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## **Smooove and Zoov join forces to create a European sustainable mobility champion**

Paris and Lyon, 31st March 2021 - Smooove, the market leader in self-service bikes and Zoov, the technological benchmark for self-service e-bikes, are teaming up, combining their expertise and experience to roll out their technology in countries far and wide. The new entity will be able to support any city with a range of innovative bike-sharing systems, ensuring first-class quality of service.

### **The best e-bike solutions to meet the needs of any city**

By combining Smooove's experience and international presence with Zoov's technological advancement, the new entity will be able to meet any and all expectations of local governments, and to massively accelerate the modal shift from cars to bikes. They have set their sights on making a major contribution to the European Union's objective of reducing greenhouse gas emissions linked to transport by 60% by 2050.

Together, Smooove and Zoov are already able to offer connected self-service systems, with or without stations, both of which can seamlessly co-exist. Due to the array of uses for e-bikes, new offerings - based on the expertise of both entities - are being developed. These will be unveiled over the course of 2021.

"We are passionate about working hand in hand with medium and large cities. Cycling needs to be developed everywhere if we want to make an impact. Zoov's technologies are revolutionary as they significantly reduce investment and operating costs. Together with our expertise with local authorities, they will enable us to make self-service more profitable and easier to implement, while opening the door to additional uses." - **Benoit Yameundjeu, CEO of Smooove.**

To capitalize on the environmental and economic benefits of local production, Smooove and Zoov will continue to contribute to the development of the French bike industry with the goal of relying primarily on the French industrial network to develop their offerings. The supply chain for Vélib bikes is already over 60% French and will also benefit from relocation measures.

### **Bringing experience and innovation together**

Smooove is a French company, founded in 2008, that is both a pioneer and a leader in the bike-sharing market, specialized in designing and rolling out systems to countries across the globe. It has rolled out over 50,000 e-bikes and mechanical bikes in 23 cities worldwide, including Moscow, Vancouver, Helsinki, Lima and Paris, within the Smovengo consortium - the world's largest self-service bike-sharing service, with over 360,000 subscribers and 215,000 trips per day. This has enabled Smooove, over the course of 15 years, to accumulate unparalleled expertise in the self-service bike market, supporting local authorities from defining and framing

their upstream needs to providing continuous support throughout the operational phase of its solutions.

Zoov was created in 2017 by Eric Carreel, a successful multi-entrepreneur (Inventel, Withings, Invoxia, etc.), Arnaud Le Rodallec and Amira Haberah. In just a few years, Zoov has become the technological benchmark for self-service e-bikes thanks to connected, efficient and reliable e-bikes, as well as the world's most compact and lightweight charging station. In addition to operating services in the south of the Paris region and Bordeaux, Zoov makes it possible for all types of operators to integrate their e-bikes into their mobility offering, or to enhance their existing service with connectivity enabled by IoT (Internet of Things) and fleet management tools. Operators are using Zoov technology to power shared e-bike services in a growing number of cities including Grenoble and Paris.

### **The Mobivia Group family grows stronger**

In this transaction, Mobivia, Smoove's parent company via its subsidiary Via ID, remains a majority shareholder in the new entity, alongside Zoov's founders and investors: Daphni, C4 Ventures, Road Ventures, BNP Paribas Développement and Banque des Territoires. The new entity is preparing a capital drive which aims, among other things, to accelerate its business development and increase its capacity for innovation.

Ludovic Bertrand, Chairman of Smoove, assumes the chairmanship of the new entity and Eric Carreel, the Chairman of Zoov, will sit on the Board of Directors. Zoov co-founders Amira Haberah and Arnaud Le Rodallec will continue their roles as Chief Product Officer and Chief Sales & Marketing Officer, and will work closely with Benoît Yameundjeu, the Chief Executive Officer of Smoove, who takes the lead alongside Olivier Carton, Chief Operations Officer.

The employees of Smoove and Zoov, located in Paris, Lyon and Bordeaux, have already started to work together, and all the sites will remain active. Bordeaux and Saclay operations in the Paris region will continue to be operated as part of the product development cycle. This represents a fleet of more than 1000 electric bicycles.

"The merger with Smoove gives us the opportunity to execute a large-scale roll out of the technology we have been developing for almost 4 years now. We are very excited about this prospect", **Arnaud Le Rodallec, CEO of Zoov.**

"This alliance perfectly matches Mobivia's original goal of making sustainable mobility accessible to all. It strengthens our ability to support the transition to active mobility in the cities of tomorrow." **Ludovic Bertrand, Chairman of Smoove and Head of Two Wheel & Urban Micromobility Business at Mobivia Via ID.**

### **About Smoove**

Smoove was created in 2008 by cycling enthusiasts just as bike-sharing services began to flourish. Smoove has since positioned itself as a supplier of shared bike systems and has partnered with various operators to provide operational and maintenance support. After having conquered several cities in France - including Avignon, Grenoble, Strasbourg and Montpellier - Smoove quickly grew its international presence by installing its bikes in Batumi, Moscow, Bangkok, Marrakech, Helsinki, Vancouver and, more recently, Lima. In 2017, Smoove and Smovengo successfully won the renewal of the Vélib service in Paris with 20,000 bikes - 35% of which are e-bikes - and 1,400 stations. Smoove is thus a leader in the global bike-sharing market and continues to expand by capitalizing on all of its operational know-how and innovation. This ensures that Smoove's offerings consistently adapt to the changing needs of cities, operators and citizens, to facilitate use and to make cycling accessible to as many people as possible: to contribute to making the more peaceful cities of tomorrow, with integrated transport networks.

## **About Zoov**

Created in 2017 by multi-entrepreneur Eric Carreel, Arnaud Le Rodallec and Amira Haberah, Zoov is the technological benchmark when it comes to self-service electric bikes in Europe, thanks to smart, effective, sturdy electric bikes, as well as the world's most compact and economical parking and charging infrastructure. With services already in place in the south of Paris and in Bordeaux, they are spreading the adoption of electric bikes by enabling all types of operators to integrate its models into their mobility offering, or to enhance their existing service with its Internet of things (IoT) technology and fleet management tools. Operators are using Zoov technology to power shared e-bike services in a growing number of cities including Grenoble and Paris.

## **About Mobivia**

Mobivia is an ecosystem of 9 brands and 28 startups dedicated to the present and future of mobility. Having spent 50 years alongside users throughout their travels, Mobivia's companies closely accompany each and everyone in their mobility, no matter why or how they choose to get around, by offering them useful, innovative and sustainable mobility solutions. Mobivia's 23,000 employees embody and promote Mobivia's humanitarian values and strong social and environmental commitments, as they work towards a common mission: "Opening sustainable mobility to all".

More information on Smoove: [www.smoove.fr](http://www.smoove.fr)

More information on Zoov: [www.zoov.eu](http://www.zoov.eu)

More information on Mobivia: <https://www.mobivia.com>

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