

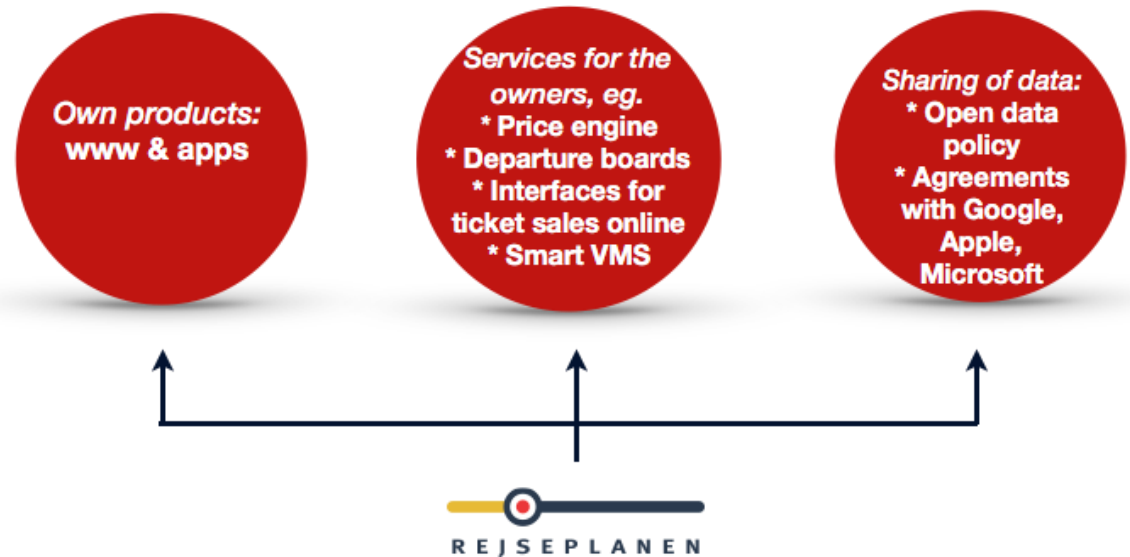
Rejseplanen is ready for future mobility

v. Christina Hvid, CEO, Rejseplanen A/S

About Rejseplanen



- Rejseplanen, the Danish national journeyplanner, is founded in 2003 but started as a project in the 1990s
- Rejseplanen produces three areas of services:



Structure of Rejseplanen



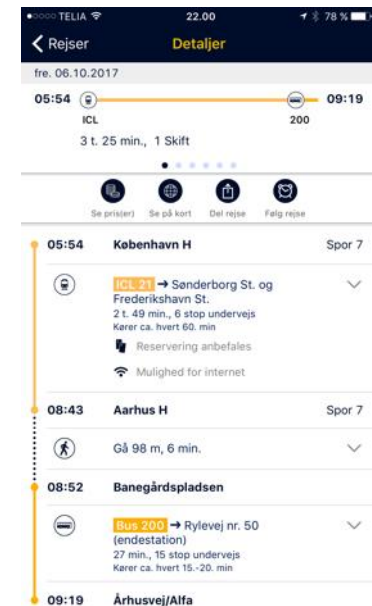
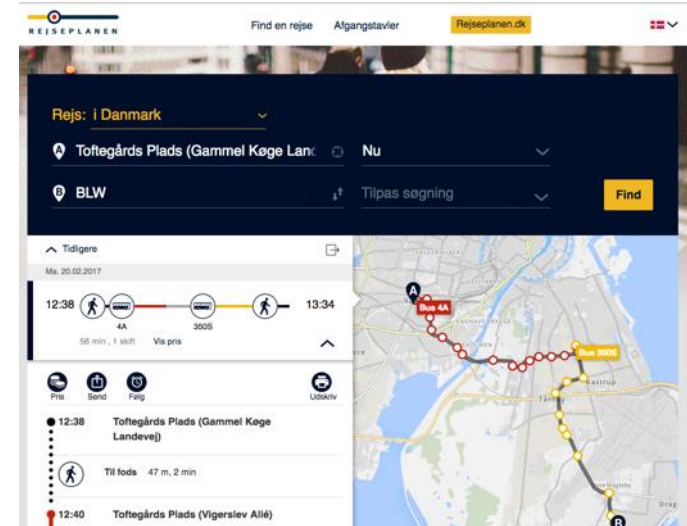
- Denmark has two train companies, one metro, six regional public transport authorities - and they all own Rejseplanen
- There are no competing journey planners in Denmark. This makes Rejseplanen a unique construction in world public transport
- Also Arriva, Flixbus, ferries, private bus companies etc deliver data and thus get their journeys shown in the journey planner, through the APIs and in the departure boards supplied by Rejseplanen

| Name | Owner share % |
|----------------|---------------|
| DSB | 48,4 |
| Movia | 21,7 |
| Metroselskabet | 3,2 |
| NT | 5,6 |
| Midttrafik | 10,7 |
| Sydtrafik | 6,6 |
| Fynbus | 3,2 |
| BAT | 0,6 |

Rejseplanen right now













- Contains planned data, real time and prices from all Danish transport companies
- 90% of Danes know Rejseplanen
- 75% of Danes use Rejseplanen
- 3.5 mill downloads of Rejseplanen's apps
- 35 mill requests for journeys a month
- 500+ companies receive open data from Rejseplanen (among them Google, Apple, Baidu and Microsoft)



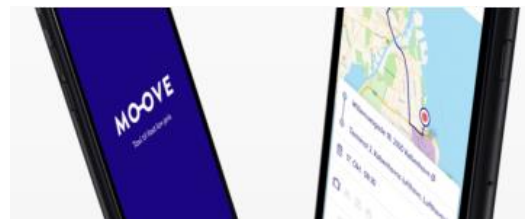
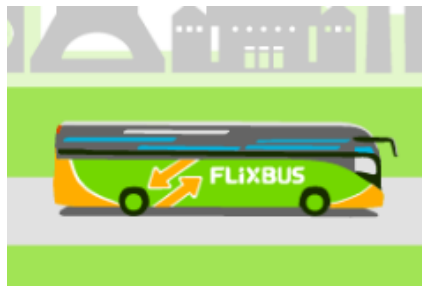
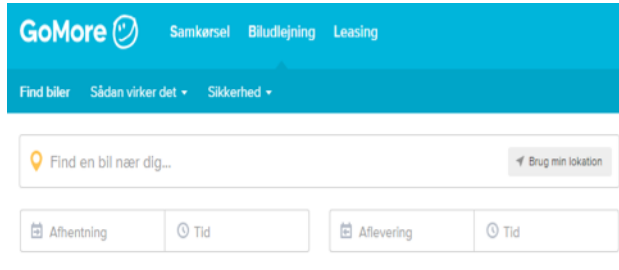
4th most popular app in Denmark



| | | | |
|----|---|--------------------|-----|
| 1 |  | Facebook | 33% |
| 2 |  | Mobile Pay | 24% |
| 3 |  | Facebook Messenger | 11% |
| 4 |  | Rejseplanen | 8% |
| 5 |  | Spotify | 7% |
| 6 |  | Gmail | 7% |
| 7 |  | Snapchat | 7% |
| 8 |  | DMI Vejr | 6% |
| 9 |  | Google Maps | 6% |
| 10 |  | Instagram | 6% |

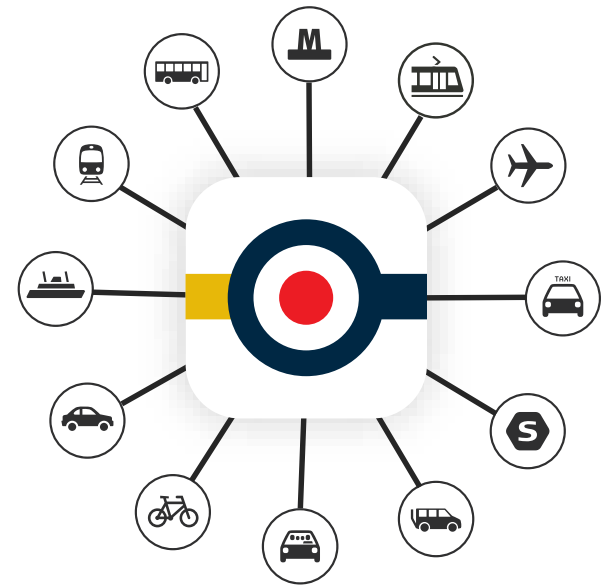
(opurce: Audience Project september 2017)

All means of private transport are eager to be displayed in Rejseplanen



Rejseplanen prepares new strategy for a mobility future

1. Pilot project integrating car-pooling, taxi and demand responsive transport in Northern Jutland
2. Ticketing: links and integration
3. Domestic planes on Rejseplanen



1. Rejseplanen prepares: MinRejseplan

- Pilot project to make a Multimodal apps that integrates car-pooling, taxi and demand responsive transport in Northern Jutland into the "normal" journeyplanner
- Supported financially by the Danish Ministry of Transport and advocated by the Danish government which would like to promote this all over Denmark
- App to launch in Q1 2018 – built upon Rejseplanen's existing platform and brand

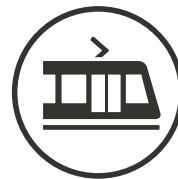
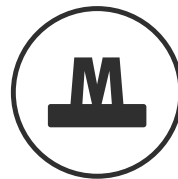




2. Rejseplanen integrates ticketing solutions

- Aim: Make the customer's ease of travel even higher
- Rejseplanen's apps has Dec 5th, 2017 launched an integrated ticketing solution on Bornholm
- The customer finds his journey and pays it swiftly with MobilePay.
- This solution is a nice and easy way for the customer to purchase a ticket

3. Domestic planes to be integrated in 2018



The Danish Rejsekort – also founded by traffic companies

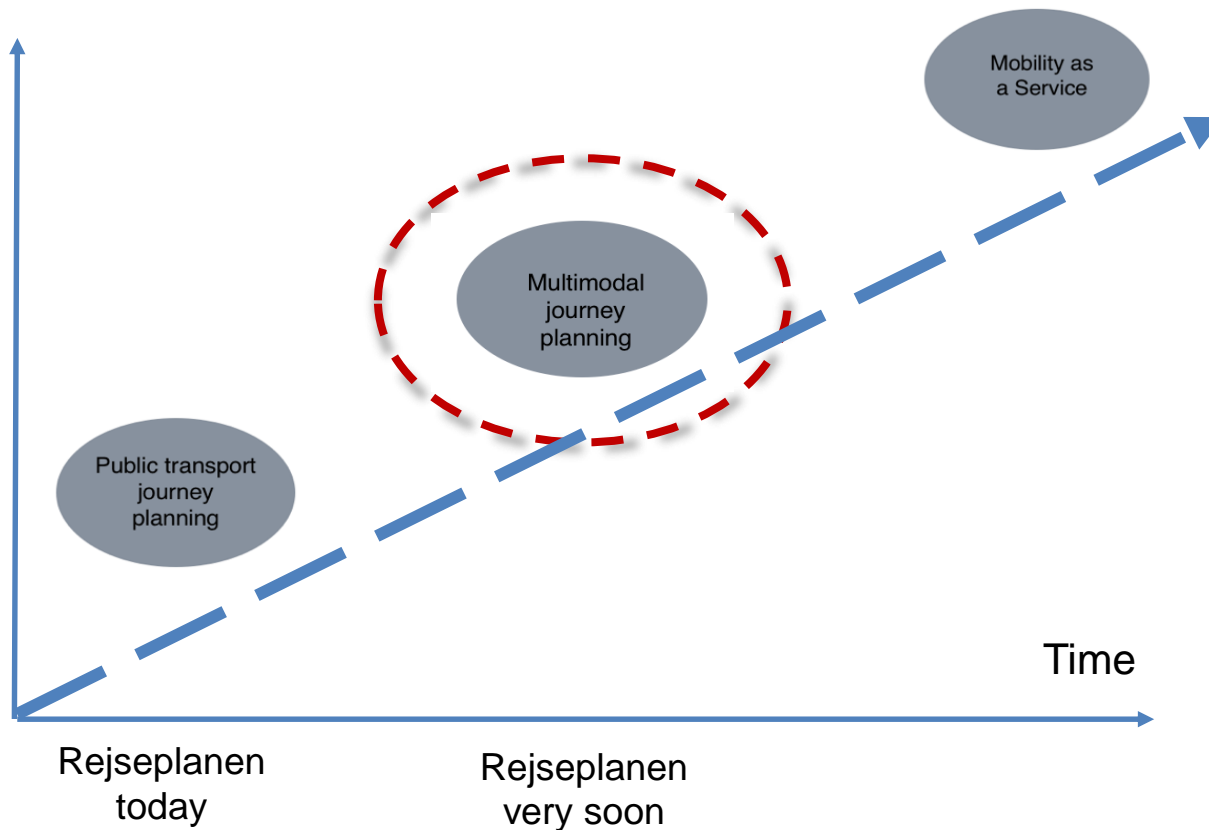


- Rejsekort is an electronic ticketing system for travelling by bus, train and metro.
- Rejsekort unites the different transport operators, travel zones, ticketing systems and discount schemes into a common system, which makes it easier for passengers to use public transport services in Denmark.
- Rejsekort and Rejseplanen together provide a good infrastructure for MaaS

Take small steps!

- New Rejseplanen strategy has "sanity" checks every 6 months.
- The world is changing very rapidly

Effort / cost



Summary



- Rejseplanen is ready for mobility and for displaying all means of transport
- With Rejseplanen and Rejsekort, Denmark has two solid pillars of infrastructure to build a MaaS offering on
- MaaS is still a long way away – take small incremental steps and adjust the strategy every 6 months in today's fast-changing technological world

