



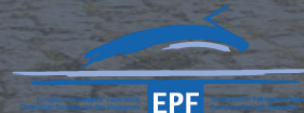
Inclusive travel data platform providing personalised real time information and services

White Label Mobility Platform for Tackling Transport Poverty

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CityMaaS HiReach Journey



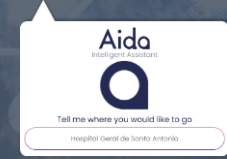
Learning

-  *Planning - The more input & early engagement the client provide, the better results*
-  *Execution: Systematic built and processes save time and resources*
-  *Testing: Pre-pilot objective guides the pilot execution.*

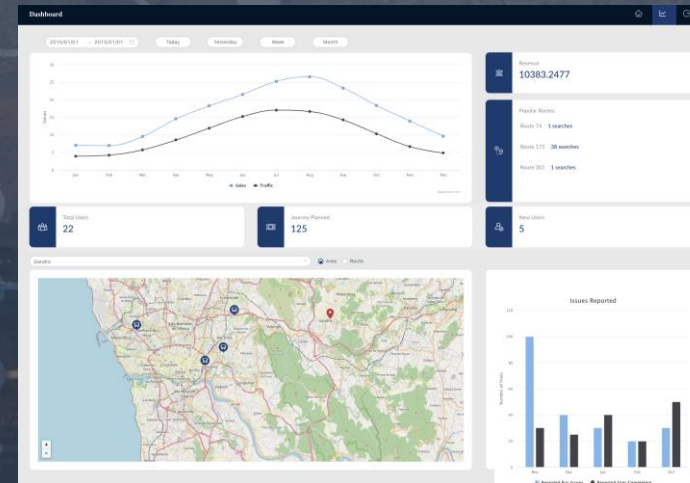
Pilot Plan

➤ New Features App:

1. Online Ticket and Payments Process
2. More functionality with CODIE, supplemented with Aida (AI assistance)



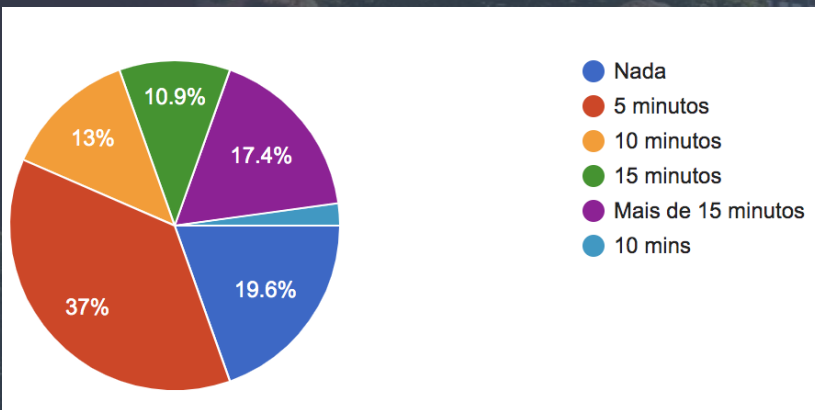
➤ Valpi Dashboard to enable efficient planning of the operation



➤ Achieve More! Download Now:

- ✓ Android: <https://play.google.com/store/apps/details?id=com.citymaas>
- ✓ IOS: <https://testflight.apple.com/join/Kzkvimb8>

Pilot Results

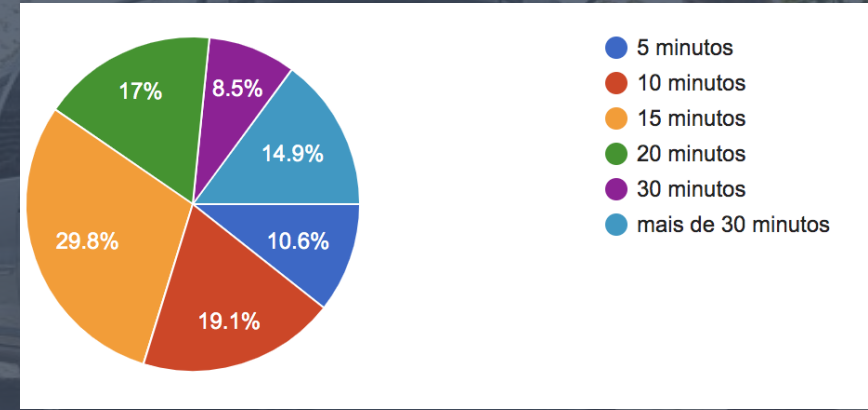


Time Saved

79% would save more than 5 mins using the App

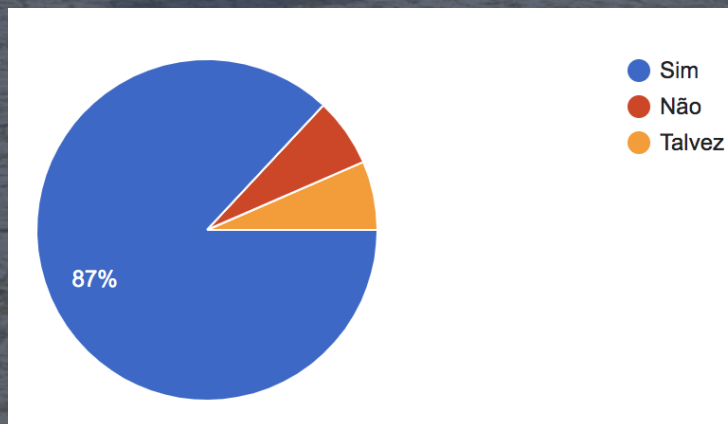
Travel Poverty

87% would travel more with buses with app



Ticketing & Payment

78% find in app ticketing & payment useful / 56% save more than 15 minutes



Customer Testimonial

“

buying tickets online is VERY good

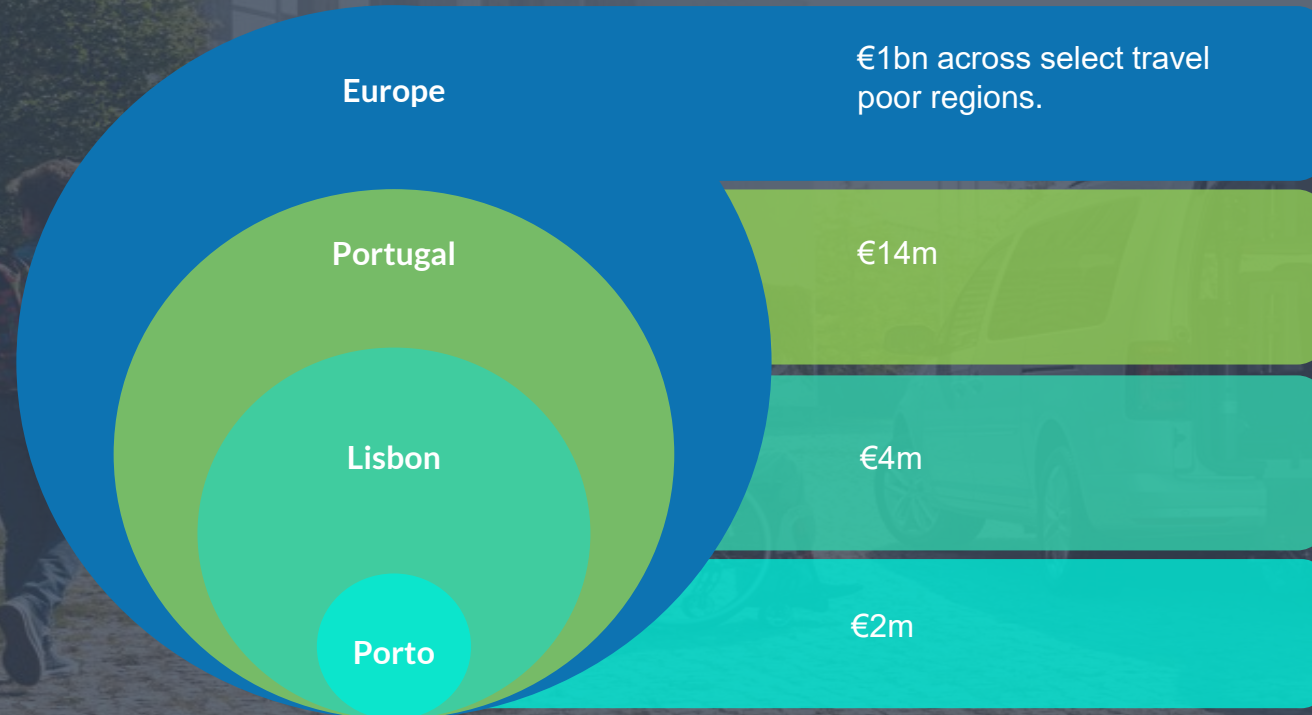
YES, because it is easier to see other
Valpi Lines in the Valongo and
Penafiel area

Real time information, which helps
the passenger to know the reason
for a bus delay.

the real-time information of the bus's position is
extremely important. Given the COVID situation, I
also believe that its occupation would be relevant
information.

”

Market Potential



Valpi undertakes 12 million passenger journeys a year at an average journey price of €3. A 5% ticketing fee on 25% of journeys is worth €450,000 per annum.

The Porto region in total is worth €2.0m, Portugal €14m and Europe €1bn across select travel poor regions.

Post Pilot – Commercialisation

Features

Ω User management	Ω Online ticketing	Ω Community info & communication
Ω Real time location of vehicles	Ω Ticket validation system	Ω Inclusive UX/UI features
Ω Journey planning	Ω Online payment	Ω Driver module
Ω Recommendation engine	Ω Shared location and information	Ω Operator dashboard
Ω Digitalisation of routes	Ω Multiple language support	Ω Aida - voice search

Commercialisation Model

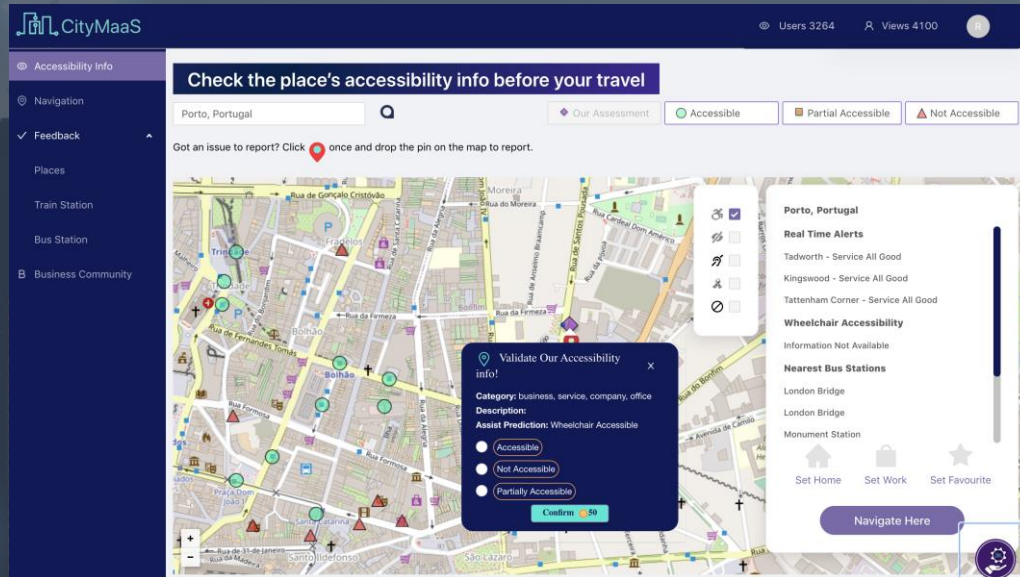
- White Label Mobility platform
- Flexible SAAS Pricing based on the features required

Customers in Pipeline

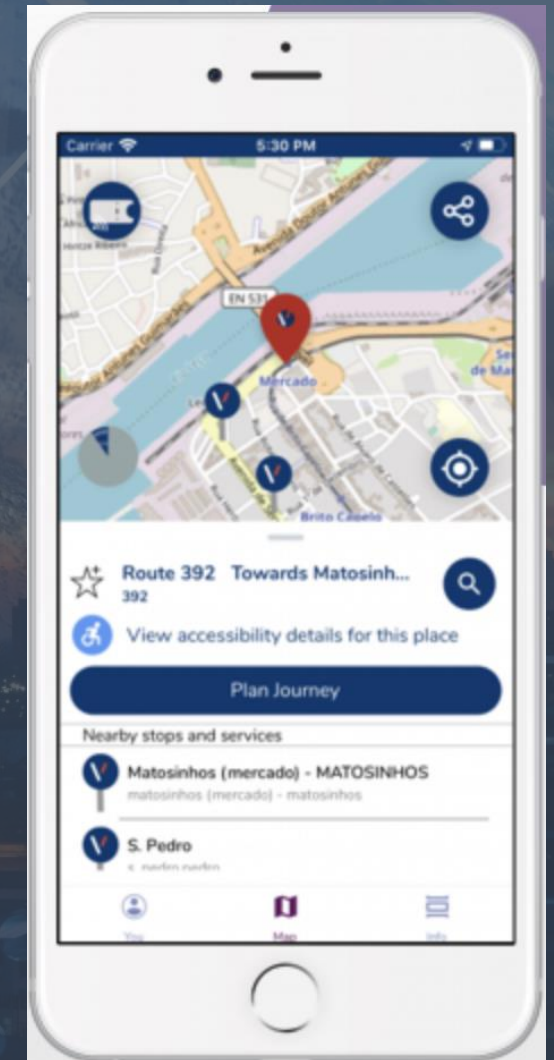
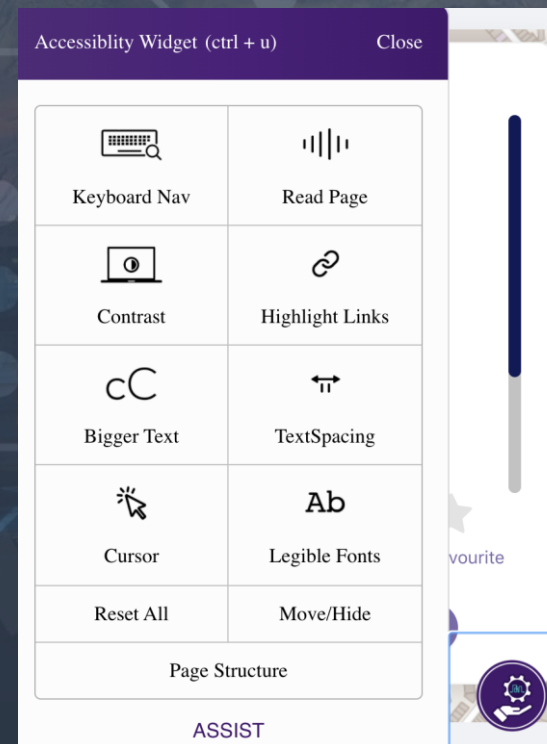
- Carris – Biggest Tram & Bus company in Portugal
- City of Lisbon – Urban Innovative Action Programme
- Surrey County Council – Collaboration with University
- Camberley Council - 5G mobility user case



CityMaaS Capabilities



Full detail, visit:
<https://citymaas.io/products/>







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