freenow by lyft

Sustainability Report 2025

May 2026

Table of contents

Introduction 03
Freenow by Lyft 05
Our Sustainability Strategy 09
Environment 14
Social 34
Governance 51
Appendix 56

01. Introduction

From Vision to Impact: A message from our CEO

I am proud to present our **2025 Sustainability Report,** a comprehensive look at how we are actively shaping the future of the cities we serve.

True progress is never a solo endeavor; it is built on the vital connections we share with our partners. Together, we are accelerating the shift toward a more socially inclusive, electrified, and sustainable industry.

2025 marked a definitive turning point with our acquisition by Lyft. This milestone unites our European heritage with global scale, driven by a shared purpose: to serve and connect.

To turn our vision into measurable impact, our strategy centers on five core accountability pillars:

- **Climate Change**: Accelerating electrification.
- **Safety:** Trust for everyone on the road.
- **Driver Earnings:** Championing sustainable livelihoods.
- **Information Security:** Dependable digital security.
- **Data Privacy:** Transparent framework.

By prioritizing responsible business practices, we are helping to develop cities built for the future. I invite you to explore the progress we've made.

Thomas Zimmermann
CEO, Freenow by Lyft

02. Freenow by Lyft

17 years of moving together: Our story

Freenow has been shaping European mobility for over 17 years. Founded as one of the continent's first digital taxi platforms, we've evolved into a leading multi-mobility provider across nine markets and more than 180 cities.

Today, millions of passengers use us to find the right trip for them through a single app: taxis, private hire vehicles, carsharing, car rentals, eScooters, eBikes, eMopeds and public transport. We remain committed to our taxi roots, while helping the sector modernise and move towards shared, electrified travel. Our focus is on helping local authorities build transport systems that work for everyone.

In July 2025, **Freenow was acquired by Lyft,** marking a major milestone in our history. With millions of drivers and billions of rides, Lyft brings global scale to our local expertise, helping us offer even more ways to move across the cities we serve. Together, we're creating a more connected world – providing transport options for everyone, driven by our shared purpose to serve and connect.

Launch of mytaxi	100% takeover by Daimler	Merger with Hailo	Acquisition of Beat & Clever Taxi	Kapten acquisition & launch of Hive scooters	Joint Venture NOW Group & rebranding	Freenow is acquired by Lyft
2009	2014	2016	2017	2018	2019	July 2025

Our European footprint

9 Countries | **180+** Cities

20+ Partners

Free2move, voi., MILES, ridemovi, SIXT, Hertz, dott, Budget, Voltio, Traficar, MOBY, cooltra, emmy, Europcar, AVIS, ZITY, BIRD, forest

~150k Taxi & PHV drivers

~200k Multi mobility vehicles

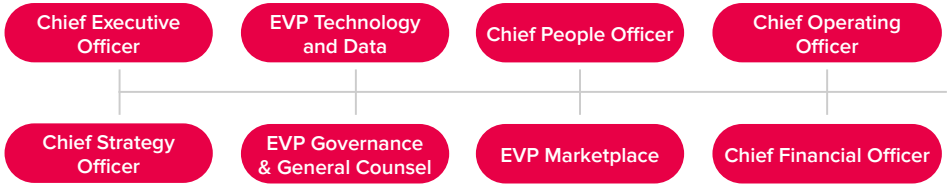
Our future with Lyft

Following Lyft's acquisition of Freenow in the second half of 2025, we further strengthened our governance framework through the establishment of a newly created **Advisory Board.** Our Advisory Board is committed to upholding best-in-class corporate governance standards. We firmly believe in operating with **transparency** and **accountability** across our culture, governance practices, and commitments.

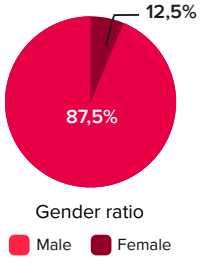
The Advisory Board, together with our **Senior Management Team**, provides strategic guidance, independent perspective, and effective oversight to support robust decision-making and steer the company's long-term sustainable growth.

Managing Directors and Advisory Board

Senior Management Team



Senior Management Team KPIs



100%

of **Senior Management Team** are executives

All

Senior Management Team members are between 30-50 years old

03. Our Sustainability Strategy

We have a formalised sustainability governance

Freenow has established a structured sustainability governance framework to support clear accountability, effective decision-making, and alignment with our business strategy. Sustainability is embedded within the organisation, with roles at strategic, operational, and expert levels to drive progress on environmental, social, and governance topics.

Sustainability Committee
The Sustainability Committee drives and shapes Freenow's sustainability agenda. It brings together senior leaders from key functions to ensure cross-functional alignment and informed decision-making. The Supervisory Board, Managing Directors and Senior Management team provide oversight and guidance.

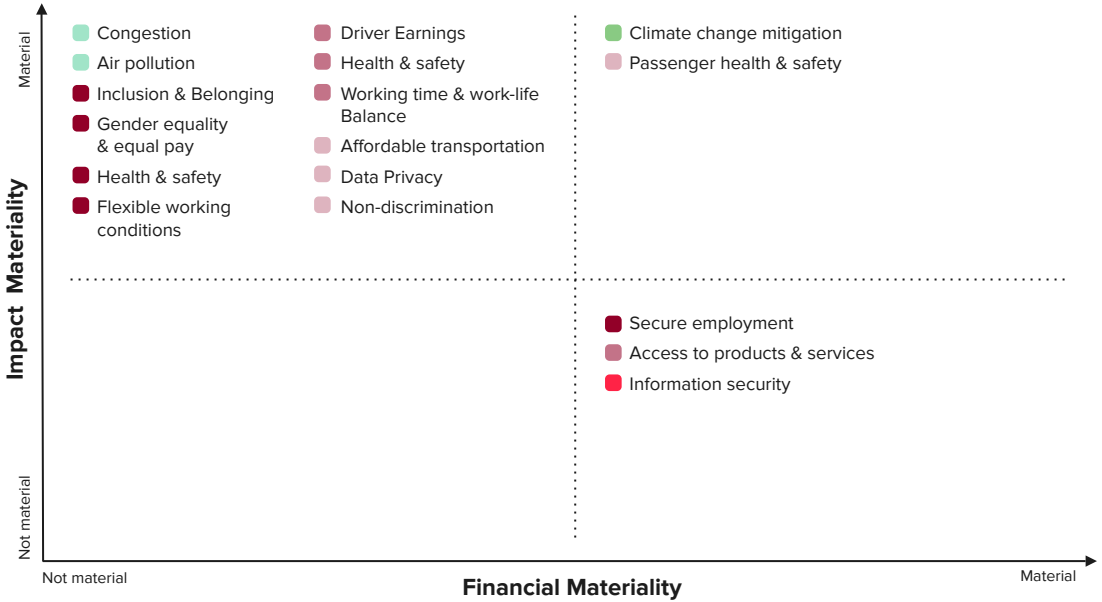
Key responsibilities include:

- Setting sustainability strategy and long-term ambitions
- Ensuring integration of sustainability considerations into business decisions
- Overseeing progress against sustainability targets
- Monitoring and managing risks and regulatory developments
- Driving sustainability disclosures and reporting

The Committee meets monthly and is supported by topic owners and working groups responsible for execution.

Our Sustainability Material Topics

Materiality Matrix as the outcome of our Double Materiality Assessment[1] 2024



Legend:

Only material topics for Freenow are displayed **and highlighted.** Within each box, topics are grouped by standard, not by score.

Environment

- E1 - Climate change
- E2 - Pollution

Social

- S1 - Own workforce
- S2 - Workers in the value chain
- S4 - Consumers & end-users

Governance

- G1 - Business conduct

[1]Refer to the glossary for the explanation of this term. We conducted our Double Materiality Assessment in alignment with the European Sustainability Reporting Standards (ESRS), following the phases: a. understanding our business context, b. identification of impacts, risks, and opportunities (IROs), c. assessment of material IROs (including engagement with our key stakeholder groups), and d. preparation for reporting.

The focus of our Sustainability Strategy lays on the following five topics

Climate Change Mitigation

Safety for Drivers and Riders

Driver Earnings

Data Privacy

Information Security

- Environmental
- Social
- Governance

A Refined Strategy: Executing on the Double Materiality Assessment Results

Following the completion of our first **Double Materiality Assessment (DMA)** in late 2024, we took the opportunity to rigorously revise our Sustainability Strategy. While the overarching ESG framework has remained consistent since 2023, we have collaborated with stakeholders across the company to recalibrate our ambition for every identified material topic.

The DMA process identified **17 material topics**[1] across environmental, social, and governance spheres. Recognizing that focused action drives the most significant impact, we have prioritized five key topics to center our work for 2025 and beyond.

The Lyft Acquisition: New Chapter

A defining moment in Freenow's corporate journey was the **acquisition by Lyft in July 2025**. Since then, we have been working closely to pre-align our sustainability visions. While our strategies and reporting remain separate for this cycle, they are deeply inspired by one another, reflecting a shared ambition for the future of mobility. Our focus is now shifting toward 2026, where a top priority is to merge these two paths into one. We are currently building a fully **integrated sustainability strategy** that combines the strengths of both Freenow and Lyft to drive global impact across sustainability topic areas.

[1]To ensure consistency with internal documentation, several material topics have been updated from their standard ESRS titles to Freenow by Lyft terminology. Specifically, 'Adequate Wages' has been renamed to 'Driver Earnings,' 'Diversity' to 'Inclusion & Belonging.' and 'Privacy' to 'Data Privacy'". Also Privacy will be considered as part of Governance, in line with our internal setup rather than social as foreseen by the ESRS.

Our framework to measure impact on our five key topics

Environmental
Social
Governance

Focus Area	Climate Change Mitigation	Safety for Drivers and Riders	Driver Earnings	Data Privacy	Information Security
Targets and goals	• **Scope 2[1]:** reduce absolute scope 2 GHG emissions 42% by 2030 from a 2021 base year. • **Scope 3[1]:** reduce Scope 3 GHG emissions 52% per service km by 2030 from a 2021 base year.	• **Safety framework:** build a clear and robust rider and driver safety framework by formalising policies and improving data collection.	• **Driver retention:** keep Freenow driver retention above 90% each year. • **Earnings sentiment:** enhance data collection processes to capture deeper insights into driver sentiments on earnings[2].	• **Annual training:** ensure 100% of employees complete mandatory annual privacy and compliance training. • **Transparent reporting:** submit two formal data reports to the Senior Management Team each year.	• **Global standards:** maintain full compliance with ISO 27001 and conduct regular internal audits. • **Annual training:** ensure 100% of employees complete mandatory annual infosec awareness training. • **Rigorous testing:** perform an annual external penetration test to keep our systems resilient.
Status	Trailing	On Track	On Track	On Track	On Track

[1]Refer to the glossary for the definition of those terms.
[2]Those are non-quantified goals until the end of 2026, which will be worked on together with Lyft in future alignment efforts. Once those are achieved, more concrete, quantitative targets will be defined.

04. Environment

Our environmental impact

Focus Area	Climate Change Mitigation
Targets and goals	• **Scope 2:** reduce absolute scope 2 GHG emissions 42% by 2030 from a 2021 base year. • **Scope 3:** reduce Scope 3 GHG emissions 52% per service km by 2030 from a 2021 base year
2025 Status	Trailing
Why	• Progress is steady, but dependent on multiple factors including government policies and infrastructure deployment. We're working hard to close the gap.
Other material topics	• Contributing to reduce congestion, improve air quality, and a more diversified electrified fleet.

Our focus: Climate change mitigation

Our strategy is simple: large-scale electrification of our platform. We're aiming to fight climate change by making shared, electrified travel the easiest choice for everyone.

2025 performance: The electrification journey[1]

51% of trips were taken in electrified vehicles – a 4pp YoY increase.

69% of new taxis & PHVs added to the app were electrified.

28% more cities now offer green taxi or green ride options.

61% of Freenow for Business trips were in electrified vehicles.

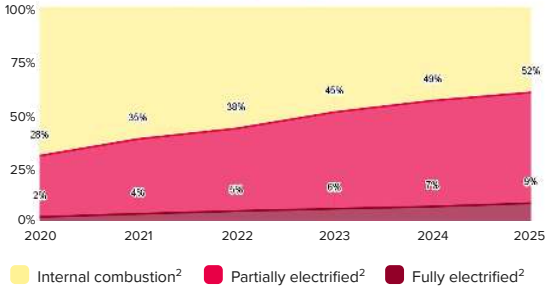
79% of shared vehicle trips were fully electrified.

The bigger picture

Beyond Greenhouse Gas (GHG) emissions, we're tackling urban congestion and air pollution. By offering a wider range of ways to travel and preparing for a future of shared, electrified and autonomous vehicles, we're helping our cities breathe easier.

Real progress requires bold government policy and industry-wide action, especially where the move to electrification remains in hands other than our own.

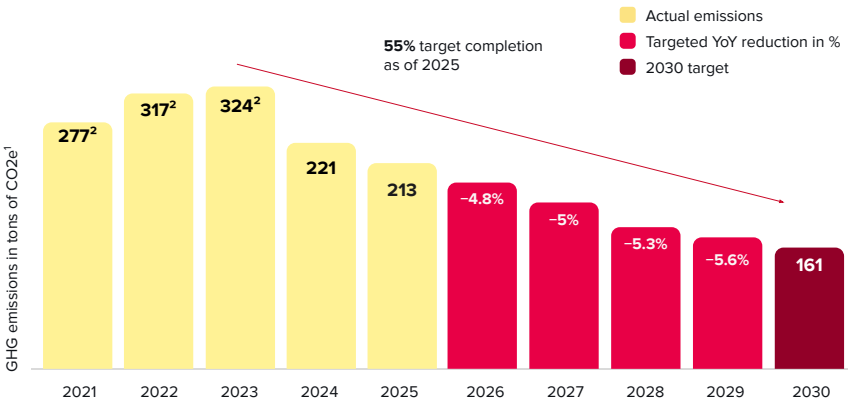
Share of vehicles by engine type on our platform



[1]The electrification journey includes both fully electrified and partially electrified vehicles.
[2]Refer to the glossary for the explanation of this terms.

On track to meeting our Scope 2 GHG emissions reduction targets

Scope 2 - Indirect emissions from purchased energy - Location based



Target 1: Freenow commits to reducing absolute Scope 2 GHG emissions **42% by 2030**, from a 2021 baseline.

In January 2024, the Science Based Targets initiative (SBTi) validated our near-term targets to reduce Greenhouse Gas (GHG) emissions. Our calculations follow the GHG Protocol[1].

In 2025, we significantly improved how we track our Scope 2 emissions by switching from office-based estimates to actual supplier electricity data wherever possible. This methodological shift has significantly improved the accuracy and reliability of our calculations while better ensuring full alignment with GHG Protocol best practices.

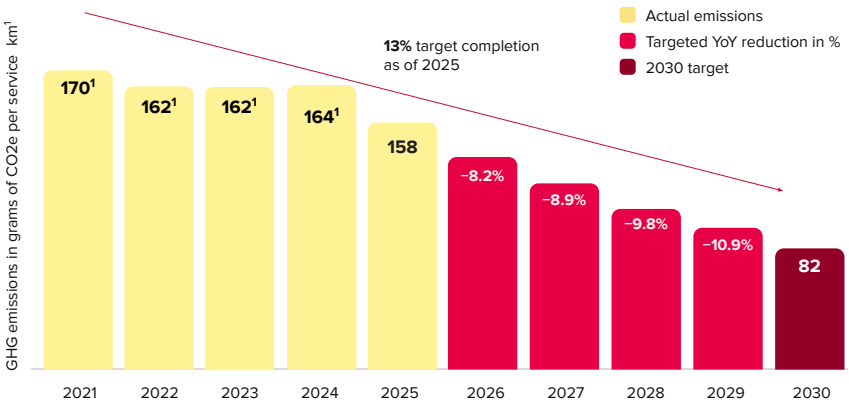
As a result, our reported emissions now reflect a more transparent and realistic trend. While initial data suggested a decrease between 2021 and 2023, updated figures show an increase due to offices returning to full operation after Covid-19. Subsequent efforts to consolidate our office spaces to bring employees closer together led to a significant decrease in 2024. We successfully maintained our downward emissions trend in 2025 through improvements in the kWh consumption of our new office spaces, overall office space consolidations, and targeted efficiency measures, despite implementing a hybrid work model in 2025 that increased physical office presence. **These strategic optimizations have brought our current target completion rate to 55%.**

As an example of our commitment, we moved our Barcelona office to a modern building designed for high electricity efficiency that additionally uses 100% renewable electricity, marking a major step forward in our decarbonization journey.

[1]Freenow has no Scope 1 emissions, as we are a platform business and don't own any facilities or vehicles with direct emissions. For more information on Scope 1, 2, & 3, refer to the Glossary.
[2]The numbers reported in this year's sustainability report differ from last year's due to the availability of real data, allowing for more accurate calculations. More information is provided in the GHG inventory in the appendix and in the GHG Methodology Document.

Trailing on our Scope 3 GHG emissions reduction targets

Scope 3 - Other indirect emissions across the value chain



Target 2: Freenow commits to reducing Scope 3 GHG emissions **52% per service km by 2030** from a 2021 baseline.

Making progress on our Scope 3 targets remained a challenge in 2025. Because these indirect emissions largely depend on drivers switching to electrified vehicles, moving faster requires better charging infrastructure, supportive government policies, and industry-wide collaboration.

To improve the accuracy and reliability of our data, we updated our emissions accounting methodology, with some of the most significant changes in this category. For example, vehicle distance travelled is now based primarily on actual driven distance rather than estimates, improving precision. We also transitioned to widely recognized DEFRA emission factors to calculate our Well-to-Tank (WTT) emissions. While these updates provide a more accurate view of our footprint, they have led to adjustments in our baseline and previous reporting years.[1]

We also implemented other refinements to our calculations. We launched a **new employee commuting survey** to update our methodology for Scope 3, Category 7 (Employee Commuting). By collecting updated data on transport modes and travel distances, we refined our calculations to better reflect employee commuting patterns.

Overall, we achieved a significant reduction in GHG emissions per km in 2025 and have **reached 13% completion of our targets**. We remain fully aware that there is a long way ahead and major decarbonisation levers are outside of our direct control. Still, we're committed to reducing our environmental impact by helping drivers switch to electrified vehicles, expanding green fleet options and advocating with regulators and industry stakeholders to work with us to drive systemic change.

[1]The numbers reported in this year's sustainability report differ from last year's due to the availability of real data, allowing for more accurate calculations. More information is provided in the GHG inventory in the appendix and in the GHG Methodology Document.

Four strategic pillars of our electrification[1] strategy

Drivers

Approach:

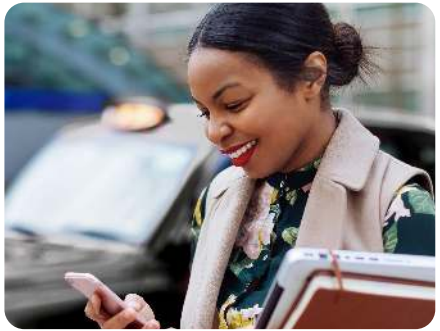
- **Boost driver acquisition, engagement and retention for fully electrified vehicles** through clear benefits and education campaigns
- **Lower financial barriers** via partnerships for vehicles acquisition, insurance, charging and maintenance discounts

Passengers

Approach:

- **Expand green taxi and green ride features** to increase options for passengers to choose fully and partially electrified vehicles
- **Raise awareness** for green taxi and green ride options through campaigns and passenger rewards

Business Clients



Approach:

- **Improve the tools our business clients use** to track and report their emissions
- **Make it easier to prioritise electrified ride options** via customisable travel policies

Cities & Authorities

Approach:

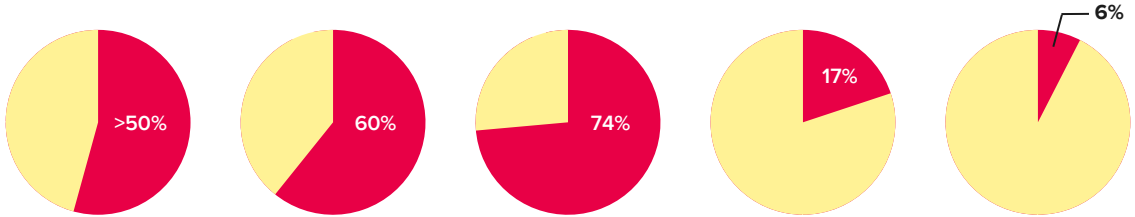
- **Share valuable information** with local authorities to help plan more efficient transport systems
- **Advocate for policies that offer subsidies and incentives** to drivers and fleet owners
- Push for the creation of a **strong, reliable public charging network**

[1]The electrification journey includes both fully electrified and partially electrified vehicles.

Drivers: Who drives with Freenow?

As we updated our broader sustainability strategy, we also revisited our **electrification strategy for 2025 and beyond.** To make sure our plans remain practical and ambitious, we launched a comprehensive **survey in June 2025** to hear from our most critical stakeholders: drivers and fleet partners.

The results below are based on the answers of 1,725 taxi drivers across our key markets (IE, GB, GR, ES, DE, IT, PL) and 785 taxi fleet owners in regions where we work with fleets (GR, ES, DE, PL).



More than half of our driver partners are self-employed

60% of our driver partners have **over 12 years of experience** as taxi drivers (only 15% have less than three years)

74% own their vehicle

17% rent their vehicle

6% lease their vehicle

Operating across nine markets and more than 180 cities means navigating vastly different regulations and working environments. For example, half of our driver partners in Germany (50%) are employed by fleet operators while in Ireland all drivers are self employed. In the UK, fewer drivers own their vehicles (58%), relying much more on rental (32%) and leasing (10%) options. These difference highlight exactly why our electrification strategy needs to be tailored to each local market.

Drivers: Understanding needs and barriers

Our survey[1] highlighted the top five concerns taxi drivers have about switching to fully electrified vehicles, alongside the top five changes that would help them transition.

Top five concerns about switching to fully electrified vehicles

1. **Range anxiety**: Fear of insufficient range on a single charge (55%)
2. **Lack of charging infrastructure**: Limited access in their area (52%)
3. **High acquisition costs**: Expensive purchase, rental or leasing options (46%)
4. **Charging downtime**: Fear of lost earnings during charging (40%)
5. **No home charging**: Lack of access to private charging options (38%)

Top 5 changes to support transition to fully electrified vehicles

1. **Financial incentives** (60%)
2. **Lower insurance premiums** (37%)
3. **Dedicated taxi charging** (37%)
4. **Affordable second-hand fully electrified vehicles** (27%)
5. **Flexible leasing options** (25%)

We also asked drivers who have already made the switch to fully electrified vehicles about the biggest benefits they experience on the roads.

Top 5 benefits reported

1. **Lower running costs**: Fuel and maintenance savings
2. **Smoother driving**: Quieter, more comfortable rides
3. **Environmental impact**: Cleaner air, reduced emissions
4. **Positive passenger feedback**: Improved satisfaction and ratings
5. **Ease of use**: No petrol stations, simpler handling

[1]The presented results are based on the answers of 1,725 taxi drivers across key Freenow markets (IE, GB, GR, ES, DE, IT, PL) and and 785 taxi fleet owners in the markets where Freenow works with fleets (GR, ES, DE, PL).

Drivers: Turning insights into action

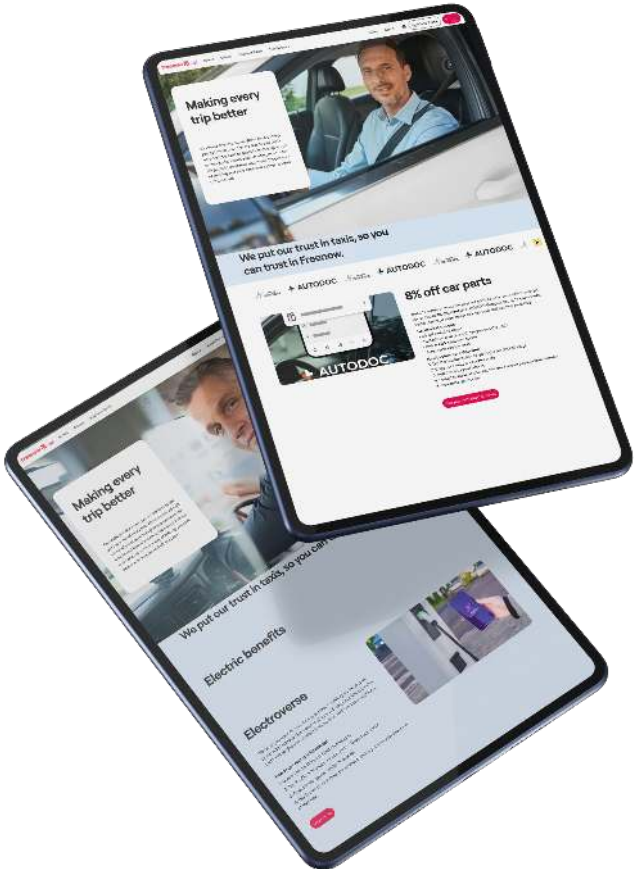
The results of our recent survey reflect the same systemic challenges long raised across the industry. The fact these barriers persist highlights the growing pressure on governments and stakeholders to **accelerate action.** While we can't solve these issues alone, we remain committed to **driving change where we have direct influence.**

In 2025, we prioritised actions to reduce immediate financial barriers for our driver partners. We expanded access to public charging and lowered vehicle costs through local and cross-market partnerships. Two examples of this focus are our partnerships with **Octopus Electroverse** and **AUTODOC**.

Through our Octopus Electroverse collaboration, that went live on February 2026, we provide **significant charging discounts of up to 43%** on drivers' annual charging costs, helping to reduce one of the key barriers to electrification. Fleet operators and drivers of electrified vehicles can unlock these savings across 180 European cities in the UK, Germany, France, Greece, Italy, Spain and Ireland.

Our partnership with AUTODOC offers **exclusive discounts to taxi drivers across Europe**. Since 2025, drivers in all our markets have gained access to discounts of between 5% and 10% on a wide range of car parts through the AUTODOC online store, with more countries to be added soon.

Beyond these Europe-wide initiatives, we've also implemented numerous local actions to further support our driver partners, as outlined on the following pages.



Drivers: Advancing electrification in Ireland & the UK

Ireland

In 2025, **Ireland** saw a significant **6 percentage points (pp) increase** in the share of partially electrified rides compared to the previous year. This progress was led by **Cork**, which achieved exceptional year-on-year (YoY) growth of 9pp. **Ireland still holds the top spot for the highest share of fully electrified rides** (16%) **in our markets.**

We teamed up with **Tesla** to build on this momentum. Through this partnership, drivers added over **80 new fully electrified vehicles** to our platform in a single year. These vehicles reduce overall emissions and provide passengers with a premium, low-carbon way to travel.

For this momentum to last, government backing is crucial. In 2025, the **eSPSV Grant Scheme** was a major help, giving drivers up to €20,000 to replace fossil-fuel vehicles for electrified ones, and up to €25,000 for Wheelchair Accessible Vehicles (WAVs).

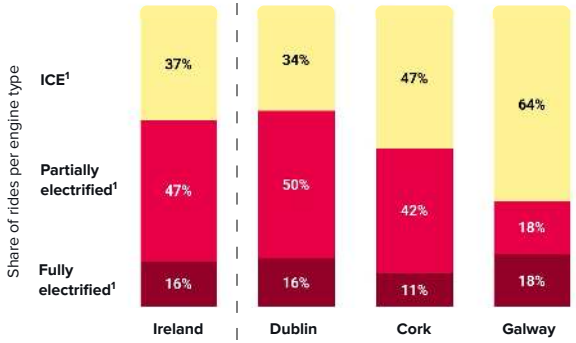
UK

The **UK** fleet continues to transition rapidly, holding strong as our **second-best market for overall electrified rides** (82%) after France (93%). **Brighton** saw strong YoY growth of 8pp in partially electrified rides. London remains our strongest city, with **78% of rides being partially electrified.**

Range-Extended Electric Vehicles (REEVs) and strict TfL emission standards drive this progress. These standards require all newly licensed taxis to be 'Zero Emission Capable' (ZEC). Fully battery-powered black cabs are not yet available. This makes REEVs the cleanest option currently on the road. We're supporting this shift by connecting drivers with key financial incentives. The **Plug-in Taxi Grant (PiTG)** allows black cab drivers to receive up to £4,000 off new ultra-low emission vehicles.

Our partnership with **OVO** gives drivers easier home setups and exclusive public charging discounts. This includes the 'Charge Anytime' plan, covering up to 2,800 free miles.

2025 Electrification of Freenow Ireland rides



2025 Electrification of Freenow UK rides

[1]Refer to the glossary for the definition of those terms.

Drivers: Advancing electrification in Germany & Spain

Germany

Hamburg leads the way in **Germany**, holding the **highest share of fully electrified rides in 2025 at 44%.** Local authorities made this milestone possible, pushing for electrification through regulations mandating fully electrified-only registrations. **This proves that robust legislation drives electrification.**

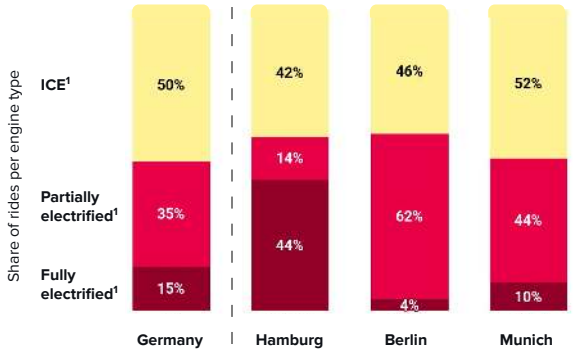
On our end, we continued working closely with our partners to electrify their fleets. Our **partnership with NIO** remained active throughout 2025. They sold approximately **80 fully electrified vehicles** to bolster our efforts in the city. We also added a dedicated NIO fleet type within our app, making it easier than ever for riders to choose a fully electrified option.

Spain

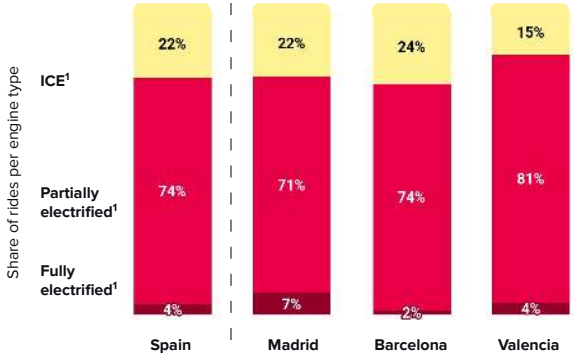
Since 2021, we've implemented an internal policy in **Madrid** and **Barcelona**, excluding new drivers with diesel or petrol cars. Special vehicle categories like wheelchair-accessible and XL are exempt. **Valencia** also aligned with this policy in 2025.

As a result, the **share of rides with internal combustion engine (ICE) vehicles has decreased by 7pp in Spain** from 2024 to 2025. Spain is now our third most advanced market for overall electrified rides (78%), after France and the UK.

2025 Electrification of Freenow Germany rides



2025 Electrification of Freenow Spain rides



[1]Refer to the glossary for the definition of those terms.

Drivers: Advancing electrification in Greece

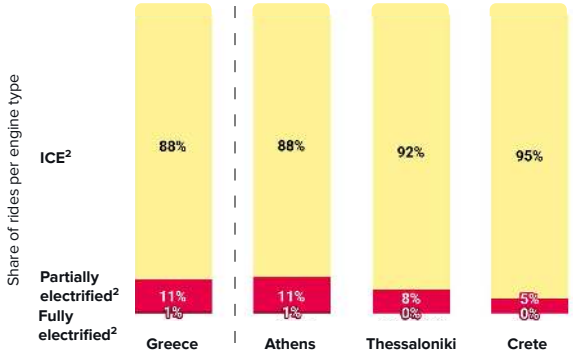
Greece

Greece remains our most challenging market, with 88% of rides in 2025 still completed using ICE vehicles. Under the **Greek Climate Law,** the government has mandated that **all newly licensed taxis in Athens and Thessaloniki must be zero-emission[1] vehicles from January 2026.**

This transition is an important step towards decarbonising urban mobility, but the mandate has caused real concern. Taxi unions have organised multiple strikes, highlighting the financial burden and risk to drivers' livelihoods.

To help ease the transition, we've partnered with **ZAP Taxi Club** to lower the barriers to electrification in 2024. This collaboration combines our extensive passenger base with ZAP's specialised financing and charging infrastructure. Together, we aim to **deploy 100 co-branded, fully electrified vehicles by the end of 2026.**

2025 Electrification of Freenow Greece rides



[1]This mandate is included under Law 4936 2022 Greek Climate Law.
[2]Refer to the glossary for the definition of those terms.

Drivers: Advancing electrification in Italy & Poland

Italy

Italy's electrification has seen a steady rise in partially electrified rides, growing by 2pp over the year. December 2025 was a standout month, jumping 14pp compared to the previous year. This positive shift gained momentum from July 2024 onwards, partly due to major cities releasing new taxi licenses.

To support our driver partners in making the switch, we're leveraging our **Edison Partnership,** providing drivers with savings of up to €280 in bill bonuses over three years through the '**Edison Superflex Freenow**' electricity plan.

We also actively guide drivers towards government subsidies and our On-Car Advertisement (OCA) programme. To make upgrading even more appealing, we offer an extra 2% platform fee reduction (on top of the standard 3% for OCA) for all trips completed in fully electrified, OCA-branded taxis.

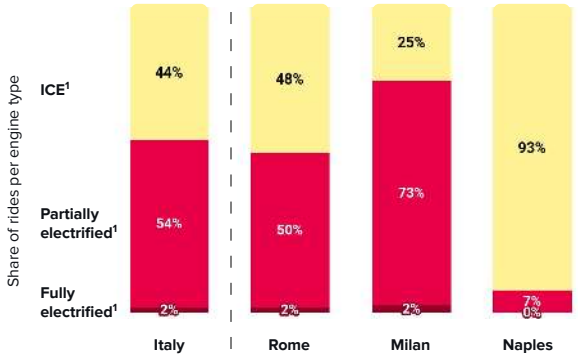
Poland

Poland saw a real surge in 2025. The share of partially electrified rides increased by 12pp over the year. **Krakow** led the way with a 12pp increase. That said, fully electrified shares remain extremely low across the market which presents a real challenge for our electrification goals.

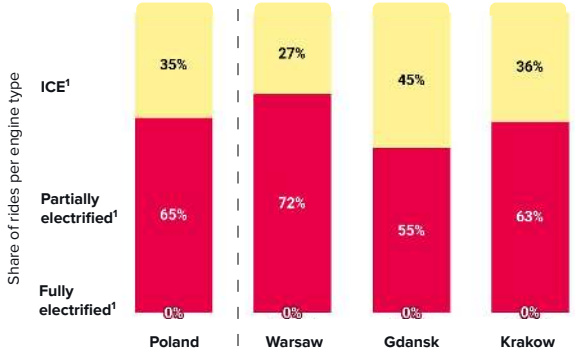
To help tackle this, we teamed up with **BYD** in October 2025. Together we added 50 electrified vehicles to the platform in Warsaw, providing a hands-on approach to push market diversification and low-emission urban transit.

Another boost was the **NaszEauto financing programme**, replacing the former 'Mój elektryk' scheme to offer drivers subsidies of up to 40,000 PLN to make fully electrified vehicles more accessible. By January 2026, the programme's budget was fully exhausted, successfully accelerating fleet upgrades across the country.

2025 Electrification of Freenow Italy rides



2025 Electrification of Freenow Poland rides



[1]Refer to the glossary for the definition of those terms.

Drivers: Advancing electrification in France & Austria

France and Austria also made strong progress in 2025. Both markets saw real growth in the adoption of electrified vehicles.

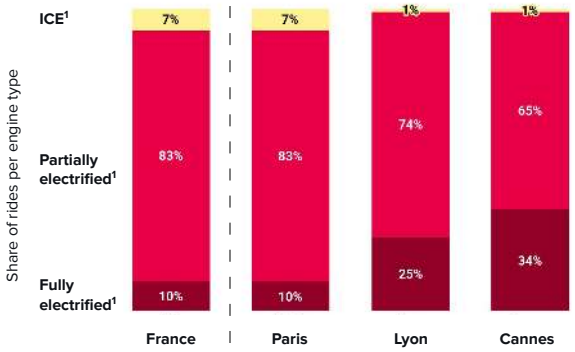
France made significant strides, increasing its share of partially electrified rides by 6pp. Fully electrified rides grew by 3pp compared to the year before. **Lyon stood out with an impressive 13pp increase in fully-electrified rideshare**, highlighting the city's rapid shift towards low-carbon transport. This makes France the top market for overall electrified rides with a 93% share.

Austria saw a 3pp increase in fully electrified rides compared to 2024 and a 4pp increase in partially electrified rides. **Salzburg led the growth for partially electrified rides with a 22pp YoY increase** and Vienna saw the highest increase for fully electrified rides with a 4pp YoY increase.

These results show the potential for growth across all our markets. We expect these trends to strengthen further in 2026 and beyond, supporting our wider electrification strategy across Europe.

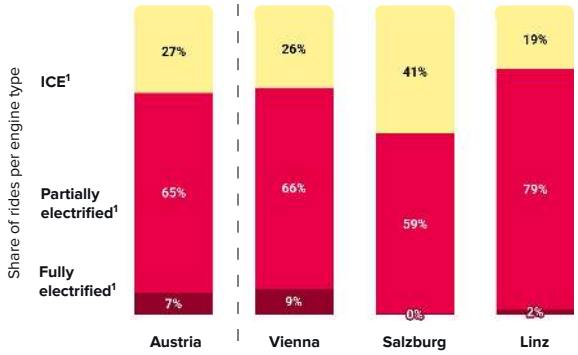
France

2025 Electrification of Freenow France rides



Austria

2025 Electrification of Freenow Austria rides



[1]Refer to the glossary for the definition of those terms.

Passengers: Providing cleaner travel options

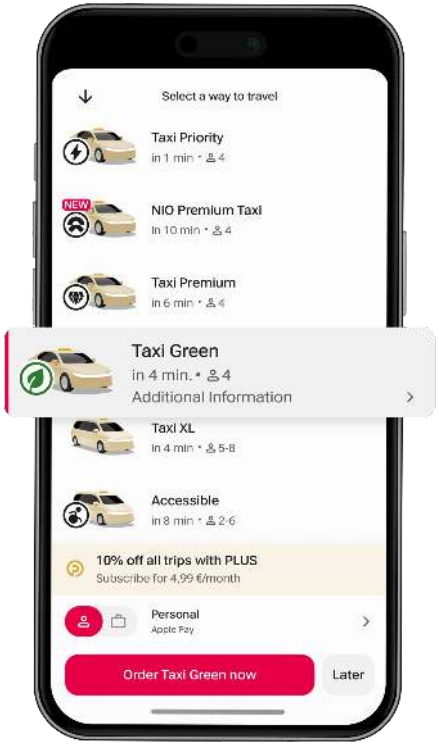
Over the past year, we made our Green Taxi & Green Ride offering a core part of how we operate across Europe. This started as a focused rollout in select capitals. Now, it's built directly into our local booking systems to **ensure electrified vehicles are a normal part of everyday booking flows.** In 2025, we expanded it to **12 additional cities,** increasing our total coverage by 27% compared to previous year. This growth makes lower emission travel accessible to more passengers and gives passengers the option to actively chose a transport mode with reduced carbon impact.

Depending on the maturity of electrified fleets in each city, passengers requesting a Green Taxi or Green Ride may be matched with either a partially electrified vehicle (e.g. hybrid or plug-in hybrid) or a fully electric one (battery electric). In major cities across Germany, Ireland and the UK, riders are already benefiting from fully electric fleets. Building on this progress, we are expanding access to electrified options across key urban centres in Europe and piloting new markets to accelerate adoption.

This step-by-step approach reflects our **long-term commitment to electrification.** We expand where local infrastructure and taxi supply allow. We also test new areas where needed. These efforts build the foundation for lower-emission travel across our network.

Share of electrified vehicles in Freenow top 20 locations by fleet size[1]

	2025 share	YoY Growth		2025 share	YoY Growth		2025 share	YoY Growth		2025 share	YoY Growth
PARIS	90%	6.7pp	MILAN	72%	1.8pp	WICKLOW	65%	7.4pp	ROME	53%	5.4pp
LONDON	80%	1.6pp	BARCELONA	69%	7.3pp	KILDARE	62%	6.8pp	MUNICH	47%	5.7pp
WARSAW	79%	8.9pp	WROCLAW	69%	15.6pp	MEATH	61%	6.1pp	HAMBURG	47%	5.6pp
MADRID	75%	6.0pp	KRAKOW	68%	13.3pp	GDANSK	59%	12.7pp	FRANKFURT	26%	-1.2pp
VIENNA	74%	3.7pp	BERLIN	67%	2.7pp	DUBLIN	59%	7.6pp	ATHENS	11%	3.0pp



[1]This table shows the 20 Freenow locations with the highest number of active cars, ranked by the share of electrified vehicles.

Passengers: Bringing all travel options together

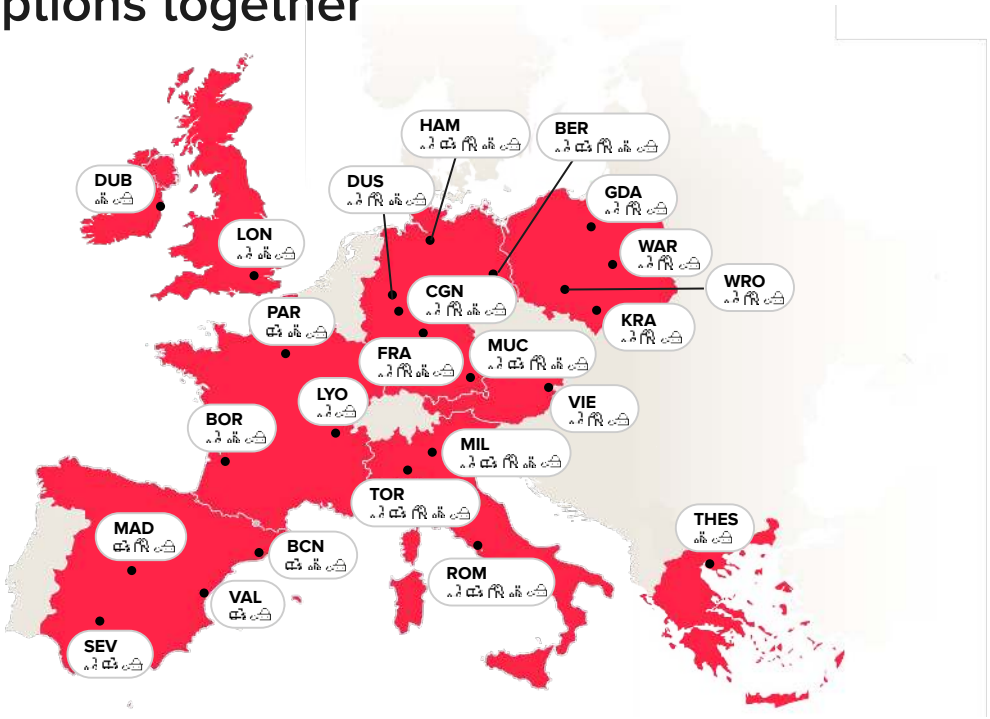
We're far more than just a ride-hailing service. We help reduce urban congestion and private car dependency. By bringing a diverse range of transport options together, passengers can choose the most efficient, low-carbon option for every journey.

Beyond our core taxi and PHV services, Freenow provides seamless access to:

- **Micromobility:** Thousands of eScooters, eBikes and eMopeds for last-mile connectivity.
- **Carsharing:** Flexible, short-term rentals that serve as a practical alternative to car ownership.
- **Public transport:** Direct integration of transit ticketing to support the backbone of city travel.

In **2025**, we expanded these shared transport options across **nine countries and over 90 cities.**

In April 2025, we successfully integrated **Bird** into our ecosystem, launching operations across five countries and 13 cities. The partnership brought a fleet of 15,000 eScooters and 500 eBikes, facilitating 36,000 fully electrified rides in its first year. This provides a vital, low-carbon alternative for short-distance urban travel.



Our Partners

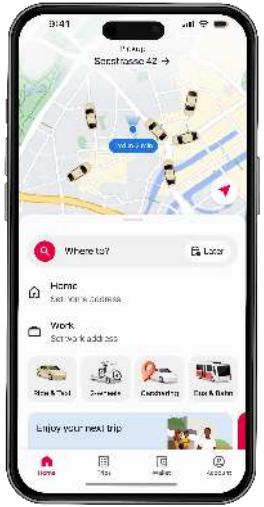
Free2move, voi., MILES, ridemovi, Traficar, MOBY, cooltra, emmy, SIXT, Hertz, dott, Budget, voltio, Europcar, AVIS, ZITY, BIRD, forest

Passengers: Linking up local transport

1 Public transport in one place

We make it easy to book public transport tickets directly through Freenow, giving passengers quick access to trains, buses, metros and trams.

In Germany, for example, we offer the 'Deutschland Ticket', which gives passengers full access to public transport across the country.

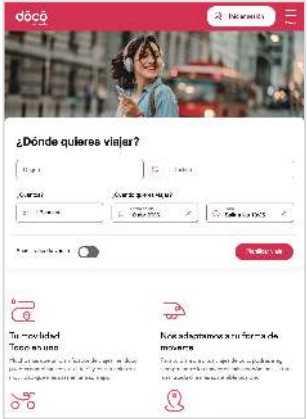


+16k
Active Riders

D-TICKET

2 Partnering for smoother door-to-door travel

We team up with local public transport networks to make city travel easier from start to finish. In 2025, we partnered with dōcō, Renfe's travel platform - and OUIGO train services to help passengers easily connect the dots, making all-in-one journey planning much smoother across Spain.



Business clients: Helping to track and reduce GHG emissions

We want to make it easy for business travellers to choose low-carbon transport. Through our Green Taxi and Green Ride booking categories, companies can prioritise partially and fully electrified vehicles to naturally align their daily travel with broader climate and sustainability targets.

In 2025**, electrified vehicles[1] accounted for 61% of all business taxi and PHV rides** booked with Freenow.

This highlights just how actively our corporate customers are building decarbonisation goals directly into their travel policies.

To support this momentum, we've added a new feature to the Admin Panel. It gives businesses **full visibility into their GHG emissions** through direct data access and detailed reporting, making it much easier for them to precisely track their sustainability progress.

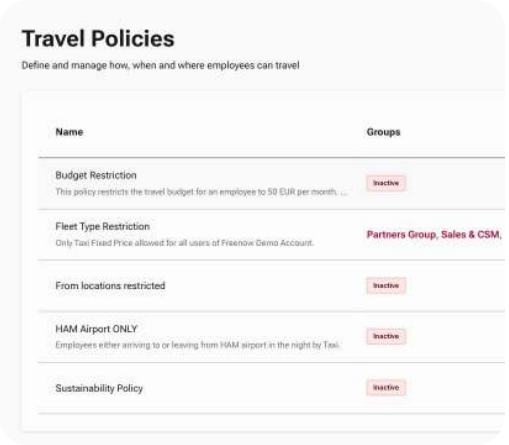
By integrating electrified vehicle options directly into the booking flow, **we're making lower-carbon choices the natural default** rather than the exception. In turn, business travellers increasingly opt for lower-emission rides, driving measurable emission reductions that still deliver the efficiency, reliability and cost transparency they expect.

[1]Electrified including hybrid and fully electric vehicles.

Business clients: Tracking and reducing corporate emissions

1 Travel policies tailored to each business

Administrators can set specific travel rules for their team, from restricting pick-up locations, setting budgets or prioritising low-emission options.

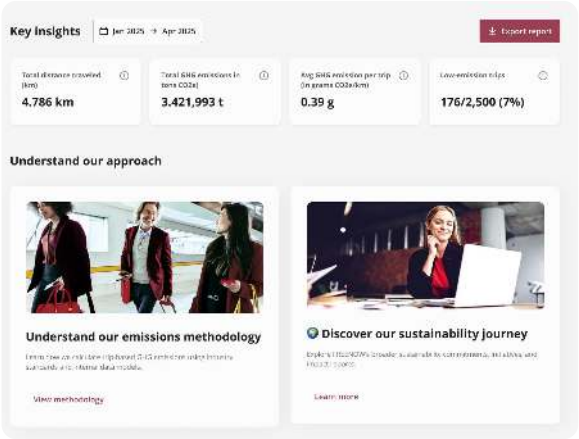


2 A company-wide view of business trips

We automatically track all trips taken by business teams, whether they use electrified vehicles or standard taxis. Then we calculate the distances travelled, costs, and emissions per city or engine type.

3 Track and export company progress

Companies can easily download their full sustainability report. This makes it simple to share progress on how deliberate travel choices are cutting emissions.



Cities & authorities: Sharing responsibility

Tackling climate change requires a global effort. Moving towards a low-carbon economy needs strong government backing across the globe to make it work for everyone.

We strongly believe that we need the help of authorities to help hit national emissions targets without leaving drivers to cover all the costs. In our recent survey, **only around 25%** of internal combustion engine (ICE) and partially electrified vehicle drivers said they're likely to switch to a fully electrified vehicle by 2030. Nearly 50% indicated they're **unlikely to make the change**.

To help overcome these challenges, we're advocating for three main ways governments can support the shift to electrification.

1 Build better charging networks

The EU has made solid progress, but we still need more fast-charging points. This is especially true in urban areas, where professional drivers cover a lot of ground and often can't simply charge their cars at home.

2 Boost incentives for fully electrified vehicles

Reliable financial support, like subsidies and tax breaks, is essential to help drivers afford the switch to electrified taxis and PHVs.
At the same time, it's just as important to offer incentives that encourage passengers to choose cleaner travel options.

3 Support drivers through the transition

When governments introduce mandatory electrification rules, they need to provide practical help alongside them – especially for self-employed drivers and small fleet owners.
Without that backing, strict mandates can put drivers' livelihoods at risk.

The future of city travel: Preparing for autonomous vehicles

Bringing sustainable, shared and accessible travel to cities across Europe

Autonomous vehicles (AVs) are the next big step for city travel across Europe. **Freenow by Lyft is a proud early adopter**, working closely with authorities and global tech leaders to introduce this technology responsibly. We want to ensure this transition is managed fairly, creating a reliable transport network that benefits both riders and our dedicated driver community.

- **Expanding the travel network:** We see AVs adding to the travel mix, rather than taking trips away from human drivers. By covering short rides and off-peak hours, where there's often a 10% to 30% gap in available cars across European cities, we see AVs as a way to potentially help close this gap, supporting greater earning potential for professional drivers. Human drivers will always remain essential for complex journeys and trips that require personal support.
- **Supporting decarbonisation:** By integrating fully electrified AVs into our network, we continue to support the shift towards lower-carbon travel. A reliable shared network encourages residents to move away from private car ownership, helping to reduce city congestion and lower overall carbon footprints.
- **Transport for every community:** By scaling this technology, we want to democratise transport. Our goal is to provide all social groups with reliable, inclusive alternatives to owning a car, ensuring no community is left behind.
- **Putting safety and security first:** We are committed to upholding high standards for passenger security and operational reliability across our autonomous journeys. We collaborate with the world's most advanced AV partners, like Baidu (Apollo Go), whose cumulative rides provided to the public exceeded 20 million.

In Hamburg: In January 2026 Freenow by Lyft and Hamburg announced the first agreement to build a robotaxi service in the city in 2027.

In London: In December 2025, Lyft and Baidu entered into a strategic partnership to bring autonomous vehicles to London in 2026 with Freenow.

05. Social

Our social impact

Focus Area	Safety of our driver partners and riders	Driver earnings
Targets and goals	• **Safety framework:** build a clear and robust driver safety framework by formalising policies and improving data collection.[1]	• **Driver retention:** keep Freenow driver retention above 90% each year. • **Earnings sentiment:** enhance data collection processes to capture deeper insights into driver sentiments on earnings.
2025 Status	On track	On track
Why	• We established a coherent safety framework in 2025 and evolved our driver partners loyalty program as well as other efforts to boost driver earnings. The next step is to continue integrating with Lyft's processes in an effort to create a more aligned experience for drivers and riders on both the Freenow and Lyft platforms.	
Other material topics	• Inclusion & belonging, gender equality, work-life balance, affordable transportation and non-discrimination.	

Our focus: Safety and earnings

Our social strategy is built on two pillars: helping to keep our community safe and to ensure drivers earn fairly and sustainably.

By combining the high standards of the licensed taxi industry with advanced tech, we give everyone peace of mind.

2025 performance: Safety and accessibility

99.99%

of Freenow rides were completed without a reported safety concern.

90%

driver retention rate, showing real loyalty in every market.

+3%

increase in wheelchair-accessible vehicles available.

The bigger picture

We believe in protecting livelihoods. This means giving drivers priority access to offers, performance bonuses, and extra revenue through referrals.

Beyond earnings, we're making cities more inclusive. From supporting passengers with disabilities to encouraging gender equity and diverse hiring, we're building a team and a service that reflects the vibrant cities we serve.

2025 performance: Inclusion and belonging

€5.4m

raised for NGO partners through our 'Round Up and Donate' feature.

45%

of our workforce is female, and 36% of our leadership[2] is female.

55+

nationalities across our team.

[1]Those are non-quantified goals until the end of 2026, which will be worked on together with Lyft in future alignment efforts. Once those are achieved, more concrete, quantitative targets will be defined.
[2]Leadership includes managers, including top management, responsible for implementing strategy and overseeing operations.

Driver and rider safety

We build every ride on a foundation of trust and professionalism. **Safety is more than a standard to us, it's our core commitment** to every driver and passenger we serve. We achieve this by combining cutting-edge technology (1) with the heritage of professional taxi services (2). We recognise that **true safety goes beyond simply looking at incident rates.** For our community, feeling safe is just as essential as physical protection, especially in Europe's relatively low-risk traffic environment[2].

1 Our safety strategy covers every stage of the journey

- **Preventing incidents:** Our standards are rigorous and we use proactive steps to reduce risk before a trip even begins. This includes vetting passengers, along with clear safety policies and training for drivers.
- **In-ride safety:** We use advanced technology and real-time monitoring to protect our community.
- **Resolving issues:** If a problem does happen, we provide a compassionate and efficient response, alongside recovery services, to help resolve it quickly.

2 Freenow's focus on the traditional taxi industry provides a natural safety net for our passengers.

- **Higher standards:** Taxis must follow tight regional or national regulations covering conduct, vehicle conditions, insurance, and professional training.
- **Thorough vetting:** From deep background checks to expert local knowledge, taxi drivers are among the most highly trained professionals on the road. Many complete years of specialised training, such as London's legendary 'The Knowledge'.
- **Proven expertise:** Experience is a key part of safety. Our survey data shows that **60% of our taxi drivers have over 12 years of professional experience**, helping to ensure a high level of driving and navigational skill.

In 2025, 99.99%[1]

of **Freenow** rides were completed without a reported safety concern.

[1]Only 0.0026% safety reports per million Freenow rides.
[2]Source: UNECE Transport Database. In 2021, road traffic injuries per million inhabitants in the US were over 3 times higher compared to the average of european countries.

Our key driver and rider safety measures

	Incident Prevention	In-ride Safety	Incident Remediation
For Drivers & Riders	• **Data protection and fraud prevention processes** • **Rider & driver profiles**: Both riders and drivers can view each other's profile before the trip, including pictures, number plates, rating and more. • **Two-way ratings:** Drivers and riders can provide a rating after the trip, which are used to improve the quality of the service. • **Phone number anonymisation:** Drivers and riders can contact each other through the app, protecting their personal data. • **Choice of payment method:** Every rider can choose the payment they feel safest with. Drivers have the option to exclude rides with cash payments.	• **Real-time tracking and trip sharing**: All rides are live-tracked by GPS.	• **In-app support:** Both riders and drivers can report safety concerns directly to our support team. • **Expert safety teams:** A specialised safety team handles all safety reports from both riders and drivers. • **Local excellence (UK)**: Dedicated 24/7 response team ready to respond to any issue, day or night.
For Drivers	• **Quality of Demand measures:** Processes in place to follow up on bad ratings, unmatching requests and safety tickets to maintain a safe community • **Unmatching option:** If a driver has an unsafe experience during a ride, they can block that passenger to ensure they're never paired with them again.	• New: **Android Auto & Apple Carplay integration:** Journeys are shown on a bigger screen, helping drivers stay focused on the road. • **Speed limit alerts:** Drivers receive an alert if they go above the speed limit.	• **In-person support:** We operate in-person driver centres to provide face-to-face support in all of our biggest cities.

For Riders	• **Quality service:** We ensure drivers maintain high ratings and have access to the right safety training and resources.
	• **Vetting and background checks:** Every driver completes verification and background checks before driving with Freenow.
	  ○ **Enhanced compliance (UK):** Annual background checks are conducted and validated by external third parties.
	  ○ **Real-time verification (Poland):** Frequent in-app identity checks ensure that the active driver matches the registered profile.
		• **Journey sharing:** Riders can share their live location with friends and family, so someone always knows where they are.	

Increasing safety in 2025 and beyond

In late 2025, we made it easier for drivers to stay focused on the road by launching integrations with **Apple CarPlay** and **Android Auto**. This update allows drivers to move essential navigation and ride information from their phones directly onto the vehicle's dashboard screen. By keeping these tools in their line of sight, drivers can manage trips more naturally, helping to reduce distractions and keep everyone safe.

Looking ahead, we remain committed to constantly improving our processes and developing new features **to help complete every journey safely, while *feeling* safe along the way.**

Following our acquisition by Lyft, a major focus for 2026 and beyond is bringing together the best safety practices from both the US and Europe. We aim to create a clear and effective safety framework for drivers and riders by formalising our policies, and improving how we use data to identify and address potential risks.

We recognise that serious incidents are often underreported, sometimes due to a lack of trust in reporting systems. While we can't always prevent the actions of individuals, we're dedicated to breaking down these barriers. To do this, we're making it easier for users to know how to use our reporting tools and, crucially, then follow up any reports with meaningful action by connecting people to the right support from local authorities.

Sustainable driver earnings

We're committed to **protecting and improving driver earnings.** We want every driver to have steady opportunities across our markets. We do this through a mix of earnings protection, clear bonus programmes and features designed to help drivers take home more for their time on the road.

1. **New 'Priority Points' feature:** Drivers who frequently choose Freenow and provide high-quality service receive priority access to ride offers. This improves the passenger experience while helping top-performing drivers increase earnings through more rides on the Freenow platform, fully respecting local tariff regulations. **Drivers with high 'Priority Points' earn between 7x to 9x more than those in the lowest bracket.**

2. **Quest campaigns:** We bridge supply-demand gaps by providing drivers with additional revenue coming from Freenow incentives if they complete journeys in specific, underserved areas at certain times.

3. **'Hop On' Programme:** When picking up passengers who hail a ride on the street, drivers can use the 'Hop On' feature in our app to take payment rather than by cash or card machine. These journeys carry 0% commission for drivers and a referral bonus for every ride. Since launching in 2025, engaged drivers have saved up to **€1,000 extra per month.**

4. **On Car Advertisement (OCA) Programme**: Drivers can have priority access to ride offers by placing Freenow advertising on their vehicle. Those who take part earn, on average, three times more across all our markets compared to drivers without OCA on their vehicle.[1]

[1]The benefits of participating in the Priority Program and in the OCA program vary across the different Freenow markets. The comparative is based on 2025 average earnings. To ensure compliance with regional labor standards and operational requirements, program features are adapted locally and may not be available to all partners in every market.

The effectiveness of these measures is reflected in our strong driver loyalty, with an **average retention rate of 90%** across markets.

Rewarding drivers through our Loyalty Programme

The Freenow Loyalty Programme helps drivers increase earnings and reduce daily operating costs through tiered rewards from Bronze to Gold.

- **Maximised earnings:** Gold drivers earn nearly **4x more than standard drivers** per hour of supply through priority.
- **Business stability:** Priority access to prebooked trips ensures a steadier, more predictable income.
- **Community focus:** We constantly review our benefits to ensure they provide genuine value to our driver partners.

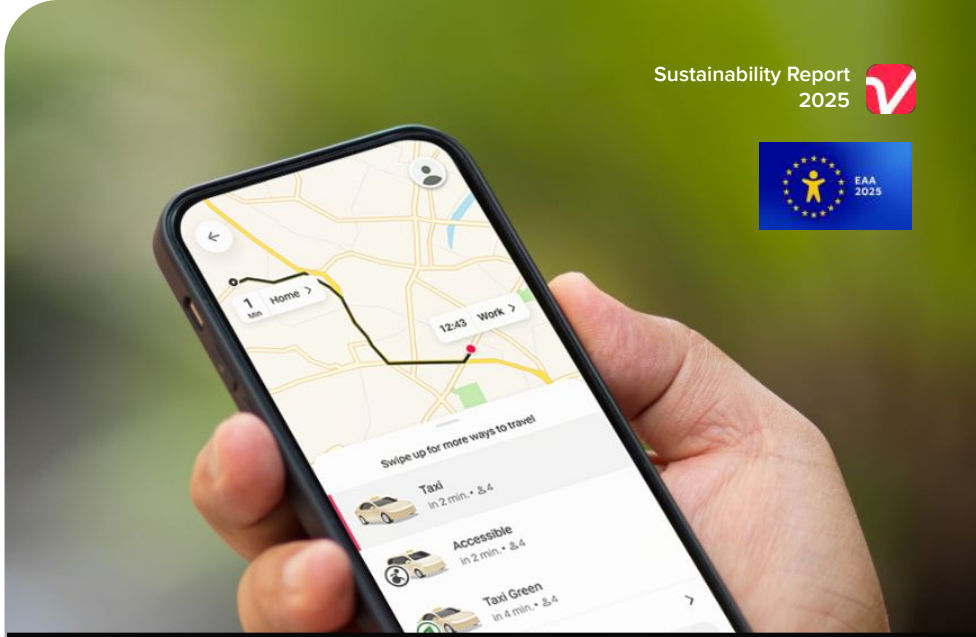
Reward	Description	Bronze	Silver	Gold
Prebook preference	Early access to high-value, prebooked offers.	✓ UK ✓ GR ✓ IE ✓ PL ✓ IT	✓ UK ✓ GR ✓ IE ✓ PL ✓ IT	✓ UK ✓ GR ✓ IE ✓ PL ✓ IT
Gold boost	Instant status restoration for illness, holidays or car trouble.			✓ DE ✓ UK ✓ PL ✓ IT
Call Me Back	Dedicated priority support for urgent assistance.			✓ UK ✓ GR ✓ IE ✓ PL ✓ IT
Flexible payouts	On-demand withdrawals (Gold: 5/mo, Silver: 3/mo, Bronze: 2/mo).	✓ UK ✓ GR ✓ IE	✓ UK ✓ GR ✓ IE	✓ UK ✓ GR ✓ IE
Insurance & parental leave	Universal cover for sickness, accidents and parental leave.	✓ UK	✓ UK	✓ UK
Sum Up	Professional tools for seamless cashless payments.	✓ IE	✓ IE	✓ IE
Autodoc	Exclusive discounts on parts and vehicle maintenance.	✓ UK ✓ GR ✓ IE ✓ PL ✓ IT	✓ UK ✓ GR ✓ IE ✓ PL ✓ IT	✓ UK ✓ GR ✓ IE ✓ PL ✓ IT

Accessible rides for everyone

- Across Europe, new rules are being introduced to ensure all digital products and services are fair and inclusive for everyone. In response, we teamed up with an external agency to review how Freenow matches up with the European Accessibility Act (EAA). This review helps us make sure our website and passenger features are easy for everyone to use and meet all necessary accessibility standards.

- In June 2025, we carried out an accessibility check on our website and app. Based on what we found, we put a clear plan in place to fix any issues. We treat accessibility improvements with the same urgency as bugs and errors. This approach has been rolled out across all our teams, helping us to resolve issues in an average time of 23 days.

- We also believe in building the right skills within our team. In 2025, over 92% of our designers (including Product Designers and Content Designers) completed specialised accessibility training. This helps us build inclusive design directly into everything we create, ensuring our products work for every passenger from the very start.



In 2025, over **92%** of our designers (including Product Designers and Content Designers) completed specialised accessibility training.

Supporting wheelchair-accessible travel

We're working tirelessly to help ensure our platform is accessible to everyone. During 2025, we've **increased the number of wheelchair-accessible cars on the Freenow platform by 3%,** reinforcing our commitment to inclusive mobility.

Through our **partnership with Irish Wheelchair Association (IWA),** passengers in Ireland have donated an incredible €342,000 to help keep the IWA's nationwide bus network running. This helps to ensure members can stay connected with their communities and access essential services.

Taxis are a critical part of Ireland's door-to-door transport system. We fully support National Transport Authority (NTA) initiatives like the Wheelchair Accessible Vehicle (WAV) licence requirement and the WAV Grant Scheme that empowers drivers to provide more inclusive transport.

We also recently organised a focus group at the IWA in Cork to better understand the challenges wheelchair users face when travelling. As **65% of total wheel accessible vehicles in Ireland are driven by Freenow driver partners**, Freenow focuses both on educating drivers about the challenges faced by passengers with mobility issues and showing them how straightforward providing assistance can be.

To further support our driver partners, we continue to take 0% commission on all accessible trips.

Removing barriers to travel

In **Madrid, Spain,** where all new taxis are required to have a magnetic loop device, we offer the “Bucle Magnético” fleet type. This feature allows passengers with hearing aids to request taxis equipped with the magnetic loop, enhancing communication with the driver. Freenow is currently the only app providing this level of accessibility.

In **Poland,** we work with drivers to help them better support passengers with disabilities. This includes raising awareness about the rights of guide dog owners to access taxis and other public spaces. We delivered this programme in partnership with the Labrador Foundation, which trains and matches guide dogs with the people who rely on them.

Supporting medical journeys

A new way to manage non-emergency medical transport

We want to help people lead healthier lives. Our commitment to accessible transport extends to a specific group of vulnerable riders: **patients**.

By working closely with health organisations, we aim to provide **fairer access to essential treatments** like dialysis, chemotherapy and other critical care.

Most non-emergency medical trips are still managed through old paper-based taxi dispatch systems, which are often slow and prone to delays. Recognising how vital reliable transport is for healthcare, Freenow set up a **dedicated Health Business team** in 2025 to move these services into the digital age.

Our team focuses on making medical transport faster and more reliable. By going fully digital, we reduce the paperwork and stress for both patients and healthcare providers. This work reflects our broader goal to help ensure everyone, especially vulnerable patients, can benefit from safe and simple transport solutions.

In **Germany**, following a partnership signed in 2024, we launched a pilot with **Techniker Krankenkasse** to allow patients to book medical rides and be reimbursed directly through **Freenow**.

We also launched a partnership with **Qrago** in 2025 to offer a reliable booking service to over **200 clinics across Germany**.

Small change, big impact

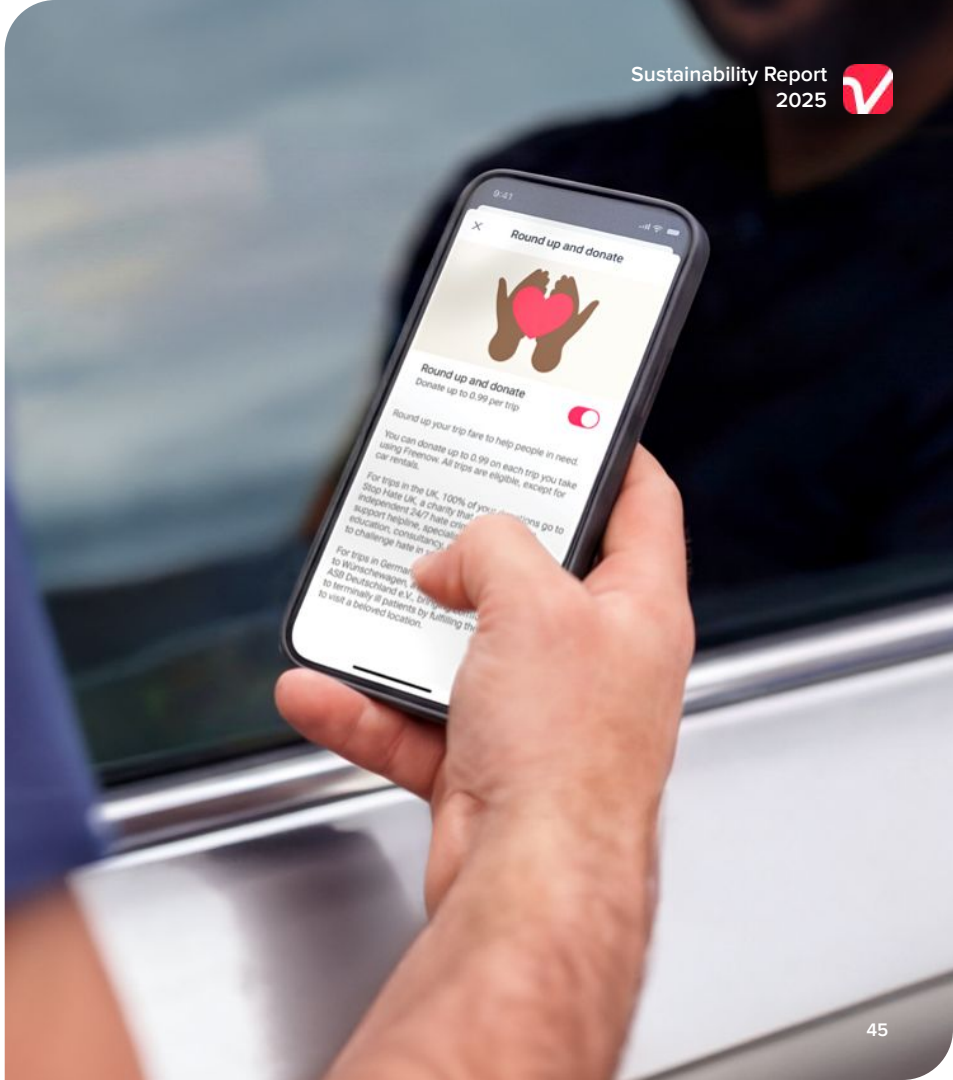
We know that small actions can lead to meaningful change. Through our ‘Round Up and Donate’ feature, passengers can choose to round up their fare to the nearest Pound/Euro/Zloty, with the difference going directly to our charity partners. Since we launched this feature in 2022, our community has raised **€5.4 million in donations**, supporting life-changing work by our NGO partners.

In 2025 alone, Freenow passengers donated over **€1 million.** This remarkable effort shows the power of small actions. On average, every donor contributed **€5.16**, with each rounded-up ride giving **€0.47** to charity.

Across our markets, in 2025 these donations were focused on two key areas:

- **Community aid**: Our passengers raised **€422,000** to support international disaster relief and local community projects.
- **Accessibility and safety**: Our passengers raised **€637,000** for partners who help make travel safer and more inclusive for people with disabilities or serious illnesses.

In 2025, the charities Freenow supported through ‘Round Up and Donate’ include:
International Committee of the Red Cross (ICRC); Irish Wheelchair Association (IWA;, Der Wünschewagen - Arbeiter Samariter Bund (ASB); The Smile of the Child; Stop Hate UK; SiePomaga; Labrador Foundation and Cruz Roja Española.



Building an inclusive organisation

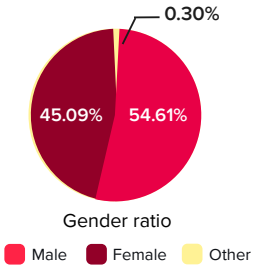
We're committed to building a culture that reflects the communities we serve. Inclusion is a core part of how we work, so that everyone feels they belong regardless of their background, identity or age. We use structured governance and inclusive processes to create a lasting, positive impact across our teams.

Our **Inclusion & Belonging** taskforce sets our priorities and ensures we're accountable. We've built these values into our daily operations and review them regularly to stay transparent and keep improving.

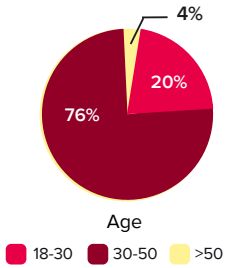
Through **Peakon,** our real-time engagement platform, we gather weekly feedback from all employees to understand their needs. Each quarter, we rotate through 44 questions to get a clear, honest view of our progress and identify where we can support people better.

2025 KPIs

Share of employees



Share of employees



Average age of Freenow employees
35.19

Total number of **nationalities**
57

Average peakon score of **7.9** on **Diversity & Inclusion**[1]

[1]Employees respond to each question using a scale of 0 to 10, where 0 represents "Not at all" and 10 represents "Absolutely. This is the average for April - December 2025.

Training, awareness & community engagement

Every year, we provide **inclusion training resources** to help our employees recognise unconscious bias. These programmes help us build inclusive habits into our daily decisions and the way we manage our teams.

We actively champion our **employee-led networks, or 'Communities'**, which create safe spaces for people to connect throughout Freenow.

Our five Communities – **Wellbeing, LGBTQIA+, Women, BIPOC[1] and Parents** – are the heart of our inclusive culture. They're voluntary, peer-led spaces where colleagues find support and share their experiences. These groups encourage open dialogue and help us to value the diverse perspectives that make our team stronger.

We promote these groups across the company so their voices reach as many people as possible. By letting our people lead, we make inclusion a real part of our daily lives and build a workplace where everyone feels heard, supported and can succeed in their roles.

Outside of this, we promote accessibility awareness and inclusive workplace practices through in-office sessions, trainings and workshops led by specialists. This makes it possible for our whole team to participate, contribute and thrive.

5 employee resource groups (Freenow Communities)

Wellbeing Community

LGBTQ Community

Women's Community

BIPOC Community

Parents Community

[1]LGBTQI+: Lesbian, Gay, Bisexual, Transgender, Queer/Questioning, Intersex, and other diverse sexual orientations and gender identities.BIPOC: Black, Indigenous, and People of Color.

Creating a fairer workplace through gender equity

We're dedicated to advancing gender equality at every level of Freenow. Tracking our progress and looking at the data helps us spot where we need to improve, and take the right steps to get there.

Fair hiring for everyone

We use structured, bias-reducing recruitment practices designed to find the best people for every role. This includes removing names from CVs and using tools to strip gendered language from job descriptions. We apply these standards across the whole company and use anonymous data to track representation at every stage of the hiring process, enabling data-driven improvements.

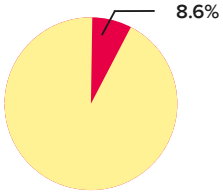
Supporting representation in leadership

To strengthen gender balance in senior roles, we work with external partners who specialise in diverse recruitment and leadership training. We're also building our own 'Women in Leadership' initiatives, to help support female colleagues today while creating a path for the leaders of tomorrow.

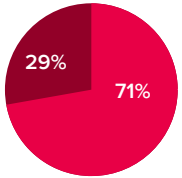
More than **4 in 10** applicants across our internal and external hiring pipelines **are women**.

(42% of our internal applicants and 41% of external applicants are female)

% of **employees** for **Top Management**[1]



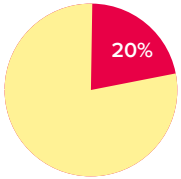
Top Management



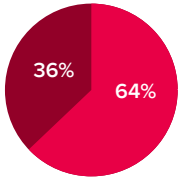
Gender ratio

Male Female

% of **employees** for **Leadership**[2]



Leadership



Gender ratio

Male Female

[1]Top management includes the highest-level executives responsible for setting strategy, overseeing its implementation, and ensuring overall accountability.
[2]Leadership includes managers, including top management, responsible for implementing strategy and overseeing operations.

Developing skills for the future

We know that our growth depends on having a skilled, adaptable and resilient team. In 2025, we improved our learning programmes to help everyone access the training they need to navigate new technologies and changing market demands.

Expanding learning opportunities

Through our ‘Freenow Academy’, we provide a mix of live workshops and digital tools for our entire team.

In 2025, we held 81 live sessions for 492 unique learners achieving high satisfaction scores across the board. Engagement remained strong, with most people participating beyond mandatory requirements.

Our topics cover everything from AI and data analytics to wellbeing, keeping our team’s skills aligned with where we’re headed as a business.

Supporting our future leaders

We’ve formalised how we help people develop into leadership roles. A clear framework that identifies potential means we can support our long-term talent pipeline.

Development initiatives combine internal expertise with selected external partners, bringing in specialised insight and fresh perspectives to help our leaders build the skills they need to make strategic decisions, innovate and lead inclusively.

Coaching for growth

Coaching is a key part of how we help our team to level up. Our peer coaching programme encourages teams to work together and sharpen their skills through practical habits like active listening and developmental questioning.

We also partner with external coaches to provide extra support for leaders and groups with targeted interventions.

This blended approach combines internal knowledge with outside expertise to help our team succeed.

Employee health, safety and flexible working

We want everyone at Freenow to feel safe and supported. We follow all local and national regulations to create a workplace where people can thrive, helping our team find a healthy balance between their work and personal lives.

Keeping our workplaces safe

By working with certified health and safety partners, and risk prevention partners, across our markets, we ensure full compliance with all local requirements and continuously strengthen our standards. This strategy included carrying out written occupational risk assessments across all of our offices in 2025 to spot and address any potential hazards quickly.

Our rigorous approach to prevention led to a flawless safety record this year, with **zero reported workplace accidents and zero work-related illnesses globally.** Our Spanish operations were specifically commended by Mutua Universal, receiving an Award of Recognition for maintaining a zero accident rate for three years in a row. This highlights our success in moving beyond compliance to create a genuine culture of safety and well-being for all of our employees.

Training and prevention

While in 2025 we focused primarily on regular in-person sessions led by certified technicians, we are currently introducing global asynchronous training modules to ensure all staff possess a fundamental understanding of Environmental Health and Safety.

Comfort and wellbeing in the office

Our workspaces are built for comfort and physical health, featuring adjustable desks, ergonomic chairs and visible hazard marking where required. We also offer annual physical health check-ups in certain locations, and host wellbeing sessions like chair yoga to support the health of our entire team.

Work flexibility

We use a hybrid working model of three days in the office and two days remote. This approach supports collaboration, while giving our team the flexibility they need for a better work-life balance. To complement this, we provide the digital tools and infrastructure to make this way of working seamless.

06. Governance

Our governance framework

Focus Area	Data privacy	Information security
Targets and goals	• **Annual training:** ensure every employee completes mandatory privacy and compliance training. • **Transparent reporting:** submit two formal data reports to the Senior Management Team each year.	• **Global standards:** maintain full compliance with ISO 27001 and conduct regular internal audits. • **Annual training:** ensure 100% of employees complete mandatory annual infosec awareness training. • **Rigorous testing:** perform an annual external penetration test to keep our systems resilient.
2025 Status	On track	On track
Why	• Trust is our foundation. By prioritising data privacy and information security training, we stay ahead of risks and information remains in safe hands.	
Other relevant topics	• Compliance, governance and ethics	

Our focus: digital trust and security

Digital trust and ethical accountability drive how we operate. We believe that innovation should never compromise safety or data. By aligning with global standards like ISO 27001, we build data security into everything we do – it's never an afterthought.

We treat digital information with the exact same care as physical safety on the road, so you can travel with confidence.

2025 performance: Privacy and Security

96%

of our team have completed mandatory Data Privacy[1] training.

95%

of our team have completed our annual Information Security[2] training.

0

external audit findings left unaddressed by the end of 2025.

100%

of high-risk vulnerabilities were addressed within our strict deadlines.

The bigger picture

Trust goes beyond data. It's about how we act. Clear policies on business conduct, anti-bribery and the responsible use of artificial intelligence guide our daily operations.

With a robust whistleblowing system and continuous internal audits, we make sure we're living up to the expectations of our passengers, our driver partners, and the public. We hold ourselves to a higher standard, because our community deserves nothing less.

[1]These figures are accurate as of February 2026. While we experienced a temporary reporting delay, we are confident the data remains consistent with December 2025.
[2]This data covers Q1–Q3. Figures for Q4 were unavailable during our platform migration.

Doing the right thing: Compliance and ethics

Integrity and honesty are the foundation of our success. Staying transparent and accountable is the only way to build lasting trust with our passengers, drivers and teams. We stay true to our values through clear policies that guide our everyday decisions and help us support the communities we serve.

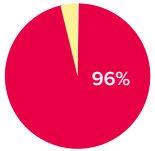
Our policies and processes:

- **Code of conduct:** Our core principles and the commitments we make to each other.
- **Whistleblowing policy:** A safe channel that encourages everyone to report misconduct or unethical behaviour.
- **Anti-bribery and corruption policy:** Helping our team stick to our standards when working with partners, political parties, and government officials.
- **Anti-fraud policy:** Tools to help us spot and stop fraud while building a culture of honesty across the business.
- **Conflict of interest policy:** Making sure our people always act in the best interest of Freenow and our community.
- **Human rights policy:** Our commitment to respecting, promoting and protecting people's rights in everything we do.
- **Third-party management:** A screening process to make sure we only partner with those who share our ethical standards and compliance with laws and regulations.
- **Privacy policy:** Clear rules to keep personal data safe and handled with care.
- **Sponsorships and donations policy:** Making sure our support always goes to the right places for the right reasons.
- **AI usage:** Defining our commitment to ethical innovation and risk mitigation in AI usage.

Ensuring data privacy and data protection

We know that passengers and drivers place trust in Freenow by sharing personal information and travel details. We honour that trust by maintaining a data privacy framework that provides a safe and reliable experience. This framework is built on several key principles from our Data Protection Policy[1]:

2025 Key Data Privacy Metrics



96% of our team completed **mandatory Data Privacy training**[2]

2 formal reports submitted to the **SMT on privacy and security**

1

Transparency and fairness
We process data responsibly and always have a clear, legal reason for doing so.

2

Specific purpose
We only collect and use personal data for the specific, lawful reasons we've set out.

3

Only what's needed
We limit our data use to what is strictly necessary for the task.

4

Accuracy
We keep personal data correct and up to date.

5

Storage limits
We only keep personal data for as long as local laws require. After that, we delete it securely.

6

Integrity & Confidentiality
Protect personal data with appropriate security measures and trained staff.

7

Privacy by design
We build data protection into our products and processes from the very start.

[1]Freenow Privacy notices for passengers and drivers is public and specific for each country.
[2]This information is accurate as of February 2026 due to temporary unavailability of the reporting tool. However, we have strong reason to believe that the figures remain unchanged compared to December 2025.

Keeping all information secure

Information is a one of our most important assets. Protecting the data of our passengers, team members, partners, systems and finances is vital to our success, legal compliance and the trust people place in us.

Our dedicated Information Security team works to keep our systems reliable and our data private. They manage risks and make sure that sensitive information is only available to the people who need it do do their jobs. The team handles our full risk management process, including:

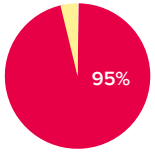
Setting up and maintaining a risk register

Identifying clear owners for our security controls

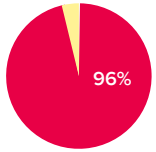
Running regular audits to check that our protections are working

Data privacy and security training for our whole team

2025 Key Information Security Metrics



95%
of our team completed the **annual training on Information Security**[1]



96%
of the **security controls** in our audit plan **were tested in the previous year**

0 **external audit findings** were left unaddressed within our agreed timelines

0 **vulnerabilities** with a medium or high score identified during tests were left unaddressed within the defined deadlines

"To protect the security, confidentiality, and integrity of user data, we've built a robust information security program that's based on the industry-recognized ISO 27001 framework and includes written policies, processes, and standards designed to protect and secure Freenow's data environment."

Wolfgang Ley
Head of Security af Freenow

[1]Data includes the period Q1-Q3 as the data from Q4 was unavailable due to platform migration.

07. Appendix

Glossary

Term	Definition
All-electric / fully electrified vehicles	All-electric (or fully electrified) vehicles are powered solely by electricity, using an electric motor for propulsion without an internal combustion engine or direct tank-to-wheel emissions. They include battery electric vehicles (BEVs), which store energy in a battery, and fuel cell electric vehicles (FCEVs), which generate electricity onboard using hydrogen fuel cells.
AV	Autonomous Vehicles.
BIPOC	Black, Indigenous, and People of Color.
Double Materiality Assessment	A process required under the EU Corporate Sustainability Reporting Directive (CSRD) to identify sustainability topics that are material (relevant) from both a financial and impact perspective. It assesses how sustainability issues affect a company's finances and how the company impacts the environment and society. The results shape the company's sustainability strategy and reporting framework.
Driver Earnings, Inclusion and Belonging and Data Privacy	To ensure consistency with internal documentation, several material topics have been updated from their standard ESRS titles to Freenow by Lyft terminology. Specifically, 'Adequate Wages' has been renamed to 'Driver Earnings,' 'Diversity' has been changed to 'Inclusion & Belonging.' and 'Privacy' has been renamed to 'Data Privacy.'"
Electrified/electric vehicles (EV)	Includes all vehicles that are either fully electrified or partially electrified.
GHG	Greenhouse gases.
ICE (Internal combustion engine vehicles)	Refers to non-electrified vehicles such as gas or diesel/petrol vehicles.
LGBTQI+:	Lesbian, Gay, Bisexual, Transgender, Queer/Questioning, Intersex, and other diverse sexual orientations and gender identities.

Glossary

Term	Definition
Partially electrified vehicles	Partially electrified vehicles, including hybrids, plug-in hybrids (PHEVs), and range-extended electric vehicles (REEVs), combine an internal combustion engine with an electric motor. They can run on electric power for short distances but still rely on fuel, offering lower emissions than traditional petrol or diesel vehicles.
PHV	Private Hire Vehicle. A type of hired car booked in advance in the app. In some countries we call them Ride.
PP	Percentage points
OCA	On Car Advertisement
SBTi	Science Based Targets initiative. A collaborative effort between CDP (formerly the Carbon Disclosure Project), the United Nations Global Compact (UNGC), World Resources Institute (WRI), and the World Wide Fund for Nature (WWF) to set ambitious emissions reduction targets in line with climate science.
Shared vehicles	All shared vehicles including shared cars, eBikes, eMopeds, eScooters, etc. and excluding taxis and PHVs.
Scope 1, 2 & 3	The term scopes is used in the Greenhouse Gas (GHG) Protocol to categorise emissions based on their source and the level of control a company has over them. Scope 1 emissions are direct emissions from sources owned or controlled by a company, such as fuel combustion in company vehicles or facilities. Scope 2 emissions are indirect GHG emissions from purchased electricity, steam, heating, and cooling consumed by the company, while Scope 3 emissions include all other indirect emissions across the value chain, both upstream (e.g., purchased goods, business travel) and downstream (e.g., product use, end-of-life disposal).
YoY	Year over year.

Greenhouse Gas Emissions Inventory

Emissions Scope	Category	Consolidation scope	% of baseline year emissions covered in SBTi Target	2021 (Baseline year) in tCO2e[1]	2022 in tCO2e	2023 in tCO2e	2024 in tCO2e	2025 in tCO2e
Scope 1 & 2	**Scope 1**	**N/A**	**N/A**	**N/A**	**N/A**	**N/A**	**N/A**	**N/A**
	Scope 2 location based	**Global**	**100%**	**277**	**317**	**324**	**221**	**213**
	Scope 2 market based	**N/A**	**N/A**	**N/A**	**N/A**	**N/A**	**N/A**	**N/A**
Scope 3	1. Purchased goods and services	Global	98%[2]	2	63	279	185	159
	2. Capital goods	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	3. Fuel- and energy-related activities	Global	100%	77	86	82	59	53
	4. Upstream transportation and distribution	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	5. Waste generated in operations	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	6. Business travel	Global	100%	409	1,318	501	477	912
	7. Employee commuting	Global	100%	964	885	755	477	272
	8. Upstream leased assets	Global	100%	811	834	784	581	478
	9. Downstream transportation and distribution	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	10. Processing of sold products	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	11. Use of sold products[3]	Global	100%	69,488	100,085	98,660	81,449	72,593
	12. End-of-life treatment of sold products	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	13. Downstream leased assets	N/A	N/A	0	0.1	0.1	0	0
	14. Franchises	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	15. Investments	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Total Scope 3	**Global**	**99%**	**71,752**	**103,270**	**101,061**	**83,227**	**74,467**

NOTES: Freenow by Lyft performs a full inventory of its scope 1, 2 and 3 emissions in line with the Greenhouse Gas Protocol on an annual basis. We are constantly working on improving our emissions accounting methodology, to make sure we get to the most accurate numbers possible. After publishing our Sustainability Highlights Report 2024, the emissions calculated for the years 2021, 2022, 2023 and 2024 have been adjusted to implement a series of improvements. Refer to this document for an explanation of our methodology.

[1]Tonnes of carbon dioxide equivalent.

[2]Based on limited data availability and low estimated materiality we currently exclude emissions from e.g. HR & Finance tools that we use. With the improvements of our methodologies we aim to increase the coverage of emissions.

[3]Our marketplace rides emissions are calculated using the Well-to-Wheel methodology for all ride-hailing and shared vehicles registered on our platform.

Various statements in this report, including statements about Lyft's sustainability strategy, commitments, and related impacts are "forward-looking statements" within the meaning of the United States Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act of 1933, and Section 21E of the Securities Exchange Act of 1934. Forward-looking statements are based on current assumptions that are subject to risks and uncertainties that may cause actual results to differ materially from the forward-looking statements, including the risks and uncertainties more fully described in Lyft's filings with the United States Securities and Exchange Commission. Lyft undertakes no obligation to update or revise publicly any forward-looking statements, except as required by applicable law.