



PUMA  
INVESTMENTS

# Puma Alpha EIS

## TRANSREPORT

Transreport's flagship technology, the Passenger Assistance app, supports anyone who needs assistance while travelling, facilitating quicker and easier use of public transport. Its technology has facilitated over two million journeys and supported over 750,000 customers, enhancing the passenger experience while delivering operational efficiencies for transport providers.

Since Puma's investment in December 2023, the company has maintained its strong position in UK rail, as well as successfully launching its first two international deployments on the Japanese rail network. However, revenue growth has not been as strong as we would have hoped during the year, as the focus has been on re-platforming the technology. This enables a more scalable solution across different transportation modes across the globe, as well as finalising the development of the aviation product. This process is now close to completion, with focus shifting towards the commercialisation of the technology suite.

Significant additions have been made to the senior leadership team, including a Chair who brings a proven track record of leadership in global transport markets (including Trainline and Deutsche Bahn). The new CTO, who previously worked at renowned tech companies Just Eat and Time Out as an SVP of global revenue, was a key figure in the growth of Optibus, which became the first dedicated public transport unicorn.

The company is focused on increasing its market penetration across new territories and into new markets. This includes expansion of its rail product, with a particular focus on securing additional train operating companies in Japan, as well as other global territories. In addition, the new aviation product is due to go live with its first deployment at East Midlands Airport in Q4 2024, alongside ongoing conversations with a number of additional airports and airlines.

Puma has played an instrumental role in reshaping the senior leadership team, assisting with recruitment and in particular, sourcing and introducing the chair to the company. We continue to work with the senior leadership team to ensure that the organisational structure is best positioned for future scalability and success, as well as continuing to augment the financial and board reporting and KPI suite.

# £0.6m

Puma Alpha EIS participation

(Total investments by Puma Funds to date £7.0m)



### MARKET

Logistics technology



### LOCATION

UK, Japan  
and Dubai



### ESTABLISHED

2015



### EXPANSION

UK, Europe  
and Japan

## Key risks

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### General

Past performance is no indication of future results and share prices and their values can go down as well as up. The forecasts in this document are not a reliable guide to future performance.

### Capital at risk

An investment in Puma Alpha EIS can be viewed as high risk. Investors' capital may be at risk and investors may get back less than their original investment.

### Private companies

Puma Alpha EIS may invest in unlisted shares. Such investments can be more risky than investments in listed shares. Unlisted shares may be subject to transfer restrictions and may be difficult to sell. It may be difficult to obtain information as to how much an investment is worth or how risky it is at any given time.

### Tax reliefs

Tax reliefs depend on individuals' circumstances, minimum holding periods and may be subject to change.

### Liquidity

It is unlikely there will be a liquid market in the shares of the EIS Qualifying Companies and it may prove difficult for investors to realise their investment immediately or in full.

# Get in touch

We're here to help

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## INVESTORS

We recommend you speak to a Financial Adviser in the first instance, as we cannot offer investment or tax advice.

If you have any other questions please contact us on **020 7408 4100** or email us at **clientrelations@pumainvestments.co.uk**

For further information, please visit **www.pumainvestments.co.uk**

## ADVISERS

Our expert national Business Development Team are here to help, and would be happy to discuss any of our services and offers in more detail with you either by phone or by visiting your offices.

Please contact us on **020 7408 4070** or email us at **businessdevelopment@pumainvestments.co.uk**

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