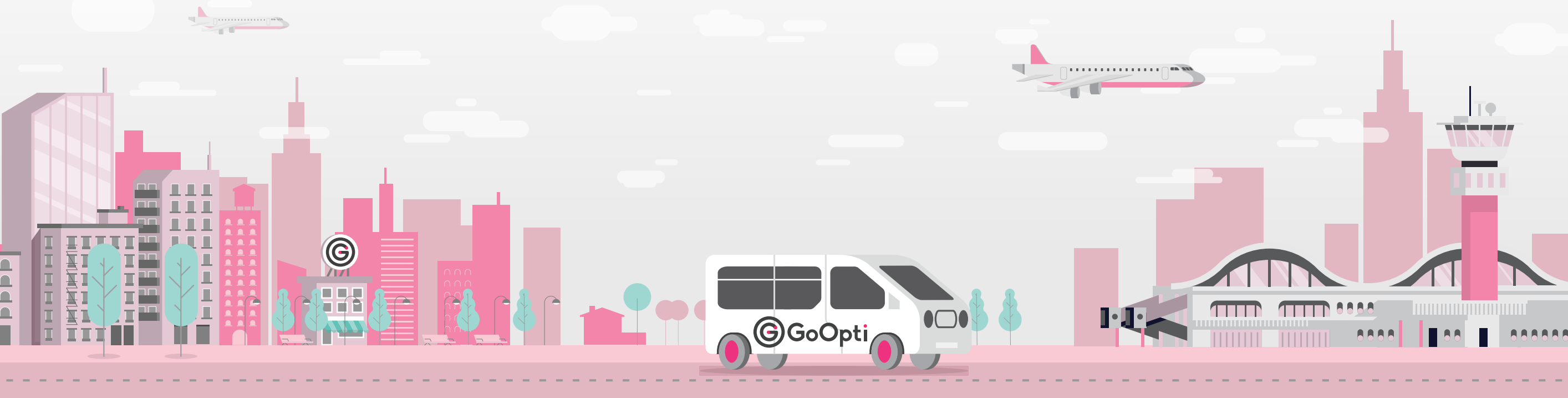


Long distance transportation **as a service**



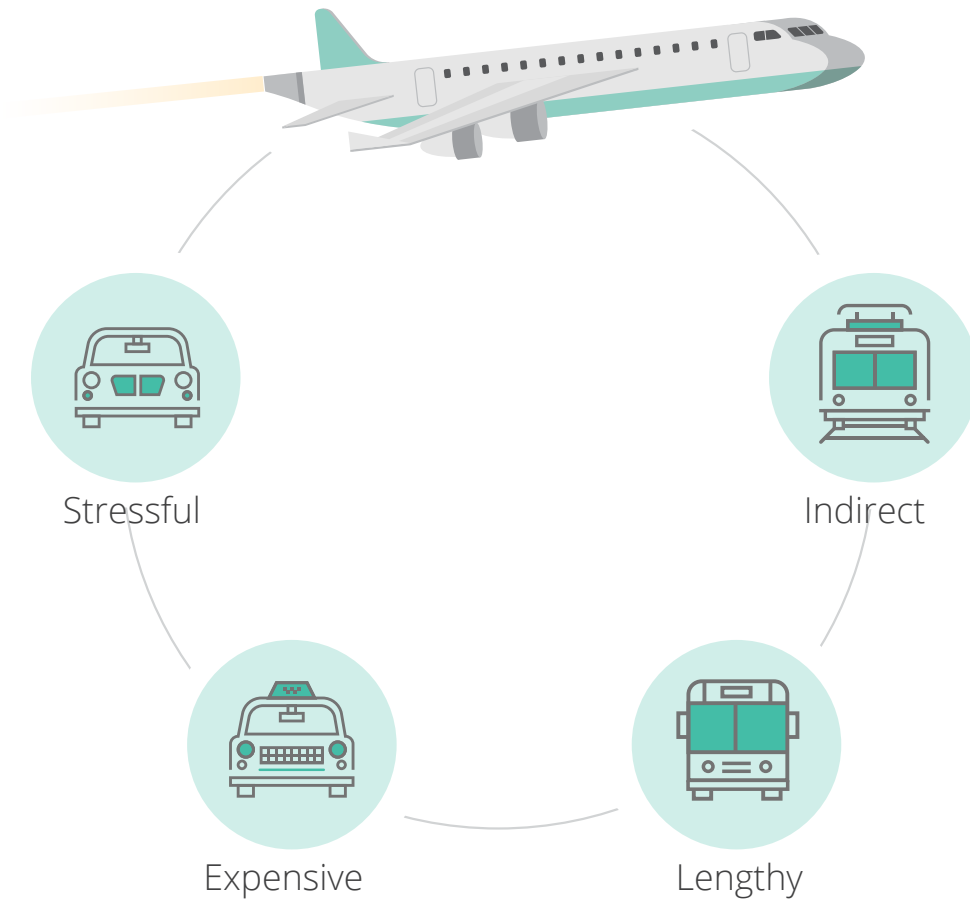
We are one of the fastest growing Dynamic Shuttle Platform in Europe

NEW ROUTE - SPAIN
CÁDIZ - MÁLAGA

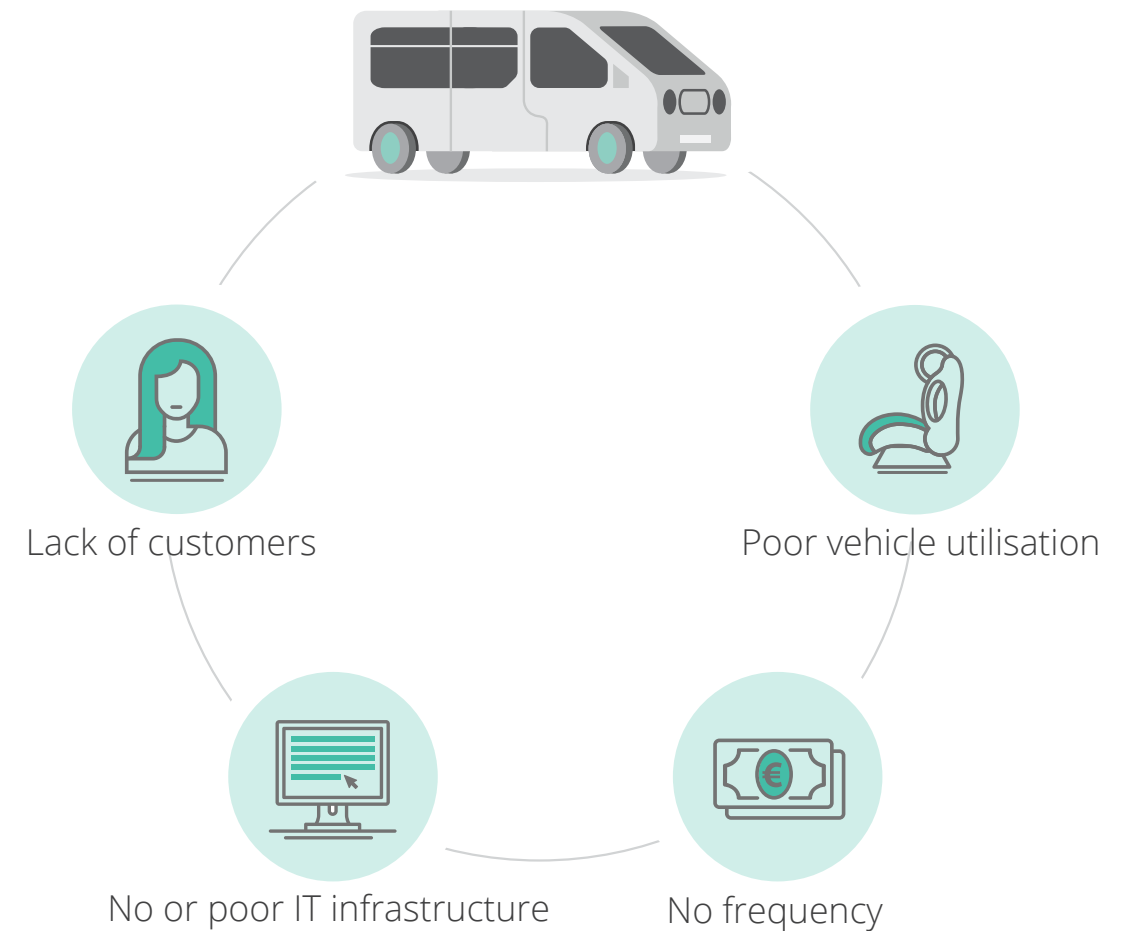
The inset map shows a green line connecting four locations in southern Spain: Cádiz, Jerez de la Frontera, Gibraltar, and Málaga. The route starts at Cádiz, goes to Jerez de la Frontera, then to Gibraltar, and finally to Málaga. The entire inset is enclosed in a red circular border.



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.

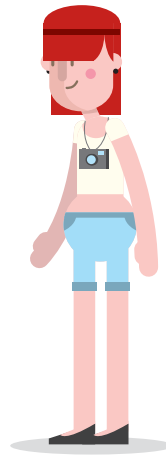


We are creating **new demand**



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**.

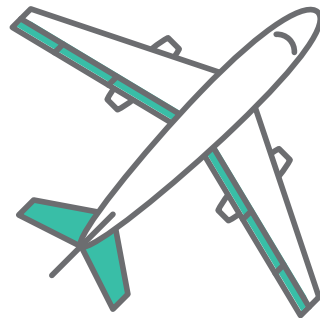
*Shuttle companies **triple their revenues.***

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.



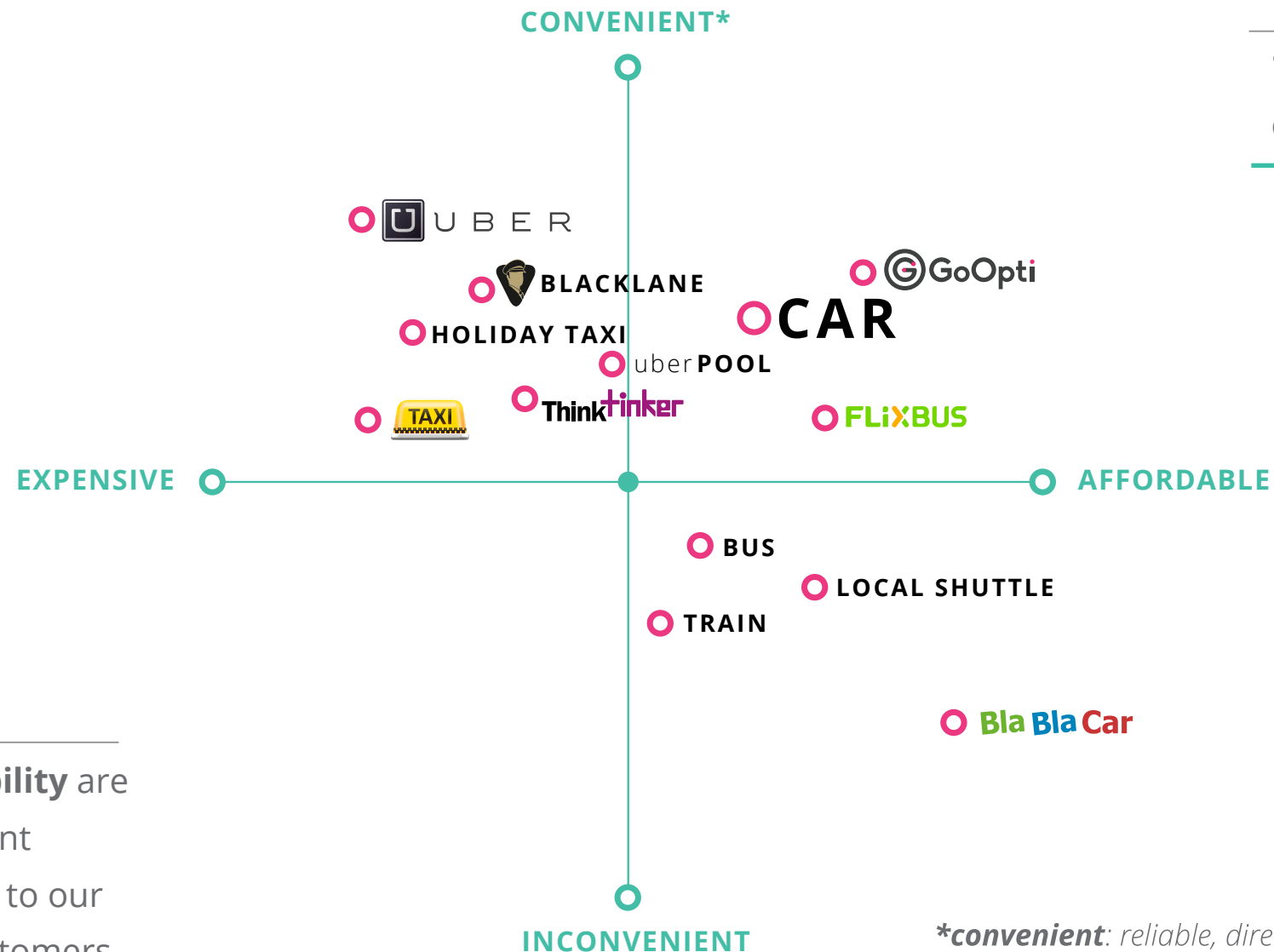
Businesses

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



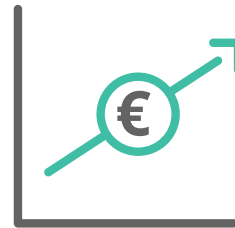
Service rating

4,61



NPS

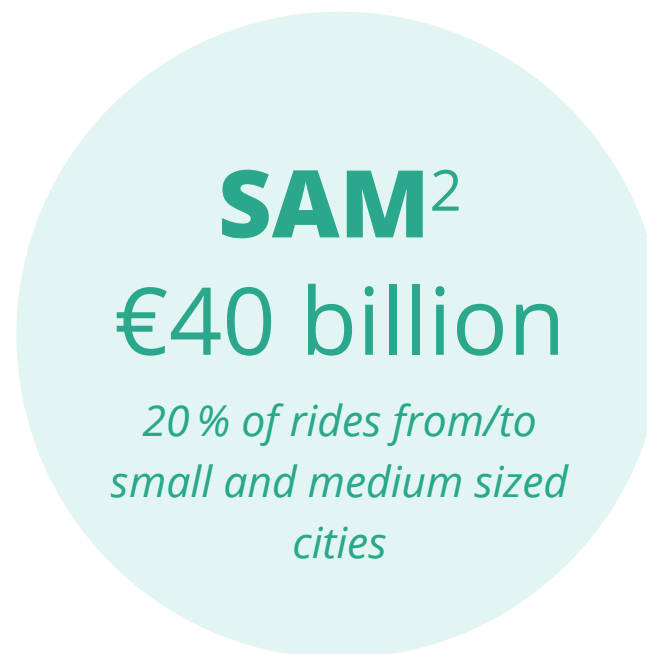
75



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



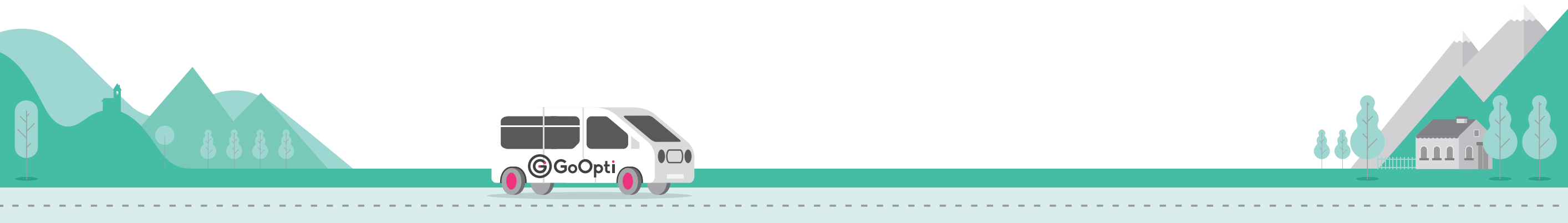
Limitations of the number of licences per city

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



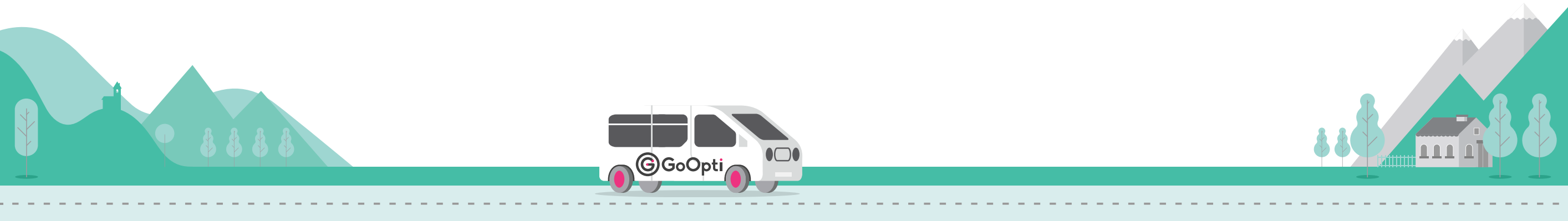
No light passenger vehicle transportation **regulation** within the EU

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



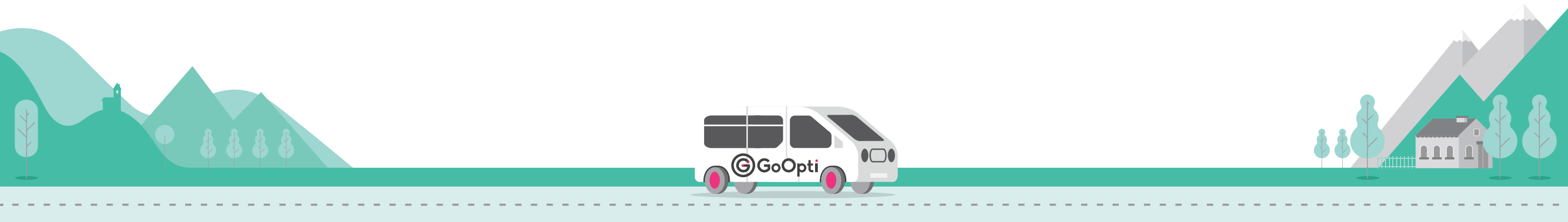
Inflexible labor legislation

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

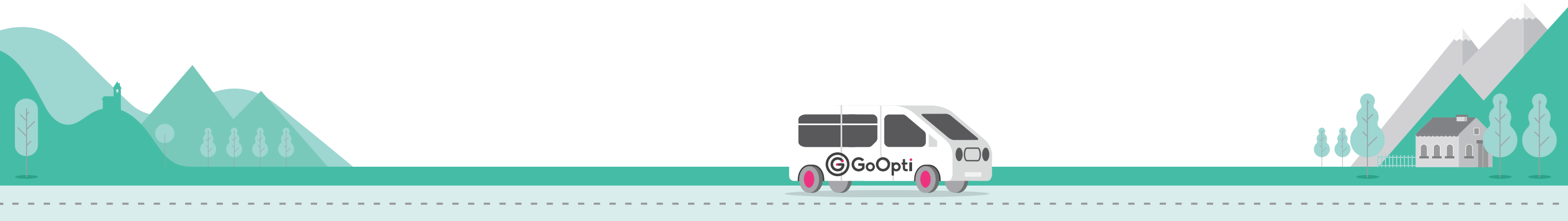


YES to sharing economy, but...

- 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**



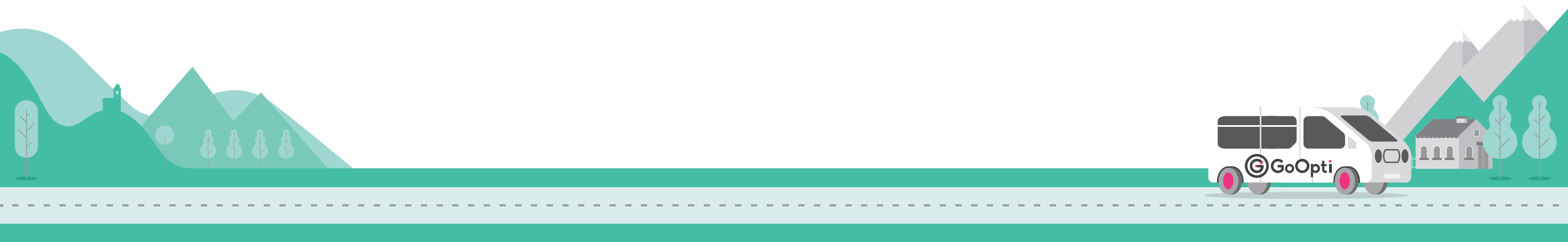
Safety and **transparency** first

- 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

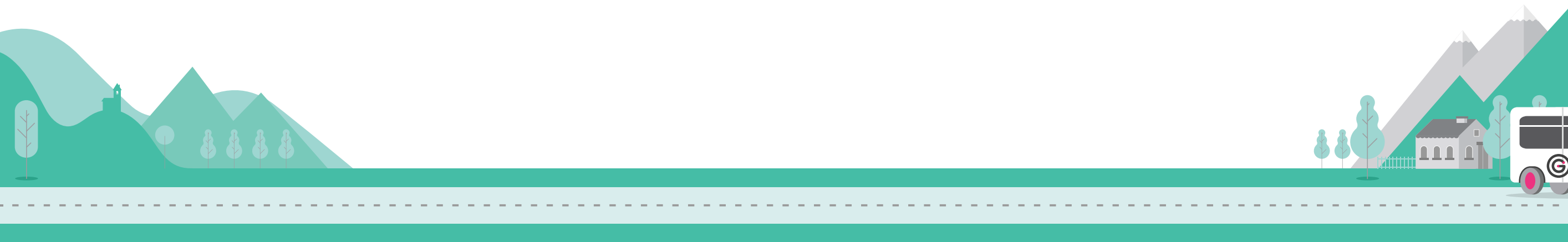


Increase mobility, create **opportunities**

- 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.

