

mytaxi launches instant delivery service on the market and receives tens of millions in financing

In addition to the conclusion of the third round of financing, mytaxi announced its entry into the instant delivery market this week. The new product mytaxi Delivery delivers goods to customers within an hour or at a time convenient to the customer.

August, 15th 2013 – mytaxi reaches two milestones this week: As part of the third round of financing, mytaxi receives new investment in the tens of millions from Daimler Mobility Services GmbH and T-Venture, the venture capital arm of Deutsche Telekom AG. Furthermore, mytaxi enters the instant delivery market. mytaxi Delivery is the latest service from mytaxi that allows dealers to deliver goods sold within an hour to the customer or at a time of his choice. mytaxi Delivery can be integrated into the in-house service offering by both webshop operators, national retailers with a network of brick-and-mortar stores, as well as individual shop owners. The first version of mytaxi Delivery has already been tested with selected Media Markt stores in Hamburg. By the end of 2013 mytaxi Delivery should be generally available to international dealers. The price of a delivery with mytaxi Delivery is in line with the usual rates of express shipments.

Instant delivery trend

As the largest taxi fleet in Europe, mytaxi has access to a network of more than 35,000 affiliated suppliers for the launch of mytaxi Delivery. This not only provides mytaxi with a unique selling point in the instant delivery market, but also ensures that products can be delivered within an hour. On the other hand, the dealers have decentralised warehouses where drivers collect the goods directly and so eliminate long delivery routes. The age of e-commerce has changed consumer behaviour, which is also confirmed in studies: 55 per cent¹ of respondents would buy more online if they could decide on the delivery date. 64 per cent² of respondents would buy more if the goods could be delivered within an hour.

Third round of financing

With mytaxi Delivery, mytaxi has responded early to this trend. Part of the new financing flows into the expansion of the new service. “50 per cent of the investment will in the future be ploughed into product development at mytaxi,” explains Niclaus Mewes, CEO and co-founder of mytaxi. As part of the third round of financing, the Daimler subsidiary Daimler Mobility Services has again invested in mytaxi to consolidate the strategic partnership. “With Car2Go we are the pioneer and market leader in free-floating car sharing and with our mobility app moovel we will continue to advance the intelligent networking of mobility services. mytaxi is a key element in this undertaking. The partnership of cooperation with the taxi app pioneer offers a lot of potential to further successfully shape the mobility market,” says Robert Henrich, CEO of Daimler Mobility

¹ AlphaWise, Morgan Stanley Research 2012

² Ebay Study ‘The Future of Commerce’, June 2012

Services GmbH. Since the last investment in early 2012, the first collaboration has borne fruit – the mytaxi app was integrated into the Car2Go app, for example. Cooperation shall now be intensified and app development services shall be taken over for Daimler Mobility Services. Besides product development, another part will flow into the internationalisation of mytaxi. “By the end of the year we will launch mytaxi in three other cities in the US. The US, where mytaxi is already represented in Washington D.C., is an important market for us,” reports Niclaus Mewes. With the new products and the plans to expand into other international cities, mytaxi plans a fourfold increase in sales year on year, thus consolidating its global market leadership in the field of taxi apps.

Disruptive and scalable

mytaxi Delivery shall also open up international markets in a very short while. Similar to mytaxi, the new product too is a disruptive and scalable model: it newly defines the courier market and links the offline and online market. The customer selects his desired product in the online shop and adds it to the cart. Then his delivery address is requested to check whether the product can be delivered by mytaxi Delivery. If it is possible, the customer can choose from among the mytaxi Delivery ordering options, and after payment processing receives a TAN for verification of the purchase at delivery. At the same time the dealer requests the next mytaxi, which then accepts the order marked as a courier trip. The mytaxi driver accepts the trip on the mytaxi app and collects the goods from the dealer. In the future, the customer will also receive a link to track his order live via the mytaxi app. mytaxi Delivery is also available in specialised stores: the customer orders the service on site and so has heavy or bulky goods delivered at home.

mytaxi Delivery video: <http://bit.ly/14NbE7i>

About mytaxi

mytaxi is a product of Intelligent Apps GmbH and was launched in June 2009 by the two founders Niclaus Mewes and Sven Külper. The Hamburg-based start-up is a pioneer and market leader and has more than 150 employees in Germany, Austria, Switzerland, Spain, Poland and the USA. The taxi-ordering app provides a direct connection between the taxi driver and the passenger. The app has been downloaded more than seven million times and is available in 40 cities with over 35,000 affiliated taxis. Investors include T-Venture Holding GmbH (Deutsche Telekom AG), Daimler Mobility Services GmbH (Daimler AG), KfW, e42 GmbH and Lars Hinrichs (Cinco Capital GmbH). For more information, please visit www.mytaxi.com

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Press section and downloads: <http://www.mytaxi.com/presse/presse-material.html>