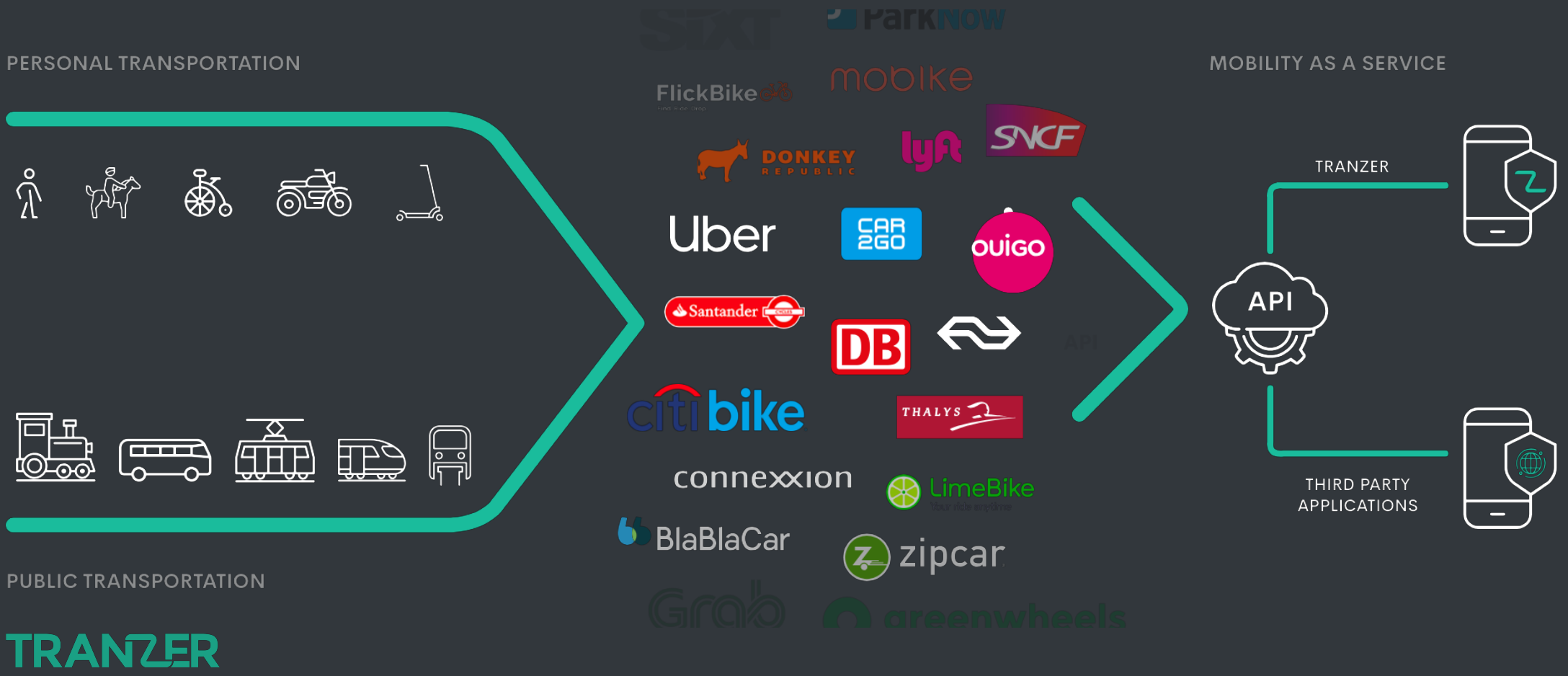
TRANZER
OPEN MOBILITY CONFERENCE 2019
SANNEKE MULDERINK
TRANZER KEEP OUR CITIES FLOWING

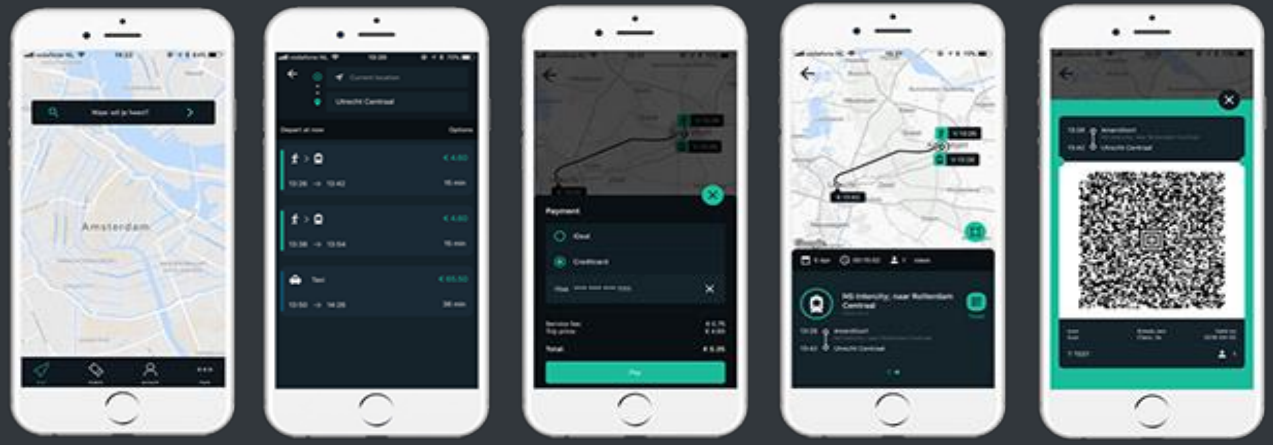
TRANZER ECOSYSTEEM

It used to be so simple



PLAN, BOOK, PAY ALL IN ONE PLATFORM

All transport modes compared and offered based on price, speed and comfort



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TRANZER INTEGRATES IN THE CUSTOMER JOURNEY

Transit creates stickiness with large customer facing companies

WeChat

KLM

MultiTankcard.

travelcard

9 2
9 2

Rabobank

LeasePlan

PLAN, BOOK, PAY ALL IN ONE PLATFORM

Open Platform

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THIRD PARTY APPLICATIONS

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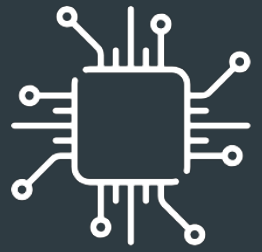
CHALLENGES

What makes Tranzer unique?

PAYMENT AND VALIDATION

KNOWLEDGE AND EXPERIENCE



AGNOSTIC

Works with all operators worldwide

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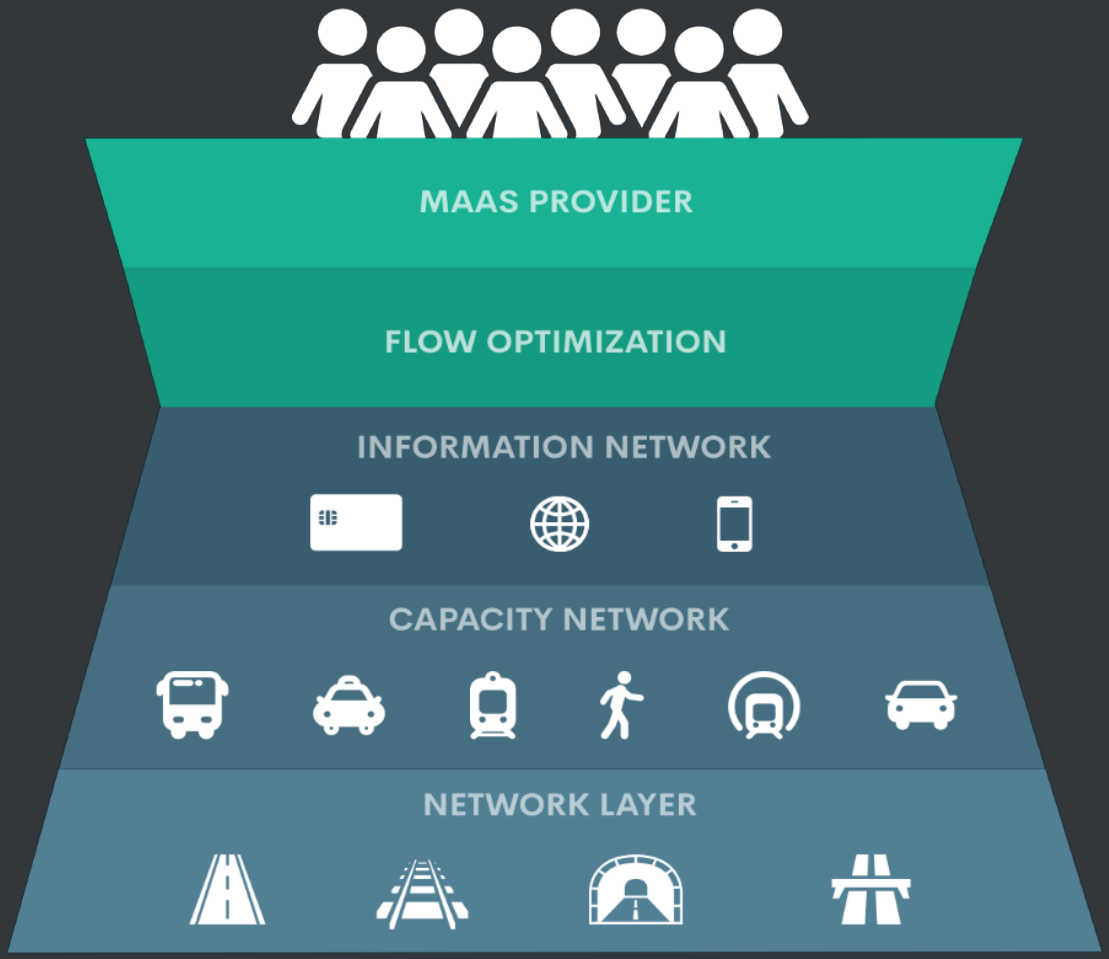
KEEP OUR CITIES FLOWING

Pricing & Prioritising



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MAKING MAAS WORK

3 key elements

- **ALL TRANSPORT MODES & TICKETS NON-DISCRIMINATORY AVAILABLE**
- **GOVERNMENT: COOPERATE TO DIRECT THE FLOW OF THE CITY – DATA IN RETURN**
- **SELF SUPPORTING BUSINESS MODEL:**
  - COMMERCIAL MARGIN

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"ALL MODES OF TRANSPORT FINANCED BY THE PUBLIC OR PRESENT IN THE PUBLIC SPACE MUST BE OFFERED NON-DISCRIMINATORY TO MAAS PROVIDERS"

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2019
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