





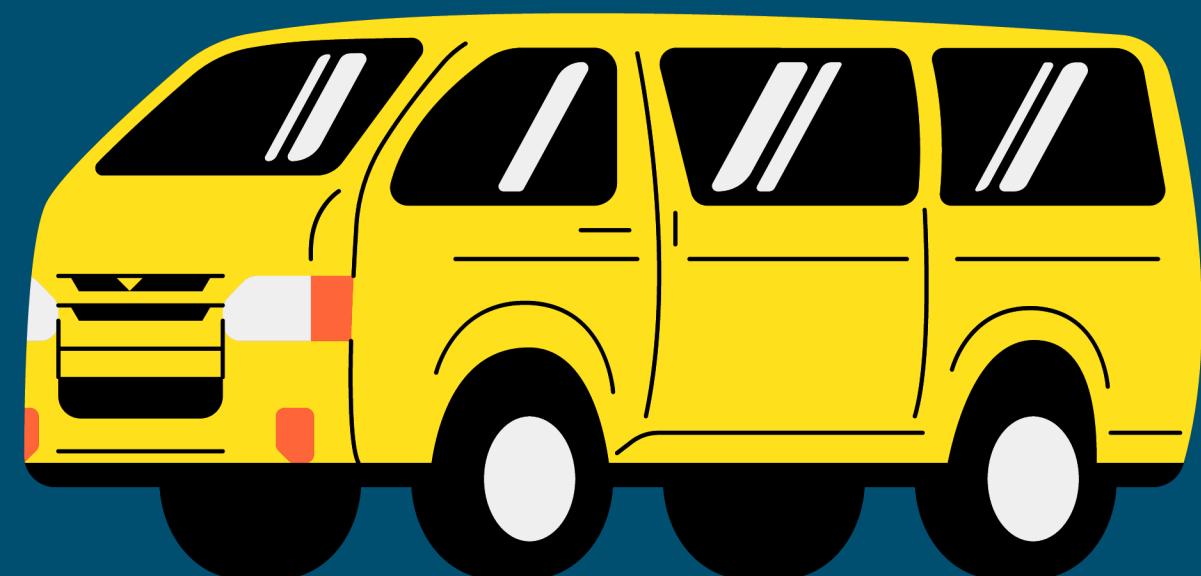
Introduction

The Transport
Challenge In Africa

Safety risks, theft, inefficiency,
tourist inconvenience.

Fragmented systems: e-hailing vs
public transit not integrated.

Cash dependency in public
transport (taxis, buses, trains).



WHAT IS MORE MOVE?



Unified Mobility

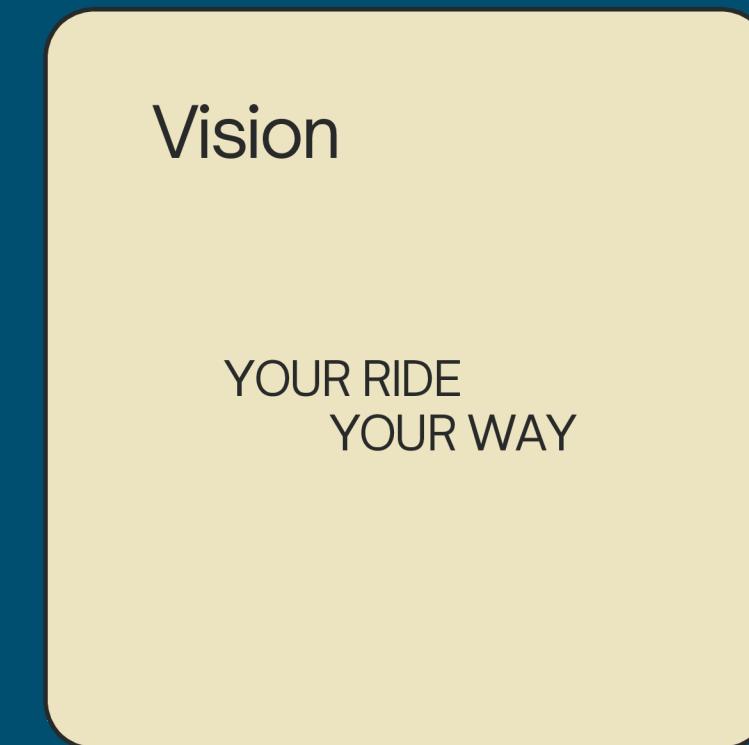
MORE MOVE offers unity in the transport industry across Africa. As founders, we believe that public transport should not be a hustle to use. With MORE MOVE, we turn the hustle into a lifestyle in a way that is convenient for the merchant and the user.

Vision

YOUR RIDE
YOUR WAY

Integration

MORE MOVE integrates e-hailing, public transport and secure MoMo payments. Users could hail a taxi, book a bus or reserve a train seat all in one place, paying securely with MoMo.



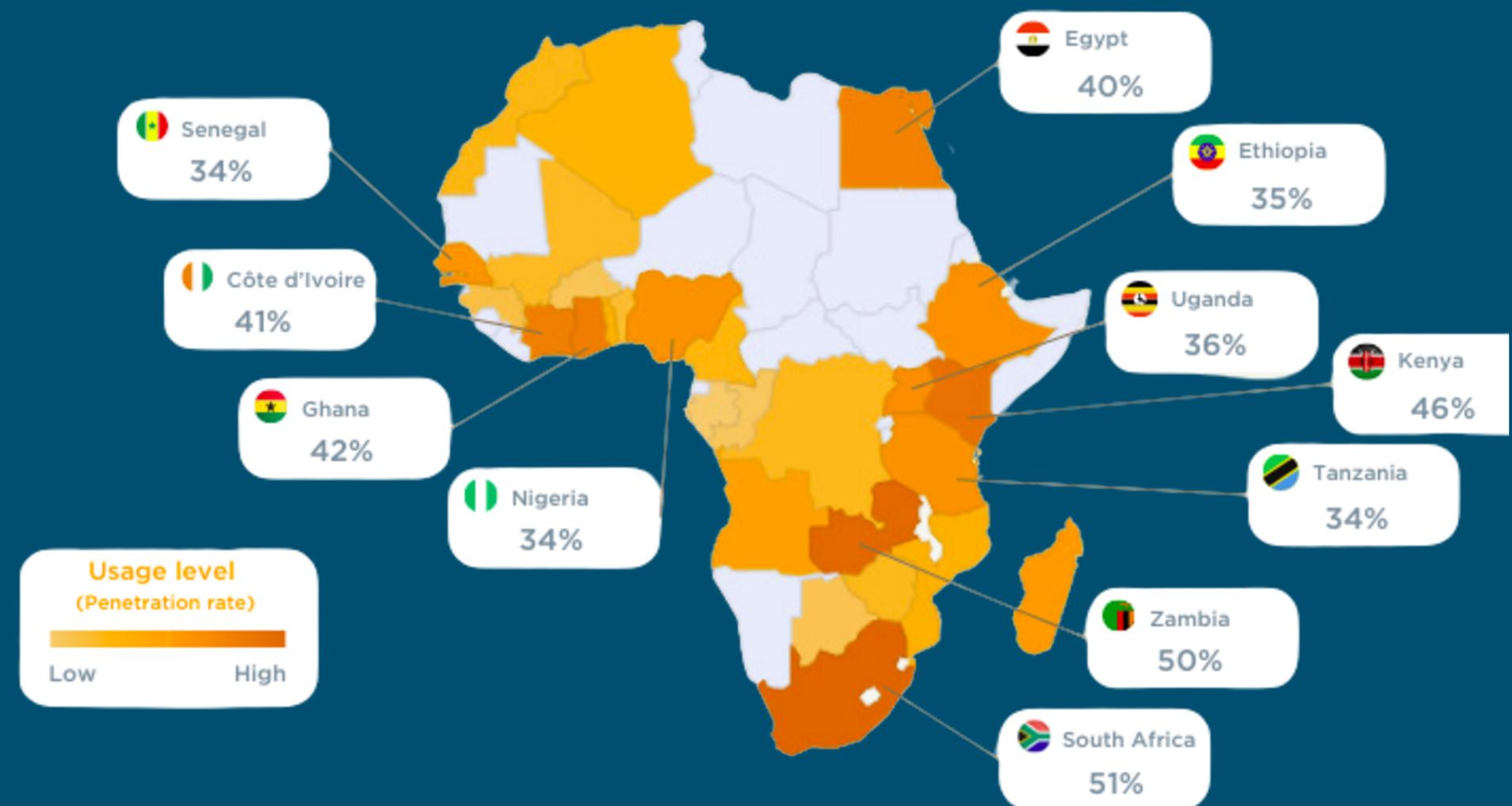
E-HAILING LANDSCAPE IN AFRICA



Based on a consumer survey conducted online from January to June 2024, involving over 35,000 respondents across 28 African countries, approximately one-third of Africa's population (30%) has recently used a ride-hailing app (within the last 4 weeks). The highest adoption rates were observed in South Africa (51%), Zambia (50%), Kenya (46%) and Ghana (42%).

UBER, BOLT, YANGO,
inDrive, SafeBoda Gozem

Ride-hailing industry value:
\$2.85B (2024) → \$4.28B by 2032



Public Transport & Payment Systems

Dominance

Dominated by minibuses, taxis and e-hailing



Cash

Most public transport remains cash driven (70-85% of trips)

Problems

fare evasion, fraud, inefficiency, and no interoperability.



Mobile Money Growth In Africa

Massive Adoption Across The Continent

- Over 70% of adults in Sub-Saharan Africa use mobile money or mobile banking services.
- Services like MTN MoMo, M-Pesa, Airtel Money, and Orange Money dominate the digital payments landscape.
- In many African countries, mobile money penetration outpaces traditional banking, making it the default financial system.

MTN MoMo As A Leading Example

- 69 million active users across 17 countries.
- Processed over \$221 billion in 2022 alone.
- Supports a wide range of services: peer-to-peer transfers, bill payments, school fees, microloans, and transport payments.
- MTN MoMo's open API has enabled startups to innovate in fintech, including ride-hailing and ticketing services.

Strategic Fit For More Move

- By building on MoMo's trusted platform, More Move can immediately plug into an existing, large user base.
- Leverages MTN's partnerships with banks, fintechs, and governments.
- Offers a pan-African payment solution that scales across borders without needing to reinvent infrastructure



How It Works

One App For All Mobility

Easy booking

- Users access taxis, buses, and trains in a single platform.
- Unified booking interface replaces multiple apps, cards, and paper tickets.
- Provides real-time schedules, routes, and fare comparison.

Seamless MoMo Payment

Transparency

- All fares are paid digitally through MTN MoMo (with support for other wallets).
- Cashless, secure, and instant transactions for riders and operators.
- Option for tourists and non-MoMo users to pay via card or linked bank account.

Smart Ticketing & Verification

On-time guarantee

- Digital tickets (QR codes / e-tickets) replace bus/train tags and paper slips.
- Conductors and drivers scan or verify tickets via the app.
- System automatically records ridership and revenue, boosting accountability.

Offline & Inclusive Access

Easy booking

- Works even without smartphones or internet.
- USSD/SMS options for booking and paying with feature phones.
- Local agents/shops can assist passengers with top-ups and bookings.



CASE STUDIES & INSPIRATION

Rwanda – Tap&Go (Bus Smart Cards)

Nigeria – Cowry Card (BRT & Public Transit)

Tanzania – Safari Tiketi (Unified E-Ticketing System, 2025)

Ride-Hailing Giants (Uber, Bolt, Yango, inDrive)



Economic & Social Impact

Financial Inclusion &
Digitization

Revenue transparency and
Governance

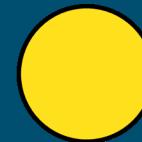
Boost For Tourism And International Travel

Holiday & Seasonal Discounts





Ready To Move
Smarter?





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THANK YOU



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