

Press Release

SHARE NOW Launches World's First Car Sharing Loyalty Program in 14 Cities in Europe

- **SHARE NOW Rewards is the world's first loyalty program of a free-floating car sharing provider**
- **Bonus reservation time, VIP customer support and exclusive rewards for regular SHARE NOW users**
- **Initial test results from Vienna show high participation of users in the program**

Berlin, March 24, 2021 – SHARE NOW, market leader and pioneer of free-floating car sharing, officially launches its loyalty program SHARE NOW Rewards today as the world's first free-floating car sharing provider at 14 locations in Europe. SHARE NOW customers can participate in the loyalty program free of charge and earn points for each use, for which they receive exclusive benefits. "With the Europe-wide SHARE NOW Rewards program, we are making sustainable mobility even more attractive for our customers. As the first car sharing provider, we want to create incentives for the regular use of our service with exclusive rewards and thus jointly make our cities in Europe more livable," says Raphael Stange, CMSO of SHARE NOW.

Four Status and Multiple Benefits

The SHARE NOW Rewards loyalty program is divided into four status: [Blue](#), [Silver](#), [Gold](#) and [Diamond](#). Participating SHARE NOW customers receive ten points for every euro invested. Users earn points by driving, booking hourly or daily fares, and also when paying airport fees and drop-off fees. In addition, before joining the program, usage over the past three months is taken into account and counted toward the respective status. The more points collected, the higher the status - with Diamond status being the highest classification with the most benefits.

Users in Blue status already receive an extended reservation time and an exclusive hourly package. Further advantages result from advancement to higher status and are

supplemented by further rewards such as VIP customer service, exclusive partner offers or soon a free overnight reservation. The advancement is automatic and is valid for three months thereafter. Holders of a SHARE NOW Pass 25 or 50 also receive additional points credited to their account and, depending on the pass, gain direct access to Gold Status (Pass 25) or Diamond Status (Pass 50).

Test Results from Vienna Show a High Demand for SHARE NOW Rewards

The first test results from Vienna show a high level of popularity in the use of the new SHARE NOW Rewards loyalty program. Most participants are classified in Gold and Diamond status and most frequently used the Bonus Reservation Time. SHARE NOW Rewards was already launched in Vienna in mid-January. The program will be successively supplemented by the integration of further rewards and partners in the near future.

About SHARE NOW

As 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. Around three million customers already use the service. SHARE NOW offers a sustainable solution for urban mobility and makes a significant contribution to reducing traffic congestion in cities. Each car sharing car replaces up to six private cars in urban traffic. SHARE NOW operates purely electric fleets in four locations and is with a total of four partially electric cities Europe's largest provider of electric free-floating car sharing. The fleet portfolio consists of vehicles of the brands BMW, Fiat, Mercedes-Benz, MINI and smart. The company is one of five mobility services that emerged in 2019 from the joint venture between the BMW Group and Daimler AG. The company is based in Berlin.

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