

GreenMobility Green Mobility A/S



GreenMobility A/S is a car sharing operator offering a solution for urban people seeking easy and convenient access to mobility. With 400 electric powered city cars, charged by renewable energy, GreenMobility offers the citizens of Copenhagen an accessible and sustainable way to get from point A to B, while at the same time helping to reduce the impact of urban traffic congestion.

Henrik Isaksen is the chairman and co-founder of Green Mobility. With 25+ years of experience in the automotive industry, he had noticed an increased demand for more flexible mobility solutions – and that people were no longer as interested in owning their cars. Together with his recently formed team, he developed and launched the Green Mobility concept in October 2016. The service is currently used by 15,000 people in Copenhagen, and the company is preparing for its international expansion.

Quick Facts

Market:	Nasdaq First North, Denmark
Industry:	Travel & Leisure
Market Cap:	244 Million DKK
Employees:	45

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Henrik Isaksen, Chairman and Co-founder, GreenMobility

October
2016

Company founded

February
2017

Listing process started

June 2017

Listing on Nasdaq First North
in Copenhagen

Nasdaq First North listing

“Thanks to the Nasdaq brand, access to potential partners outside of Denmark is now easier, and we managed to generate a significant buzz in the media at the time of the IPO.” Isaksen said.

While developing Green Mobility, Isaksen realized that the company needed capital to finance its international expansion. He began evaluating a number of options, primarily in venture capital, before being approached by the listings team at Nasdaq Copenhagen. “Frankly speaking, I had not even thought about the public market before that. I thought we were too small,” Isaksen said. “But after a number of meetings with Nasdaq, I started to realize the benefits of a public listing. We decided to start the formal listing process in February 2017, and listed on Nasdaq First North in June – only 8 months after the company was founded.”

There were four primary reasons why Green Mobility decided to list on Nasdaq First North. Apart from the need for capital, they were looking for visibility, a broader shareholder base, and the additional credibility that a public listing could bring. “Our expectations have been far

surpassed for all four of these so far,” Isaksen said. “Thanks to the Nasdaq brand, access to potential partners outside of Denmark is now easier, and we managed to generate a significant buzz in the media at the time of the IPO. We now also have over 1,000 professional and retail shareholders, working as ambassadors for our service.”

Isaksen does point out that the listing process was time consuming and required a great deal of preparation. There were times when he considered cancelling the entire process, but they eventually decided to go ahead with it. As a result, he now believes that the company is in better shape than it would have been if they had not completed the IPO. “Every part and every process of our company is now in better shape than it would have been if we had not had to prepare for the listing. It is a great way to bring more structure to your company.”

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