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Marti's Ride-Hailing Service Introduces Dynamic Pricing to Improve Rider Experience, Increase Driver Earnings, and Increase Company Revenue

ISTANBUL--(BUSINESS WIRE)-- Türkiye's leading mobility super app, Marti Technologies, Inc. ("Marti" or the "Company") (NYSE American: MRT) today announced the launch of its **dynamic pricing model**, designed to improve service efficiency and enhance user satisfaction in its ride-hailing service. This innovative pricing strategy **adjusts ride-hailing fares in real-time based on supply and demand**, ensuring that riders receive timely service while helping drivers maximize their earnings.

The launch of Marti's dynamic pricing model comes just three months after **the Company announced that it has begun monetizing its ride-hailing service. Marti remains the only at scale ride hailing operator in Türkiye.**

Key Highlights:

- **Real-Time Fare Adjustments:** Prices fluctuate according to supply and demand dynamics, allowing for more efficient ride allocation and improved match rates between riders and drivers
- **Enhanced Earnings for Drivers:** By responding to market conditions, drivers benefit from increased fare rates during peak times
- **Improved Rider Experience:** Riders experience reduced wait times and increased availability of rides during high-demand periods

"Our commitment to delivering exceptional service drives us to continuously innovate," said Oguz Alper Oktem, founder and CEO of Marti. "**Dynamic pricing is a significant step toward optimizing our platform for both riders and drivers**. By aligning prices with real-time market conditions, we ensure a more responsive and rewarding experience for everyone involved."

The implementation of dynamic pricing, which Marti launched in Türkiye's largest city Istanbul, is currently being rolled out across the country. The Company anticipates that this strategic move will not only enhance operational efficiency but also strengthen Marti's long-term competitive position in Türkiye's ride-hailing market.

Prior to the introduction of dynamic pricing, **Marti announced that it expects to complete 2025 with $34.0 million of revenue.** This is 2.1 times higher than Marti's 2024 performance target of $16.6 million of revenue. **The introduction of dynamic pricing is expected to have a further positive contribution to company revenue(*).**

(*) Expectations and targets are not necessarily indicative of future attainment.

The 2025 revenue guidance provided herein is based on Marti's current estimates and assumptions and are not a guarantee of future performance. Such guidance is subject to significant risks and uncertainties, including the risk factors discussed in the Company's reports on file with the Securities and Exchange Commission ("SEC"), that could cause actual results to differ materially. There can be no assurance that the Company will achieve the results expressed by this guidance.

Cautionary Note Regarding Forward-Looking Statements

Certain statements made in this press release constitute forward-looking statements within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. All statements contained in this press release that do not relate to matters of historical fact should be considered forward-looking statements, including, without limitation, statements related to the ride-hailing business and its anticipated growth, the expected future performance and market opportunities of Marti and the ride-hailing business, and the Company's expected revenue. These forward-looking statements are based on management's current expectations. These statements are neither promises nor guarantees, but involve known and unknown risks, uncertainties and other important factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements, including the risks discussed in the Company's filings with the SEC, including the Company's Annual Report on Form 20-F. Marti undertakes no obligation to update publicly any forward-looking statements, whether as a result of future events, new information or otherwise, except as required by law.

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