



# Fare Payments-as-a-Service for Public Transit

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One Platform. All Agencies. All Modes.



Account Based  
Fare Payments



Mobile  
Ticketing



Contactless  
EMV



mTicketing  
SDK



Multi-format  
Validation



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# About Masabi

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At Masabi we believe the latest fare payment technology, allowing passengers to just tap and ride, should be available to every rider and every agency around the globe without prohibitive cost or taking years to deliver.

That's why Masabi provides Fare Payments-as-a-Service (FPaaS) to public transit agencies and operators of all sizes through our Fare Payments platform, Justride.

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## The Justride Fare Payments Platform

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Agencies can sign up to the Justride Fare Payments platform and deliver the latest 'tap and ride' innovations quickly and cost-effectively, while benefiting from frequent feature and capability updates as they get released onto the platform. Justride is available on a revenue share and subscription basis which means agencies only pay for what they use, when they use it.

Current Justride capabilities include; mobile ticketing, enabling Mobility-as-a-Service for public transit, account-based fare payments - allowing passengers to use a contactless bank card, mobile device or smartcard to travel - without needing to buy a ticket or understand fares and a suite of multi-format validation solutions.

A Fare Payments platform provides a number of benefits for agencies;

-  Cost-effective to deploy, maintain and update
-  Helps enable Mobility as a Service (MaaS) for public transit
-  Takes weeks not years to go live
-  Easily integrates with 3rd-party systems
-  Regularly updates with new functionality, available to all
-  Delivers a future-proof roadmap of new features and capabilities
-  Provides riders with the best 'tap and ride' experiences
-  Helps agencies move away from bespoke hardware and proprietary ticket issuance

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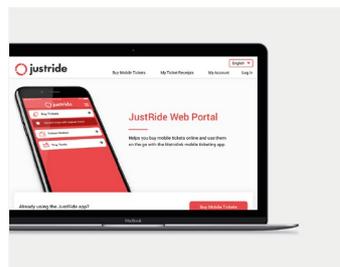
## Justride Retail

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Enabling passengers to bring their own ticket, Justride Retail facilitates multiple ticket and token types depending upon agency requirements. These include;



White label apps



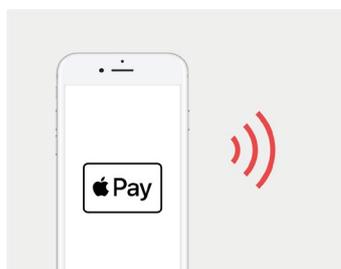
White label web portals



SDK integrations  
(allowing 3rd party apps to retail and display tickets)



Contactless bank cards  
(cEMV)



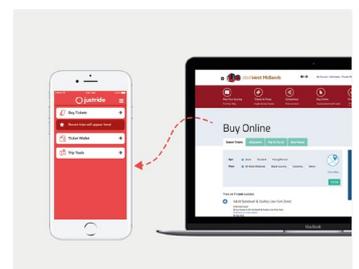
Mobile cEMV



Smartcards



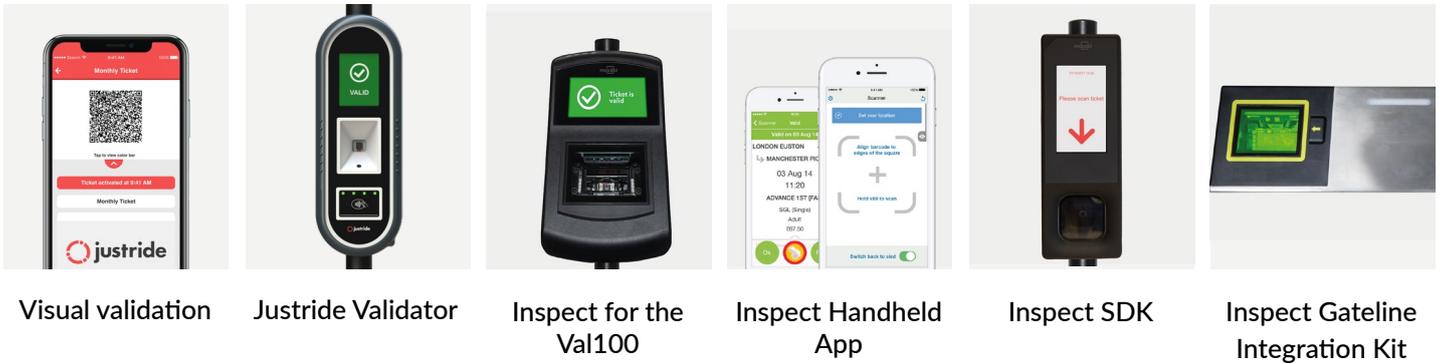
Paper barcodes



Ticketing APIs

## Justride Inspect

Validating tickets across all modes of public transport, the Inspect Validation Suite combines optimal user experience with a fast, multi-format and future-proof design. The suite is made up of five core products but can also be customized depending upon integration requirements. Validation options include;



Visual validation

Justride Validator

Inspect for the Val100

Inspect Handheld App

Inspect SDK

Inspect Gateline Integration Kit

## Justride Hub



Every Justride client gets access to their own Hub account. The secure and scalable cloud-based back office enables staff to manage tariffs, create new fares for special events, enable concessions and entitlements, check ticket sales data, access reports, manage customer service requests, monitor validation assets and much more.

## Justride Clients

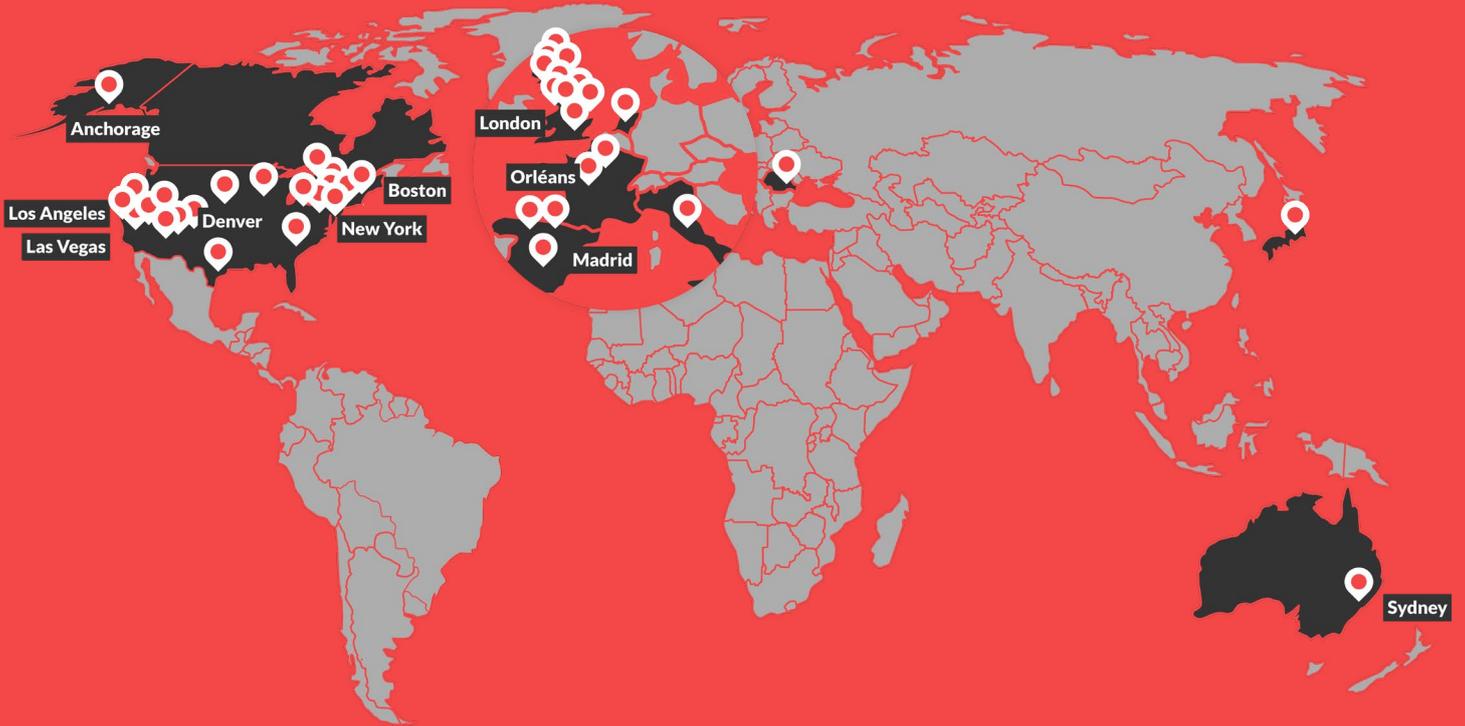
Justride is deployed with over 60 clients around the globe and is available to agencies and operators of all sizes. Clients include:



## Justride Partners

Masabi works with global and local partners to deliver Mobility-as-a-Service and Fare Collection projects. Partners include:





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