

ryd strengthens car sharing business: Poppy enables Digital Fueling for fleet in Belgium

Munich, Germany, 22. August 2023: Thanks to the partnership between ryd, the leading B2C provider for digital fueling and in-car payment in Europe, and Poppy, car sharing users in Belgium can now pay quickly and conveniently at MAES, Esso and Shell stations via the Poppy app.

ryd is continuing to expand their business. ryd introduced Mobile Payment to car sharing in Germany earlier this year, which gained momentum immediately and has proven to be a strong addition to the ryd ecosystem. Following the successful Belgium launch of Digital Fueling and In-Car Payment with ryd in 2021, ryd and Poppy now also bring Mobile Payment to customers of car sharing services in Belgium.

ryd gains access to a huge number of drivers and an even bigger potential for necessary refueling processes. The open ryd ecosystem is capable of adapting to the changes in mobility, guiding customers through the transformation. With a fleet of 3.000 vehicles, Poppy is available in all Belgium's major cities. Thanks to the partnership with ryd, over 100.000 Poppy users in the regions of Brussels, Antwerp, Mechelen, Ghent, and Liège are now able to refuel and pay via the Poppy app in the entire ryd network.

Poppy customers use the ryd interface integrated in the Poppy app to pay at the gas station. The new digital payment process benefits both: Poppy and their customers. Poppy users save time at the gas pump and enjoy a simplified payment process without the hassle of physical fuel cards. The digital payment and billing process also streamline operations for Poppy, saving costs, time, and paper. In addition, Poppy benefits from the fact that ryd provides a brand-independent acceptance network. Customers are therefore not limited to a specific brand, but can pay in the entire ryd network.

Uli Kiendl, CEO of ryd: *"We are thrilled about the strategic partnership with Poppy. At ryd, we are dedicated to driving innovation in all fields of the mobility sector. This collaboration is a significant step forward. By enabling mobile payment for car sharing users, we are not only simplifying the fueling process but also expanding the reach and volume of ryd's services."*

Nick Van den Eynde, COO of Poppy: *"This partnership with ryd underscores our commitment to providing seamless and convenient solutions that empower our customers. Together with ryd, we are shaping the future of mobility, and we look forward to further elevating the car sharing experience in Belgium."*



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 Poppy

Poppy Mobility offers shared vehicles that can be unlocked through a mobile application. The system works with a price per minute or kilometer, per hour or day. Fuel and parking are included. More than 10 different models, electric and petrol, are available: sustainable city cars, high-end models or even vans can be rented through the application. The service is available in Antwerp, Ghent, Mechelen, Lier, Liege and at Belgian airports.