

The image features a background of a city map with a light gray grid pattern. In the center, there is a teal-bordered box containing the HERE mobility logo and its tagline. Below this box, a photograph of a city skyline at night is visible, with several bright blue laser lines crisscrossing the scene. The Chrysler Building is a prominent feature in the skyline.

# HERE mobility

Connecting the Mobility World

confidential





16M in Israel



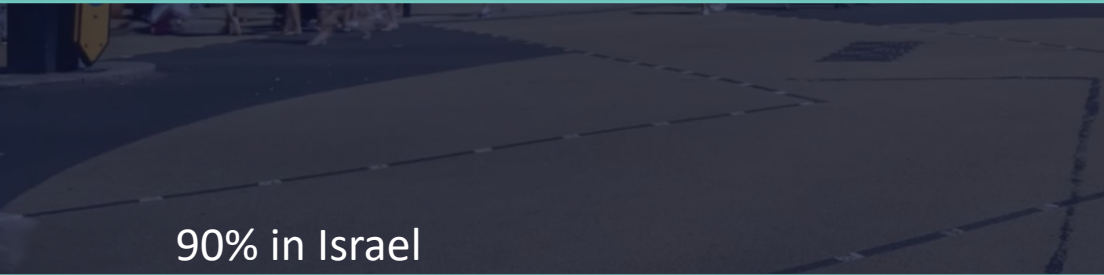
35B NIS in Israel



Current 38 min in Israel



90% in Israel



90% in Israel



A photograph of a city street, likely in New York City, featuring tall brick and stone buildings. In the foreground, a white delivery truck is parked, and a silver SUV is visible. A blue semi-transparent overlay covers the right half of the image, creating a gradient effect. The text "Traffic is NOT the problem!" is centered over the image, with "NOT" in red and the rest in white.

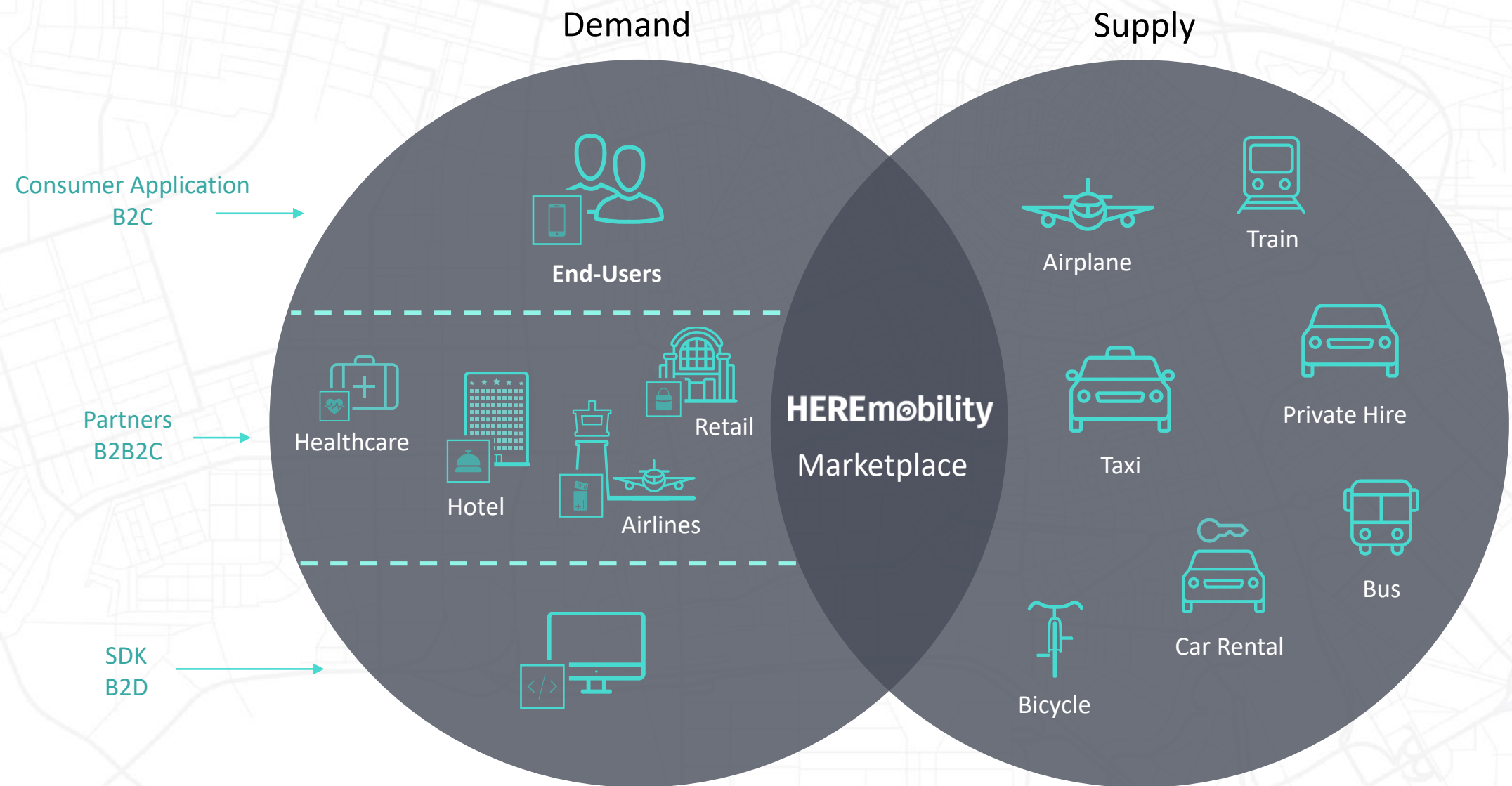
Traffic is **NOT** the problem!



A photograph of a busy city street, likely in New York City, with tall buildings lining both sides. Pedestrians are walking on the sidewalk, and a glass-walled transit station is visible on the right. The image is overlaid with a dark blue gradient. The text "The challenge is moving PEOPLE around" is centered in the upper half of the image. The word "PEOPLE" is highlighted in a light blue color.

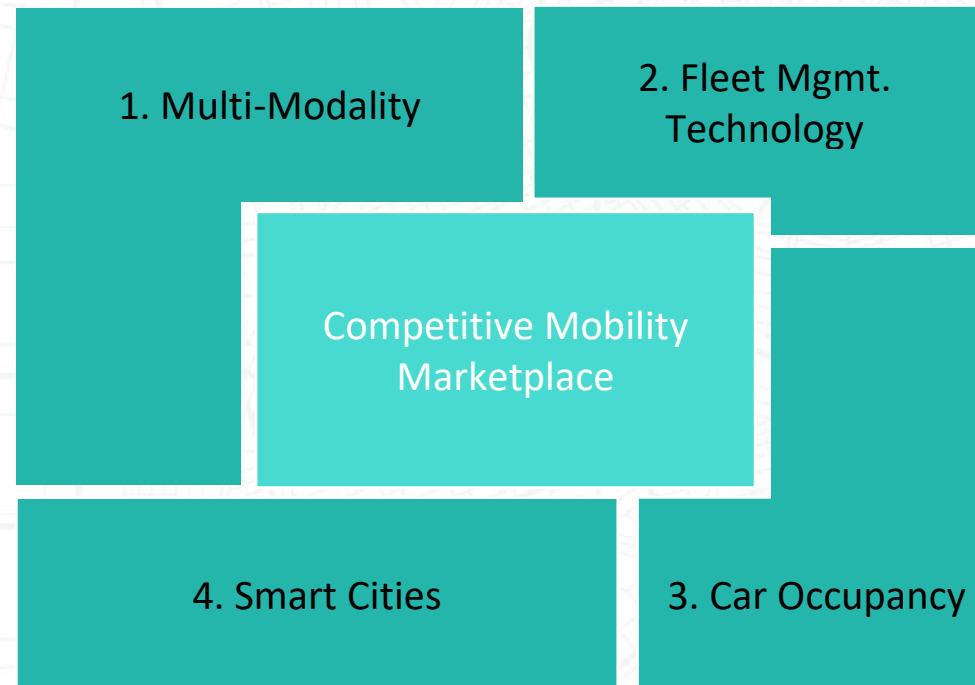
The challenge is moving  
**PEOPLE** around

# Our Solution: The Open and Competitive HERE Mobility Marketplace



# Mobility Efficiency is Comprised of 4 Building Blocks

## The 4 Mobility Efficiency Building Blocks

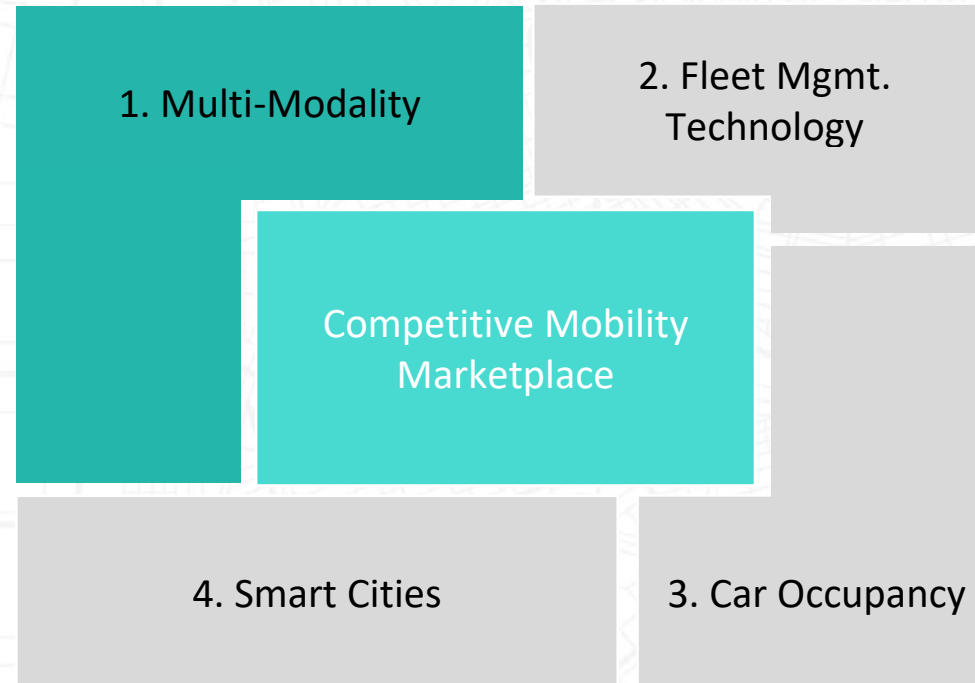


**Our Vision** - Create a competitive mobility market,  
in order to achieve urban mobility efficiency



# Mobility Efficiency is Comprised of 4 Building Blocks

## The 4 Mobility Efficiency Building Blocks



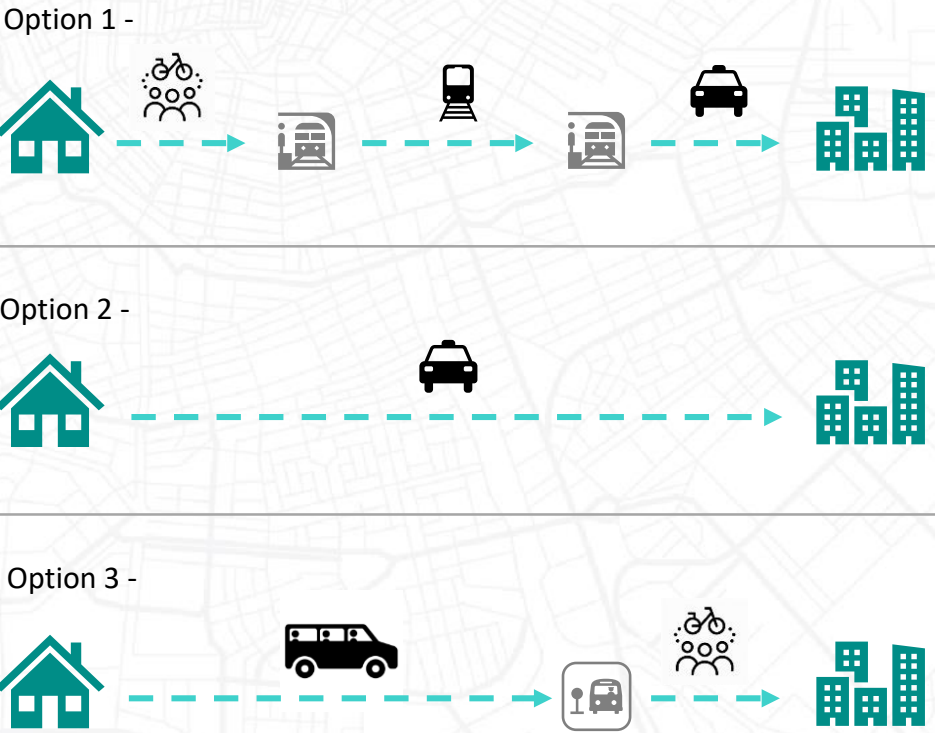
Achieving Mobility Efficiency  
by Diminishing Unnecessary Driven KMs

# Multi-Modal Efficiency Requires Two Main Components

## 1 Versatile Mobility Offerings



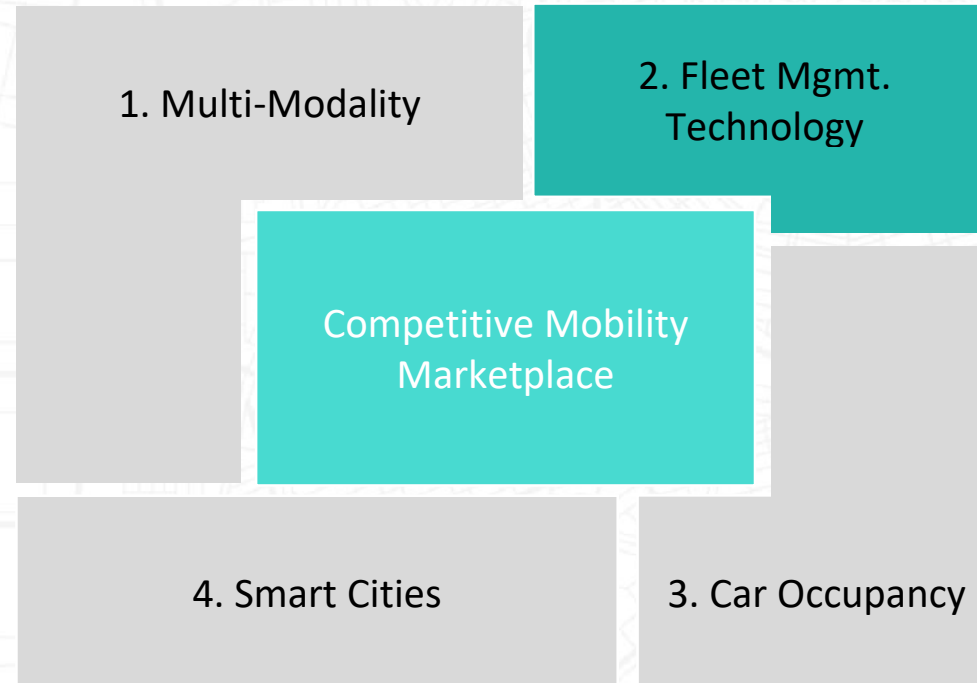
## 2 Multimodal Planning & Routing





# Mobility Efficiency is Comprised of 4 Building Blocks

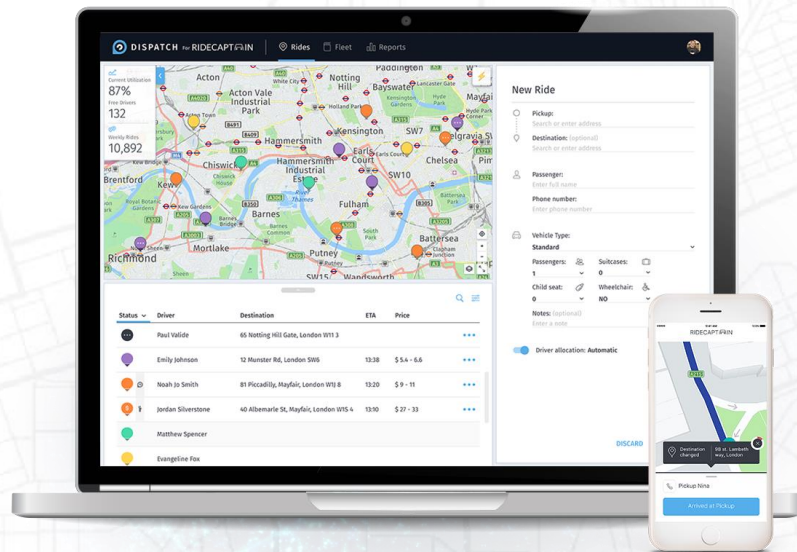
## The 4 Mobility Efficiency building blocks



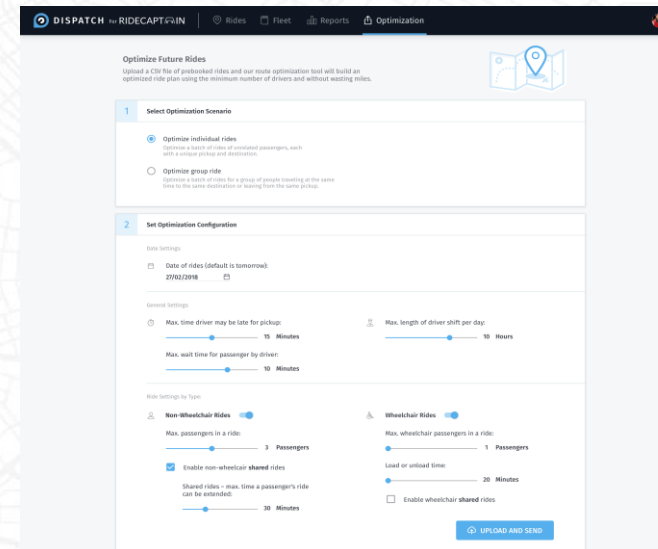
Achieving Mobility Efficiency  
by Diminishing Unnecessary Driven KMs

# Unlocking Mobility Efficiency through Technology & Data

## Dispatch Tool - Minimizing the technological gap in fleet management



## Mobility Optimizer - Optimizing routes & drivers for multiple rides

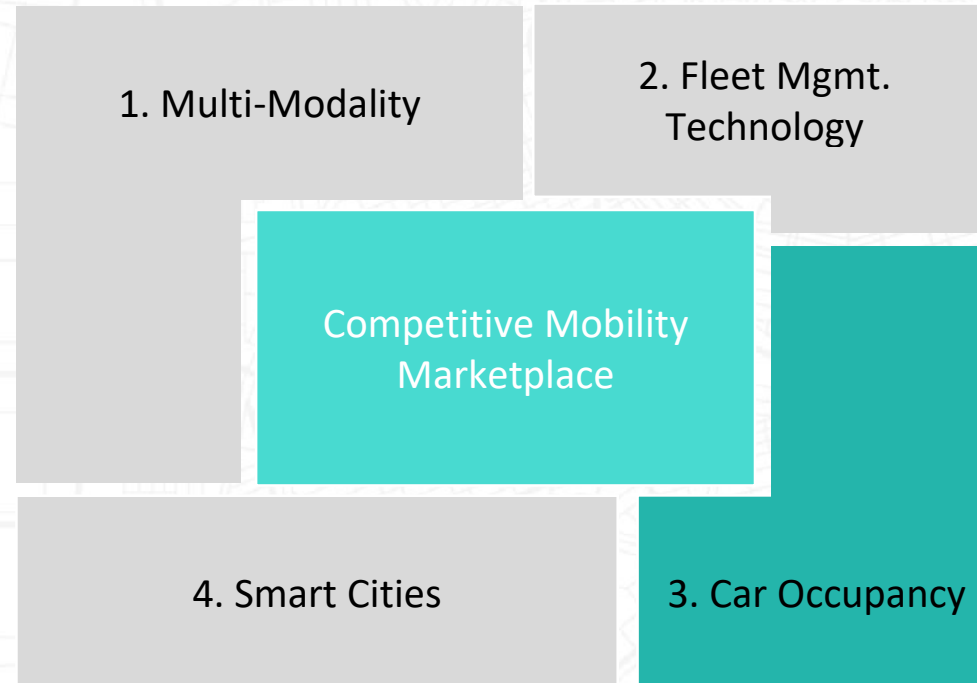


- Avg. daily savings of 15% of drivers and 25% of KMs per partner
- Currently savings ~3,000 driven KM a day
- By end of 2019 we expect to reach 100K saved KMs per day



# Mobility Efficiency is Comprised of 4 Building Blocks

## The 4 Mobility Efficiency Building Blocks



Achieving Mobility Efficiency  
by Diminishing Unnecessary Driven KMs

# Increasing Car Occupancy - Ride-Sharing Barriers

## Ride-sharing is Not Picking Up...

Currently, there is only **one person** in most cars on the road



Despite of the fact that most of our rides have a social purpose!

## ...Due to Unsatisfying Benefits

Driver's Cost  
of Rides-Sharing

- Safety
- Loss of Privacy
- Extra Fuel Cost
- Extra Drive Time
- Loss of Flexibility



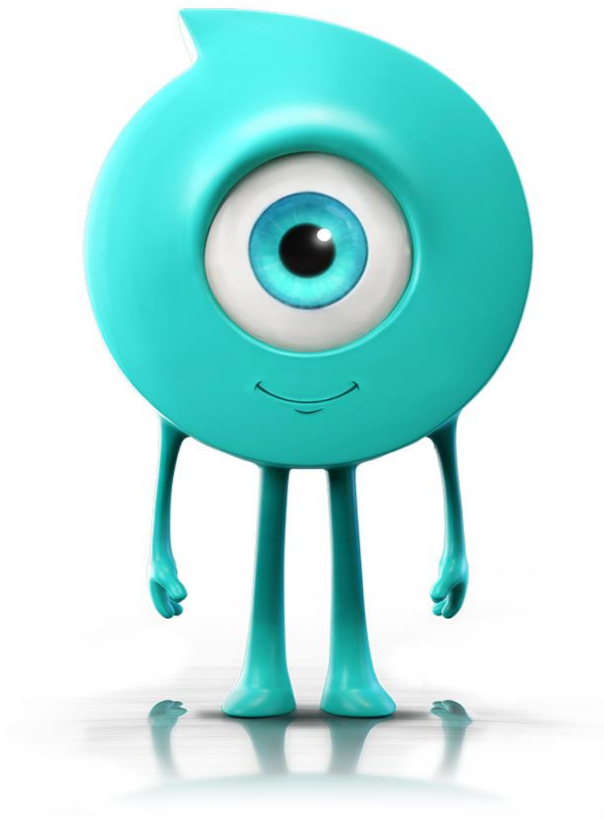
Driver's Benefits  
from Rides-Sharing

- Networking possibilities
- Altruistic Reward
- Fuel Cost Share

Payment to  
Ride-Share  
company



## Increasing Car Occupancy – Introducing the SoMo App



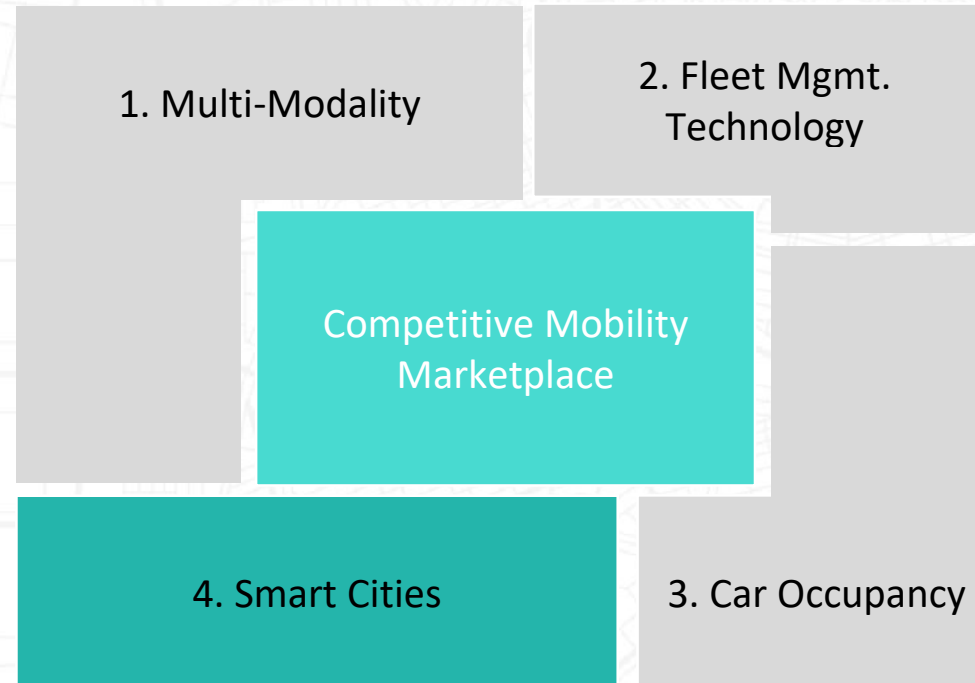
- The ultimate one-stop-shop transportation app
  - That makes it easier to coordinate shared rides
  - Via any means of transportation
  - With friends or on your own

**"Social Mobility"**  
**PLAN. SHARE. RIDE.**

**SoMo helps people who already want to ride-share  
by lifting all technological barrier to do so**

# Mobility Efficiency is Comprised of 4 Building Blocks

## The 4 Mobility Efficiency Building Blocks



Achieving Mobility Efficiency  
by Diminishing Unnecessary Driven KMs

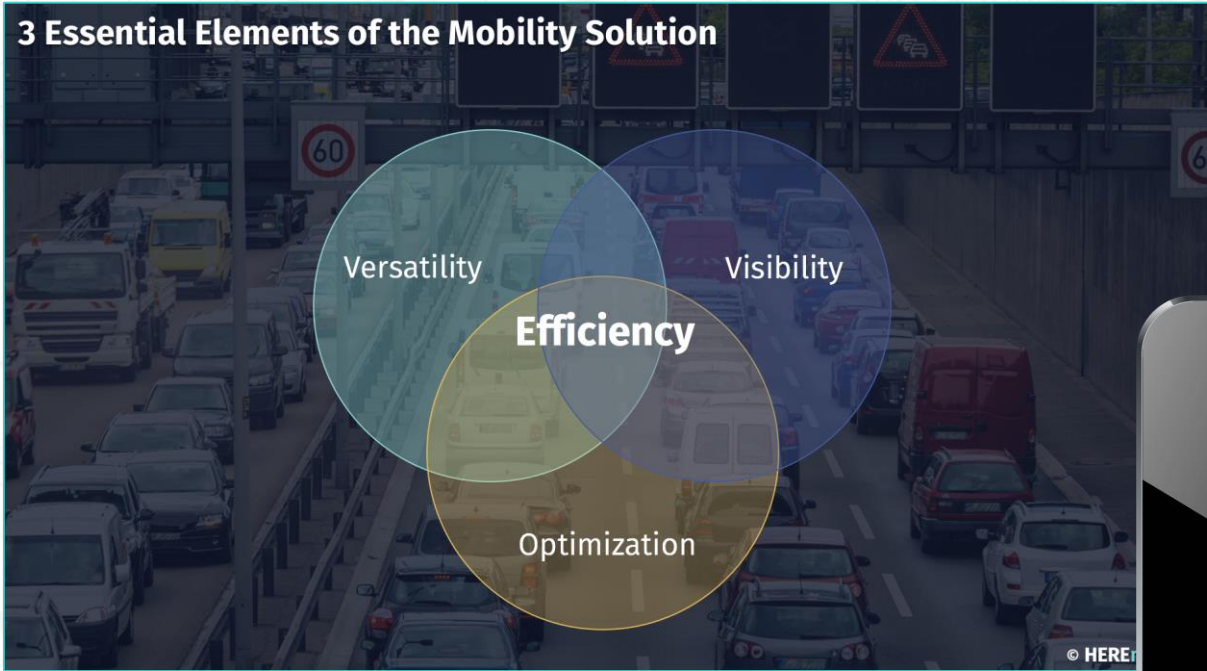


# Giving Cities Visibility Into a Versatile Market

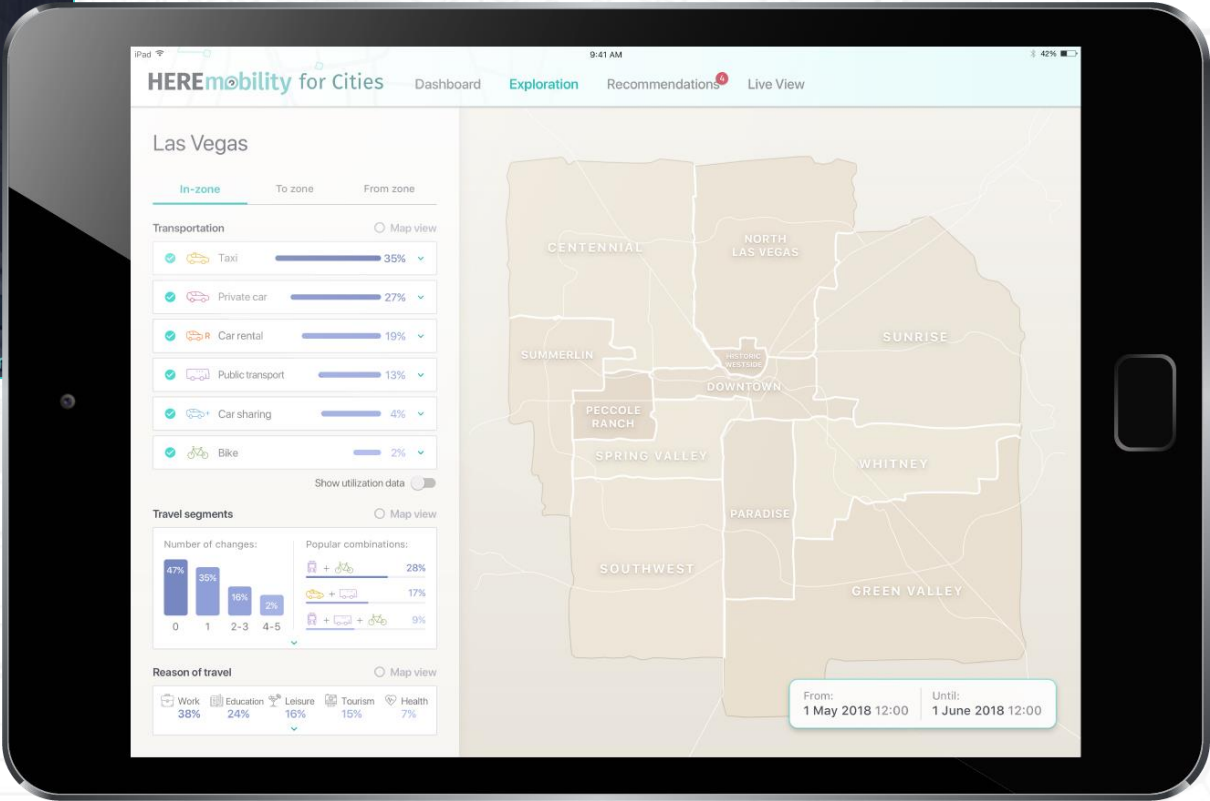
00:00 am



# Smart Cities - Encouraging the Municipality to Gain Mobility Control



Helping cities gain crucial visibility in order to become active





# Supporting Cities Mobility Optimization Efforts

00:00 am

