

# Annual Report 2018



mobility





# Foreword

## → Innovating the mobility of the future

We have an eventful 2018 behind us. We worked hard towards our goal of developing Mobility into the biggest, national provider of individual mobility services. This ambition is supported by a host of initiatives.

We are continually investing in expanding our station-based and non-station-based mobility offers. Since the end of last year, for example, we have been partnering with car dealers and equipping their vehicles with carsharing technology. This makes sense on two levels: firstly, it turns idle vehicles into mobile vehicles and secondly, we can expand our network of stations. We are also continually expanding our One-Way offer and automating processes. Fifteen stations already – including, handily, Zurich and Basel airports – can be used for one-way journeys, and more will follow.

Since last April, we have been trialling an innovative pilot offer in Zurich, where Mobility's urban mobility offering has been supplemented with 200 electric scooters, with no fixed stations. More than 5'000 registered customers are using the red scooters and parking them in any public parking spaces throughout the city. The demand for and use of this offer have been such that it is certain to continue this year. However, as a mobility provider, we do not restrict ourselves to our own offers: by launching the Mobility Carpool app, we are enabling anyone looking for or offering journeys the opportunity to carpool, whether they are Mobility customers or private individuals.

We are pursuing our goal of becoming the biggest and most relevant provider for individual mobility with total commitment, innovative initiatives and ever-growing appeal to potential new customers. Succeeding in this market takes perseverance and patience: innovations cost money and new business models must first establish themselves on the market. More and more providers are crowding onto the sharing market and offering countless services which compete with our offers. This is a new situation for us – but our product portfolio, our outstanding quality and our high customer satisfaction are key advantages that will help us enjoy lasting success in this market.

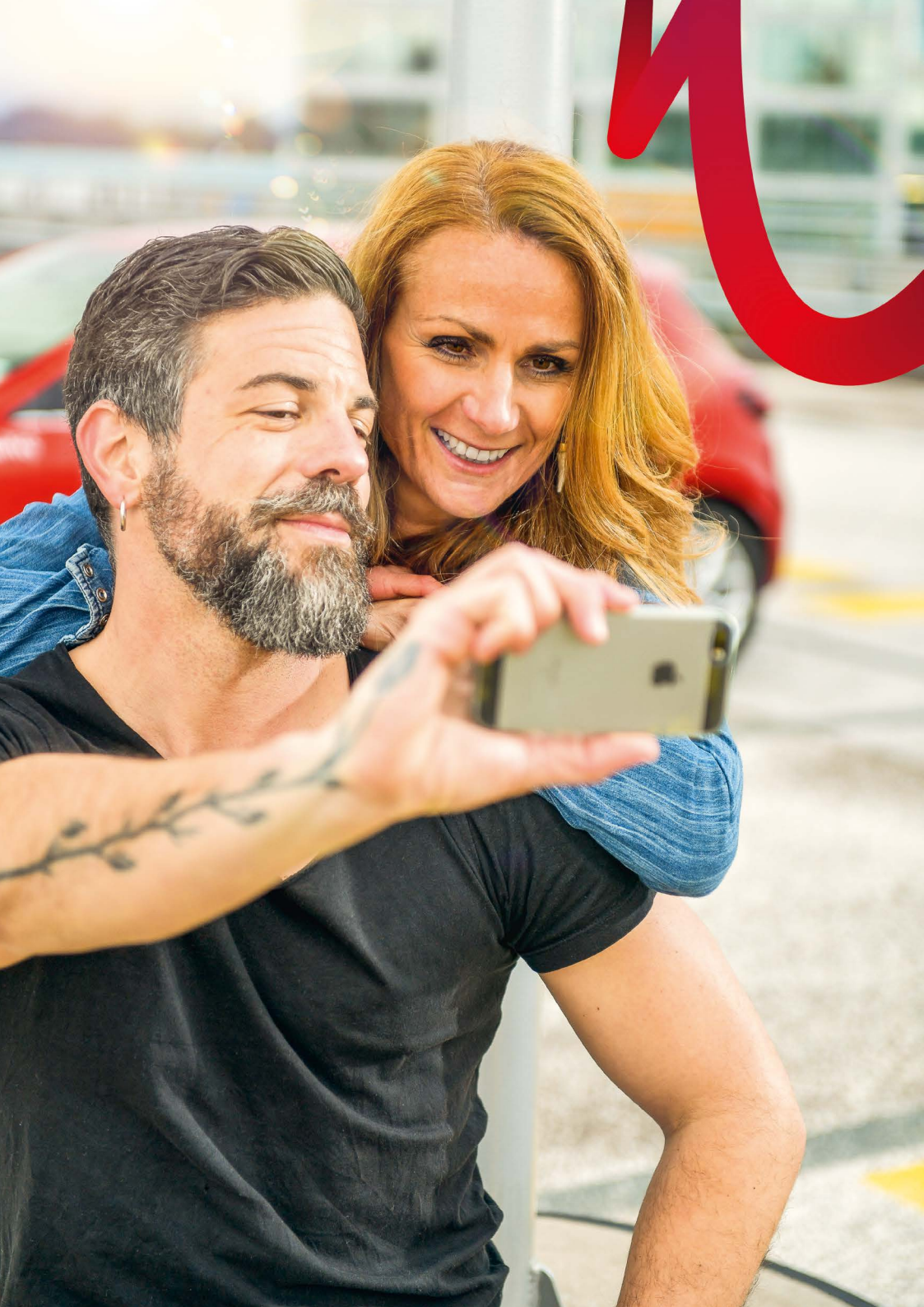
With this in mind, we look forward to shaping the mobility of the future with you and thank you for your loyalty and trust.

**Frank Boller**

Chairman of the Board of Directors

**Roland Löttscher**

Managing Director



# Introducing Mobility

## → **Mobility has set itself clear goals**

Mobility is committed to long-term, overarching objectives. The two key points in its Mission and Vision are:

- We want future generations to enjoy unlimited mobility, too – in a life-sustaining world.
- We are the biggest national provider of individual mobility services.

## → **Mobility is evolving into the most diverse mobility provider in Switzerland**

Mobility is far more than just carsharing. The cooperative brings together all manner of different mobility services under one roof, enabling its customers to enjoy needs-oriented mobility:

### **Mobility Return**

The classic, station-based carsharing offer covers 1'480 stations with 2'890 vehicles. The network is dense: all municipalities with more than 10'000 residents have at least one return station. In towns and cities in particular, Return is constantly growing, but in rural areas the priority is maintaining the existing offer. Mobility's partnership with car dealers presents new opportunities (see page 9)

### **Mobility One-Way**

Travel from one place to another without having to return the car: during the year under review, Mobility not only automated and digitised, but also expanded this one-way offer. The network now comprises 15 stations, including the two airports of Zurich and Basel, Olten, St. Gallen and Winterthur. Mobility One-Way will be further expanded in 2019 and taken into western Switzerland.

### **Mobility Scooter**

Since 19 April 2018, 200 red, electric Mobility scooters have been zooming around Zurich. They are available to Mobility customers for spontaneous short journeys. Sign up once, look for a free nearby scooter using the app, place your booking – and off you go, at a rate of 25 centimes per minute. The scooters can be parked in public, marked bicycle/motorcycle parking spaces.

## **Catch a Car**

Catch a Car works according to the same free-floating principle as Mobility Scooter – just with cars, not scooters. Catch a Car AG is a subsidiary of the Mobility Cooperative and offers intelligent mobility in Basel and Geneva at the press of a button. 13'000 customers were registered during the year under review (+3'500). The increase in usage in Basel, where Catch a Car has been present since 2014, is particularly gratifying. Nevertheless, the market remains challenging.

## **Mobility Carpool**

Whether in a privately owned vehicle or a Mobility car: the Mobility Carpool app, launched in 2018, connects drivers and passengers, quickly and easily. It's a win-win model: drivers cut their costs, passengers can move quickly and economically from A to B – and it's good for the environment because there's less traffic on the roads. The journey costs are based on distance and range between CHF 3 and CHF 18.

## **Mobility Business**

More than 4'750 businesses (+80 year-on-year) rely on Mobility for their everyday mobility. Mobility Business contributes 23.9% to the consolidated sales of the Mobility Cooperative. Business customers use Mobility for all manner of different purposes, from business trips to managing their own fleet. The Mobility Flex offer, which allows companies, municipalities and people in upper-level apartments to have a Mobility station on their doorstep, is particularly popular.

## **Mobility Self-Drive**

The self-driving MyShuttle, which Mobility is testing in partnership with Swiss Federal Railways (SBB) and other partners in the city of Zug, is well on track. During the year under review, as well as technical acceptance by ASTRA, the project was given the green light by DETEC and the back-up drivers were trained. MyShuttle will join the usual road traffic in the city of Zug in 2019.

## **Mobility sharing software (Mobility International AG)**

Mobility International AG (MIAG) is a wholly owned subsidiary of the Mobility Cooperative. It develops and operates the mobility sharing software "MobiSys", a comprehensive SaaS solution (Software as a Service). The main services it provided for Mobility during the year under review were: developing and integrating free-floating scooter sharing into the new Mobility app, setting up Mobility Carpool and developing the new Catch a Car app.

Meanwhile, MIAG changed strategic tack: international licensing of MobiSys was stopped, because it was less successful than expected and was costing too much and there were insufficient economies of scale. When the contracts run out, MIAG will focus entirely on Mobility.

### → **Mobility is perfect for combined mobility**

Carsharing combined with public transport is a seamless replacement for owning a private car. Mobility therefore works very closely with public transport providers such as Swiss Federal Railways (SBB) and a large number of vehicles (1'070) are available at railway stations. As of the end of the year under review, around 64'400 Mobility customers were using the SwissPass, which combines several mobility offers on a single card.

### → **Mobility is a sustainable solution that reduces traffic**

Sustainability is in the cooperative's DNA: even the objectives clause in its articles of association is geared towards the environmentally responsible operation of vehicles as an alternative to private car ownership. Mobility's ecological impact can therefore be demonstrated in concrete figures: each Mobility vehicle saves ten privately owned cars. Mobility also practices what it preaches, and has taken all manner of measures to minimise the company's environmental impact (see page 13).

### → **Mobility thinks and acts long-term**

Mobility is organised as a cooperative. This enables it to pursue a long-term, sustainable strategy and to reinvest profits in innovation. 35% of all customers are registered as members of the cooperative. A number of platforms are available to them for direct dialogue. To find out more, visit [www.mobility.ch/en/mobility-cooperative/cooperative-structure](http://www.mobility.ch/en/mobility-cooperative/cooperative-structure).





# Economic sustainability

## → Mobility is growing in popularity

Today, 197'800 people in Switzerland are using Mobility. The sharp increase year-on-year (+20'700) is due partly to organic growth and partly to the fact that, after cancelling, subscription customers can now travel with Click & Drive. This subscription-free offer was designed specifically for occasional users.

## → Mobility launches electric scooter

The Mobility scooters in Zurich have got off to a great start. Around 5'000 people have registered to be able to use 200 electric scooters in a free-floating system. As a survey reveals, the majority of journeys made were up to five kilometres – and one in two of those was combined with public transport. A successful start, in other words!

## → Mobility brings out lift-sharing app

Swiss motorists are lone travellers: the average number of people riding in a vehicle is just 1.5, while in commuter traffic the figure is even lower at just 1.1. This makes no sense at all – whether ecologically or economically. Therefore, in May, Mobility brought the free lift-sharing app "Mobility Carpool" to the market. Whether in a privately owned vehicle or a Mobility car: it quickly and easily connects drivers and passengers. Payment to the driver varies depending on the distance covered (CHF 3 to CHF 18).

## → Mobility expands One-Way

During the year under review, Mobility integrated One-Way into its digital platforms, introduced a distance-dependent surcharge (replacing the old standard surcharge) and significantly expanded the One-Way network. The following have now been added: Basel Airport, Köniz Railway Station, Olten Railway Station, Rotkreuz Suurstoffi, St. Gallen Railway Station, Sursee Railway Station, Winterthur Railway Station and Zug Railway Station. By the spring of 2019, Mobility is aiming to have increased the number to 30 stations, including some in western Switzerland. Thereafter, demand will determine further expansion.

## → Mobility transforms dealership cars into carsharing vehicles

Countless cars in Swiss car dealers are idle at all hours of the day. Mobility is exploiting this potential and fitting them out with carsharing technology. This gains the cooperative new stations in attractive urban locations and rural areas, while also enabling it to respond at short notice to rising demand, such as during the summer months in Ticino. A one-year pilot project has been running since December 2018. The "Auto Gewerbe Verband Schweiz" is the first commercial partner on board.

## → Mobility cuts the cost of longer journeys

With Mobility Best Price, Mobility is listening to what its customers want and making long bookings more attractive: since 12 December 2018, maximum prices have applied to journeys of up to 24 hours and 200 kilometres. On journeys lasting several days, Best Price can apply more than once. Customers don't have to do anything, as the system operates entirely automatically. Best Price replaces the Economy Packages, which were seen as too complicated, and gives a preferential discount to members of the cooperative of CHF 10 per Best Price journey.

## → Mobility is optimising its network of return stations

There are currently 1'480 Mobility return stations throughout Switzerland. The slight downturn compared with the previous year (-20) is due to the need to close stations, chiefly in rural areas, which were making a heavy loss. Growth in the towns, however, continued unabated. Today, there are 3'090 vehicles in total – including the 200 electric scooters in Zurich.

	2018	2017	absolute	in%
<b>Customers</b>	197'800	177'100	+20'700	+11.7
Members of the cooperative	69'400	66'800	+2'600	+3.9
Members of the cooperative as %	35%	37.7%	–	-2.7
<b>Stations</b>	1'480	1'500	-20	-1.3
Return stations at railway stations	370	385	-15	-3.9
<b>Vehicles</b>	3'090	2'930	+160	+5.5
Return vehicles at railway stations	1'070	1'090	-20	-1.8
Reliability	99.3%	99.3%	–	0
Issues (car not at station, breakdowns)	0.7%	0.7%	–	0
Vehicles with a navigation device	58.5%	40.6%	–	+17.9
<b>Reservation activity</b>	2.889 Mio.	2.865 Mio.	+24'000	+0.8
Online	70.7%	71.1%	–	-0.4
On-board computer	24.1%	24.0%	–	+0.1
24h Service Center	5.2%	4.9%	–	+0.3
<b>IT system availability</b>	99.9%	99.9%	–	0



**3'090**

vehicles available



**1'480**

Mobility stations in Switzerland



**197'800**

customers



**2.9 Mio.**

reservations



Represented in

**100%**

of all municipalities  
> 10,000 inhabitants



**890**

new vehicles



# Ecological sustainability

## → Mobility cuts down on private cars, parking spaces and CO<sub>2</sub>

The “Evaluation Carsharing”<sup>1</sup> study reveals that, in the reporting year, thanks to Mobility there were 31'400 fewer private cars on Swiss roads, saving 47'100 parking spaces. These positive results are due for the greater part to customers changing their behaviour – making greater use of public transport, more targeted car journeys – and, to a lesser extent, to the energy-efficient Mobility vehicle fleet. Taking CO<sub>2</sub> as the unit of calculation, in 2018 Mobility customers saved around 23'500 tonnes, which equates to 666'000 cars driving from St. Gallen to Geneva. In fact, 32'200 Mobility customers were completely CO<sub>2</sub> neutral in their journeys in the year under review (offsetting via Mobility partner “myclimate”).

## → Mobility chooses a Toyota Hybrid

Mobility had added 70 Toyota Yaris Hybrids to its fleet by the end of the year – a car that combines an electric motor with a petrol engine. With a fuel consumption of 3.3 litres per 100 kilometres and a CO<sub>2</sub> emissions level of 75 grammes per kilometre, this model is well below the average for new cars in Switzerland (5.9 litres/134 grammes). In this way, Mobility continues to pursue its strategy of moving away from diesel: the Yaris will gradually replace the diesel model Renault Clio as well as the hybrid version of the Honda Jazz.

## → Mobility vehicles are significantly more environmentally friendly than the Swiss average

According to manufacturer specifications, the average fuel consumption of the Mobility fleet was 4.7 litres/100 km. This places the cooperative one fifth below the average fuel consumption of all new vehicles sold in Switzerland. There are two main reasons for the 20.9% rise in the figure for Mobility: firstly, because of the diesel scandal, Mobility is replacing more and more diesel vehicles with petrol ones. Secondly, the number of automatics is steadily rising. Now the industry has adopted a new measurement procedure (WLTP instead of NEDC), the indicated consumption figures will rise in future for all cars.

<sup>1</sup> Evaluation Carsharing (2012), Interface Politikstudien Forschung Beratung, based on 2012 parameters, extrapolated to current values.

In the year under review, Mobility's new cars emitted 94 g CO<sub>2</sub>/km, which is 10g less than in 2017. The figure for the whole fleet was 95 g CO<sub>2</sub>/km, placing it well below the average for new cars in Switzerland (134 g CO<sub>2</sub>/km).

### → Mobility is expanding its electric fleet

At present, 63 electric vehicles are in use (+19 vehicles), most of them based at larger stations such as railway stations. They run solely on green power. The expansion will continue in future.

### → Mobility stations: the closer, the better for the environment

Scientific data gathered by Lucerne University of Applied Sciences and Arts<sup>2</sup> shows that proximity to a Mobility station impacts directly on the environment: anyone living within 840 metres of a Mobility car uses less energy and produces a lower volume of greenhouse gases than the average Swiss person. This is because they will frequently use Mobility, a bicycle or public transport rather than a privately owned car. The closer Mobility is located, the better it is for the environment.

	2018	2017	absolute	in%
<b>Energy efficiency (passenger cars)</b>				
Percentage of Mobility vehicles with energyLabel A+B	85%	94.2%	-	-9.2
Percentage of new cars in Switzerland with energyLabel A+B	17.7%	25.0%	-	-7.3
<b>Ø fuel consumption of vehicles (passenger cars)</b>				
Mobility new cars (manufacturer specifications; 80/1268/EEC)	5.3 l/100 km	4.4 l/100 km	+0.9	+20.9
Mobility fleet (manufacturer specifications; 80/1268/EEC)	4.7 l/100 km	3.9 l/100 km	+0.8	+21.3
New passenger cars in CH	5.9 l/100 km	5.8 l/100 km	+0.1	+1.2
<b>Average CO<sub>2</sub> emissions (passenger cars)</b>				
Mobility new cars (manufacturer specifications; 80/1268/EEC)	94 g/km	104 g/km	-10	-9.6
Mobility fleet (manufacturer specifications; 80/1268/EEC)	95 g/km	95.5 g/km	-0.5	-0.5
New passenger cars in CH	134 g/km	134 g/km	0	0

<sup>2</sup> Lucerne University of Applied Sciences and Arts HSLU (2017), SIA factsheet 2039 – Energiebedarf in Abhängigkeit vom Gebäudestandort (Energy requirements depending on building location)



**31'400**

fewer privately owned cars  
on Swiss roads



**47'100**

fewer parking spaces needed



**63**

electric vehicles



City dwellers save

**35%**

energy thanks to local  
Mobility station and PT



Mobility vehicles use

**Ø 19%**

less fuel than  
new Swiss cars



Mobility fleet consumes

**Ø 39g CO<sub>2</sub>/km**

less than new Swiss cars





# Social responsibility

## → Mobility receives good customer ratings

Mobility sent out 9'540 questionnaires to its customers in 2018. The results of this survey show that overall satisfaction is high, with a score of 8.7 out of 10 points (+0.1 compared with the previous year). 93.5% of respondents say they are "somewhat satisfied" to "very satisfied" with Mobility, which equates to a score of between 7 and 10. Customers are most impressed by the 24h Service Center (friendliness: 9.3, expertise: 9.1), but they also highly rate the ease of locating stations (8.8) and the ease of use of the vehicles (8.7). When users were asked whether they would recommend Mobility to others, 93.6% answered "yes, definitely" or "most probably".

## → Mobility goes all out to ensure the safety of its vehicles

The safety of its customers is a topmost priority for Mobility. All sharing vehicles undergo a rigorous inspection, are tested and rated by experts and are fitted with safety features such as ABS, ESP and several airbags. For vehicle assessments, Mobility refers to the international standards of the Euro NCAP crash tests: in the year under review, the overall average for the fleet was a high 4.8 stars (maximum 5).

## → Mobility supports Winterhilfe and RoadCross

This year, Mobility supported «Winterhilfe» with a one-off, substantial amount of money. Winterhilfe is an association that specifically addresses hidden poverty in Switzerland. Its work includes equipping children with school materials, distributing packages of clothing and contributing to health costs. The cooperative hopes that its commitment can go a small way to helping people in need. [www.mobility.ch/winterhilfe\\_e](http://www.mobility.ch/winterhilfe_e)

## → Mobility offers an ultra-modern working environment and ways of working

Mobility practices sharing in its day-to-day work. Since moving into the new, modern office building in Suurstoffi, Rotkreuz, employees have been sharing workstations, meeting rooms, parking spaces and work materials. Moreover, everyone has the option of completing tasks wherever and whenever they want, either in their home office or elsewhere. This is conducive to work/life balance, boosts efficiency and satisfaction and eases traffic congestion at peak times. It's worth paying us a virtual visit:

[www.mobility.ch/en/jobs/working-at-mobility](http://www.mobility.ch/en/jobs/working-at-mobility)

## → Mobility allows up to four weeks' paternity leave

Mobility is a modern and socially responsible employer with all the typical hallmarks of a cooperative. In its day-to-day business, it places high demands on employees but, in return, is keen to offer them a healthy balance between work and private life. Paternity leave is one aspect of that balance and, at Mobility, lasts up to four weeks (depending on length of service). Maternity leave lasts 16 weeks on full pay.

	2018	2017	absolute	in%
<b>Number of employees</b>	224	224	0	0
Full-time equivalents (FTEs)	199	193	+6	+3.3
Number of part-time employees	28.1%	28.4%	-	-0.3
Number of apprentices	4	7	-3	-42.9
Turnover	12.9%	11.1%	-	+1.8
Average age in years	39.3	39	+0.3	+0.8
<b>Percentage of women</b>	42.5%	41.8%	-	+0.7
Women in management roles	17.2%	20.7%	-	-3.5
<b>Training costs per employee (in CHF)</b>	765	817	-52	-6.4
<b>Days of absence per employee</b>	5.3	4.3	+1	+23.3



**4 / 16**

weeks' paternity/  
maternity leave



**28.1%**

of employees  
work part-time



**42.5%**

of Mobility employees  
are women



**9.4**

out of 10 customers would  
recommend Mobility



**4.8**

out of 5 stars for  
vehicle safety



**224**

employees are there  
for you every day



Score of

**9.1**

out of 10 for  
service expertise



# Financial report (abridged version)

Mobility continues to grow, be that in terms of number of vehicles or number of customers. All told, sales increased by 2.8% during the year under review, to CHF 78.3 million. Taking into account the increasingly competitive market, particularly in Switzerland's towns and cities, where more and more sharing offers are available, this is a satisfactory result.

## **Constant investment in service offering**

Mobility has set itself the aim of offering users all manner of mobility options from a single source. Reflecting this, the company is engaged upon an investment phase lasting several years, during which it is creating new mobility models, then digitising and combining them. This has incurred various additional costs, most notably in the areas of IT, personnel and marketing. The year ended with a profit of CHF 781'000 (previous year: CHF 2.04 million).

## **Look ahead to 2019**

The mobility market is changing at an ever-faster pace and attracting more and more market participants with a lot of money to spend. Digitisation not only enables new business models, but also faster market penetration.

Mobility has anticipated these trends and embraced them as a strategic focus. For example, it provides free-floating offers in Basel (2014), Geneva (2016) and Zurich (2018), operates the Mobility Carpool lift-sharing app and is testing self-driving vehicles with the "MyShuttle" in Zug.

Mobility will continue striving for growth in customers and sales in 2019. It will be further optimising the operational side of the classic, station-based business while continuing to exploit potential through a number of marketing activities. Furthermore, it is seeking to consolidate the promising free-floating model, Catch a Car. Therefore, as of the start of 2019 Mobility will own all the shares in Catch a Car AG and will integrate the business model into its existing business to optimum effect, taking full advantage of the synergy potential. All of this will bring Mobility one big step closer to being able to offer its customers both established and new offers from a single source.

## The key figures (in thousands of CHF)

	<b>2018</b>	<b>2017</b>	<b>absolute</b>	<b>in %</b>
Net income from deliveries and services	<b>78'285</b>	<b>76'191</b>	+2'094	+2.7
Operational and vehicle expenditure	<b>28'262</b>	<b>27'862</b>	+400	+1.4
Staffing costs	<b>21'481</b>	<b>20'769</b>	+712	+3.4
Other operational expenditure	<b>13'698</b>	<b>12'478</b>	+1'220	+9.8
Earnings before interest and taxes (EBIT)	<b>26</b>	<b>1'624</b>	-1'598	-98.4
Annual profit	<b>781</b>	<b>2'041</b>	-1'260	-61.7
Operating cash flow	<b>5'390</b>	<b>20'463</b>	-15'073	-73.7
Cash flow as % of net income from deliveries and services	<b>6.9%</b>	<b>26.9%</b>	-	-20
Equity ratio	<b>77.9%</b>	<b>74.8%</b>	-	+3.1
Cash flow per FTE	<b>27</b>	<b>106</b>	-79	-74.5

The detailed 2018 Financial Report is available here:  
[www.mobility.ch/ar18](http://www.mobility.ch/ar18)

# Cooperative governance

Mobility is organised as a cooperative. The supreme body is made up of all the members of the cooperative. They elect their delegates for the 150-strong conference of delegates. The conference approves the financial statements, amendments to the articles of association, elects the Board of Directors and appoints the auditors and the members of the Audit Commission and the Board of Directors Selection Committee and approves their regulations. The Board of Directors is responsible for strategy and undertakes and oversees the executive management. Further information:  
[www.mobility.ch/en/mobility-cooperative/cooperative-structure](http://www.mobility.ch/en/mobility-cooperative/cooperative-structure)

## Board of Directors

Name	since	Position/expert in
Frank Boller	2008	Chairman/Corporate management, corporate strategy, IT strategy
Philippe Biéler	2010	Cooperative structure and culture
Arnd Bätzner	2011	National and international mobility marketsv
Prof. Dr. iur. Sabine Kilgus	2011	Law
Rolf Georg Schmid	2012	Deputy Chairman/Brand development, marketing strategy and finance

## Executive Board

Patrick Marti	2016	Managing Director Mobility Cooperative (until 31 december 2019)
Roland Lötscher	2019	Managing Director Mobility Cooperative (since 1 January 2019)
Adamo Bonorva	2011	Head of Marketing & Sales
Peter Affentranger	2008	Head of Human Resources
Marcel Amstutz	2015	Managing Director Mobility International AG
Luisa D'Amato	2018	Head of Operations
Siegfried Wanner	2009	Head of Finance

## Audit Commission

Samir Chercher	2016	Member AC
Dr. oec. HSG René Gastl	2010	Member AC
Luzia Wigger Stein	2013	Member AC

## Board of Directors Selection Committee

Frank Boller	2011	Chairman of the Board of Directors (Chairman BoD Selection Committee)
Birgit Dam	2009	Delegate, Geneva-Nyon Section
Stefan Zehnder	2017	Delegate, Zurich City/Zurich West Section

## Auditors Mobility Cooperative, Catch a Car AG and Mobility International AG

BDO AG (Lucerne), Marcel Geisser	2017	Lead Auditor
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## **Publishing information**

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For simplicity's sake, the masculine gender is used in the annual report. Of course, this denotes both genders.

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