PRESS RELEASE

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Be-Mobile announces a new step after Arrive buys the stake of Proximus in Be-Mobile: Arrive acquires the 4411 parking service while other activities of Be-Mobile will continue under the control of founder Jan Cools and the management

Arrive has reached an agreement with Proximus for the acquisition of its shares in Belgian based smart mobility company Be-Mobile. In parallel, Be-Mobile founder and co-shareholder Jan Cools, together with the company's management team, has reached an agreement with Arrive on the future of Be-Mobile.

Under the agreement, Arrive will acquire and continue the operations of 4411, the well-established mobile payment service for parking, public transport, and other mobility needs. This move will further strengthen Arrive global presence in mobile parking and mobility solutions by expanding its user base and enhancing its local service footprint.

Meanwhile, Jan Cools and the Be-Mobile management team will take ownership and control of the other Be-Mobile activities including the B2C Flitsmeister driver community as well as the B2G platforms that support traffic management and mobility rights, such as tolling and parking solutions. This strategic transaction enables Be-Mobile to focus fully on accelerating its European growth ambitions.

Furthermore, Arrive and Be-Mobile will collaborate to integrate Arrive mobile parking services into the Flitsmeister driver community. However, Flitsmeister will maintain its own strategic direction for parking services, while the partnership enables it to expand its services across Europe.

Scott Booker, General Manager Parking Arrive

This agreement represents a significant step forward in our journey toward making cities more livable. The deal strengthens our ability to innovate, while making parking easier and more accessible for both local drivers and visitors, improving everyday mobility experience. Together, we can shape even smarter, urban environments.

Jan Cools, CEO of Be-Mobile:

"We are happy to announce that 4411 will become part of a global mobility platform Arrive and confident it will further grow its users, functionality and international coverage. At the same time we are excited to take control of Be-Mobile, together with the management team. This marks a pivotal moment that allows us to fully pursue our long-held ambition of building the largest community of connected drivers in Europe, growing far beyond the 3 million users we serve today. With renewed focus and Arrive as a trusted partner, we look forward to expanding our parking services in a way that truly adds value for our users and accelerates smarter, more impactful mobility solutions across the continent."

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About Be-Mobile

Be-Mobile is a Belgian mobility technology company, founded in 2006 by Jan Cools, that develops innovative solutions to guide drivers and manage traffic flows. Through its consumer brand Flitsmeister, which serves a community of over 3 million active users, and 4411, Belgium's leading mobile payment service for parking, which has been part of the group since 2016, Be-Mobile plays a key role in connected driving and digital mobility services across the Benelux. In addition, the company provides governments and mobility stakeholders with advanced B2G platforms for traffic management, tolling, and parking rights. With a strong focus on smart mobility, Be-Mobile enables more efficient, safer, and more sustainable travel across Europe.

About Arrive

Arrive, including brands like EasyPark, Flowbird, RingGo, ParkMobile and Parkopedia, is a leading global mobility platform. Present in over 90 countries and 20,000 cities, the company helps people and decision-makers make smarter decisions about urban mobility and ease the experience of travel worldwide. Arrive delivers a unique combination of the core ingredients to make cities more livable: from smart payments and optimized car parks to data-driven traffic reduction and support for reinvestment in public transport and green space. It's about more than function, it's about saving time and simplifying the experience of travel for everyone. Travel is more than a journey, it's how you Arrive.