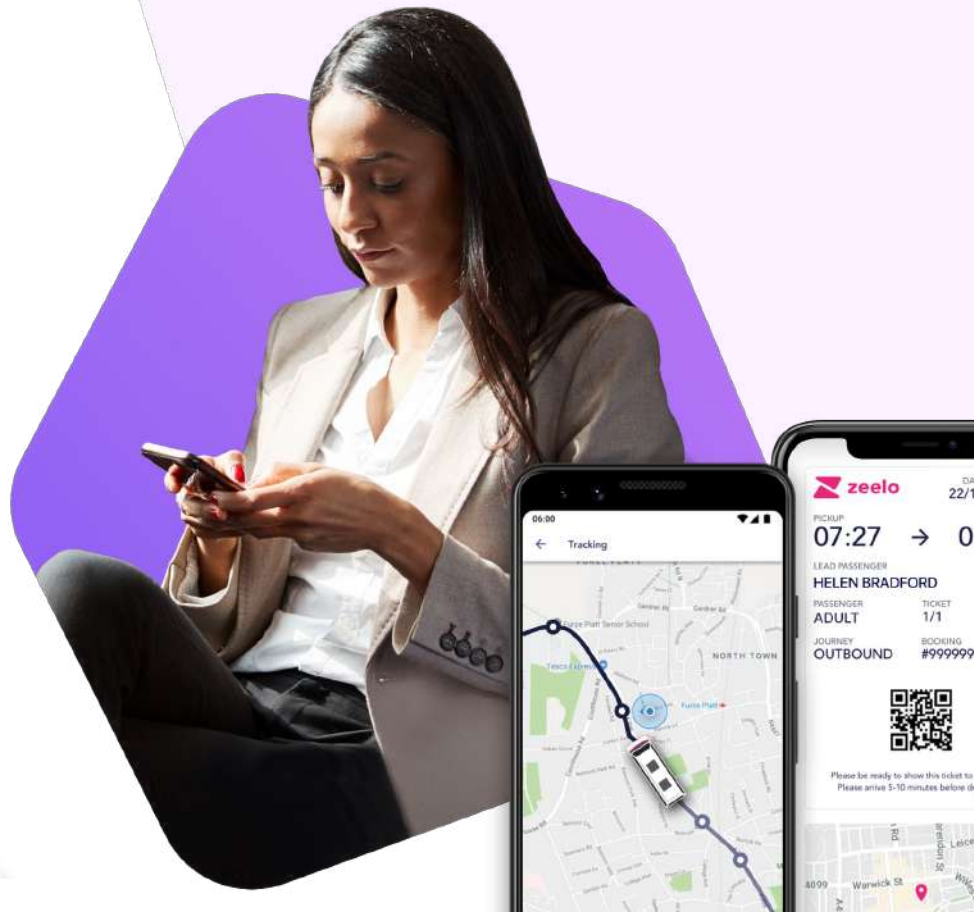




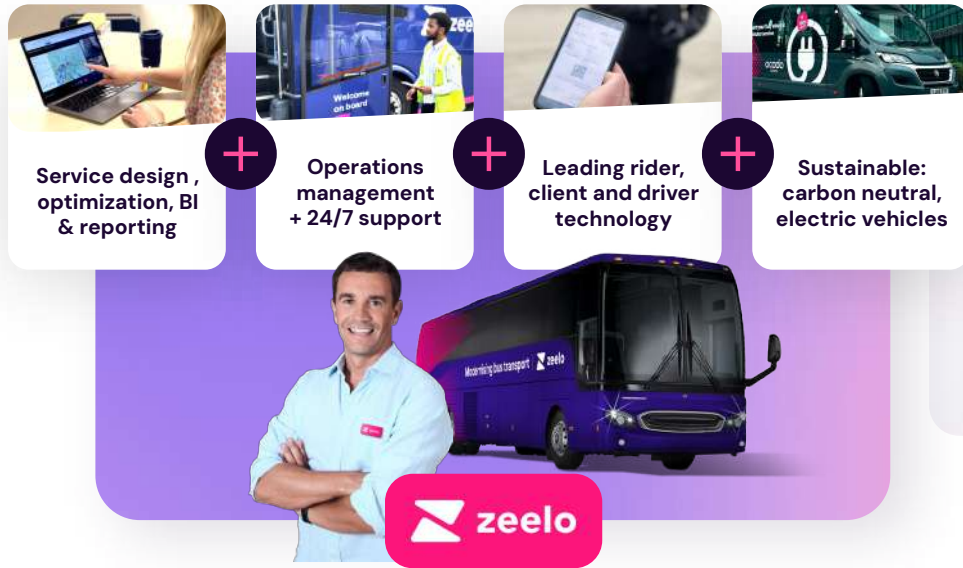
**CBRE**

# Highly efficient employee transportation

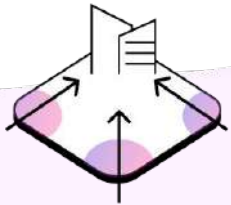
Trusted, Every Trip...



# Zeelo provide a sustainable, flexible, trusted shuttle program, delivering value at every step

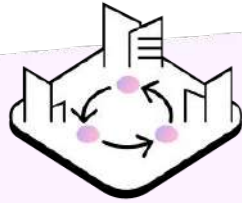


# We provide a variety of service setup options to ensure high ridership



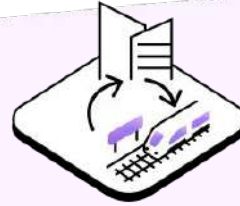
## Home to work

Pickup riders near their home or on their doorstep to take them to work and back



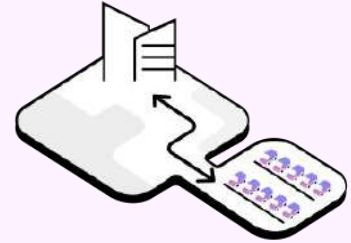
## Inter-campus

Connect several buildings and parking lots on your campus with regular loop services



## Last mile

Connect your office to a nearby train station to efficiently transfer your employees back and forth



## Park & ride

Pickup riders on predefined parking locations and shuttle them to work from there

# We work with great clients, at scale!

With a proven track record of cost optimization across multiple sites with centralized billing and procurement



**Amazon**

Up to **91,900** monthly rides  
with 3100+ unique users

**-£185k**

Savings in Q1



**Fidelity Intl.**

Up to **3971** monthly rides  
with 250+ unique users

**-£420k**

Optimised  
Routing



**Jaguar Land Rover**

**20,000** monthly rides booked  
with 2.8k unique users

**-145k**

Car journeys  
Saved



## Your challenges



### Lack of insights

How do we give you and your clients visibility on their current services? And then tailor them to true needs to deliver improved rider experience?



### Sustainability targets

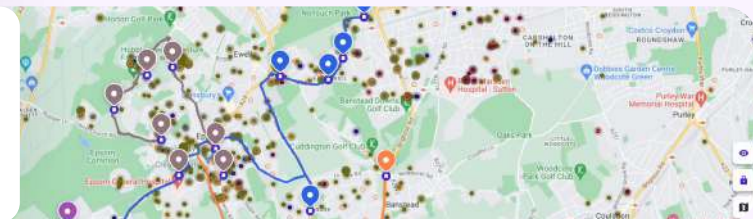
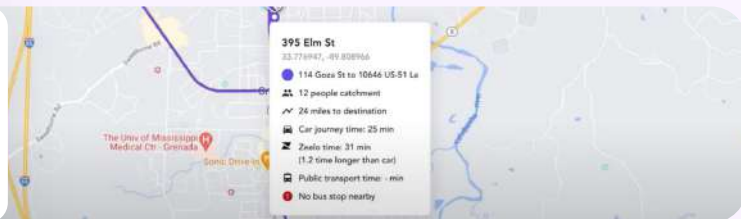
We initially offset your carbon with our partnership with ClimatePartner – We then help clients make the transition to fully electric vehicles



### Deliver cost savings

Utilise data to and rider feedback to optimise services with a cost reduction focus to allow you to reach your cost saving goals.

## Zeelo's Solutions



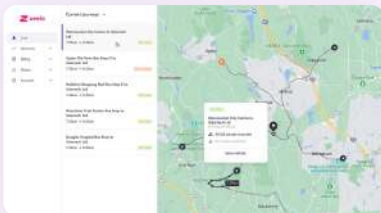
# Powered by Atlas

The backbone of net-zero shuttle commuting



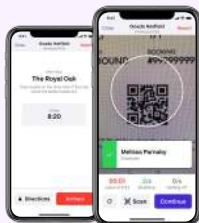
## Design

Reduce costs by up to 43% including administration costs



## Operate

100% safety and reduced boarding and driving times

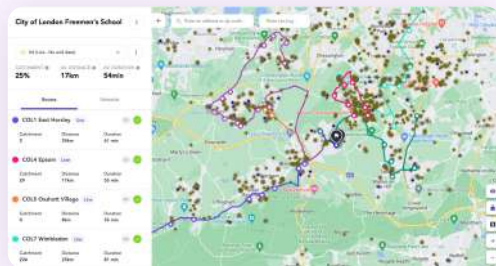


Drivers



## Optimize

Reduces cost per rider by up to 43%  
and CO2 emissions by up to 70%  
Automates >1,000 manual processes



Operators



## Procure

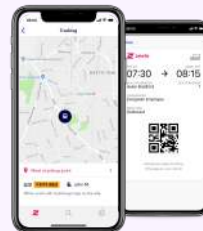
Access to long-term contracts with  
100% compliance and punctuality

	Line	Item	Contract Ref	Operator	Status	Allocated	Booked	Spent
1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10



## Launch

>50% ridership increase with  
viable private car alternative



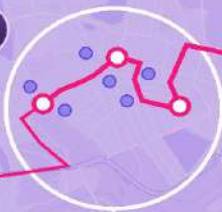
Riders

## After Zeelo



Reduced vehicle size

-£3k/month



Routes merged

-£15k/month



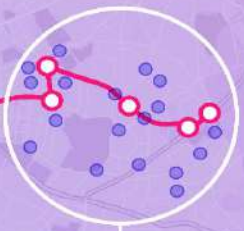
Removed stop

-5 min



New route

Repurposed budget



Targeted messages

+54% ridership

# Fidelity turned to Zeelo to optimize their bus program resulting in £35k savings p/m

We launched without any changes to the existing program and made informed decisions in 12 months to reduce the cost per rider significantly



## Case study



### Data-led approach to spot low occupancy

Resulting in routes being adapted, stops being altered and vehicle sizes reworked



### On site advertisement every 3 months

Increased unique riders by over 200% in the space of 12 months and ensured we continuously captured feedback



**SAFETY & SECURITY**

## We're trusted by global businesses to securely manage their transportation and data

With technology at our core and a sustainable mindset we actively push industry standards to define what smarter, safer and greener employee transportation can be right now.

### IT Security



SOC2, Cyber Essentials & GDPR

### Operator Standards



Strict SLAs and operator compliance

### National Scale



400% EV increase, Safe, efficient and sustainable

### 100% Monitored



200+ new features added in last 12 months





## DATA SECURITY

# Fortified technology safety: Your data, our priority

Trust us with your data and information, knowing that we have the necessary certifications, employ advanced security measures, and strictly control access to provide the highest level of technology safety.



**SOC II  
COMPLIANT**



### **SOC2, Cyber Essentials, and GDPR**

Your data and information are handled with the utmost care and security, ensuring compliance with industry regulations and best practices.

**aws**



### **Robust Data Encryption**

We employ state-of-the-art data encryption techniques to safeguard your sensitive information from unauthorized access or data breaches.



### **Strict Access Controls and Monitoring**

Our systems are monitored 24/7 for any suspicious activities, ensuring that only authorized personnel can access and handle your valuable information.



# Our sustainability initiatives focus on optimised routes, carbon neutrality & supporting the switch the EV.

Our focus areas are optimized routes, carbon neutrality, and data-driven efficiency.



## Optimised routing

Minimise mileage and fuel consumption with direct routes

ensure the most efficient routes considering factors like traffic, distance, and time



## Carbon neutrality

Achieve carbon neutrality through carbon offset programs and strategic partnerships

renewable energy projects to offset emissions from our transport services



## Reduce dead mileage

Utilise data analytics to gain insights into ridership, demand, and inefficiencies

Identify areas for improvement, such as route optimisation and schedule adjustments, reducing fuel consumption and emissions



## Switch to EV

Leveraging our operator partnerships to deliver a Net Zero solution for your sites. Efficient service delivery ensuring optimum ridership and routing to maximise the success of the service to help you achieve individual company ESG targets.



The smart bus platform for organisations

# Thank you