



Why Choose Open?

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*Choosing optimism and Openness
is one of the most important policy
opportunities of the 21st century.*

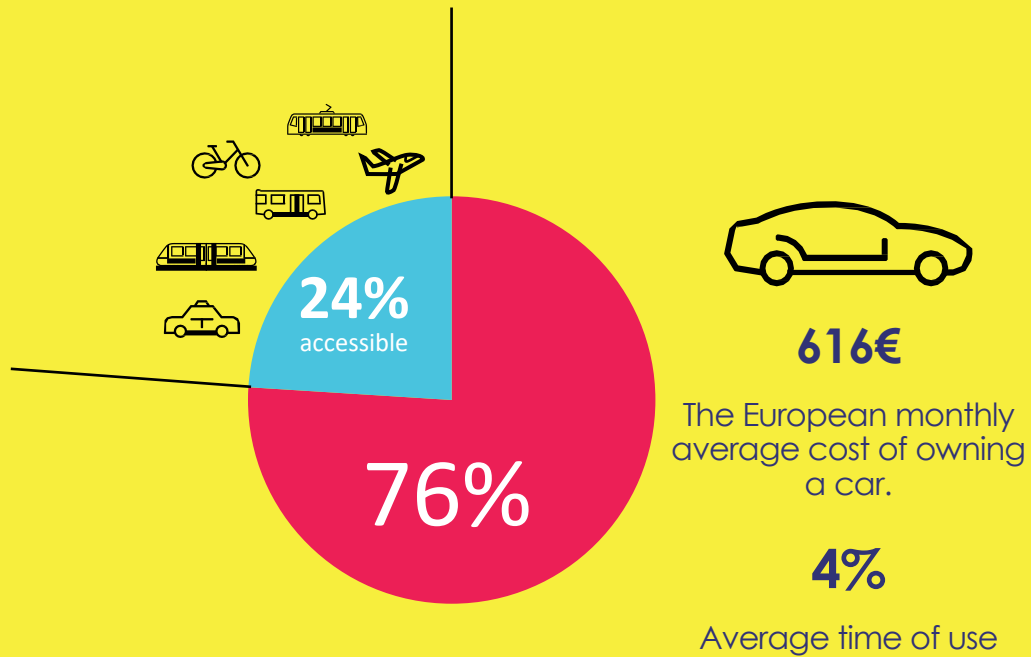
Rufus Pollock, The Open Revolution

If nothing else works, a total pig-headed unwillingness to look facts in the face will see us through.

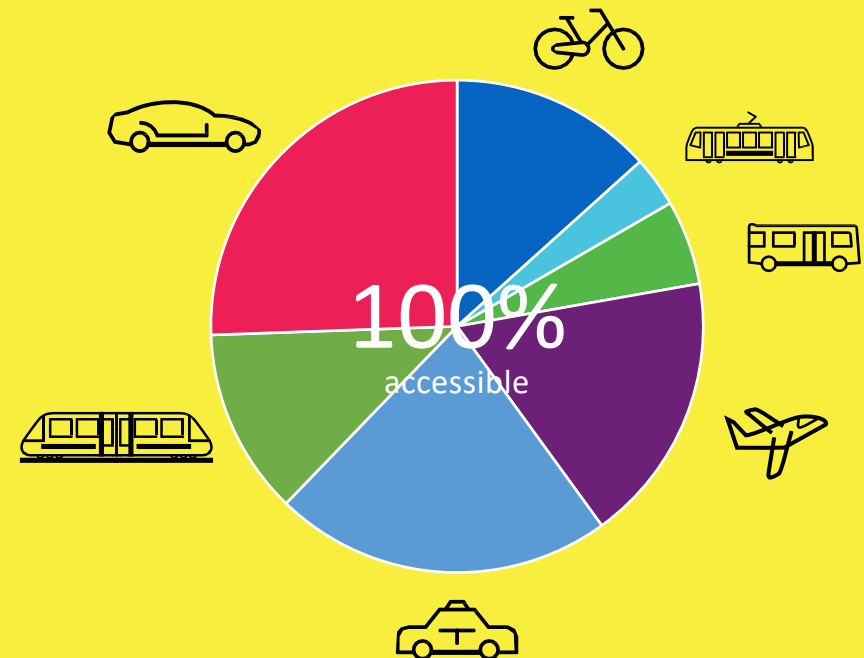
General Melchett, Blackadder

Mobility spend

Today



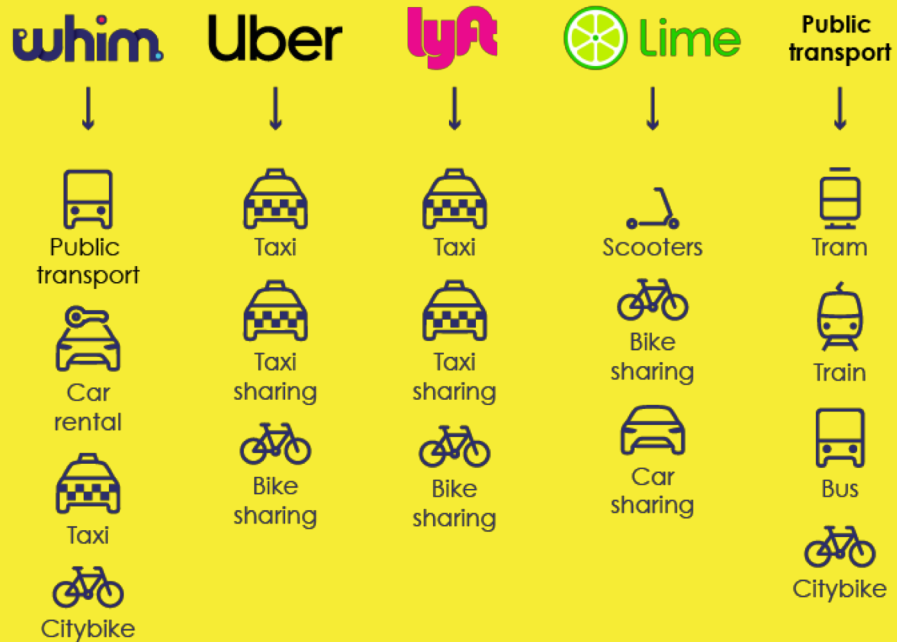
MaaS



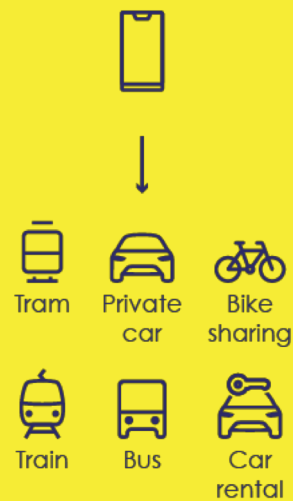
Sources: LeasePlan, World Bank, World Health Organisation, Inrix, European Commission, Eurostat, Frost & Sullivan

How are markets evolving?

Every provider has their own ecosystem



Winner takes it all

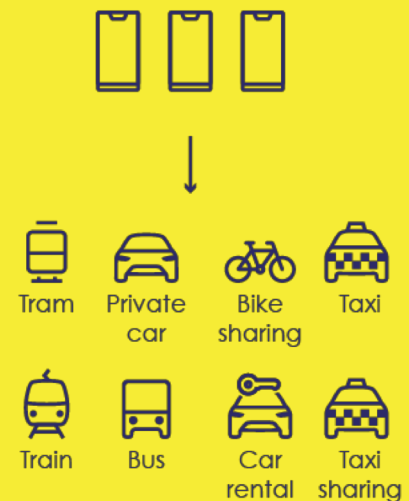


Public transportation takes it all



Open Ecosystem

Customer choice



Mobility as a service (Aggregators)

Transportation providers

Public transport is the backbone of MaaS



2,15

trips per day with public transport by **Whim users**



1,6

trips per day with public transport by Helsinki residents on average



42%

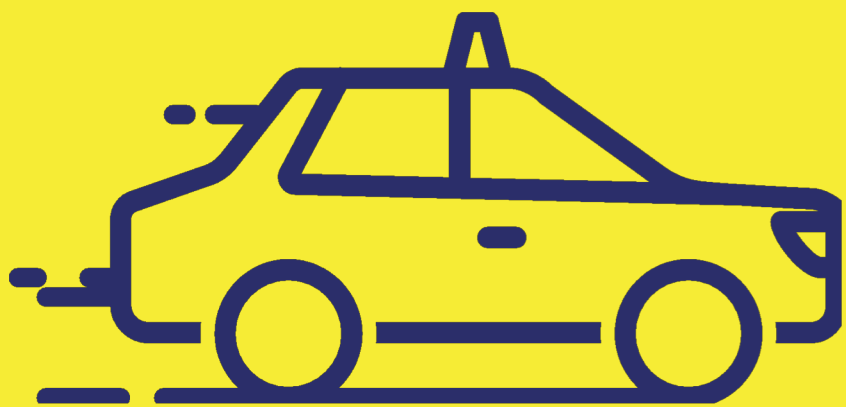
of Whim users' citybike trips combined with public transport*

3x

Whim users combine taxi three times more often with PT compared to other users in Helsinki on average**

* Within 30mins prior and 90 mins after public transport trip.

** Within 20 mins prior and 30 mins after public transport trip.



Whim users use taxis

2,25×

times more often than other
Helsinki residents on average

Users dictate services

It's what the consumers feel that matters.

Not what we as a company or all of us as an industry
are most comfortable with.

Change has to happen faster.

Together.



Thank you!