

#MAAC Mobility As A Community

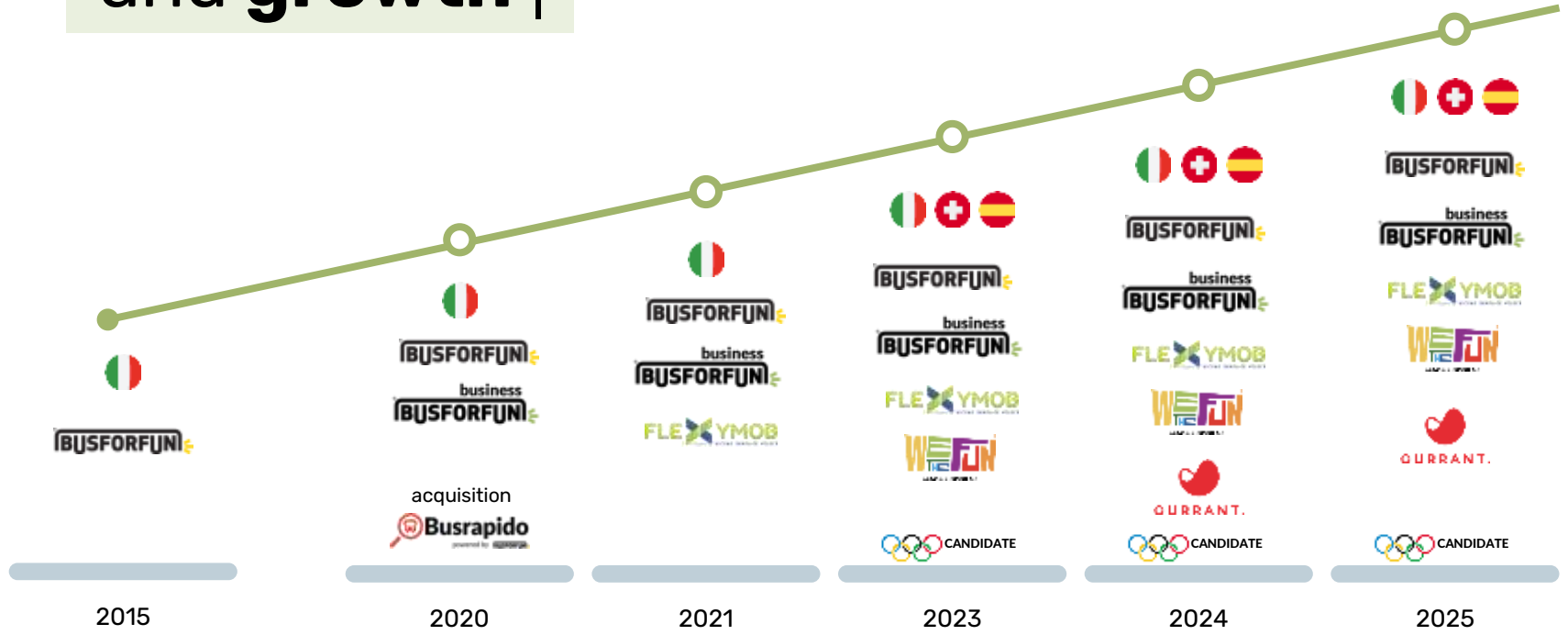


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B2B **Mobility Company**  
leader in Europe for **integrated**  
**mobility solutions**



# Our history of **innovation** and **growth** |



# Our departments |

We are a **mobility company** that offers **integrated mobility solutions**.  
**Our divisions** provide personalized services and support the community's needs.



# Mobility partner |

Thanks to the team of experts and proprietary technology, BusForFun Business responds to the mobility needs of companies.  
How?



## Consulting

Employee mobility requirements and needs;  
Specific surveys to integrate telecommuting plan;  
Mobility service planning,



## Technology

Route optimization algorithm; commuting platform; booking service; sustainability calculation algorithm; visibility of real-time service data by the company; sustainability reports



## Operations

Thanks to trusted partner carriers we maintain a flexible and on-demand service;  
support to the end customer with the Customer Care service.

# Operational Methodology |



# How we work |

1 Artificial Intelligence

2 Busforfun calculation & algorithm analysis

Anonymous employee addresses;  
Duration of trips;  
Length of lines;  
Aggregation radius;  
Community survey.

3 Commuting mobility plan



# Four Pillars |

## EXPERIENCE

improved home-work travel thanks to experience gained on the ground



## DATA

continuous analysis that allows for constant improvement of the service



## SUSTAINABILITY

shared transport and sustainability reporting



## REVENUES

seat remuneration and modulation of vehicle capacity



# Before BusForFun |

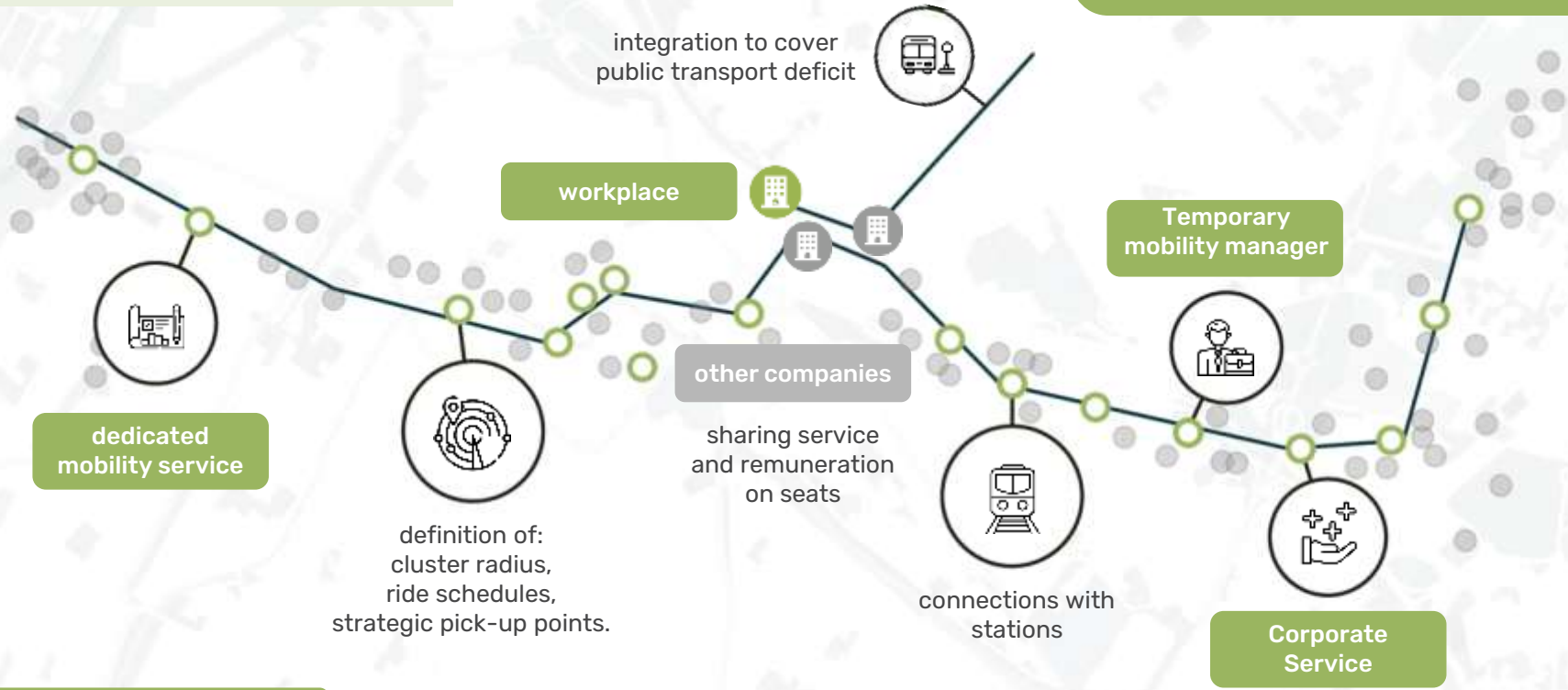
Examples of modifications to the existing commuting plan and related economic benefits and route optimizations



Based on a real project

# Since BusForFun |

Examples of modifications to the existing commuting plan and related economic benefits and route optimizations



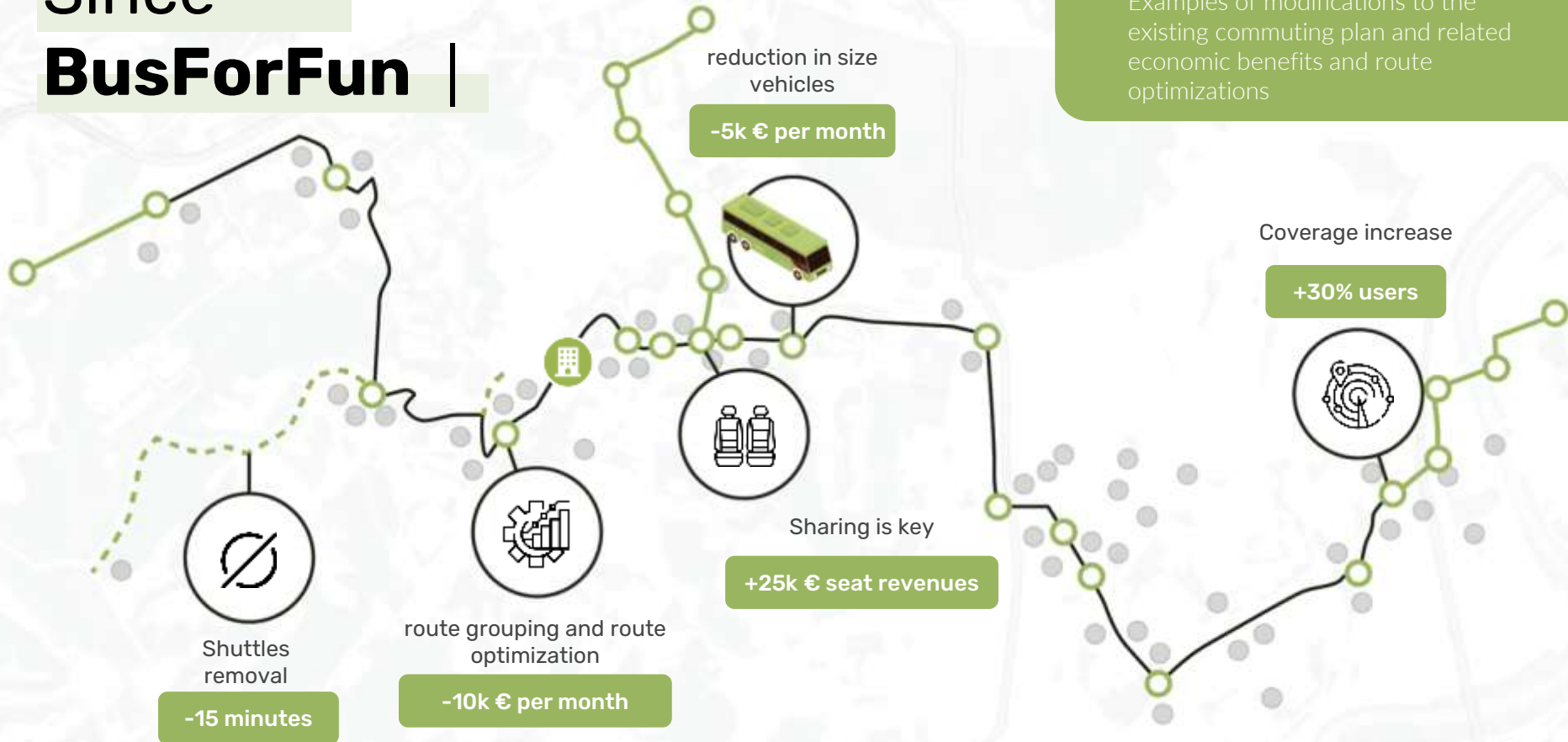
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# Before BusForFun |

Examples of modifications to the existing commuting plan and related economic benefits and route optimizations



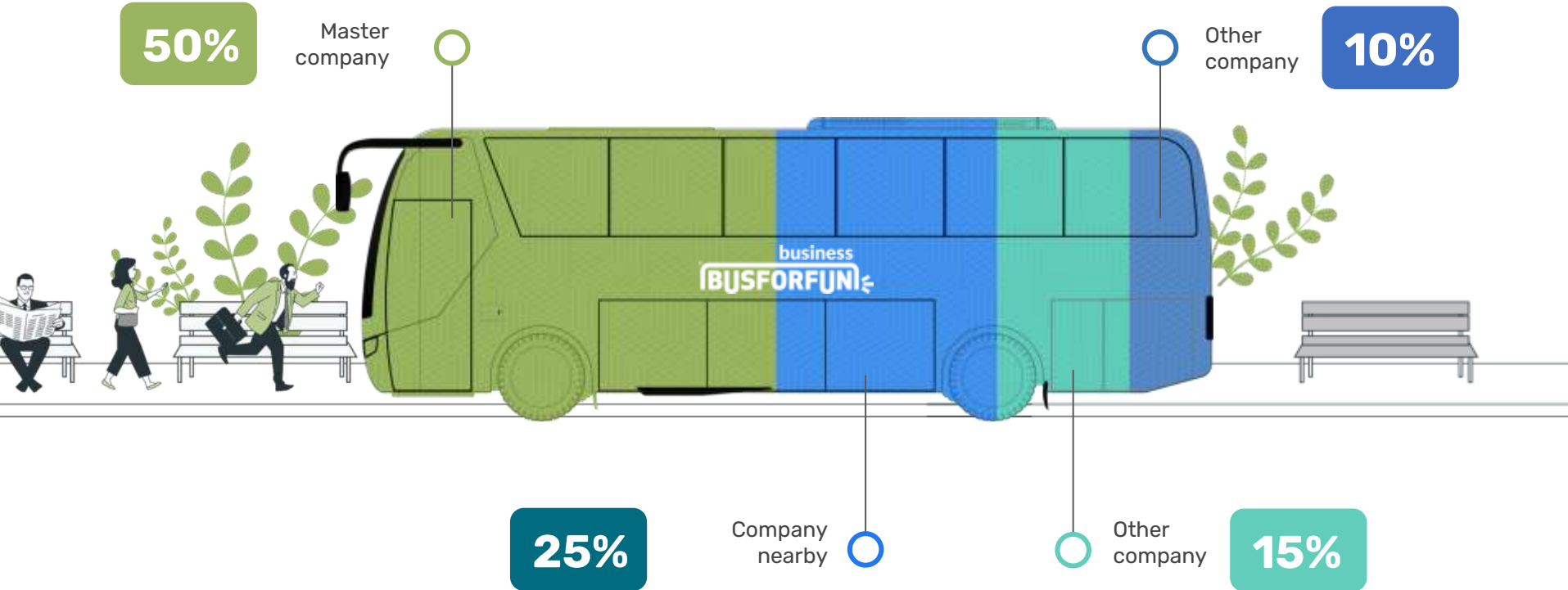
# Since BusForFun |



Examples of modifications to the existing commuting plan and related economic benefits and route optimizations

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# Business Cluster Model |



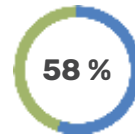
# Users KPIs |

On average, **buses are 84% full.**

analysis made on buses of 10 lines in the period 01/01/24 - 30/09/2024

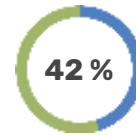


The shuttle service covers



58 %

urban  
area



42 %

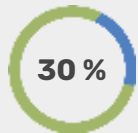
extra-urban  
area

average duration of  
home-work commute



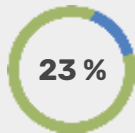
**21 minutes**

analysis made on bus routes in 190 working  
days in the period 01/01/24 - 30/09/2024



30 %

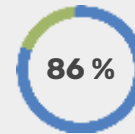
shuttle stop  
< 4 km from home



23 %

shuttle stop between  
4 and 5 km from home

analysis made thanks to the data in possession of BusForFun Business on the anonymous addresses of users





86 %

Booking well in  
advance  
< 1 week

analisi fatta grazie alla piattaforma di prenotazione  
BusForFun nel periodo 01/01/24 - 30/09/2024


## Services |

-  Booking platform
-  Corporate shuttles



Drafting of the Home-Work Commuting Plan for Employees

# Swiss Multinational |

 May 2024  
in progress





**19,224 total passengers**  
**13,731 cars taken off the road**



**661,171 km saved**  
**103,255.14 kg of CO2 saved**

*Reference data for the period: 2024*


## Services |

-  Booking platform
-  Corporate shuttles



# Multinational Telecommunication leader |

Shuttle service to 11  
locations throughout  
Italy

 2023  
In progress



**116,939 total passengers**  
**83,528 cars taken off the road**



**609,271.57 km saved**  
**57,279.44 kg of CO2 saved**

*Reference data for the period: 2024*

# How our **commitment to companies** has grown |



Total people transported

294.361

Total cars removed from the road

210.258



Average route length (km)

20

Km travelled by bus

235.488,80

Km travelled by car

8.410.314,29

Total

Km saved

8.174.825,49

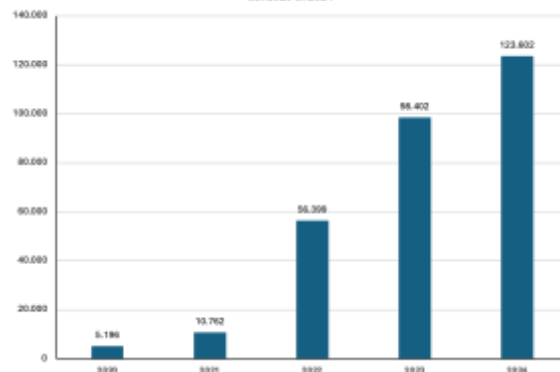
Kg of CO2 saved

1.194.264,63








which is **equivalent to 204 trips** around the globe

Passengeri trasportati  
dal 2020 al 2024\*





# Platform |

-  dedicated online booking system
-  flow data analysis, data accessibility for the company via backend
-  real-time monitoring of bookings and service
-  simple booking and validation
-  multilingual system

# The importance of **the booking** |



Booking a seat on the shuttle through the platform brings the following advantages:

- ✦ avoid overbooking;
- ✦ know in advance the number of people and times;
- ✦ modulate the number of means of transport and the capacity;
- ✦ real statistics on the use and data-driven decisions.




It also allows the company to:

- ✦ the reporting of the means used and consequent reduction of costs;
- ✦ the reduction of pollution and the punctual sustainability report.

# Sustainability report |

BusForFun prepares **sustainability reports** regarding **CO2 savings** thanks to the **use of the vehicles**.

To calculate the savings, **three starting parameters** are used:

-  the average filling factor of a car; (1.4)
-  the average CO2 -eq emissions per kilometer traveled; (0.17)
-  the average CO2 -eq emissions per kilometer traveled by bus. (0.53)

These results are then shared with the client in the form of a **presentation**.



# Employees Safety |

Busforfun Business offers a **comfortable and reliable** transport service, **reducing the risks** associated with driving and ensuring a **more peaceful journey** for all employees.

A concrete alternative to guarantee **greater tranquility** and **well-being**, improving the **quality of working life**.



# The benefits |

## ↗ Environmental benefits

Buses contribute just 0.7% of total climate-altering emissions and less than 3% of transport emissions  
Bus fuel consumption is 3% of total road vehicles

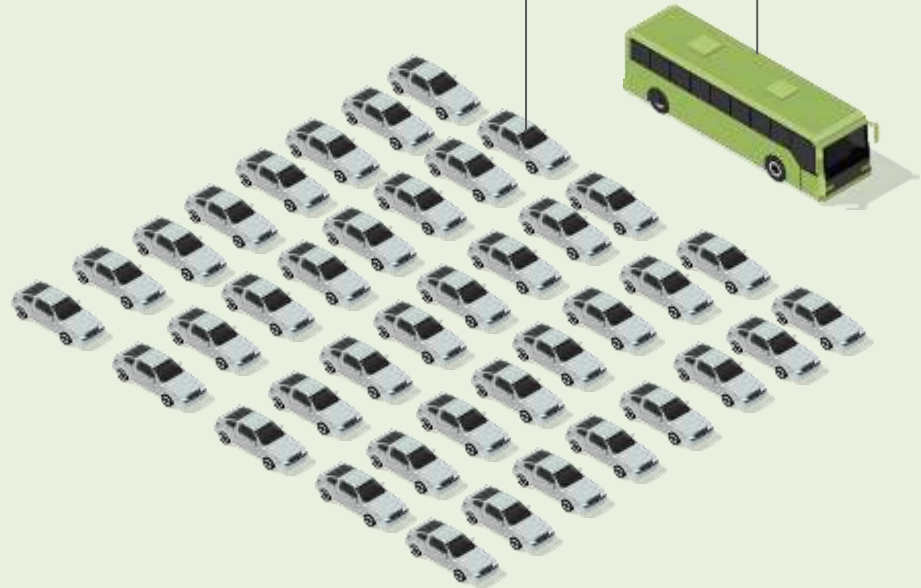
## ↗ Congestion Benefits

40 fewer cars for each bus  
600 fewer cars for each subway  
1500 fewer cars for each regional train

## ↗ Safety benefits

Less cars and vehicles on the roads  
No driving stress and pressure  
Better well-being for bus users on the long term

**1 autobus**  
can replace a minimum of  
**40 cars**



# ISO 14001 |



ISO 14001 certification is an international standard that defines the requirements for an environmental management system (EMS). It helps companies and organizations reduce their environmental impact, improve resource efficiency, and comply with environmental regulations.

# Why BusForFun |



## Innovation

BusForFun is a **one stop shop** who takes care of the **entire process from A to Z** (consulting, technology, operations)



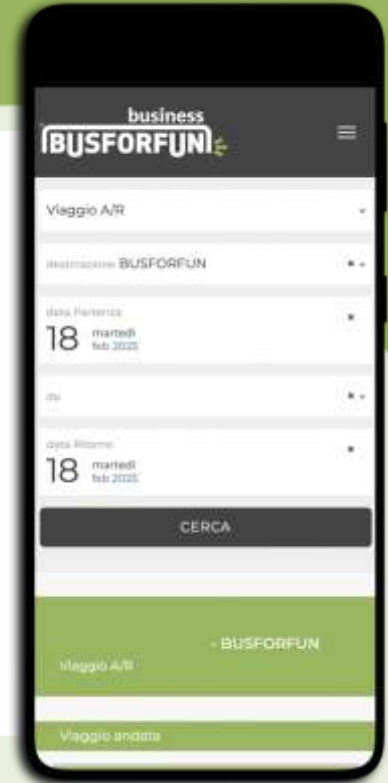
## Technology

BusForFun has developed a **technology** able to **monitor and optimize** the transport service and its use. The technology is versatile.



## Sustainable

Matching the vehicle with the **exact needs** and **sharing the load with other companies** reduce the carbon impact. Our proprietary algorithm allows a **regular sustainability report** on our services.



# Let's talk about it |



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