

DRIVERAMA ACCELERATES EXPANSION PLANS IN GERMANY FOLLOWING SUCCESSFUL LAUNCH OF RETAIL CAR BUYING OPERATIONS IN DUSSELDORF

- Overwhelmingly positive feedback received from customers following successful launch of first retail micro-branch in Dusseldorf and strategic alliance with stop+go,
- Driverama now stepping up roll out of micro-branches across Germany
- Customer-friendly micro-branches to launch in prime stop+go locations in Dortmund, Berlin, and Hamburg in the next 4 months
- Unique real-time AI pricing model brings a revolutionary way of buying cars from consumers in Germany

15 July 2021: Driverama, the most exciting new tech-driven online platform for buyers and sellers of used cars across Europe, is planning to expedite the roll out of its retail buying micro-branches across Germany following the successful opening of its first drop-off micro-branch located within stop+go Dusseldorf on 1 July 2021.

As part of its strategic partnership agreement with the nationwide automotive workshop chain, Driverama will accelerate the roll out of its branches to more than 20 of stop+go's locations.

The opening of Driverama's first micro-branch in Dusseldorf was met with a positive response from customers, who welcomed the convenience and exceptional customer service on offer. The Company plans to rapidly ramp up its presence in Germany, with branches opening ahead of schedule in Dortmund, Berlin, and Hamburg in the next 4 months. The sites, located within prime, densely populated stop+go locations, will enable customers across the country to sell their car to Driverama quickly, easily and with total pricing transparency.

Since its launch in April, Driverama has grown rapidly and outperformed its internal forecasts, partnering with over 130 dealer groups in Germany, the Netherlands and Belgium, as it embarks on becoming the biggest borderless, pan-European online used-car retailer by 2025. In addition to the launch of Driverama's first retail buying branch in Dusseldorf, the Company has also established B2B branches in Munich and Amsterdam and is rapidly increasing the number of cars being bought and sold with every month that passes.

Driverama brings a revolutionary way of car buying and selling to millions of people, through its unique data science capabilities and peerless proprietary technology. When buying cars from consumers, Driverama's innovative and real-time algorithmic pricing model enables it to provide realistic, accurate and transparent price estimates, driven by market data. The customer can then simply book an appointment at their local Driverama branch, where a fast and hassle-free inspection will be carried out using its market leading software, to give a final valuation.

Driverama is part of AURES Holdings, the largest independent used car retailer in Europe with more than €700m in revenue, €44m EBITDA and over 2.5 million customers served.

Dr Stan Galik, Chairman of the Board of Driverama, said: "It has been an exciting few weeks for us, opening our first retail buying branch in Dusseldorf, another milestone for Driverama as we grow our brand presence in Germany. We plan to open our next branch in Dortmund in August followed by Berlin and Hamburg, providing more customers in Germany with a convenient, fair, hassle-free option, with no 'gotcha' moments, when selling their car to us. After 18 months of analysing, developing and optimising our systems for data-driven online buying and selling and constant

refinement to ensure the most seamless customer experience, it is great to see Driverama come to fruition in the German market, offering our customers total transparency, value, speed and convenience when selling their car.”

One of the first Driverama customers, **Thomas Schoenherr**, described his experience: “I could not have wished for a smoother or more simple process when selling my Ford Focus to Driverama. From the moment I entered my car information on Driverama’s easy-to-use website, where I received a price estimate immediately, to visiting the Driverama branch for physical inspection, I could not fault the experience. I was greeted by a helpful Car Genius in store who inspected the car, while I always felt in full control of the process via a tablet, which showed all the factors affecting the final price of the car. There was absolutely no haggling involved, which was fantastic and reassured me that I got the best price for my car. Driverama seamlessly handled all the paperwork and the money was transferred to my bank account straight away. I would highly recommend Driverama to anyone selling their car.”

[ENDS]

For more information, please contact:

FTI Consulting (Financial PR)
Andrew Todd
Email: driverama@fticonsulting.com;

About Driverama

Driverama is Europe’s most exciting new online platform for buyers and sellers of used cars. Launching in Germany, initially with over 5,000 vehicles in stock, the brand will be rolled out to 11 markets by 2022 to become the first-ever truly borderless retailer. Driverama is a new brand, concept and business entity which has been launched and developed by AURES Holdings. It combines the best of all channels in used car retailing – AURES’ proven, decades-long experience, knowhow and physical infrastructure along with its leading-edge data science capabilities and scale, machine learning tools, artificial intelligence and proprietary algorithms.

About AURES

AURES Holdings Group is the largest independent used car retailer in Central and Eastern Europe, operating a network of 47 used car dealerships across the Czech Republic, Slovakia, Poland and Hungary. Since its founding in 1992, it has served over 2.5 million customers, buying and selling an average of 80,000 cars a year, along with finance and insurance products via third parties. It has sold over 40,000 cars online into Western Europe, with half of these vehicles heading to customers in Germany. AURES operates the Mototechna Drive car rental company and sells nearly new cars under the Mototechna brand. The group is regularly ranked in the CZECH TOP 100 Largest Czech companies and Czech 100 Best charts. For 2017 and 2018, the company was the holder of the prestigious Superbrands award and placed 2nd in the European Business Awards 2016/2017.