*** EMBARGOED UNTIL 9 A.M. MT THURSDAY, MAY 2 ***

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RTD, Uber and Masabi Launch First-Ever Uber Transit Ticketing for Riders in Denver

Starting today, Uber users can buy RTD bus and train tickets in the Uber app

DENVER (May 2, 2019) – Today, the Regional Transportation District (RTD), Uber and Masabi launch Uber Transit ticketing, enabling Denver riders to be the first in the world to seamlessly buy tickets and ride transit – all from the Uber app. Following a staggered rollout over the next few weeks, all Uber riders in the Denver metro region will be able to buy RTD tickets through the Uber app and then use their phone to ride rail and bus services.

This collaboration aligns with RTD's plan to provide more integrated mobility options by working with leaders in the public and private sectors. As the transit agency celebrates its 50th anniversary, it is launching a comprehensive look at the entire RTD service network – including new and emerging mobility options – to determine the future transportation needs of the growing region.

Purchasing transit tickets via Uber will cost the same amount as through existing options. Transit ticketing has been enabled using Masabi's Justride SDK, the first and only mobile ticketing software development kit (SDK) for public transportation, creating a seamless passenger experience combining transit and new mobility.

Buying a transit ticket in the Uber app is easy: After riders enter a destination, they will see "Transit" as an option in the "choose a ride" selector. Upon selecting the "Transit" option, riders will be able to purchase tickets on all available transit options while also having access to real-time schedules and walking directions to and from transit stations. Uber's menu bar will let users purchase and redeem a range of tickets available on RTD services, including three-hour, day and monthly passes. Users activate tickets, which are stored in the "Transit tickets" section of the Uber app, when boarding transit services. Once purchased, tickets are available even when riders are offline.

"This exciting next phase of RTD's collaboration with Uber is yet another way our transit agency is leading the dialogue about mobility strategy, not just for the Denver metro region but for cities across the globe," said RTD CEO and General Manager Dave Genova. "This project broadens our reach and stays at pace with the public's needs, allowing people to plan and pay for trips from start to finish."

"For the first time ever, taking an Uber trip can mean taking public transit," said David Reich, Uber's Head of Transit. "We are excited to expand our collaboration with RTD and Masabi to make Denver the first city in the world where riders can purchase transit tickets and ride public transit seamlessly through the Uber app. With this step, we are moving closer to making Uber's platform a one-stop shop for transportation access, from shared rides to buses and bikes."

"We know convenience is the number one reason people choose a transit option, and we truly believe that a multimodal public and shared private approach will be a key part of encouraging more people to take fewer private car journeys, reducing congestion for all," said Brian Zanghi, Chief Executive Officer at Masabi. "By making public transit tickets available through Masabi's Justride SDK in the Uber app, we are making this a reality for the first time, helping more people seamlessly and conveniently discover and access public transit services. The future of mobility in our cities relies on innovative agencies like RTD taking the right approach and ensuring that public transit is at the core of the emerging mobility ecosystem, and we're confident more cities will follow their lead."

Masabi, the company bringing Software-as-a-Service (SaaS) ticketing and payments to public transit, first launched mobile ticketing services for RTD in the fall of 2017 with the popular RTD Mobile Tickets app. The Justride SDK allows Uber to integrate mobile ticketing into their applications. Masabi is the global pioneer for transit mobile ticketing, with over 50 clients across four continents, from the largest agency in the United States to local transit operators.

This announcement follows the launch in January of Uber Transit journey planning, which allows Denver riders to be the first worldwide to use Uber to plan their transit trips with real-time information and end-to-end directions.

Assets – including visual gifs and images of the app – are available here.

ABOUT RTD

The Regional Transportation District celebrates 50 years of service this year. The transit agency develops, operates and maintains a public transportation system that meets the needs of close to 3 million people within an eight-county service area in the Denver Metro region. The agency's buses, rail lines, shuttles and additional services provide approximately 100 million annual passenger trips. For more information, visit rtd-denver.com, call 303-299-6000 and follow along on social media: www.facebook.com/RideRTD, on Twitter @Ridertd, @ridertd on Instagram and rideRTDco on YouTube.

ABOUT UBER

Uber's platform is committed to igniting opportunity for the people we serve in Colorado. Ridesharing remains a stress free reliable option throughout the state. Uber Eats is currently available throughout Denver, Boulder, and the Colorado Springs areas. The Uber Rewards program – a first-of-its kind loyalty program that spans across Uber's business lines and product offerings, including ridesharing and Uber Eats – is now available in select areas. JUMP e-bikes are currently available in Downtown Denver. Transportation agencies around the world can learn more about how to pursue their own transit partnerships with Uber at www.uber.com/transit.

ABOUT MASABI

Masabi is bringing Software-as-a-Service (SaaS) ticketing and payments to public transit agencies of all sizes around the globe. Through our fare collection platform, Justride, agencies can sign up to mobile ticketing services, enable Mobility as a Service (MaaS), or deploy an account-based full fare collection solution using contactless bank cards, mobile devices and smartcards. Masabi is the category creator for transit mobile ticketing. With over 50 clients across four continents, the Justride Mobility Platform is the most widely deployed end-to-end mobile and account-based ticketing solution in operation, serving the largest transit agency in the US to local bus operators. Masabi has offices in New York, London, Denver and Cluj, and investors include Mastercard and Keolis. For more information, visit www.masabi.com.

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