

## **Free2move | SHARE NOW wins German App Award in the category for car-sharing and anticipates a positive outlook for 2024**

- **German App Award: Free2move | SHARE NOW wins car-sharing category**
- **Upward trend and increasing demand for flexible mobility in 2024**
- **2023 marked the start of the Free2move | SHARE NOW co-branding phase**

*Berlin, 23 January 2024* - Free2move | SHARE NOW, the leading provider of free-floating car-sharing in Europe, reports positive results for 2023. With new customer growth of 14%, the company has further consolidated its position as a comprehensive mobility provider. The year 2023 was also characterised by significant changes. The official co-branding phase between Free2move and SHARE NOW marked the start of a new chapter in the joint brand strategy. "We recognise that the future of urban mobility is diverse and cannot be covered by a single mobility concept. For us, the next few years will be about building innovative and dynamic mobility solutions that complement and merge with each other," says Brigitte Courtehoux, CEO of Free2move | SHARE NOW.

In 2024, the trend away from private car ownership towards shared and flexible mobility solutions will continue to play a central role. "We are seeing a clear trend towards more flexibility in the use of our mobility services, which is currently reflected in particular in our pre-bookings as well as in our car-on-demand and car subscription models. Customers increasingly appreciate the ability to use vehicles exactly when they need them, without long-term commitments. This development is also underlined by our latest figures: Last month, we recorded a jump in bookings of over 200% before the festive season. Traditional free-floating car-sharing remains a popular and constant part of our offering," explains Brigitte Courtehoux, CEO of Free2move | SHARE NOW.

### **Free2move | SHARE NOW wins German App Award in the car-sharing category**

Last week, the German Institute for Service Quality and ntv presented the German App Award for 2023 for the first time, with Free2move | SHARE NOW being recognised as the winner in the car-sharing apps category. The decision for a total of 55 categories was made by a group of over 30,000 consumers, supplemented by a comprehensive social media analysis. "The award confirms the successful further development of our Free2move app. Our goal is to make flexible mobility solutions accessible to everyone with just a few clicks," explained Brigitte Courtehoux, CEO of Free2move | SHARE NOW.