



WhereIsMyTransport secures additional USD 1.85m funding

- Cape Town and London-based public transport data and technology company secures USD 1.85m as part of its Series A funding round
- Africa-focused mobility data platform goes global, adding first Indian, Southeast Asian, and Latin American cities

LONDON WhereIsMyTransport, a public transport data and technology company incorporated in the UK has announced an investment of USD 1.85 million from Liil Ventures and Goodwell Investments as part of its Series A funding round.

The investment has been secured as the company expands its digital mapping of formal and informally run public transport networks into new emerging markets, including its first data collection projects in India and Latin America. Data for more than 30 major cities in emerging markets are now available on the WhereIsMyTransport integrated mobility data platform - an open API for mobility data and commuter services.

With the expansion into the Latin American market - facilitated by lead Series A investor Liil Ventures - the company wrapped up 2018 with its biggest data collection project to date: collecting the world's most complete dataset for integrated formal and informal public transport in the Mexico City metropolitan area.

Series A Investment

Returning investor Goodwell Investments is joined by Liil Ventures, a Corporate Venture Capital fund in the mobility sector.

Speaking about the funding round, Devin de Vries, co-founder and CEO at WhereIsMyTransport commented:

“We are delighted to welcome Liil Ventures to our global team, alongside trusted partner Goodwell Investments. Liil is an investor experienced in our sector, and a loud advocate for our market-leading technology. Not only are we strategically aligned, Liil also brings significant go-to-market value in the Latin American market, and a complimentary portfolio including Cabify and What3Words.”

Nadim Matuk Villazón, Investment Principal/Managing Team at Liil Ventures commented:

“WhereIsMyTransport is a promising team of *Global Urban Innovators* that helps governments in emerging markets to improve public transport networks and invest in better mobility services for everyone. We are excited to join the team and keep supporting resilience in emerging cities around the globe with reliable mobility data and technology.”

Wim van der Beek, Founder & Managing Partner at Goodwell Investments commented:

“Poor mobility in emerging markets is a huge social issue that has been overlooked for years. WhereIsMyTransport’s data and technology has a direct and sustainable positive impact on the livelihood of hundreds of millions of excluded households in these markets. WhereIsMyTransport and its solutions are perfectly aligned with our investment strategy, and we are thrilled to continue to support the company and its mission for social change.”

Award-Winning Innovation

In recognition of its achievements in Africa and further afield, WhereIsMyTransport recently received an award for Innovation and Service Transformation from the State Information Technology Agency (SITA) and an award for Outstanding Achievement in Transport Innovation from the Intelligent Transport Society.

The award for Outstanding Achievement, from the Intelligent Transport Society (ITS), is given to transport organisations improving operational efficiency, reducing carbon emissions and making transport systems more accessible. ITS is an organisation with a strategic aim in promoting the deployment of technology-driven transport solutions into Government. They work with the private and public sector to facilitate the creation of smart mobility solutions.

The award for Innovation and Service Transformation recognises startups that have used technology to improve the public transport service delivery to citizens. SITA is an organisation that leverages Information Technology as a strategic resource for government, managing the IT procurement and delivery process to ensure that the

South African government gets value for money, increased productivity; qualitative solutions, services and products.

For more information about WhereIsMyTransport: 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, integrating this information on its open data 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 apps and endpoints connected to the WhereIsMyTransport platform. Product and data teams are based in Cape Town and London, with market development teams in India and Latin America.

About the investment

WhereIsMyTransport has secured an additional USD 1.85m as part of its Series A Round. The round is led by Liil Ventures and includes returning investor Goodwell Investments.

About Liil Ventures

Liil Ventures is a Corporate Venture Capital (CVC) fund in the mobility sector. They provide strategic support and transportation intelligence to help build ventures faster, broader and more successful. The company's mission is to maintain and improve the quality of life in densely populated urban settings and secure a better future for all their citizens through mobility. They bring a wide knowledge base and group of expert collaborators and a wealth of industry networks to start-ups.

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.

Press Contact

Julian Hirst, Managing Director | julian@whereismytransport.com