

The Canadian Busbud has successfully acquired Clickbus Turkey, a leading online booking platform for bus travels in Turkey – IEG acts as exclusive financial advisor to the shareholders of Clickbus Turkey

- Clickbus Turkey / Neredennereye.com is a price comparison and online booking website for long distance bus routes
- Busbud is the largest online global marketplace for booking bus tickets in the world
- With this acquisition, the travel booking website Busbud can expand its route coverage as well as strengthen its position in Turkey
- IEG – Investment Banking Group acts as exclusive financial advisor to the shareholders of Clickbus Turkey

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The Canadian company Busbud has successfully acquired a leading Turkish bus ticket booking platform Neredennereye.com, headquartered in Istanbul, which is owned and operated by Clickbus Turkey. Busbud is the largest online global marketplace for booking city-to-city bus tickets in the world. By acquiring Clickbus Turkey and therefore Neredennereye.com, the Canadian company can expand its route coverage in Turkey and strengthen its footprint in the fast-growing and vital Turkish intercity bus market. Neredennereye.com was founded in 1999 as an online travel directory and has become a local leader with more than 30,000 routes in Turkey. Clickbus Turkey was originally founded in 2014 and merged with Neredennereye.com in August 2015. Key investors of the company are Rocket Internet, Ooredoo, Holtzbrinck Ventures and Tengelmann Ventures.

In their press release, LP Maurice, CEO and co-founder of Busbud commented on the acquisition: "Erol and his team at Neredennereye.com have had a remarkable growth story in Turkey. We are excited to welcome them on board. There is a lot to learn from how they have achieved a dominant position in this large and dynamic market. These insights and go-to-market strategies will inform our continued rollout in the 80+ countries we currently serve."

Erol Demirtas, CEO and founder of Neredennereye.com states: "Becoming a part of Busbud, a leading player in the intercity bus booking market worldwide, gives us an opportunity to benefit from a global platform and additional resources, which will help us to provide an even more impactful experiences to our customers."

IEG – Investment Banking Group, under the leadership of Serkan Usanmaz, Managing Director at IEG – Turkey, has acted as financial advisor to the shareholders of Clickbus Turkey / Neredennereye.

"[IEG has] been a strong partner and played a crucial role throughout the entire deal. There were some more complex aspects to this international transaction, and IEG got us to a great result in the end", states Erol Demirtas about the role of IEG.

About IEG – Investment Banking Group

IEG – Investment Banking Group is one of the leading, global independent investment banking boutiques focused on Mergers & Acquisitions, Financings & Principal Investments for Internet, Technology & Services. Locally present in the key international growth regions and/or emerging markets, IEG is a unique, influential and trusted partner for growth companies as well as larger, international corporates. Founded in 1999 and owned by its partners, IEG now employs more than 80 professionals around the world. For more information about IEG – Investment Banking Group refer to: www.ieg-banking.com.

About Clickbus and Neredennereye.com

The company's smart booking engine, Neredennereye.com, allows its customers to find, compare and purchase bus tickets at most affordable prices from more than 30,000 bus routes, offered by 180+ bus companies in Turkey. The Company was initially founded as a travel directory in 1999 but evolved into an online travel agency before merging with Clickbus Turkey in 2015. Neredennereye.com has 10 employees and is based in Istanbul. It had raised EUR 1.25M in August 2015 as part of a merger with Clickbus Turkey. Past investors include Asia Pacific Internet Group (APACIG), powered by Rocket Internet and Ooredoo, as well as Germany-based Holtzbrinck Ventures and Tengelmann Ventures. For more information, refer to: www.neredenereye.com.

About Busbud

Busbud is the best way to book intercity bus tickets. The market for intercity bus tickets is >10B passengers per year. By connecting travellers to bus operators, Busbud makes searching, comparing and booking intercity bus tickets a seamless experience, everywhere in the world. Busbud.com and its free mobile apps are the most comprehensive source of intercity bus schedules and tickets in the world, displaying millions of departures weekly and schedules for 3900 bus operators covering 20K cities and 2.3M routes in over 80 countries. Busbud raised a \$14M Series B in January 2018 led by Inovia. Busbud has 60 employees and is based in Montreal, Canada. For more information, refer to: www.busbud.com.