

An aerial photograph of a city street intersection. The road is paved with asphalt and features prominent yellow diagonal markings. A pedestrian crossing is visible in the center, with a person walking across. To the right, there is a traffic light pole with multiple lights. The surrounding area includes buildings, a utility vehicle, and various street signs. The overall scene is captured from a high angle, providing a clear view of the urban layout and traffic infrastructure.

INTRODUCING MOIA

BERLIN, 21. SEPTEMBER 2018

WE ARE MOIA.

Founded in December 2016.

Founding mission:
**Implementation of
Mobility-as-a-Service
on global scale.**

Target vision:
application of AD
technology to provide
superior mobility service
and help

RETURN CITIES TO PEOPLE

The image shows the MOIA logo in large, white, 3D block letters. The letters are mounted on a dark blue, textured surface. The lighting is dramatic, with strong highlights on the top edges of the letters and deep shadows on the bottom, giving them a three-dimensional appearance. The background is a blurred, warm-toned environment, possibly an office or a modern interior space.

An aerial photograph of a modern urban courtyard. The courtyard features a central staircase with wooden steps, surrounded by greenery, trees, and people walking. The courtyard is situated between tall buildings, and a street with a white truck and orange traffic cones is visible above it. The text "OUR MISSION" is overlaid in the top left corner.

OUR MISSION

RETURNING CITIES TO THE PEOPLE

MOIA is convinced that replacing private transport with smart mobility solutions will return cities to their legitimate owners – the people living there.

CITIES ARE TAKING ACTION AGAINST CAR USAGE



...will **ban diesel cars by 2020** and double the number of bike lanes



... will implement **car ban in city center by 2019**, further ban by 2025



... city pushing bike usage on path to be **carbon neutral by 2025**



... plans to **ban cars from city center by 2020**, affecting 24 of the busiest streets



... charges for inner city traffic and plans to **ban diesel cars by 2020**



... features the **largest car-free area in Europe** (and planning to expand)



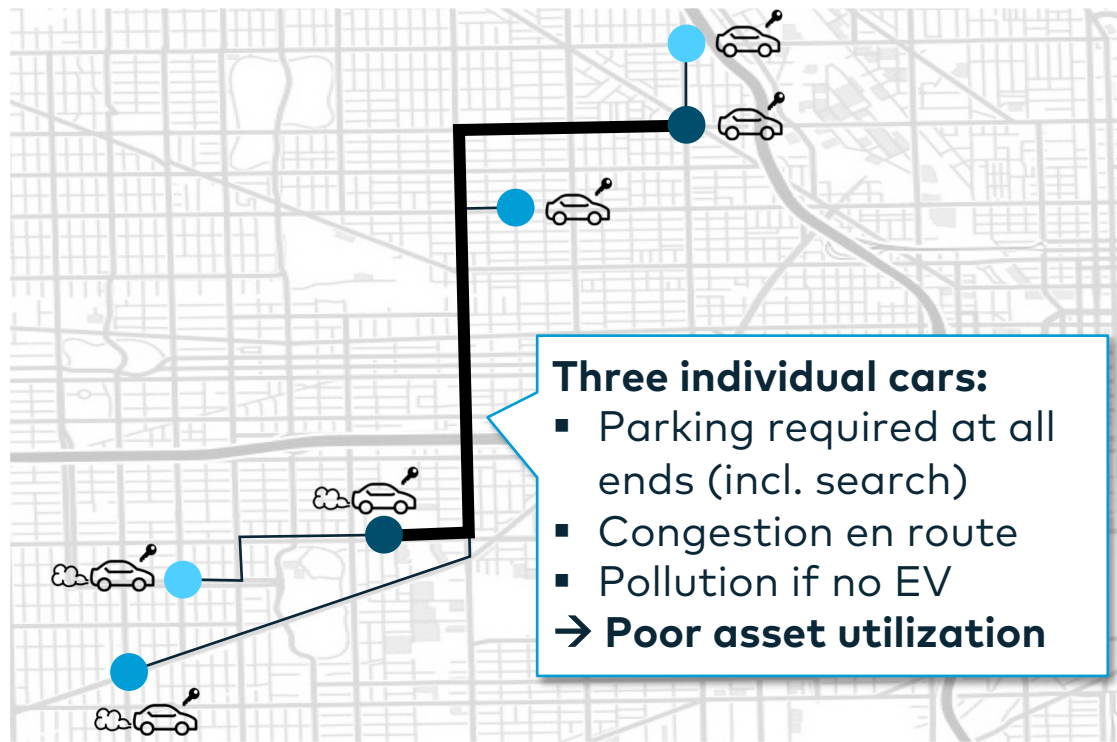
... hopes to **ban two million cars** from the city center



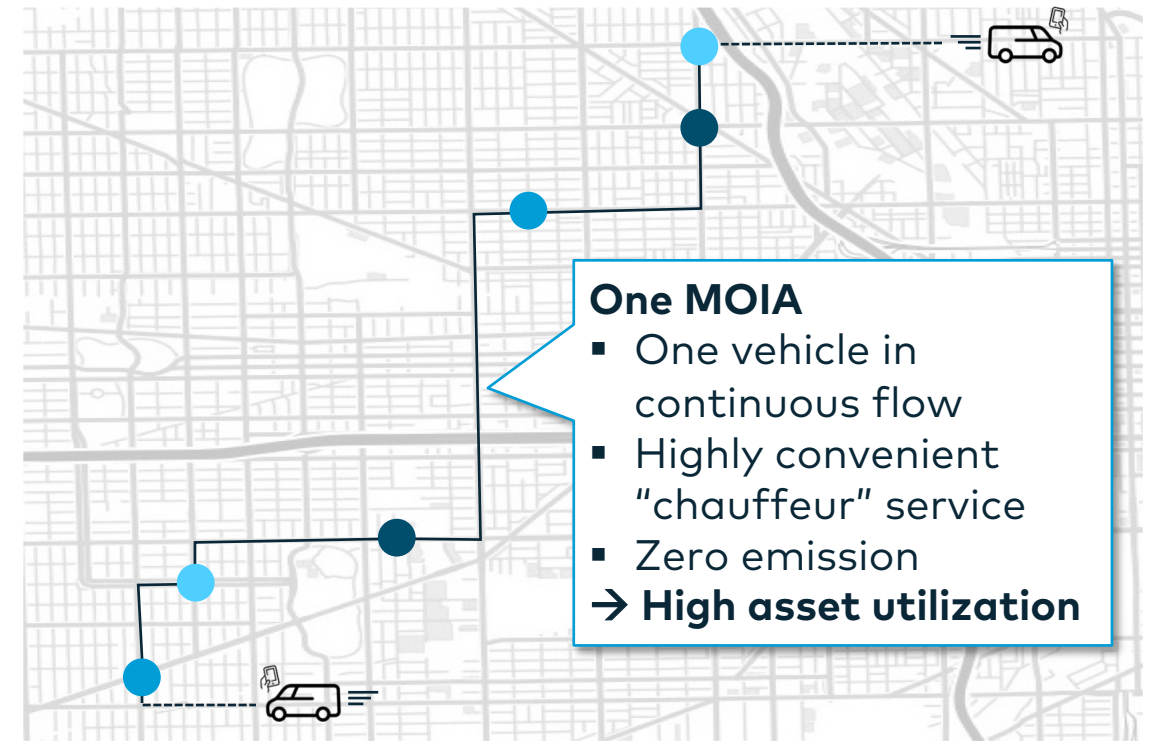
... actively pushes bike and public transport with **heavy restrictions on car usage**

RIDEPOOLING IS KEY TO THE SOLUTION

INDIVIDUAL CAR USAGE



MOIA ON-DEMAND RIDEPOOLING



MOIA – BUILD PRODUCT AND AD COMPETENCE

PREPARATION

- Build mobility product with **superior customer experience**
- **Focused footprint**

„MOIA“



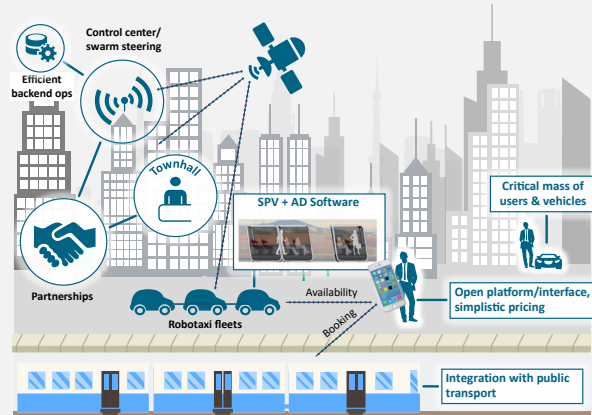
- Develop **MOIA AD operational system**
- Selective fast-track pilots

„Level 5“



★
AD system
ready

TRANSITION

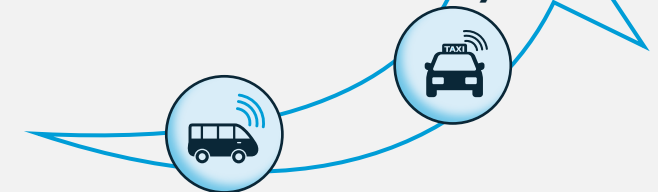


- Selected **commercial AD lighthouse implementations**
- Scaling incl. **franchises**
- Leverage technology by adding **adjacent business models**

★
L5 SPV
ready

GROWTH

A globally leading
service provider
by 2030



- Actively **ramp up AD fleets** in all available markets
- **Own and franchised** operations
- **B2C** and **B2B**

COMPANY BUILD-UP PROGRESSING

BUILD COMPANY

- Successful **operation in Hanover** since 08/2018
- Advanced preparation for **launch in Hamburg in Q1/2019**
- **MOIA Brand** with global awareness (e.g. Hanover launch: 1bn people media reach)
- **>140** highly skilled **employees**



CREATE DIGITAL PRODUCT

- **Comprehensive digital product suite** in service
- **Pooling system** already in top league
- Level 5 **“Vehicle to Service connector suite”** development on track



MOIA



- **Hub design & implementation**, charging infrastructure, etc.
- **Driver management concept** in place
- Daily, **digitally optimized processes & operations** established



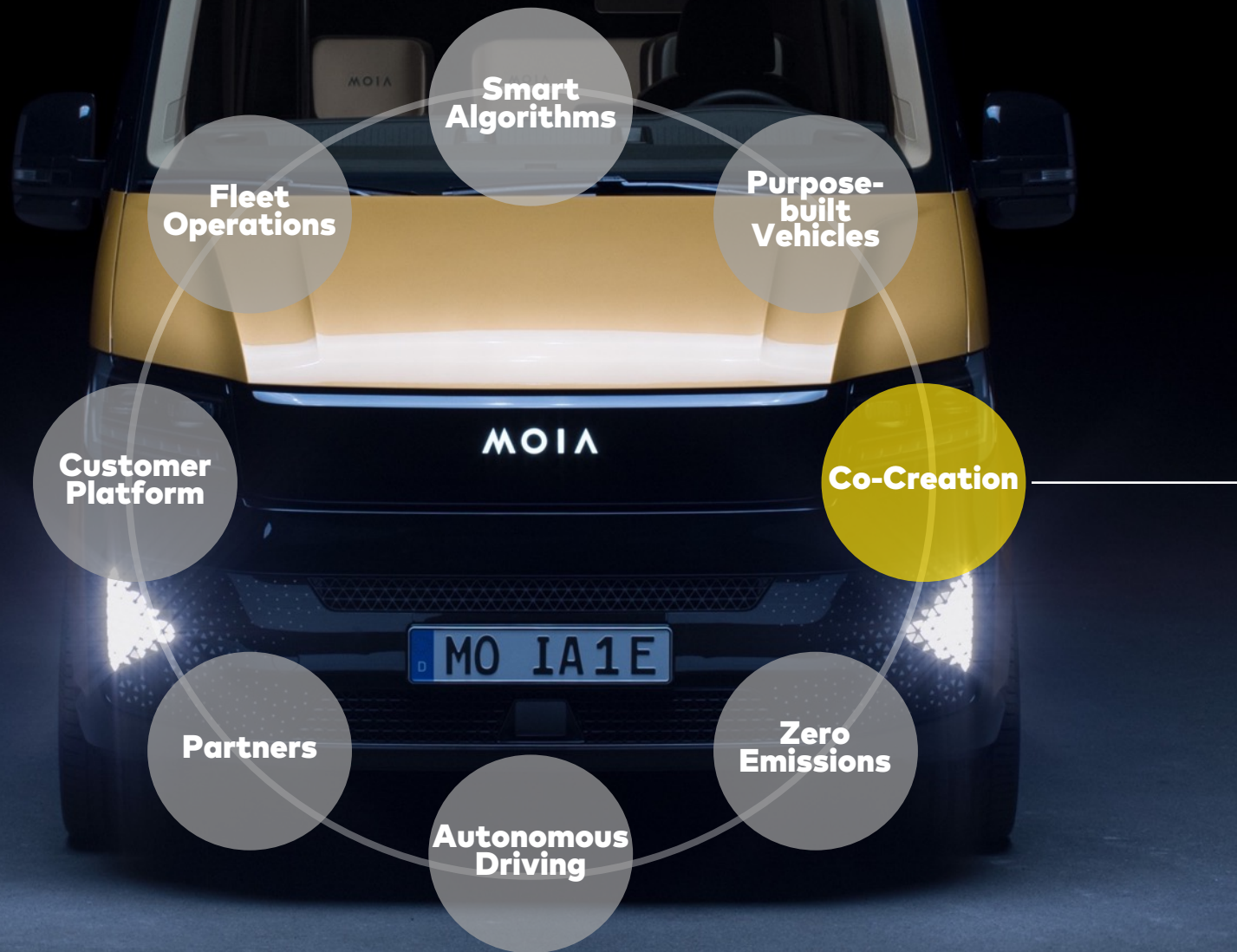
- First generation **special purpose vehicle “MOIA +6”** developed, SOP Q1/2019
- **Requirement definition & testing**, validated through extensive co-creation
- Proprietary development of **requirements for autonomous driving**



SET-UP OPERATIONS

DEVELOP (AD) MAAS VEHICLE

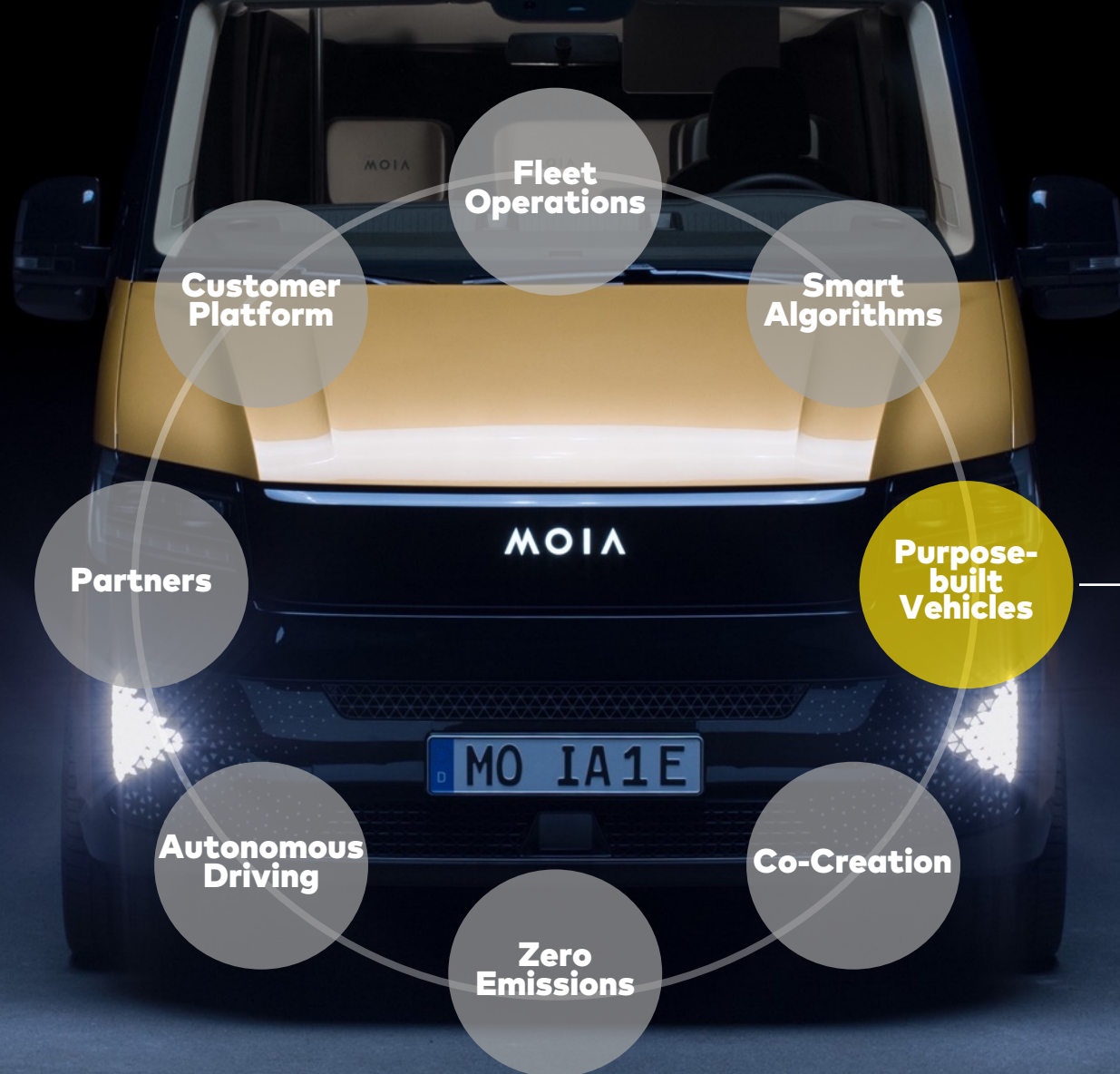
WHERE WE STAND TODAY



TRULY CUSTOMER-CENTRIC

Working with residents, PTOs and city authorities in an interactive co-creation process

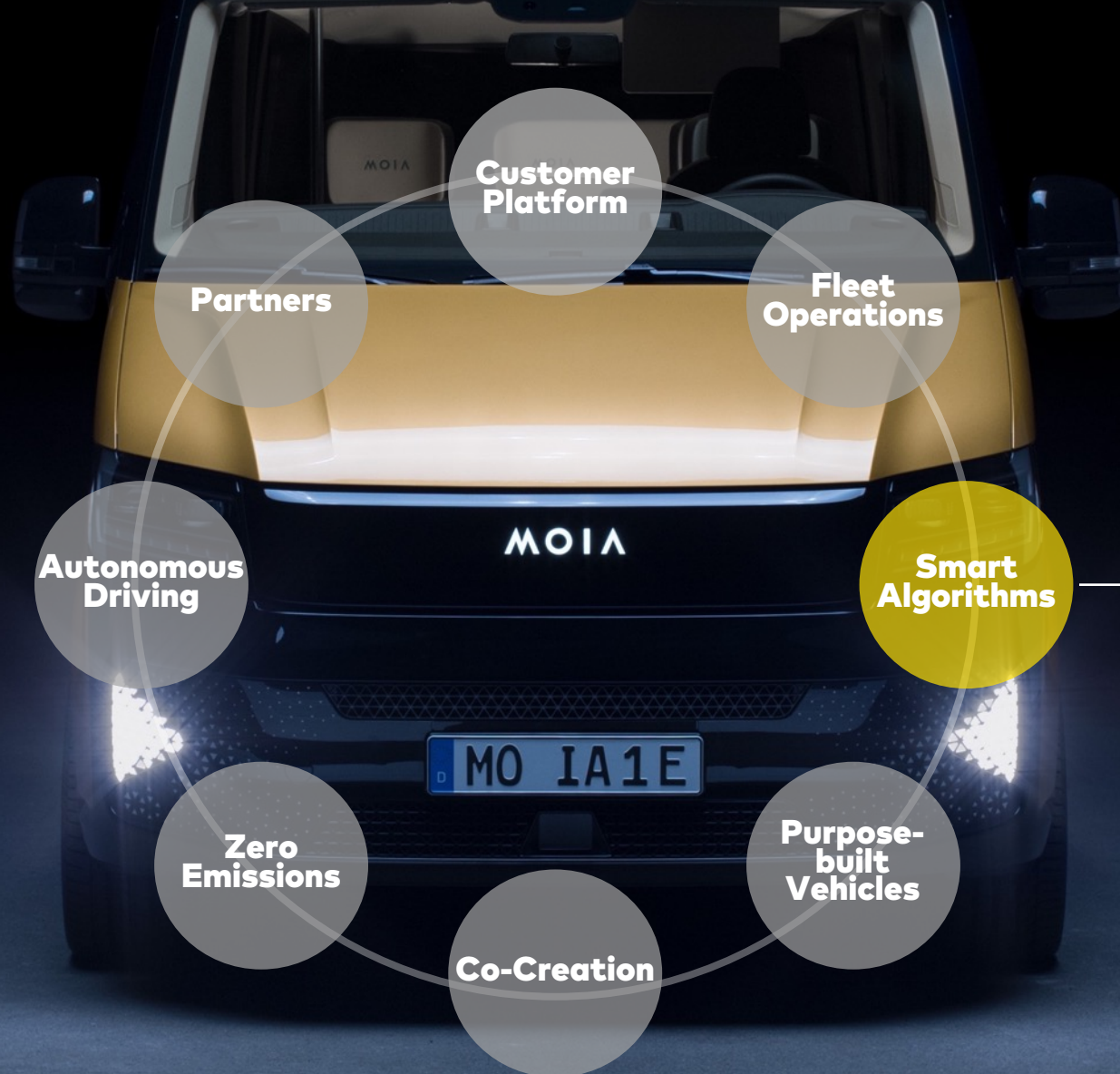
WHERE WE STAND TODAY



VEHICLES - BUILT TO BE SHARED

- The design and development of **SPVs** together with our colleagues from the Group is one of our key tasks at MOIA.
- Our first pooling vehicle, the **fully electric MOIA+6**, has just entered series production.

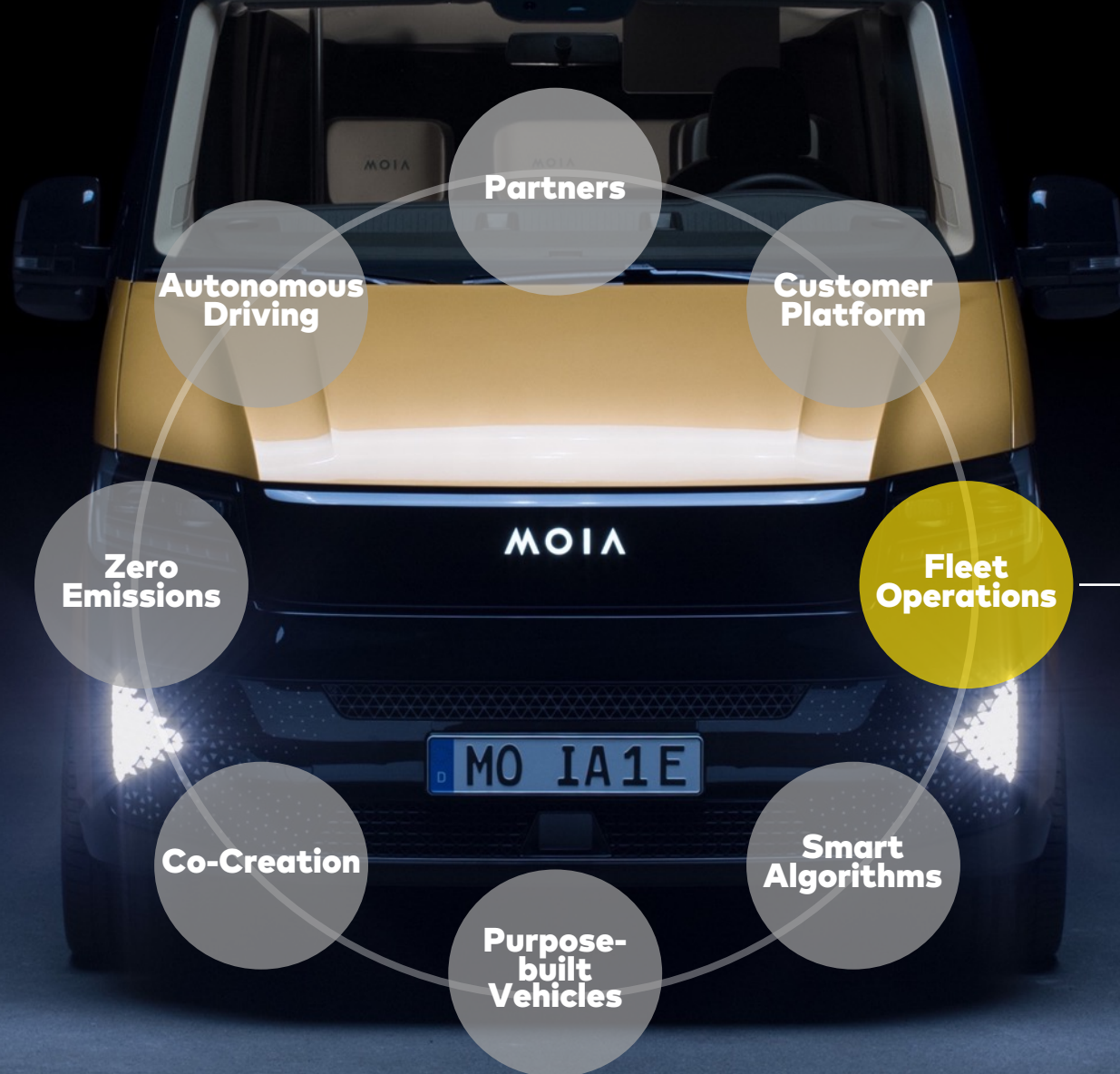
WHERE WE STAND TODAY



TECH MADE IN FINLAND

- Behind the magic of our **routing and pooling algorithm** is MOIAs team in Hamburg and Helsinki.
- Originally founded with the name Ajelo Oy, the Helsinki team reinvented ridesharing back in 2012.

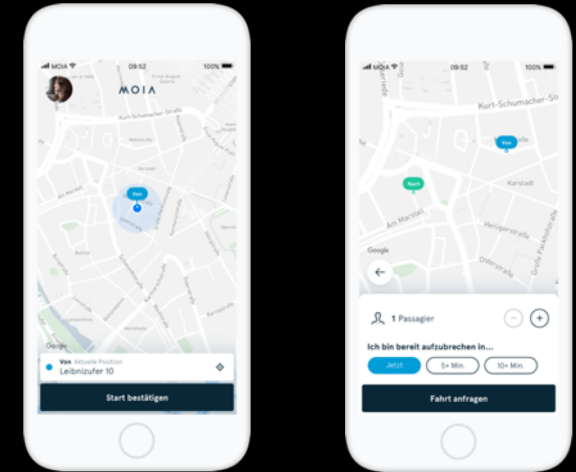
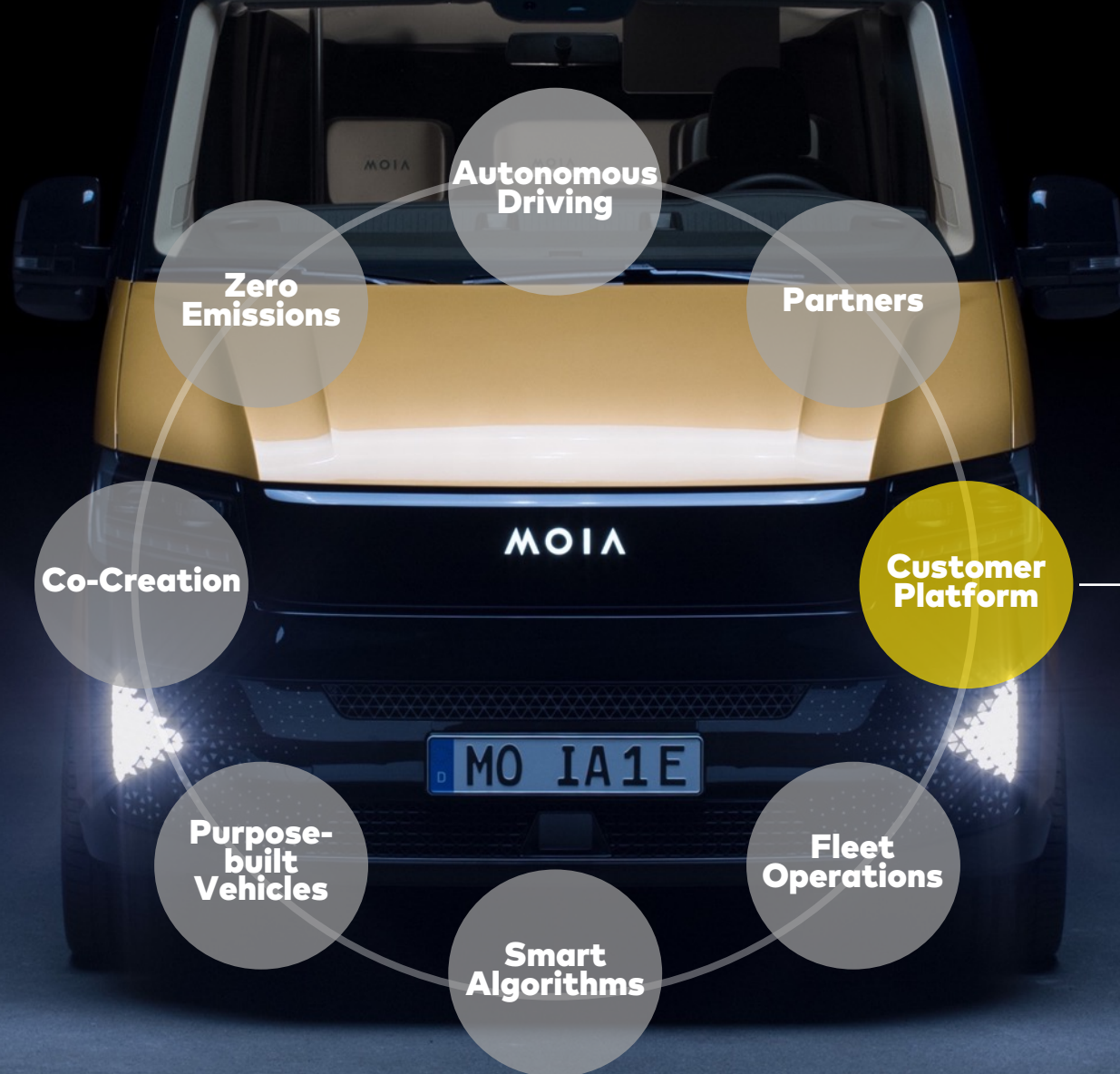
WHERE WE STAND TODAY



OPERATIONAL EXCELLENCE

- Apart from vehicle design on the one hand, and our tech on the other, fleet operations builds the **third major pillar of our business.**
- We cooperate with PTOs, TNCs and other organizations around the world to develop the operational skills required to run and **operate autonomous mobility services** in the future.

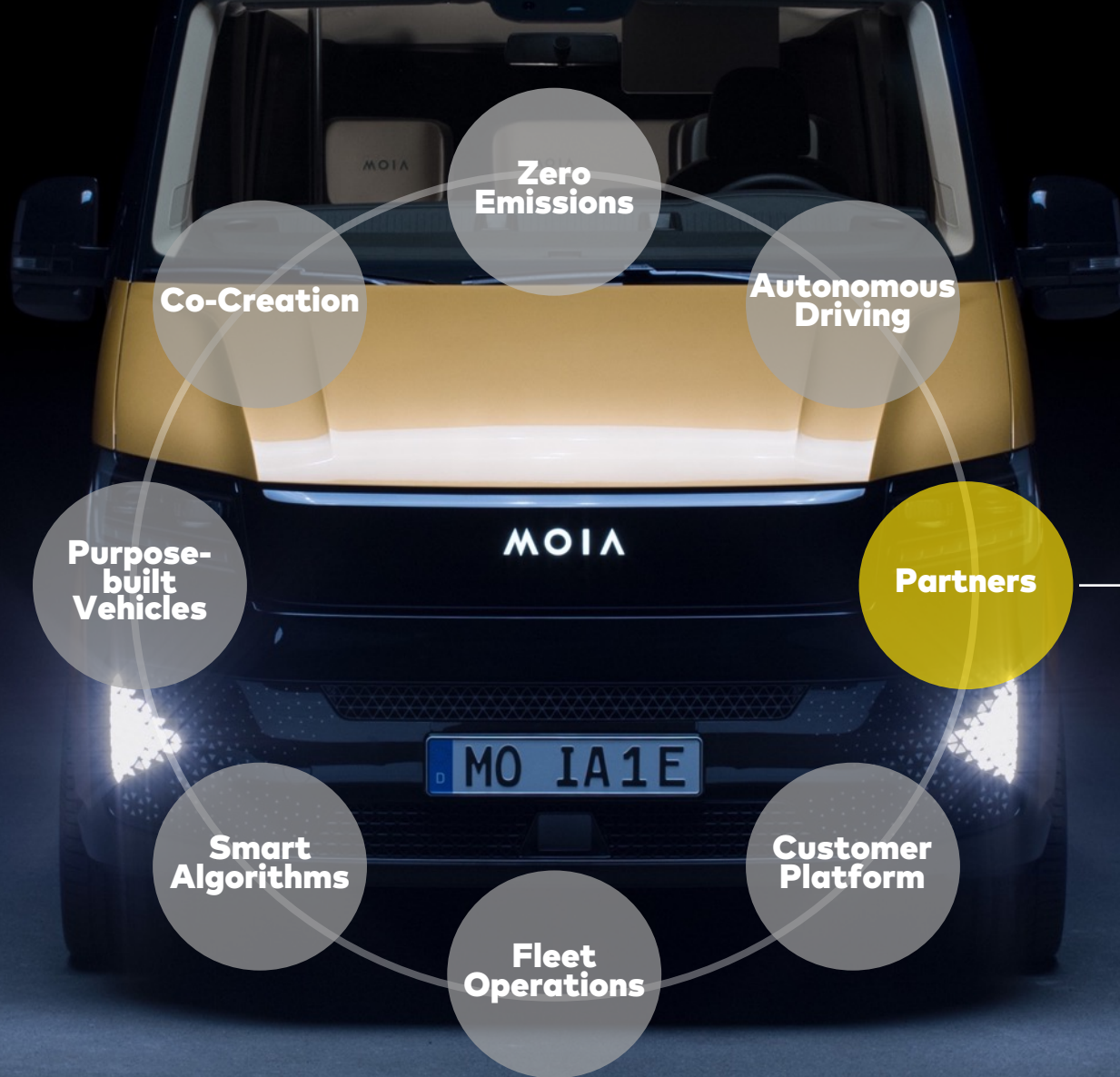
WHERE WE STAND TODAY



UNITING USABILITY AND DESIGN

- MOIA believes that the **perfect customer interface** is both user-friendly and beautifully designed.
- Further software modules such as a driver app, a pricing engine, a control center backend, advanced data analytics etc. round out MOIA's **end-to-end turnkey solution**.

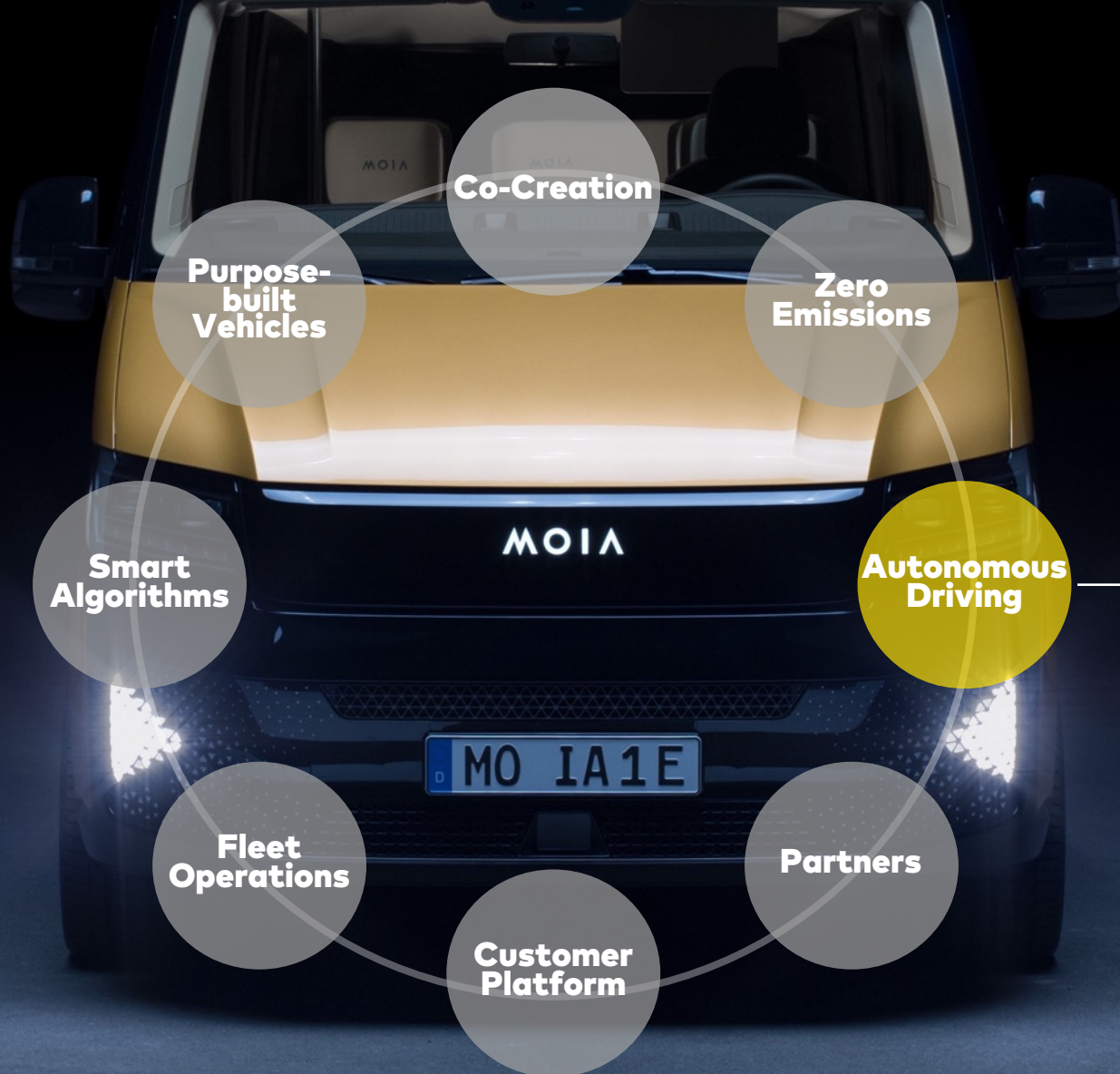
WHERE WE STAND TODAY



STRONG PARTNERS

- Working relationship with transport agencies and operators in >50 cities, including Hamburg, London, Singapore, Doha, Amsterdam, Los Angeles
- Growing network of implementation partners around, e.g. Public transportation operators Transportation Network Companies and Technology providers

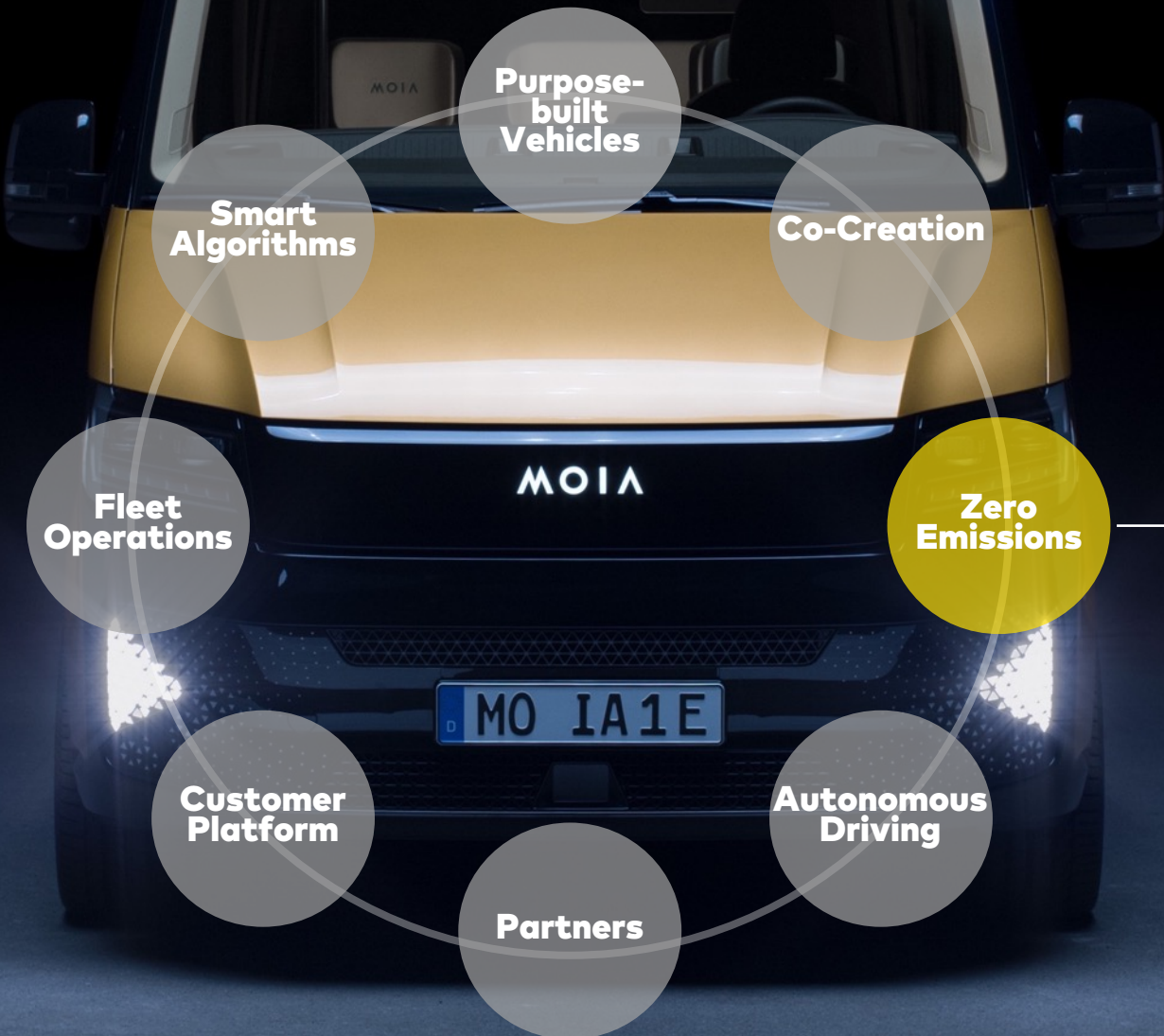
SOME EXAMPLES OF OUR WORK



OUR ROAD TO FULL L5 DEPLOYMENT

- Today, we are setting the course for the autonomous future of urban mobility and are building our **AD system on a modular approach**.
- MOIA is working hand in hand with our **partners within the Volkswagen Group** to be amongst the first to roll-out.

SOME EXAMPLES OF OUR WORK



EMISSION-FREE VEHICLES

- We are committed to operate our service with **zero emission**
- Our first SPV, the MOIA+6, is already **fully electric**, with a range of more than 300km.

An aerial, high-angle photograph of a city street and waterfront. The street is a multi-lane highway with a median, curving along the edge of a body of water. On the left side of the street, there are several modern, multi-story buildings with glass facades. On the right side, there is a large area of construction or industrial activity, with many stacks of materials and equipment. The water is visible in the bottom right corner. The overall scene is brightly lit, suggesting a sunny day.


HOW WE AIM TO FULFILL THIS MISSION

REIMAGINING URBAN MOBILITY WITH EVERYONE

MOIA believes that building a great service is only half the challenge; we must also build an understanding of the cities we work in and with. Since each city is unique, so are their mobility needs.

To us, inclusion is paramount. We are not interested to cannibalize other modes of shared transport. On the contrary, we want to enable them to increase their stakes in mobility ecosystem of the future.

FAST FOLLOWER – WITH A HEAD START



MOIA
SOCIAL MOVEMENT

>600.000 employees

Operations in >150 countries

>120 production plants

> 300 vehicle models – from motorbikes to trucks

>10 Million vehicles produced p.a.

Commercial Vehicles

VOLKSWAGEN FINANCIAL SERVICES
AKTIENGESELLSCHAFT

M O I A

SOCIAL MOVEMENT