MTBP 24-27

KINTO Join.

Irina Mazunova

Business Owner KINTO Join

Irina.mazunova@kinto-mobility.eu

+32 473 52 25 79



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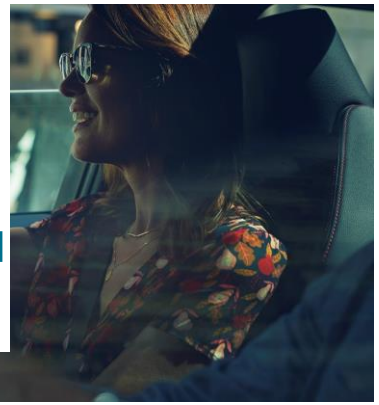
KINTO

Agenda.

01
GENERAL INFORMATION



02
IMPLEMENTATION PACK



03
OUTLOOK INTO THE FUTURE



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Your contacts

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KINTO Join in Europe

Active Sales

- Italy
- United Kingdom
- Denmark

App available in

- France
- Spain
- Norway
- Belgium
- Portugal (Global Sandbox)



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Blueprint for country activation

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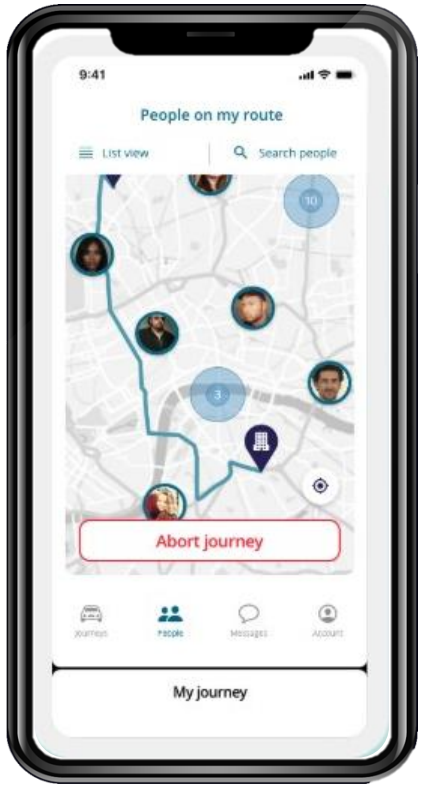
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Implementation

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KINTO Join – sustainable commute



Corporate carpooling web/app for sustainable commute – B2B

- Route Matching algorithm
- Cycling & Walking options
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- Sharing commuting costs
- Getting incentives from employer



- CO_2 emission reduction
- Safe alternative to public transport



- Socializing with colleagues
- Flexibility & peace of mind



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Selling the SAAS product to B2B customers



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Large corporations and institutions – airports, hospitals, universities – who struggles with parking shortage or wants to improve corporate CO_2 footprint or safe commuting of employees. Tailor-made Business Solutions to follow for dedicated Customer Segments

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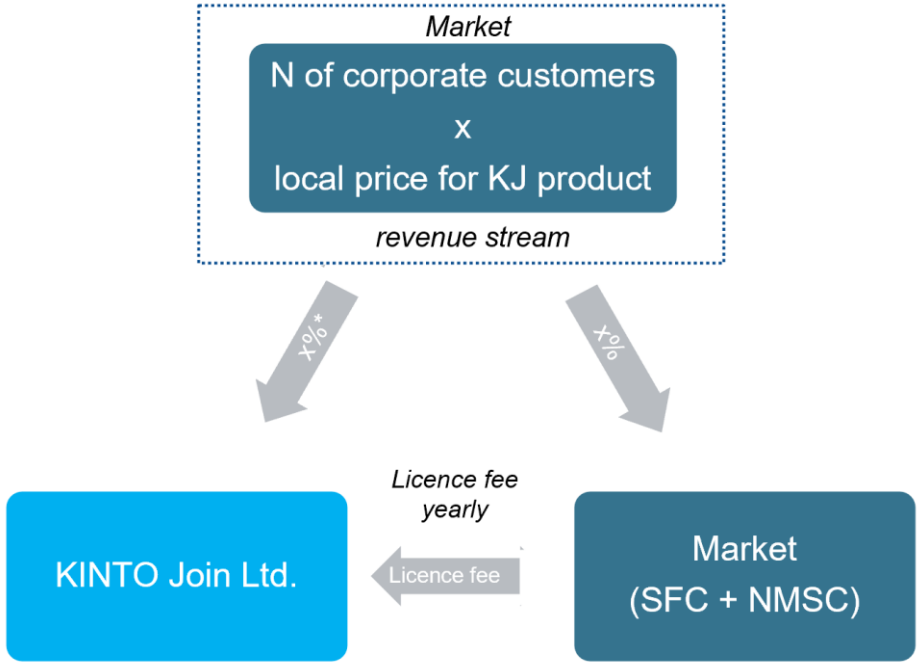
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** +2% yearly inflation*

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**Variable fee*

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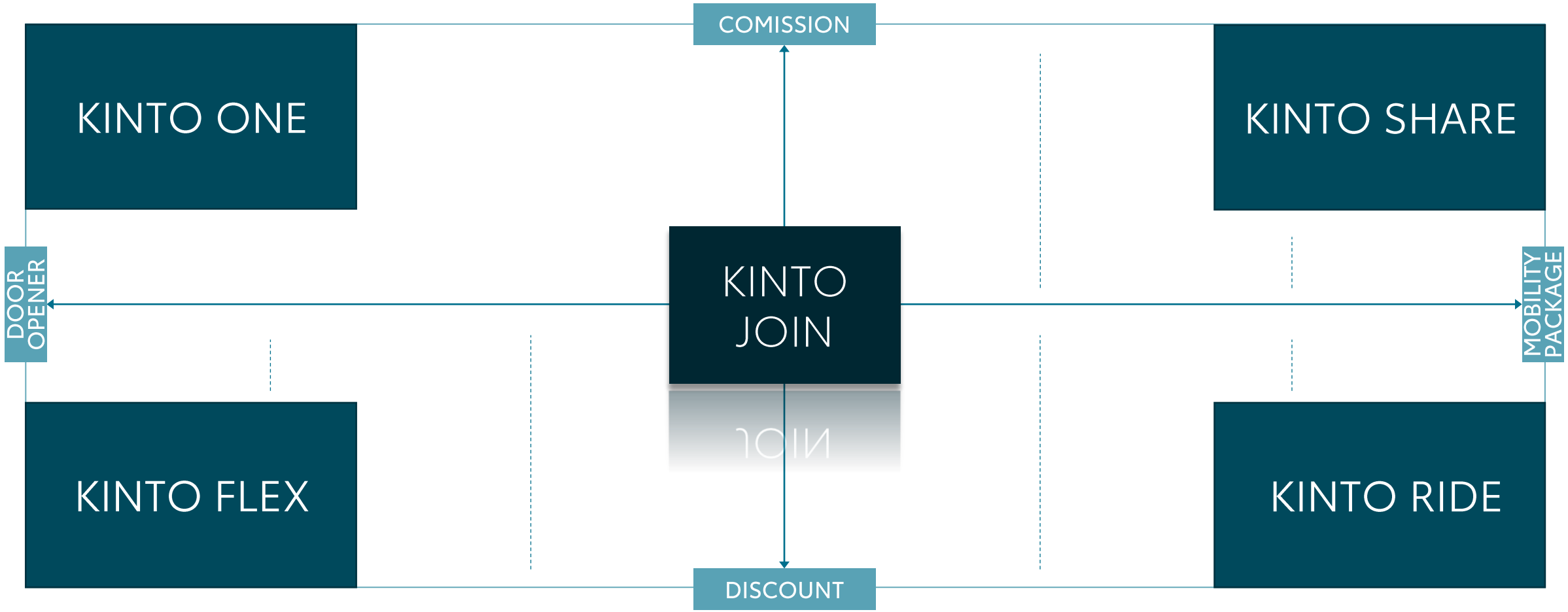
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Business model – Cross-selling



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KINTOSHARE	KINTO ONE
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WHY.	
KJ as perfect door opener for other services	Enhanced sales proposition
Mobility package for companies more attractive	MTBP support through additional revenue streams

HOW.	
One Sales team (trained for cross-selling)	One pitch pack (Share + Join or One + Join)
Corporate Mobility strategy	Enhancement of sales' channels - Engagement of Retailers

KINTO Join is also a perfect door opener for other services - get % from each KINTO product sold thanks to KJ pitch.

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KINTO Join – Success metrics

KEY KPI's to be tracked via KJ Dashboard

Sales & Revenue

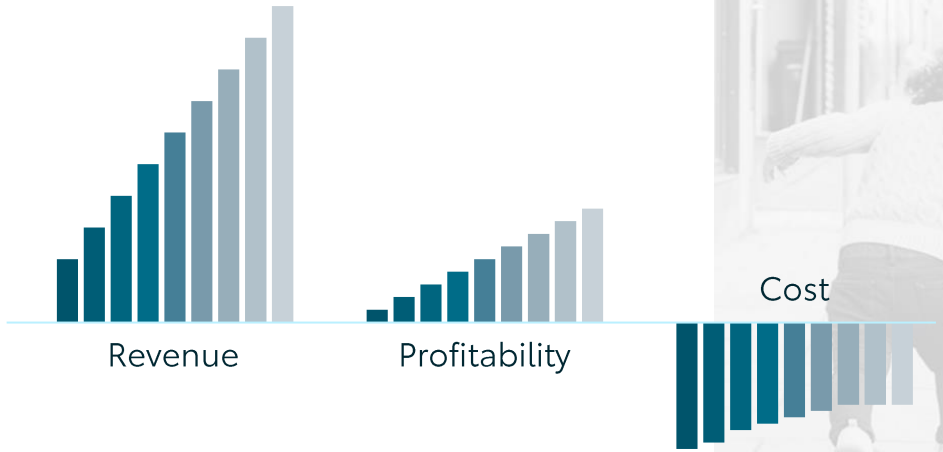
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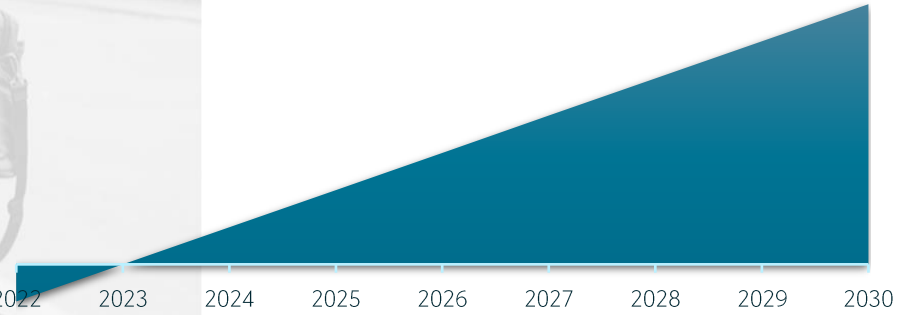
App performance

of app downloads
# of in-app messages
# of trips per user

Product Usage

of new registrations
# of active users
#of verified journeys





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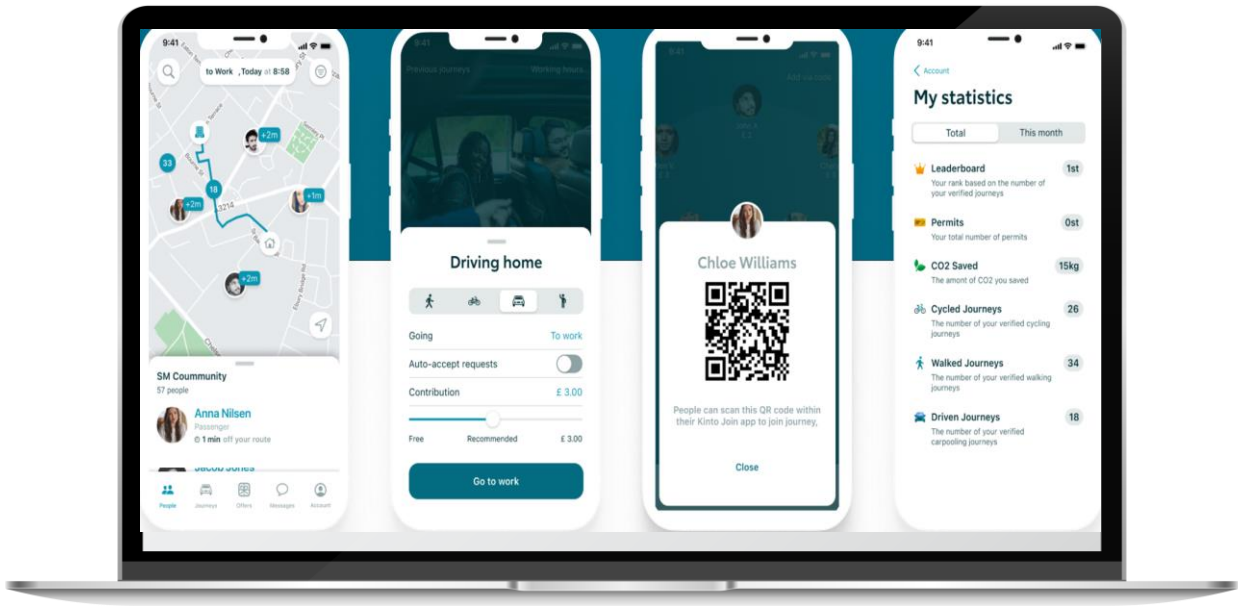
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Legal & Compliance

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Allocate a budget to start the marketing campaign and customers' acquisition, as well as customer support and other related costs (incl. yearly KJ licence fee).

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Define dedicated team and describe responsibilities of each KINTO team member.

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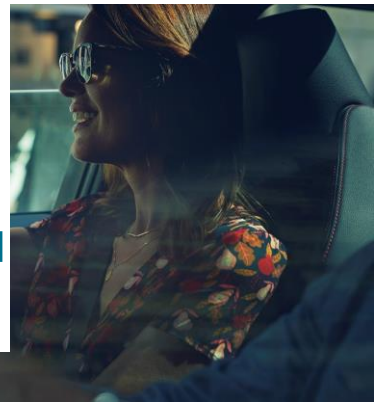
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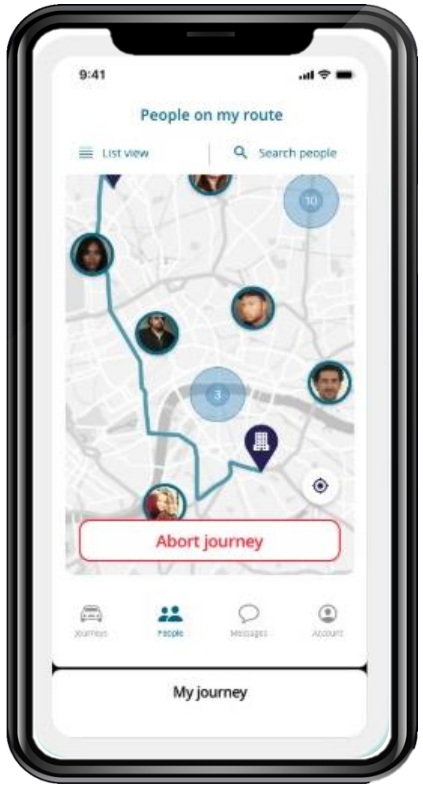
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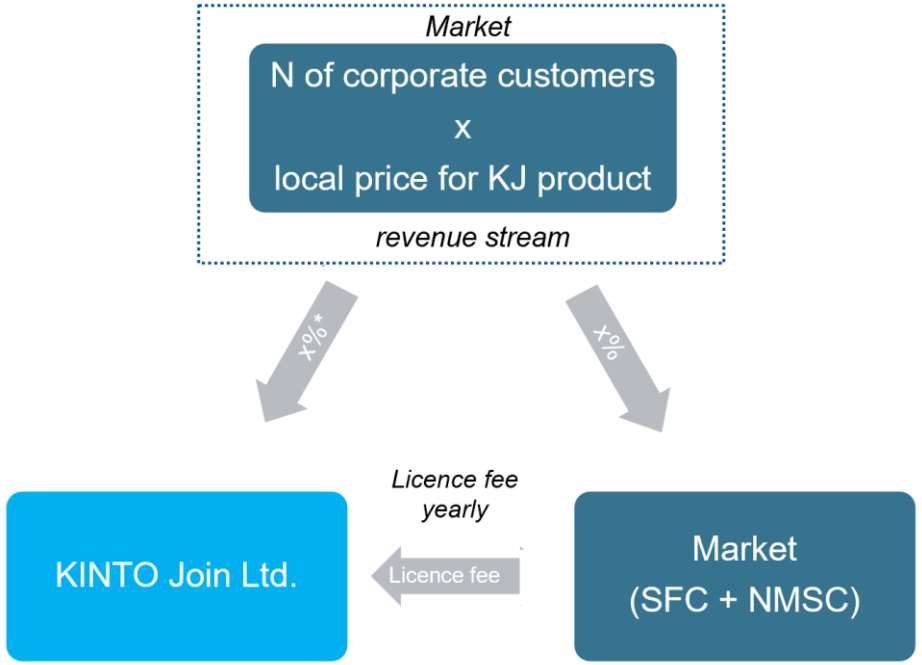
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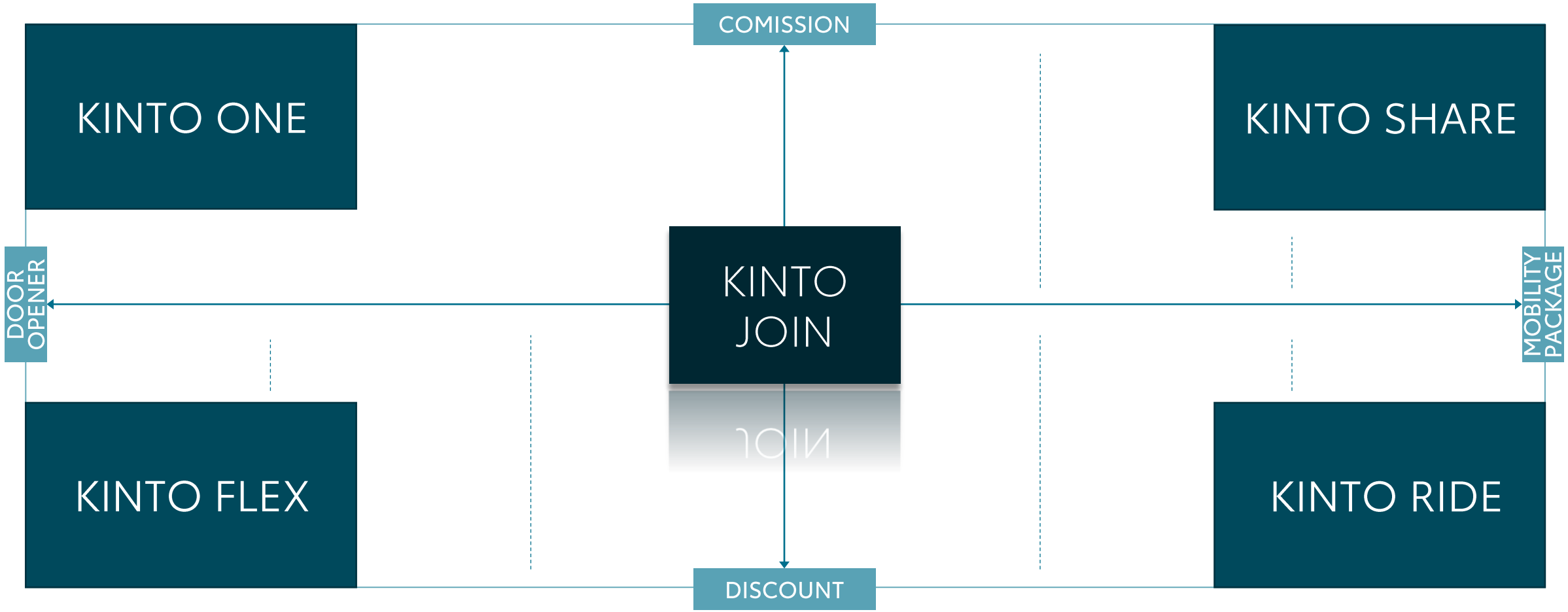
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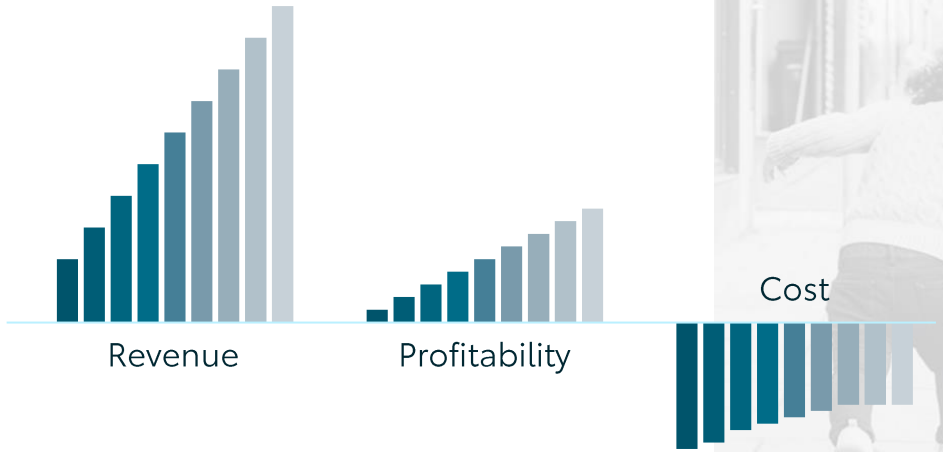
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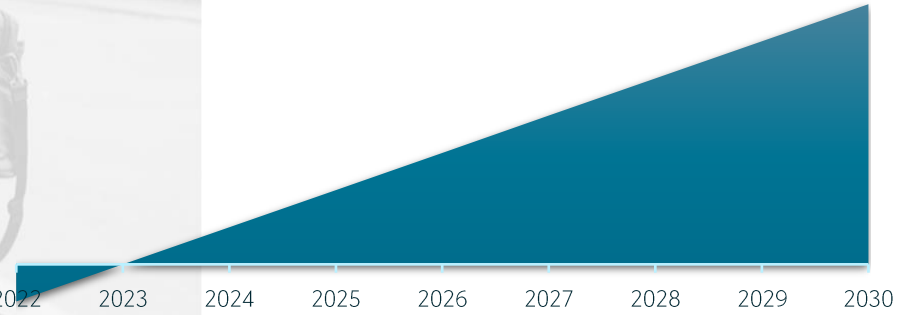
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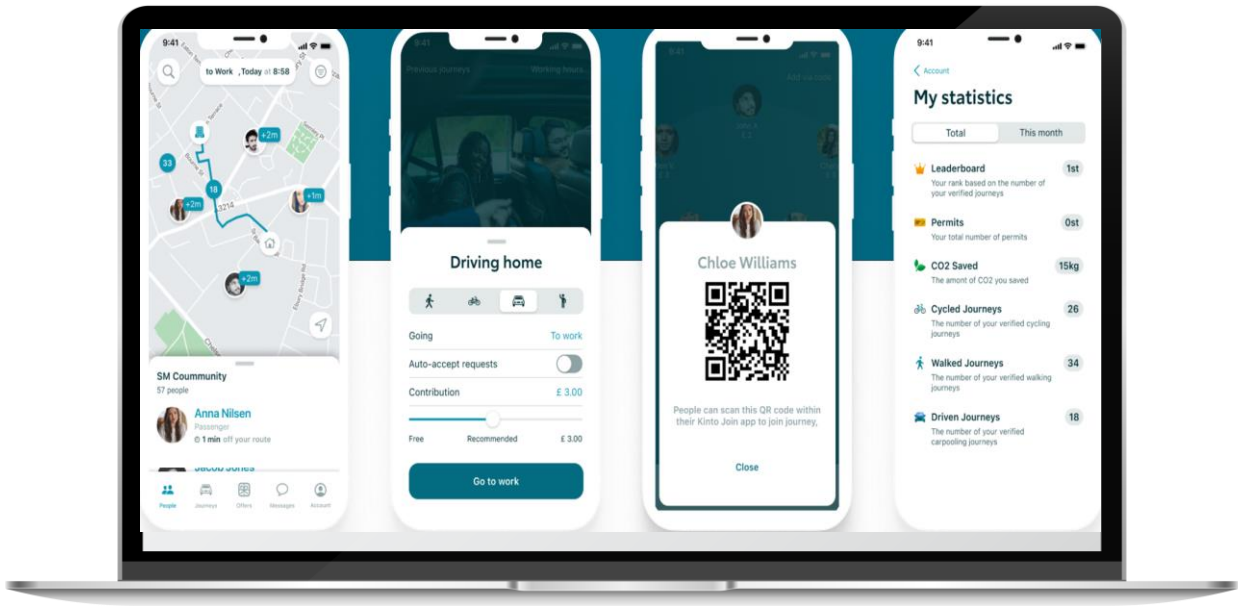
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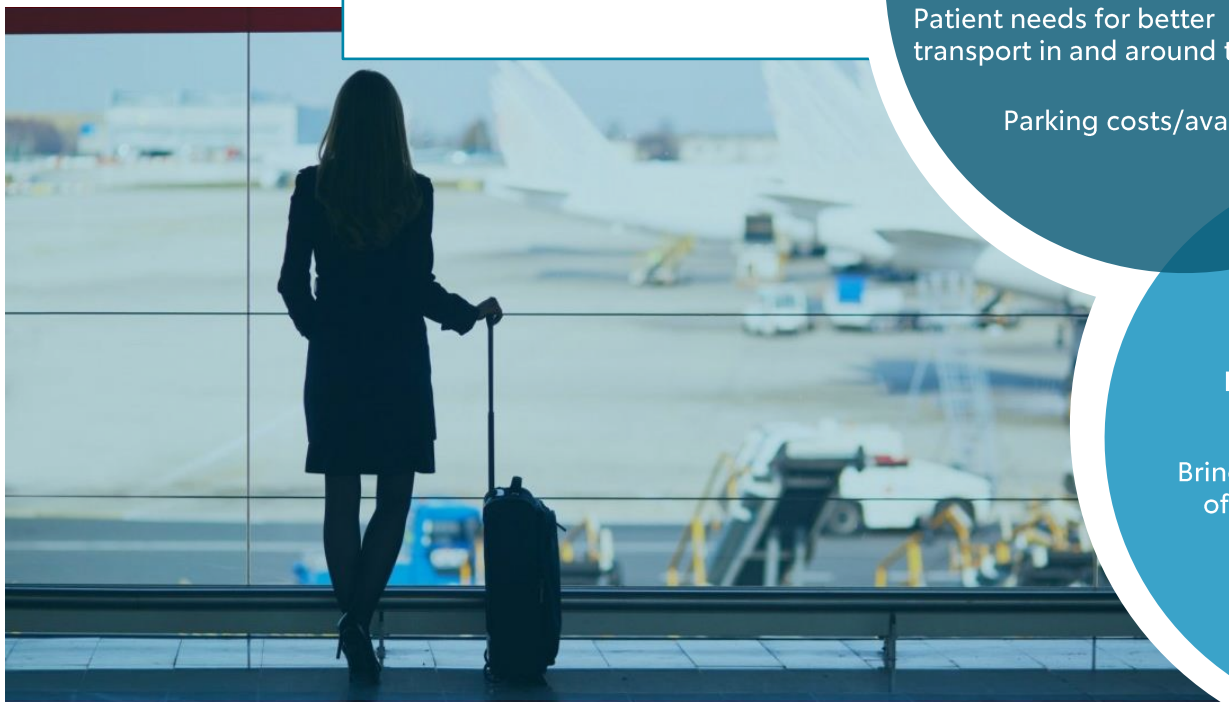
Corporate mobility business solutions

Already live platforms being enhanced
to address sustainable mobility challenges
of organizations which are looking for
tailor made platform serving their mobility needs
– **HOSPITALS, AIRPORTS, FACTORIES**

KINTO JOIN HEALTHCARE

AZIENDA OSPEDALIERA SAN GIOVANNI ADDOLORATA

NHS



CITY AND RURAL LOCATIONS

Extreme size variations, meaning needs/goals vary depending on size

Patient needs for better mobility and transport in and around the hospitals

Parking costs/availability

CUSTOMER PRIORITISED PARKING

Staff finishing anywhere within a 24 hour period, increased stressed on ensuring you are able to get home

Parking facilities are a long walk from the site itself

CAR PARKING STRAINS

NEED TO REDUCE CARBON FOOTPRINT INLINE WITH CSR

BASED IN RURAL AREAS WITH POOR ACCESS TO TRANSPORT

NO INTERNAL/ON SITE ACCESS TO MOBILITY

Bringing safely a huge amount of people to the same venue

A need to manage massive traffic jams with limited parking

Sites fairly inaccessible via public transport

A need to reduce time getting around site to optimise work rate

Need for accessible transport from site to site, on demand

KINTO JOIN AIRPORT

YOUR LONDON AIRPORT

Toronto Pearson

Gatwick

Heathrow
Making every journey better

YUL Montréal-Trudeau International Airport

KINTO JOIN FACTORIES

TOYOTA

TOYOTA MOTOR MANUFACTURING FRANCE

KINTO JOIN EVENTS

PARIS 2024

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Corporate mobility business solutions

Airport business case example

Based on 5 years of experience with major european airports

KEY FIGURES

AIRPORT CHALLENGES

- Bringing employees back to work
- Improve efficiency to recover after the pandemic impacts
- Parking costs and opportunities
- Employees welfare / commuting costs
- Build their own sustainable footprint also for pr and branding

AIRPORT SIMULATION

- 5.000 employees
- 1.000 employees commuting daily

–> IF 5% KINTO Join service penetration:

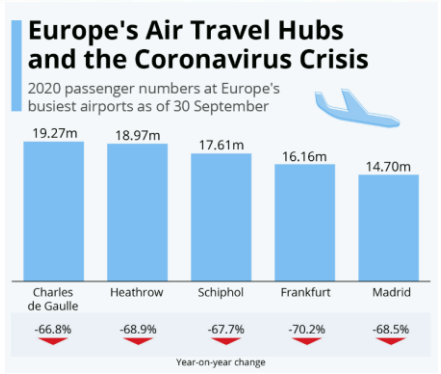
- 50 PARKING SPOT REDUCED
- AVG Cost per parking 50€ xday = 2.500€

OPPORTUNITIES

AIR PASSENGER TRAFFIC CHANGE IN EUROPE
-64.3%

NET PROFIT LOSS OF COMMERCIAL AIRLINES IN EUROPE
11.2bn USD

ESTIMATED REVENUE LOSS OF EUROPEAN AIRPORTS IN 2021 DUE TO THE CORONAVIRUS PANDEMIC
39.7bn USD



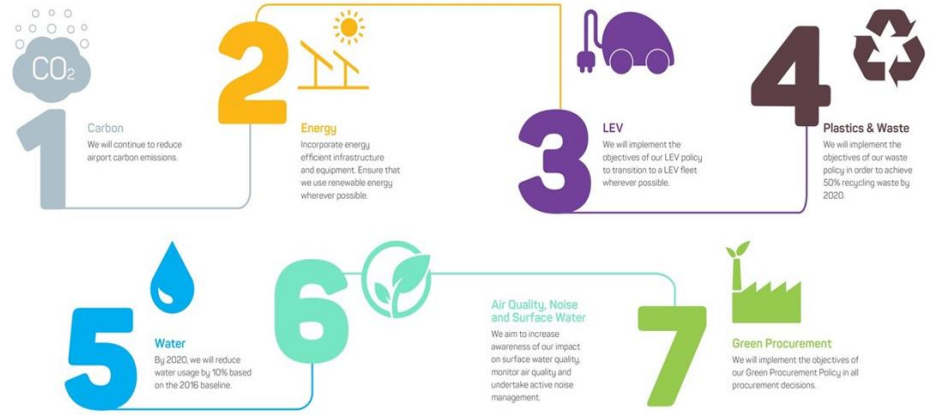
Source: statista

OBJECTIVE

FREEING CAR PARKING SPACE, REDUCE C02 EMISSION WHILE INCREASING EMPLOYEE SATISFACTION.

SUSTAINABLE DEVELOPMENT GOALS

Seven priorities to minimize negative impacts and to consume less resources



KINTO JOIN AIRPORT

Videos

KINTO




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