

# IMPROVED

## IMPROVED advises Viggo - Denmark's leading ride-hailing company – on the sale to Bolt

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Bolt, the leading European shared mobility platform, has acquired Viggo, Denmark's top-performing ride-hailing company, in a strategic move to expand its presence in regulated European markets. This acquisition enables Bolt to quickly launch and scale ride-hailing services in the country, adding to its existing e-bike rental operations in Copenhagen.

With a fleet of more than 300 high-quality electric vehicles and a network of over 450,000 users across major cities in Denmark, Viggo will enable Bolt to rapidly establish and expand ride-hailing services in Denmark.

IMPROVED acted as the exclusive financial advisor to Viggo and its shareholders in this transaction. With strategic value at its core, we secured the ultimate partnership for Viggo and Bolt to lead the Danish ride-hailing market. This transaction further expands on our strong track record of advising leading entrepreneurial management teams and investors in the Climate Tech and Mobility domain – through creative specialist corporate finance services.

**Lars Speekenbrink**, Regional General Manager Northern Europe at Bolt, commented: *"We are not entering Denmark as a small player—we are acquiring the best-performing ride-hailing company in the market. Viggo has set the standard for premium service, customer satisfaction, and a fully electric fleet, and we are excited to build on that success. By combining Viggo's local expertise with Bolt's technology and scale, we will offer riders a seamless, high-quality experience while creating better earning opportunities for drivers. We are committed to investing in Denmark for the long term—bringing more competition, innovation, and sustainable mobility solutions to cities across the country."*

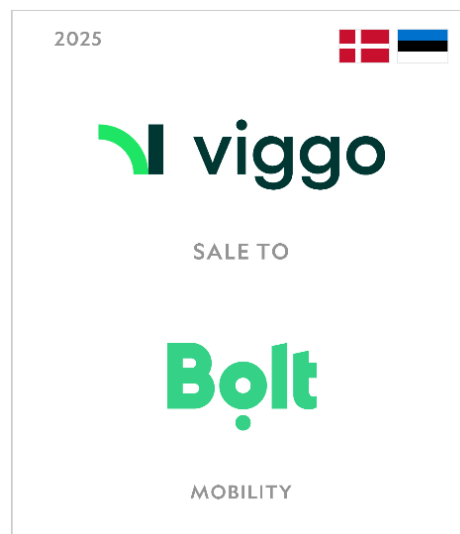
**Kenneth Herschel**, CEO at Viggo, added: *"Viggo was founded to provide a high-quality, sustainable ride-hailing experience, and we are proud of what we have achieved. Joining Bolt allows us to scale our impact, benefiting both drivers and passengers with new technology, increased demand, and continued commitment to quality."*

**Marlon Brand**, Managing Partner at IMPROVED, continued: *"We congratulate the founders and management team on the successful acquisition by one of Europe's leading Technology companies. This transaction confirms the continued strategic relevance of consolidation in the Mobility sector, to expand into new local markets and drive the transition toward a carbon-free economy. We are excited to see the Viggo team reach new highs through this acquisition, and are looking forward to our continued partnership."*

**The IMPROVED deal team:** Marlon Brand, Tijn Kerssemakers, and Sherief Rahim

### Enquiries

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## **About Bolt**

Bolt has operations in over 50 countries and 600 cities and provides shared mobility services, including ride-hailing, scooter and e-bike rental, and car rental to over 200 million lifetime customers. More than 4.5 million drivers use the Bolt platform worldwide. The company seeks to accelerate the transition from owned cars to shared mobility, offering better alternatives for every use case. Its products include ride-hailing, scooter and car rental services, food and grocery delivery, and corporate mobility solutions.

## **About Viggo**

Founded in 2019, Viggo is Scandinavia's first ride-hailing service with a 100% electric car fleet. With 330 electric cars in the fleet, more than 500 drivers and 450.000 app users. Viggo has cemented its position as Denmark's best-performing taxi service. Viggo is on a mission to electrify urban commercial mobility, while offering a seamless and memorable user experience through stellar service and technology.

## **About IMPROVED**

IMPROVED is a premier international Corporate Finance boutique focused on the mid-market Technology, Energy and Mobility ("TEM") sectors. IMPROVED has proven cross-border deal-making capabilities and executed transactions in +20 countries across Europe, the US and Asia. The team comprises 25+ corporate finance and M&A professionals and is complemented by a team of high-level senior advisors with vast executive and board-level experience in the TEM sectors.