

# Advertising & Sponsoring

## Moving brand messages

Our rental bikes are not static OoH advertising media, as a means of transport they additionally offer a tangible added value. Benefit from the sustainable image that is associated with bike sharing. Whether for users or passers-by your messages are all over the city and you can

reach new target groups - especially in urban hubs. New leads are generated permanently, because your reach multiplies with each bike moving through the city.



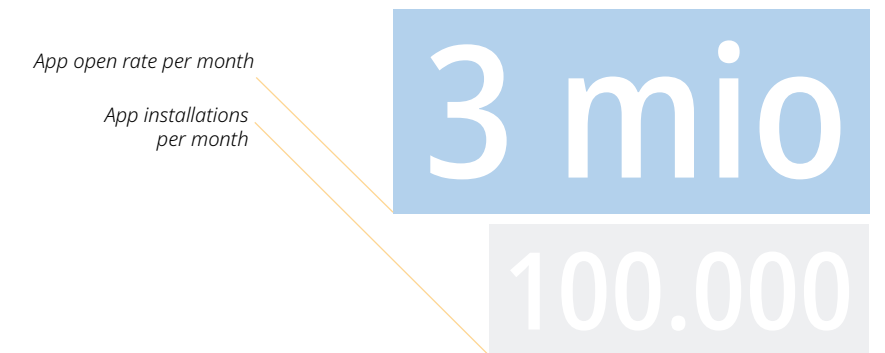
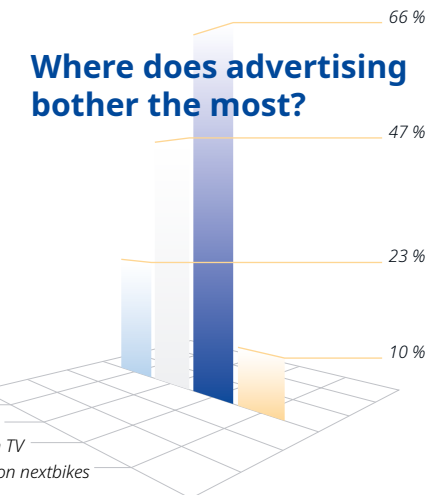
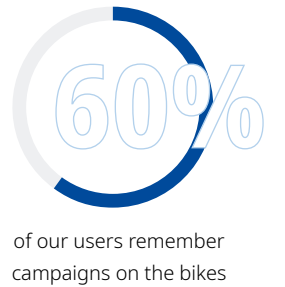
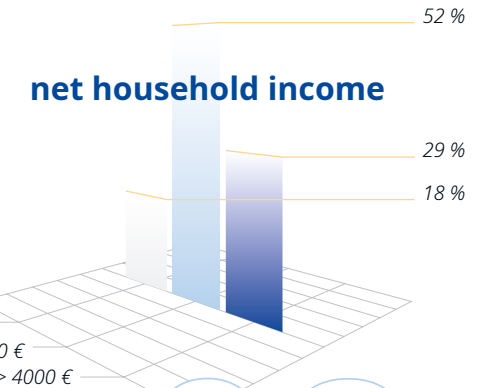
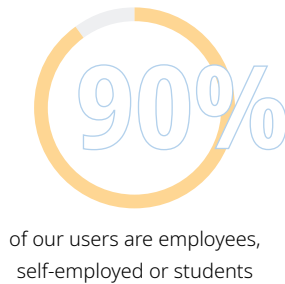
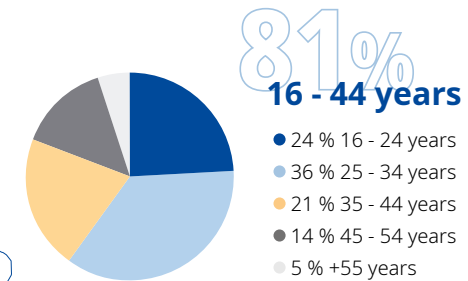
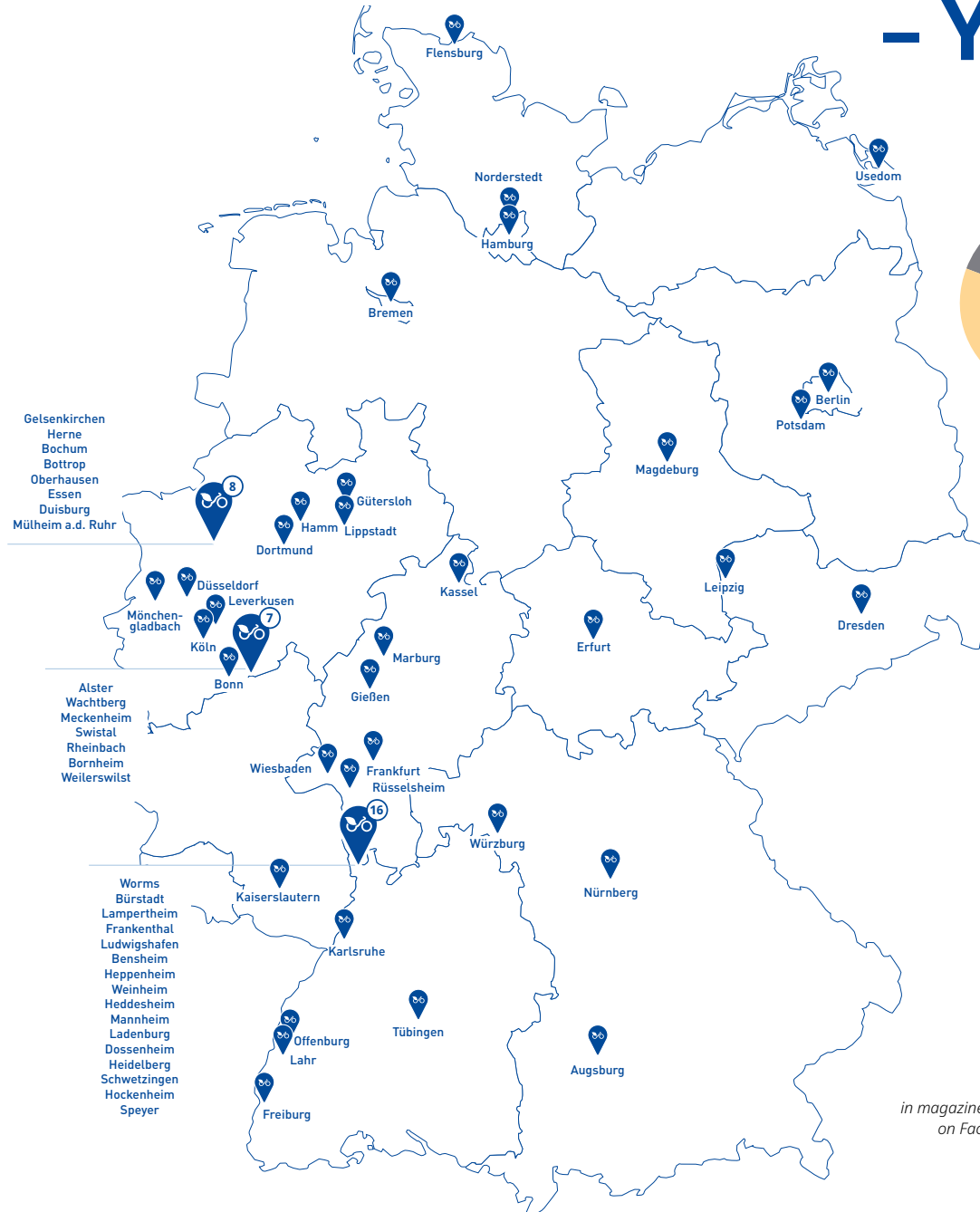


# Our users – Your customers

Would you like  
to have permanent  
presence in a city?

With SPONSORbike you become the exclusive eponym of the public bike sharing system in your desired city. In addition, it is possible to launch a new city together.

As the European market leader for bike sharing, we are currently active in over 200 cities. On behalf of local authorities and transport companies, we make cycling a natural part of urban mobility. Our holistic business model is not only based on rental revenues but also on marketing of advertising on bikes. We have thus established a unique product that combines the advantages of outdoor advertising, transport advertising and ambient media.



Experience  
our bikes  
in motion.



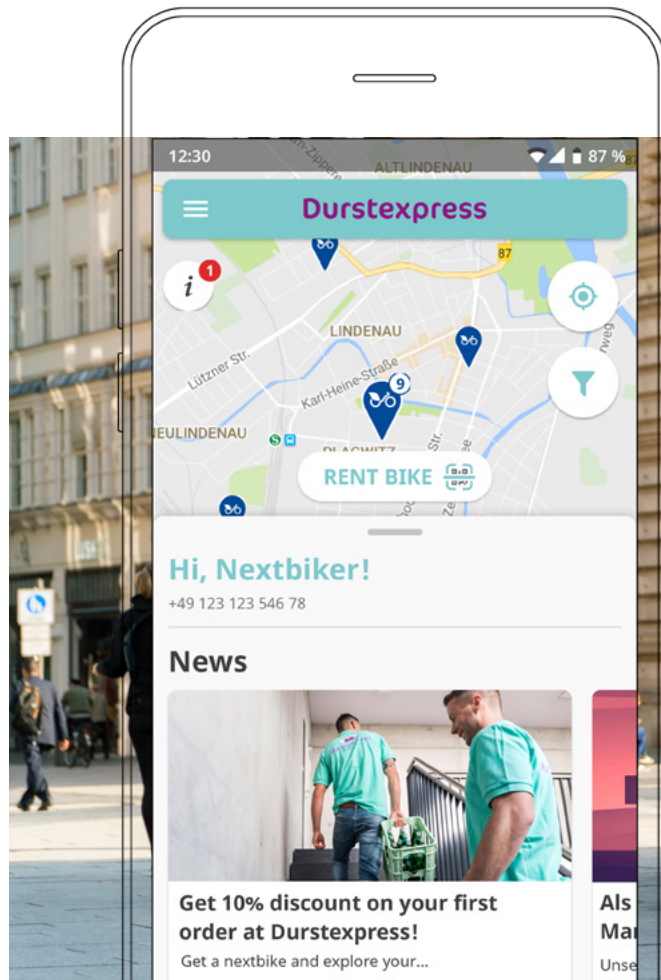
Source: Representative user survey by Nextbike Germany 2019 and own analysis data



# From the road to the home screen

Each campaign can be extended in our app. Here we offer digital adspace on the start screen as well as curated content and push notifications. Consequently, your message and branding are always

displayed prominently not only online, but also offline on every user's mobile device. In addition your campaign can be enriched with newsletters and social media communication.



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