



I pagamenti nella smart mobility

Definizioni e view di mercato

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Definition

What is Smart Mobility?

È l'evoluzione del mondo della mobilità verso un modello più «sostenibile» dal punto di vista ambientale, economico e sociale, abilitato dai «trend evolutivi» di (i) elettrificazione, (ii) guida autonoma, (iii) «condivisione»

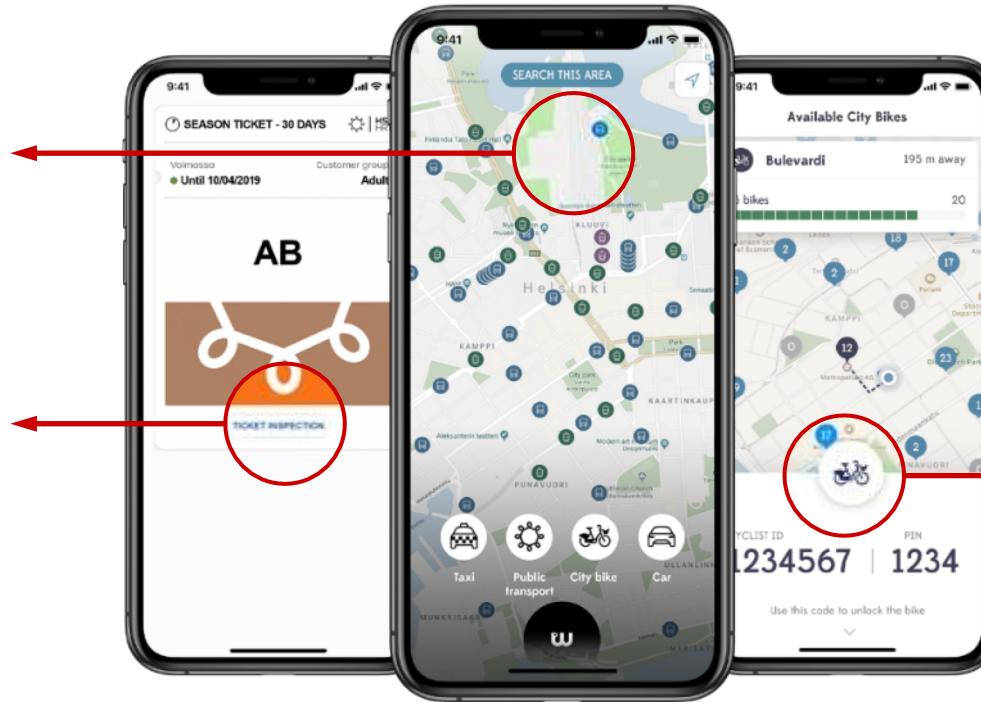


Mobility as a Service (MaaS)

MaaS integrates different transportation modes and is expected to grow strongly

Single mobility service accessible **on demand**

Single, bundled price for multi-modal journeys (subscription or pay as you go)



2030F

~US\$1T MaaS market size
~30% journeys through MaaS

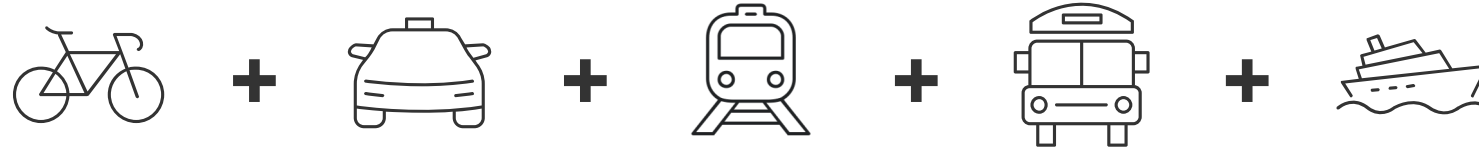
Personalised journeys through **real-time access** to location, traffic, and weather data



Mobility as a Service (MaaS)

MaaS providers offer a wide range of services

1 Single mode transportation provider



2 Mobility aggregator

3 Additional services

e.g.  Travel/trip insurance

 Goods and 'stretch point' services

 Entertainment options/ OTT services

4 Payment

Customers



Payments in smart mobility (Italy)

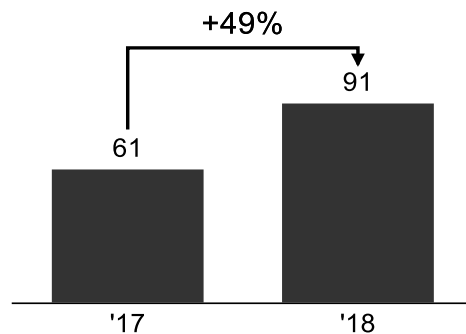
Raising mobile payments in smart mobility in Italy

Sharing Services

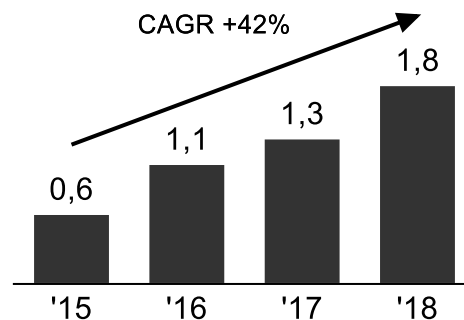


Overview on Italian Car Sharing Services Market

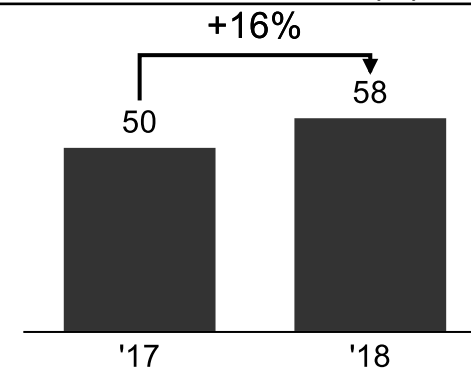
MARKET VALUE² (M€)



USERS GROWTH (M)



MUNICIPALITY COVERED¹ (N°)

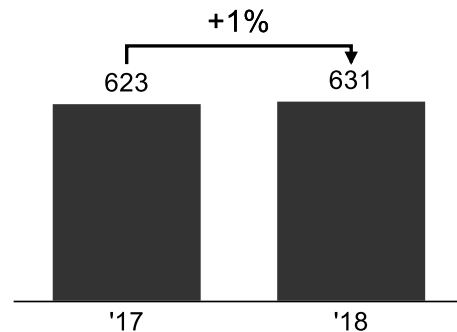


Public Transportation

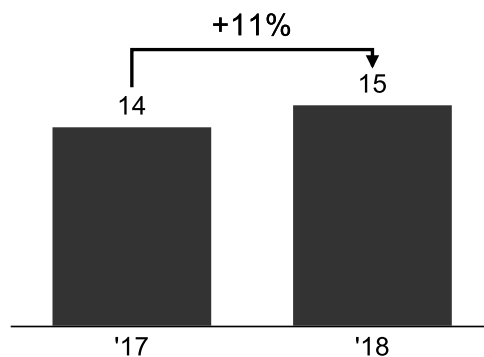


Overview on Italian Public Transportation Market

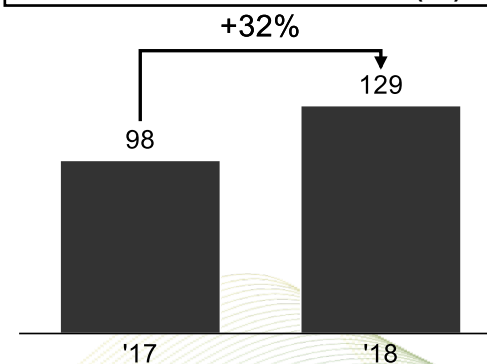
MARKET VALUE (M€)



MOBILE PAYMENT (M€)



MUNICIPALITY COVERED¹ (N°)





IL FUTURO
PASSA DA QUI

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