

EUREKA INNOVATION DAYS | MAY 23, 2018



**Mobility services are here:
Case Kyyti**

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Kyyti Group**

When intercity market was deregulated use of public transport skyrocketed

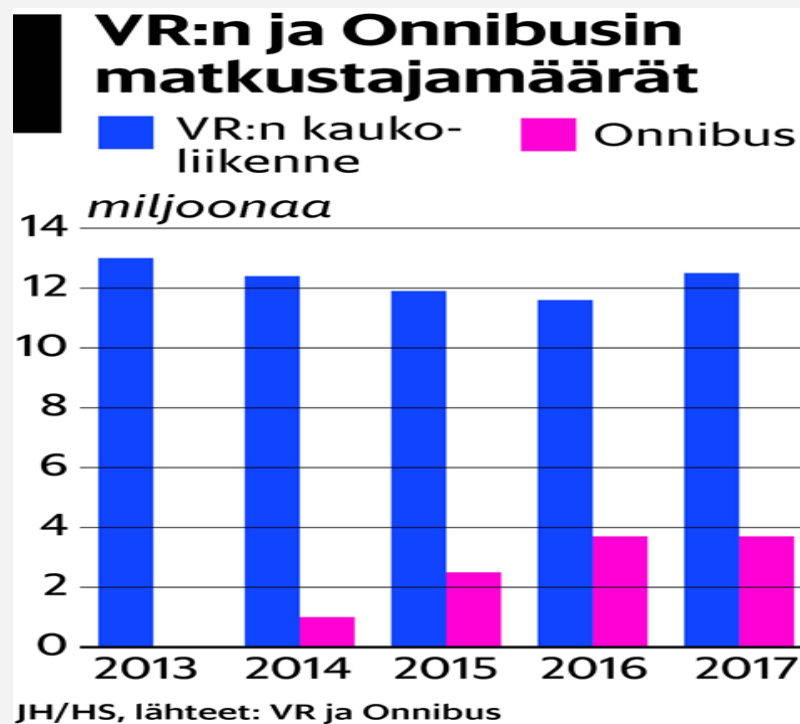
VR = Train

Onnibus = New player

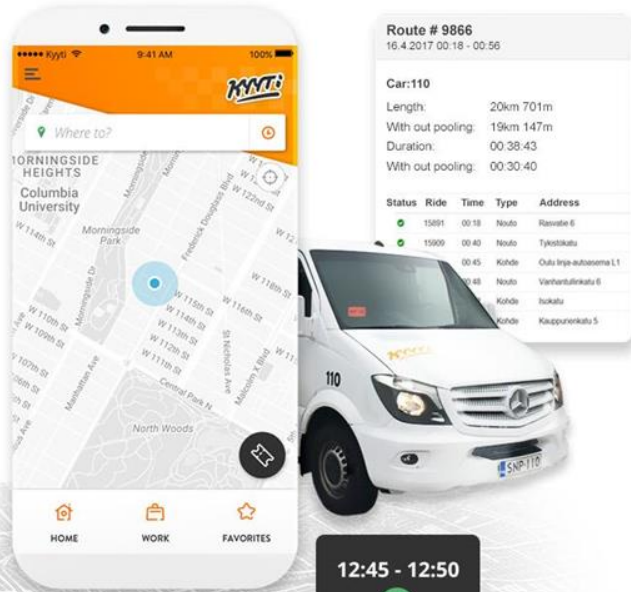
Bus is an option again

Total market has grown

Both make profit



Kyyti platform with integrated on-demand ride sharing technology powers mobility operators



- Kyyti integrates all mobility modes to one platform: urban transit, intercity buses, trains, car rental & sharing; payments & ticketing
- Kyyti on-demand ride sharing is based on automated fleet management and dynamic pricing ensuring efficiency in capacity usage
- Kyyti creates new scaling capabilities to transit networks and fleet operators
- Kyyti app makes different mobility services easy to find, compare, book and pay



Kyyti technology is operational
in Finland and Switzerland, with
launch in USA in spring of 2018

Kyyti optimizes transportation systems with actual mobility data



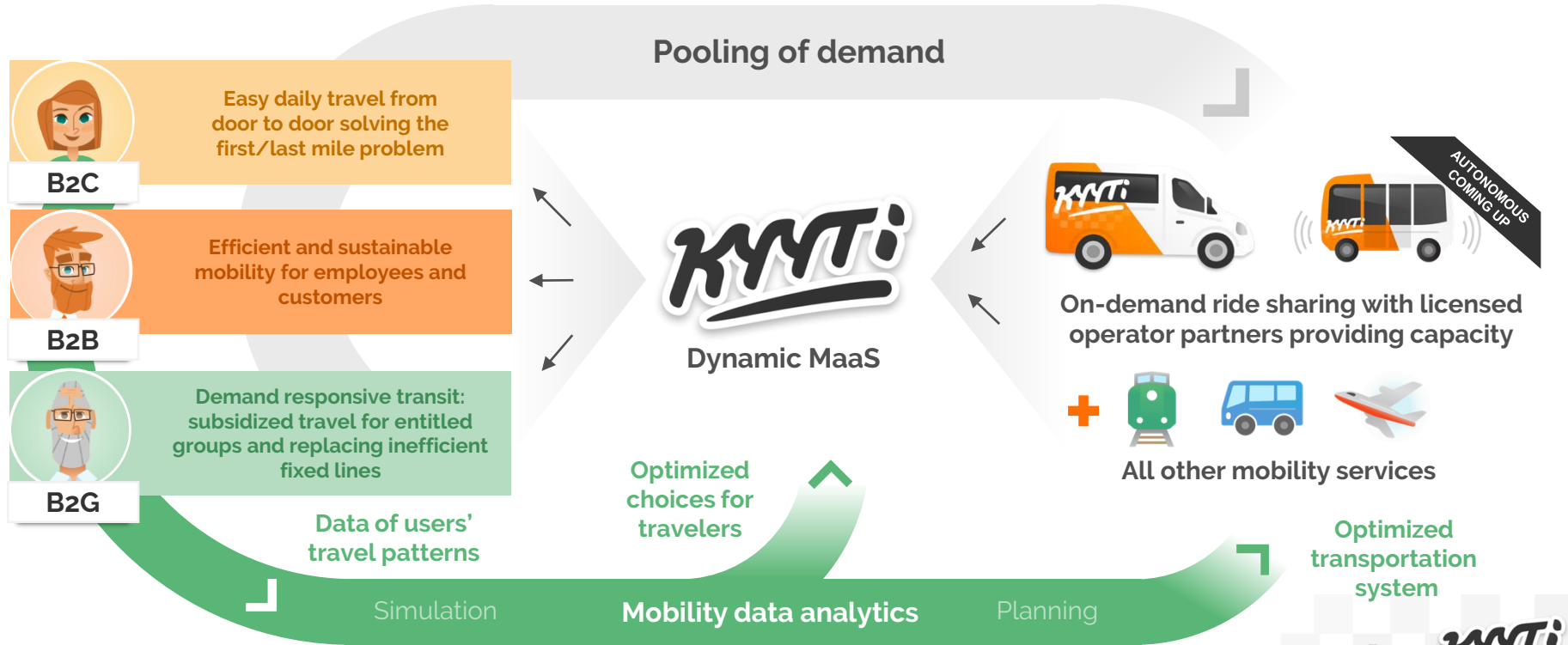
Kyyti mobility data modeling and simulation capabilities reveal how people move

- For every individual & by all travel modes
- Modeling individual traveler preferences
- With unlimited geographical granularity
- Sensitive to pricing changes

RESULTS:

- ✓ Improved service quality for mobility service providers
- ✓ Better transport network planning through data sharing with cities

Kyyti Dynamic MaaS powers the next generation Transportation Operating System



Our view on the Finnish business environment

- The Finnish legislator has done an outstanding job
- So far attempts to integrate public transport into new mobility services have failed
- Legislation alone is not enough, if PTAs are not willing or able to execute
- There is no opportunity for MaaS to succeed unless public transport is part of it!

Let's discuss!

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