

Urgently Earns AutoTech Breakthrough Award for ‘Overall Transportation Tech of the Year’

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VIENNA, Va.– Oct. 9, 2024 – Urgent.ly, Inc. (Nasdaq: ULY) (“Urgently”), a U.S.-based leading provider of digital roadside and mobility assistance technology and services, today announced it has earned the “Overall Transportation Tech of the Year” award in the 2024 AutoTech Breakthrough Awards, conducted by AutoTech Breakthrough, a leading market intelligence organization that recognizes the standout companies, products and services in the global automotive and transportation technology markets today. This year's program attracted thousands of nominations from over 15 different countries throughout the world.

Urgently was recognized for its next-generation yield-based pricing technology, which was introduced earlier this year. This AI-driven dynamic pricing technology makes it possible to reliably predict and optimize job prices for roadside assistance services, leading to higher-quality customer experiences. Real-time yield-based pricing allows Urgently to better manage surges in roadside assistance demand, similar to surge pricing used by ride-hail services.

Insights and predictive pricing generated by this technology empower Urgently’s customer partners to build roadside assistance programs that best fit their business goals, such as:

- Maximizing performance while maintaining a stable cost structure
- Balancing performance and cost by market
- Increasing performance by market or job attribute, such as a premium/VIP program

“This award is the result of our hard-working data and engineering teams who developed our yield-based pricing technology, and who continually look for ways to apply technology to advance the roadside experience,” said Matt Booth, Chief Executive Officer, Urgently. “We're thrilled to be featured alongside other automotive technology leaders and to be recognized for our innovative work in this industry.”

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

More information about the AutoTech Breakthrough Awards is available at <https://autotechbreakthrough.com/>.

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.

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 yield-based pricing technology. These statements 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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