



Annual Report
2019

mobility

Foreword

→ **Mobility getting ready for the future**

In everything that Mobility does, one thing has always been at the forefront: sustainability. It does not matter whether this is of an ecological, economic or social nature. At ecological level in particular, we made important decisions in the last fiscal year. For example, by 2023, we would like to achieve the federal government's CO₂ targets for new cars of 95 g of CO₂ across the entire Mobility fleet. Accordingly, we are significantly increasing our number of electric and hybrid cars – a first major step towards our vision of offering a completely climate-neutral electric fleet by 2035 at the latest.

We are also making use of the benefits of our legal status as a cooperative in terms of economic sustainability – namely with regard to long-term thinking and action. That is why we are currently in a several-year investment phase in which we are getting ourselves as ready as possible for the future – above all, with regard to our range of offers and digitalisation. We are all the more delighted that Mobility is continuing to grow in popularity – last year, 224'000 customers were on the move using our sharing offers (+13.2 % year-on-year). In particular, the number of occasional drivers is growing rapidly. Likewise, we are seeing our efforts supported by extremely positive customer satisfaction rates.

Those who invest must also improve and consolidate. That's why we took over the free-floating Catch a Car offer this reporting year and integrated it into Mobility. In addition, we doubled our One-Way network, concluded our informative pilot project with the self-driving "MyShuttle" in Zug, steadily expanded our number of AGVS partner vehicles, formed a new partnership with SBB in the area of "Mobility as a Service" and successfully implemented internal efficiency and cost-optimisation programmes. However, we had to phase out our electric scooter pilot project in Zurich. There was too much competition and the financial prospects were not promising enough.

Overall, it is fair to say that the market environment is further increasing in intensity. More and more providers are crowding onto the sharing market, particularly in the area of micro-mobility. Despite this, we are extremely confident that we will enjoy success thanks to our quality, high customer satisfaction and variety of services. We look forward to driving into a successful future with you.



Frank Boller
Chairman of the Board of Directors



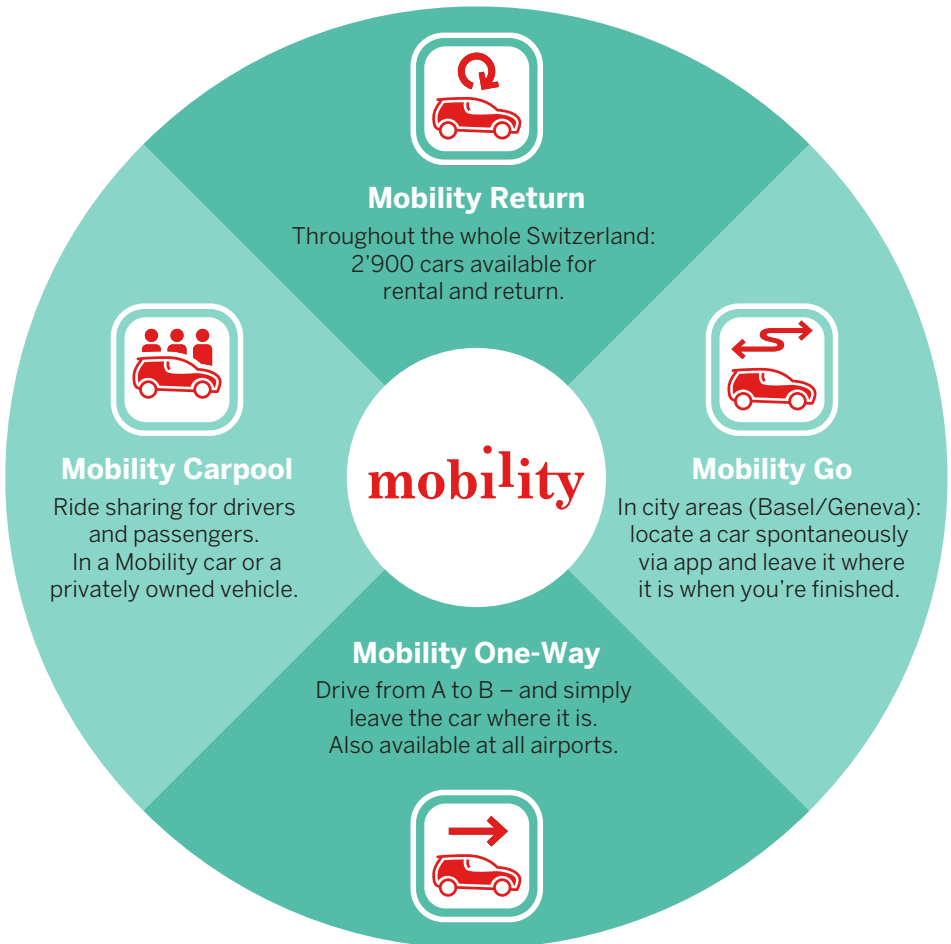
Roland Lötscher
Managing Director (CEO)



Introducing Mobility

→ Mobility offers diverse mobility services from a single source

Share more, get more: with just one registration, you have access to all manner of different mobility models with Mobility.



Mobility Return

Mobility's station-based carsharing offer provides 2'860 vehicles at 1'530 stations. Most of these are located in urban areas. This is because, in these areas – with the help of well-developed public transport networks – there is often no need to own a private car. This is also evident in the number of households without a car, which amounts to around 50 % of the population in cities like Zurich, Basel or Lausanne, and this percentage is increasing.

Mobility Go

What was once Catch a Car is now Mobility Go. At the end of January 2019, Mobility acquired 100 % of the shares in its former subsidiary. Through this, free-floating carsharing is now available to all Mobility customers. In Basel and Geneva, 130 and 100 cars can be found, booked and parked up anywhere within the Go zone via the app – a flexible, future-oriented carsharing option which is particularly popular with the younger generation.

Mobility One-Way

Travel from city to city without having to return the car: this model is hugely popular amongst Mobility users. The cooperative therefore doubled the network in the year under review to 31 One-Way stations across Switzerland. New additions included Aarau, Baden, Geneva, Lausanne, Neuchâtel, Fribourg and Biel/Bienne, among others. One-Way travel is particularly suited to shorter trips, travelling to Basel, Geneva and Zurich airports or journeys at times when public transport is limited. It has also been proved that return trips are usually made by public transport, making the One-Way service the perfect complement.

Mobility Carpool

Swiss motorists are lone travellers: the average number of people riding in a car 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. The Mobility Carpool lift-sharing app, also available to those with private vehicles, therefore connects drivers and passengers quickly and easily. However, a lot of persuasion work is still required to win people over to this form of shared mobility. At Mobility, this service has so far not progressed from the status of an additional service in terms of use. The cooperative particularly sees potential in subdividing an entire route into several part routes. This would result in more matches between providers and seekers. The technological options for taking this step are being evaluated. However, a temporary shutdown of the app next year is more likely.

→ **Mobility protects the environment and reduces traffic**

Sustainability is Mobility's focal point. In order to keep track of the impact of its offers on road traffic and the environment, Mobility regularly commissions independent institutions to carry out evaluations. A brand-new study from Interface shows that because many users no longer have a private car, each Mobility car replaces more than eleven privately owned ones. The amount of CO₂ saved is also impressive: 31'000 tonnes are saved each year, as much as 460 million rubbish bags. In particular, this can be attributed to the fact that Mobility customers are using cars more consciously and are increasingly travelling by public transport.

→ **Mobility wins over more than 5'000 companies**

Companies as well as individuals increasingly used shared mobility. In the year under review, the cooperative exceeded the milestone of 5'000 corporate customers (5'100; +350 compared to the previous year). There are three main advantages for companies in choosing Mobility: efficiency, lower costs and a quantifiable reduction in their CO₂ emissions. The latter reason in particular is becoming more and more important, and that is why Mobility is often an obvious component of business mobility concepts nowadays. Overall, the business sector contributes 27.4 % to the drive volume of the Mobility Group.



Ecological sustainability

→ **Mobility fleet to achieve 95 g of CO₂/km in four years**

As a first step on the journey towards climate neutrality, Mobility is following the federal government's target CO₂ emission levels of its own accord. For newly registered passenger cars, this means maximum CO₂ emissions of 95 grammes per kilometre – a value Mobility intends to undercut across its entire fleet. As such, the cooperative will expand the share of the fleet with alternative drive systems (electric/hybrid) to at least a quarter by 2023. Pure petrol and diesel cars are being phased out in return.

The target of 95 grammes of CO₂ per kilometre is more challenging than it might seem at first. This is because the federal government set this target value prior to the diesel scandal – in other words, at a time when the New European Driving Cycle (NEDC*) measurement method was in use, which reported emission values 20 % higher on average than the current Worldwide Harmonised Light Vehicle Test Procedure (WLTP*). Corresponding measures are necessary on Mobility's part. According to the old measurement method, the Mobility fleet would achieve a mere 76 grammes of CO₂ per kilometre in 2023.

→ **Mobility works on solutions to challenges in the electric market**

Developments in the electric car and charging infrastructure market are a deciding factor for Mobility in reaching its climate neutrality target. This is because the diversity and volume of electric vehicles are currently still low, while purchase prices and costs for charging infrastructure are very high. In addition, Mobility only rents its parking spaces and therefore cannot make construction plans. And what is more, there are still noticeable reservations amongst customers with regard to electromobility.

Mobility is addressing these challenges in various ways. Firstly, it is pursuing intensive negotiations and strategic cooperation possibilities with suppliers of vehicles and charging infrastructure. In terms of charging infrastructure, Mobility is aiming to achieve dense Swiss-wide network coverage with national partners. Secondly, Mobility is discussing an even closer collaboration with organisations such as the myclimate climate foundation, which would open up options for additional financing via carbon offsetting. Thirdly, Mobility is intensifying its efforts to inform and persuade its users.

→ **Mobility cars consume significantly less fuel compared to Swiss average**

According to manufacturer specifications, the average fuel consumption of the Mobility fleet is 4.9 litres/100 km. This is one fifth lower than the average fuel consumption of all new vehicles sold in Switzerland. The rise in the Mobility figure of 0.2 litres (and 10 g of CO₂ for new vehicles) is because the new, more realistic WLTP measurement method is being used in the industry.

*NEDC = New European Driving Cycle / WLTP = Worldwide harmonized Light vehicles Test Procedure

→ Mobility reduces as much CO₂ as would fit into 460 million rubbish bags

Regardless of the drive systems of its cars, Mobility has a major positive impact on the environment. A survey of 1'500 private and business carsharing customers conducted recently by market research institute Interface reveals that because they are changing their mobility behaviour – travelling more by public transport and bicycle and less by car – Mobility users saved 31'000 tonnes of CO₂ in the reporting year. This is the same as 460 million 35-litre rubbish bags.

→ Mobility replaces tens of thousands of private cars

Many Mobility customers are consciously deciding against buying a first or second car. To put this in figures, one Mobility car replaces eleven privately owned ones. This has noticeable positive effects on the traffic situation: thanks to Mobility, there are 35'500 fewer private cars on the roads and 54'000 parking spaces are kept free.

→ Many Mobility customers carbon offset their journeys

More and more Mobility customers are making carbon-neutral journeys thanks to an extra amount per kilometre paid voluntarily to the myclimate foundation, which supports climate projects in Switzerland and abroad. Overall, this translated into a total saving of 1'500 tonnes of CO₂.

	2019	2018	absolute	in %
Energy efficiency (passenger cars)				
Percentage of Mobility vehicles with energyLabel A+B	71.2%	85%	-	-13.8
Percentage of new cars in Switzerland with energyLabel A+B	12.8%	17.7%	-	-4.9
Ø fuel consumption of vehicles (passenger cars)				
Mobility new cars (manufacturer specifications; 80/1268/EEC)	5.5 l/100 km	5.3 l/100 km	+0.2	+2.7
Mobility fleet (manufacturer specifications; 80/1268/EEC)	4.9 l/100 km	4.7 l/100 km	+0.2	+2.6
New passenger cars in CH	6.1 l/100 km	5.9 l/100 km	+0.2	+3.6
Average CO₂ emissions (passenger cars)				
Mobility new cars (manufacturer specifications; 80/1268/EEC)	105 g/km	94 g/km	+11	+10.6
Mobility fleet (manufacturer specifications; 80/1268/EEC)	94 g/km	95 g/km	-1	-1
New passenger cars in CH	138 g/km	134 g/km	+4	+3



Mobility prevents
31'000
tons of CO₂



54'000
parking spaces saved



218
electric cars and hybrids



One Mobility car replaces
11
privately owned cars



Mobility vehicles consume
ø 20%
less fuel on average than
a new car in Switzerland



Mobility fleets emit
ø 44g CO₂/km
less on average than a
new car in Switzerland



Economic sustainability

→ **Mobility is attracting more and more customers**

224'000 Swiss people are currently using Mobility – 26'200 more than last year. This is due partly to organic growth as well as to the acquisition and thus the customer base of Catch a Car. Furthermore, after cancelling their subscription, users have the option of continuing to travel with Click & Drive, a subscription-free offer for occasional users.

→ **Mobility expands its station network**

Today, customers can access 1'530 return stations across Switzerland – 50 more than last year. Around half of the growth was the result of the ongoing pilot project with partner dealerships, whose vehicles were transformed into carsharing cars.

→ **Mobility offers 3'120 small to large vehicles**

The total number of Mobility cars is made up of 2'860 Return, 230 Go and 30 One-Way vehicles. 67 AGVS partner vehicles are included in Return. Mobility particularly sees potential for future expansion in the area of partner vehicles if the current pilot project becomes a permanent partnership in 2020.

→ **Mobility boosts sales**

Despite a year of investment, Mobility was able to report a profit of CHF 1.8 million in 2019. Sales increased by 0.8 % to almost CHF 79 million.

→ **Mobility continues to invest in the future and acquires Catch a Car**

In the year under review, the former Mobility partners AMAG and Allianz decided to fully integrate the business of the free-floating provider Catch a Car into Mobility's range. In this context, Mobility purchased all shares and acquired customers, employees, vehicles, rights and permits from Catch a Car. By integrating the model into Mobility's wide range of services under the name "Mobility Go", it is intended to quickly gain strength and customer potential.

→ **Mobility doubles its One-Way network**

Travel from place to place – and simply leave the car where it is: this is now possible between 31 Mobility stations, twice as many as last year. One-Way is particularly suited to shorter trips, travelling to Basel, Geneva and Zurich airports or journeys at times when public transport is limited.

→ Mobility discontinues scooter scheme in Zurich

The cooperative discontinued its electric scooter offer in Zurich on 4 November 2019. The move came in view of poor profitability prospects, an intensified competition environment and technological challenges. The positive is that every other journey was combined with public transport. And what is more, the scooters were well distributed throughout the city area, so it was very seldom necessary to relocate them. Mobility is therefore not ruling out the possibility of taking another opportunity to run a different two-wheeler service in the future.

→ Mobility expands partner vehicles with new category

Mobility has been testing partner vehicles since the end of 2018 – i.e. dealership cars which are fitted out with carsharing technology. In this way, it is able to make use of new stations and maintain its network density. The pilot project with 60 car dealers is running successfully and was supplemented in the reporting year with the Premium category, operated in partnership with Emil Frey AG. Ten models are on offer for a one-year trial, three of which have hybrid or electric drive systems. The test is being externally evaluated in order to draw conclusions for the future.

→ Mobility sells Sharoo shares

In order to focus and drive forward its own services, the non-controlling interest in Sharoo was sold back to AMAG.

	2019	2018	absolute	in %
Customers	224'000	197'800	+26'200	+13.2
Members of the cooperative	70'800	69'400	+1'400	+2.0
Members of the cooperative as %	32%	35%	–	–3.0
Stations	1'530	1'480	+50	+3.4
Return stations at railway stations	375	370	+5	+1.4
Vehicles	3'120	3'090	+30	+1.0
Return vehicles at railway stations	1'040	1'070	–30	–2.8
Reliability	99.3%	99.3%	–	0
Issues (car not at station, breakdowns)	0.7%	0.7%	–	0
Vehicles with a navigation device	70.1%	58.5%	–	+11.6
Reservation activity				
Online	71.2%	70.7%	–	+0.5
On-board computer	24.8%	24.1%	–	+0.7
24h Service Center	4.0%	5.2%	–	–1.2
IT system availability	99.9%	99.9%	–	0



3'120

vehicles ready for use



1'530

stations throughout
Switzerland



224'000

customers



70'800

cooperative members



Represented in

100%

of all municipalities
with population > 10'000



230

Go cars in Basel and Geneva



Social responsibility

→ **Mobility impresses its customers**

Mobility regularly conducts surveys of its users in order to stay in touch with their needs. In 2019, 8'800 people submitted their opinion. The results were positive, with an 84.5 % share of very satisfied customers (due to the newly defined scales, no comparison to the previous year is possible). Above all, the 24h Service Center scored very well. For example, friendliness was rated 9.1 out of 10 points. Overall, nine out of ten Mobility drivers would recommend the offer to others.

→ **Mobility customers save CHF 4'000 per year**

Car-sharers can count themselves lucky – the combination of Mobility and public transport saves them over CHF 4'000 per year compared to a privately owned car. Mobility therefore not only contributes to sustainable mobility but also to more economical mobility.

→ **Mobility makes safety a top priority**

The safety of its customers is Mobility's highest priority. 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 came to 4.9 out of 5 stars in the reporting year.

→ **Mobility enables flexible working for its employees**

Share more, get more. Mobility also follows this guiding principle in day-to-day work. At the modern premises in Suurstoffi, Rotkreuz, employees share workstations, meeting rooms, parking spaces and work materials. The idea of flexiwork is applied, meaning that tasks can be completed whenever and wherever, either in the home office or elsewhere. In this way, the company enables employees to combine work, leisure time in the best possible way, with positive effects on efficiency and satisfaction. Furthermore, with this model, Mobility helps to break up peak commuter traffic.

→ **Mobility is modern and stands for equal opportunities**

Mobility is a young company. On average, our employees are 40 years old. Upholding equal opportunities is also a matter of course for Mobility – the cooperative employs people regardless of their culture, age, gender or religion.

→ Mobility is family friendly

Families can particularly consider themselves lucky at Mobility. For example, new fathers receive – depending on their length of service in their current position – up to four weeks of paid paternity leave. Maternity leave lasts 16 weeks on full pay.

	2019	2018	absolute	in %
Number of employees	214	224	-10	-4.5
Full-time equivalents (FTEs)	194	199	-5	-2.5
Number of part-time employees	27.1%	28.1%	-	-1
Number of apprentices	5	4	+1	+25
Turnover	13.1%	12.9%	-	+0.2
Average age in years	40	39.3	+0.7	+1.8
Percentage of women	40.2%	42.5%	-	-2.3
Women in management roles	20.7%	17.2%	-	+3.5
Training costs per employee (in CHF)	748	765	-17	-2.2
Days of absence per employee	3.3	5.3	-2	-37.7



4 / 16

weeks paternity/
maternity leave



27.1%

of employees
work part time



40.2%

women work for Mobility



9

out of 10 customers would
recommend Mobility
to others



A Mobility customer saves

CHF 4'000

per year



214

employees work to
serve you every day



9.1

out of 10 points
for friendliness of
Service Center



Financial report (abridged version)

Mobility has been busy investing for several years now, which has involved testing, developing or acquiring new sharing models. The aim: to be able to offer customers all manner of mobility options from a single source. For example, Mobility acquired all shares in the free-floating provider Catch a Car in 2019 and integrated it into its range under the name "Mobility Go". In addition, its one-way station network – which enables one-way journeys from city to city or to all airports – doubled to 31. The pilot project with the self-driving shuttle in Zug was concluded as scheduled and yielded important insights for the future, as did the conversion of dealership cars to Mobility cars.

Increased profit

Mobility was able to grow in all areas, despite being exposed to increasingly strong competition. In the year under review, sales of CHF 78.8 million (+CHF 0.6 million) and a profit of CHF 1.82 million (+CHF 1.04 million) were achieved. Optimisation measures and tax relief due to the Swiss tax reform and AHV financing (TRAF) contributed to the profit. Mobility is therefore in a strong position and can continue to make innovative and courageous moves in the future.

Customer growth thanks to occasional drivers

224'000 Swiss people are currently on the move with Mobility – 26'200 more than last year. The percentage of occasional drivers is growing disproportionately, showing that people are organising their everyday mobility in an increasingly spontaneous and needs-oriented way.

More competition in the cities

Competition for Mobility is growing rapidly in the cities, in particular in the area of micro-mobility. This was also a reason why the cooperative ended its pilot project with electric scooters in the city of Zurich during the course of the reporting year. Mobility intends to continue to defy the competition in future with quality, high customer satisfaction and the variety of its services.

The key figures (in thousands of CHF)

	2019	2018	absolute	in %
Net income from deliveries and services	78'882	78'285	+597	+0.8
Operational and vehicle expenditure	29'021	28'200	+821	+2.9
Staffing costs	20'975	21'481	-506	-2.4
Other operational expenditure	10'567	13'698	-3'131	-22.9
Earnings before interest and taxes (EBIT)	2'715	26	+2'689	-
Annual profit	1'827	781	+1'046	+133.8
Operating cash flow	9'770	5'390	+4'380	+81.3
Cash flow as % of net income from deliveries and services	12.4%	6.9%	-	+5.5
Equity ratio	76.8%	77.9%	-	-1.1
Cash flow per FTE	49	28	+21	+75.8

The detailed 2019 Financial Report is available here:
www.mobility.ch/ar19

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 annual financial statements and amendments to the articles of association, elects the Board of Directors and appoints the auditor 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/cooperative_governance

Board of Directors

Name	since	Position/expert in
Frank Boller	2008	Chairman / Corporate management, corporate strategy
Rolf Georg Schmid	2012	Brand development, marketing strategy and finance
Philippe Biéler	2010	Cooperative structure and culture (until 25/05/2019)
Prof. Dr. iur. Sabine Kilgus	2011	Cooperative status and law
Arnd Bätzner	2011	National and international mobility markets
Carol Chisholm	2019	Digitalisation (since 25/05/2019)

Executive Board

Roland Lötscher	2019	Managing Director Mobility Cooperative and Head of Marketing
Peter Affentranger	2008	Head of Human Resources
Marcel Amstutz	2015	Head of Technology
Luisa D'Amato	2018	Head of Operations
Siegfried Wanner	2009	Head of Finance

Audit Commission

Dr. oec. HSG René Gastl	2010	Member of AC
Luzia Wigger Stein	2013	Member of AC
Samir Chercher	2016	Member AC (until 25/05/2019)
Sacra Tomisawa-Schumacher	2019	Member AC (since 25/05/2019)

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, Mobility International AG and Catch a Car AG

BDO AG (Lucerne), Marcel Geisser	2017	Lead Auditor
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Download: The 2019 Annual Report and 2019 Financial Report can be downloaded online at www.mobility.ch/ar19.

For simplicity and legibility, Mobility does not follow rigid rules when referring to persons. Exclusively masculine word forms of course denote both genders.

Mobility Cooperative

Suurstoffi 16

6343 Rotkreuz

www.mobility.ch

24h Service Center, +41 (0)848 824 812