

A digital rendering of a vibrant, futuristic city street. In the foreground, a yellow MOIA ridepooling vehicle is parked on a paved area. Several people are interacting with the vehicle, some standing and others sitting. The background features lush green trees, modern buildings, and a large, curved, white architectural structure. The scene is set during the day with soft lighting. The text "On-Demand Ridepooling as cornerstone for the mobility transformation" is overlaid in the center, with "On-Demand Ridepooling" in yellow and "as cornerstone for the mobility transformation" in white. Below the text, the date "13.06.2022" and the MOIA logo are displayed.

On-Demand Ridepooling as cornerstone for the mobility transformation

13.06.2022

MOIA



MOIA

MOIA: Fully electric ridepooling since 2017



MOIA develops **innovative digital mobility services** since 2017



... has a sharp focus on shared ridepooling services in **collaboration with public transport**



... owns the **whole ridepooling value chain** as tech company



... has a live service with **fully electric vehicles in Hamburg**



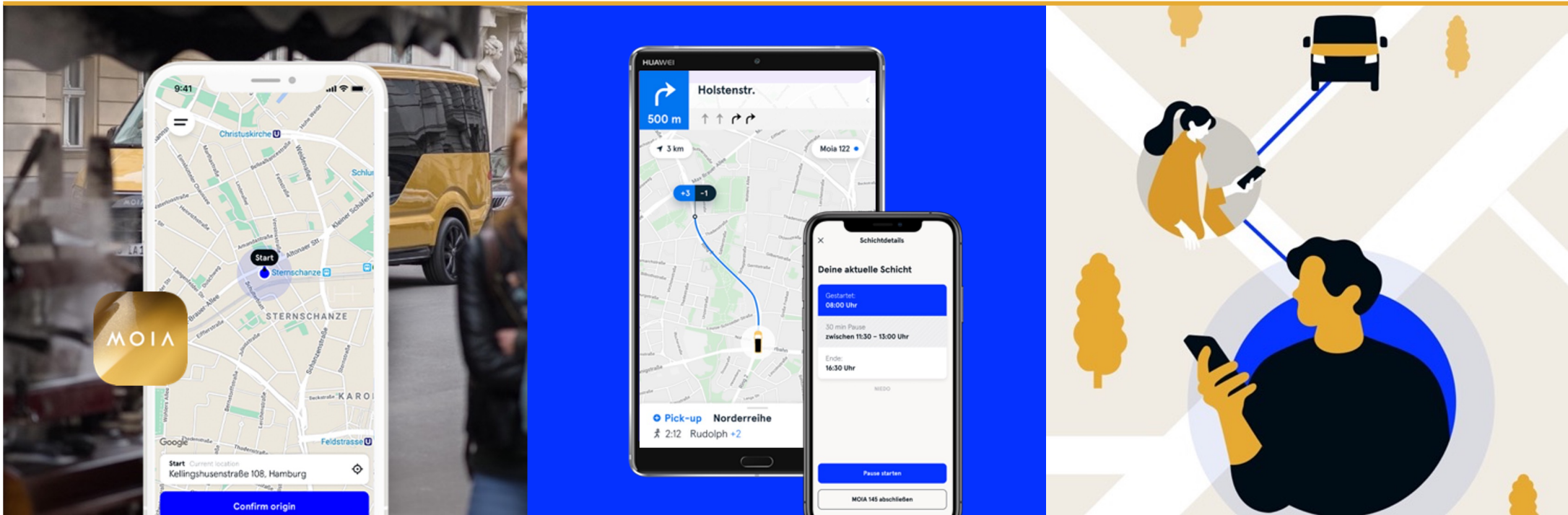
... employs **more than 1,000 employees** from software development to operations



MOIA

MOIA owns the whole ridepooling value chain. From the software...

Software: App, Operations & Algorithmus



MOIA

... to the operational processes

Fleet Management, Driver Management & Charging infrastructure



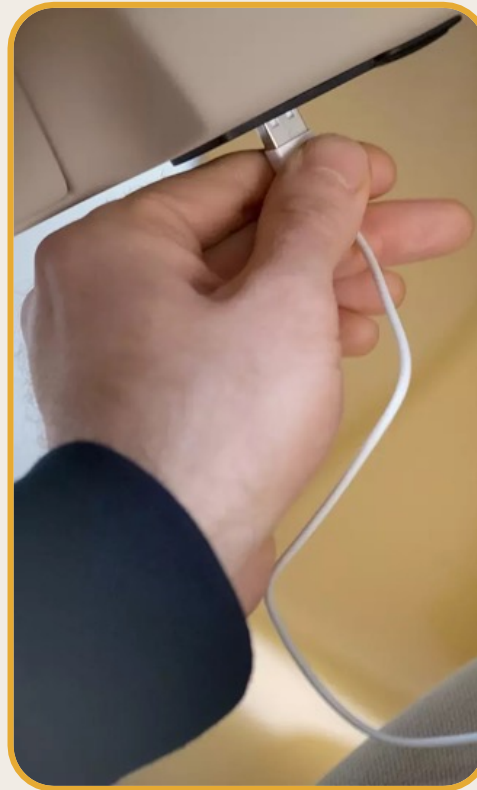
The MOIA vehicle is optimized for ridepooling



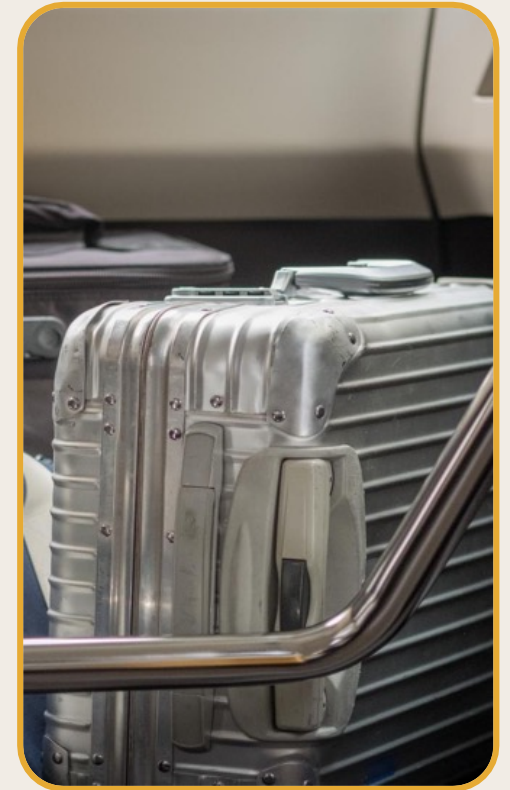
Comfortable entry



Single seating



Charging, free WiFi



Luggage Rack

MOIA

With Hamburgs public transport operator, MOIA is creating a blueprint for autonomous ridepooling traffic



Focused expansion of the classic public transport modes as backbone of city traffic



Digital Integration into the HVV switch-App new mobility modes with focus on service and convenience



Autonomous On-Demand Ridepooling – **sustainable, flexible, car-like mobility**



MOIA and Volkswagen provides a holistic approach including autonomous **vehicles, operations, and software**

MOIA

Supported by Volkswagen we aim to bring autonomous ridepooling into European cities

2022



500 vehicles

Largest electric
ridepooling fleet in
Europe



5 Mio passengers

Since launch



4.8 / 5

App Store rating

2030



Scaled Ridepooling services in European cities as cornerstone of traffic transformation

Example: Our roadmap for autonomous ridepooling in Hamburg

2025 f.

Until 2025

**Start of the intensive test phase in steps
(with safety driver):**

Q4, 2021

**Start of the mapping process
within the service area**

- Start of AD tests: ID.Buzz AD on the streets of Hamburg for the first time
- Autonomous rides without test customers
- Autonomous rides with test customers
- Testing of driver secondary tasks begins

**Planned public
operation of MOIA's
AD ride pooling
service without safety
drivers**

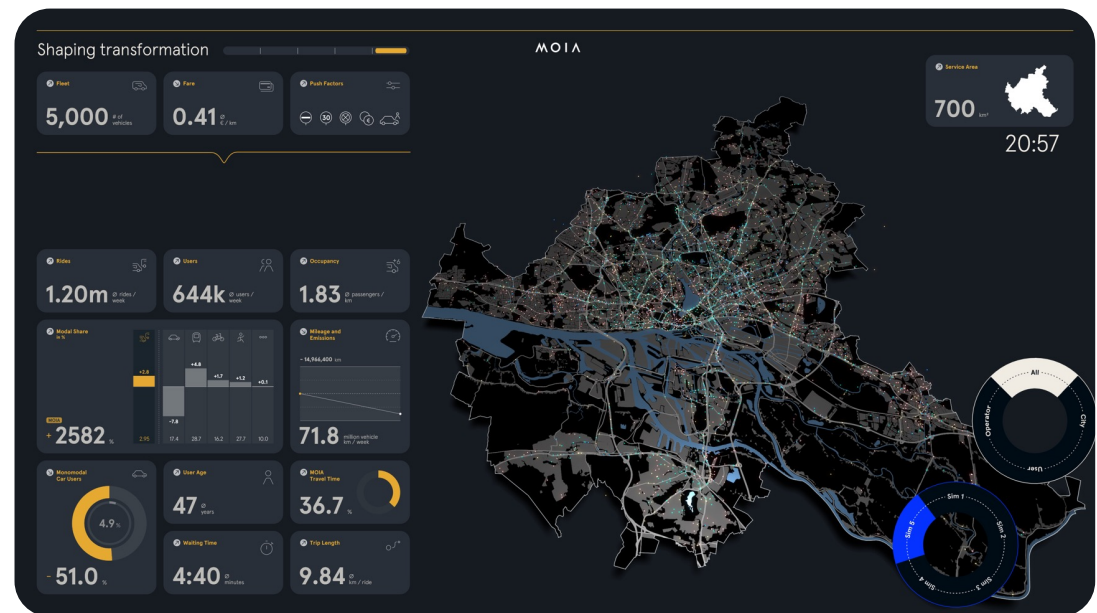
MOIA

We provide analytics to help cities understand the impact of Ridepooling services on their traffic system

MOIA mobility analytics

Holistic, **University-backed analytics** on mode choice, fleet efficiency, and traffic impact, adaptable to european cities.

Traffic impact first – prior to thinking about technology and operations we assess **which service design fits** the individual city's traffic challenge





Thank you for listening.

MOIA