



97% of all customers
are satisfied with Mobility.

ABRIDGED REPORT
BUSINESS AND
SUSTAINABILITY REPORT
2016

mobility
car sharing



2.8 million reservation movements
passed through the Mobility systems in 2016.

Mobility annual review 2016

Mobility offers various types of shared transportation

Mobility is pursuing an ambitious vision: to grow into the largest national provider of individual mobility services. In order to achieve this goal, we are seeking to advance a wide range of shared mobility solutions. The main pillar is our classic Mobility programme, which is seeing continuous growth and attracted a disproportionately high number of young people in the reporting year – an extremely pleasing development. The second pillar that offers great promise for the future is free-floating car sharing as operated by our subsidiary Catch a Car in Basel and Geneva. In future, Catch a Car is to be rolled out in other urban areas so as to offer residents a broad, extensive range of car sharing options. It was in this area that the test project «Mobility One Way» was initiated during the reporting year. The third pillar consists of so-called peer-to-peer services, i.e. those offered by private individuals for other private individuals. In this business segment, Mobility holds a non-controlling interest in Sharoo AG, whose users rent out private cars among themselves; Mobility is also considering getting involved in the area of ride sharing.

As can be seen, Mobility is developing not just in depth but in breadth, too. This also includes international sales of the car sharing software MobiSys 2.0 – as well as self-driving cars, which will come to Swiss roads sooner or later. We can assure our customers that we are keeping up with developments here and will be able to demonstrate concrete results as early as 2017. So you can look forward to wide-ranging and efficient mobility options that can be excellently combined.

Mobility is continuously extending its network of stations

In the reporting year, Mobility continued to pursue its adopted strategy, focusing on expanding its network of stations in cities and conurbations. As of now, 131'700 customers have a choice of 2'950 vehicles (+50 as compared to the prior year) at 1'500 stations (+40).

Mobility reduces the demand for parking space and fuel consumption

Mobility car sharing has a highly positive impact on traffic and the environment. According to a study conducted by «Interface Politikstudien Forschung Beratung», our car sharing concept saves 31'000 privately owned cars on Swiss roads, as well as 46'500 parking spaces and 9.5 million litres of fuel.

Mobility has a cutting-edge fleet

Our customers are not just impressed by the high level of vehicle availability, but also by the condition of the cars and the wide range from large to small. Mobility consistently adds new models to its fleet for this purpose: the figure for last year alone was 820, including 30 convertibles and 80 cars in the Emotion category. The percentage of models with automatic transmission was increased to 28.8% (+7.5% on the previous year), while the share of vehicles with navigation devices grew from 11.1% to 27.5% – the latter being a facility that is much appreciated by our users.

Mobility is expanding its share of electrically powered cars

Mobility currently operates 35 electric vehicles in its fleet. In the interests of sustainability, the charging stations at the various Mobility stations use green electricity (naturemade star: 50% hydroelectric power and 50% solar energy). The aim is to expand the number of electric vehicles to 130 by 2020.



131'700 customers
appreciate the benefits offered by Mobility.

Mobility customers are highly satisfied

Mobility surveys its customers on an ongoing basis, and the results in 2016 were very positive: the overall level of satisfaction score was an impressive 8.9 out of 10 points, with the Mobility 24h Service Center doing especially well on friendliness (9.3 points) and expertise (9.2 points). Customers also appreciate the dense network of stations (8.8), the fact that the cars are easy to use (8.7) and the availability of different categories (8.6). 96% of customers would recommend Mobility to others.

Mobility enables average savings of CHF 4'000 per year per customer

The financial savings achieved by combined mobility users (assuming 75% public transportation and 25% car sharing) as compared to running a privately owned car amount to some CHF 4'000 per year. In this way, Mobility helps provide its customers with more economical transportation.

Mobility is expanding its range

Mobility aims to provide the perfect programme for everyone: learner drivers have the opportunity to practice, students can keep to a low budget, and property administrators can place Mobility cars right on the doorstep of their housing estates (mobility@home). What is more, Catch a Car began operations in Geneva in November of the reporting year, having previously been introduced in Basel.

The cooperative also launched two other products during the reporting year: Mobility One Way and Mobility Electro. The former is still being tested: it enables one-way trips from A to B, currently between Zurich, Bern, Basel, Lucerne, Solothurn, Zurich airport and Zurich-Altstetten. Mobility Electro provides electrically powered cars at locations selected by investors (e.g. municipalities), thereby making a future form of power accessible to the public at large.

Mobility is attracting more and more businesses

A growing number of businesses are opting for Mobility: as many as 4'600 were signed up in 2016 – 400 more than in the previous year. The Business Car Sharing segment contributed 23.0% to Mobility's consolidated sales (+0.4 percentage points as compared to the previous year). Business customers use us for everything from business trips to fleet management.

Mobility IT systems reliably handle 2.8 million reservations

The total number of reservations increased in 2016 to almost 2.8 million (+185'000 year-on-year). For the first time, more than a million Mobility reservations were placed by smartphone (1'076'000). The eBusiness rate also increased over the previous year by 0.6 percentage points to 94.8%, while the share of reservations placed through the 24h Service Center was 5.2% (-0.6% fewer than in the previous year).

Mobility once again posts a positive annual result

In 2016, Mobility's net income from deliveries and services increased by 2.7% to CHF 76.0 million, with gross profits from deliveries and services increasing by 5.4% to CHF 48.8 million. This encouraging development is due in part to the highly efficient management of the vehicle fleet. Expenditure on IT infrastructure and the necessary value adjustments on vehicles due to a drop in prices on the used car market led to an increase in expenses as compared to the prior year, resulting in a pleasing annual profit excluding non-controlling interests of CHF 3.4 million, slightly lower than the previous year by CHF 0.3 million.



1'500 Mobility stations
are available throughout the whole of Switzerland on a round-the-clock basis.

Key figures

Mobility Car Sharing Switzerland

	2016	2015	Change	
			absolute	in %
Customers	131'700	127'300	4'400	3.5
Cooperative members	63'600	59'000	4'600	7.8
Cooperative members as %	48.3%	46.3%	2.0%	-
Vehicles	2'950	2'900	50	1.7
Sites	1'500	1'460	40	2.7

Mobility Group

CHF thousand	2016	2015	Change	
			absolute	in %
Net income from deliveries and services	76'047	74'075	1'972	2.7
Earnings before interest and taxes (EBIT)	4'115	5'051	-936	-18.5
Annual profit	3'422	3'724	-302	-8.1
Operating cash flow	17'705	20'852	-3'147	-15.1
Cash flow as % of net income from deliveries and services	23.3%	28.1%	-4.8%	-
Equity ratio	78.1%	73.1%	5.0%	-
Cash flow per FTE	101	127	-26	-20.5

Mobility Group investments

CHF thousand	2016	2015	Change	
			absolute	in %
Fully owned vehicles	13'828	16'926	-3'098	-18.3
Leased vehicles	32	222	-190	-85.6
Vehicle accessories and telematics	1'188	1'505	-317	-21.1
Other tangible assets	77	37	40	108.1
Intangible assets	2'793	2'036	757	37.2
Total	17'918	20'725	-2'808	-13.5

rounded figures in some cases



31'000 privately owned cars
are saved on Swiss roads by Mobility.

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	2016	2015	Change	
			absolute	in %
Overall satisfaction (max. 10 points)	8.9	8.9	0.0	0.0
Safety: EuroNCAP stars (max. 5 stars for crash test)	4.8	4.9	-0.1	-2.0
Fleet reliability (number of trips without breakdowns or delays)	99.1%	99.2%	-0.1%	-

Employees	2016	2015	Change	
			absolute	in %
Employees	205	190	15	7.9
Women in management roles	23.3%	32.1%	-8.8%	-

Environment	2016	2015	Change	
			absolute	in %
Energy labels A+B: Mobility passenger cars	90.5%	97.0%	-6.5%	-
New passenger cars in CH ¹	24.6%	25.2%	-0.6%	-
Average CO ₂ emissions: New Mobility cars (passenger cars)	97 g/km	91 g/km	6 g/km	6.6
New passenger cars in CH ¹	135 g/km	142 g/km	-7 g/km	-4.9
Parking space savings through car sharing ²	46'500	44'300	2'200	5.0
CO ₂ savings through car sharing ² (less CO ₂ emissions of Mobility fleet)	22'300	21'500	800	3.7

¹ Swiss Federal Office of Energy. The data relates to the previous year 2015. The figures for 2016 are published around June 2017.

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



The equivalent of 163 football pitches
 – this is the amount of parking space saved thanks to Mobility.

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	Law
Rolf Georg Schmid, Lenzburg	since 2012	Brand development, marketing strategy and finance

Mobility Cooperative – Management Board

Viviana Buchmann (until 31.07.2016)	Managing Director Mobility Cooperative
Patrick Marti (since 01.08.2016)	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 Carsharing Switzerland / Deputy Managing Director Mobility Cooperative
Siegfried Wanner	Head Finance & Services

Audit Commission

Dr. oec. HSG René Gastli, Thalwil	since 2010
Luzia Wigger Stein, Basel	since 2013
Samir Chercher, Lausanne	since 2016

Board of Directors Selection Committee

Birgit Dam	since 2009	Delegate, Geneva Section
Jürg Rüegger	since 2009	Delegate, Zurich City Section
Frank Boller	since 2011	Chairman of the Board of Directors (Chairman BoD Selection Committee)

Auditors

BDO AG, Lucerne

This abridged report provides a condensed overview of Mobility Cooperative's performance in 2016. For the definitive version, please consult the full-length Business and Sustainability Report 2016 available as a PDF file from www.mobility.ch/GB16 (in German only). The GRI report may also be downloaded here.

Mobility Cooperative
 Gütschstrasse 2
 P.O. Box
 6000 Lucerne 7

24h Service Center 0848 824 812
 office@mobility.ch
 www.mobility.ch