



DIGITAL PUBLIC TRANSPORT

Successful door-to-door: more than 5 million passengers use the on-demand platform from ioki

Doubling the number of passengers • On-demand mobility established as part of public transport • Dr. Michael Barillère-Scholz and Benjamin Pfeifer confirmed as Managing Directors

(Frankfurt, 5th of April 2024) Over five million passengers have used the on-demand platform from ioki since it was founded in 2017. With passenger numbers doubling every year, the tech company is consolidating its position as the market leader for on-demand technology in the European public transport sector. Passengers now use the software-based on-demand buses with names such as hvv hop, EMMI-Mobil, NAH.SHUTTLE, Arriva Click IT and Stagecoach Connect in eight European countries.

ioki provides the technological centrepiece for the digitally bookable minibuses on demand. The innovative mobility services thus make an important contribution to more attractive and public everyday mobility and the achievement of climate targets.

"With our digital solutions, we are supporting the digital transformation in local public transport and creating tangible added value for passengers and transport companies. We are incredibly proud that our software-as-a-service approach continues to scale so strongly in the public transport sector," says CEO and co-founder Dr. Michael Barillère-Scholz on the positive developments. "In autumn 2021, we reached one million users, and just two and a half years later we have an impressive five million passengers."

ioki management confirmed again until the end of 2026

Under the leadership of Dr. Michael Barillère-Scholz and Benjamin Pfeifer, ioki has achieved significant milestones and international growth. Both managing directors will continue to lead the company over the next three years.

"For us, efficient local transport is always also digital local transport. Together with the industry and our customers, we want to successfully realise this huge development potential for passengers," says Benjamin Pfeifer, Managing Director and Chief Commercial Officer. As an independent software and service company of Deutsche Bahn, ioki cooperates with various partners to achieve this. Most recently, ioki entered into a partnership with the teledriving start-up Vay and is involved in flagship projects such as SMILE24 in Schleswig-Holstein and the KIRA project for autonomous driving in public transport.



From data-based transport planning and the familiar on-demand platform to the intuitive bus navigation system: in expanding its product portfolio, ioki is pursuing the vision of a comprehensive digital end-to-end solution for holistic, integrated mobility. ioki wants to break new ground in the field of transport planning in particular. A further product launch is to follow in the second half of the year.

About ioki

ioki is the leading European technology company for digital mobility and a pioneer in autonomous driving in public transport. Since the company was founded in 2017, companies, cities and municipalities in 11 countries have relied on the expertise of ioki. With more than 130 flexible on-demand services and over 5 million passengers, ioki is the market leader for demand-responsive mobility in the DACH region. These include flagship projects such as ioki Hamburg (now hvv hop) and Germany's first self-driving public bus.

The company offers innovative platform solutions for demand-responsive and regular public transport services, data-based transport planning and digital navigation applications for public buses. With its software-as-a-service and consulting services, ioki enables digital solutions for sustainable mobility. 190 employees from over 20 nations are working from Frankfurt on the vision of digital public transport. ioki GmbH is an independent subsidiary of Deutsche Bahn.

About Dr. Michael Barillère-Scholz: Michael Barillère-Scholz is co-founder and CEO of ioki. Before joining Deutsche Bahn in 2016, he advised a large number of companies on the digitalisation and establishment of new, digital business models and founded two start-ups. Under his leadership, ioki has developed into the leading European platform provider for driver-based and autonomous on-demand solutions in Europe and is the market leader in the DACH region.

About Benjamin Pfeifer: As part of the management team at ioki GmbH, Benjamin Pfeifer is driving the development of the former start-up into an internationally active software company. Thanks to his many years of experience in the mobility industry, he has successfully positioned ioki as an industry solution for public transport and supports transport companies, cities and municipalities on their way to a data-based, flexible and efficient mobility offering.

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