



Our mission: We want future generations to enjoy unlimited mobility, too – in a life-sustaining world.

The future generations show how they see the world of tomorrow in the drawings included in this annual report.

ABRIDGED REPORT
BUSINESS AND
SUSTAINABILITY REPORT
2015

mobility
car sharing



“There are play areas everywhere in my city.”

Paula (9)

Mobility annual review 2015

The sharing economy is showing an increasing presence in the media. For example, a Deloitte study shows that one-third of all German-speaking Swiss and as many as two-thirds of those from French-speaking Switzerland are attracted to sharing offers. In specific terms, one in two Swiss people (55%) intend to make use of such an offer in the next twelve months, in particular in the area of mobility and accommodation. Nonetheless: car ownership continues to be popular in Switzerland. The scrapping of the euro peg was a curse for the export industry, but a blessing for buyers of imported goods. Today, a new car costs as much as 20% less than five years ago, while second-hand vehicles are more than 25% cheaper. The average Swiss citizen has tapped into this benefit: in 2015, 427'000 new motorised road vehicles were registered in Switzerland, almost as many as in the previous record year 2012.

Mobility is part of a new set of developments on the mobility market

We strongly believe that even in these economically challenging times, our cooperative has succeeded in shaping the financial year 2015 in a positive way. A compelling argument from the customer's point of view has been the cost-efficient combination of mobility options, i.e. dovetailing public transport and car sharing. To perfect this idea, Mobility is involved in various projects, such as the SwissPass project. As of 1 August, the SwissPass replaced the blue half-fare travel/general subscription card; it features an integrated chip that provides access to public transport, Mobility and PubliBike. 7'900 of our private customers currently used this by the end of the year. Mobility is also integrated in an SBB app which calculates combined transport routes in real time based on individual preferences. This app is due to be launched next year.

Mobility is growing in popularity

Mobility saw ongoing customer growth in 2015, too: 127'300 customers now use our service, 7'000 more than in the previous year. The growing share of young people is especially encouraging: since its launch, 11'000 people have already benefited from the mobility4learners programme which provides practice for learner drivers and inexperienced drivers. Customer growth was also higher than average in the urban areas of French-speaking Switzerland.

Mobility is expanding its station network and fleet

Ongoing development is required in order to guarantee a high level of service for the growing number of customers. In the reporting year we opened 60 new stations (total: 1'460). In order to keep our fleet up-to-date, we also regularly purchase new vehicles. Last year alone we acquired a record number of 920. All in all, there are now 2'900 vehicles ready for use (+200 as compared to the previous year).

Mobility appeals to businesses, too

Not just private customers, but also 4'200 businesses (+100 as compared to the previous year) appreciate the concept of car sharing. Mobility Business car sharing gives them just the right mobility solution to meet all their needs, whether they require cars intermittently or at fixed times or wish to equip their own fleet with Mobility car sharing technology. A programme that attracted particular interest during the reporting year was mobility@home, where Mobility cars are being placed directly on the doorstep of housing estates. This is currently available to residents on estates such as *Ceres Living* in Pratteln and *Mehr als Wohnen* in Zurich. More contracts have been signed for programmes due to start in 2016.



“The houses are many-coloured and cars can fly.”

Cyrill (7)

Mobility subsidiaries strengthen their position

Catch a Car has adapted its programme continuously to customer needs during the course of the pilot project in Basel. The business area has been extended to include Allschwil, Birsfelden, Riehen, Binningen and the EuroAirport, among others, and the fleet has been expanded by 20 Catch Cars to a total of 120. Mobility International AG has successfully implemented a wide range of developments on its car sharing platform and provided its software MobiSys 2.0 for another client.

Mobility once again posts an encouraging annual result

Mobility's consistently pursued growth strategy has returned net earnings of CHF 74.1 million, an increase of 3.7% over the previous year. In spite of large investments in its range of services and the performance capacity and usability of its system platform MobiSys 2.0, the cooperative posted a consolidated annual profit of CHF 3.7 million (–CHF 0.2 million as compared to the previous year). The slight drop in the annual profit is mainly due to falling prices on the second-hand car market and set-up costs for new business areas.

Mobility cars are booked online

Mobility's service is based on automation and digitisation. The majority of customers now reserve our red cars online: 94% of reservation activity passing through the Mobility system last year was carried out using the app, the on-board computer inside our cars or on our website. We have added an efficient option

to the latter by including the station map. In addition to Facebook, we have now extended our social media platforms to include Twitter and Instagram.

Mobility saves space

Car sharing is not just low-cost and straightforward, it is also sustainable. A study has demonstrated that one Mobility vehicle replaces ten private cars. In the reporting year, this meant that there were 29'500 fewer private cars on Swiss roads, saving 44'300 parking spaces.

Mobility aims to provide unlimited mobility for future generations

Sustainable and resource-friendly operation is an important basis for our long-term economic success. For this reason, Mobility has set itself multi-annual objectives up to 2020.

The central, long term mission is: “We want future generations to enjoy unlimited mobility, too – in a life-sustaining world.” Mobility works every day with passion and dedication to fulfil this mission. We look forward to facing the upcoming challenges as we move into the future with energy and enthusiasm!



**“I take the train across
my beautiful town.”**

Laurin (11)

Key figures

Mobility Car Sharing Switzerland

	2015	2014	Change	
			absolute	in %
Customers	127'300	120'300	7'000	5.8
Cooperative members	59'000	55'500	3'500	6.3
Cooperative members as %	46.3%	46.1%	0.2%	–
Vehicles	2'900	2'700	200	7.4
Sites	1'460	1'400	60	4.3

Mobility Group

CHF thousand	2015	2014	Change	
			absolute	in %
Net income from deliveries and services	74'075	71'420	2'655	3.7
Earnings before interest and taxes (EBIT)	5'051	5'421	–370	–6.8
Annual profit	3'724	3'888	–164	–4.2
Operating cash flow	20'852	20'008	843	4.2
Cash flow as % of net income from deliveries and services	28.1%	28.0%	0.1%	–
Equity ratio	73.1%	69.1%	4.0%	–
Cash flow per FTE	127	126	1	1

Mobility Group investments

TCHF	2015	2014	Change	
			absolute	in %
Fully owned vehicles	16'926	16'070	856	5.3
Leased vehicles	222	1'226	–1'003	–81.9
Vehicle accessories and telematics	1'505	1'233	271	22.0
Other tangible assets	37	196	–159	–81.3
Intangible assets	2'036	2'363	–327	–13.9
Total	20'725	21'088	–362	–1.7

– rounded figures in some cases



“There are apple trees and a horse outside my house.”

Adjoa (9)

Our responsibility

Mobility is committed to social, economic and ecological sustainability. The objectives clauses in its articles of association support these aims. Mobility's sustainability practices are built into its core business and are integral to its success as an enterprise.

Customers	2015	2014	Change	
			absolute	in %
Overall satisfaction (max. 10 points)	8.9	8.9	0.0	0.0
Safety: Euro NCAP stars (max. 5 stars for crash test)	4.9	4.9	0.0	0.0
Fleet reliability (number of trips without breakdowns or delays)	99.2%	99.3%	-0.1%	-

Employees	2015	2014	Change	
			absolute	in %
Employees	190	186	4	2.2
Women in management roles	32.1%	33.3%	-1.2%	-

Environment	2015	2014	Change	
			absolute	in %
Energy labels A+B: Mobility passenger cars	97.0%	99.8%	-2.8%	-
New passenger cars in CH ¹	25.2%	29.9%	-4.7%	-
Average CO ₂ emissions: Mobility new passenger cars	91 g/km	95 g/km	-4 g/km	-4.2
New passenger cars in CH ¹	142 g/km	145 g/km	-3 g/km	-2.1
Parking space savings through car sharing ²	44'300	41'400	2'900	7.0
CO ₂ savings through car sharing ² (less CO ₂ emissions of Mobility fleet)	21'500	20'500	1'000	4.9

Society	2015	2014	Change	
			absolute	in %
Mobility sites failing to cover their costs	390	375	15	4.0
Mobility contribution to such sites	CHF 600'000	CHF 600'000	0	0.0

¹ Swiss Federal Office of Energy. The data relates to the previous year 2014. The figures for 2015 are published around June 2016.

² Evaluation Carsharing (2012). Interface Politikstudien Forschung Beratung, extrapolated to current values



“There are flying bicycles and trains.”

Fabienne (8)

Management bodies

Mobility Cooperative – Board of Directors

Frank Boller, Ennetbaden	since 2008	Chairman / Corporate management, corporate strategy, IT strategy
Philippe Biéler, Maracon	since 2010	Deputy Chairman / Cooperative structure, cooperative culture
Arnd Bätzner, Zurich	since 2011	National and international mobility markets
Prof. Dr. iur. Sabine Kilgus, Zurich	since 2011	Finance, law
Rolf Georg Schmid, Lenzburg	since 2012	Brand development and marketing strategy

Mobility Cooperative – Management Board

Viviana Buchmann	Managing Director Mobility Cooperative
Peter Affentranger	Head Human Resources, Secretary to the Board of Directors
Marcel Amstutz	Managing Director Mobility International AG
Adamo Bonorva	Head Mobility Car Sharing Switzerland
Siegfried Wanner	Head Finance & Services

Audit Commission

Dr. sc. Johanna Lott Fischer, Neuchâtel	since 2004
Dr. oec. HSG René Gastl, Thalwil	since 2010
Luzia Wigger Stein, Basel	since 2013

Board of Directors Selection Committee

Frank Boller	since 2011	Chairman, Board of Directors Selection Committee
Birgit Dam	since 2009	Delegate, Geneva Section
Jürg Rügger	since 2009	Delegate, Zurich City Section

Auditors

BDO AG, Lucerne

This abridged report provides a condensed overview of Mobility Cooperative's performance in 2015. For the definitive version, please consult the full-length Business and Sustainability Report 2015 available as a PDF file from www.mobility.ch/GB15 (in German only). The GRI Report may also be downloaded here.

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