Sustainable Freedom of Mobility
Only with Freedom of Choice
It’s Ecosystem, not Egosystem

Every provider has their own ecosystem

- Provider 1: Public transport, Car rental, Taxi, City bike
- Provider 2: Taxi sharing, Bike sharing
- Provider 3: Taxi sharing, Bike sharing, Car sharing
- Provider 4: Scooters, Tram sharing
- Provider 5: Tram, Train, Bus

Winner takes it all

- Public transport
- Tram
- Private car
- Bike sharing

Public transport takes it all

- Bus
- Tram
- Train

Open Ecosystem

Customer choice

- Mobility as a Service (Operators)

Transport providers

- Tram
- Private car
- Bike sharing
- Taxi sharing
- Car rental
Customer deserves?

Everything from one stop shop
Choice of an operator
Roaming subscriptions
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.
Thank you!

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