

Bringing Mobility Benefits to Employers

For OBTA Education Luncheon (July 2019)

Presented by Kathryn Mullins, Director of Business Development



MOOVEL BECOMES

REACHNOW ✓

An aerial photograph of a city street intersection. In the foreground, a multi-lane road with white lane markings and a yellow curb runs horizontally. A white car and a dark car are visible on the road. To the left of the road is a modern building with a glass facade and a metal frame. To the right is a large, multi-story building with a flat roof and several rooftop units. In the background, more modern buildings with glass facades are visible, along with some trees and a clear sky.

Portland's central city
population is expected to triple
and the number of jobs in the
area will increase by 40% by
2035.

* Source: <https://www.portlandoregon.gov/transportation/article/658352>



90+ minutes

6,000 + Portland workers spend on
public transit to get to work

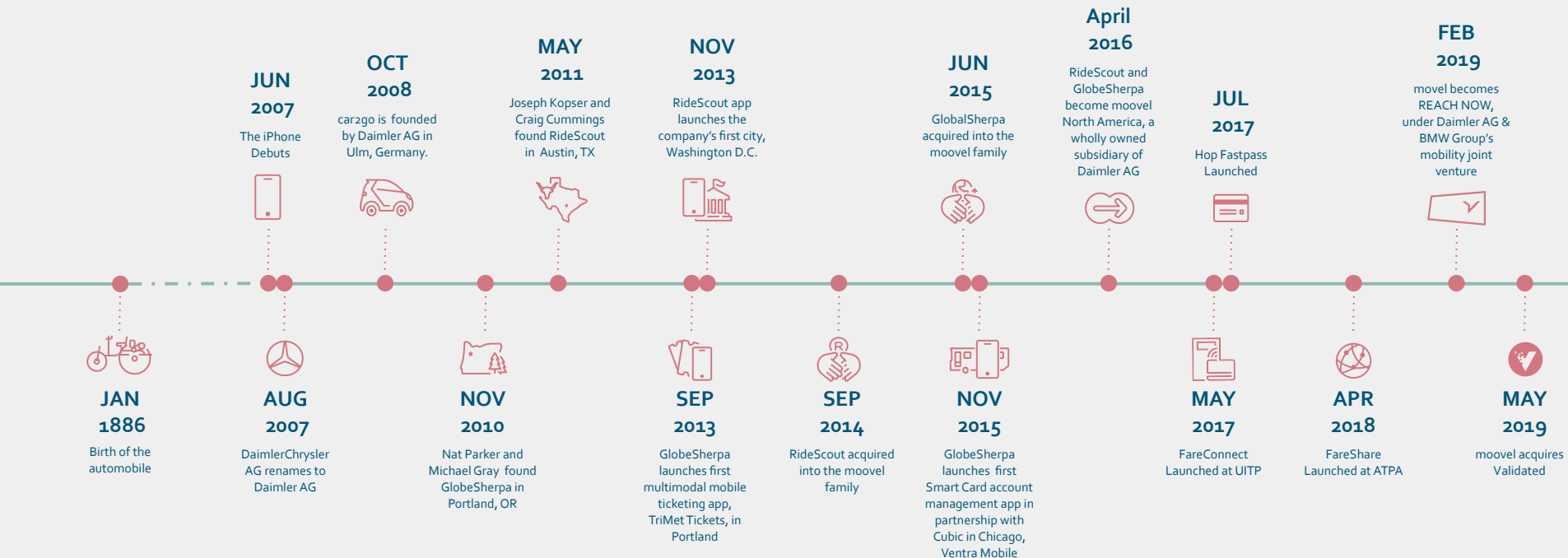
* Source: Willamette Week Article , Long Commute? In Portland, You're Not Alone



OUR VISION IS

A WORLD WITHOUT TRAFFIC JAMS

Experience from B2C to B2G2C



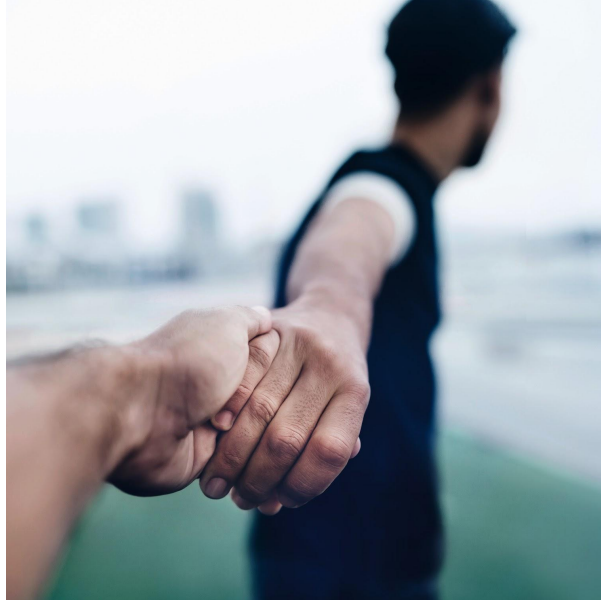
MOOVEL BECOMES

REACH NOW



WE BELIEVE

that innovating how people travel and commute will increase **quality of life and happiness** in cities everywhere.



OUR PRODUCTS

simplify the transportation experience, helping you to **connect to the people and places you love.**



WE CREATE

an Operating System for urban mobility and transportation, paving the way toward **a future with autonomous vehicles.**



NORTH AMERICA STATS



150

EMPLOYEES
In Portland



14

Metro Areas
In North America



4.8m

PEOPLE
use our apps



13.4m

TRANSACTIONS
combined in 2019



FOOTPRINT IN NORTH AMERICA





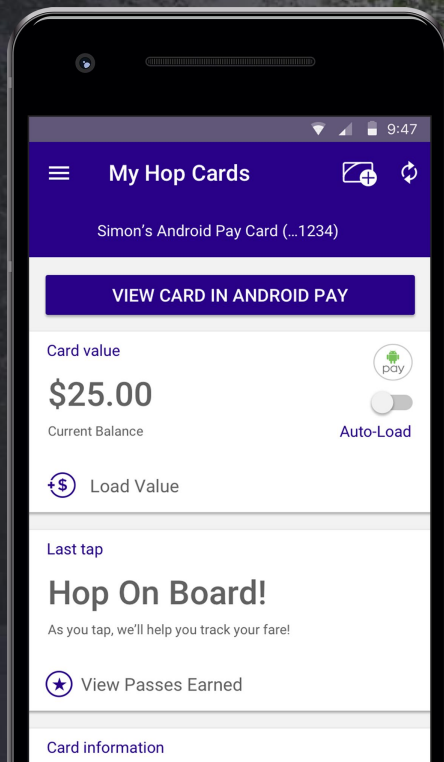
Our Core Products



Our solutions give riders the ability to **look, book and pay** for mobility options across providers.

VIRTUAL TRANSIT FARE CARD TECHNOLOGY

Tap-and-pay functionality with stored value



Furthering ridership via Google & Apple Pay

Work with TriMet, Google Pay, and INIT to power the world's first account-based regional virtual transit fare card within Google Pay. And most recently with Apple, to bring Apple Pay Express Transit to Portland area riders, the first to experience this technology in North America.

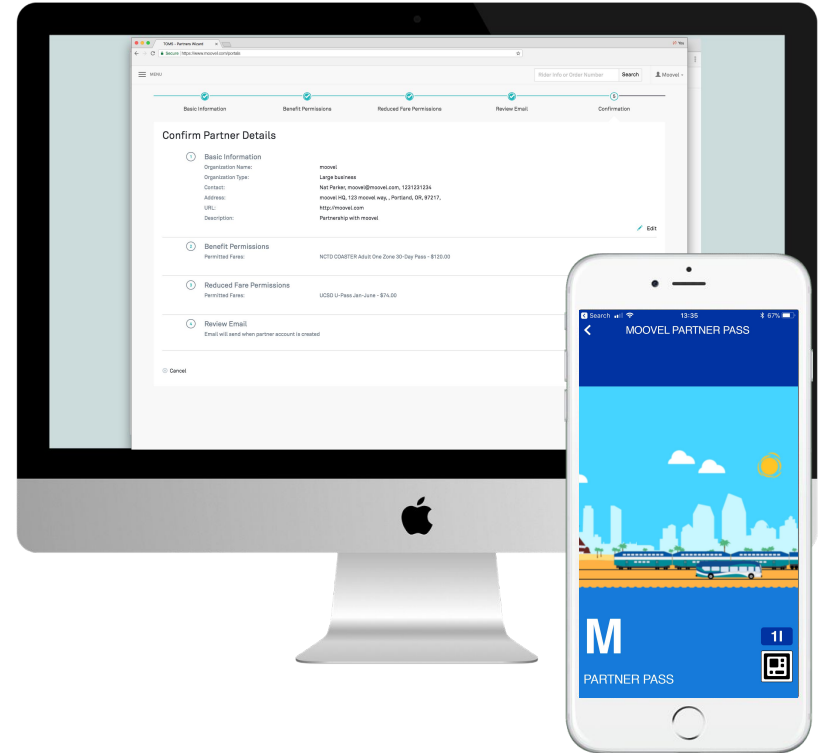


FareShare

Manage Partnerships. Attract Users. Sell Tickets.

A hub for managing transportation benefits, reduced fares and discounts to move the masses.

- **Mobility Benefits** - Manage, track, and distribute commuter benefits
- **Mobility Reduced Fares** - Incorporate reduced fare ticketing programs to eligible passengers
- **Mobility Discounts** - Provide discounts and promotions to incentivize ridership





Case Study

UCSD drives ridership via FareShare



80%

Within first 24 hours: **80% adoption rate** (among **1,012** participating students).



90%

90% adoption rate after the program expanded to **5,625** participating students.



82%

82% adoption rate when program expanded to **37,000** students

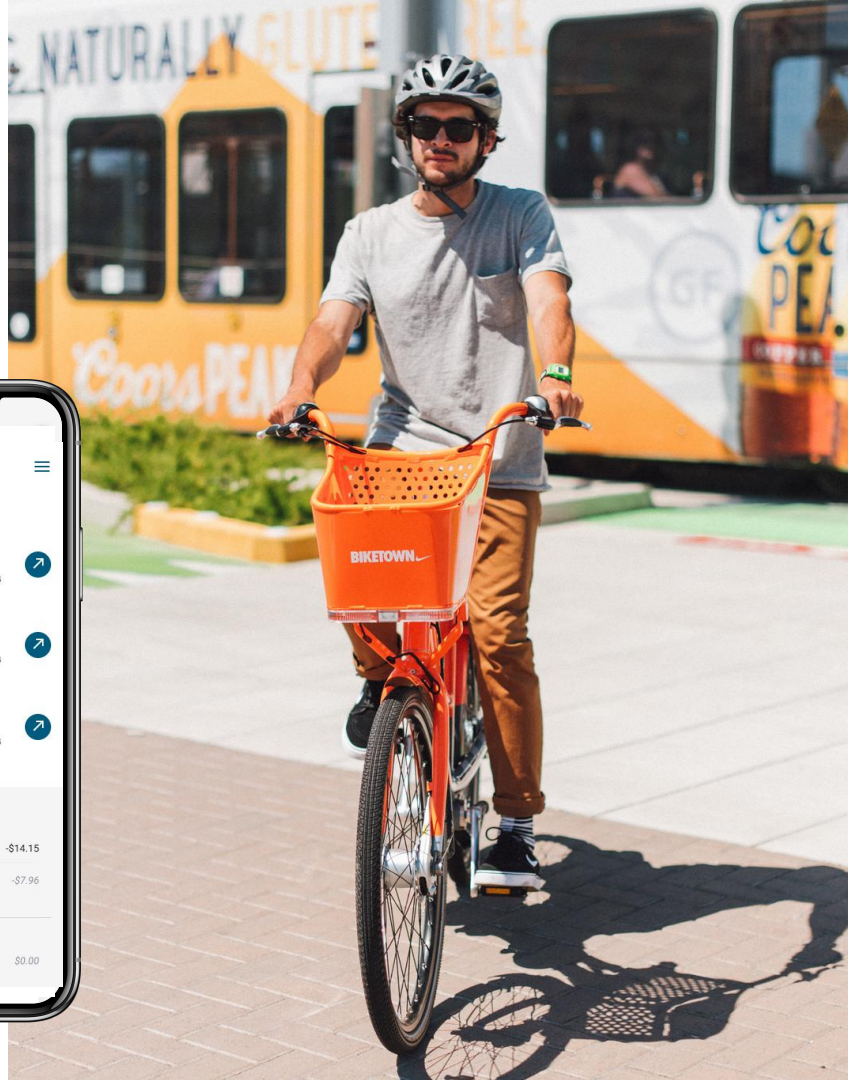
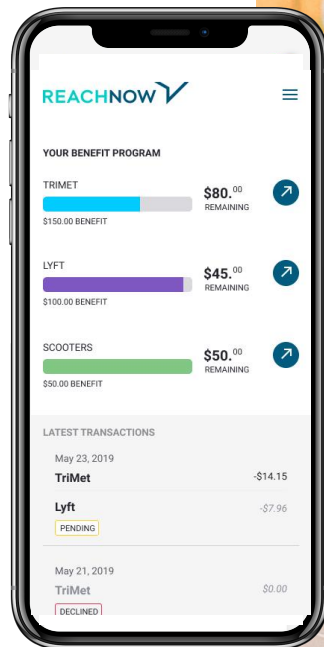


Mobility Benefits

Our Vision

Evolve your commuter benefits program to improve job satisfaction, boost employee retention and attract top talent

Enhance existing commuter benefits with multi-modal options.





Benefits for Employers

Automated tracking, reporting and distribution

Reward smarter travel

Differentiate your commuter benefit program by including multi-modal options that reward smarter travel.

Control the mode

Specify modes and allowances with granular control over spending amounts by mode. Incentivize modes that contribute to corporate sustainability goals and mitigate infrastructure investments.

No cards? No hassles.

Deliver a superior user experience to your employees with virtual cards managed in app.



Benefits for Employees

Stress free commuting

One app for their travel needs

Allow employees to commute with freedom using a multi-modal commuter benefits app whether commuting to work or out for business travel.

Better payment options

No need to dig for physical passes or cards. Have one payment option that can be spent on allocated pre-tax commuter benefit programs and post-tax business travel needs.

Access the right mode at the right time

Whether you're commuting to work or traveling for business, employees can have access to the best mode of transportation to meet their travel needs.

FUTURE VISION



Partner

Benefits Members Info

Q Search benefits and members

Active Benefits

NW Parking District

\$300k

SPENT YEAR TO DATE

Eligible NW Members

9,775

MEMBERS

60%

ACTIVATED APP

Affordable Housing Benefit

\$700

SPENT YEAR TO DATE

Affordable Housing Members

500

MEMBERS

53%

ACTIVATED APP

Benefits Summary

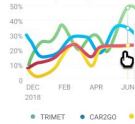


12,034

TOTAL MEMBERS

Activate

Benefit By Usage

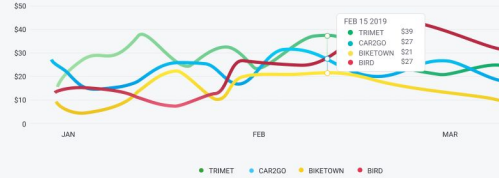


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Back to Benefits Dashboard

Generic Benefit

Benefit By Value



Details

Dec 21, 2019

Latest Distribution

Jul 19, 2019

Benefit Activated

Benefit

\$300k

SPENT YEAR TO DATE

	SPENT YTD	AVG USED
TRIMET \$100.00	\$127k	13%
CAR2GO \$50.00	\$122k	25%
BIKETOWN \$50.00	\$39k	8%
BIRD \$25.00	\$12k	5%

Members

9,775

MEMBERS

Group

NW Parking District

Last updated via upload

APP ACTIVATION

Activated App

Charlie Harrington



USAGE RATE

Weekly Number Of Uses



SERVICES

Remaining Funds & Information

Hop Card
TriMet, MAX, Streetcar

\$76.00

Charlie Harrington



REACHNOW

VISA Commercial

SAGE RATE

Weekly Number Of Daily Uses



SERVICES

Remaining Funds & Information

Hop Card TriMet, MAX, Streetcar	\$76.00
Car2Go Floating Rental Cars	\$18.13
Biketown Floating/Stationed Rental Bikes	\$10.28
Scooters All Available Scooters in Portland	\$10.28

RECENT TRANSACTIONS

Modes Of Transit

TriMet 7:32 AM - 8/25/2019	\$2.50
TriMet 5:03 PM - 8/24/2019	\$2.50
Bird 2:43 PM - 8/23/2019	\$1.85
Car2Go 5:34 PM - 8/22/2019	\$1.85

View All Transactions



QUESTIONS?

THANK YOU.

Contact kathryn.mullins@moovel.com to learn more.



MOOVEL BECOMES

REACHNOW ✓