

KelBillet generated 40 million euros of business volume to its partners in 2015 and aims 100 million euros in 2016.

KelBillet.com, the website that helps travellers find the best transportation mode for their trips reached record results in 2015. The company plans once again to exceed this record in 2016 thanks to its international development and the growth of the ground transportation market.

RENNES, FRANCE, 10th of MAY 2016 - In an increasingly rich and atomized transportation offer, travellers sometimes struggle to find the best way to reach their destination. With train, long-distance bus, ride sharing and the plane, KelBillet presents today the most comprehensive offer on the market.

2015, a record year.

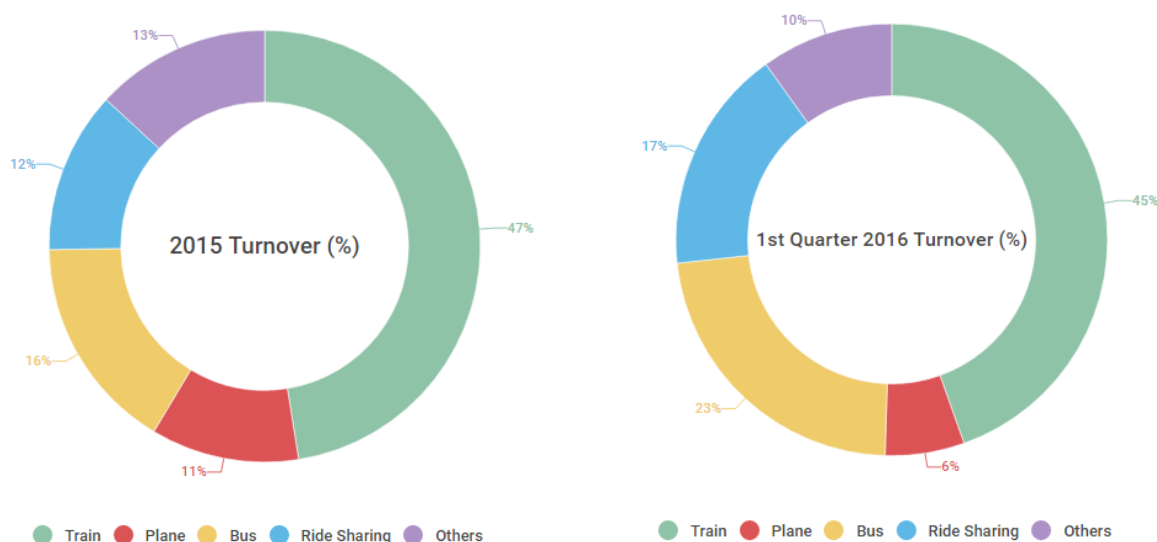
The liberalisation of long-distance bus in France and Germany, the development of ride sharing as a credible alternative to the train, the explosion of low-cost airlines, etc. All these new offerings create a real need among conscious travellers to save time and money. Based on this idea, the company generated 40 million of business volume for its partners in 2015. The startup, whose business model is based on cost per click, expects to reach 80 to 100 million euros of business volume for the year 2016.

Ride sharing and bus: new growth drivers of the ground transportation market.

With 48% of European travellers choosing another transportation mode than the one they originally sought, the site KelBillet.com anchors modal shift as a new trend. Revenues generated by the various ground transport modes get more balanced with the growing popularity of the bus and ride sharing. If the train generates most of the company's turnover - 47% in 2015 - the new modes (bus and ride sharing) are attracting more and more VFR travellers (Visit Friends and Relatives). These people travelling between 100 and 1000 km to see relatives and friends, especially during weekends and short breaks, drive the company's profits.

A trend already confirmed for the first quarter 2016: the turnover generated on the bus increased from 16% in 2015 to 23% in 2016. Ride sharing accounted for 12% of the sales in 2015 and 17% for the first quarter of 2016.

"We are leader in France on the ground transportation market, for all inter-city journeys. We believe in the potential of this market yet neglected by many players" analyses Yann Raoul, CEO and founder of the company.



2 million euros invested in research and development.

With 3.5 million visitors per month and a profitable business model, KelBillet exports well. The company operates in the UK, Spain, Italy and Germany under the brand Gopili. It allocates 2 million euros, financed with its own equity and a bank lending from the BPI (a public investment bank of France), to its international development.

The company has already recruited 5 persons since January, and plans ten recruitments by the end of the year to accelerate its international development.



With 3.5 million visits per month, KelBillet is the first European website comparing all travel options for distances between 100 and 1000 kilometers. Its audience has grown by 500% in five years.

In 2015, KelBillet created two new offers: gopili for the European market, and kelbus.fr that brings on one site all offers for long distance coach travel.



Train. Coach. Ride share. Plane. Gopili helps people to compare all transportation modes and find the best travel option in the United Kingdom, Spain, Germany and Italy. It aims to save time and money for travellers. Available on gopili.co.uk and on mobile apps for [iOS](#) and [Android](#) users.