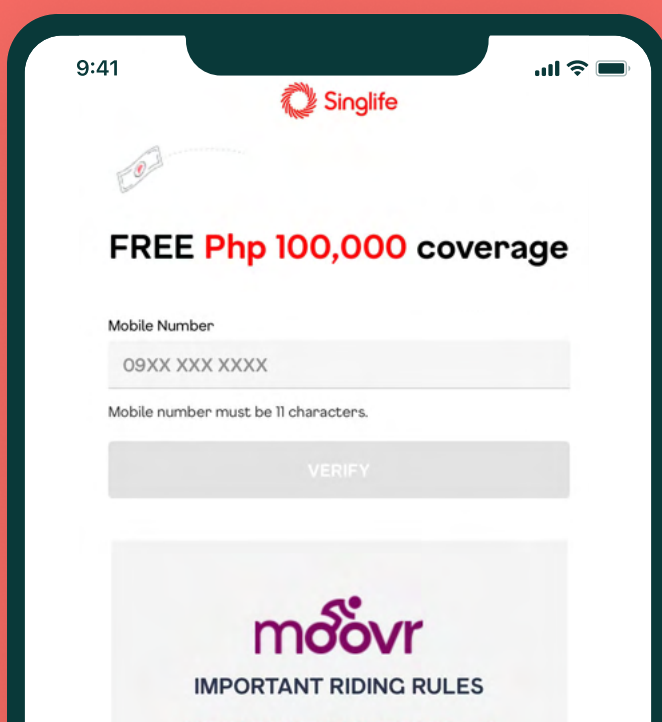


Automation and advertising bring huge growth for this multimodal fleet

More than 25% of Moovr's revenue comes from advertising alone



The Story

When Anna Moncupa had the opportunity to blend her advertising background with a new vehicle-sharing business, she had to move on it. Moovr launched in The Philippines capital of Manila in January 2021 as a way for people to embrace more sustainable—and leisure—forms of transportation. Moncupa was the first to introduce her city to a multimodal fleet of bicycles and electric scooters that can be rented with the tap of a smartphone. But the power of Moovr's Rider app didn't just start and end with a scooter ride.

"We operate as a shared vehicle rental business and an advertising company all at once," says Moncupa. "We quickly saw that our branded Rider app gave us rich data from our customers." Beyond charging US\$3/hour for a ride, Moovr receives more than 25% of its revenue from advertising—both mobile and traditional. The company offers out-of-home advertising on bikes and scooters with local companies. And it currently has collaborations with global insurance companies that give free scooter trips to riders who are covered.

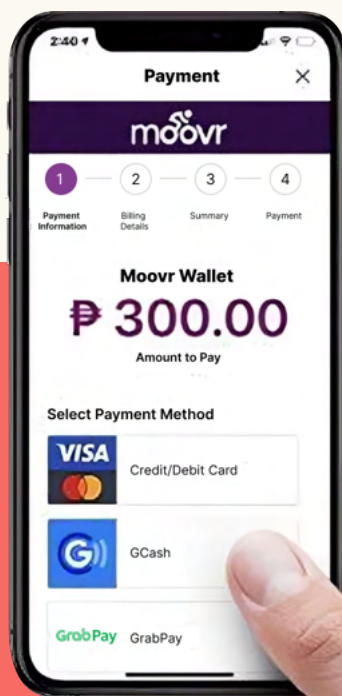
The Innovation

Moovr sells advertising space within its user-facing Rider app. Through automation and a bit of creativity, the company uses banners within the pre-ride screen, so it's visible to all renters before they start their trips. Moovr then tracks ad performance and follows URL activity, too. For example, users can opt for a free ride if they provide their email addresses, which are then used for future marketing initiatives.

Moovr uses Joyride's software tools to understand its users, where they go and how they use their vehicles. Backend management analytics are used to forecast ridership, which ultimately helps the company sell advertising better.

Moovr also gets innovative with geofencing, which allows employees and rebalancers to strategically place vehicles in high-traffic areas and in points that the city encourages. This way, Moovr complies with city regulations and still receives more rides per day than in lower visible neighborhoods.

"The Moovr Rider app and our backend dashboard are big revenue drivers for us, and we're just scratching the surface," Moncupa says. "One campaign alone brought us \$130,000, which more than covers the cost of buying additional electric scooters. Everyone wins here."



"We operate as a shared vehicle rental business and an advertising company all at once."



The Growth

Ultimately, it's the townships that are winning, too. Moovr recently added about 100 additional electric scooters to its fleet, and the company has plans to introduce mopeds and e-bikes, becoming even more multimodal. Joyride enables Moovr to manage all different types of vehicles in one streamlined, automated manner, so it's easy for riders and the fleet management team to toggle between them all.

The company is also growing to multiple cities and is encouraging riders to reach more places during their rides. "We see people who want to take a scooter to a bus stop and then continue their trip in another city," she says. "We see the demand and we are feeding it."

Beyond The Philippines, Moovr is looking at The Middle East and is eager to bring its advertising model there. "We're able to grow thanks to the ongoing support we receive from Joyride," Moncupa says. "It's been tremendous. I've been able to have a lean team because everything is taken care of for me. There are always new features that are making my life easier—and allowing me to earn even more money along the way."

What Joyride Delivered

- ✓ Enabled Moovr to **swiftly launch** from business concept to reality – with multimodal vehicles all on one streamlined micromobility platform
- ✓ **Manage operations** through a backend dashboard with up-to-the-second analytics, performance-tracking software, geofencing capabilities and data compliance
- ✓ Developed a **fully branded Moovr app** with built-in marketing tools that tap into in-app advertising, referral marketing programs, local retail partnerships and more
- ✓ Provide **24/7 customer support** to the Moovr team that's unparalleled in the industry, from answering immediate questions to offering guidance for future growth

Learn how Joyride's platform can help you seamlessly scale your mobility business

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