

First micro mobility company to use swappable batteries; operations run by renewable energy and electric vehicles, where possible.



## **Industry-leading asset management**

Great durability and longest life cycle through repair expertise and second life (B2C sale via myTIER).



## **Social responsibility**

All our employees are directly employed ("own Ops" instead of "gig workers") and receive fair wage and additional benefits.



## **Sustainable development**

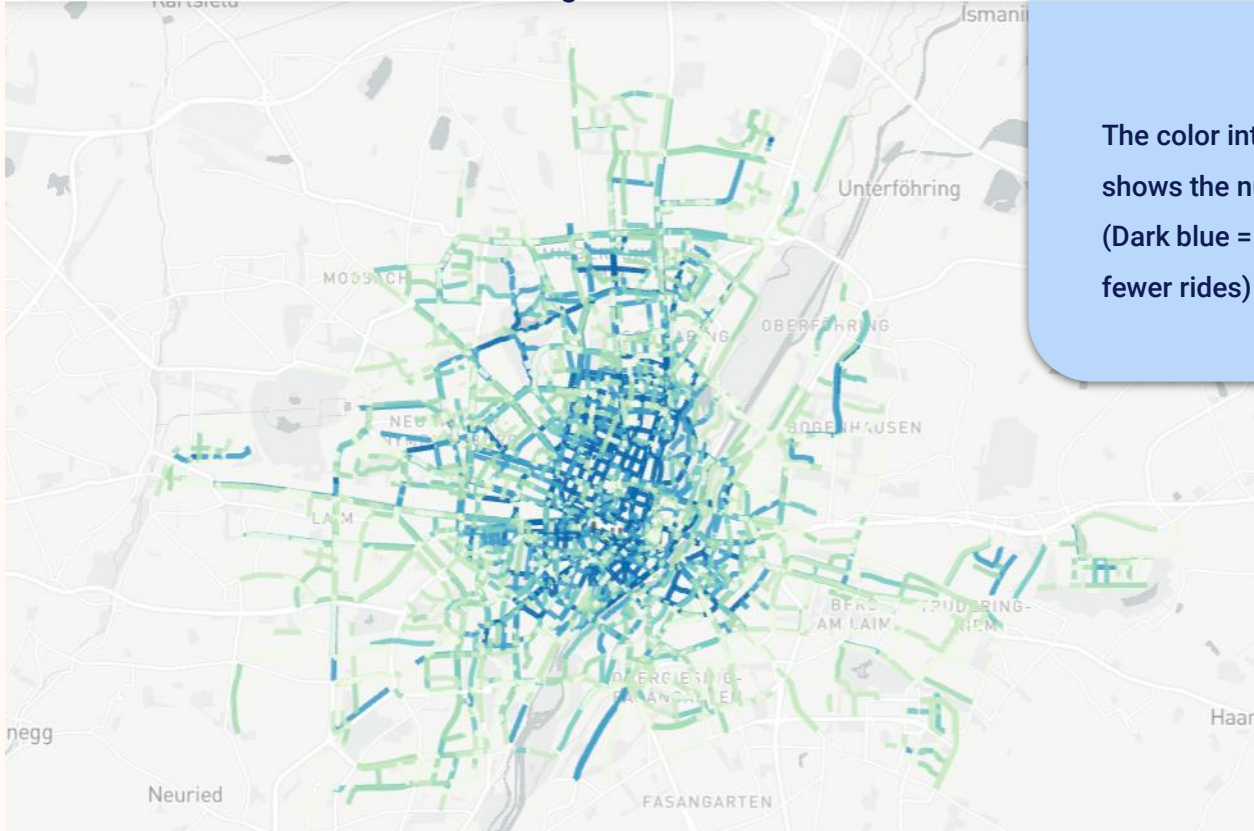
We are actively working towards the Sustainable Development Goals of the United Nations.

**TIER**



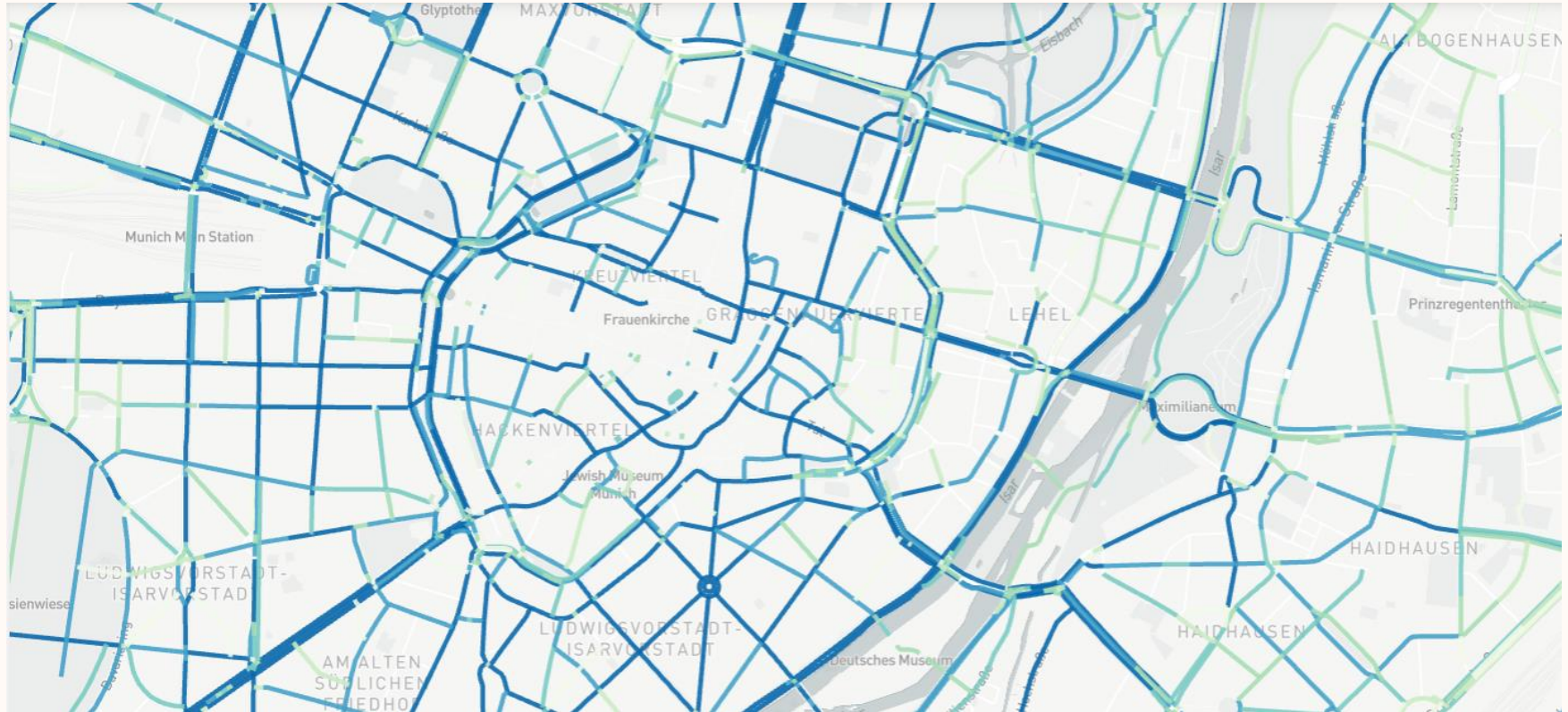


## Analysis: Which road is the most frequently used one by TIER Customers in Munich in the year 2022?



The color intensity of the street shows the number of rides.  
(Dark blue = more rides, light blue = fewer rides)

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### Top Streets by Number of Rides

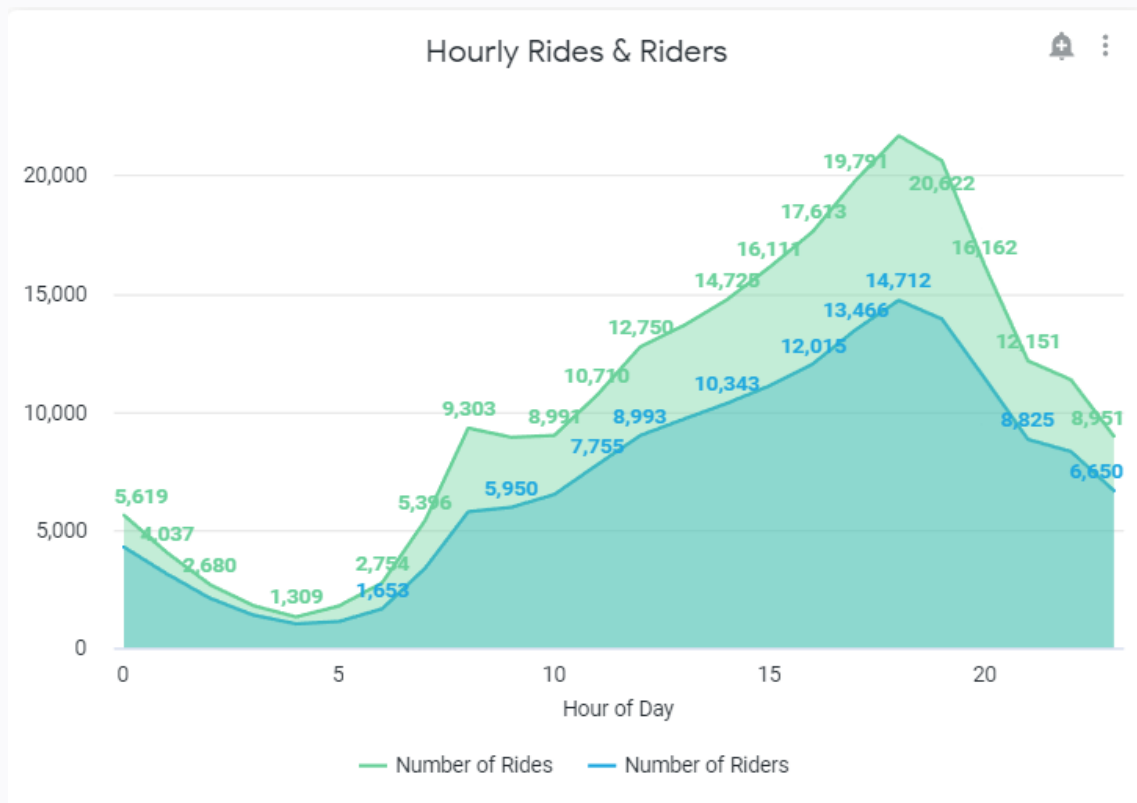
	Way Name	Way ID	Number of Rides	Median Average Way Speed
1	Maximilianstraße	3812984	38,589	15.7
2	Residenzstraße	25505401	37,512	16.6
3	Sparkassenstraße	30750675	27,389	18.3
4	Brienner Straße	380407135	26,904	16.5
5	Sparkassenstraße	3926385	26,745	17.8

*Top 5 of the most frequently used streets in Munich 2022*

# Let's change mobility for good, together!

## Key Facts

- The **most rides** are happening at **6pm** in the evening (21.674).



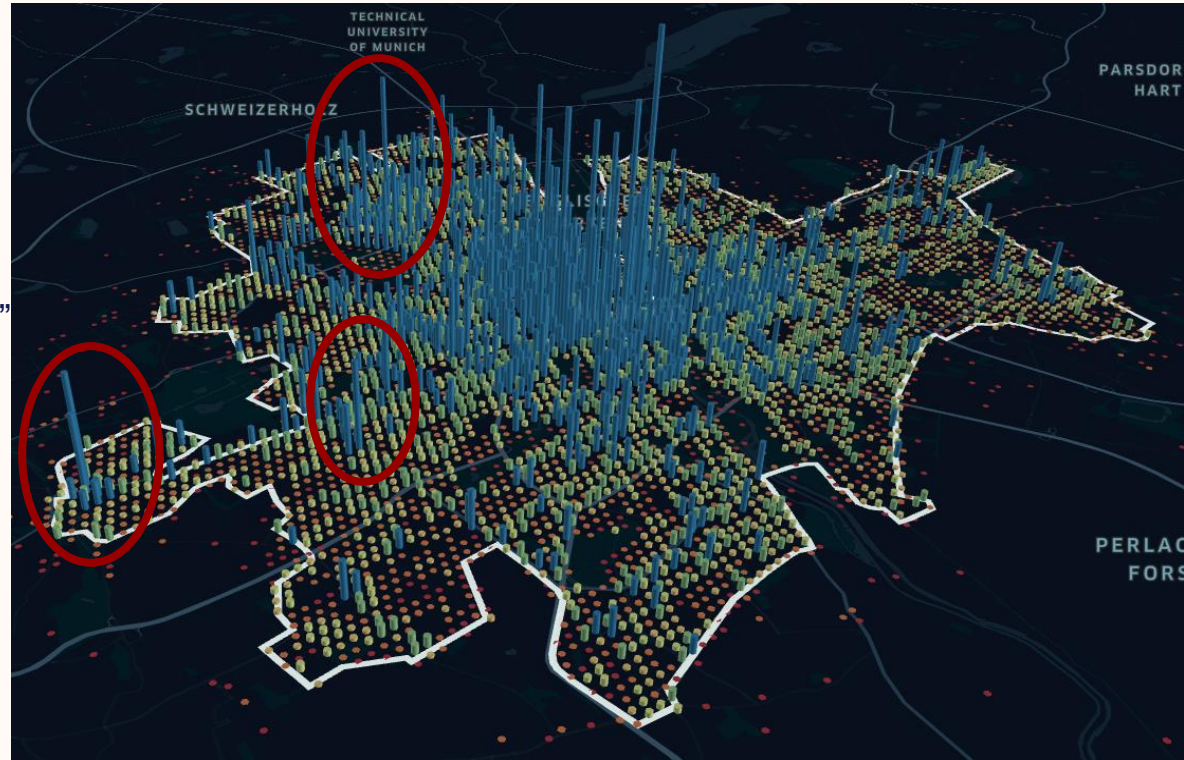
Report: How many Rides are generated hourly? (August 2022)



# Let's change mobility for good, together!

## Key Facts

- The most rides **started at “Karlsplatz”** and **ended at “Im Tal”**
- Our clients are in average **9.94 minutes** on the way and cover a distance of **three kilometres**.
- In the **northern & western** Munich most rides ended at the station:  
→ Central Station, Pasing, Laim, Frankfurter Ring & Olympiapark



*Heatmap Munich. End Ride Points / West View*



# Let's change mobility for good, together!

## Key Facts

- In the **eastern & south** of Munich the most rides ended at the station:  
→ Pocci street, Rosenheimer Platz, Munich East Station & Messestadt Ost
- Conclusion
  - Combine e-scooters and public transport
  - Increasing Intermodality



*Heatmap Munich. End Ride Points / East View*

# Partnerships with the public transport

We have a common mission.

## TIER IS A WELL TRUSTED PARTNER FOR PUBLIC TRANSPORT COMPANIES

We want to create an attractive alternative to the private car and thereby reduce pollution and traffic congestion in cities.

**By linking our products we create an attractive offer for our customers.**

TIER sees itself as an extended arm of public transport and offers its customers a complementary alternative for managing the first and last mile.

**TIER brings new customers to public transport.**

By creating an attractive offer, new customers are generated for public transport.

Supporting Intermodality



**50%** of the TIER Riders

combine occasionally a E-Scooter-Ride with  
another means of transport.

**TIER**



We have a common mission.

## Modular Partnership Approach

We offer several partnerships components and build tailor made solutions.



### MaaS Integration

Through the technical integration in partner apps we enable a better customer orientation.



### TIER Connect

We offer long term discounts to subscribers of local public transport partners.



### Parking Hubs

We build dedicated parking zones and mobility hubs next to your public transport stations.



### Marketing activities

We connect outer areas to the city and deliver mobility to all your users equally.



We have a common mission.



## MaaS Integration

We support Public Transport companies and selected private MaaS operators to integrate TIER services into their app via **API integration**.

TIER is the most integrated mobility operator in Europe.

50+

active integrations  
in 70+ cities

1M+

MaaS trips  
facilitated in 2022

60%

Integrations in  
Public MaaS

40%

Deep integrations  
incl. payment

TIER

Two different degrees of integration offered, depending on the partner needs and capabilities.

### 1) Deep Link Integration

- **Location, battery status and price** of TIER vehicles are displayed in the partner app.
- For booking and payment, a **jump to the TIER app** is needed.

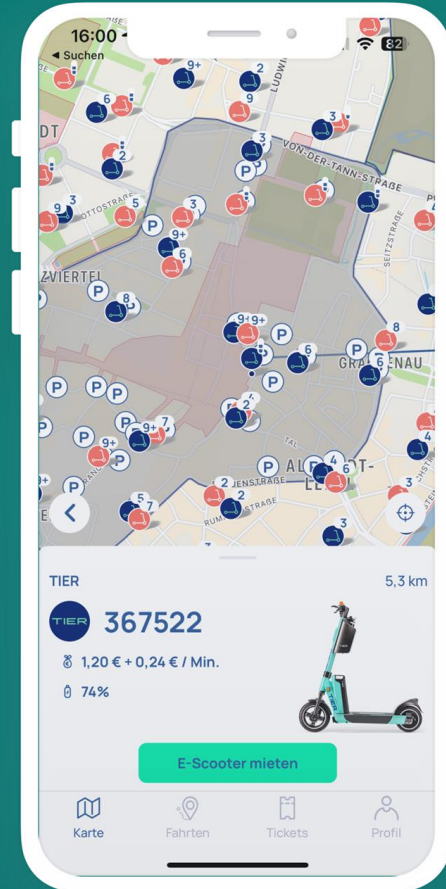
### 2) Deep Integration

- **Booking and payment** of TIER vehicles fully integrated in the partner app, **no need to jump** to the TIER app.
- Possibility to offer **mobility bundles** and budgets to customers.

## Partnerships with Transport Companies



TIER



MVGo-App



## TIER Connect

With TIER Connect, public transport subscribers can use TIER at discounted rates.

### Benefits for TIER

- Get **access to large PT user base**: Win new customers, lock existing users in..
- Great **local PP tool** to demonstrate our capability to foster intermodality.

### Benefits for the PT Partner

- Increase **attractivity** of PT subscription
- Make PT more **accessible** and get access to new customers from large TIER user base.
- Currently based on a voucher solution and very **easy to implement** for partners.



### TIER Connect increases intermodal journeys

- **86% of the respondents\*** increased the intermodality of their trips through TIER Connect, combining Public Transport with TIER services.

### TIER Connect increases the value of Public Transport Subscription

- **84% of the respondents\*** say that TIER Connect increases the value of their Public Transport subscription.

\* Survey results with TIER Connect users conducted in 6 pilot cities in Germany and France (December 2021)



### Results of the Partnership with MVGo

- Since Go Live February 2022 we generated 2% of our Rides in Munich over the MVGo App.
- Joint Participation @ MVG & TIER events.
- We prolonged our strong cooperation with MVGo and are happy to work in 2023 together.





# Change Mobility for Good.

A thick, hand-painted style orange brushstroke underline that spans the width of the text "for Good." and extends slightly to the left and right.

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