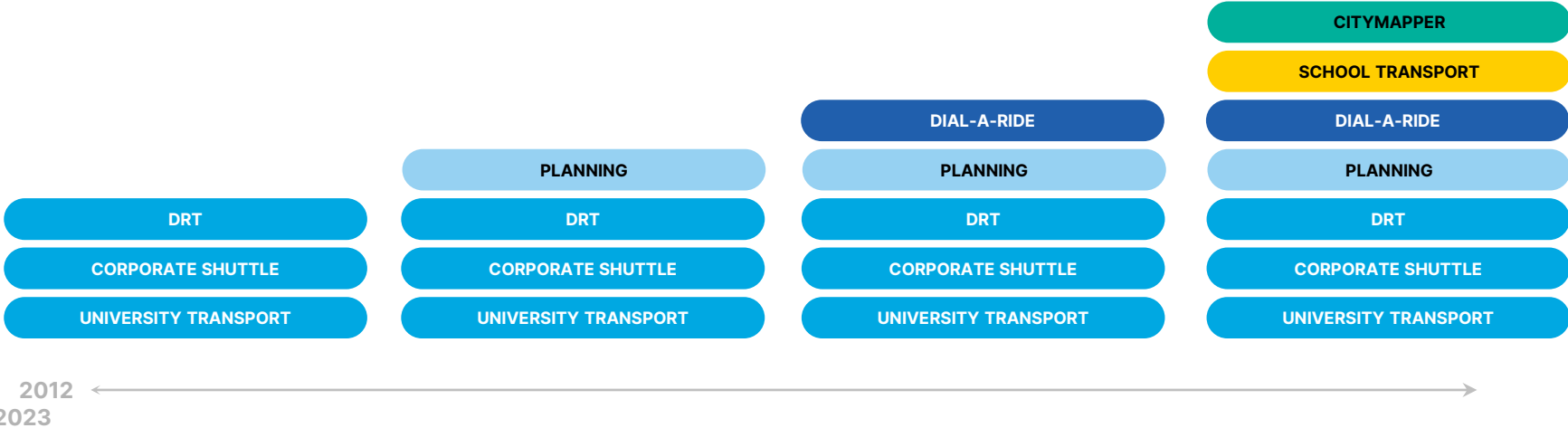


For a long time Via has pursued an agenda of supporting authorities to create more compelling, more affordable and more efficient public transport.

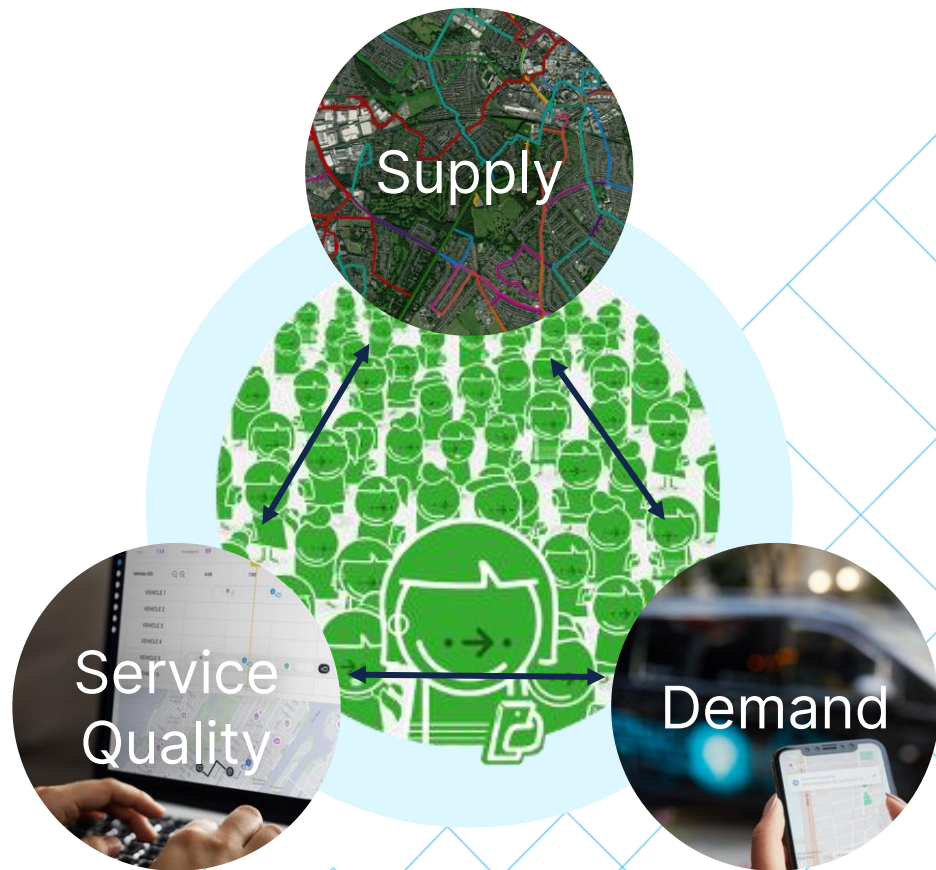


MaaS can bring coherence to a fragmented transport system & provide authorities with data to better plan improvements, but needs...

- 1 Scale
- 2 Provision of new transport options
- 3 Continuous investment in UX

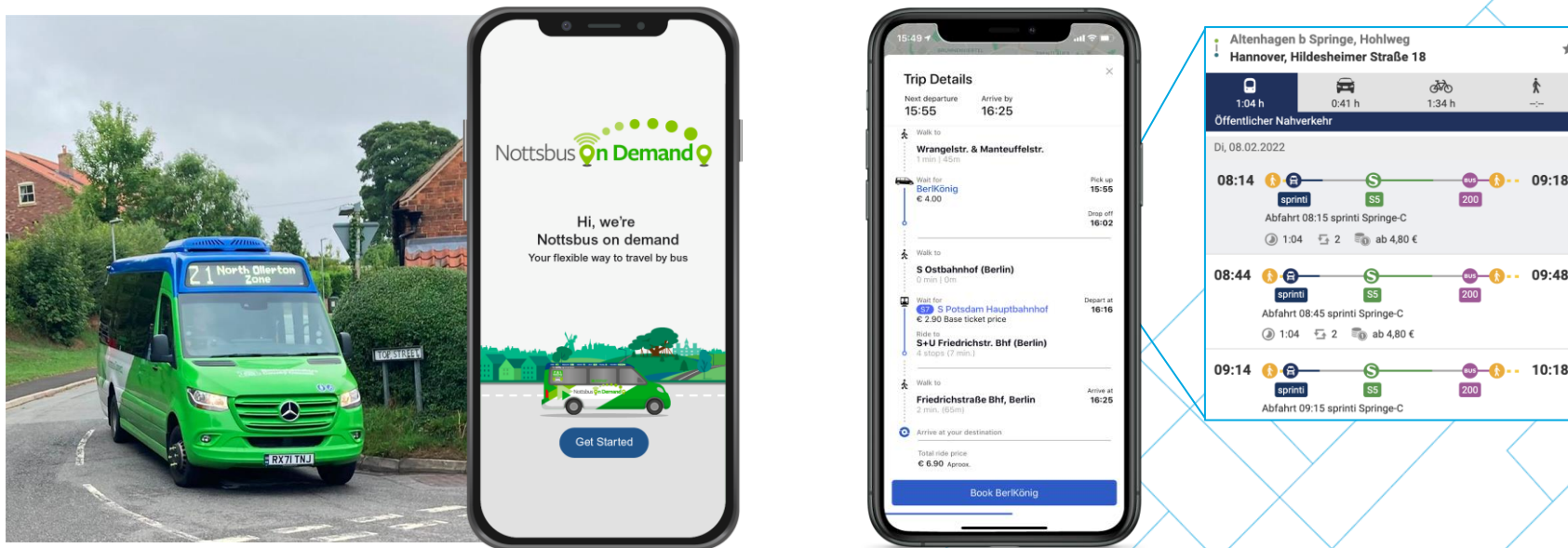
1 Scale

A large and loyal user base is critical to generating valuable data



2 Provision of new transport options

MaaS needs the right component parts that allow people to do the trips they need to do



2 Example

Sharing resources across multiple demand-response services to reduce operating costs & improve quality of service

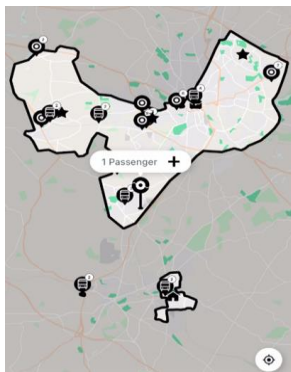
WM On Demand: DRT & Ring & Ride.



Transport for
West Midlands



West
Midlands
Bus



4.9
out of 5 average
passenger rating

90%
met demand rate

13 min
average wait time

+15k
trips since launch
in April 2021

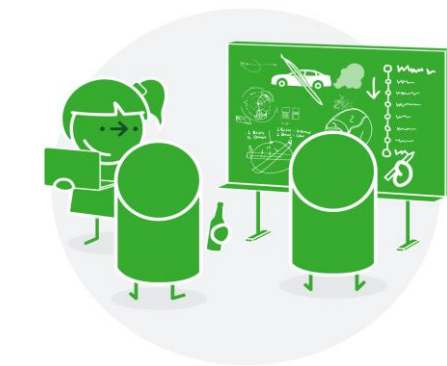


3 Continuous investment

The MaaS projects need ongoing investment to maintain or grow a user base



Features with meaningful detail creating a best in class user experience



Accurate data and meaningful routing options winning user trust



Large and growing user base

MaaS can bring coherence to a fragmented transport system & provide authorities with data to better plan improvements, but needs...

- 1 Scale
- 2 Provision of new transport options
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Thank you!

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