

WherelsMyTransport secures £1.2m in seed funding, collects two international awards

- *Cape Town and London-based public transport data and technology company secures an additional £1.2 Million in its Seed Round*
- *Two prestigious awards received - the International Transport Forum “Promising Transport Innovation Award” and NewCities “Global Urban Innovators”.*

LONDON, 20 JUNE 2017. WherelsMyTransport, a public transport data and technology company originally founded in South Africa, has announced an investment of £1.2 million from the Global Innovation Fund (GIF), Goodwell Investments and Bombardier.

The investment has been secured as the company completes the digital mapping of informally run public transport in South Africa’s major metropolitan areas. All data is available on the WherelsMyTransport platform - an open API for emerging cities.

In recognition of these achievements, WherelsMyTransport has received the International Transport Forum “Promising Transport Innovation Award” and a place in the prestigious NewCities “Global Urban Innovators” initiative.

Public Transport Data in Emerging Cities

Speaking of the digital mapping of informally run public transport, Devin de Vries, co-founder and CEO of WherelsMyTransport, commented:

"Digitalised information enables individuals and organisations to improve access to mobility for millions of people. Completing the mapping of informally run networks in South Africa’s major metropolitan areas is a milestone for WherelsMyTransport. We invite partners to join us in utilising this data and initiating projects in other cities."

Data from the Gauteng city region launches on the WherelsMyTransport platform in August, joining Cape Town, East London, Durban, Port Elizabeth, and Bloemfontein.

Seed Investment of £1.2m

Returning investor Goodwell Investments is joined by Bombardier and lead investor Global Innovation Fund (GIF). Alix Zwane, Chief Executive Officer of GIF, commented:

"Poor mass transit disproportionately affects those living in the developing world, who either spend a greater portion of their income on motorised transport, or cannot afford to use it at all. GIF is proud to support WherelsMyTransport, whose open data platform

allows for more efficient planning and regulation of mass transit systems by local governments, and makes transport more accessible, efficient, and safe for the poor."

Jocelyn Cheng, Investment Director at GIF commented:

"WhereIsMyTransport's innovation seeks to address the widespread lost productivity which accompanies inefficient mass transit systems, and which disproportionately affects the global poor. We are thrilled to invest in an organisation with a demonstrated track record in South Africa, a strong technical team, and a real commitment to social impact."

Speaking of the funding round, de Vries said:

"We are delighted to welcome the Global Innovation Fund and Bombardier to the WhereIsMyTransport family. GIF's focus on social innovation aligns with our own vision. Bombardier's investment is evidence of the potential of our data and technologies in building the future of mobility, and the role of partnerships in making that happen. The continued support of Goodwell Investments is a vote of confidence in our vision."

International Recognition

The Promising Transport Innovation Award is offered by the International Transport Forum (ITF) - an intergovernmental organisation with 57 member countries. José Viegas, Secretary-General of ITF, said:

"WhereIsMyTransport is a ground-breaking project that shows the way to the 'infostructure' that will drive mobility in the future. Among the many transport-related Big Data projects, it stands out in that it considers informal transport, empowers user choice and encourages developing countries to start thinking about data collection and planning. WhereIsMyTransport has the potential for significant local impacts."

The Global Urban Innovators initiative, organised by non-profit NewCities, recognises organisations for their innovative use of technology in addressing urban challenges.

For more information about WhereIsMyTransport please visit:

<https://www.whereismytransport.com/>

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NOTES TO EDITORS:

About WhereIsMyTransport

WhereIsMyTransport is a public transport data and technology company. The company connects and collects data in emerging cities, unifying this information on its platform. Its products are used by cities to coordinate and monitor services, communicate directly with citizens, and to evaluate investment; by operators to integrate their systems and optimise service; and by passengers, who can access the platform through endpoints connected to the WhereIsMyTransport platform

WhereIsMyTransport primarily sells through channel partners and systems integrators including Microsoft, TomTom, T-Systems, and Aurecon. Product and data teams are based in Cape Town, where the company was founded, with growth teams in London.

About the investment

WhereIsMyTransport has secured an additional £1.2 Million in its Seed Round. The Round was led by Global Innovation Fund. Investment was also secured from returning investor Goodwell Investments and Bombardier.

About Global Innovation Fund

The Global Innovation Fund (GIF) is a non-profit innovation fund that invests in the piloting, rigorous testing, and scaling of innovations targeted at improving the lives of the poorest people in developing countries. GIF aims to support a portfolio of innovations that collectively open up opportunities and improve lives for millions of people across the developing world.

About Goodwell Investments

Goodwell Investments is a pioneering impact investment firm focused on financial inclusion, fintech and inclusive growth in sectors providing basic goods and services and income generation opportunities to the underserved in Africa and India. Through its teams in Cape Town, Nairobi, Accra and Lagos, the firm's new EUR 100m Africa fund provides early stage equity and hands-on support to high growth high impact businesses, with a focus on the digital economy. With a top quartile performance and a track record of more than 10 years, the firm demonstrates that it is possible to be commercially successful while having a significant impact at the same time.

About Bombardier

Bombardier is headquartered in Montréal, Canada, and is the world's leading manufacturer of planes and trains, with an extensive portfolio of mobility solutions.

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