



m@bileeee®

All-electric Carsharing
Sustainable solutions for the Balearic Islands

easy

eco

efficient

experience

with mobility

presented by:

Michael Lindhof
CEO



Who we are

mobileeee is providing carsharing services for defined use cases, such as for **company carpools**, in **real estate** and **tourism** residences as well as in **community carsharing** for suburban and rural areas.

Concept

We work on a station based concept,
focussing our offer on short/ad hoc uses
for short range mobility needs
available for business and private use cases
with an all-electric vehicle fleet
made usable at attractive rates.

Our users are sustainability pioneers acting in
a community of like-minded people.



Key figures

founded in May 2015

located in Frankfurt am Main / Germany

1st winner of Frankfurt's 2016 founders award

currently operating 135 own electric cars
(increasing to 190 until end of Nov 2018; FC end of 2019: >800)

15 own staff plus external service providers

approx. revenue 2018: ~550K
(FC 2019 > 3M)

starting internationalisation now
(Spain, UK, ...)

We offer mobility as a service

Key to be
„easy to use“
is our
multilingual
all-digital
realisation

flexible access



Registered users have a
24/7-access through App

handling via App



Cars to be opened via App
no keys required

In-App Payment



Digital logbook allows
user-specific invoicing

license validation



Online validation of
driver license possible



Renault Zoe
FEE 8055€ - 1000km/mi

Verfügbarkeit prüfen

6,00 €*
inklusive 10 km 0,20 € pro weiteren km

94 % Elektrisch (94 km)
Ladesland

Standort KARTE

Sa. 31. März 12:06 bis Unbegrenzt	
ABHOLUNG:	RÜCKGABE:
31.03.2018 12:00	31.03.2018 16:00
Heute 12 00	
So. 1. Apr.	13 15
Mo. 2. Apr.	14 30
Di. 3. Apr.	15 45

Verfügbarkeit prüfen Übernehmen



Business Relations

m@bileeee looks for

customers:

those who see the real enhancement in what we offer (tour operators, hotels, harbours, airports etc.): sustainable electric mobility (and not just on four wheels...)

distributors:

those who have the network relations and abilities to bring us into business with the various companies and who are able to communicate our services and its advantages

partners:

those who support us in providing an upscale service level on the fleets we provide to our customers and those who help us creating a state-of-the-art mobility product

investors:

those who believe in our vision, where shared electric fleets are a major part of our new mobility world (and as such a positive business case)

to join our mission in Spain: emission impossible



Anchor tenants

Anchor tenants have their „own“ cars based at their location(s).

Cars will present them as active supporters of new mobility with relevant markings on „their“ cars,

...up to the option of having full own design and an exclusive carsharing product.

Anchor tenants define the group of users having access to their cars (e.g. own customers only).



Mobility sponsorship

For defined fleet volumes we allow up to five „sponsors“ displayed:

Sponsors are companies purchasing a mobility volume („coupons“) on the public available sharing-fleet to be used for their own needs or for customer attraction



Key markets

Customised Carsharing: hotels, resorts, tour operators etc. become anchor tenants of the cars and offer them to be (mainly) used exclusively by their customers. This modern complementary service is of high value for clients while it offers great publicity and attention for the own brand. It can be developed into a full own product („white label“-solution provided by *mobileeee*).

Residential Carsharing is an exclusive carpool for residents of such compounds. The landlord acts as anchor tenant (like above) by offering this add-on service.

Company-Carpools offer access to cars for business and private uses on separate invoicing. They also ease mobility for employees, especially for seasonal workers.

Public Carsharing will be deployed at defined stations (including charging infrastructure) at relevant hotspots. Such locations can also be onsite at companies and hotels who are mobility sponsors and want to benefit from the widely available public sharing fleet.



Multi-Corporate Carsharing

...where the *mobileeee*—story began:

An in-airport carpool available for all companies under utilisation of our carsharing-concept, allowing to cover peak-hours more efficiently and without increasing their own fleets.

Started in 2015 at Frankfurt Airport this service has expanded into other German airports. Customers are airlines (various), service providers (Swissport, Menzies, Acciona Airport Services,...), maintenance services (e.g. Lufthansa Technik/LEOS), cargo and security companies.

This concept is transferable to other industrial and multi-company compounds.

emission impossible



Real Estate: tenant exclusive carpool



„Lincoln residence“ (Darmstadt, Germany):

Three cars exclusively available for the 44 local residences are each used by over 5 hours per day by residents. This carpool actively helped to remarkably reduce the holdship of own cars by those residents, resulting in less parking but more living space.

Cars have been marked as „my lincoln mobil“ to allow full identification of users with „their“ fleet“ and one of those cars is fully fitted as a family car including seats for infants.

Residents' carpools are the largest growth segment *mobileeee* currently develops in Germany.

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Community Carsharing

In summer 2017 **mobileeee** started community carsharing in suburban and rural communities, where our services have formed a real enhancement for publicly accessible mobility. Currently deployed in 10 communities (mainly in the Rhein-Main area) a vast expansion with more than 40 further communities will follow over the next months.



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Are you ready to join our world of new sustainable mobility?



We thank you for your
kind attention and we are
looking forward to getting
in touch with you.

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mobileeee®

es fácil

ecológico

eficiente

experimentado

en movilidad

**Presentación
del concepto**



**Patrocinio de la movilidad para
promocionar activamente una movilidad sostenible**



Inquilinos ancla

Los inquilinos ancla tienen sus „propios“ coches estacionados en su(s) ubicación(es).

Los coches estarán representándoles como promotores activos de una nueva movilidad con notables rótulos en „sus“ autos,

...hasta la opción de tener completamente su propio diseño y de esta forma un producto exclusivo de coches de uso compartido (carsharing).

Los inquilinos ancla definen el grupo de usuarios que tendrán acceso a sus coches (ej. sólo sus clientes).



Patrocinio de la movilidad

Para un número determinado de coches en la flota está permitida la publicación de hasta cinco „patrocinadores“

Los patrocinadores son empresas que compran un volumen de movilidad („cupones“) en la flota de uso compartido, la cuál estará disponible para ser utilizada para su propia demanda o fidelizar clientes

Los logos mostrados son ilustrativos



Le agradecemos su
amable atención y
esperamos comunicarnos
pronto con Usted .

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