



MERGER ANNOUNCEMENT - M/16/037

Competition and Consumer Protection Commission clears proposed merger of Hailo and Daimler's 'mytaxi'

02/09/2016

The Competition and Consumer Protection Commission has today cleared the proposed transaction whereby Hailo would merge with Daimler's Intelligent Apps GmbH, trading as 'mytaxi'. The proposed transaction was notified under the Competition Act 2002 (as amended) on 29 June 2016.

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

Additional Information

Daimler AG, through its wholly-owned subsidiary Daimler Mobility Services GmbH, currently holds the entire issued share capital of *mytaxi*. Following implementation of the proposed transaction, DMS and Hailo will hold 60% and 40%, respectively, of the issued share capital of *mytaxi*.

Hailo operates a taxi dispatch application which allows customers to order a taxi and track its arrival, pay for the taxi journey and rate the taxi driver over the internet. Hailo is used via an application downloaded to customer and taxi driver smartphones or other mobile devices. Hailo is available in more than 20 cities, including London, Madrid and Barcelona, and across Ireland.

Similarly *mytaxi* allows customers to order a taxi and track its arrival in real time, pay for the taxi journey using the application (via a credit card or a PayPal account set up on a customer's *mytaxi* account) and rate the taxi driver. *mytaxi* is used in over 30 cities in Germany as well as in Vienna, Graz, Barcelona, Madrid, Valencia, Seville, Milan, Rome, Lisbon, Krakow, Gdansk and Warsaw. *mytaxi* is not currently active in the State.