



Nobina establishes innovation company for shared mobility

Nobina is establishing its own innovation company, Nobina Technology, to develop more and improved shared mobility services for the benefit of travellers using public transport. This reflects Nobina's ambition to increase mobility in society.

"We've been active in developing technology-based shared mobility services for many years. In establishing Nobina Technology, we are creating a competence centre and an innovation hub for leveraging commercial opportunities within technology, innovation and service in the public transport market," says Ragnar Norbäck, CEO of Nobina AB.

Nobina currently provides shared mobility services for travellers; for example, it owns the largest travel planning app in Sweden with 600,000 active users. Through the implementation of its EBSF-based IT communication platform, Nobina also leads in providing Public Transport Authorities and travellers with easy-to-use, cost-efficient services such as infotainment, ticketing and on board Wi-Fi.

Nobina Technology, which is chaired by Henrik Dagnäs, will work closely with other companies in the Nobina Group and with leading technology partners, PTAs and travellers in the development of shared mobility services. The company is headed by Marcel Kroeze, who has a broad international track record in realizing new commercial opportunities at the intersection of technology and transportation.

"I'm very pleased to have been given the opportunity to help Nobina strengthen its position and create value for its stakeholders. Our goal is, together with partners, to develop and deliver attractive solutions and improve access to public transport. Already today we are a strategic partner in the development of shared mobility services, and we expect to be able to announce more co-operation projects in the near future", says Marcel Kroeze, Head of Nobina Technology.

For more information, please contact:

Maryam Yazdanfar, Head of Public Affairs and Communication, Nobina Sverige AB, telephone 070-187 2842

Ingrid Håkanson, IR-manager Nobina AB, telephone 08-410 650 51

Stina Thorman, acting Head of Investor Relations Nobina AB, telephone 08-410 650 71

About Nobina

Nobina is the largest and most experienced public bus transport service provider in the Nordic region. The Company's expertise in prospecting, tendering and active management of public bus transport contracts in combination with long-term delivery quality makes Nobina an industry leader in terms of profitability, development and initiatives that promote a healthier industry. Every day, Nobina ensures that more than one million people arrive at work, school or other activities by delivering contracted public bus transport services in Sweden, Norway, Finland and Denmark. In addition, Nobina offers express bus services under the Svebus brand in the Swedish market. The Company has approximately 7,600 full-time equivalent employees and is headquartered in Stockholm. For more information, visit: www.nobina.com

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