



Euroleague Basketball Names Moovit Official Mobility Partner For 2018/2019 Season

Fans Attending Turkish Airlines EuroLeague Games Can Get A More Efficient Ride To And From The Arenas.

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[Moovit](#), the world's largest urban mobility data and analytics company and the #1 transit app, has been chosen by Euroleague Basketball as the Official Mobility Partner for the 2018/19 Turkish Airlines Euroleague season, including the showcase Final Four event in Vitoria-Gasteiz, Spain in May 2019. This continues a successful pilot program launched for the playoffs and Final Four games during the 2017-18 season.

The premier basketball competition in Europe, the EuroLeague features 16 teams from nine countries across the continent: Greece, Italy, Turkey, Russia, Spain, Lithuania, Israel, Montenegro, and Germany.

As the Euroleague's Official Mobility Partner, Moovit will provide fans real-time public transit information for every game at the league's arenas throughout Europe. Both seasoned local transit riders and international fans can take public transit with peace of mind, having the best journey information available at their fingertips, through their smartphone. From being sent real-time updates, to having custom searches, Euroleague fans will have step-by-step directions to each game on Moovit so they can be confident to never miss tip-off.

With more than 250 million users around the world, Moovit provides real-time transit arrivals and directions, trip plans, service alerts and Get Off Alerts through the free smartphone and web app, making traveling via public transit more convenient even for people riding transit to the games, which is the preferred method of transportation for a large percentage of EuroLeague ticket holders. Moovit works in 44 languages making it easier for international fans to travel to the games.

"Euroleague puts its fans first, including finding the best way to help them get to and from games in cities throughout the league," said Moovit Chief Marketing Officer Yovav Meydad. "Moovit is excited to enhance the game-day experience for basketball fans throughout the entire season, and be the Official Mobility Partner for yet another high profile global sporting event."

Moovit is the official transit or mobility partner for more than 100 global sporting and entertainment events and venues.



“We saw Moovit’s dedication to the partnership and to EuroLeague’s fans last year when they specifically added Montenegro and the city of Podgorica to the app for the basketball events,” said EuroLeague Chief Business Development Officer Roser Queraltó. “We want to simplify our supporters’ experience in terms of mobility, and we couldn’t think of a better partner than Moovit to help us do this.”

ABOUT MOOVIT

Moovit (www.moovit.com) is the world's largest urban mobility data and analytics company and the #1 transit app. Moovit simplifies your urban mobility all around the world, making getting around town via transit easier and more convenient. By combining information from public transit operators and authorities with live information from the user community, Moovit offers travelers a real-time picture, including the best route for the journey. Named Best Local App by Google in 2016 and one of Apple’s Best Apps of 2017, Moovit launched in 2012 and surpassed 250 million users in five years.

Moovit amasses up to four billion anonymous data points a day to add to the world’s largest repository of transit data. The data gathering is aided by Moovit’s network of more than 450,000 local editors called “[Moovitors](#).” These passionate users help map and maintain local transit information in cities that would otherwise be unserved. Moovitors account for 65 percent of the hundreds of cities Moovit opens every year and make Moovit the Wikipedia of Transit.

Moovit is an early pioneer of Mobility as a Service (MaaS). The company helps people change the way they consume mobility by fully integrating other forms of transport, such as local bicycle services, into its app. In 2017 Moovit launched its [Smart Transit Suite](#) of products to help cities, governments and transit operators improve urban mobility in their cities.

Moovit is available for free on [iOS](#), [Android](#) and the [Web](#) in more than 2,600 cities, across 83 countries, and can be used in 44 languages. More than 100 cities, global events and sporting events, including Rio de Janeiro for the 2016 Olympics, Asian Games 2018, and AS Roma, have made Moovit their Official Mobility Partner.

Media Contacts

Kate.azima@moovit.com, Global Marketing and Communications Manager

Steve.Swasey@moovit.com, VP, Head Global Communications



ABOUT TURKISH AIRLINES EUROLEAGUE

Euroleague Basketball is a global leader in the sports and entertainment business, devoted to delivering superior European club leagues under a unique and innovative organizational model.

Owned and managed by some of the most successful and historic clubs in the world, EB manages the continent's two premier men's basketball competitions, the Turkish Airlines EuroLeague and 7DAYS EuroCup, as well the sport's premier under-18 showcase, the Euroleague Basketball ADIDAS NEXT GENERATION TOURNAMENT.

Euroleague Basketball competitions bring the elite of European basketball to all five continents with broadcasts in over 210 countries and territories, and to the entire sports community through its OTT platform EuroLeague TV. EB also organizes a series of community and educational programs. Its ground-breaking corporate social responsibility program One Team features 40 clubs that have already made a difference in the lives of more than 14,000 participants. Its Sports Business MBA trains future professionals in sports management.