NORDIC MARKET: ~42 MRD SEK (~4.5 BN€)
NOBINA AB - NET SALES: 8.3 MRD SEK (~0.9 BN€)

>100 CONTRACTS
3673 BUSSES

INDUSTRY LEADER IN TERMS OF PROFITABILITY (EBITDA 13%)
ACTIVE CONTRACT AND PORTFOLIO MANAGEMENT
NASDAQ OMX LISTED (SHARE PRICE +60% IN 1ST YR)
Urbanization

<table>
<thead>
<tr>
<th>Year</th>
<th>2 out of every 10 people lived in an urban area</th>
</tr>
</thead>
<tbody>
<tr>
<td>1900</td>
<td>2 out of every 10 people lived in an urban area</td>
</tr>
<tr>
<td>1990</td>
<td>4 out of every 10 people lived in an urban area</td>
</tr>
<tr>
<td>2010</td>
<td>5 out of every 10 people lived in an urban area</td>
</tr>
<tr>
<td>2030</td>
<td>6 out of every 10 people will live in an urban area</td>
</tr>
<tr>
<td>2050</td>
<td>7 out of every 10 people will live in an urban area</td>
</tr>
</tbody>
</table>

Defined by UNHABITAT as a city with a population of more than 10 million.

“TIME
STRANGERS CRASHED MY CAR, ATE MY FOOD AND WORE MY PANTS.
TALES FROM THE SHARING ECONOMY
by EXPLORE.”
In fact, it is the offer of an integrated combination of sustainable urban mobility services that most effectively challenges the flexibility and convenience of the private car. A broader mix of mobility services is the answer to ever more complex and intense mobility needs.

In a fast moving environment, access to information about options for travel that is instant, easy to use, attractive to customers, and authoritative is vital and therefore a one-stop-mobility shop acting as personal mobility assistant is the key to offer our citizens an alternative that challenges car ownership.
WHAT – EXPECTED EFFECTS?

Urban Mobility: System Upgrade

Scenario: 24 hours

- Shared "taxis" + TaxiBus + high-capacity public transport

number of cars required to provide the same trips as before: 3%

What we found

-23% to -37% vehicle kilometres

+20% kerb-to-kerb street space

-80% off-street parking

-34% CO₂ emissions
VISION: YOUR ACCESS TO SMART MOBILITY

WE USE TECHNOLOGY AND INNOVATION TO, TOGETHER WITH PARTNERS, CREATE OPTIMIZED AND PERSONALIZED SERVICES
SEAMLESS
SIMPLE
planning / payment
SHARE
DOOR TO DOOR
ENVIRONMENTAL FRIENDLY
A WORLD FIRST WITH CONNECTING SELF-DRIVING VEHICLES TO ERICSSON’S 5G NETWORK
FOLLOW UP – CASES UNDER DEVELOPMENT

STOCKHOLM

COPENHAGEN

Malmö

OSLO
SOLUTION – BASE COMPONENTS
POSSIBILITIES TO CO-OPERATE

REMOTE TAKE-OVER VEHICLE INDEPENDENT

SECURE & SAFE ENVIRONMENT CYBER SECURITY

MAAS BASED SERVICES ON-CALL FUNCTIONALITIES

VALIDATION MULTIMODAL SEAMLESS

DIGITAL HOST (‘WATSON’ / ‘SIRI’) RELATED SERVICES (E.G. GOODS) DATA BASED (FLEXIBLE ROUTE)

LESSONS LEARNED DATA / ANALYSIS
HOW CAN YOU HELP?

DEVELOPING SHARED MOBILITY - ONLY TOGETHER WORKS!

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