

## **Urgently Secures Three-Year, Roadside Assistance Contract Renewal with Global Automotive Fleet Management Customer Partner**

*The renewal extends this long-term relationship to nine years, and was driven in part by Urgently's service capabilities and next-generation yield-based pricing technology.*

**VIENNA, Va. – Oct. 8, 2024** – Urgent.ly, Inc. (Nasdaq: ULY) (“Urgently”), a U.S.-based leading provider of digital roadside and mobility assistance technology and services, today announced its three-year contract renewal with a customer partner that operates a global automotive fleet management company. The renewal extends this long-term customer partner relationship to nine years, with Urgently powering the fleet management company’s roadside assistance program.

With the addition of this customer partner renewal, Urgently has successfully retained all roadside assistance contracts up for renewal since the beginning of the second quarter of 2024, an indication of Urgently’s commitment to delivering customer value through exceptional service, cutting edge technology and a prioritization of safety.

“We are privileged to have the opportunity to continue this successful partnership, which we believe reflects the strength of our technology and the outstanding level of service we deliver,” said Matt Booth, Chief Executive Officer, Urgently. “We look forward to continuing to provide roadside assistance solutions that meet our customer partner’s evolving needs and support our focus on accelerating profitable growth.”

Under the renewed contract, the automotive fleet management company will leverage Urgently’s comprehensive technology stack and capabilities, including:

- Service capabilities, encompassing vehicle classes 1 through 6, from light duty passenger cars, vans and small pickup trucks, through medium duty commercial vehicles
- AI-driven yield-based pricing technology with predictive and location-aware capabilities that deliver network pricing and actionable insights to help minimize vehicle downtime

Urgently believes this renewal solidifies its position as a preferred roadside and mobility assistance partner, leveraging Urgently’s connected assistance platform to drive efficiency and an exceptional customer experience aligned with the automotive fleet management company’s brand.

For more information about Urgently's roadside and mobility assistance solutions visit <https://www.geturgently.com/industry-solutions>.

## About Urgently

Urgently is focused on helping everyone move safely, without disruption, by safeguarding drivers, promptly assisting their journey, and employing technology to proactively avert possible issues. The company's digitally native software platform combines location-based services, real-time data, AI and machine-to-machine communication to power roadside assistance solutions for leading brands across automotive, insurance, telematics and other transportation-focused verticals. Urgently fulfills the demand for connected roadside assistance services, enabling its partners to deliver exceptional user experiences that drive high customer satisfaction and loyalty, by delivering innovative, transparent and exceptional connected mobility assistance experiences on a global scale. For more information, visit [www.geturgently.com](http://www.geturgently.com).

## Forward Looking Statements

This press release contains or may contain "forward-looking statements" within the meaning of the Securities Act of 1933, as amended, and Section 21E of the Exchange Act of 1934, as amended, which statements involve substantial risks and uncertainties. Forward-looking statements generally relate to future events or Urgently's future financial or operating performance. Such statements are based upon current plans, estimates and expectations of management of Urgently in light of historical results and trends, current conditions and potential future developments, and are subject to various risks and uncertainties that could cause actual results to differ materially from such statements. The inclusion of forward-looking statements should not be regarded as a representation that such plans, estimates and expectations will be achieved. Forward-looking terms such as "may," "will," "could," "should," "would," "plan," "potential," "intend," "anticipate," "project," "predict," "target," "believe," "continue," "estimate" or "expect" or the negative of these words or other words, terms and phrases of similar nature are often intended to identify forward-looking statements, although not all forward-looking statements contain these identifying words. All statements, other than historical facts, including, without limitation, statements regarding Urgently's customer partner contract renewal, are based on the current assumptions of Urgently's management and are neither promises nor guarantees, but involve a significant number of factors that may cause our actual performance or achievements to be materially different from any future performance or achievements stated or implied by the forward-looking statements. For factors that could cause actual results to differ materially from the forward-looking statements in this press release, please see the risks and uncertainties detailed in our filings with the Securities and Exchange Commission ("SEC"), including in our annual report on Form 10-K for the year ended December 31, 2023, which was filed with the SEC on March 29, 2024, our quarterly reports on Form 10-Q, including our quarterly report on Form 10-Q for the quarter ended June 30, 2024, which was filed with the SEC on August 13, 2024, and other filings and reports that we may file from time to time with the SEC. All forward-looking statements reflect Urgently's beliefs and assumptions only as of the date of this press release. Urgently undertakes no obligation to update forward-looking statements to reflect future events or circumstances.

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