



M O B A C K

Rewarding green mobility



Mobility behavior has to change

Transportation CO₂ emissions

- represent 25% of total emissions¹⁾
- increased by 40% since 1990²⁾
- consist of 60% of car emissions alone³⁾

With 60% of CO₂ emissions coming from private vehicles, **individuals** play significant role in contributing to climate crisis. We believe in improving these numbers by providing incentives.

Our Moback SDK is already successfully incentivising commuters to fight climate change

What is Moback



M O B A C K



- I **Moback** is a **platform** (powered by MOTIONTAG) for rewarding commuters' sustainable mobility. Moback uses a gamification approach to achieve the reduction of CO₂ emissions in the transport sector.
- I **Moback** automatically transfers a user's sustainable mobility behaviour into Climate Coins.
- I Moback's users can redeem their Climate Coins in the app's **market place** and receive discounts and vouchers from Moback Climate Partners.
- I Moback **provides 80+ KPIs** for region's mobility on a daily basis

Challenges that Moback addresses



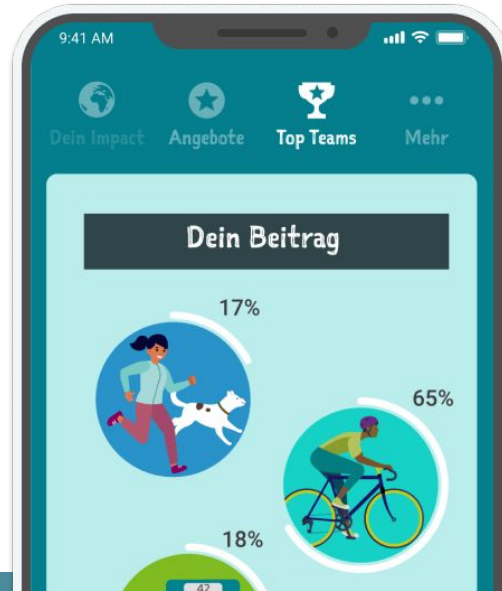
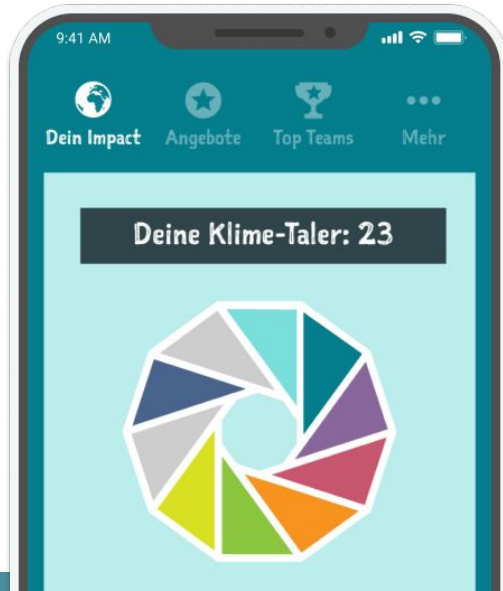
- **Climate change:**
Moback enhances contribution to green mobility and sustainable innovations from all **mobility stakeholders**
- **Low demand for local players:**
Moback is strengthening **local businesses** through lead generation, which is especially critical in times of COVID-19 pandemic
- **Unoptimized mobility system:**
Moback provides **local mobility operators** with a better understanding of their system through the creation of anonymised intermodal KPIs

This is how it works

Users download the **Moback** app or access it directly in your existing app.

The app generates **Climate Coins** for sustainable mobility behaviour.

Climate Coins can be redeemed in the app's market place for **coupons** from Climate Partners.



Moback unique features



- I **User friendly:** users generate Climate Coins automatically by moving eco-friendly
- I **Scalable:** Moback can be both, launched as a standalone app, or integrated into existing app
- I **Extendable:** the network of partners can be extended and more features of Moback can be augmented (targeted challenges and campaigns)

Moback data protection and security



- | **Servers in Germany** offer a high degree of security (ISO 27001 certified)
- | **GDPR** compliant
- | **User-oriented** and **transparent**
- | SSL **A+ rating**
- | **No retrieval** of email address or phone number

Moback supports your campaign's marketing

- **Project website** for user and partner recruitment
- **Website banner** to communicate the campaign to both users and partners
- **Animation videos** for social media ads and out of home campaigns
- **Digital communication material** for your partner acquisition
- **Print material** to support your offline communication



The app is already successfully running in Münster

“Muenster bewegt”

- Prime Partner **Deutsche Bahn AG** sponsors up to 10 bicycle service stations in Münster
- With Wells for Zoë planted **7,000 trees** and built **4 wells** in Malawi
- In total **44 local and national partners**, for example Alexianer GmbH, EnergieAgentur.NRW, Münsterland e.V.
- **Exciting rewards** like 20% discount for Garmin, 30€ discount with HelloFresh, a free komoot region package and many more



“Muenster bewegt” in Numbers

The app was launched in October 2020 and installed over **4.200 times**

Since then, the participants in the city of Münster covered **more than 5.500.000 km!**



993.000 km by bus & train



290.000 kg CO₂ have been saved through **green mobility** and **7.000 Trees** have been planted!



690.000 km by bike



More than **60.000 Climate Coins** have been collected by around 4,000 participants



527.000 km on foot



Positive user feedback: 4,7 Stars in App Store (>170 ratings)

“Works awesome! [...] No annoying ads and tracking works automatically. The rewards really motivate me, too!”

Project Partners



EnergieAgentur.NRW



MÜNSTERLAND E.V. FÜR DAS GUTE LEBEN.



Alexianer



Olmar



Fahrrad **XXL**
Hürter | 1917



CURANTUS
Schönheit aus der Natur

SAUBERKASTEN



bayti
hier

SOM STORY OF MINE

wuddi
Einfach. Fahren.



pur-life.de



polarstern



AND
SOY
HOMEMADE JOY



Moback Provides Incentives for Off-Peak Usage

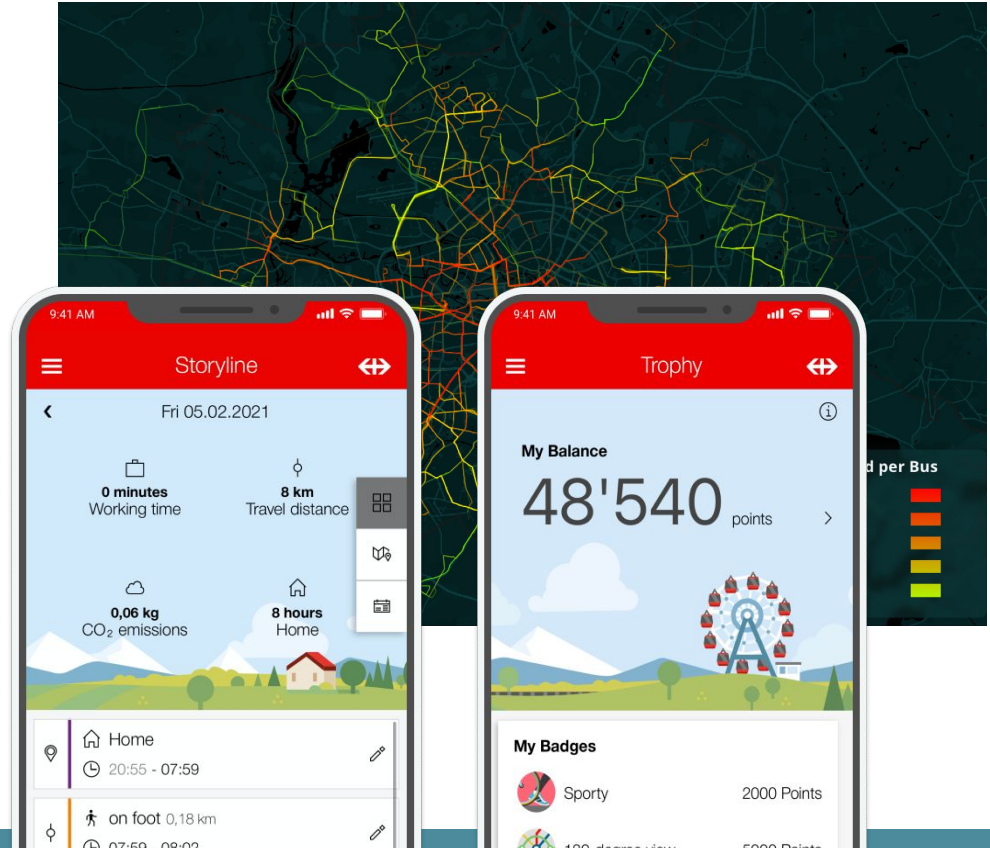
"SBB MyWay"

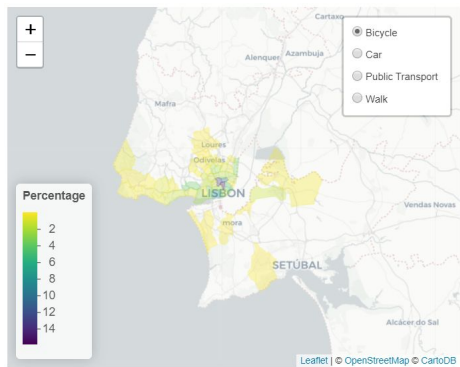
- MOTIONTAG's technology is also used in the SBB MyWay app, which shows the users how and when is best for them to travel to **avoid peak traffic times**
- Rewards are given based on weekly challenges
- Continuous recording of traveling behaviors for data driven decision making

"Our past options were limited to questionnaires [...], which aren't precise enough and cost us a significant amount of money each year. Integrating MOTIONTAG's technology into the SBB MyWay app gave us the possibility to collect better data in a more economic and customer-friendly way."

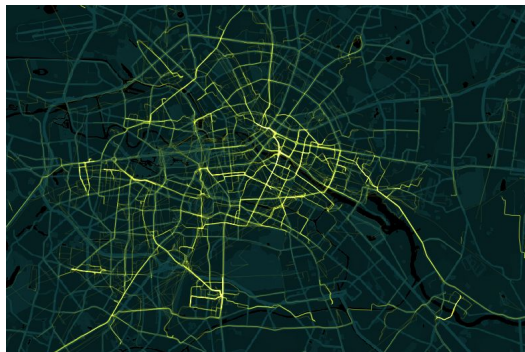
Thomas Hettinger

Mobility intrapreneur for new mobility services and data scientist at the Swiss Federal Railways SBB

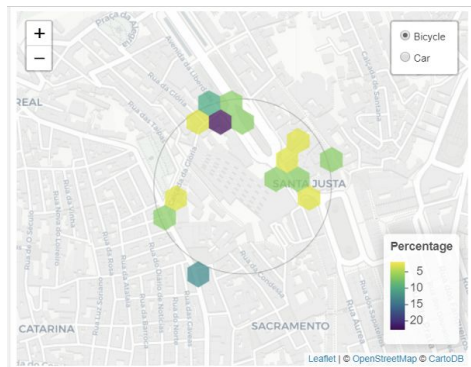




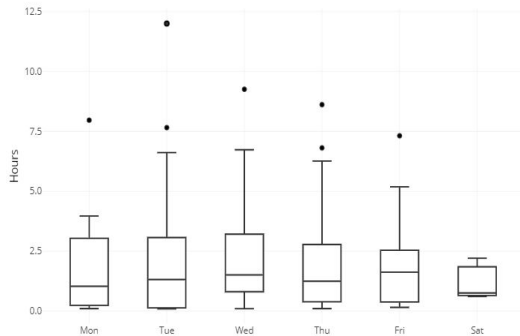
Origin-destination



Bike infrastructure data



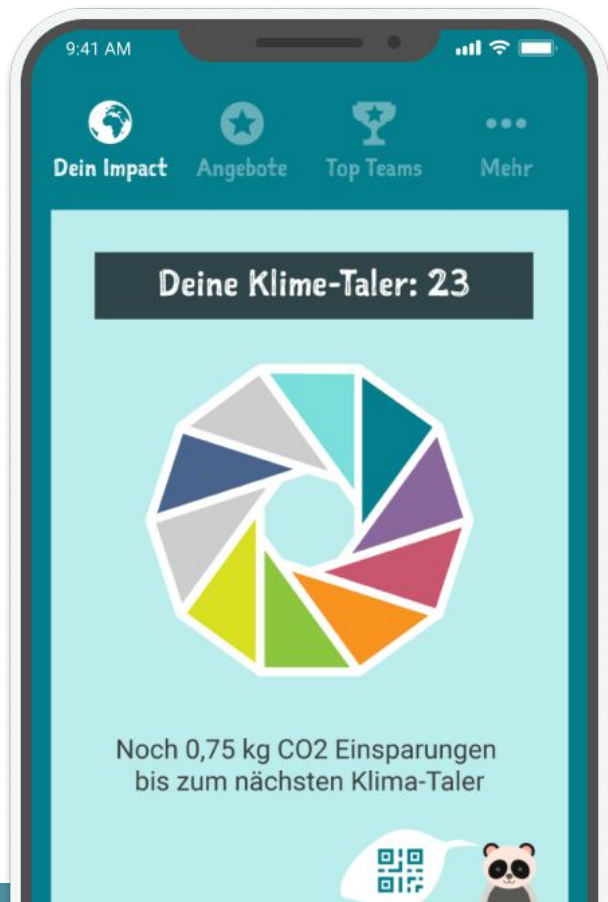
Park + Ride for bikes and cars



Time spent at POIs

Moback provides 80+ operational KPIs for your region's mobility on a daily basis

- Single database for all modes of transport
- Further monetization potential based on aggregated data from the B2C app
- Easily to calibrate by comparing with counting device data
- Based on 24/7 tracking and best in class accuracy



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