



Paving The Way For A Smart & Green Future Of Transportation

Sustainability Impact Report 2022



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Foreword

We are delighted to present Zeelo's Sustainable Impact Report, "Paving the Way for a Smart & Green Future of Transportation". This report is a testament to Zeelo's unwavering commitment to sustainability, as we strive to build a brighter future for our communities, our planet, and our business.

The last few years have been incredibly challenging for many of us, as we've grappled with the devastating impacts of the climate crisis, rising costs of living, and an increasingly unstable economic landscape. We recognize that we all have a role to play in creating a more sustainable and equitable future, and we are proud to say that Zeelo is playing its part.

The transportation sector itself is on the verge of a technological revolution, driven by a variety of new technologies that provide the necessary functions for advancing consumer satisfaction. These new innovations include real-time communication between passengers and transport providers, machine learning and smart algorithms that process data quickly with automated functions.

Our commitment to sustainability is a core value that we hold dear at Zeelo, and we're constantly striving to improve the environmental impact of our services. From optimising our routes to reducing emissions, to adopting electric or hybrid vehicles where possible, we're always looking for ways to minimise our carbon footprint. With our innovative tech-enabled platforms, we're also able to connect real people with efficient and reliable transportation solutions that help to reduce carbon emissions.

But our sustainability efforts extend beyond the environment. We also prioritize social mobility, ensuring that all stakeholders in our ecosystem are treated fairly and equitably. This includes our drivers, operator partners, clients, and our riders. We believe that by creating a sustainable and supportive platform for all, we can build a better future of transportation for everyone:

For our riders, we provide an affordable, convenient, and eco-friendly alternative to traditional transportation options, reducing their carbon footprint, helping them save money and connecting them to wider job markets and education prospects.

For our clients, we offer customised, sustainable transportation solutions that lower their costs, reduce their environmental impact, and enhance their reputation as socially responsible organizations.

For our drivers and operator partners, we provide fair, flexible, and sustainable income opportunities, enabling them to support themselves and their families while contributing to a greener future for all.

This impact report is our first and highlights some of the strides we've made this past year, and we encourage you to read it in full to understand the full scope of our efforts. We're particularly proud of the progress we've made in reducing emissions and promoting sustainable transportation infrastructure, as well as our ongoing commitment to supporting the communities we serve.

Of course, we know there is still much work to be done. The challenges we face as a society are complex and multifaceted, and there is no easy solution. As Zeelo grows, so does our voice and responsibility to help our clients and partners understand the global challenges we face. We're confident that by working together, and continuing to prioritize sustainability in all aspects of our business, we can build a brighter, more resilient future of transportation for all.

We want to thank our employees, partners, clients and riders for their continued support as we pave the way for a smarter, greener future of transportation. Thank you for your ongoing support of Zeelo, and for joining us in our mission to create a more sustainable world.

Keeping you moving,

Sam Ryan
Co-founder + CEO

Barney Williams
Co-founder + CCO

Dani Ruiz
Co-founder + CTO



Our Purpose

Zeelo is a smart bus platform for organizations; a global tech company modernising daily bus commutes for frontline workers and students

Sam and Barney, two friends who were dissatisfied with the way the world's transportation services were designed, believed that there was a way to prioritize the rider's needs rather than the operator's when designing shared transportation services, thus making sustainable transport more attractive to the masses.

Together with Dani, a co-founder, they developed an algorithm that could recognize when underserved groups wanted to travel.

From the beginning, Zeelo aspired to be a force for good. Our business model is based on the principles of sustainability (environmental and financial) and inclusivity. So what is Zeelo? In a nutshell, Zeelo is the smart bus platform for organizations with live operations in the United Kingdom, United States and South Africa, helping millions move away from single occupancy cars to shared transport, and connecting our riders to job markets and education.

Transport has the highest reliance on fossil fuels of any sector and accounted for over 17% of global greenhouse gas emissions in 2022. Despite the fact that cars are an integral part of our daily lives, our research shows that most people are open to using their cars less. In fact, so many of us have already begun to reduce car usage in response to the cost of living crisis and rising fuel prices.

Nevertheless, for some this is neither possible or practical. They are left with the choice of spending more or not making a journey at all. We believe that by making shared transport more accessible, we can help to address some of the big issues facing our society today, like the climate crisis, rampant cost of living and the growing inequality gap. We also think that shared transportation can be a powerful tool for social cohesion, bringing people together from different backgrounds and communities.

At Zeelo, we are proud to offer technology-enabled

shared commuter bus services that allow schools and businesses access to safe, trusted and sustainable transportation. This also gives them a platform to better recruit and retain talent, while also meeting sustainability goals (reducing scope 3 emissions and improving air quality around their sites). Zeelo also makes it easy for our clients to increase student and employee safety and punctuality when travelling to or from work and school.

Zeelo designs routes using **RINA** (Routing Intelligent Navigation Algorithm), a proprietary AI-powered software, and a customer-centric methodology to provide a service that surpasses the convenience of driving a car. We can collect and input anonymized geographic data to pinpoint underserved public transportation areas for employees and through assessing various demographic and travel to work patterns we can create practical timetables that adapt to suit changing and flexible work schedules. Proposition building of routes and services is then fed into our live operations and booking platform; **Mission Control**, which then feeds location, ridership and operational data back into RINA for further optimization. In essence we have a continuous stream of information perpetually sustaining itself.

In 2020, during the global lockdowns, Zeelo identified the gap in public transportation, particularly for frontline workers who needed to travel between towns. We then pivoted our strategy from B2C travel to B2B commuting, and today, we are the most trusted smart bus commute service globally, offering over 3 million rides to work and school annually in the UK, US, and South Africa.

So far, we've had a humbling response from our riders. In a recent survey of our riders, we found that the cost of living crisis and transportation availability were real concerns for employees when it came to their daily commute. In fact, **70%** of our riders said that they could not get to work without Zeelo, and

73% saying that having access to our service was a major factor in their decision to accept the role.

And would it interest you to know that **92.5%** of our riders agree that using Zeelo saves them money on their daily commute?

But over and above cost savings, Zeelo makes three immutable promises to its riders, clients and additional stakeholders;

- 1 The right to commute emissions-free
- 2 The right to an equitable and safe commute
- 3 The right to commute with an ethical company, that operates with honesty and integrity

By upholding these rights and principles, we hope to contribute in some small way to the achievement of the UN Sustainable Development Goals and our own financial sustainability.

Ultimately, we want to help people move away from private cars and towards more sustainable modes of transport. This 'modal shift' will reduce emissions and congestion, save people money, and make our cities and towns better and cleaner places to live. We're passionate about making this happen, and are working with partners and stakeholders who are invested in our journey! We're really proud of what we've achieved so far, and even six years in, we're really just only getting started!

Zeelo In 2022

Over the past few years, Zeelo has experienced significant growth, expanding its services and reach at an impressive rate. As of 2022, Zeelo currently operates in three countries, has partnered with >150 companies and schools, and has successfully transported more than 2 million passengers

3,032,686

total combined miles travelled in 2022
(+95% from previous year)

2,276,366

total number of rides in 2022
(+157% from previous year)

+92%

total number of unique riders in 2022
(up from previous year)

216,530

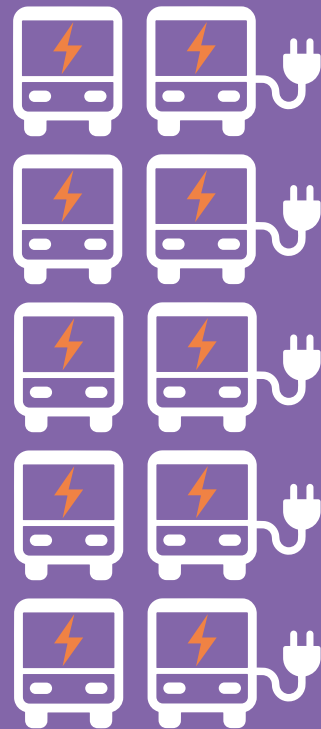
total number of trips in 2022
(+40% from previous year)

2,606.59t

total co2 emissions offset in 2022
(+72% from previous year)

1,719

total combined fleet size
(+42% from previous year)



400% increase in no. of EVs

+50%

total number of global clients in 2022
(+50% from previous year)

+15%

total number of sites served in 2022
(up from previous year)

208

total number of operator partners in 2022
(+19% from previous year)

3,201

total number of drivers in 2022
(+41% from previous year)

UK/US/SA

operations across three countries

Our Strategy

Zeelo's strategy is governed by three core areas, namely sustainability, safety, and technology, which are critical to the success of trusted, reliable and affordable transportation

When we think about our daily commute, we often forget to consider the impact it has on social mobility and student opportunities. While it's essential to consider the environmental impact of transportation, we must also take into account the broader implications of our daily travel routines.

At Zeelo, we understand the significance of transportation in terms of social mobility and how it affects students and employees' lives. We are committed to creating a world where everyone can travel safely, sustainably, and cost-effectively, without fear of being left behind.

At Zeelo, we have a unique approach to addressing transportation issues. We don't just want to provide transportation services; we want to create an inclusive and equitable society where everyone has access to trusted, reliable, and affordable transportation options. Our mission is to improve social mobility by making it easier for students and employees to get to work or school safely, efficiently, and sustainably.

To achieve our goal, Zeelo has developed a comprehensive strategy that focuses on three core areas. First, we aim to switch to Net Zero by 2030 by exploring and utilizing electric vehicle transport options. By adopting cleaner and more sustainable transportation, we can reduce our carbon footprint and contribute to a healthier planet.

Secondly, we prioritize safe and equitable transportation for today's employees and students by continuously developing our product and screening process. We believe that everyone deserves to travel safely, and we take every precaution to ensure that our transportation services meet the highest standards of safety and quality.

Finally, we believe that a digital approach is the key to driving SME operators into 21st-century mobility, ensuring that their services are up-to-date with the latest technological advancements. By embracing digital innovation, we can create a more accessible and streamlined transportation system that benefits everyone.

Here at Zeelo, we strive to provide accessible transportation options that are environmentally and financially sustainable, safe, and equitable for all. We believe that transportation is more than just getting from point A to point B; it's about creating a world where everyone has the opportunity to succeed and thrive.

By reading ahead, you can learn more about the measurable impact that Zeelo is having on our clients, riders, and operator partners. Our commitment to providing trusted, reliable, and affordable transportation options is reflected in our data, which shows significant improvements in safety, efficiency, and sustainability. Our approach to data and reporting is based on Global Reporting Initiative Sustainable Reporting Standards and highlights the role that we play in achieving the United Nations Sustainable Development Goals.



**Make The Switch
To Net Zero
By 2030**



**Safe & Equitable Transport
For Today's Employees And
Students**



**The Digital Backbone
Driving SME Operators
Into 21st Century Mobility**

How We Align With The UN Sustainable Development Goals

The UN sustainable development goals are a set of 17 interconnected goals adopted by the United Nations to address global challenges and create a more sustainable, equitable, and prosperous world for all

We are committed to providing smart transport solutions. In doing so, Zeelo aligns with several of the United Nations Sustainable Development Goals (SDGs), reflecting the company's commitment to building a more sustainable and equitable future.



Socially - We're a community of thinkers and doers tackling complex issues related to safety and inclusivity in the transportation sector. We maximize the social value of and achieve 'Vision Zero' objectives by fostering an environment that supports safety, inclusivity and access to safe, reliable and sustainable transport.

Most relevant Sustainable Development Goals
3 + 10

Environmentally - We believe that protecting the environment is essential for a green and more resilient society. That's why work with our clients and partners to reduce emissions, offset carbon emissions and promote environmental sustainability in all of our activities.

Most relevant Sustainable Development Goals
11 + 13 + 15

Economically - As a company, our goal is for both ourselves and our partners to be financially stable - without putting quality and the needs of our riders at risk. Our wider contributions to the global economy and job opportunities created for our riders and operator partners are critical components to this mission.

Most relevant Sustainable Development Goals
8 + 9 + 11 + 17

Make The Switch To Net Zero By 2030

We believe that the future needs to be sustainable, and transport has its part to play. We care about making sure the future is sustainable for future generations to come

Given the severity of environmental instability, combating climate change on a global scale is now an imperative. Here at Zeelo we strive to play our part in raising awareness about the urgency of this issue, as well as enabling practical ways in which individuals and organizations can make a positive impact. Our aim is not only to fight climate change but also to encourage others to join us in this important mission towards a sustainable future.

Environmental sustainability is at the heart of everything we do. We encourage modal shift from single occupancy vehicles to multi-occupancy shared transport. Using our route optimisation software **RINA (Routing Intelligent Navigation Algorithm)**, we continuously improve and optimise our services to further reduce carbon emissions. This is achieved by analyzing passenger demand data and creating optimized routes that ensure that each vehicle is fully utilized, without exceeding safe passenger capacity.

Businesses, particularly, operate in a world where it's difficult to find a sustainable solution for reducing emissions. Employers and educational institutions can play an important role in reducing Scope 3 emissions by providing sustainable commuting and school transportation models such as those provided by Zeelo. Making this switch would not only meet sustainability goals but also reduce air pollution and car traffic for businesses and schools alike. We further help our clients make this switch by providing transparent ridership and Scope 3 emissions reporting.

We are working on further reducing our and our clients' Scope 3 emissions by actively working on a transition to electric transport. We finished 2022 with 5% of our services in the UK being run on electric coaches. As we continue to work on our target of 100% net zero transport services by 2030, we are offsetting our unavoidable emissions. We are involved in various carbon offsetting projects

through a strategic relationship with Climate Partner, which allows us to offer a guaranteed carbon-neutral service.

Looking Forward

On the path to net zero by 2030, we have set ourselves a target to increase our EV services proportion to increase to 15% by next year. How will we achieve this?

1) We have partnered with Pelican Bus & Coach, the UK and Ireland's premier importer and distributor of YUTONG Buses and Coaches, and electric fleet specialist Zenobè in order to demonstrate the advantages of battery-electric vehicles to our network of coach operators.

As part of our EV strategy launch, we have organised a 6-month free trial in which our operator partners and clients will be educated on electric coaches while simultaneously encouraging a shift away from Internal Combustion Engines and dispelling common myths associated with fleet electrification.

2) We are developing our EV partnership network in the US and South Africa - launching our first electric service in both regions later this year. Through the electrification of coaches and buses and the provision of clean, secure, and affordable electricity, we can help decarbonise transportation as swiftly and efficiently as possible. We will achieve this by continuously exploring innovative leasing arrangements to encourage the uptake of EVs by our operator partners.

3) Improved sustainability reporting and educational campaigns for our clients, riders and clients to encourage more people to make the switch to greener modes of transportation.

What We Have Accomplished In 2022

Here are some of the statistics we've gathered in the past year as we strive to transition to Net Zero by 2030:

2606.59t
carbon emissions offset by Zeelo rides in 2022

43,151
the equivalent number of trees planted in 2022

2,069,424
cars taken off the road by Zeelo in 2022

5%
Percentage of Zeelo trips made using EVs

400%
growth in EV trips in 2022

3,708
number of EV trips powered by Zeelo in 2022



Make The Switch To Net Zero By 2030

We are determined to ensure that future generations have a sustainable future. Please see what some of our key stakeholders have to say about our transition:

It is a really positive step to see us trialling an electric bus; I love working for an organization that places such importance on sustainability - I think this style of commuting should be rolled out across the country to help reduce congestion and emissions. Thank you Team Zeelo - I'm really very happy that your buses exist!

Thomas B, Office Worker (Rider)

We place innovation and sustainability at the heart of our school's mission, vision and values. We are thrilled and immensely proud to be the first school in the whole of the United Kingdom to add an electric vehicle to our fleet of school buses and our whole community is excited by this new initiative.

Chris B, Dwight School London (Client)

Our initial EV trial exceeded all expectations and so we had no hesitation in rolling out a second electric vehicle on our Zeelo routes. Both of which we are proud to say have been running successfully since November. Over the course of the year we have increased our EV fleet from zero to three exclusively on Zeelo services, one of which was the first EV on a private school route in the UK.

Allen J, Airsym (Operator Partner)

While EV bus uptake has been fast in the UK, the use of EV coaches has lagged behind. The Zeelo proposition provides an ideal use case for between 100 - 200 mile daily services that allow for recharging of EV vehicles overnight.

ESG and sustainability targets of Zeelo's large customers have driven an increased demand in EV usage, with EV's making up 5% of Zeelo services in the last quarter of 2022

John Slingsby, Managing Director - Zeelo UK



Safe & Equitable Transportation For Employees And Students Today

We're committed to providing riders with safe, inclusive and accessible transportation. We care about our riders, so we want to make sure that the service we provide is truly excellent

At Zeelo, we understand the importance of safe and equitable transportation for employees and students. We strive to go beyond simply meeting basic requirements and regulations, and aim to provide an exceptional experience that prioritizes the well-being of our riders and all other stakeholders involved.

Zeelo partners with operators committed to safe and compliant transportation services. This includes prioritizing rider wellness and emotional well-being, in addition to physical safety, through thoughtful vehicle choices, routes, and schedules to enhance the commuting experience.

One of the key features of the Zeelo **Rider App** is our live tracking functionality, which has become a must-have in today's world. With Live Tracking, riders can keep a tab on their journey and track their vehicle in real-time. This is particularly an important feature for parents booking home-to-school transport services for their children. Through our live operations and booking platform Mission Control, our team monitors each journey in real time and responds promptly to any queries or concerns raised by the driver or the rider.

Furthermore, Zeelo's commitment to providing a convenient and safe travel experience goes beyond the features of our technology. We also seek to address the issue of economic uncertainty and social mobility.

We have found that the number of people trapped in unemployment or lower-paying jobs is increasing, simply because they cannot afford to put fuel in their cars or access affordable, trusted and reliable transportation and decreasing access to better and higher-paying jobs. Our optimisation software **RINA** is leveraging census data to connect communities with high unemployment to equitable job opportunities, thereby promoting economic growth and reducing inequality.

Looking Forward

Looking ahead, we are committed to continuous development of safe and equitable transportation solutions. This includes exploring new technologies and innovations to improve our services, as well as collaborating with all stakeholders to better understand their unique transportation needs. By doing so, we hope to create a more sustainable, accessible, and enjoyable transportation ecosystem that benefits everyone involved and ensures that, regardless of circumstances, nobody gets left behind.

1) Safety and safeguarding will always be one of our top priorities in the continual development of our product roadmap. This is particularly important given the transport industry's high standards for safety. We are constantly striving to improve our products and processes to ensure that we exceed these standards. Our commitment to safety extends beyond compliance with regulations - we are constantly looking for ways that our technology can create a safer rider experience.

2) Our technology and processes are designed with safety and security in mind. Our drivers and internal teams (where relevant) must have valid enhanced DBS + barring issued within three years, and will continue to encourage all of our operators to onboard drivers to the Live DBS Update Service to ensure they meet all operating standards.

3) To ensure the continued safety of our riders and comply with industry standards, we will be implementing a more rigorous vehicle screening process. By catching potential issues early, we can avoid costly breakdowns or delays that can impact operations. It can also help to extend the lifespan of vehicles, reducing the need for frequent replacements and resulting in long-term savings while serving to ensure the continued safety of passengers and drivers.

What We Have Accomplished In 2022

Here are some of the statistics we've gathered in the past year around safe and equitable transport:

97.9%

percentage of riders who believe Zeelo buses are clean and hygienic in 2022

70%

percentage of riders who could not get to work without Zeelo in 2022

30%

percentage of riders who walked at least 15 minutes to get to their stop in 2022

86%

percentage of riders who believed that Zeelo is positively impacting their mental health in 2022

26,007

number of employment opportunities created as a result of Zeelo services in 2022

0

number of deaths or serious incidents in 2022



Safe & Equitable Transportation For Employees And Students Today

We prioritize the well-being of our riders, and thus, we strive to provide them with outstanding service. Please see what some of our key stakeholders have to say about our commitment:

An excellent service with very professional and polite drivers to welcome you onboard and have a good chat with; it's genuinely the most enjoyable part of the work day! Zeelo has the most comfortable buses I have ever travelled on and I feel very safe as a woman travelling at night during later shifts.

Amanda G, Frontline Worker (Rider)

As a parent, I cannot recommend Zeelo's home-to-school service enough. My child has been using the service for several months now, and I have been impressed with the quality of the service every step of the way. The drivers are punctual, friendly, and professional. They take great care to ensure that my child arrives at school on time and safely. The vehicles are always clean and well-maintained, providing a comfortable and safe journey for my child.

Lisa T, City of London Freeman's (Rider Parent)

Since using Zeelo, 88% of our employees using the service have said that Zeelo has positively impacted their physical and mental well-being. We are delighted with this result as it really highlights one of the additional benefits such a service provides over and above the environmental and economic impact.

Amazon (Client)

The importance of safe and equitable transportation cannot be overstated. It is an essential element of a thriving community, providing people with access to the goods, services, and opportunities they need to live fulfilling and prosperous lives.

Without safe and equitable transportation, individuals can be cut off from the resources they need to succeed.

For example, those without reliable transportation may struggle to find suitable job opportunities, leading to limited social and economic mobility.

Steve Jukes, Director of Operations



The Digital Backbone Driving SME Operators Into 21st Century Mobility

We remain committed to supporting and partnering with small and family-owned bus and coach operators, providing a collaborative and inclusive environment that empowers our operator partners to succeed in the landscape of 21st century mobility

The business world is dominated by large corporations, making it challenging for smaller bus and coach operators to compete. However, at Zeelo, we recognize and appreciate the importance of small and family-owned businesses, and we are committed to supporting and partnering with them. We take pride in fostering a collaborative and inclusive business environment that enables small operators to thrive.

Zeelo is supporting Small and Medium-sized Enterprise (SME) bus and coach operator partners in their transition to 21st century mobility through various initiatives. These include the use of advanced technology to streamline operations, providing data-driven insights to help operators make informed decisions, and offering access to a wide customer base through Zeelo's platform. Zeelo also offers training and support to help SME operators adapt to new mobility trends, such as the rise of electric vehicles and charging infrastructure. By leveraging these resources and support, Zeelo is helping SME operators to modernize their operations and stay competitive in a rapidly-evolving transportation industry.

Zeelo's **Driver app** and **Operator Portal** are valuable tools for traditional bus and coach operators to remain competitive in the modern mobility landscape. Our tech provides access to data and analytics that allow operators to make informed decisions, optimize operations, and increase their profitability. The combination of operator fleets and tech provided by Zeelo means we can bid more successfully on contracts and share a pipeline of opportunities.

Looking Forward

Zeelo is committed to leveraging technology to create new opportunities for bus and coach operators in the rapidly evolving mobility landscape of the 21st century. By investing in innovation and strategic

partnerships, Zeelo aims to provide operators with the tools and resources they need to stay ahead of the curve and grow their businesses:

1) Zeelo is an asset-light company; meaning that we don't own buses or coaches and rely on our operator partners, mostly coach operators, to switch to electric (net zero) fleets. Our primary focus has been to work with our operator partners, understand their concerns and help dispell myths surrounding EVs.

By partnering with EV specialist Zenobe, we bring together the expertise and support of electric bus and coach manufacturers, charging infrastructure providers, and financial institutions, along with the technology and customer experience expected from Zeelo.

2) Zeelo is dedicated to continually evolving our operator portal to provide exceptional insights and reporting capabilities. This will make it easier for operators to allocate and track drivers, as well as amend vehicle and driver data, while ensuring full legislative compliance. With the help of its sophisticated tech, Zeelo is committed to streamlining these processes and creating a more efficient and user-friendly experience for our operator partners. The introduction of our technology has allowed services to be enhanced, the size of provision to be increased and the length of contracts extended for coach/bus operators.

3) Zeelo recognizes the importance of proper training in maximizing the benefits of our operator portal and driver app. As such, we are providing comprehensive training to our operator partners and drivers to ensure they are fully equipped to use these tools effectively. Our training program is designed to be user-friendly, accessible, and tailored to the needs of each individual operator or driver, helping them to leverage these tools to improve their operations and better serve our riders

What We Have Accomplished In 2022

Here are some of the statistics we've gathered in the past year as we strive to become the digital backbone driving SME Operators into 21st century mobility:

208

number of operator partnerships in 2022

19%

percentage of operator partnerships increased in 2022

3,201

number of driver jobs created by Zeelo in 2022

10

number of EV Buses/Coaches powered by Zeelo in 2022

400%

percentage of EVs powered by Zeelo increase from previous year



The Digital Backbone Driving SME Operators Into 21st Century Mobility

We aim to create an inclusive atmosphere that enables our operator partners to thrive in a 21st-century mobility landscape. Please take a look at what some of our operator partners have to say about the support we provide:

Thanks to Zeelo, we were able to keep the gates open, keep people employed, and give our business a chance to survive the pandemic. Zeelo contacted us to ask for availability and quotes for an Amazon service in our area, and they convinced us to keep the site open with a skeleton staff to operate the Zeelo services. The vehicles hit the road within a matter of hours, and over 12 months later, both our organizations continue to thrive and grow in partnership.

Becca R, Ridleys Coaches (Operator Partner)

Working with Zeelo has allowed us to secure some of our highest profile and longest term contracts to service bus routes for both schools and corporates. We've been an operator partner in Zeelo's network for over a year and are thrilled to support them on creating the first electric bus route for private school Dwight London. Together with Zeelo's tech and our electric bus, we hope to support even more schools across the country.

Allen J, Airsym (Operator Partner)

Less than 15 months ago, Les Holland Coach Travel was literally a one-man band. We had just one coach and one driver! Within the first year of being awarded a contract by Zeelo, we were able to employ an additional 6 drivers and maintain a fleet of executive coaches. We now run two Zeelo contracts 7 days a week, and are proud to say our Zeelo score has never dropped below 95%! Our relationship with the team at Zeelo continues to flourish and we look forward to further opportunities in the future.

Les H, Les Holland Coach Travel (Operator Partner)

The transportation industry is constantly evolving, with new technologies, changing customer expectations, and shifts in the competitive landscape. In this context, coach and bus operators who are willing to embrace change and move with the times are better positioned to succeed.

By embracing change and innovating in response to the evolving transportation landscape, they can ensure their long-term success and make a positive impact on the communities they serve.

Vikki Townsend, Head of Operator Partnerships



What Next?

Zeelo is an innovative transport company that is driving the future of transport by providing safe, reliable, and sustainable transportation solutions; so what's next?

In today's world, where businesses are increasingly coming under scrutiny for their environmental, social, and economic impact, publishing an annual report detailing their corporate responsibility efforts has become an essential way to demonstrate commitment to sustainable and responsible practices.

Impact reports can help build trust with stakeholders and provide valuable insights into areas where a company can improve its performance. For businesses operating in today's climate of heightened public concern and increased regulation, publishing an impact report is an essential way to showcase ongoing efforts to operate in a socially and environmentally responsible manner.

As individuals face mounting pressures from economic uncertainty, rising fuel and energy costs, and inflation, the threat to global economic stability posed by climate change is a major concern. Science tells us that we are at a critical juncture where reversing the negative effects of climate change is still possible, but only just. Against this backdrop, Zeelo is leading the way in providing sustainable and affordable transportation options that promote social mobility and prioritize safety.

Zeelo's commitment to sustainability and safety is part of a larger effort to create a more equitable and accessible transportation ecosystem. By partnering with electric vehicle specialists, developing its EV partnership network, and committing to running 100% of its trips using net zero transport solutions, Zeelo is taking concrete steps to reduce its carbon footprint and contribute to the fight against climate change.

Moreover, Zeelo's focus on safety and safeguarding is a testament to its commitment to ensuring a positive

rider experience. The company implements a rigorous vehicle screening process, requires enhanced DBS and barring checks for drivers, and provides comprehensive training for its operator partners and drivers. These measures are designed to create a safer and more secure transportation environment for all riders.

By prioritizing innovation and strategic partnerships, Zeelo is creating new opportunities for bus and coach operators to stay ahead of the curve and grow their businesses. With its asset-light model, sophisticated technology, and user-friendly operator portal, Zeelo is streamlining processes, increasing the size of provision, and extending the length of contracts for its operator partners.

Overall, Zeelo's commitment to sustainability, safety, and innovation is setting a new standard for transportation companies. By leveraging technology and collaborating with stakeholders, Zeelo is creating a more sustainable, accessible, and enjoyable transportation ecosystem that benefits all stakeholders. We believe that Zeelo is poised to play a major role in the future of transport and are excited to see what the company will achieve in the years to come.

As a company that places a high value on sustainability, Zeelo is constantly looking for ways to reduce our carbon footprint and create a more environmentally friendly transportation ecosystem. That's why in 2022, we took a significant step forward by publicly committing to running 100% of our trips using net zero transport solutions in the UK and US by 2030.

This is an ambitious target, but we believe that it's an essential step towards creating a more sustainable future. To achieve this goal, we have (as detailed in our inaugural impact report) already started

implementing a range of measures that will help us reduce our carbon emissions and transition towards cleaner and more sustainable modes of transportation.

We are constantly exploring innovative new ways to reduce our carbon footprint, from optimizing routes and improving vehicle efficiency to educating on new sustainable transport alternatives. We believe that every little change we make can have a significant impact, and we are committed to doing everything in our power to achieve our 2030 target.

Are you ready to make a positive impact on your organization? Look no further than Zeelo! If you're a business, school, or coach/bus operator who wants to learn more about how we can help, simply scan the QR code and leave your details. A member of our team will be in touch soon to show you how Zeelo can make a real difference. Join us on the journey towards a more sustainable and equitable future of transportation today!

Thank you for taking the time to read about Zeelo and our commitment to sustainability, safety, and innovation. We hope you found the content informative and engaging. As we continue to drive positive change in the transportation industry, we invite you to keep an eye out for exciting new developments in the coming months.

Together, we can create a more sustainable and accessible transportation ecosystem. So, let's work together to make a real difference!

Hafsa Ameen
Head of Strategy





Safe, efficient and sustainable transport



Scan to leave your details

