



## MERGER ANNOUNCEMENT - M/18/008

---

### Competition and Consumer Protection Commission clears proposed acquisition by Daimler AG of Intelligent Apps GmbH trading as mytaxi

23/02/2018

---

The Competition and Consumer Protection Commission has today cleared the proposed transaction whereby Daimler AG would acquire sole control of Intelligent Apps GmbH, trading as mytaxi. The proposed transaction was notified under the Competition Act 2002, as amended, on 26 January 2018.

The Commission has formed the view that the proposed transaction will not substantially lessen competition in any market for goods or services in the State. The Commission will publish the reasons for its determination on its website no later than 60 working days after the date of the Determination and after allowing the parties the opportunity to request that confidential information be removed from the published version.

#### **Additional Information**

mytaxi is currently jointly controlled by Daimler, through its wholly-owned subsidiary Daimler Mobility Services GmbH (“DMS”), and by HNH Group Ltd (“Hailo”). Following implementation of the proposed transaction, the shareholding of DMS in mytaxi will increase while Hailo’s shareholding in mytaxi will be diluted which would lead to the acquisition by DMS (and therefore Daimler) of sole control of mytaxi.

mytaxi operates a taxi dispatch/ride hailing application (“App”) which allows customers to: (i) order a taxi; (ii) track the arrival of the taxi in real time using a map; (iii) pay for the taxi journey (via a credit card or a PayPal account set up on a customer’s *mytaxi* account); and (iv) rate the taxi driver and vehicle. The App is a commission-based platform, connecting approximately 125,000 taxi drivers with approximately 10 million users internationally. In Europe, mytaxi is currently active in Austria, Germany, Greece (as *Taxibeat/BEAT*), Ireland, Italy, Poland, Portugal, Spain, Romania (branded *Clever Taxi*), Sweden and the United Kingdom. Outside of Europe, mytaxi is active in Chile and Peru under the brand *Taxibeat/BEAT*.