

## Browne Jacobson advises Dutch mobility business on investment into Irish company Ride Today

31 March 2025

Browne Jacobson's Irish corporate team has advised Dutch-based mobility business, Pon, on its investment in Donegal-based micromobility company, Ride Today.

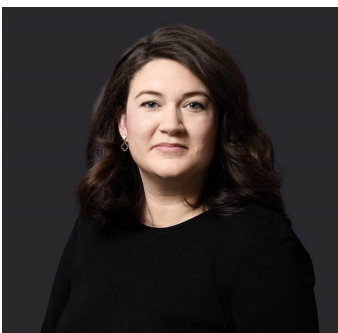
Partners Gavin Bluett and William Darmody as well as associate Nadine Cannon, advised on the investment. The investment will see Pon become a minority shareholder in Ride Today.

Pon is the Netherlands' largest mobility business with annual revenues of over €10 billion. The company's investment in Ride Today will help the Irish business realise some of their future plans, including establishing a manufacturing operation in Donegal as well as the further roll out of subscription-based mobility services. Ride Today is led by American entrepreneur Sean Flood.

Gavin Bluett, partner at Browne Jacobson, said:

*"We've really enjoyed working with Pon and would like to congratulate them on this investment into an exciting Irish business. Working with companies across the globe who are investing in Irish companies is always fulfilling and something we in Browne Jacobson's corporate team are very focused on. We're excited to see how Ride Today can expand with Pon's support."*

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