

# AXON VIBE – DEVELOPS TECHNOLOGY TO UNDERSTAND CONTEXT IN A WORLD POWERED BY DATA



Axon Vibe's unique contextual platform leverages mobile sensor data and location analytics to understand and predict human behaviour and to deliver the right offer and message at the right time while maintaining users' privacy.

*Giving people moments to enjoy in their life, creating three more smiles a day.*

## Product

Axon Vibe builds mobile apps and SDKs that power existing apps of public transport operators (PTOs) to deliver highly personalized, contextual assistance. The technology allows PTOs and agencies around the globe to orchestrate their customers' door-to-door & multi-modal mobility. In Asia, Axon Vibe inked a partnership with SMRT (Singapore) to pilot Mobility-as-a-Service (MaaS) solutions and tap on the MaaS market, which is expected to grow to \$358bn by 2025.

Source: INSIGHT PARTNERS, Jul 18

## Multiple Applications

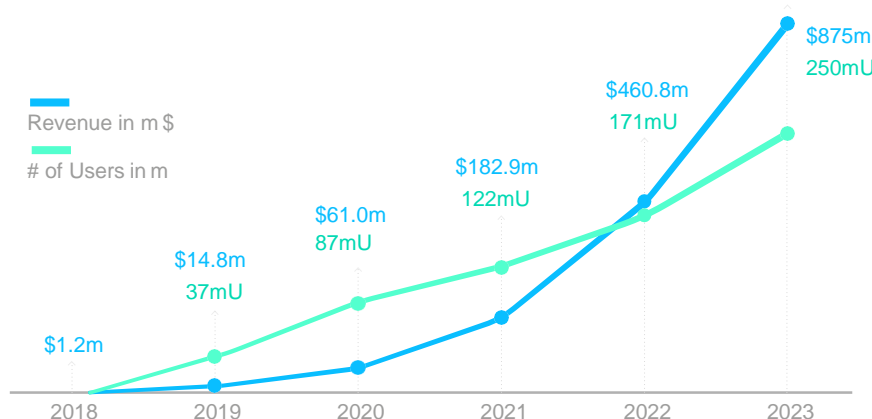
- **Smart Travel Assistant** – Personalized messages based on the customer's context – e.g. travel disruption alerts
- **Seamless Ticketing** – future-proof passive ticketing solutions e.g. pay-per-use ticket (be-in/be-out)
- **Ancillary revenue** – moments marketing of third-party services beyond transportation – usage-based insurance, accommodation, event tickets

## Global Network of Partners

Axon Vibe builds reach through partnerships – smart mobility and moments marketing offers are delivered to millions users worldwide



## Projected Growth



## Investment Highlights

### INVESTMENT OPPORTUNITY

- \$42m funding to-date
- Opportunity for up to **\$16m** investments to support operational ramp-up

AXON VIBE was founded by Swiss technology pioneers who sold their company Endoxon to Google

### Product's Unique Selling Points

- Detecting human behavior & moods
- Delivering highly personalized communication
- Privacy of Data

Team with 100+ highly qualified and passionate software engineers, data scientists, location analytics experts, psychologists and communication experts

Presence in Major Cities: Lucerne, London, New York, Hong Kong and Singapore

Press coverage:

**Forbes** **Gartner**  
**Intelligent Transport**

ISO/IEC 27001:2013 certified

Proud Member

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