

Press Release

SHARE NOW receives German Excellence Award 2022

- **SHARE NOW wins Excellence Award 2022 of the German Institute for Service Quality, n-tv and DUP UNTERNEHMER**
- **Award-winning SHARE NOW car-sharing app among the best apps in Germany**
- **Proprietary software and AI solution enable excellent customer experience**

Berlin, December 10, 2021 – SHARE NOW, the European market leader in free-floating car-sharing, was today awarded the German Excellence Award of the Year 2022 in the category "B2C Software, Apps & Customer Experience B2C / B2E". The prize is awarded for the fourth time by the news channel n-tv, magazine DUP UNTERNEHMER and the German Institute for Service Quality (DISQ). Each year, the initiators of the award honor outstanding and forward-looking services in the German economy. Brigitte Zypries, former Federal Minister, is the patron of the panel and judges the award winners together with an independent and high-caliber jury from the media, business and science.

Award-winning SHARE NOW app ranks among the best in Germany

SHARE NOW received the award for its own app, which allows registered users to flexibly use sustainable mobility at seven German and a total of 16 European locations. The specially programmed app offers customers quick and easy access to over 11,000 vehicles. The entire process, from registration to booking, the digital door opener to payment, works via the SHARE NOW app. "We are very proud of this award and look forward to continuing to provide our customers with flexible and sustainable mobility in the future with our specially developed car-sharing software," says Olivier Reppert, CEO at SHARE NOW.

Proprietary software and artificial intelligence (AI) enable sustainable mobility

In addition to its award-winning app and software, SHARE NOW relies on the use of artificial intelligence (AI) in fleet and service management. The algorithms developed by SHARE NOW determine an accurate demand forecast, drawing on parameters such as time, location, public holidays and bridge days to calculate the optimal number of vehicles for a given urban area. This demand forecast helps to maximize fleet utilization and offer customers a vehicle exactly where they need it. The specially developed software is also

franchise-compatible. With Budapest and Copenhagen, SHARE NOW already offers its service in two European cities together with franchise partners. .

About SHARE NOW

As the market leader and pioneer of free-floating car-sharing, SHARE NOW is represented in 16 major European cities with around 11,000 vehicles, including 2,900 electric vehicles. This corresponds to a share of more than 25 percent of the total fleet. About 3.3 million customers already use the service. SHARE NOW offers a sustainable solution for urban mobility and, as part of the mobility offer, contributes significantly to relieving traffic congestion in cities. Each car-sharing car replaces up to 20 private vehicles in urban traffic. With vehicles from BMW, Citroën, Fiat, MINI, Mercedes-Benz, Peugeot and smart. SHARE NOW continues to expand its European market leadership in free-floating car-sharing. The company is one of five mobility services that emerged from the joint venture between BMW Group and Daimler AG in 2019. It has its headquarters in Berlin.

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