



LimeBike

Your ride anytime

# Helping Communities Grow Smart Mobility

With a **Subsidy-Free**, multimodal transportation network

# How LimeBike is Changing the Way Cities Move

LimeBike is **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 pollution caused by short, inefficient local trips



# Limitations of Traditional Station-Based Bike Sharing

**Expensive** capital investment and costly to maintain, translating to overly expensive rides for users

**Inconvenient** docking stations don't get riders to their final destinations, forcing them to look for docking stations and suppressing ridership

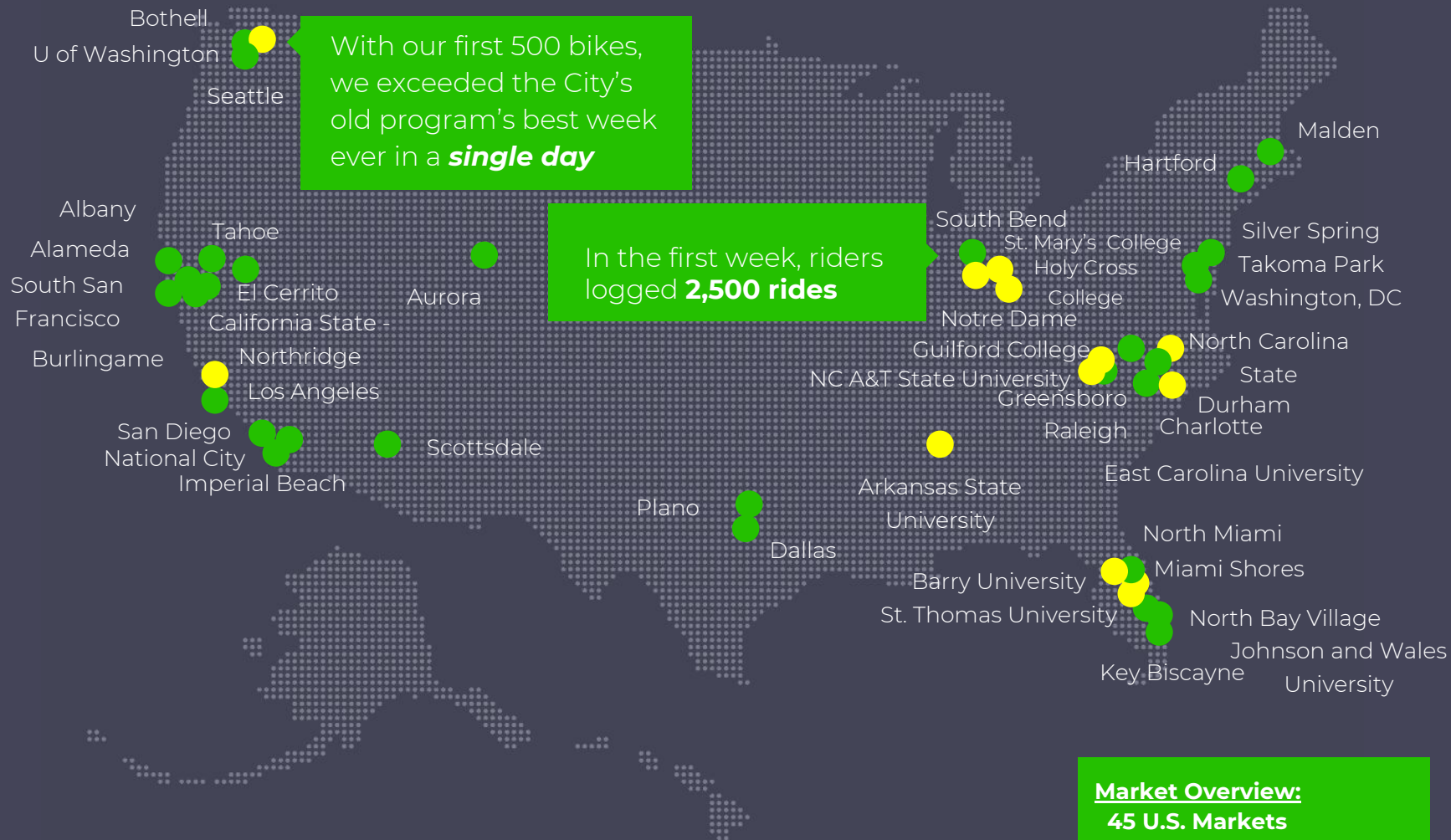
**Poor coverage** and high costs mean there aren't enough bikes to effectively serve the public or be available to all sectors of the community





LimeBike is  
**revolutionizing  
urban mobility** with  
smart, multimodal  
transportation  
solutions that are  
free 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.



**Market Overview:**

**45 U.S. Markets**

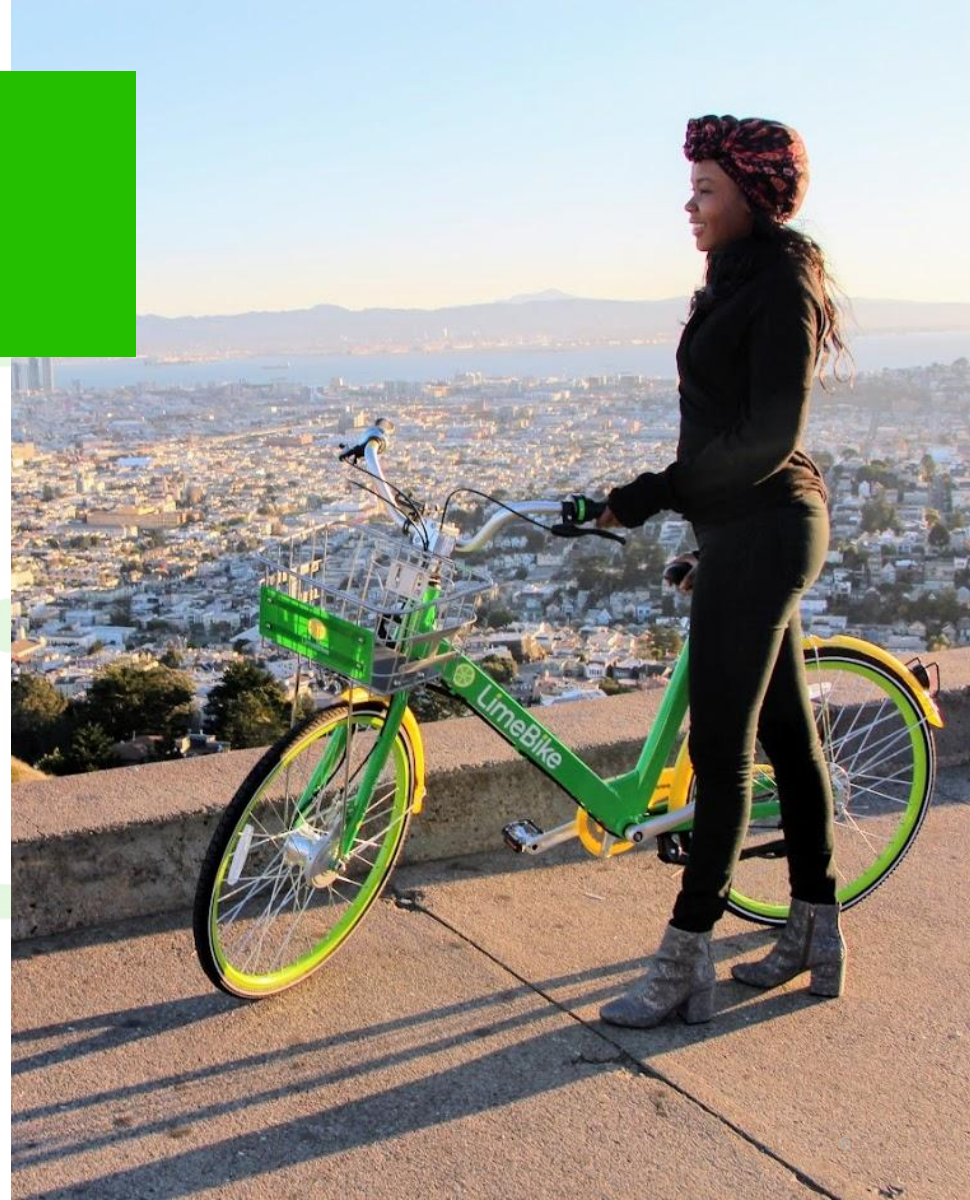
**- 31 Cities**

**- 14 Universities**

**2 European Cities**

# What sets LimeBike apart

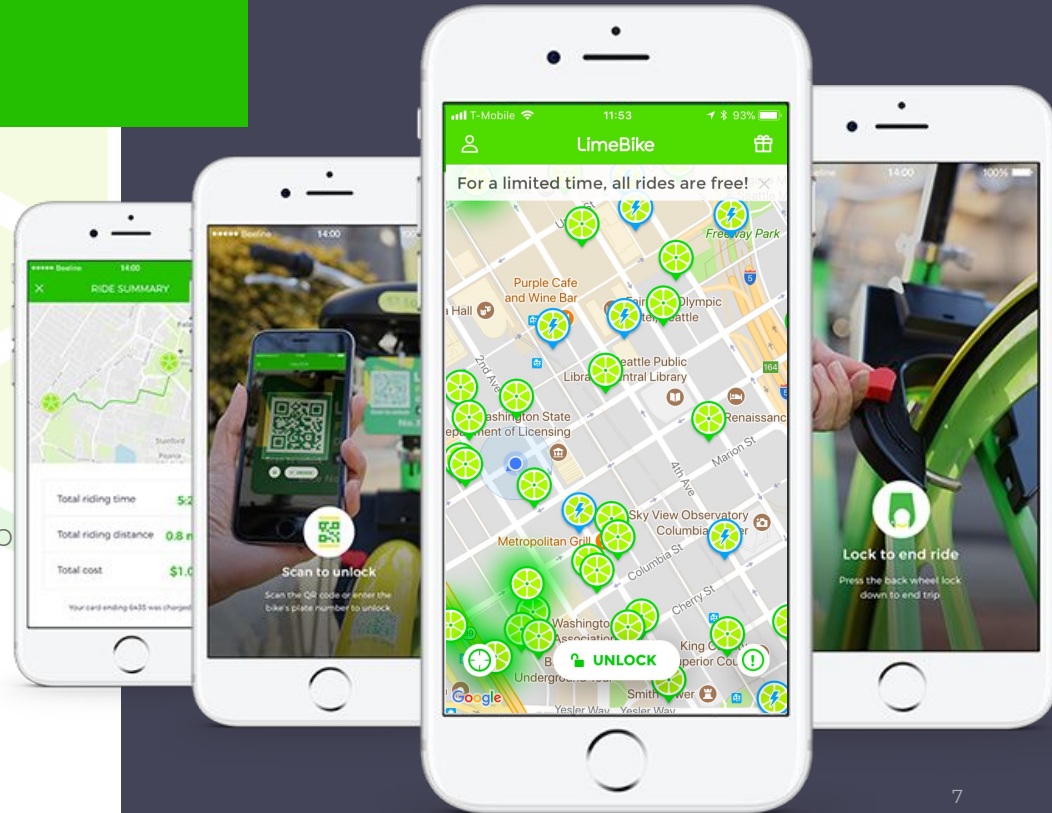
- **No funding required** to operate and expand our service
- **American company** that's **well-funded** by top Bay Area investment firms means we're a stable, long-term provider
- **Complements** city mobility objectives
- **Equitable mobility option** for low- and moderate- income riders
- **Advanced dock-free technology** allows our fleet to be widely available to the community
- **Simple, more affordable pricing** makes smart urban mobility more universally accessible



# It's Easy to Locate, Unlock, Ride and Pay

New technology allows us to create a  
**seamless smart mobility** experience

- 1 Find available rides on our live GPS map
- 2 Unlock with QR code or plate number
- 3 Lock the back wheel (for bikes) or in- app (for scooters) to end the ride
- 4 Easily & safely track & pay for each ride





# LimeBike

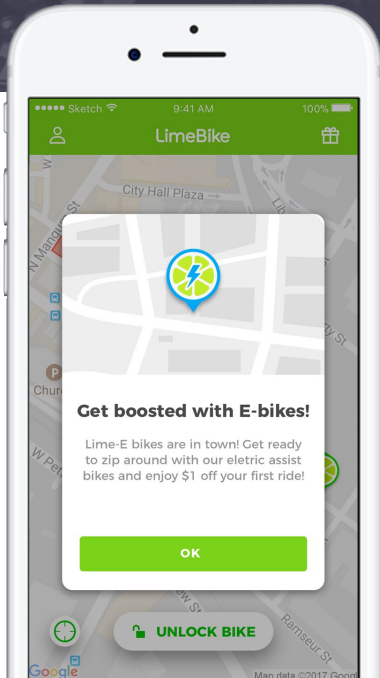
## Smart Pedal Bikes

Our **pecially 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 certified
- 4 **Maintenance-Free** Airless tires and durable parts to withstand elements and frequent use
- 5 **Easy to Ride** Lighter frame for easier use

# Lime-E

## Electric Assist Bikes



### Why go electric?

Lime-E senses the torque being put on the pedals and adds just the right boost to help you get where you're going quickly and effortlessly.

No strain. No sweat. Just a simple, cost effective way to turn the last mile into the last several miles even over the hilliest urban terrain.

#### MAX RANGE:

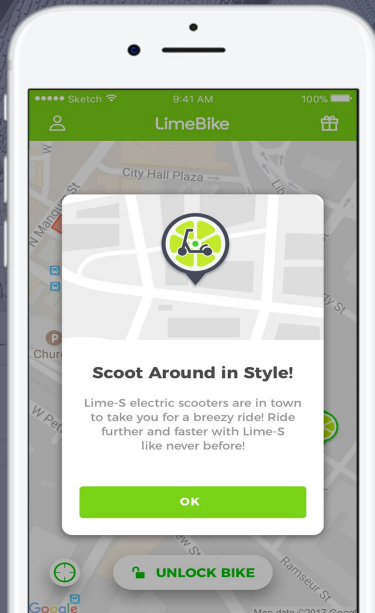
62 miles

#### MAX SPEED:

14.8 MPH

#### PRICE FOR USERS:

\$1 basic unlocking fee  
\$0.10/minute to ride



# Lime-S

## Electric Scooters

### Hop on and ride!

Smaller and more agile than a bike, Lime-S electric scooters are a convenient new mobility option that let you zip around the city pedal-free.

They require minimal parking space and are incredibly fun to ride!

**MAX RANGE:**  
37 miles

**MAX SPEED:**  
14.8 MPH

**PRICE FOR USERS:**  
\$1 unlocking fee  
\$0.10/minute to ride



# Affordable Pricing

Plans to make smart mobility a daily habit and **increase ridership**

## PAY AS YOU GO

### \$1 to Unlock

Pedal bikes first 30 minutes included + \$1/30 minutes after that. Electric products \$0.10/minute.

## MONTHLY MEMBERSHIP

### \$30 for \$100 ride credits

Riders pay an additional \$0.5 for all rides exceeding 30 minute limit. Does not include electric products.

## STUDENTS / CAMPUS

### 50% Off

Students and university affiliated groups - half price on all LimeBike pedal bikes with .edu email address.

A woman with long dark hair and glasses, wearing a light blue button-down shirt and jeans, is riding a green LimeBike. The bike has a green basket on the front with the LimeBike logo. The background shows a city street with modern buildings.

# Managing Dock Free Operations

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

**Operations** Our operations team actively manages our smart mobility fleet, rebalancing bikes and scooters and responding 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 and scooters to meet higher demand and ensure equitable service distribution.

**Maintenance** We cover all maintenance and routine checks of equipment.

# Our Approach to Smart Parking

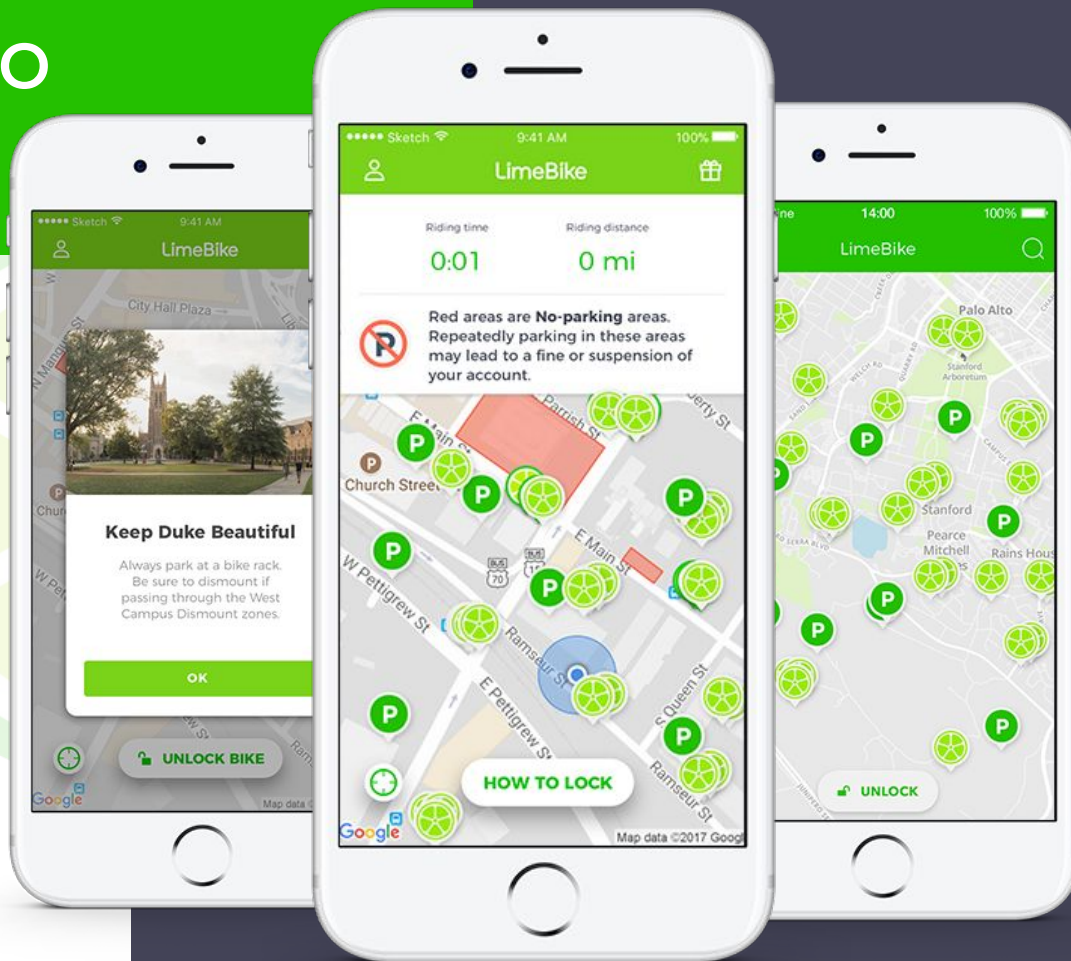
- Educate riders on legal parking regulations
- In-app instructions on how & where to park
- Geo-fence existing legal parking areas in our app
- Reward riders for parking properly
- Partner with cities to develop more bike-friendly parking
- Our operations team will respond to parking concerns



Available  
Bikes

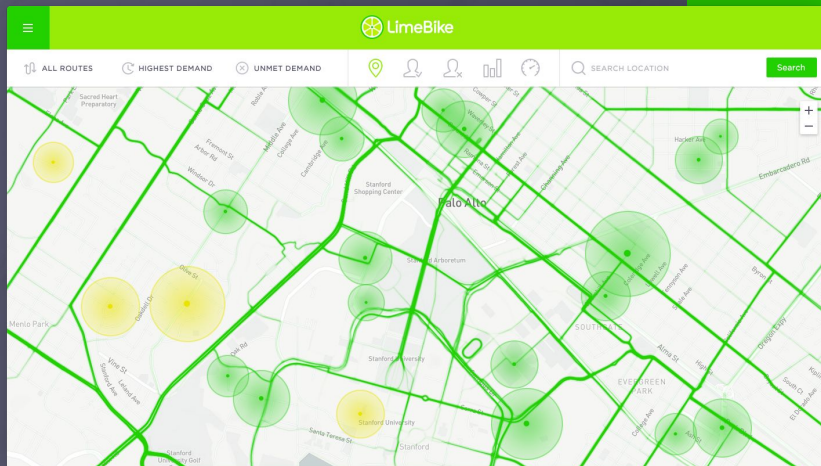


Recommended  
Parking Spots






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



- Free of docking stations, the optimal smart mobility program can be designed based on usage and actual rider demand data
- We estimate having 1 bike or scooter per 100 residents to serve the entire community
- We share our data with cities 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 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

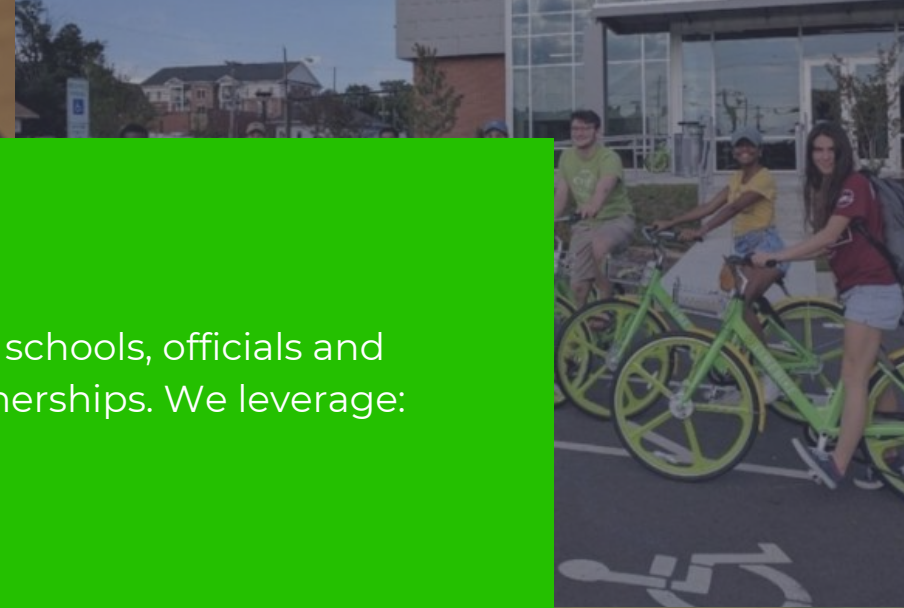
 Current  
LimeBike coverage

# We Invest in Your Community

LimeBike engages with local businesses, schools, officials and associations to nurture long-lasting partnerships. We leverage:

- local press
- street teams and events
- social media
- and online ads

to educate, promote and empower local champions and enable the change we all want to see.



NEW AT 5 ST. JOSEPH COUNTY

MAYOR PETE BUTTIGIEG

(D) SOUTH BEND

# How Do We Help Cities Lead the Smart Mobility Revolution?

**Design a smart mobility program** using in-app data to ensure service to entire community

**Integrate bikes and scooters** 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 Tier-1 Silicon Valley VC Firms including Andreessen Horowitz
- Hundreds of millions in financing gives us the unique ability to invest in technology and equipment to lay the groundwork for successful programs
- Self-sustaining and well-documented long-term financial model

# Thank You

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