



PRESS RELEASE – Poppy launches electric scooter sharing in Antwerp

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Poppy, the Antwerp start-up that in January launched 350 environmentally-friendly shared cars in Antwerp, is now launching a test phase with 25 electric shared scooters. After this test phase, the fleet will be expanded to 100 scooters. This is the first step towards establishing Poppy as a multimodal mobility provider.

As from Saturday August 25th, you will be able to find the first 25 shared scooters in the city of Antwerp which can be used with the Poppy application. The principle is similar to the one of the Poppy cars: the electric scooters work according to the free-floating principle. This means that the scooters do not have a fixed parking location and you can always park them free of charge in the Poppy home zone.

Just like the cars, the usage of the shared scooters is priced per minute. Although, the price of a scooter is lower than that of a car: 25 cents per driven minute and 10 cents when you park, but still want to keep your reservation during your stopover. Just like the shared cars, there are no entry fees and the price per minute is 'all-inclusive'. Poppy takes care of maintenance, charging, insurance, etc. All this is included in the price per minute.

In line with their environmentally friendly character, Poppy consciously decided to offer 100 percent electric powered scooters.

MULTIMODAL

With the launch of the electric shared scooter project in Antwerp, Poppy has the ambition to grow into a multimodal mobility provider.

"With this pilot project, we test whether we can provide our customers with other environmentally friendly means of transport. We already notice that our community of users is very multimodal: they use car sharing, bike sharing and public transport. Scooter sharing is a nice addition to our current offer. Poppy is one of the first European players to offer both car sharing and scooter sharing. "

- Alexander Van Laer, CEO Poppy.

After this test phase, Poppy will significantly expand the fleet of shared scooters to 100 scooters.

8 MONTHS POPPY

After 8 months of activities in Antwerp, Poppy can already show good results. With more than 1 million kilometers driven and more than 16,000 registered users, the use of the shared cars in Antwerp rises

considerably. "The mentality-shift towards shared, sustainable mobility is clearly happening", emphasizes Van Laer. A recent survey among Poppy users showed that fifty percent of Poppy users are considering selling their car in the coming years. "Poppy has the mission to provide an alternative to the private car in the city. The results of our survey clearly show that we are evolving in the right direction", says Alexander Van Laer.

"Citizens in Antwerp are thinking more consciously about the way they travel, but they can only do this if there are enough alternatives. Antwerp is a global leader in this regard. We are very curious about the synergy that the bundling of electric cars and scooters will deliver in Antwerp. Poppy is one of the first providers in Europe to combine these electric mobility solutions. "

- Koen Kennis, Deputy Mayor for Mobility, Antwerp

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About Poppy: Poppy is an Antwerp start-up that has a fleet of 350 environmentally-friendly shared cars available in Antwerp since January 2018. The fleet of cars is composed of 100% electrical powered Volkswagen e-Golf and CNG powered Audi A3 g-tron. In August 2018, Poppy also launched 25 electric shared scooters. Poppy is a corporate venture with Lab Box, the new investment and incubation vehicle of D'leteren Auto that focuses on innovative mobility solutions.