POPPY

START-UP POPPY LAUNCHES BELGIUM'S BIGGEST FLEET OF ECO-FRIENDLY FREEFLOATING SHARED CARS

AS FROM JANUARY 15, 350 ECO-FRIENDLY SHARED CARS SPREAD OVER ANTWERP

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A first for the mobility in Antwerp: start-up Poppy launches on January 15 their fleet of 350 eco-friendly freefloating shared cars in the city. With the Poppy app, users can locate the nearest car and unlock it. Once arrived at their destination they can park in every free spot in the freefloating homezone. Given the fact that one shared car can replace 5 to 10 private cars, Poppy will contribute to a safer and more efficient mobility in Antwerp.

Over the last few months, the Poppy platform has been tested with a small fleet of 30 cars. Today, the platform increases its fleet – in cooperation with start-up accelerator Lab Box - up to 350 eco-friendly shared cars: a combination of 100% electrical Volkswagen e-Golf and Audi A3 g-tron which drive on CNG (compressed natural gas). With these 350 cars, Poppy offers the biggest fleet of shared cars in a single city.

Through its new affiliate, Lab Box, established in 2017, D'Ieteren Auto confirms its ambition to become an innovative mobility solutions provider. "Lab Box has been impressed by all the work done by the Poppy team in such a short period: from marketing to operations and commercial partnerships, the team set the stage for a tremendous car sharing service offering in Antwerp" insists Dirk Joos, Managing Director of Lab Box. "We are very much looking into this future-oriented venture that will disrupt, in a positive way, the mobility ecosystem of the city"

Not only the size of the fleet is a first for Antwerp, it's also the first *freefloating* car sharing platform in the city. The shared cars don't have a fixed location and you can park free of charge in the homezone (Antwerp and some of its districts). By using the Poppy app, users can locate the nearest car and unlock it. Once arrived at their destination they can park on every available parking spot in the freefloating homezone. With Poppy you pay per minute: 33 cents while driving and 10 cents when parked if you want to keep the reservation of the car (during a small stop for example). Would you need the car for a longer journey, no problem – as long as you bring the car back to the Antwerp homezone in the end – and you'll pay a maximum of 90 euros for 24 hours. You always pay the lowest rate. The maintenance, the charging, the insurance, parking fees, … all are included in the rate per minute.

Shared mobility as a solution for traffic jams and parking congestion.

"The sharing economy has set in motion an irreversible movement, where use is often more important than ownership" says Alexander Van Laer, CEO of Poppy. "The same is true for mobility. A lot of cars in Antwerp are parked most of the time and could be used more efficiently. In cities around the world, shared mobility is on the rise. With Poppy we want to

support that evolution in Antwerp, and by extension to the rest of Belgium. Shared cars can play an important role in a more efficient and safer mobility."

Poppy is convinced that not only users will benefit from shared cars, mobility in the city will gain from the major increase in the number of green and user-friendly shared cars. Koen Kennis, Deputy mayor for Mobility in Antwerp (N-VA) clarifies: "International studies show us that one shared car can replace 5 to 10 privately owned cars. In time, this will decrease parking congestion. Above all, the way users travel will happen more consciously".

PRESS CONTACTS

Poppy : Alexander Van Laer, CEO Poppy, +32 472 61 93 69

Lab Box : Dirk Joos, Managing Director, +32 497 57 77 96

D'Ieteren : Jean-Marc Ponteville, Press & Public Relations Manager, +32 497 57 77 67, jean-marc.ponteville@dieteren.be

Cabinet Koen Kennis : Barbara De Schepper, spokesperson, +32 476 25 50 75