

## Corporate Profile



**CIDADES  
CONECTADAS,  
INCLUSIVAS  
E SUSTENTÁVEIS**



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Legal Nature: Private Company  
Scope of action: RS | Brazil  
Sector of activity: Transportation

## **SIGA MOBILIDADE**

*“Transforming travel into a more human and efficient experiences.”*

When we began our journey in December 2014, the transformation scenario in the mobility segment in South Brazil was still unclear. The opportunities at the time were limited to cities discovering a new source of revenue with “blue zone” type rotating parking lots, or to operations in the private parking segment. Giants such as Estapar and Indigo were competing hand-in-hand for prime areas to begin new operations. At that time, Uber was an expectation just coming to fruition. No one imagined that ride-hailing would force the government to redefine concepts in the urban mobility segment.

There was an ecosystem of companies and businesses that had been consolidated for decades, but were unwilling to offer differentiators and update themselves in the face of the transformations that were to come. A little over two years later, in 2017, even the aforementioned giants Estapar and Indigo had to review their operating models, as transportation, via apps became an irrevocable reality. Delivery services such as Rappi and IFood took advantage of the digitalization of mobility and created million-dollar empires, redefining concepts in food delivery and logistics. Public transportation, being the weakest link in the entire ecosystem, was irrevocably affected by the new era.

In other words, the era of sharing, the digitalization of operations and the rapid cultural change accelerated by the current generation are changing the format of mobility in large urban centers. The business models that existed until now are obsolete and will have to reinvent themselves, adapting to the new urban mobility and everything that it is transforming. This is our current environment.

The much-vaunted mobility of individual vehicles will only be viable due to innovation in solutions for occupying urban spaces available in cities, aiming to improve the use of these areas, offering services in synergy with the needs of customers, grouping the development of other segments within the same space, aiming to mitigate the environmental, social and economic costs resulting from the movement of people, with the integration of various mobility modes and services in synergy. Having the freedom to choose the most appropriate means of transport for commuting makes a big difference in people's daily lives, especially at a time when urban mobility is gaining new transport options that are emerging every day. But we need to go further, and governments already know this.

From now on, the issue of urban mobility will be present in society, which will need to consider the new pieces on the board, generating countless new opportunities. Considering that the public solutions proposed successfully tend to multiply in several cities. Mobility infrastructure, digital payment methods, integration of modes, and the post-pandemic home office culture all affect and will be part of the new mobility. Get ready for the transformation! As a new company in the segment, it was not difficult to realize that repeating existing models would get us nowhere. Indeed, living during a time of societal innovations, communications realignment, transformations of the climate effects, and a redefinition of the mobility matrix drove us to focus on new solutions, applicable on a large scale. These solutions met the demands of people and public policies. Furthermore, adopting a conventional revenue matrix could represent a resounding failure, as it would be repeating the formula of those who were already rowing without strength. In other words, we would either start to create innovative concepts, or we would take the course of the waters, heading towards the precipice. Thus, innovation would have to be integrated completely.

That's what we did, "innovate." This goal has been with us throughout our journey, and we stopped looking at the branch and started looking at our tree in preparation for seeing the forest as a whole, in a world where there are many trees. We sought to understand the transformation in a more comprehensive way, relative to the generational shock we have experienced, seeking to understand the consumption matrix and the preferences of a new generation of consumers.

That's how we started to think about and design a new urban mobility proposal that would meet current conditions but would be sustainable over time, both as a business model and as a scaled-up expansion. Obviously, the project wasn't ready on the first day, but we gradually developed and perfected a new format, testing our own operations and implementing isolated ideas to measure results. With each new project, a new scope was added, and we began to develop a border business model.

We have our origins in the project and new business consulting segment, and our focus has never been to implement and expand the operational model we have developed, but to cede our position to a player who intends to take this format forward, using our concept, the cases we have implemented as market experience, and our intellectual capital. After all, it is necessary, indicated and suitable to have the ideal partner for this major project, presenting a minimally tested model, what is now commonly called MVP (Minimum Viable Product) instead of just a conceptual idea.

The following pages of this material will demonstrate in a very didactic way our perspective multi-segment operation. Today, in view of the upcoming scenario, we have a tested and certified company project that meets the necessary conditions for largescale implementation. The material will present a case study developed for the city of Porto Alegre, delivering a Valuation study on this format, with data on projected financial results. This is a model that can be fully replicated in other cities that, we believe, will adopt the model. Approaching the material with two distinct projects - but within the same segment - aims to demonstrate the company's versatility in specific markets, generating value and competitive advantage. Enjoy reading!

## **A MIX OF EXCLUSIVE SERVICES, AN INNOVATIVE CONCEPTS!**

Our urban mobility format: Mobility Hubs are a new and continuous experience, based on infrastructure, urban design, mobility services and user convenience. All connected by an online platform.



- Urban mobility: parking, bike sharing, car sharing, bike racks
- Space rental: self-storage
- Convenience stores: hub café and Siga + Health
- Logistics for e-commerce: pick up points (withdrawal points)
- Digital platform: apps for accessing services
- Custom projects: structures for OOH Out-of-Home media

## **USABILITY, MOBILITY, CONVENIENCE.**

Ample parking space with an integrated mobility modal, and convenience operations for citizens. A unique structure format in Brazil, redefining the concept and use of public spaces intended for mobility. This concept can be replicated in several cities, which can transform the project into a highly profitable business.

## PUBLIC AND PRIVATE PARKING

Much more than parking management! With this concept, we have redefined the sector's operations and brought a cutting edge approach not seen before in Brazil. We apply a scope of work that has always sought to value people, using operations as spaces for social interaction.



**VAGAS**

- » MANOBRISTA
- » SUPERVISOR
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**SIGA**  
MOBILIDADE

## WHAT WE DO & HAVE DONE

### Parking Operations:

Our operational background includes the management of public and private parking lots of all sizes, which has given us know-how and visibility for the SIGA Mobilidade brand.

### Technology and Versatility

We operate in automated and assisted operations, with and without access control by electronic barriers. Our operations included vehicle identification technology using Optical Character Recognition (OCR) cameras.

### OOH Media Exploration

We introduced Trade Marketing Merchandising operations to the market in mobility spaces, taking advantage of a segment that is growing rapidly OOH outlets and venues.

## INTANGIBLE ASSETS

The business model developed by SIGA Mobilidade is suitable for use in public spaces, as it is perfectly aligned with urban mobility policies and services to citizens. To access these opportunities, the entrepreneur must have a reputation, track record, and technical expertise, factors that make up our intellectual heritage.

## OUR CAPITAL

**Business Legacy:** We have created a different way of thinking and conducting mobility, with unprecedented models, multi-segmented operations with a proven track record.

**Technical Capacity Certificates:** Our work with the Public Authorities has given us a competitive, indispensable, innovative TECHNICAL COLLECTION for participating in tenders.

**Brand Positioning:** In a short space of time, we established our name in Brazil as an innovative mobility brand, with vast business alternatives.

**Institutional Capital:** As a result of industry specific research relevant with the universities, corporations and the public sector, we have built recognition and trust in our work.

**Regulatory Suitability:** We meet the necessary requirements to propose and compete for new public business, with a proven reputation and certificates.



## SEGMENT EXPANSION HAS LEGAL BASIS

The law requires all Brazilian cities with more than 20,000 inhabitants to develop a transportation and traffic plan, renamed the Mobility Master Plan. This concept contains four structural vertices of the policy developed by the agency: social inclusion, environmental sustainability, participatory management and the democratization of public space. In other words, since 2012, there has been a basis for municipalities to implement urban mobility policy management instruments. Among the various experiments that have been carried out in Brazil, some create temporary restrictions on the circulation of vehicles - for example, trucks in central areas - others divide and charge for the use of public space, and there are those that aim to reduce demand in a structural way, with the rotation of license plates authorized to circulate in central areas, well implemented in the city of São Paulo. Let us look at some policies that are already a reality in the main discussions on mobility.

## PROJECT STRUCTURE

Each project, a format. Each city, a story. This is how we can make the most of each implementation, getting the most out of each location and respecting the social, political and legal context of the city. And that is why the structuring and development of this size is done by a multidisciplinary team, which pays attention to detail from the very first documents. The integration of multimodal transportation lines connections modes of transport systems connecting passenger trains, buses, vans, personal transport vehicles, manual and motorized bicycles, and long or short-haul trucks through efficient intermodal terminals for passengers and cargo creating a cohesive and comprehensive transport network for passengers and cargo movement.

## IDEAL FORMAT

### Mobility Equipment

Even though not all the planned equipment is revenue generating (details in Valuation), the Hub concept for Porto Alegre's Airport Salgado Filho and the proposed Canela International airport must contain: parking, bike sharing, bike racks, car sharing, conveniences in mobility.

### Space Rental (Stores)

To complement people's user experience, it is essential to offer physical structures (stores) with operations focused on the Hub's location region. Cafés, Laundries, Logistics Points, Pharmacies, among other possibilities.

### OOH Media Exploration

The operation of Mobility Hubs is a natural generator of (OOH) media. Therefore, not including an innovative and successful concept in this project would be a mistake. Furthermore, this topic represents considerable revenue in the total result of the operations.



**SIGA Mobilidade Urbana** is much more than a transportation company — it is an agent of transformation in the urban dynamics of cities. Acting responsibly, innovatively and with a focus on people, Siga aims to improve the quality of life of the population through mobility solutions that promote integration, accessibility and sustainability.

Urban mobility is one of the fundamental pillars for the development of any city. An efficient transportation system has a direct impact on the local economy, social inclusion and the well-being of citizens. Siga understands this responsibility and works daily to offer modern, safe and punctual services, connecting people to their destinations with greater agility and comfort.

By constantly investing in technology, professional training and fleet renewal, SIGA contributes to reducing traffic, pollutant emissions and travel times, making cities smarter and more sustainable. In addition, the company values active community listening and collaboration with government agencies to build solutions that meet the real needs of the population.

More than just transporting, Siga is committed to making the city transportation requirements happen, creating paths towards a more connected and accessible future for everyone.

## **JOINT VENTURES & BUSINESS RELATIONS**

Over the past 14 years, Siga, through its founder, has established several strategic partnerships at a national level for the modeling of PPPs (Public-Private Partnerships), and at an international level with joint ventures in the infrastructure development, supply chain, and technology innovation sectors. One of the first international alliances was initiated with CGLA Infrastructure, one of the largest infrastructure forums, where Siga's founder is an associate director for South Brazil. (GROTTO) It is the sustainable Green Renewable Oceanic Technology Transfer Outpost, which connects the advertising, public relations, import/export supply chain elements to building sustainable ecosystems transportation infrastructure. CarbonSat, Easy Carbon, and Safe Carbon, in terms of carbon credits, are the amalgamation of technological innovations for identifying, measuring, and verifying carbon credit usage. This will be implemented for the infrastructure developments and global certification of carbon credits throughout Siga's international partnerships. We are integrating and expanding these partnerships for the development of trains, airports, and seaports being established in Rio Grande do Sul, Brazil.

The primary project is focused on development of the Serra Gaúcha Regional Train, that will connect the Serra Gaúcha industry sectors producers with the planned; Canela International Airport, the 100-hectare Logistics Hub adjacent to the airport, the Formula 1 complex in São Francisco de Paula, and eventually with the seaport at Porto Meridional in Arroio do Sal connecting with Rumo Logística in Vacaria.

