



Acquisition enhances shared mobility portfolio of parent company GoTo Global.

emmy announces acquisition of felyx DE, re-claiming its leadership as Germany's largest shared moped provider.

2nd February 2023, BERLIN, Germany: emmy, the pioneer for electric moped sharing in Germany, and a subsidiary of leading shared mobility provider GoTo Global, has announced it will acquire the German business of Netherlands-based, urban mobility provider felyx. The strategic acquisition significantly expands emmy's footprint, enabling it to offer the largest fleet of mopeds across the country.

felyx's decision to sell its German business means it will initially focus on growth across Benelux. Whilst strengthening its market leading position there, this strategic move will enable emmy to add a fleet of 1.500 mopeds to its existing operation. With a shared vision for the future of urban travel, emmy and its parent company GoTo Global will continue to empower customers to own their journeys, not vehicles.

“Those interested in moped sharing services will quickly see the benefits of this acquisition with improved access to shared mopeds whenever required, while enjoying emmy's market-leading service level in terms of moped quality and availability. With this deal, we expect that at any time of day, at any day of the week, users will easily find an emmy moped in close proximity,” comments Gil Laser, CEO of GoTo Global. **“ The acquisition will see emmy bolster its fleet in Berlin and consolidate its footprint in Hamburg and Munich. As for felyx users, they simply need to download the emmy app and can rest assured of a seamless migration. These users will be able to avail themselves of any felyx credits while using emmy. The upside of this acquisition for the user, is that the two fleets of the biggest moped players in Germany are now available in one app.”**



Maarten Poot, co-founder from felyx says: “Once we made the decision to exit Germany, it was critical to find a successor who shared our vision for the future of sustainable, urban travel. We have found that in emmy and we know our users will be in the best hands going forward, contributing to one of our shared visions: giving everyone the freedom to move within a greener urban environment, making cities more livable. This strategic move enables us both to put more focus on our home markets and further cement our leading positions. felyx users will be able to use our service up until the 28th of February, and will receive instructions on how to migrate their account to emmy.”

Despite worldwide pressure to embrace traffic free cities, data from Germany’s Center for Automotive Research (CAR) shows car ownership in Germany is still increasing. Enabling easy use of mopeds within city centres is one solution to reversing this trend, offering unique benefits as a means of city transportation, including the ability to travel through traffic and park more easily, whilst being more robust and efficient compared to traditional micro-mobility options such as bikes and e-scooters.

The acquisition follows other investments by emmy’s parent GoTo-Global to further expand its business in Europe, underlining its on-going commitment to sustainable shared mobility. The acquisition was facilitated by Deloitte’s Disruptive Corporate Finance Team in the Netherlands, led by Jonathan Pack.



About emmy

emmy offers spontaneous short-term rentals with electric mopeds. The company, led by Christopher Schech, was founded in 2015 in Berlin and has cemented its market leadership in Germany. Localization and rental are done via an app. The mopeds are equipped with two helmets in different sizes and disposable hygiene hoods. In addition, the mopeds have exchangeable batteries, and emmy handles the charging process itself. Long charging times and poor charging infrastructure are thus irrelevant for users. Almost 4,000 mopeds are available to customers in Berlin, Hamburg and Munich.

About felyx

felyx, founded in 2017 by Quinten Selhorst and Maarten Poot, is an innovative scale-up that reshapes urban mobility with its shared e-moped solution, offering more sustainable and efficient transportation to all. It is their mission to connect people through smooth, green, and shared rides. Aiming to give everyone the freedom to move within a greener urban environment, making the city more livable. The company is currently active in over 13 cities and serves 1+ million registered users with a fleet of 6.000+ electric mopeds. Pioneering shared mobility in the Netherlands and leading the Benelux market in terms of fleet size.

About GoTo Global

Founded in 2008 in Israel, GoTo Global, is the world's leading provider of multi-modal mobility services. Its vision is to offer users access to shared mobility solutions through a single technology driven application that enables the booking of cars and mopeds. The company currently operates in Israel, Spain and Germany.