

ryd and EG Group enable in-car payment & mobile payment at about 550 new petrol stations in the Netherlands, Belgium and Luxembourg

Munich, 08. January 2024 – **ryd, the largest provider for in-car payment, is excited to announce the expansion of the collaboration with EG, a leading independent convenience retailer in the mobility sector. The partnership marks a significant step in enhancing the fueling experience at Esso and other petrol stations in the Benelux area as well.**

After successfully rolling out ryd at all Esso stations in Germany, this partnership introduces state-of-the-art digital fueling and in-car payment systems at about 550 new Esso, Texaco and Firezone petrol stations in the Netherlands, Belgium and Luxembourg. The cross-border initiative is set to revolutionize the way drivers pay at all EG petrol stations in Europe, making the process more efficient and user-friendly.

ryd offers mobile payment for in-app, in-car and car-sharing in Benelux

This partnership goes beyond just enhancing customer convenience; it's aimed at boosting traffic and engagement within ryd's growing network, offering a more streamlined and efficient service for all ryd and EG customers. In a strategic move to expand its wide-range services in the Benelux region, ryd has forged partnerships with a variety of players in its ecosystem. This collaboration facilitates seamless payments at EG across all ryd's business sectors, including in-app, in-car, and car-sharing services.

The continuous rollout of about 550 EG group petrol stations in the Benelux area is currently in progress and is expected to be completed in January 2024.

Thomas Kempf, Director Sales & Mobility at ryd, says: *"The Benelux region is the fourth market in which ryd and EG Group collaborate. The go-live of 550 stations in January 2024 is a huge win for ryd in these countries. Not only for our users, but also for our partners. Scaling our ryd acceptance network enables even easier access to payments via app, from inside the car or through car-sharing operators."*

Laurent Grobet, Country Manager Benelux at EG Group, says: *"As the adoption of digital payment methods accelerates, our partnership with ryd aligns perfectly with the increasing demand for innovative solutions that enhance the refueling experience. We are eagerly anticipating the opportunity to offer our customers advanced in-car payment and digital fueling services."*

About ryd

ryd is a FinTech company operating across Europe in the field of mobile payment with focus on ryd pay. With ryd, you pay via app or infotainment system in your car at the gas station - fast, conveniently and securely. ryd is a digital ecosystem. In addition, it is available to third-party providers via partner integrations, including navigation system providers, smartphone apps, car sharing, and car manufacturers. Today, ryd is already the largest European B2C network for digital fueling.

Financial and strategic support for ryd is provided by AXA, bp, Mastercard and Mercedes-Benz, which are international global players within ryd's business areas: mobility, finance, energy and insurance.

Founded in Munich in 2014, ryd is continuously growing, already available in Germany, Austria, Switzerland, Portugal, Spain, Belgium, Netherlands, Luxembourg and Denmark and continuously rolling out to other European countries.

About EG Group

Founded in 2001 by the Issa family, United Kingdom-based EG Group is a leading independent convenience retailer, which has established partnerships with global brands, as well as a focused portfolio of proprietary brands. The business has an established pedigree of delivering an excellent Grocery & Merchandise, Foodservice and Fuel proposition in all the markets in which it operates.

EG Group currently employs more than 50,000 colleagues working in over 6,600 sites across the UK&I, Europe, USA and Australia. The business is regularly recognised for innovation and investment in convenience retail assets, employees and systems. Zuber Issa and Mohsin Issa, Founders and co- CEOs, EG Group, were jointly named the 2018 EY Entrepreneur of the Year in the UK.

Further information at www.eg.group