



LimeBike

Your ride anytime

Helping Universities and Cities Lead in Smart Mobility

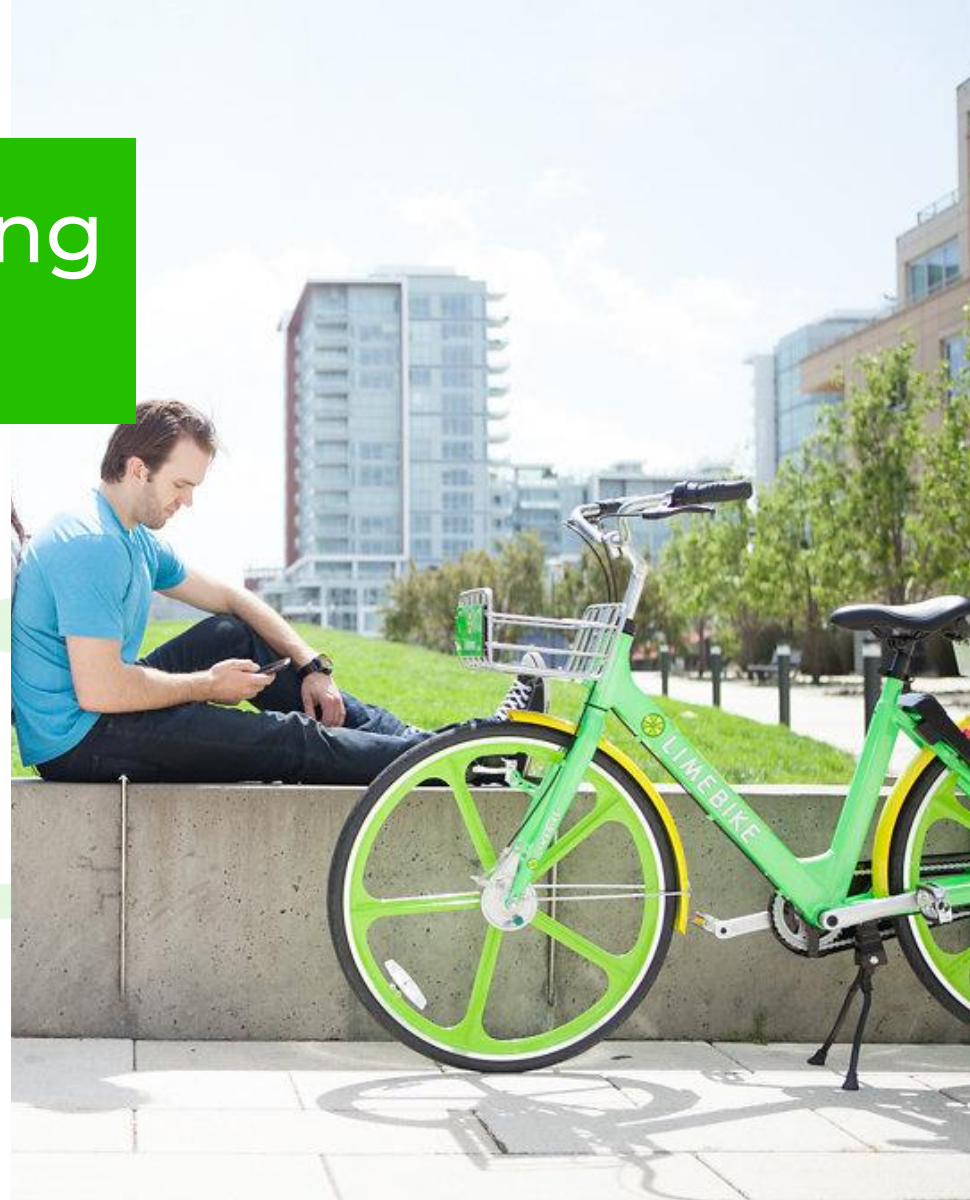
with Subsidy-Free, Dockless Bike Sharing



Why We're Building LimeBike

We Are **Revolutionizing Urban Mobility** by Leading the Country in First and Last Mile Transportation Solutions

- More efficient, affordable and healthier transportation;
- Complements existing transit options, reducing congestion and freeing up parking;
- Supports more vibrant local economies;
- Reduces local pollution from short, inefficient trips.



Limitations of traditional station-based bike sharing

Expensive costly to purchase and maintain bikes, expensive for users;

Inconvenient docking stations where possible, not based on demand;

Inequitable high costs = slow expansion, limited service for limited customer base.





LimeBike seeks to
**revolutionize
urban mobility**
with smart,
dockless bike
sharing programs
at no cost to cities

With cutting edge IoT technology and no stations, we can **scale a flexible fleet to serve the entire community** using data to maximize potential program ridership. We cover all of the costs of equipment, operations and rider outreach.

Bothell
U of Washington
Seattle

With our first 500 bikes, we exceeded the City's old program's best week ever in a **single day**

Albany
Alameda
South San Francisco
Burlingame

Tahoe

Aurora

In the first week, riders logged **2,500 rides**

South Bend
St. Mary's College
Holy Cross
College
Notre Dame

Hartford
Malden

Silver Spring
Takoma Park
Washington, DC

Los Angeles
National City
Imperial Beach

Scottsdale

Arlington
Plano
Dallas

Guilford College
NC A&T State University
Greensboro
Charlotte
Raleigh
North Carolina State
Durham
East Carolina University

Arkansas State University

Barry University
St. Thomas University
Miami Shores
North Bay Village
Key Biscayne

Market Overview:
37 U.S. Markets
- 25 Cities
- 12 Universities
2 European Cities

What sets LimeBike apart

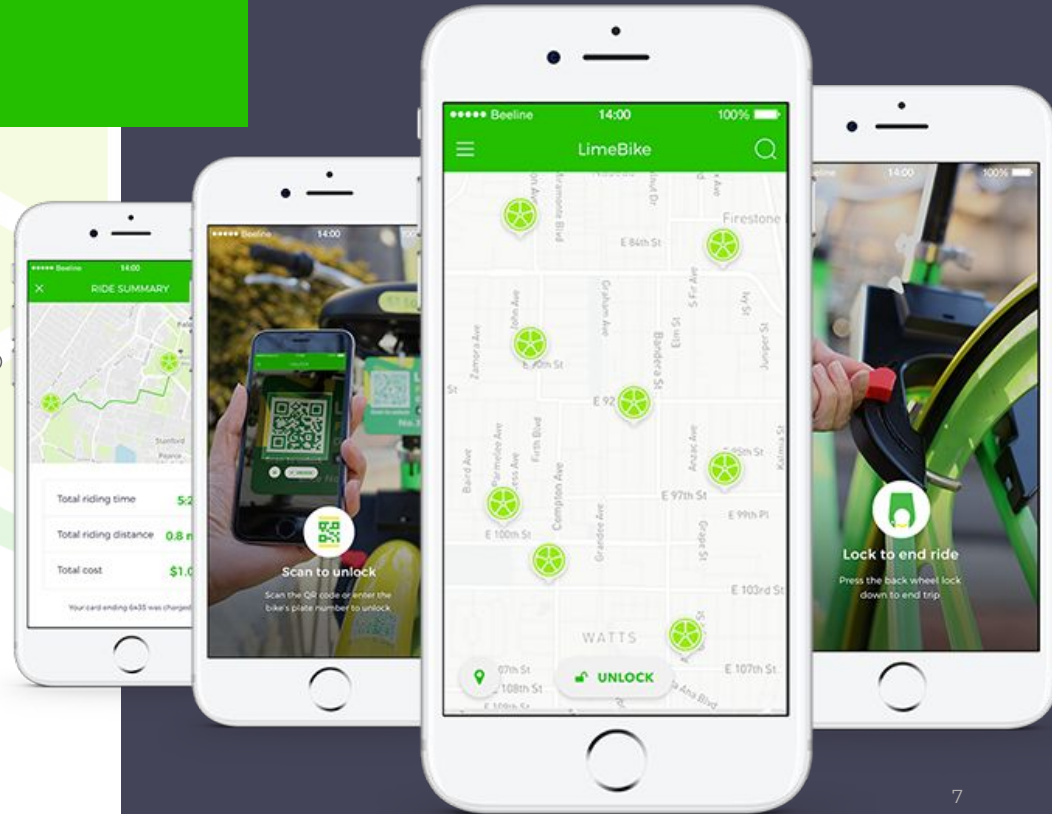
- **No funding required** to operate and expand our service;
- **American company** and **well-funded** by top Bay Area investment firms making company a stable, long-term provider
- **Complementary with city** mobility objectives;
- **Equitable mobility option** for low- and moderate- income community members
- **Nation-leading dockless technology** allows bikes to be widely available in the community to fully realize potential;
- **Simple, more affordable pricing** making bikes more universally accessible;



Riders easily Locate, Unlock, Ride, and Pay

New technology allows us to create
seamless bike sharing experience

- 1 Find available bikes on our live GPS map
- 2 Unlock bikes with QR code or plate number
- 3 Lock the back wheel to end the ride
- 4 Easily track and pay for each ride





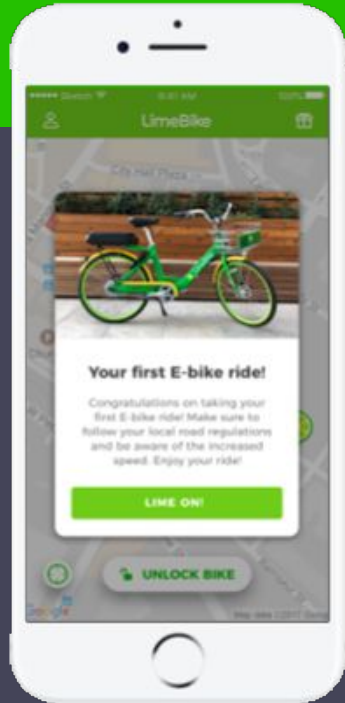
Safe, Reliable & Smart

Our specially designed bikes are CPSC and ISO certified and safe and comfortable to ride.

- 1 **Solar panel** charges battery supply;
 - 2 **Smart IoT Technology:** 3G/GPS-Enabled, Mobile-App Synced Smart Lock;
 - 3 **Safety-Tested:** Wider tires, drum brakes, bright color, lights, and frame load tested with 880 lbs and CPSC/ISO
 - 4 certified;
 - 5 **Maintenance-Free:** Airless tires and durable parts to withstand elements and frequent use;
- Easier to Ride:** Lighter frame for easier use.

LimeBike-E

Pedal Assist Electric Bikes



- Dimensions: 5.74ft long (similar to regular LimeBike)
- Max range: 62 miles depending on usage
- Max speed: 14.8 MPH
- Motor: 250w
- Weight: 60 pounds (regular LimeBikes 40-45 pounds)
- Battery: swappable lithium battery
- Price for user: \$1 basic unlocking fee, and \$1 for every 10 mins



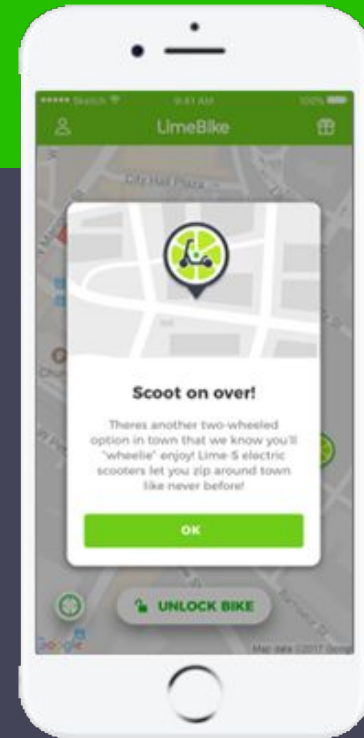
- Dimensions: 3.5 ft (tall), 3 ft (long)
- Max range: 37 miles depending on usage
- Max speed: 14.8 MPH
- Weight: 29 pounds
- Frame material: Magnesium alloy
- Motor: 250w
- Battery: lithium battery, direct charging
- Operations: team will collect & recharge
- Pricing: \$1 unlocking fee, \$1/ 10 mins



© 2017 LimeBike. Proprietary and confidential. Do not distribute.

LimeBike-S

LimeBike E-Scooter



Affordable Pricing: Student/Staff

Special plans for the university community

PAY AS YOU GO

\$0.50 / 30 min.

No deposits or hidden charges for going over an initial time block or not docking a bike.

MONTHLY MEMBERSHIP

\$15 for **100** rides User

will pay additional \$0.5 for all rides exceeding 30 minutes limit.

SEMESTER

\$29 for **100** rides/month

ANNUAL

\$49 for **100** rides/month

Affordable Pricing: Community

Plans to make biking a daily habit and **increase ridership**

PAY AS YOU GO

\$1 / 30 min.

No deposits or hidden charges for going over an initial time block or not docking a bike.

MONTHLY MEMBERSHIP

\$30 for **100** rides

User will pay additional \$1 for all rides exceeding 30 minutes limit.

LOW INCOME

50% off

LimeBike partners with low-income providers to give people ½ off standard pricing.

Managing dockless operations

On-the-ground team led by a local **General Manager**



Operations We hire a local operations team to actively manage the fleet, rebalance bikes and respond to any support calls.

Customer Service We maintain 24 hour customer service and respond to urgent issues within 2 hours during regular business hours.

Fleet management Our team will rebalance under-utilized bikes to meet higher demand and ensure distribution covers service area.

Maintenance We cover all maintenance and routine checks of bikes.

Our approach to smart parking

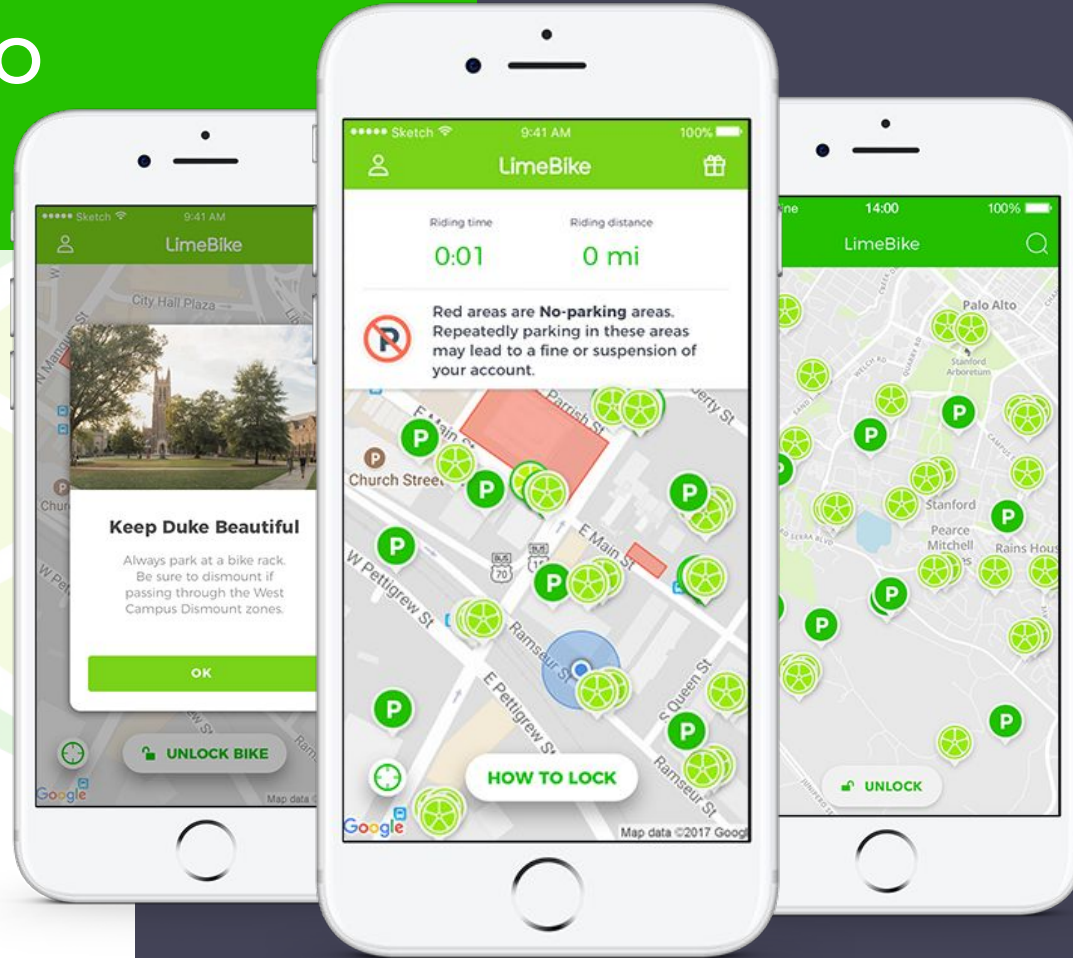
- Educate users on legal bike parking;
- In-app instructions on how & where best to park;
- Geo-fence existing legal parking area in our app;
- Reward riders for parking properly;
- Partner with cities to develop more bike-friendly parking;
- ... worst case, our operations team will respond to parking concerns.



Available
Bikes

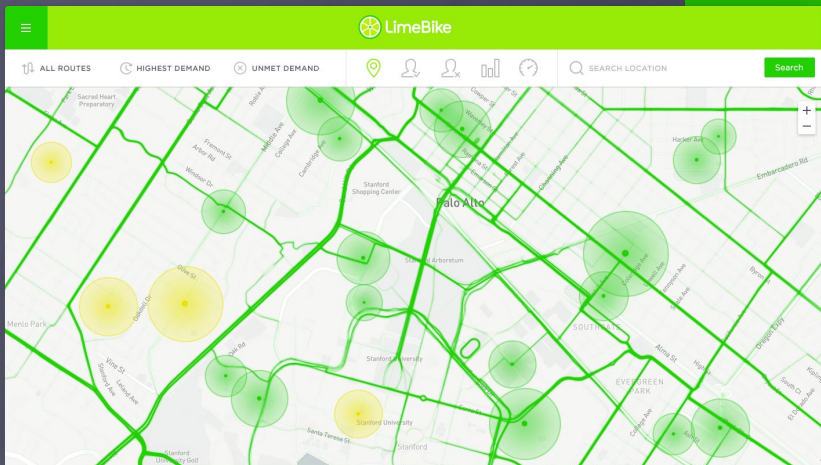


Recommended
Parking Spots






We use **data** to make campus mobility **smarter**



- Free of docking stations, the optimal bike sharing program can be designed based on usage and actual bike demand data;
- Our experience demonstrates approximately 1 bike per 50 students is most effective serving colleges;
- We share our data with the campus for smarter mobility planning;
- We support existing public transit, with 40% of our rides starting and finishing near transit stops.

LimeBike Service to Seattle's Columbia City

- Columbia City, in Rainier Valley, is one of Seattle's most ethnically & economically diverse neighborhoods
- Within days of launch, 20-30% of LimeBikes were in areas Pronto never served - including Columbia City - at no taxpayer cost

 Pronto bike program coverage

 Current LimeBike coverage

How does LimeBike help cities lead the mobility revolution?

Design the optimal bike program using in-app data to ensure service to entire community;
Integrate bike sharing with mobility priorities;
Share our data from usage to enhance mobility planning;
Work with local partners to ensure effective and enhanced local parking solutions;
Phased-in integration and the ability to deploy future phases at no-cost;
Public education and promotion to ensure wide adoption.



Experienced team at LimeBike

Experienced Local Team

- US-based company and HQd in Silicon Valley;
- Experienced team in tech, local and federal government.
- Members - North American Bike Share Association
- Business Council - U.S. Conference of Mayors

Financial Stability

- Backed by a Tier-1 Silicon Valley VC Firm, Andreessen Horowitz;
- Millions in Series A and B financing gives us the unique ability to invest in technology and bikes to lay the groundwork for successful programs;
- Self-sustaining and well-documented long-term financial model.



In their words...



Arkansas State University
students speak to the value
LimeBike provides:

<https://vimeo.com/243914078/d4819da220>

Thank You

Toby Sun

CEO

toby@limebike.com

We are eager
to serve.