



HYPE LAUNCHES ITS ZERO-EMISSION PREMIUM TAXI SERVICE AND SPEEDS UP THE SWITCH OF PARISIAN TAXIS TO ZERO-EMISSION

- **Hype, exclusive taxi partner of the Paris 2024 Olympic and Paralympic Games, acquires Lounge, a booking platform dedicated to premium taxis founded by Serge Metz, former CEO of Taxis G7, and which already has over 200 affiliated drivers**
- **By now providing the full range of taxi services, Hype is achieving its goal: enabling every client and taxi driver in the Paris region to switch to a zero-emission solution, at no additional cost**
- **On this occasion, Hype also strengthens its teams and technological integration**

Paris, May 14, 2024 - Hype confirms its growth momentum and its position as a major player in the Parisian taxi industry by expanding its services to include Premium taxi options, aiming to achieve complete market transition to zero-emission¹ by 2024.

Hype announces the acquisition of Lounge, which will be finalised in the coming days, and will allow it to deploy a zero-emission offer in this premium segment from June 2024.

Founded in 2022 by Serge Metz, CEO of Taxis G7 from 1988 to 2017, who joins Hype with his specialised teams, Lounge currently brings together over 200 premium taxi drivers, some of whom already use zero-emission vehicles (BMW i5 & i7, Mercedes EQS, EQE, EQV, Tesla Model S, etc.).

After vans and PRMs² in 2022, Hype integrates this highly demanding customer segment, sought after by customers and drivers especially in Paris, and now covers the entire range of Parisian taxi services.

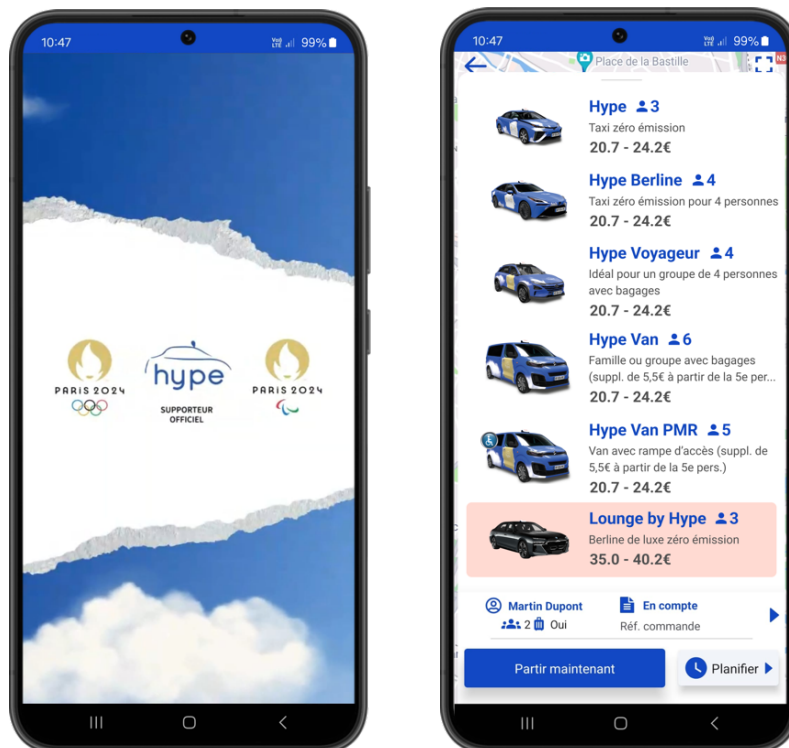
Hype thus finalises its plan to organise the rapid and massive switch of the Parisian taxi market to zero-emission-: starting from June 2024, every taxi client in the Paris region will be able to order the zero-emission taxi that suits them on the Hype app at the same price as an equivalent polluting taxi; likewise, every driver will have, at no extra cost, a zero-emission solution suited to their needs, with a Crit'Air 0 battery-powered or hydrogen-powered vehicle, along with a booking platform facilitating connections with an increasing number of clients prioritising zero-emission taxis.

¹ Zero emissions at the tailpipe, meaning with a 100% electric (battery-powered or hydrogen-powered) engine, and a vehicle qualified under Crit'Air 0 standards.

² Vehicles adapted for People with Reduced Mobility (wheelchair-accessible vehicles).

Furthermore, Hype acquires its longstanding partner, Fleetizen, also founded by Serge Metz, which has been developing its booking platform for several years. This acquisition enables Hype to strengthen its technical teams and ensure the continuous improvement of its application, which is already one of the most complete in the market today.

The Lounge by Hype offering will be accessible to clients through the Hype application upon finalisation of the acquisition process. On this occasion, Hype will also launch a "Special Membership Offer for the Paris 2024 Olympic and Paralympic Games" for all zero-emission (hydrogen and battery-powered) taxi drivers.



Mathieu Gardies, President, CEO and founder of Hype, said:

"I am delighted that Serge Metz and his teams, whom we know well, are joining Hype. Their unique experience will be key in helping us to irreversibly shift the Parisian taxi market to zero emission by 2024. This external growth operation allows us to strengthen our product offering, our technological solutions and our associated teams, and consolidates our position as a major player in the Parisian taxi market.

"Today, our message to taxi customers is clear: there is no longer any reason to wait, switch now to zero-emission solutions: download and use the Hype application and take concrete action by supporting drivers who are committed to this path."

About Hype

Launched in Paris in 2015 at COP 21 in response to the public health emergency of air and noise pollution in urban areas, Hype offers the only 100% zero-emission taxi booking application, at no extra cost compared with polluting taxis, and is developing the first zero-emission mobility platform, integrating production and distribution of green hydrogen. Hype, which has been operating the world's largest fleet of hydrogen-powered taxis for 8 years, is organising the rapid transition to zero-emission taxis and professional mobility uses.

By capitalising on its experience and integrated model, which make it easier for as many drivers and customers as possible to use zero-emission mobility solutions in the short term, Hype, which is already present in Paris, Brussels and Le Mans, will roll out its platform in 13 other cities/regions in France and around the world by the end of 2026.

For more information, visit www.hype.earth

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