



Developments and use cases for
Data sharing in an **on-**
demand urban mobility
environment

*Dr. Tim Wiegels, Vice President DATA,
FREE NOW*

FREE NOW in numbers



Where is FREE NOW available?

Our markets



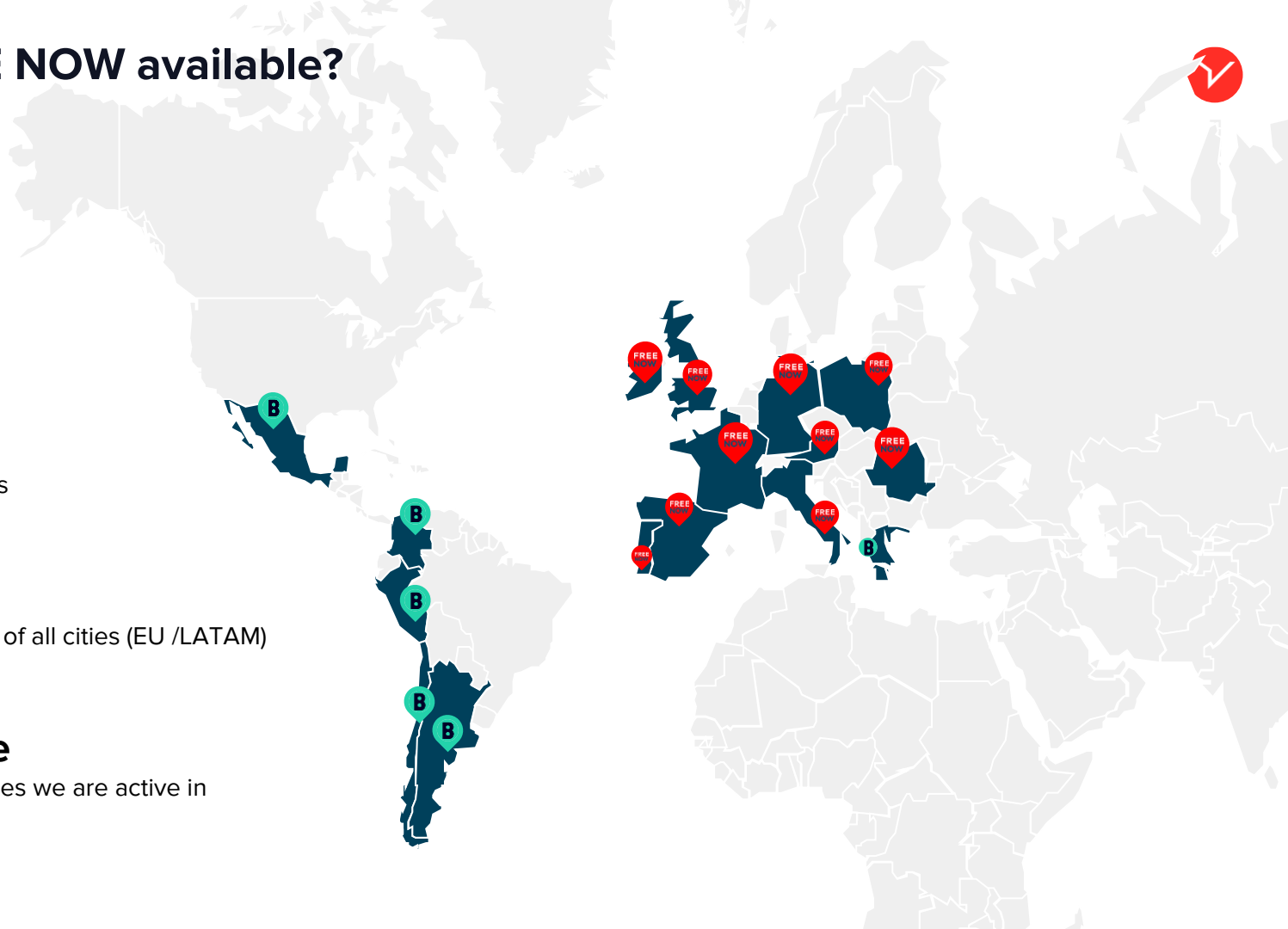
16 / 150+
countries / cities



#1 & #2
position in 80% of all cities (EU /LATAM)



Profitable
in 50% of all cities we are active in



FREE NOW facts & numbers?



FREE NOW PRESENTATION



300m

annual rides



16 / 150+

countries / cities



50m

users



2009

founded (as mytaxi),
headquarters in
Hamburg



1.2 m

drivers



1,900

employees
(from **75** nations, in **35**
offices)



120% YoY

organic growth

We offer the Freedom of Mobility...

...in ONE App

One App for all ways of getting around:



ONE UX



ONE Registration



ONE Payment & Invoice



Tailormade

Loyalty, bundles &
Subscriptions

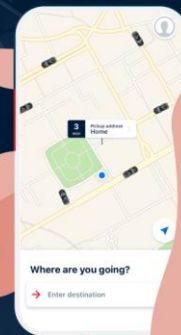


Transparent

Best available supply

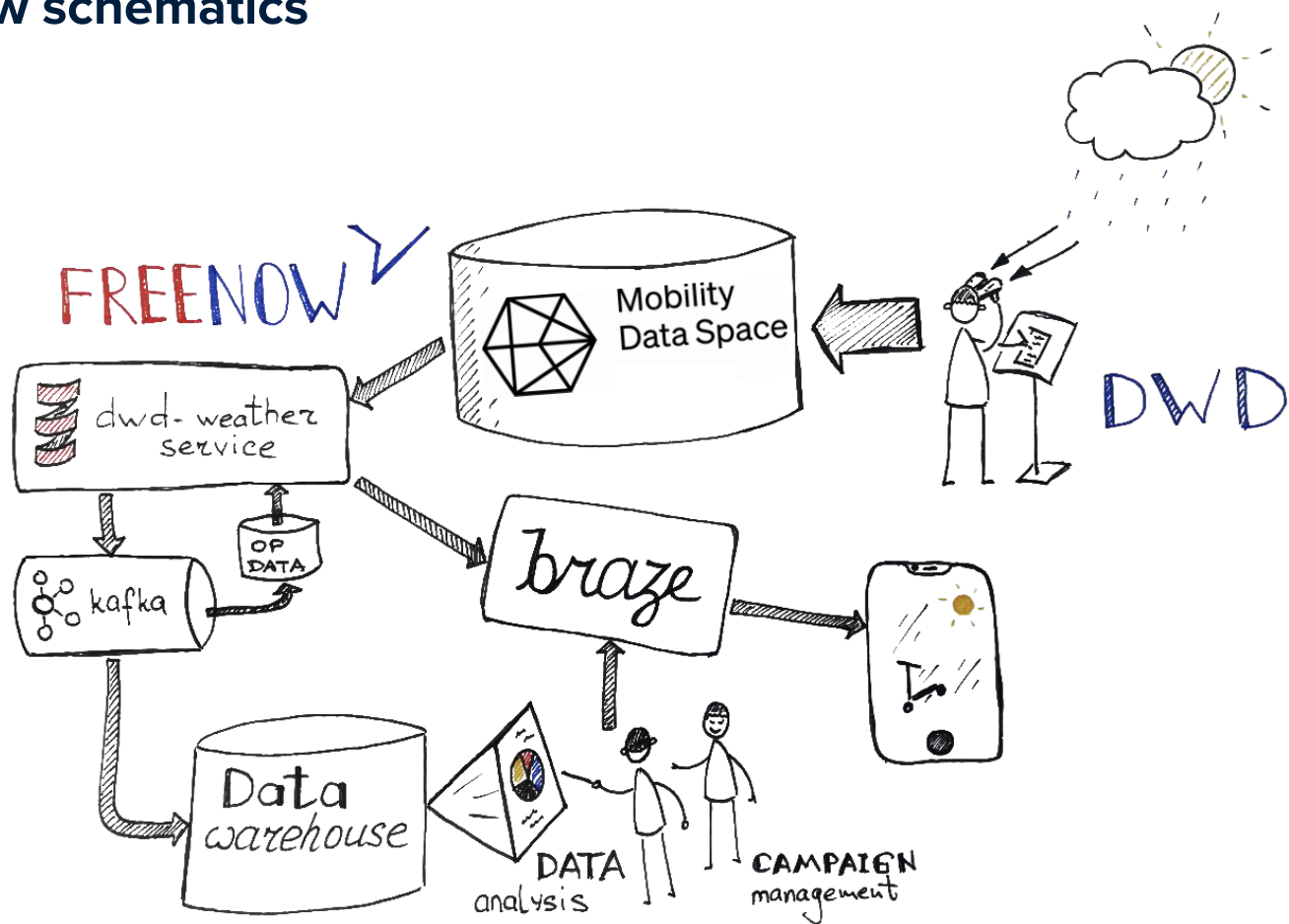


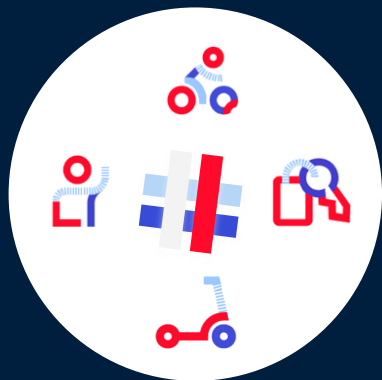
Weather Data with the MDS



FREE NO

Workflow schematics





Use cases

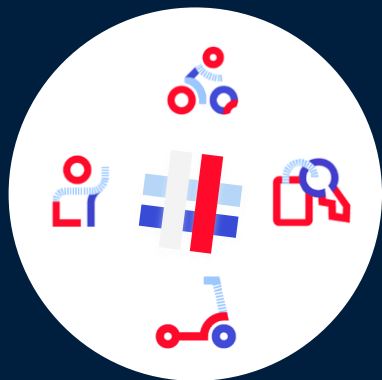
Encouraging the user to take the correct vehicle

Recommending the user the best product

...Bad Weather

- 1 User opens the FN app and goes to the **scooter tab**
- 2 The weather in that location has a **warning flag for bad weather conditions**
- 3 We **recommend** the user to take a **car / ride-hailing service**





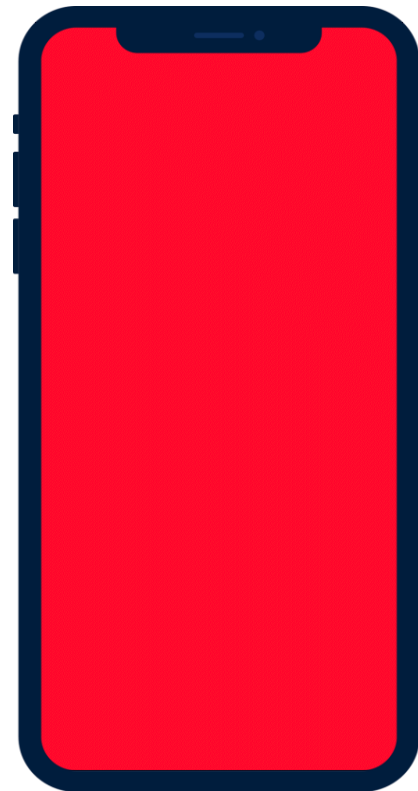
Use cases

Encouraging the user to take the correct vehicle

Recommending the user the best product

...Good Weather

- 1 User opens the FN app
- 2 The FN app **locates the user** and checks **vehicle availability**
- 3 The weather in that location **looks good and favourable**
- 4 We **recommend** the user to take a **scooter or e-moped**

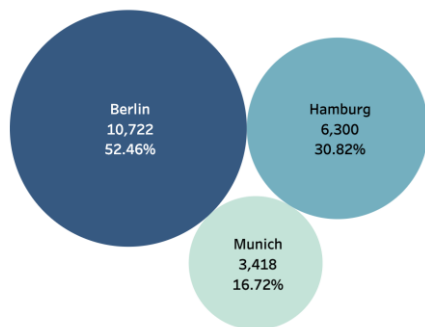


In-app weather notifications

...First results from Germany

Messages sent per city

Since June 2020

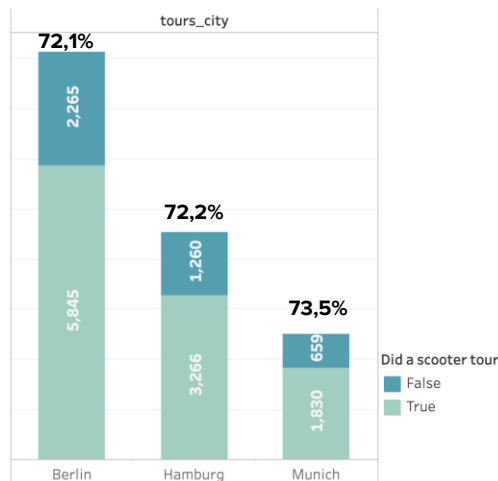


Over 20K passengers have taken part in the experiment since June 2021 in Germany

GOOD WEATHER SCENARIO

Conversions on scooter tours

Within 2hs after receiving the notification

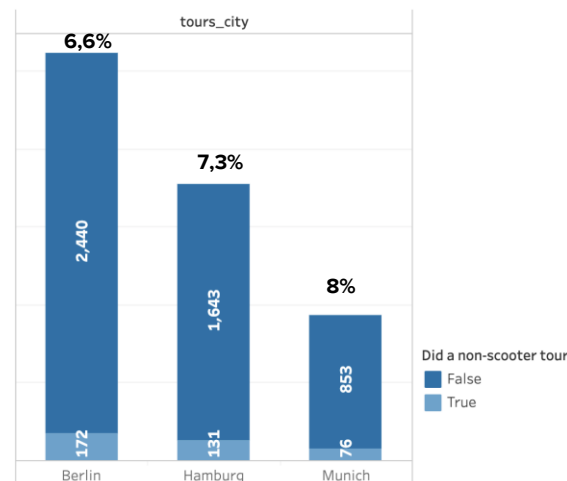


- **73% avg.** of the users who received the good-weather notification **did a scooter tour within two hours** after receiving the notification.
- **Berlin and Hamburg** were the cities with the highest impact, matching the cities with the highest scooter availability.

BAD WEATHER SCENARIO

Conversions on non-scooter tours

Within 2hs after receiving the notification

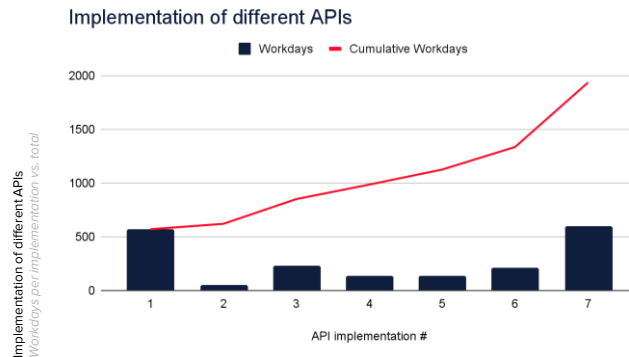
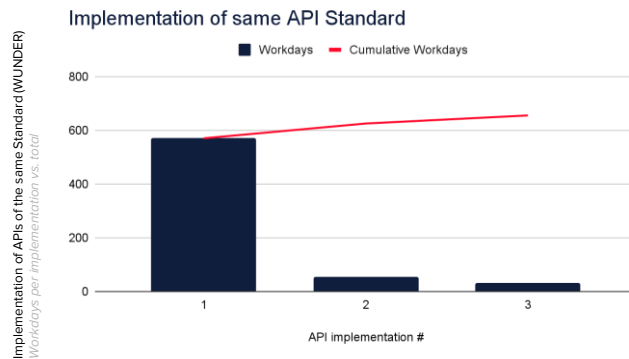


- Given that the experiment started during summer, the number of passengers who **received the bad-weather experiment was much lower**
- Still, share of users who **followed the vehicle recommendations** was only around **7,3% avg.**

Why are such standards important?

Implementation of APIs

...for different providers of the same and different standards



Background

For our multi-mobility offering, we are continuously implementing APIs of different partners. Based on our real-world examples and implementation times, we can show how an API standard compares to many different APIs without any standards applied.

Implementation of the WUNDER API for Scooters, eBikes, Mopeds

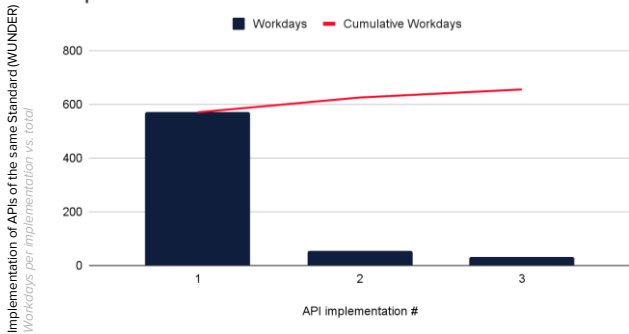
The implementation of an API standard requires a high implementation time at the first implementation and then drastically reduced time for every following implementation

Implementation of several different APIs for Scooters, eBikes, Mopeds, Car Sharing

The implementation of different APIs requires a high additional workload for every new implementation. The time for different standards is growing at a non-linear rate. Every additional implementation requires more or less the same time as the one before without apparent times savings

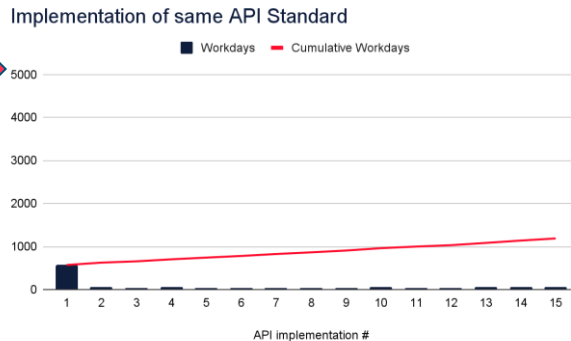
Implementation of APIs

...projections for same and different standards



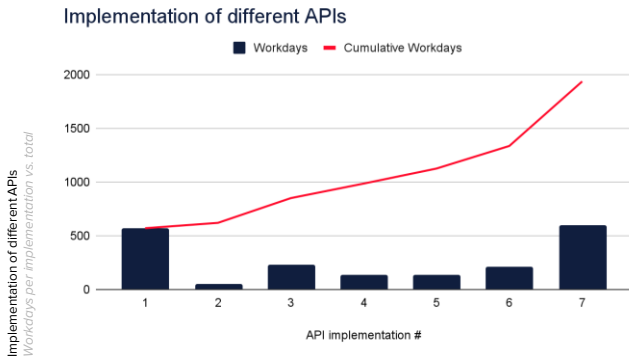
15 implementations

Implementation of same standards
Projection for 15 implementations



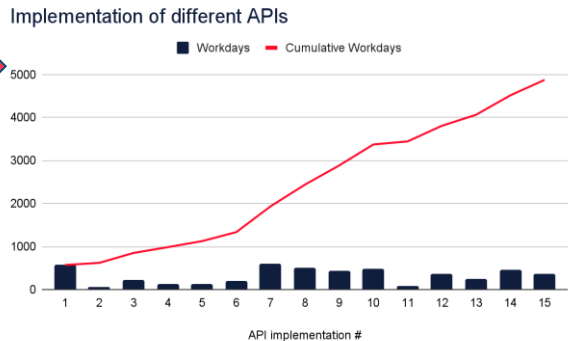
Background

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15 implementations

Implementation of different standards
Projection for 15 implementations

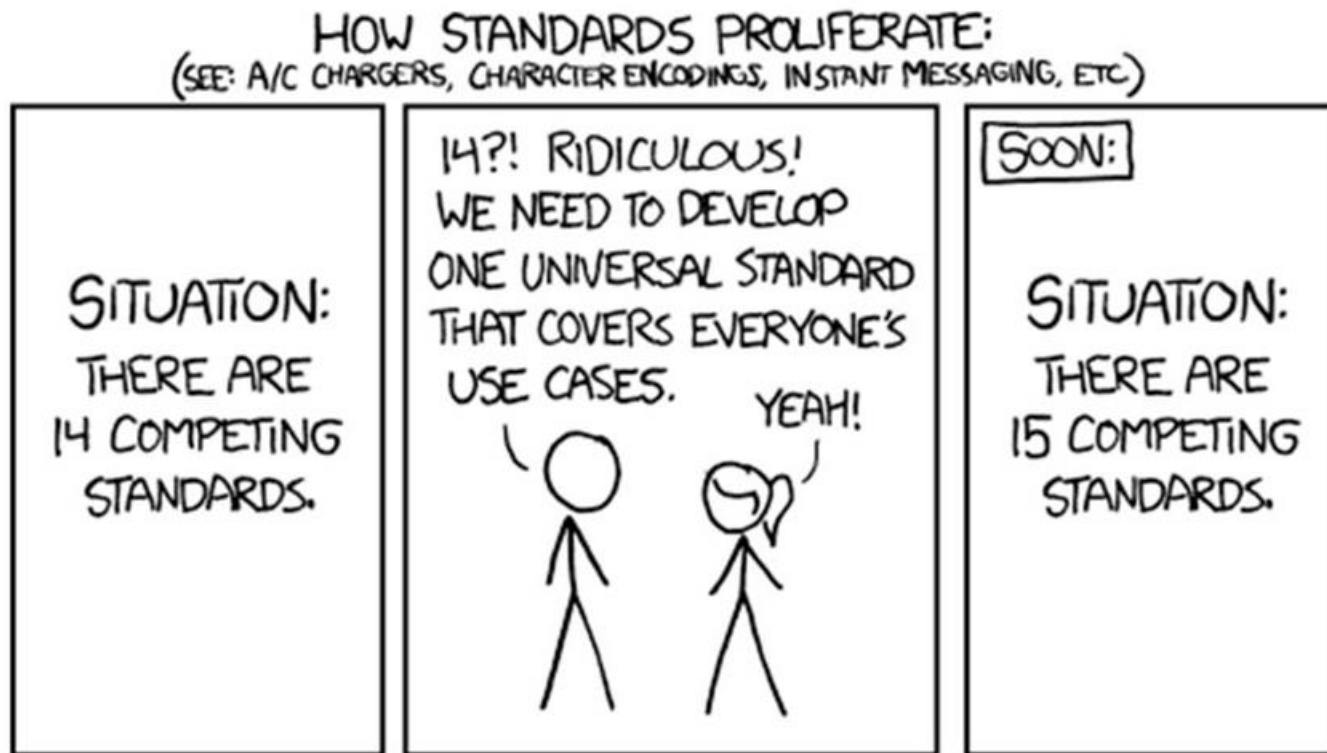


Comparison of projections for 15 implementations

Following the real-world examples, we projected further implementations (totalling to 15) for both the same API standard and different standards. As can be seen the time required for same API standards amounts only to a fourth of different APIs.

Implementation of APIs

...projections for same and different standards



Questions...?

