

Madrid Mobility 360

A new impulse

inetum.



Carlos Acha Ledesma

Director of Technology and Innovation. EMT MADRID

Eduardo Pascual

Business Development Director. INETUM



Capital
Digital



"In logic, the purpose determines the decision".

01.

Relevant functionalities. The strategy.



28,000

TEAM MEMBERS



2023

€2.5

BILLION IN REVENUES

+3.7%

FY23 reported growth including acquisitions after IFRS



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COUNTRIES

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22 SERVICE CENTERS

Brazil, Colombia, France, India, Morocco, Poland, Portugal, Romania, Spain, Tunisia

130 OFFICES

Global Headquarters in Paris, France
Mainly in Europe, Iberia LatAm, Africa



4

GLOBAL BUSINESS LINES

Inetum Consulting
Inetum Technologies
Inetum Solutions
Inetum Software



4

YEARS

Average long-term contract length

98%

Contract renewal rate in 2023

TOP

10

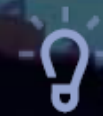
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strategic partners



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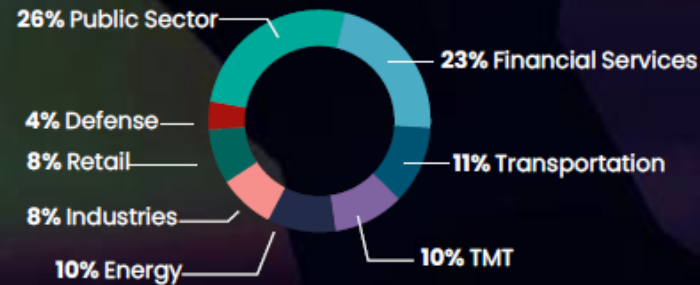


REVENUE BY GLOBAL BUSINESS LINE



8

SECTORS



+4

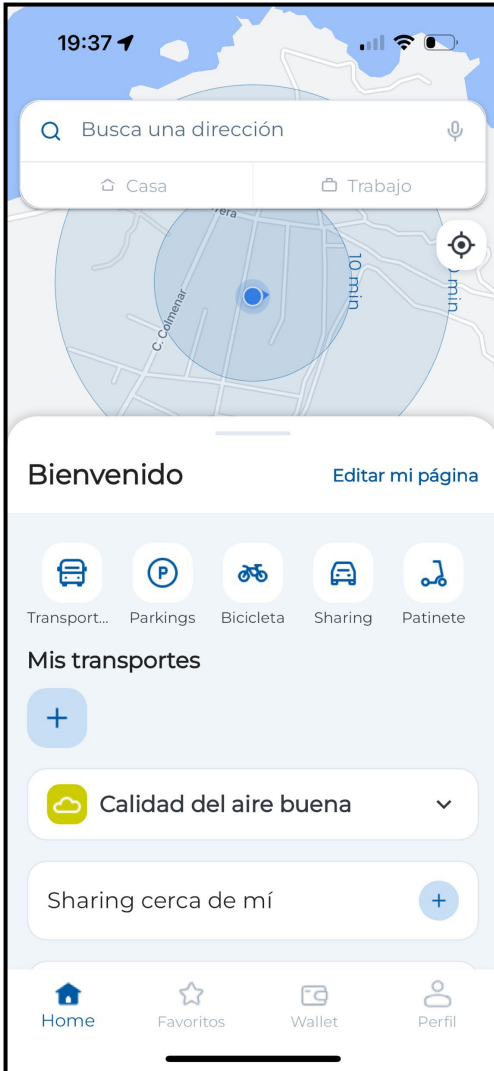
MAJOR SOFTWARE

Propriety solutions for a large scope of market sectors





An app for the new digital mobility model



Objectives

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More efficient use of the transport system by citizens.
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MaaS Base

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MM360 as a service hub



Santo Domingo Parada 168

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Acceder al vehículo

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Information Systems

- Real Time
- Bus Occupancy Rate
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9:06 - 9:42 **36 min**

186g CO₂ € 3.82€ | 8.44km

7 de 16 rutas

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MONCLOA - ARAVACA

9:04 - 9:49 **45 min**

Emt 5179 - Camarena - Centro de Salud Madrid 9:04

Camina 0 min (26 m)

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⇒ 25 PLAZA DE ESPAÑA-CASA DE CAMPO

109g CO₂ € 1.50€ | 3.24km

10 paradas

Casa de Campo

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Opciones de ruta

- Ruta más rápida
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Otras opciones de ruta

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Manzanares el Real

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Tu ubicación actual 9:37

Conduce 43 min (49.2 km)

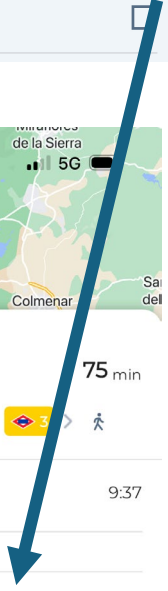
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MM360: a customer-centric strategy

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Integrate other services (micro-mobility, etc.): **incremental** network **generator** model.

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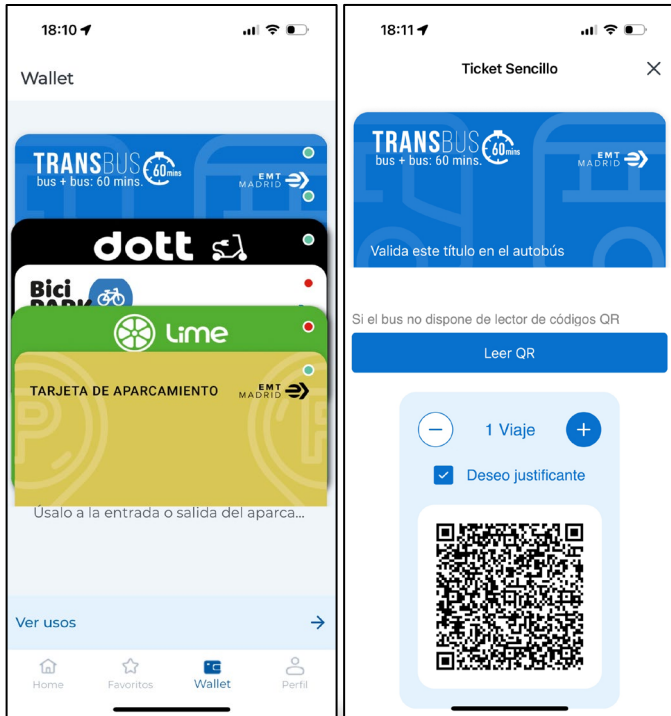
02.

A new model of digital mobility



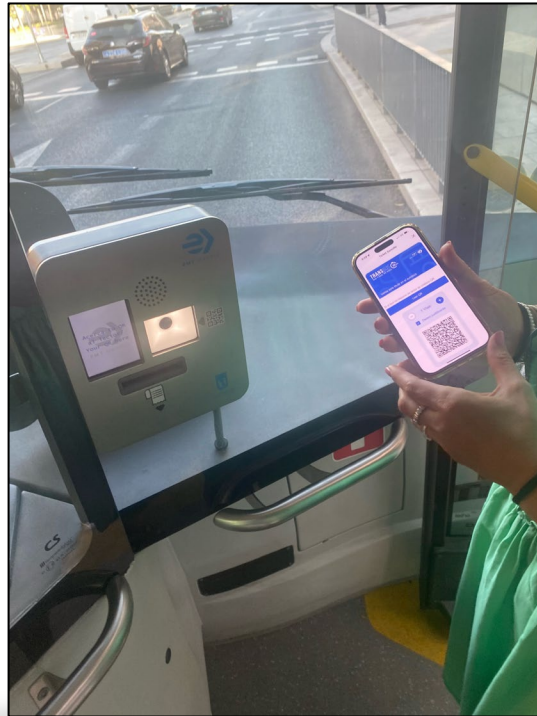


MM360 as a means of payment



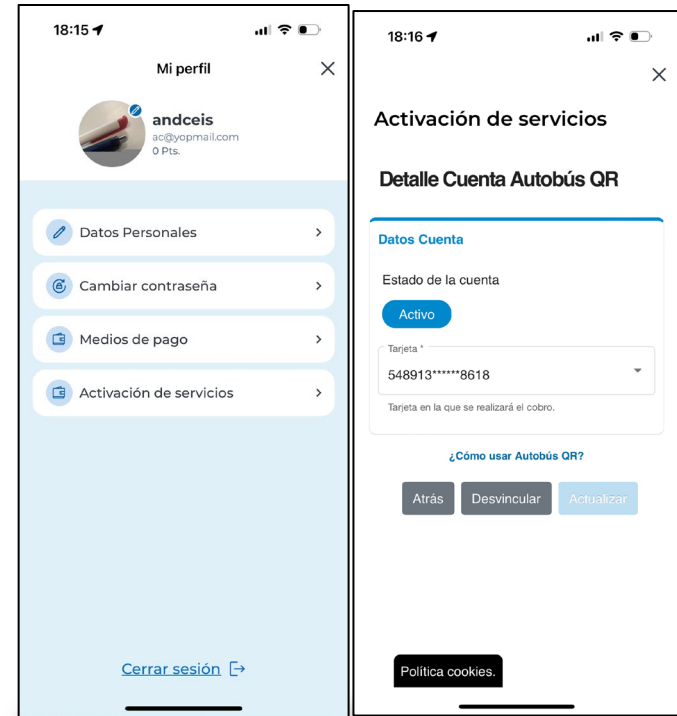
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- Personal subscriptions to model contracts
- All-in-one concept.
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Means of access

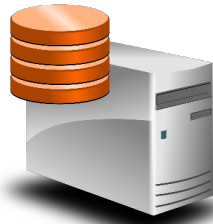
Identification for access to transport and infrastructure (QR, NFC, etc.)



Means of payment

- Payment by subscription or postpaid.
- ABT Philosophy

MM360 as an enabler of sustainable urban mobility plans



MPASS.mobi
360° PLATFORM



Cards from other companies and services

BUS WHITELIST



BICIMAD WHITE LIST

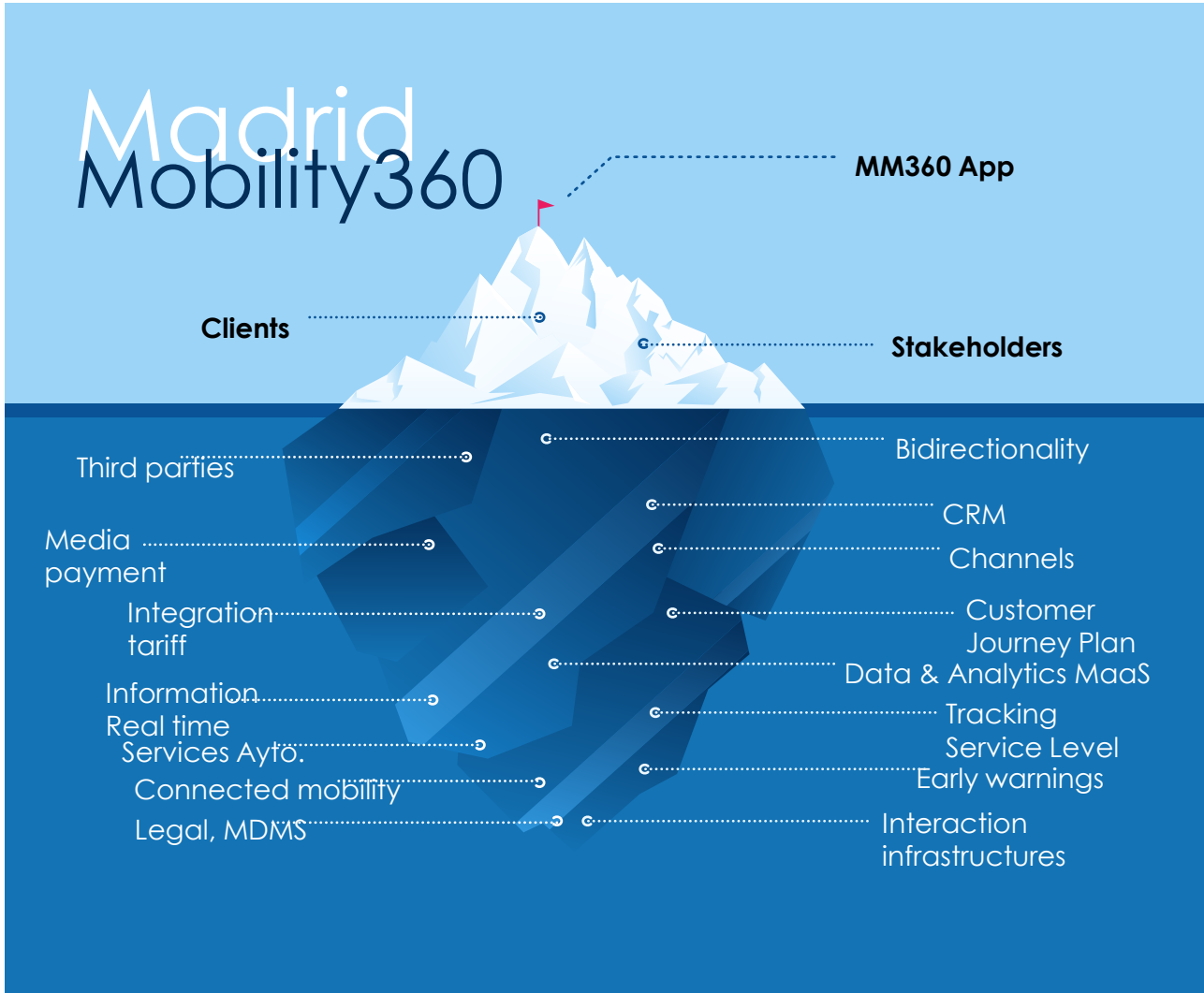


WHITELIST CAR PARKS,
MOBILITY HUBS AND
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CHARGING



USES

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...a digital customer experience in mobility

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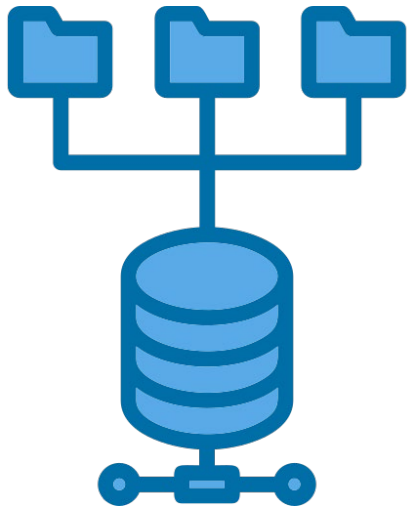
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360° platform, completing the
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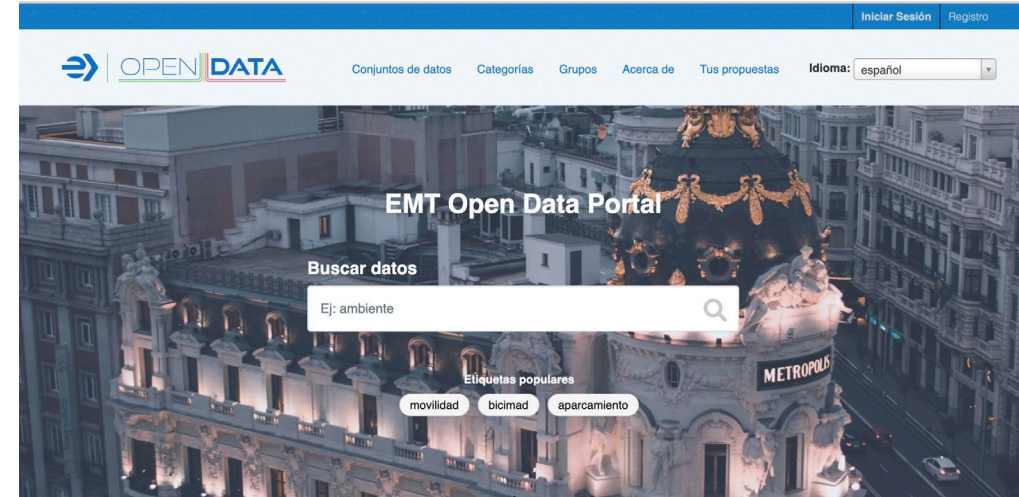
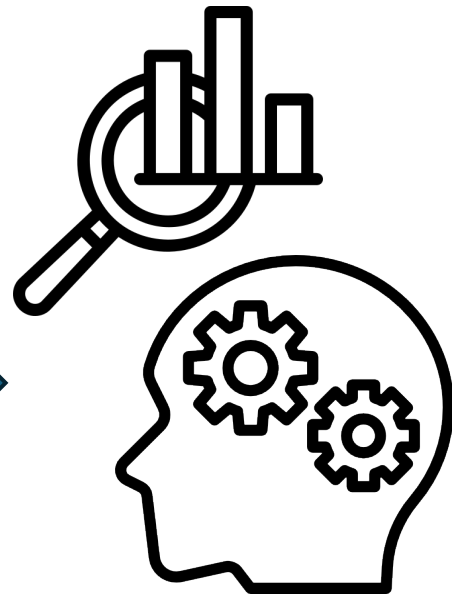


MM360 as a knowledge engine

DATA SOURCES : APP
USAGE + EMT
SYSTEMS

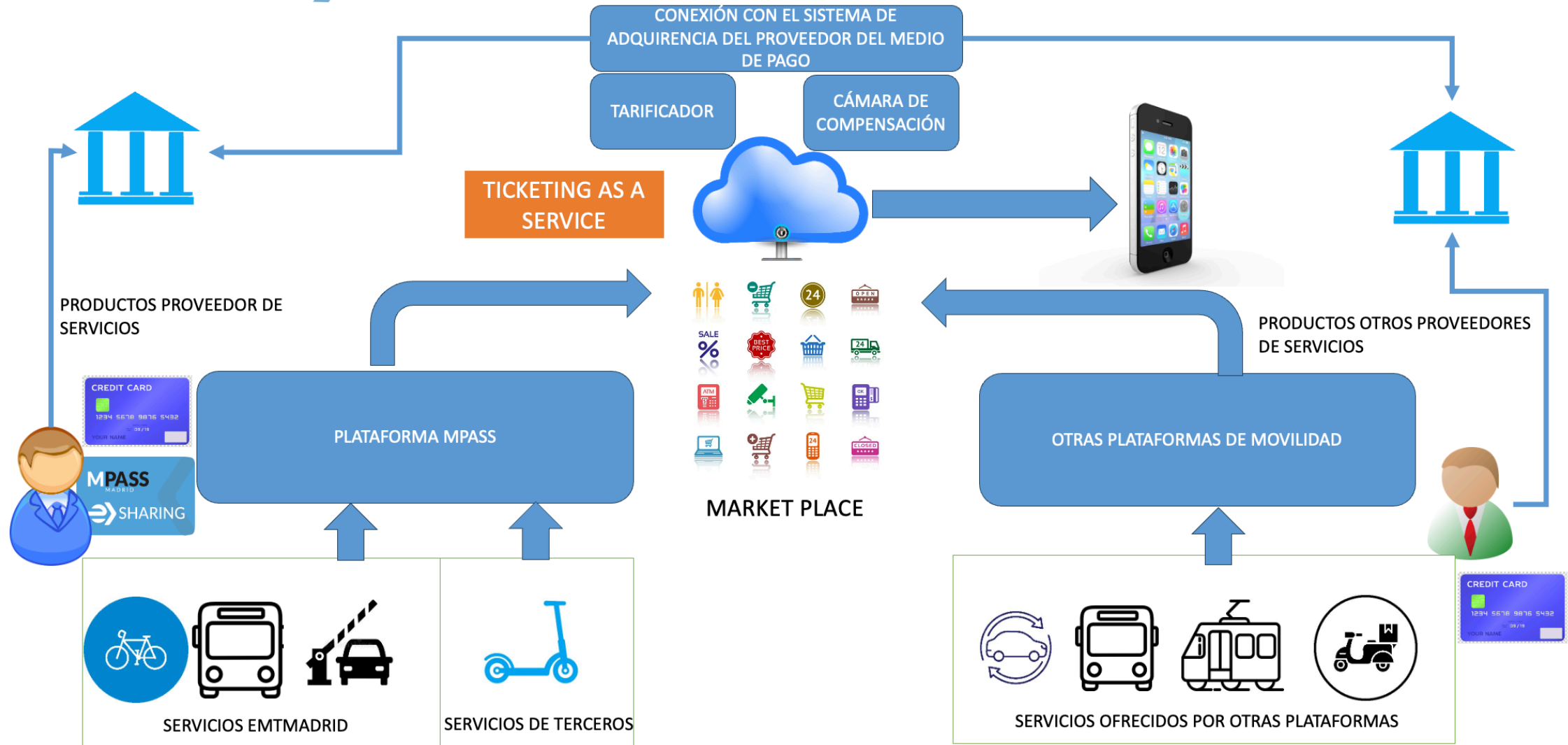


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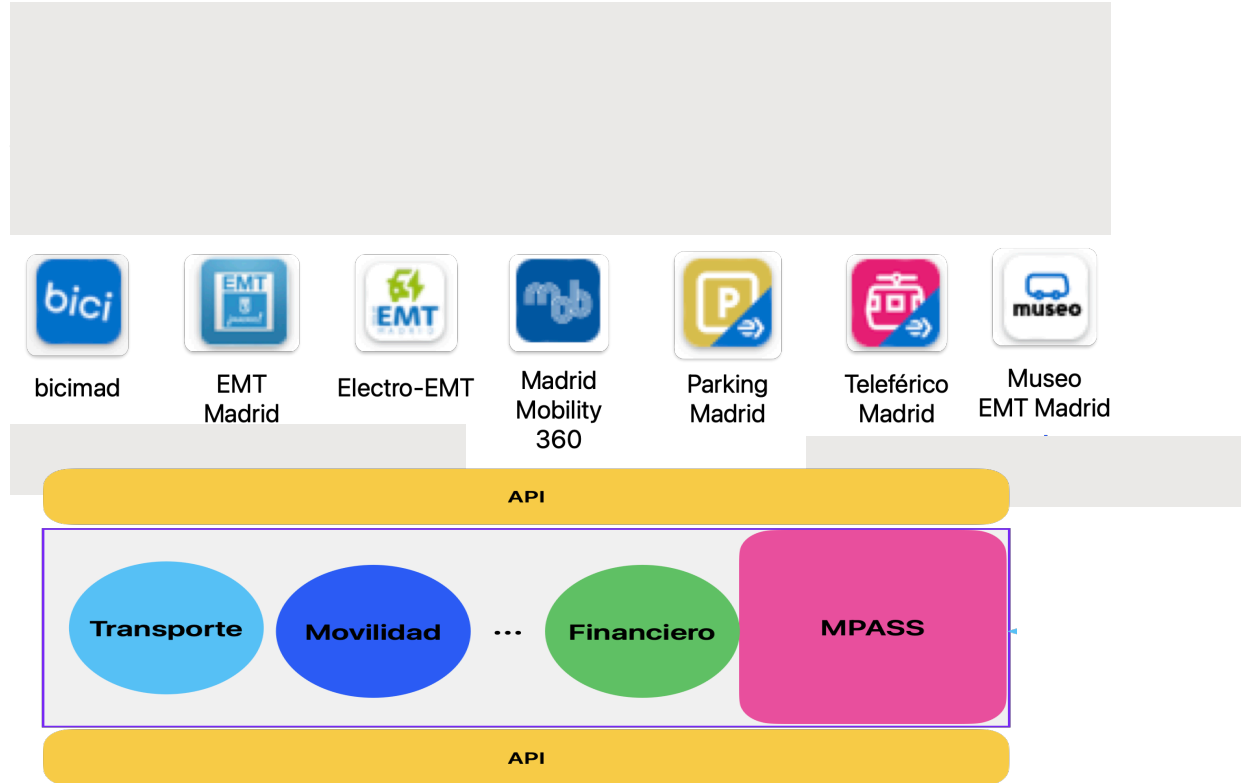
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From 360° App to 360° integrative platform



EMT Mobility Ecosystem: A holistic approach

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Mobility evolves along with markets, society and people's individual behaviours.

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We need a **collaborative framework** to maximise the use and evolution of mobility management models.

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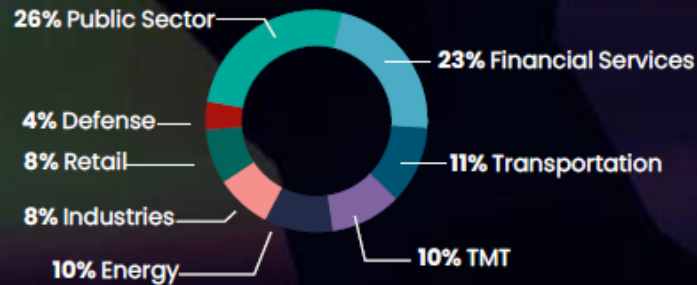


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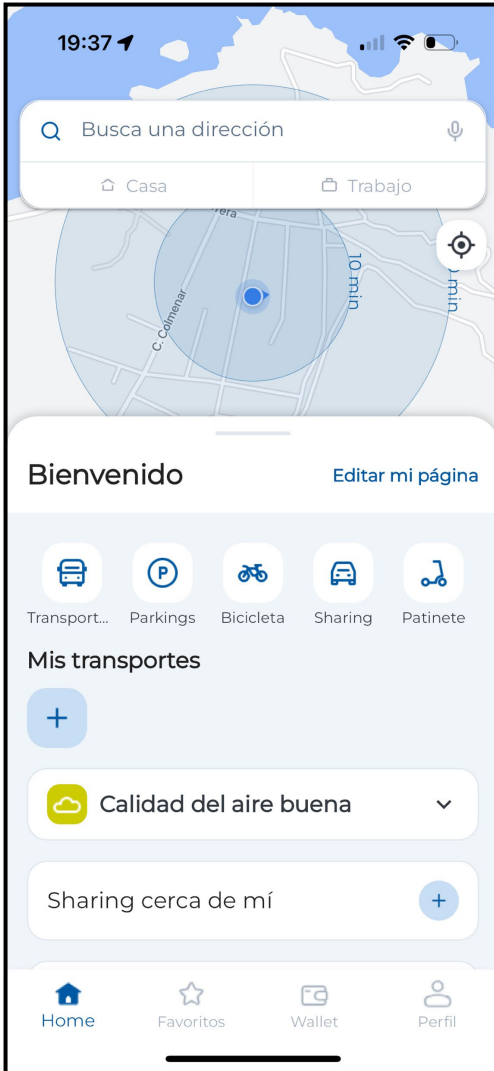
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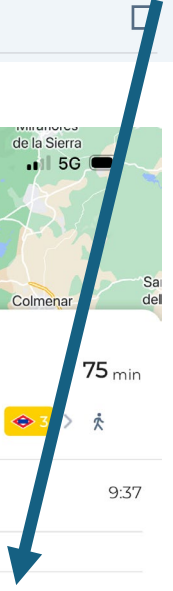
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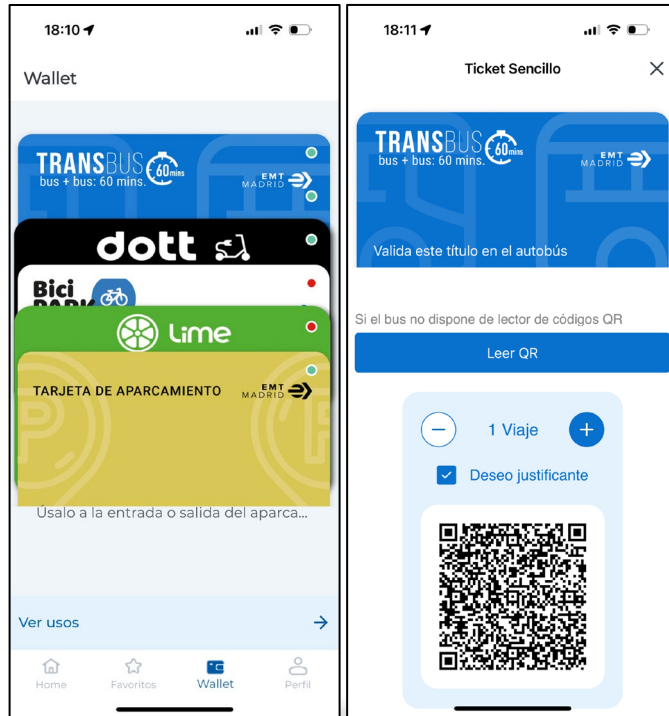
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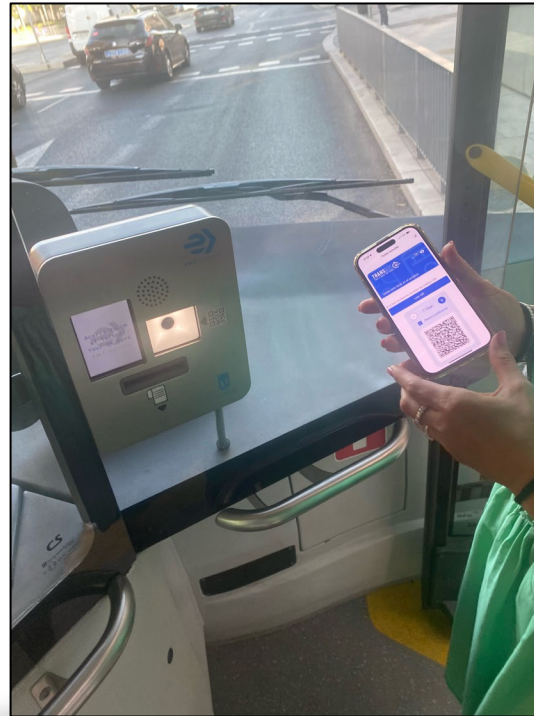


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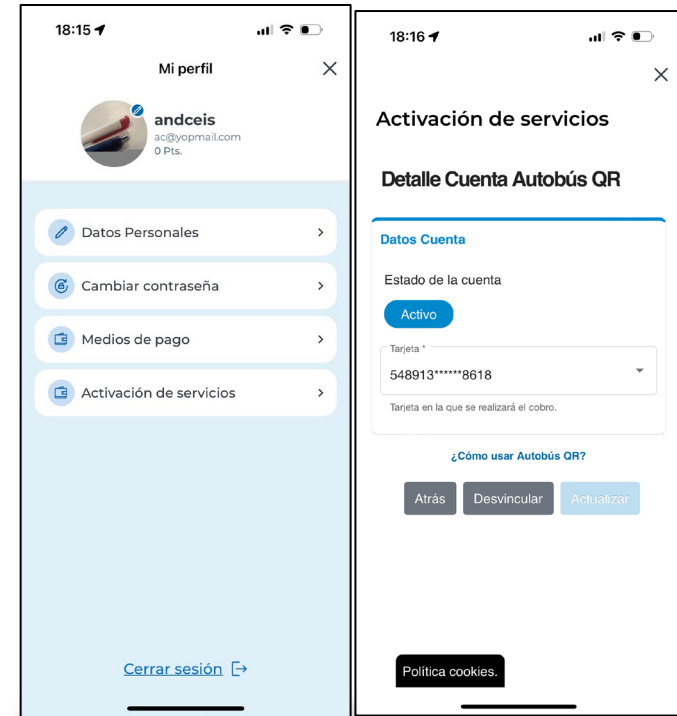
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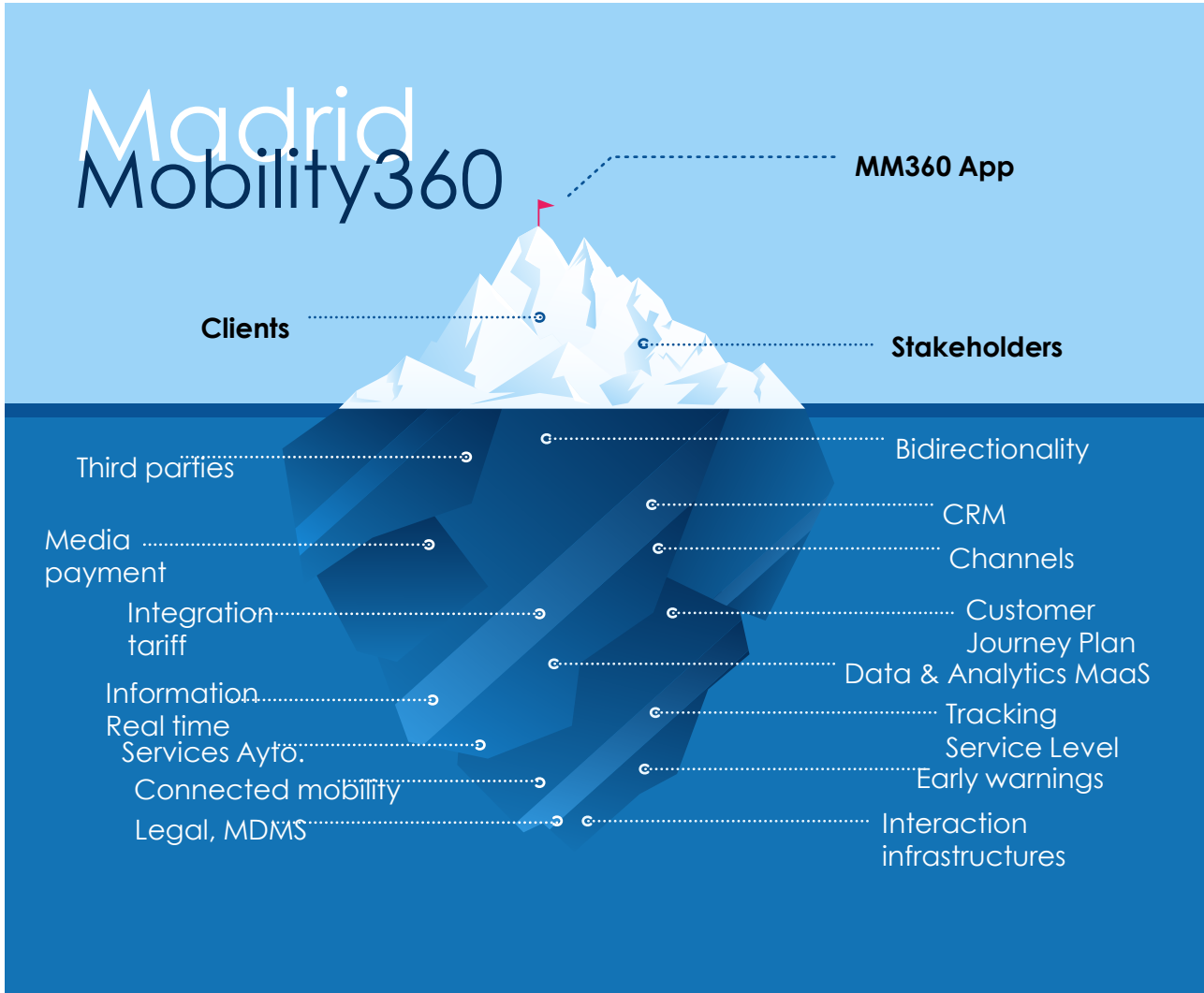
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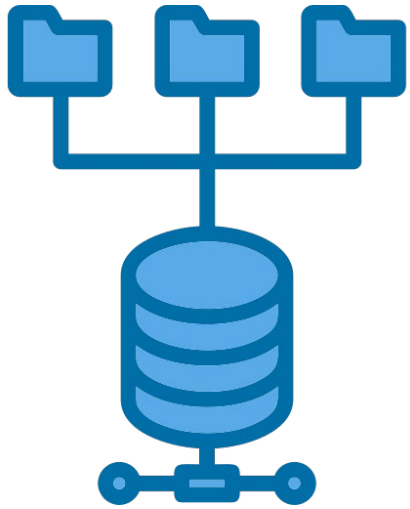


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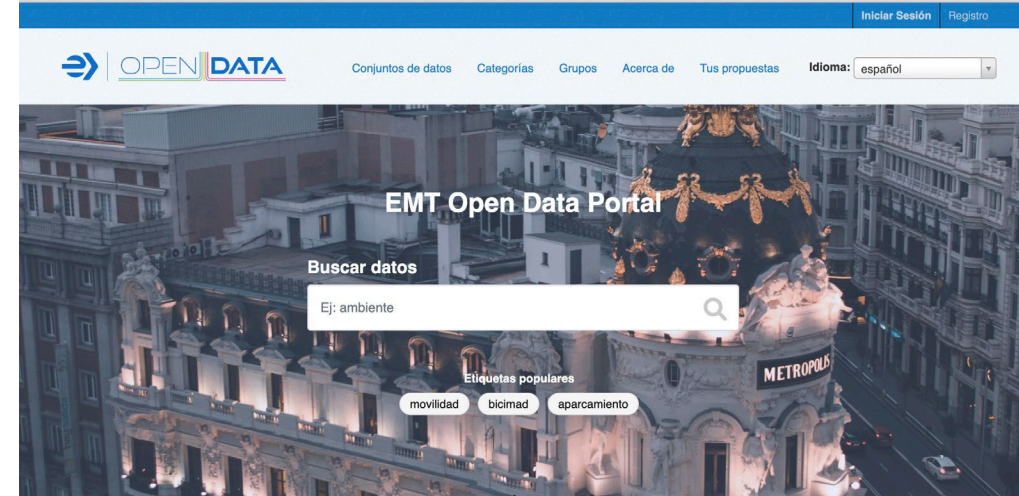
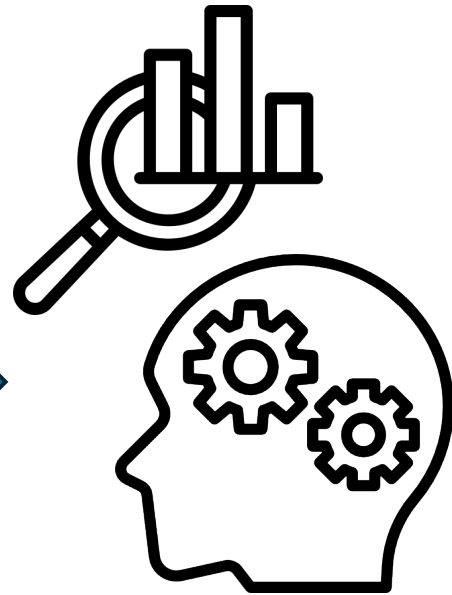
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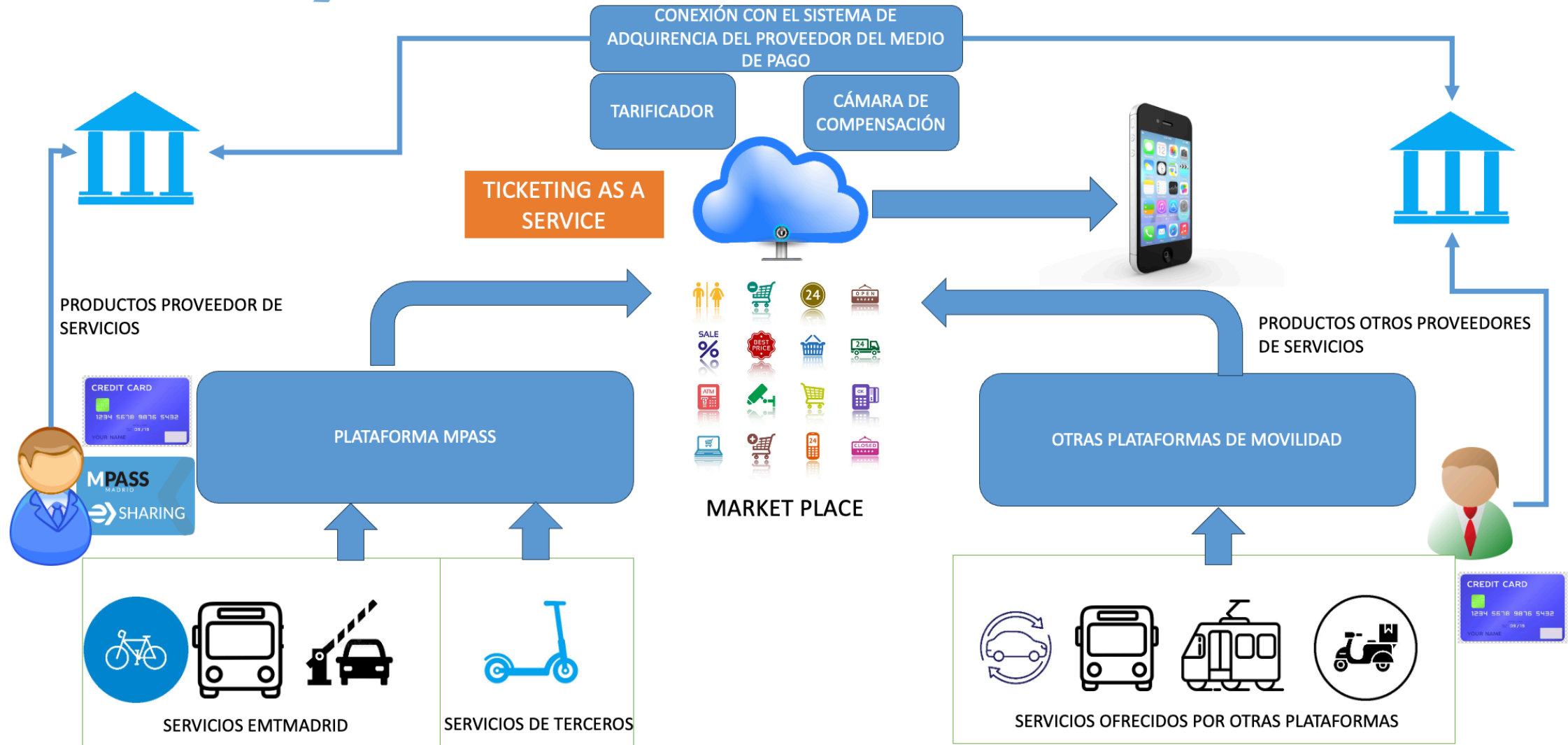


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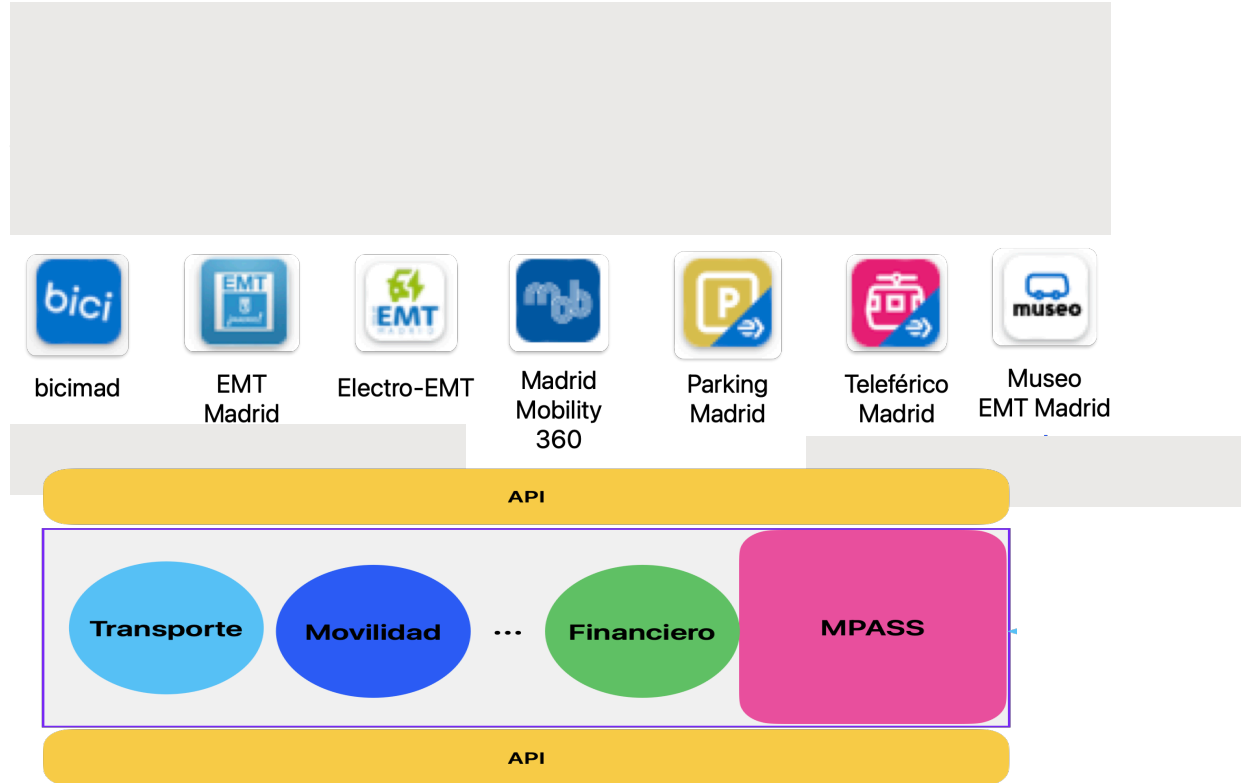
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