

# Vitaly Bedarev

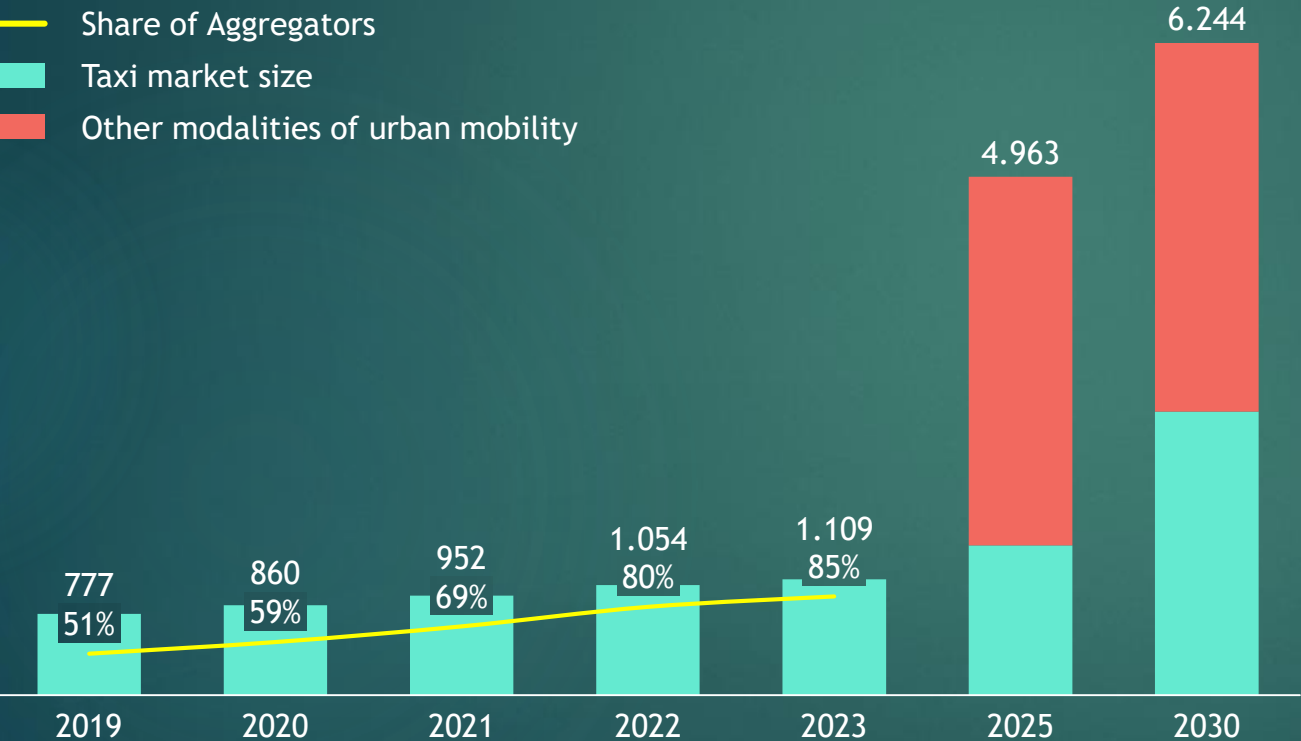
➤ Sberbank Analyst Day



# Taxi market is rapidly growing, three major trends will shape the market in short to long term



Russian urban mobility market size and share of aggregators, 2019-2023, %, bn RUR



## Major Market Trends

- Short term**  
Rapid market growth, expansion of online aggregators, especially in the regions
- Mid term**  
Multimodal products, market consolidation, improvements in profitability
- Long term**  
Integrated urban mobility systems  
Self-driving

Source: Consensus is based on analysis of UBS, Goldman Sachs, VTB Capital, Otkritie, RU Government analytics, Citymobil Management  
CITYMOBIL RESULTS

# Citymobil is well positioned to seize this growth due to three major competitive advantages



## Demand

Access to largest audience, both online and offline, given access to Sberbank and MRG



## Platform

Technological stack of Sberbank and MRG ecosystems



## Supply

Superior product offering to taxi fleet operators, including through access to Sberbank

Strong focus on drivers as well as customer care

# Eleven 1M+ cities launched YTD bringing population coverage of Citymobil to 38M



## Cities of Citymobil operation and launch plans



Source: Citymobil Management

CITYMOBIL RESULTS

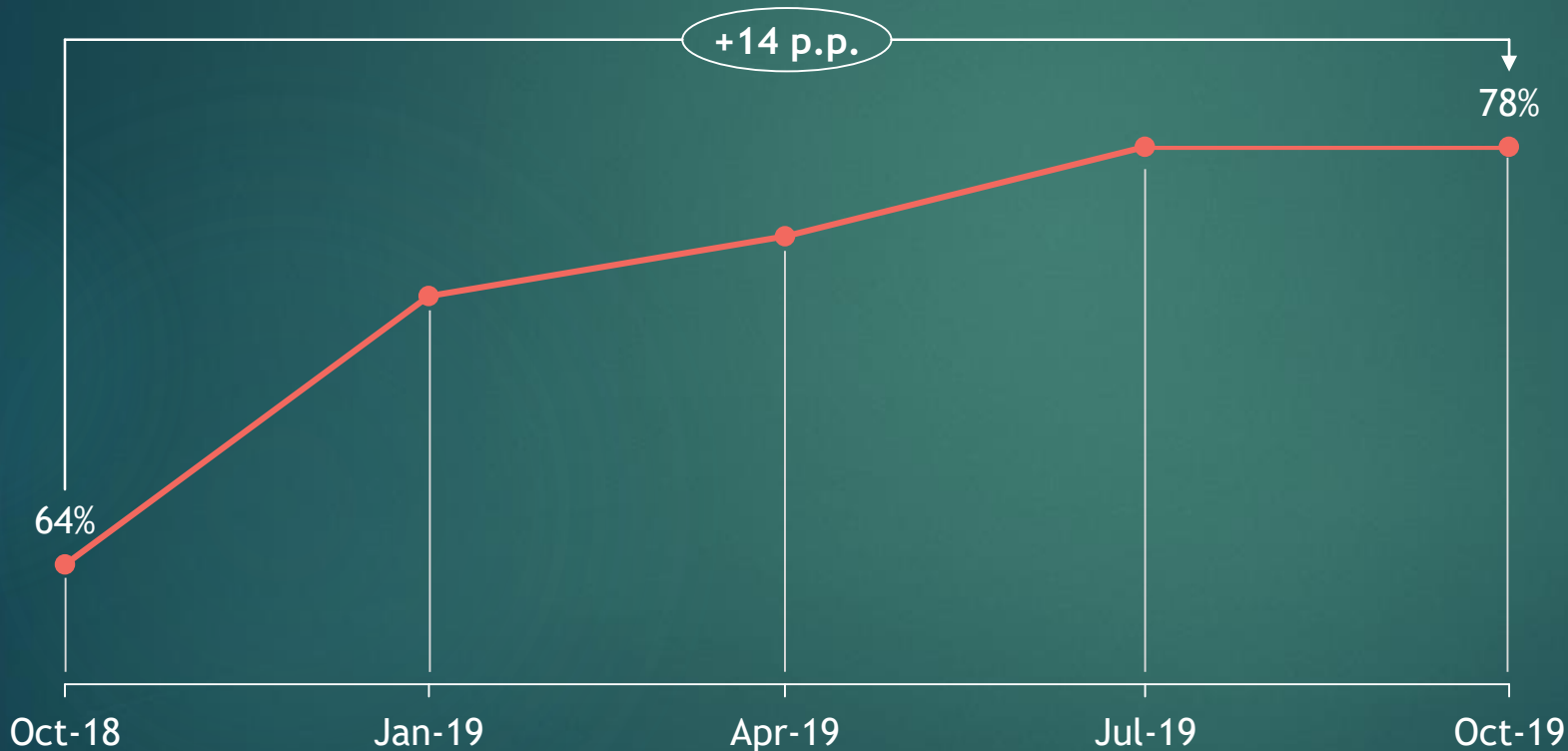
## Newly launched cities, 2019 (cumulative)



# In 2019 Citymobil became the 3<sup>rd</sup> best-known taxi brand in Moscow



Citymobil aided awareness in Moscow, October 2018-2019, %



Source: Numerical Research Adtracking (=1100), Ipsos, October 2019

CITYMOBIL RESULTS

Citymobil took the 3<sup>rd</sup> place taking over Gett



Yandex.Taxi



Uber



Citymobil



Gett



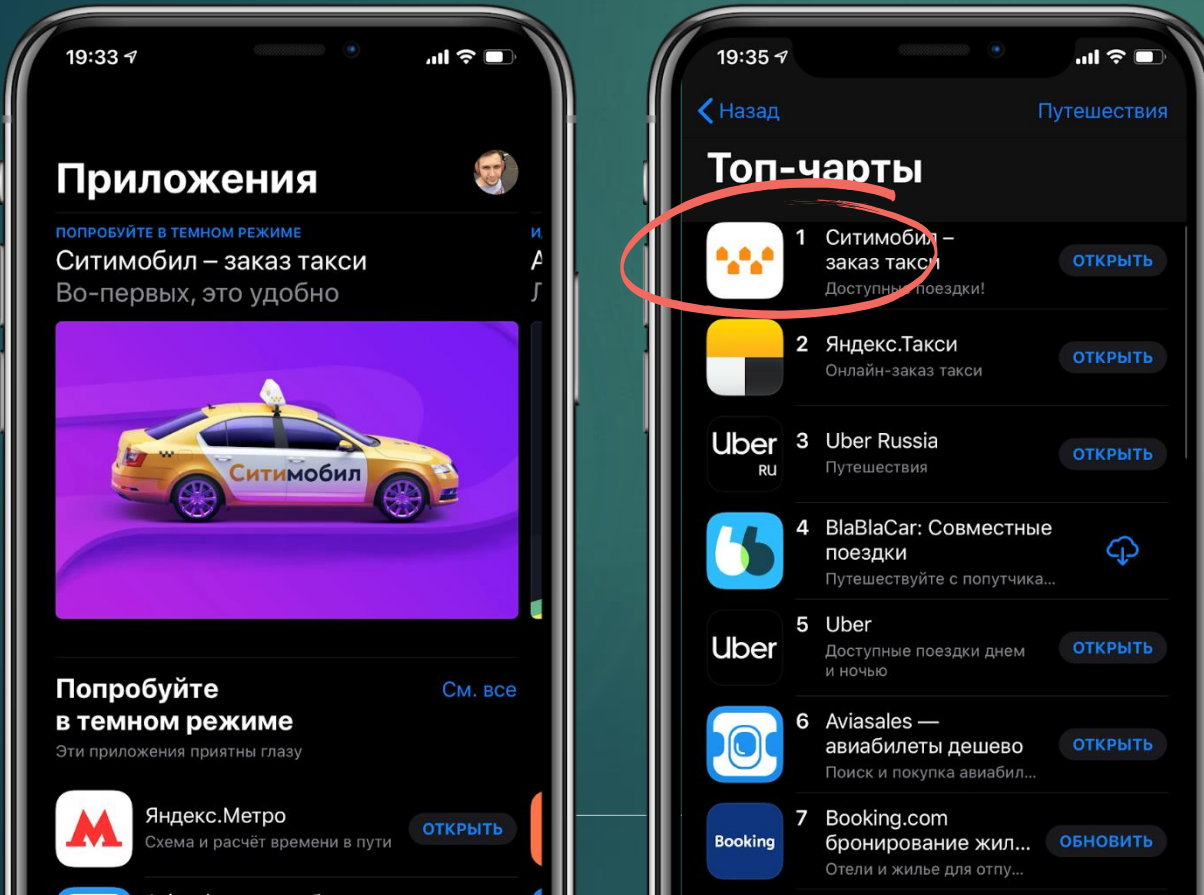


# Product went through major changes on rider as well as driver sides



In September 2019 Citymobil app was featured in App Store and took a lead in Travel Category

Selected examples of recent product updates:



## Passenger App:

- Smart Pick-ups
- Several ML-based solutions

## Driver Side:

- Photo control, in-app fueling

## Platform:

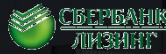
- Systems for fleet and city management
- Improved fraud detection
- Improvements in marketplace efficiency (pricing, dispatch)

# Synergies w/ Sber ecosystem in action (first early steps)



Projects in progress with Sberbank (much more to come)

## Sber Leasing



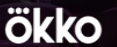
The first transaction in September.  
The product will be launched in 1Q 2020

## SBOL



Test promo was done in October, new ones are in pipeline

## OKKO



Several promos completed in October and November, another one is currently active

## Promos in Retail



Citymobil is actively promoted in Sberbank ATM since October

скидка 30% на пять первых поездок



## Sber ID

Здравствуйте, Джесси!

Вошли по Сбербанк ID

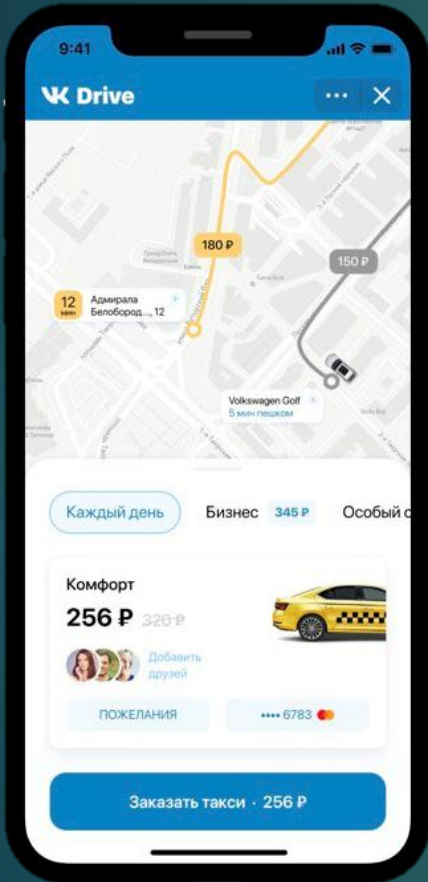
Sber ID was integrated into Citymobil App in November

## Spasibo



Over 20K Spasibo Citymobil Coupons were sold since September

# VK Taxi unlocks huge potential of the largest social network in Russia



«Ситимобил» запустил VK Taxi — приложение для заказа такси из «ВКонтакте» ✓

Оплатить такси можно по карте или с помощью VK Pay, не выходя из соцсети.

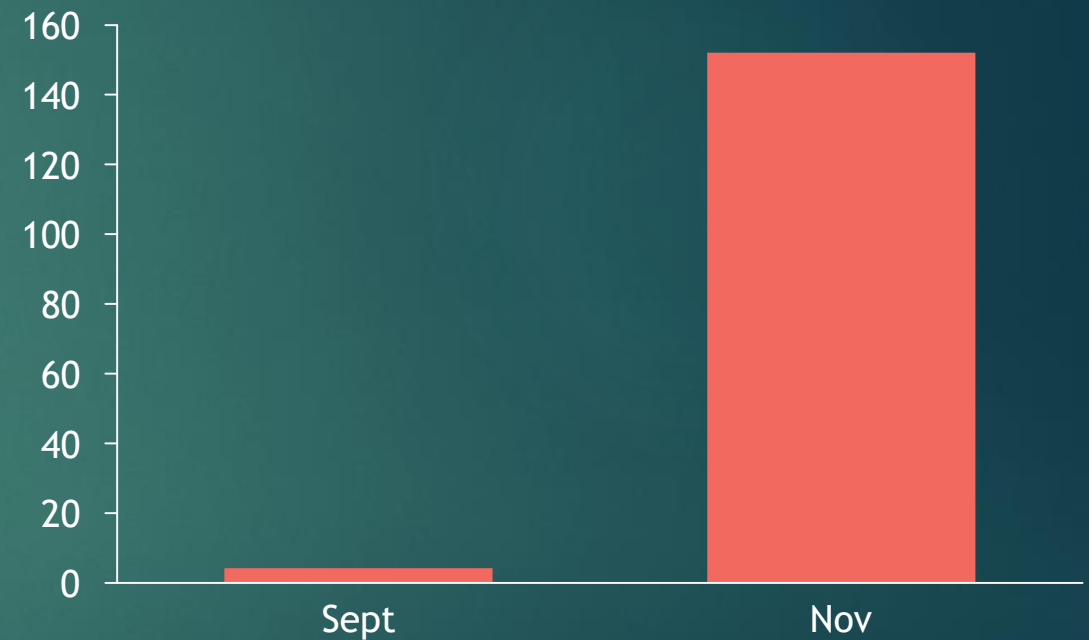
«Ситимобил» запустил сервис заказа такси внутри «ВКонтакте». Оплатить поездку можно через VK Pay ✓

Пользователи могут разделить стоимость поездки с друзьями из соцсети.

Ситимобил запускает такси во ВКонтакте на платформе VK Mini Apps

Один из ведущих агрегаторов такси Ситимобил запускает сервис заказа поездок ВКонтакте на базе платформы VK Mini Apps. Пользователи смогут вызвать и оплатить такси Ситимобил прямо в соцсети на любом устройстве. Принять участие в тестировании смогут жители Москвы, Самары, Тольятти и Ярославля.

Monthly rides with VK Taxi app, thousand



UX quality is at least as good as in the main app (conversions are equivalent)



# Citymobil is rapidly growing AND improving unit-economy at the same time



Citymobil Monthly Rides, 2019

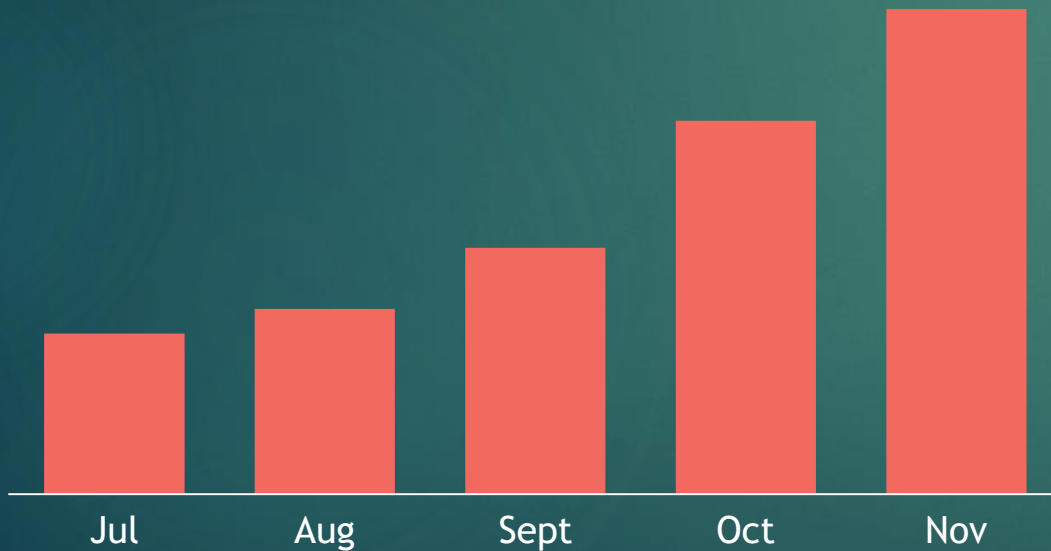
**>460K**

Rides daily in  
peak days

30% MoM

x3,5 YoY

>10M



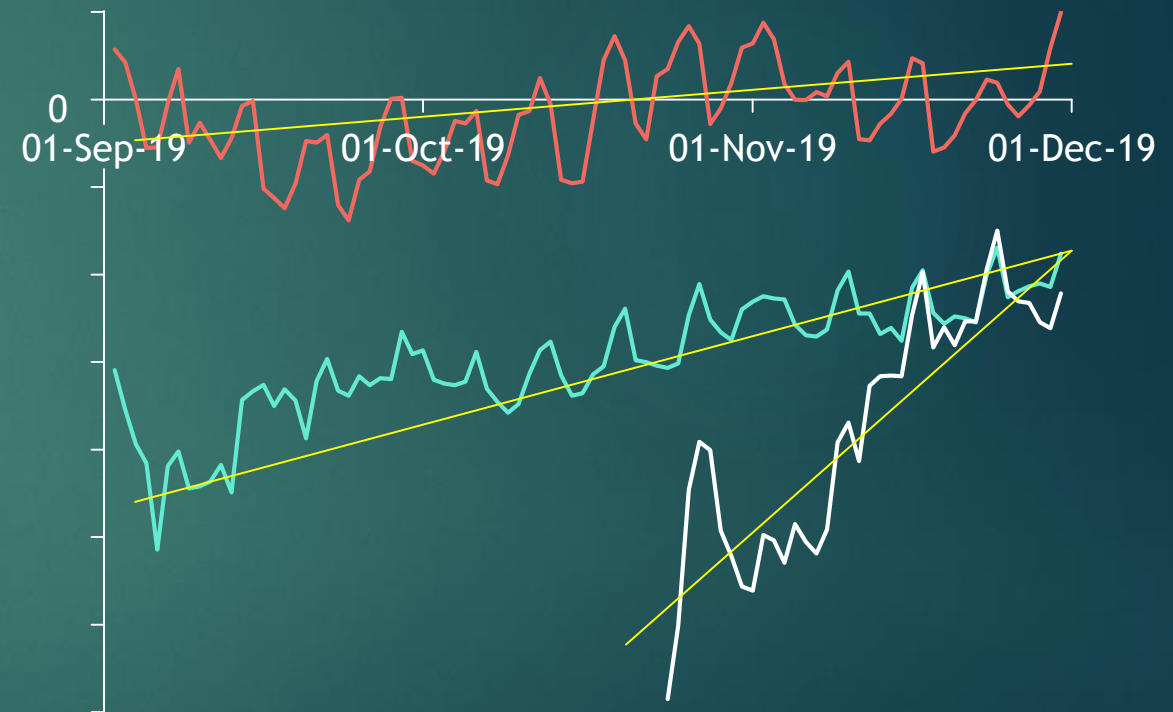
## CITYMOBIL RESULTS

\* Moscow, Moscow region, Yaroslavl

\*\* Kazan, Nizhny Novgorod, Novosibirsk, Perm, Samara, Tolyatti, Saratov, St Petersburg, Ulyanovsk

\*\*\* Yekaterinburg, Krasnodar, Krasnoyarsk, Omsk, Chelyabinsk

Citymobil Unit Economy by groups of cities



— Pre-2019 launches \*

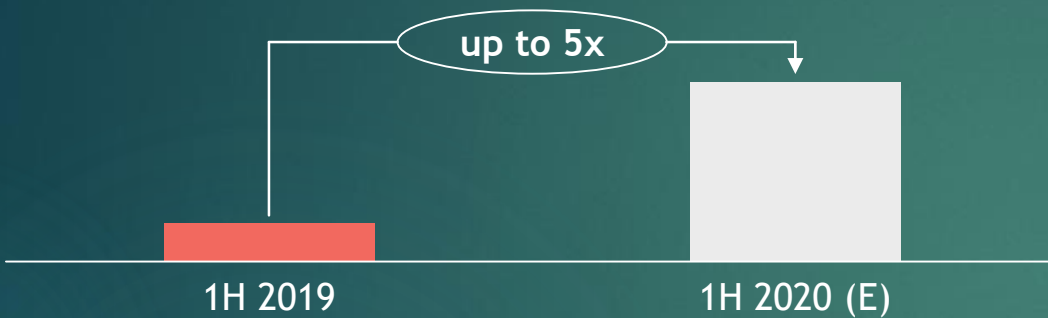
— 2019 launches (before Oct 15) \*\*

— 2019 launches (after Oct 15) \*\*\*

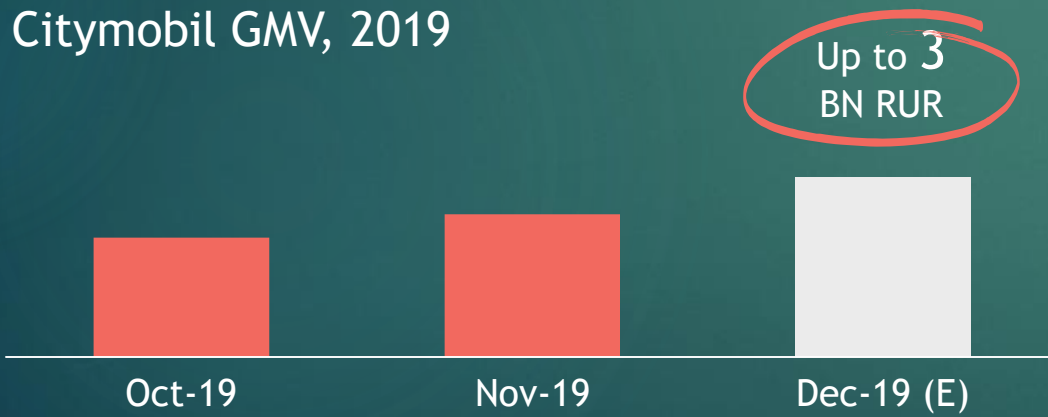
# In H1 2020 Citymobil will grow up to 5 times YoY with focus on 4 major drivers



Citymobil Planned number of Rides, 2019-2020



Citymobil GMV, 2019



Areas of focus 2020

- |                    |   |
|--------------------|---|
| Regional expansion | <ul style="list-style-type: none"><li>• Launch of Citymobil in all 1M+ cities</li><li>• Solid #2 player in most geographies</li></ul>   |
| Product            | <ul style="list-style-type: none"><li>• Core product improvements</li><li>• Eco-systems differentiators (e.g. VK Taxi, Sber products integration)</li></ul>                                 |
| Demand             | <ul style="list-style-type: none"><li>• Development of a strong federal brand</li><li>• Realization of ecosystem audiences potential</li></ul>  |
| Supply             | <ul style="list-style-type: none"><li>• Strong federal partner network (taxi fleets)</li><li>• Continuous push on driver friendliness</li><li>• Supply lock via leasing contracts</li></ul> |

# Q&A

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