



DIGITAL PUBLIC TRANSPORT

Strong partners for public transport: ioki and omobi successfully launch digital demand-responsive transport services

Improved everyday mobility through increased cooperation • more than 100,000 passengers have used digital demand-responsive transport (DDRT) services • ridepooling software and operation for local authorities

(Frankfurt/Murnau am Staffelsee, 15th November 2023) ioki, the market leader for digital demand-responsive transport (DDRT) in Germany, and omobi, the mobility company from Murnau in Bavaria, are increasingly working together successfully. The passenger figures show just how successful: So far, more than 100,000 passengers have used the joint digital transport services in and around Murnau am Staffelsee, in the municipality of Holzkirchen and in the district of Traunstein.

"With omobi, we share a vision for sustainable, flexible and intelligent mobility solutions in public transport. We contribute our expertise in the software sector and omobi its practical experience as a reliable operator of an on-demand system. Together, we can offer municipalities and districts innovative, demand-based mobility concepts for their populations," says Dr Michael Barillère-Scholz, Managing Director and co-founder of ioki GmbH, about the collaboration with omobi.

Clemens Deyerling, co-founder and Managing Director of omobi on the cooperation with ioki: "We have a strong sparring partner in ioki. Together, we have already launched several successful on-demand projects, implemented enhancements and are constantly working on optimising them. We are not satisfied with maintaining the status quo but rather try to continuously improve our service and the passenger experience."

Bavarian municipalities rely on on-demand transport

The on-demand service called Hoki, operating in the municipality of Holzkirchen, is a successful project. Around 38,000 passengers have used the flexible minibuses since September 2022. Neighbouring municipalities are also looking into expanding the service. ioki provides the ridepooling and routing technology for the service. omobi operates the minibuses on behalf of the municipality of Holzkirchen. The minibuses only run when they are needed. This improves local mobility in the municipality and reduces private transport.

ioki's ridepooling and routing software has also been in use in Murnau am Staffelsee, Seehausen and Riegsee since February 2023. Passengers can book their rides via app or telephone, and the intelligent algorithm developed by ioki calculates the optimum route



and pools the requests of other passengers. So far, around 75,000 people have been transported in Murnau and the surrounding area by the local operator omobi. The digital demand-responsive bus in Murnau is considered one of the flagship projects for flexible, individualised public mobility. The flexible service gained nationwide recognition following a referendum in which over 80 per cent of those who voted were in favour of continuing and expanding the local bus service.

The new digital call-a-bus service Rupi was launched in the district of Traunstein on October 1st, 2023 and is also using the on-demand technology powered by ioki. The barrier-free service is available around Lake Waging in the municipalities of Fridolfing, Kirchanschöring, Petting, Taching am See, Tittmoning and Waging am See. This service is also operated by omobi.

Both companies are driving the development of flexible and reliable mobility forward - ioki on the tech side and omobi in terms of optimising operations. ioki and omobi want to continue to work closely together in the future to provide better and more flexible access to local transport, particularly in rural areas. After all, digital demand-responsive transport as part of local public transport with a dense network of stops enables an improved public mobility for the population. Both companies work together with different partners to realise their visions: ioki is already working with various operators in Germany and Europe to implement DDRT services and omobi GmbH is partnering with other software providers.



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About ioki

With over 130 on-demand transport services, ioki is one of the leading platform providers for digital on-demand solutions in Europe and the market leader in the DACH region. Over 90 per cent of on-demand transport services with ioki software complement public transport in suburban or rural regions. Companies, cities and local authorities have been relying on our expertise since 2017 to optimise and digitalise transport services in line with demand. This includes flagship projects such as ioki Hamburg (now hvv hop) and Europe's largest project for on-demand transport in the Rhine-Main region. As a pioneer in autonomous ridepooling, ioki has been setting milestones for digital and autonomous mobility since it was founded - from Germany's first autonomous shuttle bus to the world's largest planned autonomous on-demand public transport fleet. More than 180 employees from over 20 nations are developing needs-based, modern mobility solutions for sustainable, attractive local transport from the heart of Europe.

About omobi

omobi GmbH is a transport company based in Upper Bavaria and stands for sustainable, modern and intelligent mobility solutions. We advise local authorities, districts and companies on all mobility issues (public transport concepts, on-demand systems, car park management, digital parking guidance systems, ridehailing/sharing, etc.) with a focus on rural areas. We also operate digital on-demand bus systems in more than 10 municipalities. We are convinced that digitalisation gives us the opportunity to redesign the transport situation in municipalities and thus revolutionise mobility in rural areas.

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