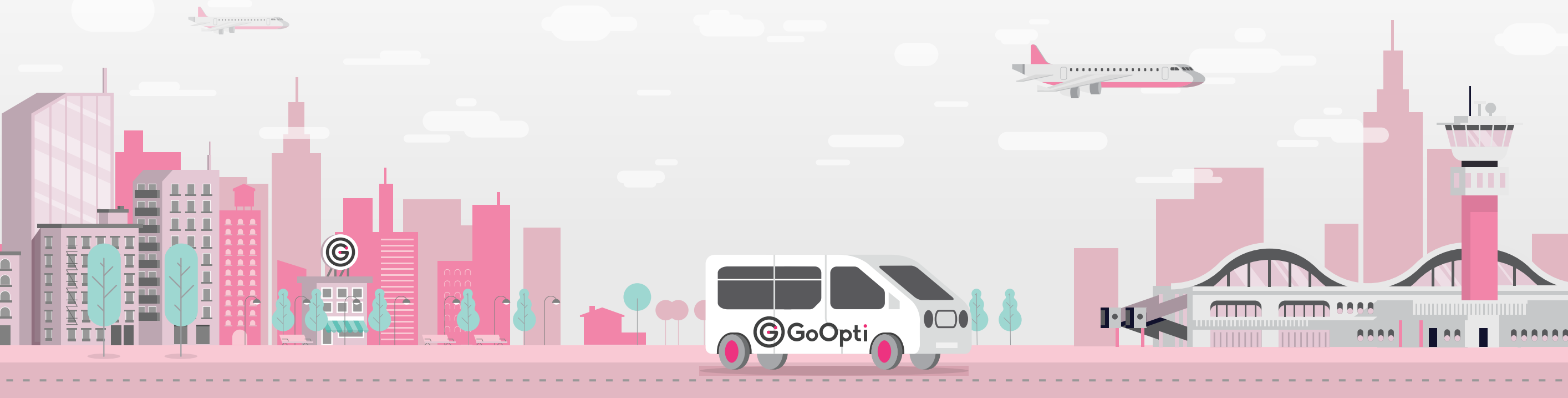


Long distance transportation **as a service**



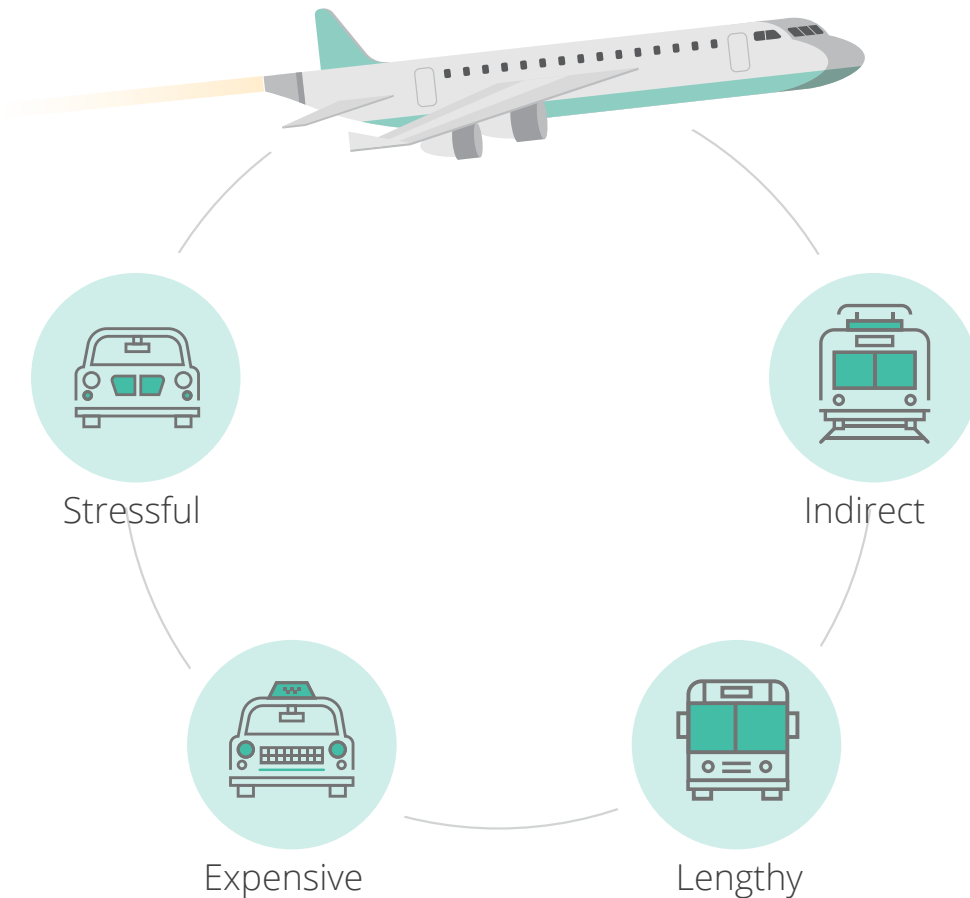
We are one of the fastest growing Dynamic Shuttle Platform in Europe

NEW ROUTE - SPAIN

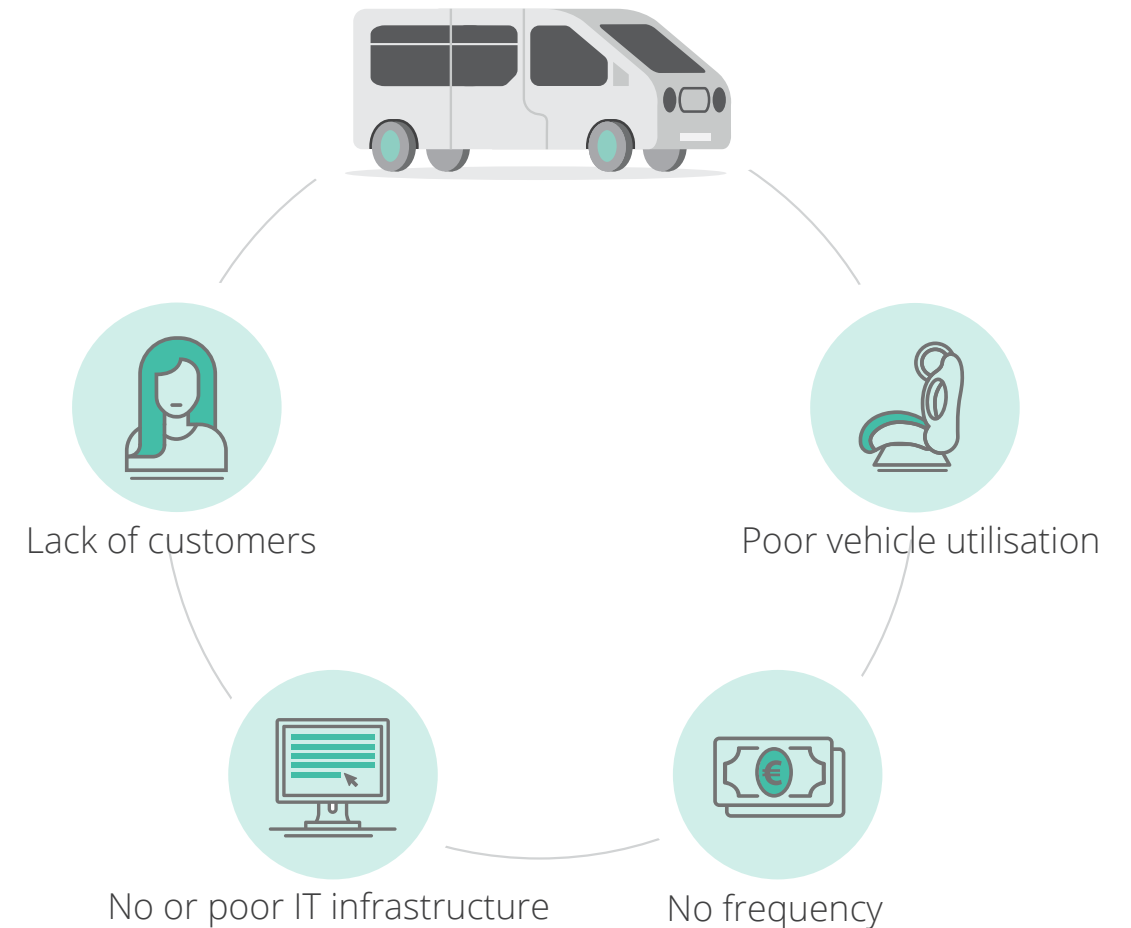
CÁDIZ - MÁLAGA



Every day **4M passengers**
across 3000 cities worldwide
struggle to reach airports **from smaller cities.**



Shuttle bus companies
don't have the technology
to access the demand and scale.

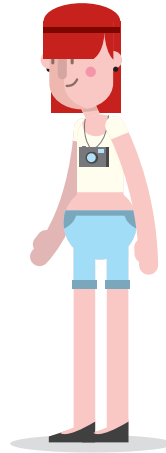


We are creating **new demand**



Our platform

provides web and mobile app, **dynamic pricing and pooling, risk management**, routing and payment transactions.



Passengers

get an affordable, convenient and **direct transfer at the desired time** from home to the airport.

*Passengers **save** €80 and one hour of their journey.*



Shuttle companies

get pricing, marketing and sales **know-how**, route planning, customer and driver **support**.

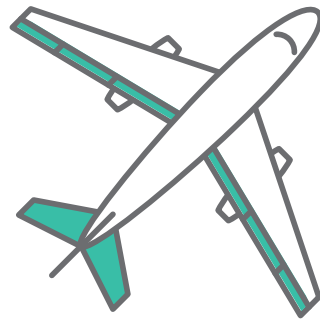
*Shuttle companies **triple** their revenues.*

Our **Ambassadors**



Travel agencies

get easy-to-book transfers for individuals and groups.



Airlines

get a wider pool of potential passengers and a new way to connect flights.



Hotels and Resorts

get an opportunity to arrange comfortable transfers for their guests.



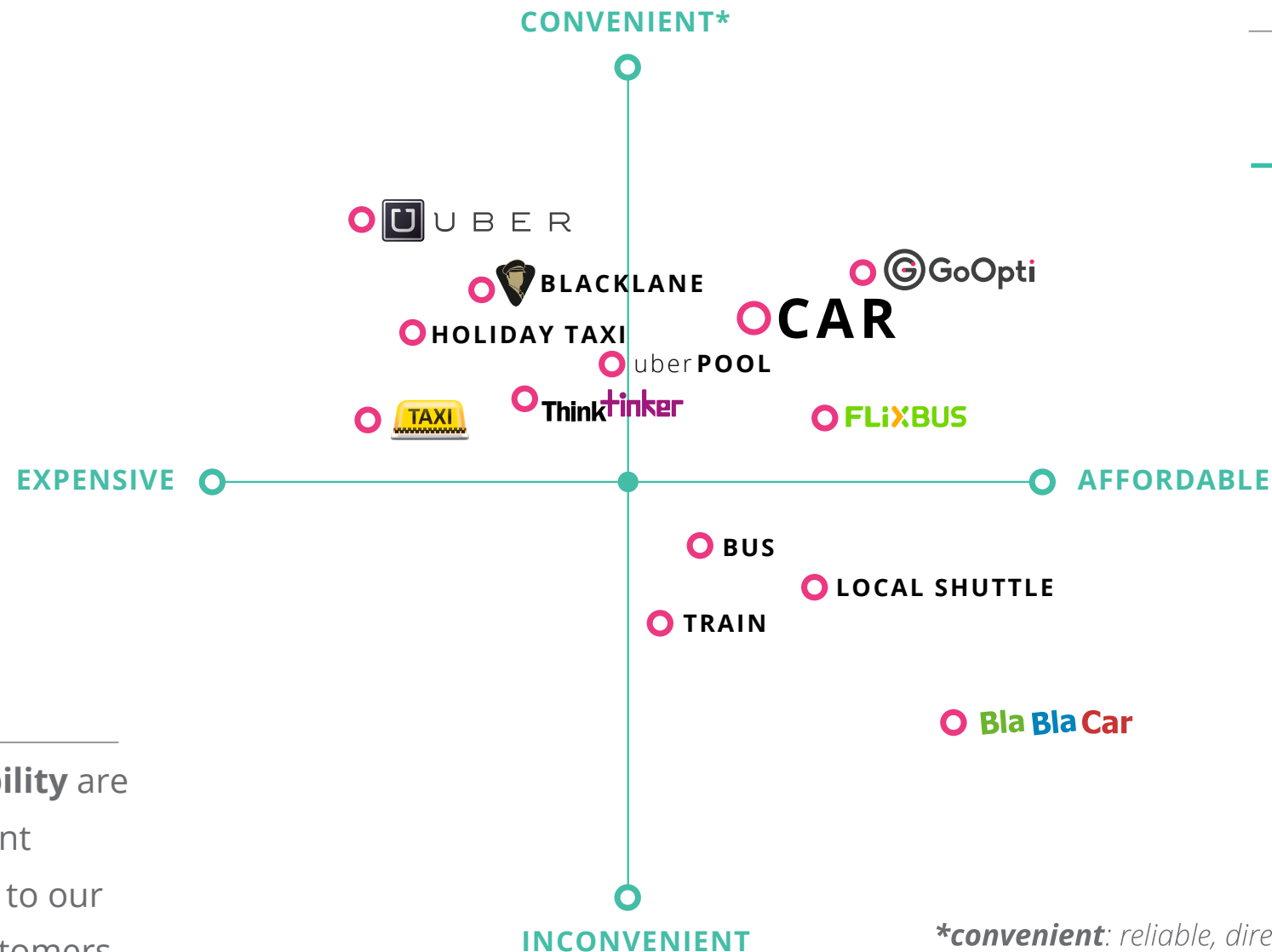
Businesses

get a cheaper and more reliable way to organise business trips.

**More than
1750
partners in
the network**

Our competitors can't serve consumers' travel needs

LONG DISTANCE (50+ km)
CITY TO AIRPORT



76 % of our clients would
otherwise travel by car.

Convenience and affordability are
the two most important
deciding factors according to our
indepth survey of 4,000 customers.

**convenient: reliable, direct, flexible in time, online
booking, comfortable, guaranteed, door-to-door*

GoOpti **Numbers**



Passengers

1,104,970



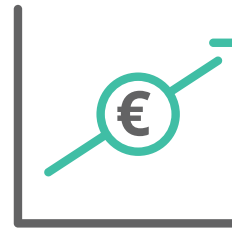
Service rating

4,61



NPS

75



2017 Turnover

8,876,258 €

The market is **big**

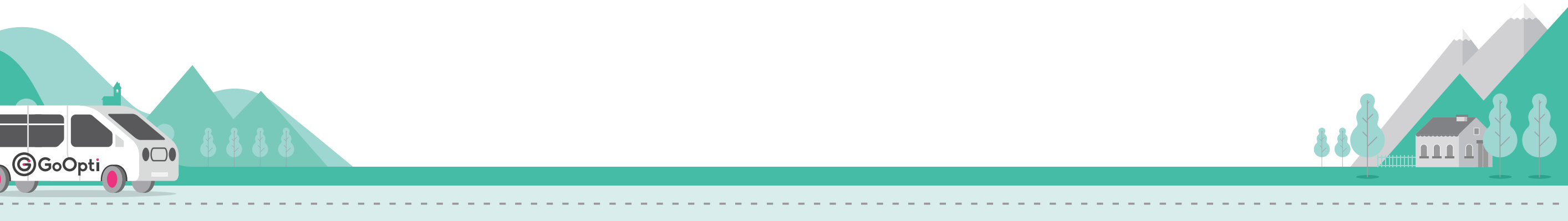


¹**Total Available Market** - number of rides to the airport in the world multiplied by our average cost of the ride per passenger.

²**Serviceable Available Market** - share of travellers from 100k-800k cities.

³**Serviceable Obtainable Market** - 10% market share, which achieved in Slovenia.

Why is it **hard** to seize this market?



Industry **not open** to newcomers

- Highly regulated
- Strong interests **against** changes



Legislation is **different** in every country

- **High** legal costs
- **Slow** penetration
- High development **cost**



Pooling and occasional transportation **not clearly** regulated

- Confusion
- Fear
- Misconduct



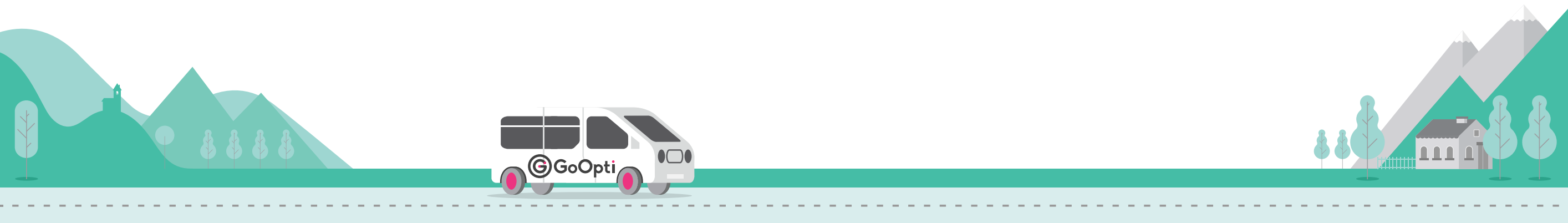
Limitations of the number of licences per city

- Growth is **obstructed**
- Execution is **expensive**
- Competition cannot be **developed**



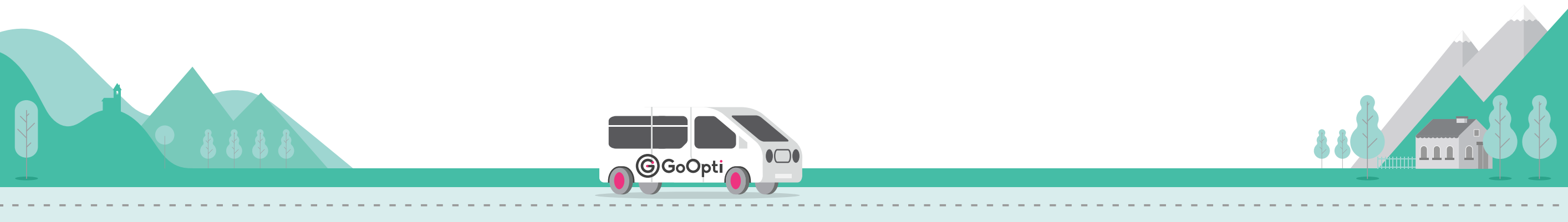
No light passenger vehicle transportation **regulation** within the EU

- **Fear**
- Poor vehicle **utilisation**
- **Less opportunity** to create a better European transportation network



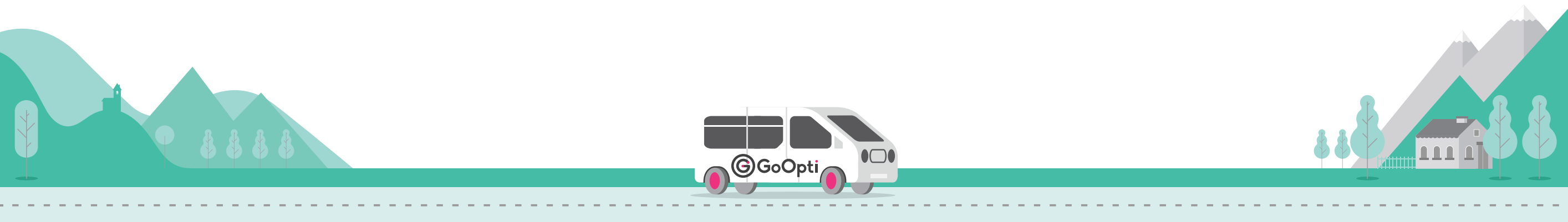
Inflexible labor legislation

- **Fluctuation** of demand for workforce
- **Temporary / seasonal** employment

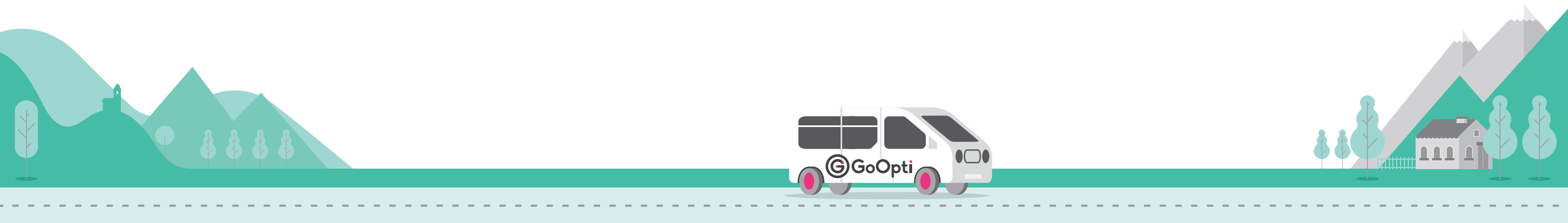


YES to sharing economy, but...

- No **VAT**
- No labor **taxes**
- No taxes on **profit**
- No **control**
- Low **penalty** for misconduct



Providing **effective** regulations first



How can we **improve** the transportation sector and turn the challenges into **opportunities?**



Embracing innovations

- **Everyone** can execute transportation but with yearly limit on turnover and a requirement to **register**



Safety and **transparency** first

- Introduce app **tracking**
- **Control** of speed limits and rest periods
- Known **price** in advance



Clear and **simple** rules

- Licence for **professional** transport execution
- **Taxi** licence if desired to pick up on the street without pre booking and charging per km



Adapt employment regulations for seasonal and demand fluctuation businesses

- Regularly employed in the volume, that is **sustainable** all year long
- **Flexible** employment possibilities



Increase mobility, create **opportunities**

- Transportation startups and traditional transportation companies can **work together** to make personal cars redundant
- When people start selling personal cars, the market for everyone **increases**



Introducing **stimulating** tax legislation



marko@GoOpti.com

+386 40 806 200

marko.gucek

Join the journey
to **enjoy** the ride.

Thank you.

