Korea Shared E-scooter market and

Sejong smart City regulatory sandbox demonstration project

ALPACA

MAAS
Mobility as a Service

01/ **2021 Korea Shared E-scooter Market**

Number of operating unit

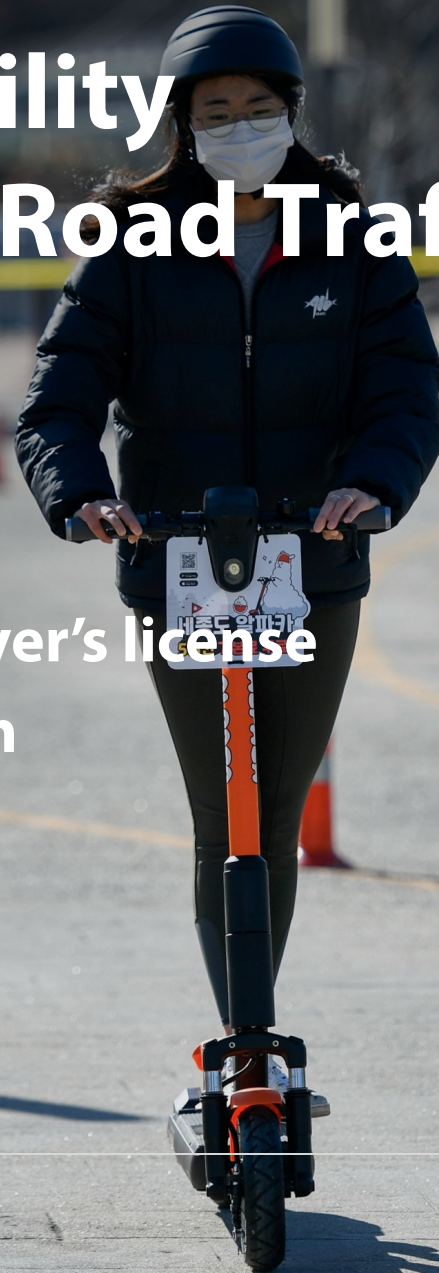# **100,000 unit(Estimated)**

Monthly users

1.59 million users(Estimated)

*Source : App Annie(USA 2.48m, Germany 1.34m, Sweden 0.98m, Norway 0.86m, Poland 0.68m)

02/ **Personal E-mobility Regulation and Road Traffic Act in Korea**

Riders must

- be at least 16 years of age

- hold at least a motorcycle driver's license

- use bicycle path, not foot path

- not drink and ride

- wear a helmet

02/ MAAS ASIA Instruction and History

2017

06 Established Mass Asia co.

11 Private bicycle sharing service agreement with Seoul

12 Launched bicycle sharing service 'S-Bike'

2018

02 Business agreement(MOU) with Seoul Metro

05 Selected Seoul Sharing business

12 Attracted investment (Bon Angels, TBT)

2019

04 Launched Sharing E-scooter service 'GOGO-SSING'

04 Business agreement(MOU) with 'GS-Retail'

04 Business agreement(MOU) with 'MESH KOREA'

05 Attracted investment (Bon Angels, TBT, DVP)

07 M&A deal with 'ALPACA'

11 Hwaseong Regulatory Sandbox Demonstration Project, Ministry of Commerce, Industry and Energy

* Closed business agreement(MOU) with 'Qingdao Energy'

2020

05 Launched the first franchisee in Jinju City

07 Rebranded 'ALPACA'

09 Launched Changwon, Cheongju, Ulsan, Andong, Yeongju, Suwon, Yongin

09 Business agreement(MOU) with 'Road Traffic Authority'

11 Sejong Smart city Regulatory Sandbox Demonstration Project, Ministry of Land, Infrastructure, and Transport

12 Launched Daejeon, Busan, Gumi, Chungju, Daegu, Jeonju, Seongnam, Osan, Pyeongtaek, Anseong

2021

06 Launched Busan Myongji, Gimhae, Ansan, Cheonan, Gwangyang

07 Developed 3rd-generation E-scooter and world's first All Solid-state battery pack (cooperated with Qingdao Energy China).

08 Established Maas Technology co. in China

04/ **Alpaca operation overview**

Accumulated users
900,000

Monthly users
200,000

Accumulated rides
5,000,000 Rides

Service locations
80 Cities

Number of operating units
10,000 Units

Number of franchisee
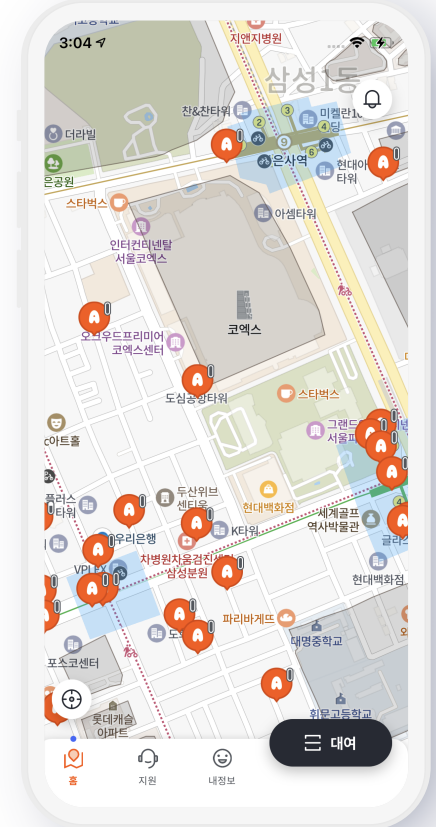**20** Partners

05/ **How to use Alpaca**

ALPACA

✓ **Sign Up,**

Install the app through Google Play or App Store,
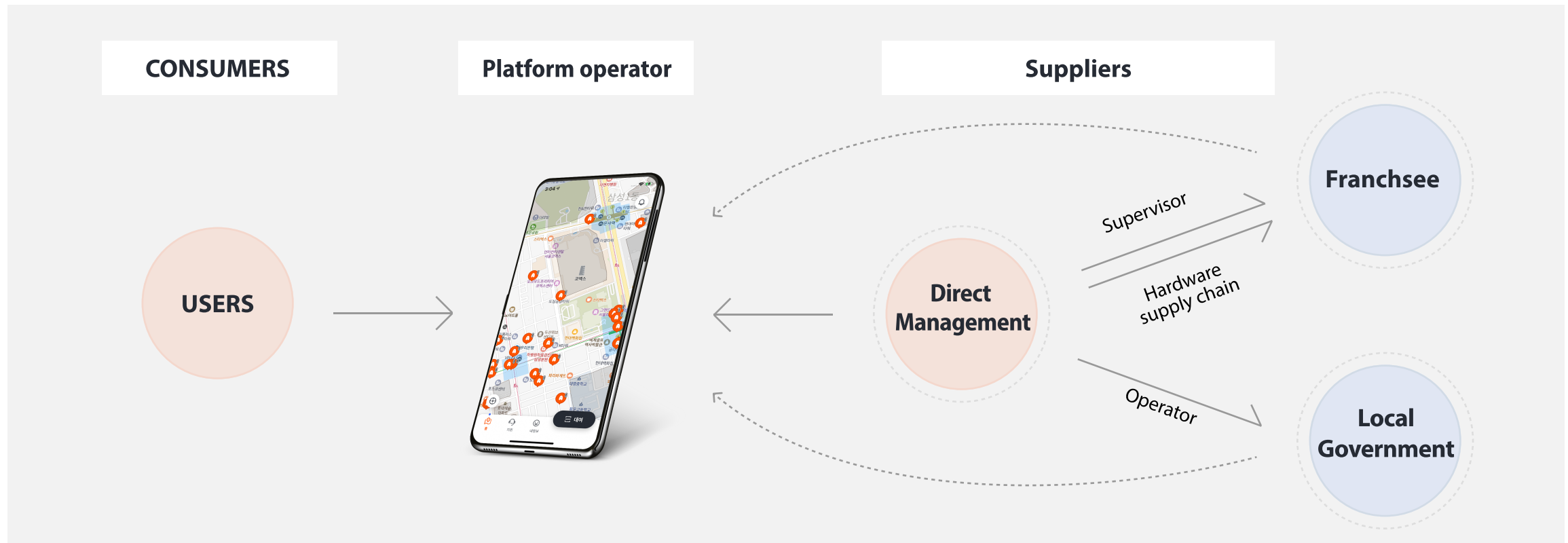Sign up and simply verify your identity.

✓ **Find,**

Add your debit or credit card,
Find your ALPACA nearby.

✓ **Ride,**

Scan the QR code or enter the serial number
To unlock the ALPACA and ride.

✓ **Return And Finish**
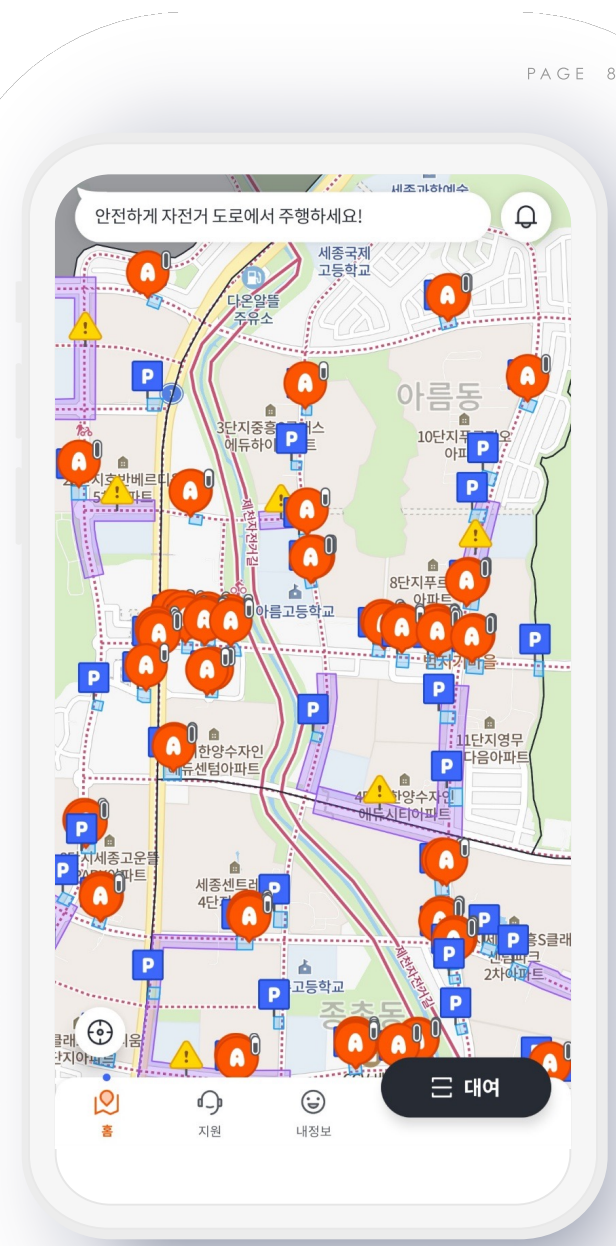
Park the ALPACA responsibly, Return with a parking photo.

06/ **How to operate Alpaca shared E-scooter service**

CONSUMERS

Platform operator

Suppliers

USERS

Direct Management

Supervisor

Hardware supply chain

Operator

Franchsee

Local Government

07/ **Sejong smart City regulatory sandbox demonstration project**

- **Period : 2020.12~2021.7**
- **Area : Sejong City's 1st living area**
- **Scale : 200 units of Alpaca shared e-scooter**
- **Goals : Establishment of personal mobility demand forecasting and placement recommendation service based on floating population**
- **Condition of Project**
  1. . Ride only on bicycle path
  2. . 20km/h speed limit, 10km/h speed limit in school zone
  3. . Park and dock only in 100 Parking zone

08/ **Sejong City PM Parking zone**

안전하게 자전거 도로에서 주행하세요!

홈   지원   내정보

대여

09/ **Project Result**

Using status

- Accumulated users : about 5,000 users
- Accumulated rides : 14,000 rides

Performance index

- Safety evaluation : 0 insurance claimed accident
- City aesthetic : 0 reports for abandoned E-scooter
- User satisfaction survey : 80%

* Inconvenience of parking zone system, service area extension request

Demand forecasting and placement recommendation

- 2,100 cases of E-scooter relocation through placement recommendation(Field operation through 14 cases demand forecasting per day)

MaaS

Mobility as a Service