

TIER Establishes New Tech Hub in Budapest after Acquiring Leading Tech Agency Makery

- **Tech innovation centre in Hungary will focus on product strategy and design, engineering and software development**
- **Move is key part of TIER's CEE expansion and the company's plans to launch e-scooters in Budapest this summer**

Berlin/ Budapest, April 08, 2021 – TIER, the European micro-mobility leader, continues to invest in and develop its footprint in Central and Eastern Europe. The company will use the acquisition of the Hungarian firm Makery, who have already built a world-class reputation in software development, to create a tech hub in Budapest. Budapest will be TIER's largest tech-focused office outside of its headquarters in Berlin and London. Budapest will also be one of many new cities in Central and Eastern Europe where TIER will launch its service in 2021.

TIER and Makery have established a strong relationship in recent years, with the Hungarian company successfully supporting TIER's product and tech team during the micro-mobility provider's impressive growth journey. Adding to its current workforce of more than 900 employees, TIER will keep all of Makery's 27 highly skilled experts in the field of product strategy, product design, engineering, and project management. The team in Budapest will be responsible for building the company's consumer-facing products, led by the Makery founding team András Kindler, Gyula Vörös and Balázs Zsédely, who will all join TIER's leadership team.

Matthias Laug, CTO and co-founder of TIER: “From the very beginning we've been hugely impressed by Makery's spirit and efforts to support us. The whole team is a great addition to our expertise and we're very happy to have them on board. Our plan is to expand the number of employees in the upcoming months

with more local talent as well as team members who work remote from all over the world.”

András Kindler, co-founder of Makery and new VP Engineering at TIER: "We are humbled and happy to join TIER. We have been working with TIER closely for years now, and we already think of the team as colleagues and friends. We're very excited to make this happen."

Balázs Zsédely, co-founder of Makery and new Tech Hub Director at TIER: "Mobility and sustainability were always among our focus areas, and TIER brings the best of both worlds. We will have the unique opportunity to change mobility for good, from the heart of Budapest."

Gyula Vörös, co-founder of Makery and new VP Engineering at TIER: "We always strived to build a hub in Budapest, where talented people can work on highly impactful problems that actually make a difference. We are excited to continue on this journey together with TIER."

TIER's climate-neutral e-scooters soon to be available in Budapest

As part of its European expansion, TIER also announced today that it will launch its service in Hungary this Summer. TIER is expected to be the only provider in Hungary to use e-scooters with swappable batteries, thereby cementing its leadership as the most sustainable micro-mobility provider. The company's battery-swapping tech and fully owned operations, which utilises electric cargo bikes and electric vans, eliminates the need to transport the vehicles to warehouses for charging. This drastically reduces the operational costs as well as emissions and has enabled TIER to remain fully climate-neutral since January 2020. A local team of permanent employees will be responsible for conducting regular roadside health checks and replacing depleted batteries on-site.

++ENDS++

About TIER Mobility

TIER Mobility is Europe's leading shared micro-mobility provider, with a mission to Change Mobility for Good. By providing people with a range of shared, light electric vehicles, from e-scooters to e-bikes and e-mopeds, powered by a proprietary Energy Network, TIER helps cities reduce their dependence on cars. Founded in 2018 by Lawrence Leuschner, Matthias Laug and Julian Blessin, TIER is headquartered in Berlin and currently operates in 95+ cities across 11 countries in Europe and the Middle East. With a focus on providing the safest, most equitable and most sustainable mobility solution, TIER has been [climate-neutral](#) since 2020.

TIER's investors include SoftBank Vision Fund 2, Mubadala Capital, Northzone, Goodwater Capital and White Star Capital. For more information, visit www.tier.app.

Media Contact TIER

Florian Anders
Public Relations
press@tier.app