

Maas GLOBAL

Developer of the **whim**[®] mobile app

The Original 'Mobility as a Service' Company

Sampo Hietanen / CEO, Founder / MaaS Global Ltd
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@maas_global

EDITORS' PICK | Feb 12, 2020, 02:37pm EST

Oil Giant BP Banks On Bikes, Plug-In Cars And Fuel-Free Forecourts To Go Carbon Zero



Carlton Reid Senior Contributor
Transportation
I have been writing about transport for 30 years.

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BP CEO Bernard Looney speaks during an event in London on February 12, 2020, where he declared the ... [+] AFP VIA GETTY IMAGES

BP's new boss Bernard Looney said on February 12 that he wants the oil giant to pivot away from petroleum. By doing so the 111-year-old company could get to net zero carbon emissions by 2050, predicted Looney.

The company needs to "reinvent" itself, he said in a speech, a week after taking over as chief executive.

"The world's carbon budget is finite and running out fast; we need a rapid transition to net zero," said [Looney](#).

fair that car owners have the freedom of mobility ar

Ms. Heikkilä's idea has been incorporated into her c
Helsinki 2025, which aims to offer such smart and e
thousands of Helsinkians can do without their cars.

Global, now has some 10,000 monthly subscribers in
Whim. A basic plan at 50.7 euros a month (about \$61



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7,571 views | Mar 28, 2019, 05:36am EDT

Netflix-Of-Transportation App Reduces Car Use And Boosts Bike And Bus Use, Finds MaaS Data Crunch



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Whim app is for multi-modallists. MAAS GLOBAL

"Mobility as a service is the 21st century equivalent to the Ford Model T, which gave people the freedom to go wherever and whenever they wanted," said MaaS Global CEO Sampo Hietanen. He was speaking ahead of today's release of a study which found that his startup company's Whim app has massive potential to get people out of the habit of using cars.

"Whim is better than owning your own car," Hietanen told [Forbes.com](#).

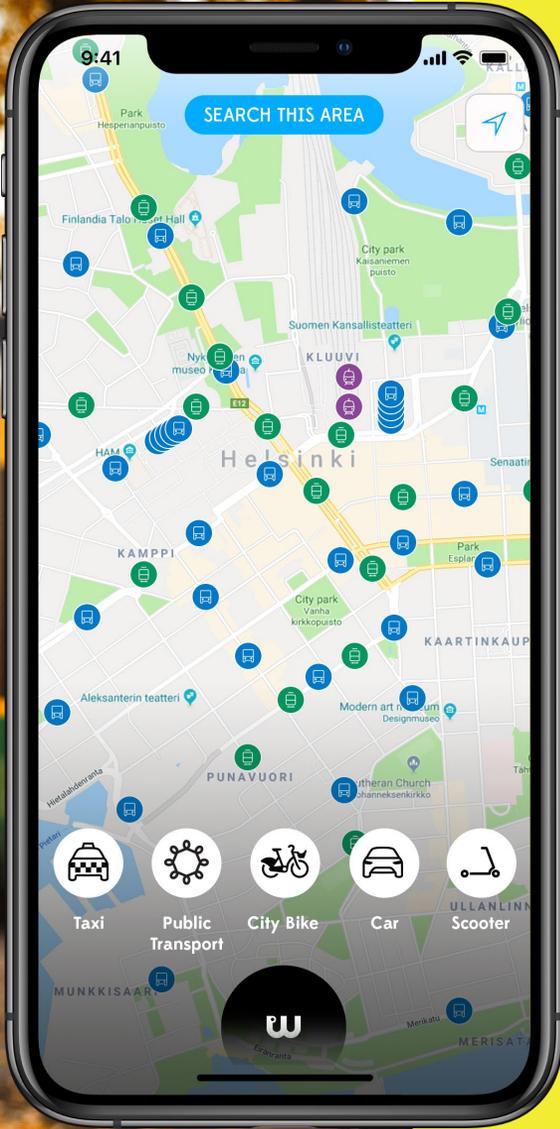
Hietanen is one of the "fathers" of mobility-as-a-service, or **MaaS**. The concept dates back to 1996 when the creation of an "intelligent information assistant" was suggested by data scientists during the ENTER tourism conference held that year in Austria. The first steps to make it a reality came after a presentation Hietanen gave at a tech conference in Helsinki in December 2014. Hietanen, then the CEO of Intelligent

What would it take for you to give up your own car?

MaaS Global was established to develop an answer to this simple question

The goal is to have 1 million car owners to switch to Whim subscription by 2030





1 App



Routing



Planning



Ticketing

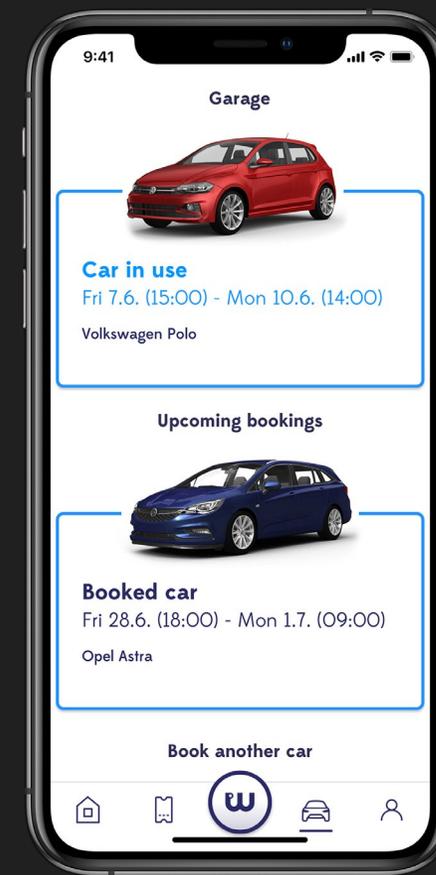
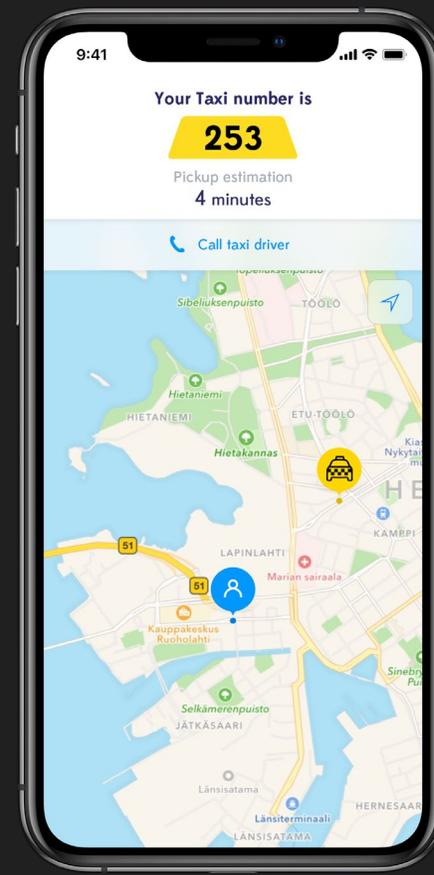
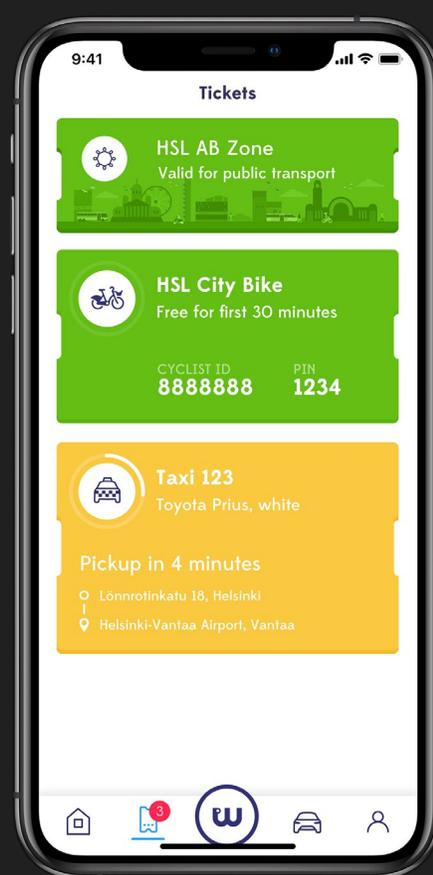
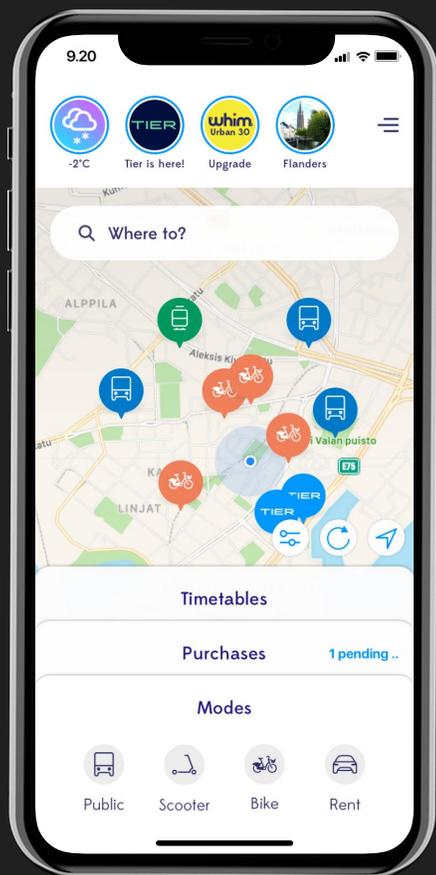


Payments



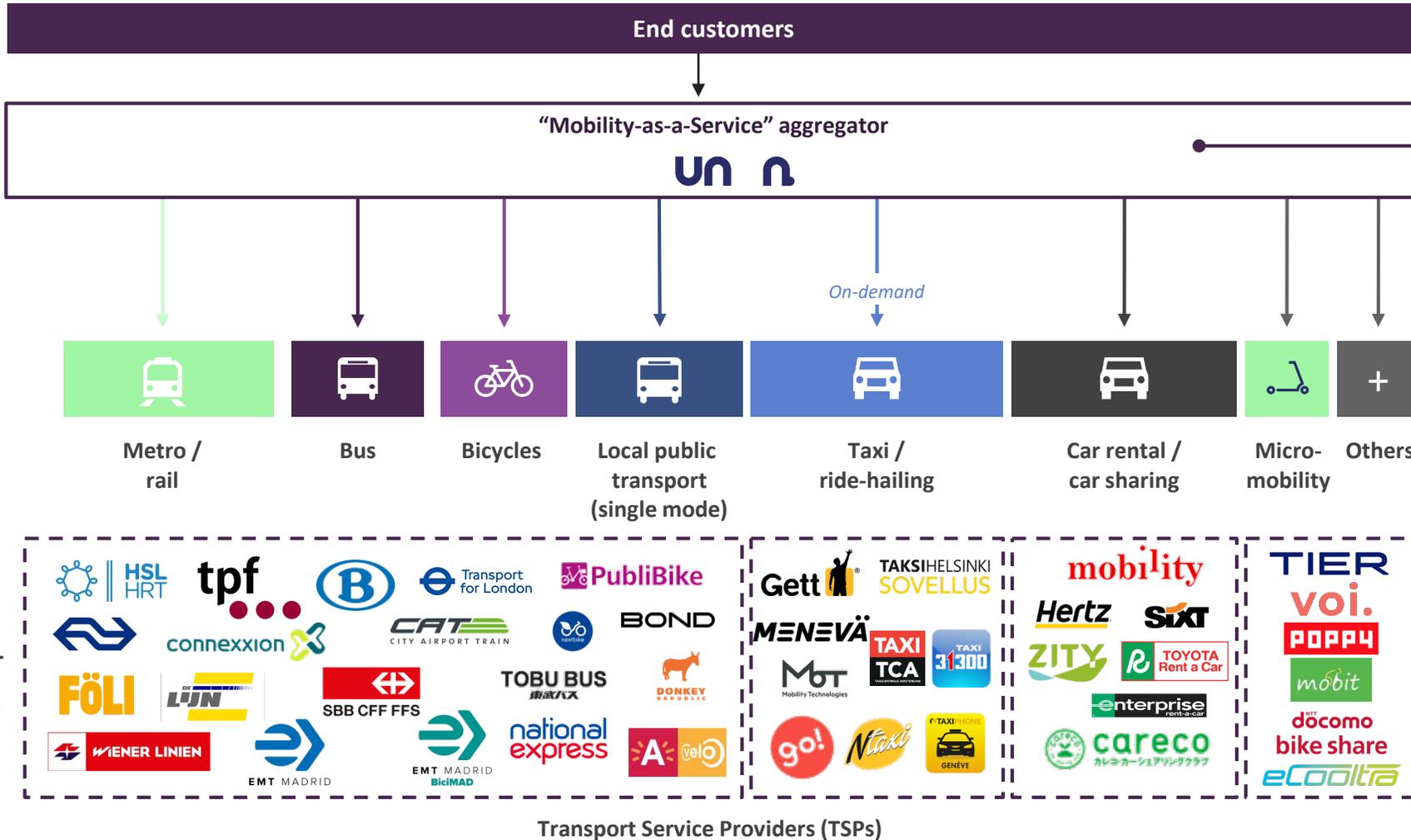
**Pay as You Go
or Subscriptions**

From Ownership to Experience Much More than a Trip Planner



Aggregating a Wide Range of Local Partners

Whim's customers can access to a fragmented group of local transportation service providers under a single umbrella



is a market leading mobile app that allows users to access and purchase transport services through a **single point of contact**

Whim achieves this as an interface between end customers and transport service providers (TSPs)

Whim is unparalleled versus other propositions due to its:

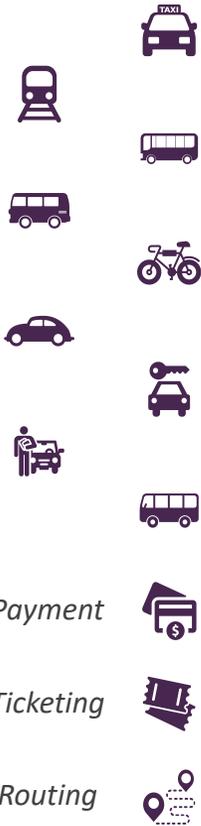
- True multi-modal reach (across relevant TSPs)
- Deep integration of routing, ticketing and payment functionalities
- Real-time, demand-responsiveness
- Monthly subscriptions

Source: Company information

Whim is the Market Leading MaaS Product

Whim is a category leader in the fast-growing MaaS market with over 18m trips completed to date

Transport Services



Over
18 million



trips have been made across trains, buses, taxis, ride-hailing, rentals, carshare, bikes, and scooters via the Whim platform

€18m+



in lifetime revenue collected through the Whim platform since 2017

Commercial/technical discussions concluded or progressing with



100+

Transport Service Providers

36 TSPs are already live on Whim.
11 TSP integrations are in progress

The Whim mobile app has been downloaded over 250k times since launch, resulting in

175k+

Unique registrations



Source: Company information

Impressive Roster of Existing Shareholders

Capitalising on a strong investor base offering a diverse range of global commercial partnership opportunities



Spanish global infrastructure operator committed to developing sustainable solutions centred on large projects: highways, airports, construction



Japanese real estate developer with a strategy of providing its communities with better mobility solutions through mobility-as-a-service



Finnish VC supporting scale-up businesses in the Nordic and Baltic regions, focused on mobility, automation, health tech, AI and robotics



Financial services arm of Toyota, the world's largest car manufacturer, with a strategy of serving the mobility needs of both current and future customers



Japan's largest conglomerate active in a wide range of areas including car manufacturing, with a strategy of changing the world of transport towards a digital & sustainable future



French public transport operator designing transport systems for all forms of public, shared, private, city and rural transport with activities in 20+ countries



European subsidiary of Asia's largest insurer, providing both retail and corporate insurance products, with a strategy of creating sustainable mobility solutions



Japanese conglomerate active in the manufacturing of a wide range of automotive parts with a strategy of realizing a future sustainable automotive society



UK oil and petrochemicals company aiming to develop and provide mobility and transportation in an increasingly smarter and digital world



Turkish financial investor with a focus on technology-as-a-service and specialised technology-oriented solutions



Finnish car dealership company with a strategy of solving customer's mobility needs, and to provide its corporate clients with wide-ranging mobility services in the future



Turkish manufacturer producing commercial vehicles in 20 countries worldwide, and focusing on transportation services in urban and intercity geographies

EARLY RESULTS

whim.



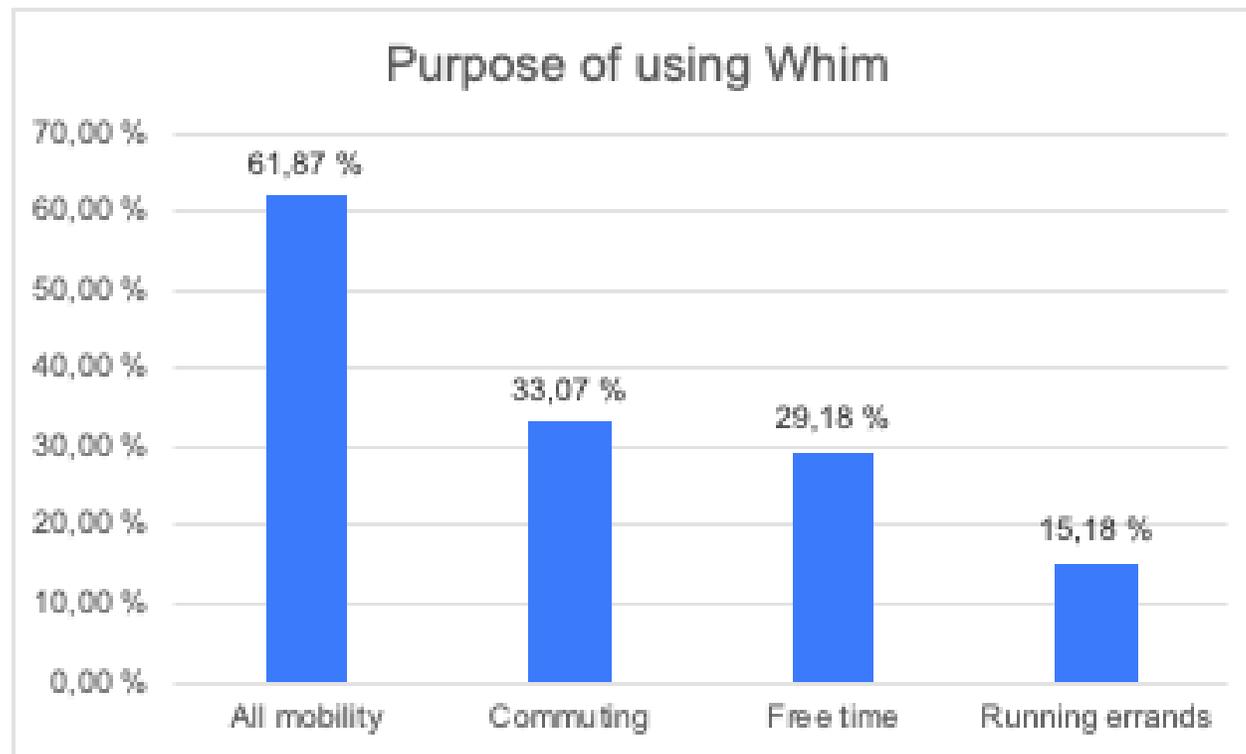
Findings - Purpose of use

62% use Whim for all travel needs.

9% selected only for commuting.

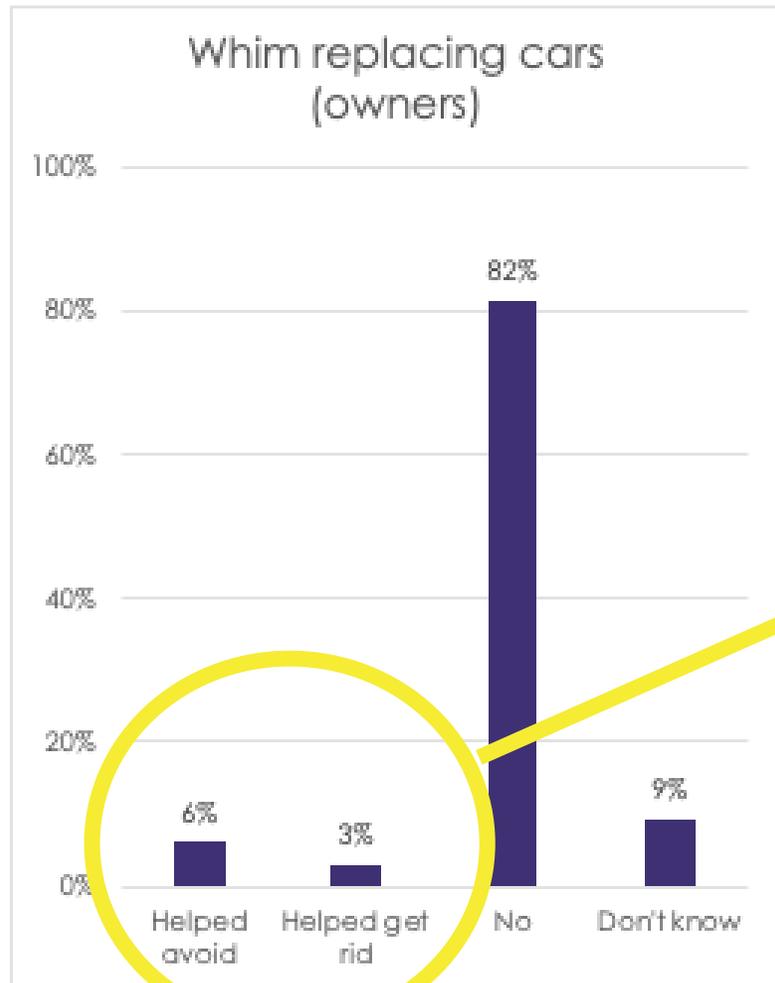
4% selected only for leisure.

2% selected only for errands.*

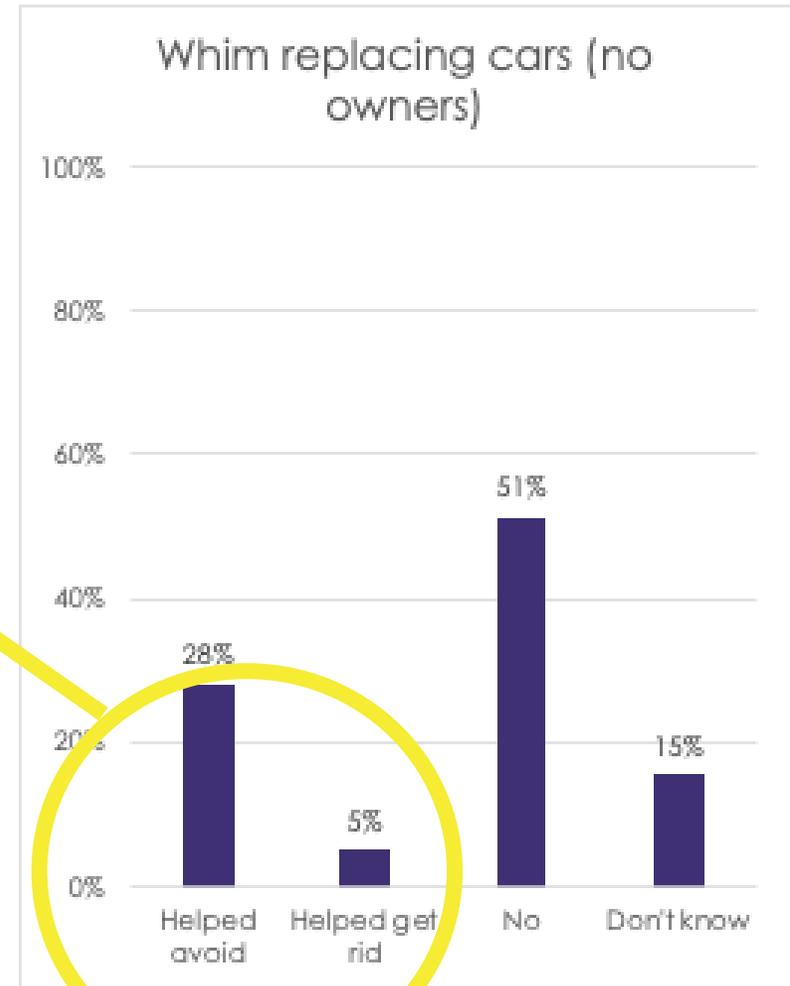


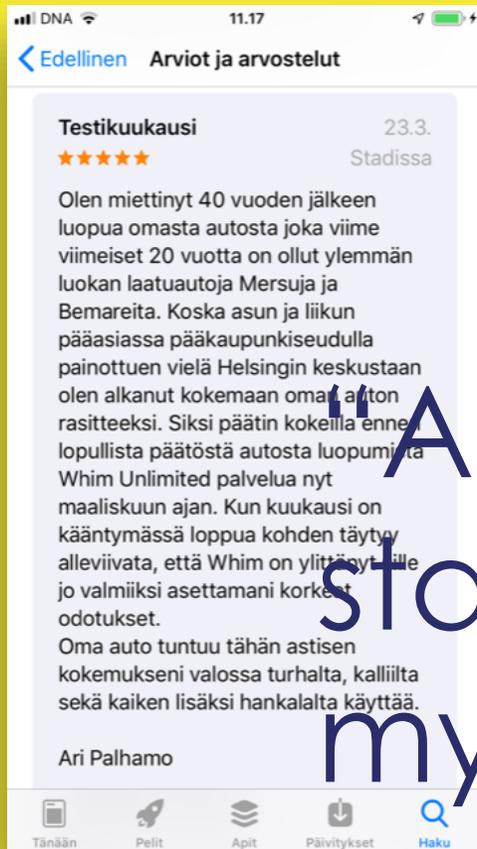
*This question was checkbox question, i.e. respondents could select >1 answer. In the graph are the overall responses.

Whim replacing cars?



24% of all responses said Whim helped (a) avoiding or (b) getting rid of own car





"After 40 years of driving I have started to consider giving up my car that, for the last 20 years, has been an executive class automobile..."



Thank you!