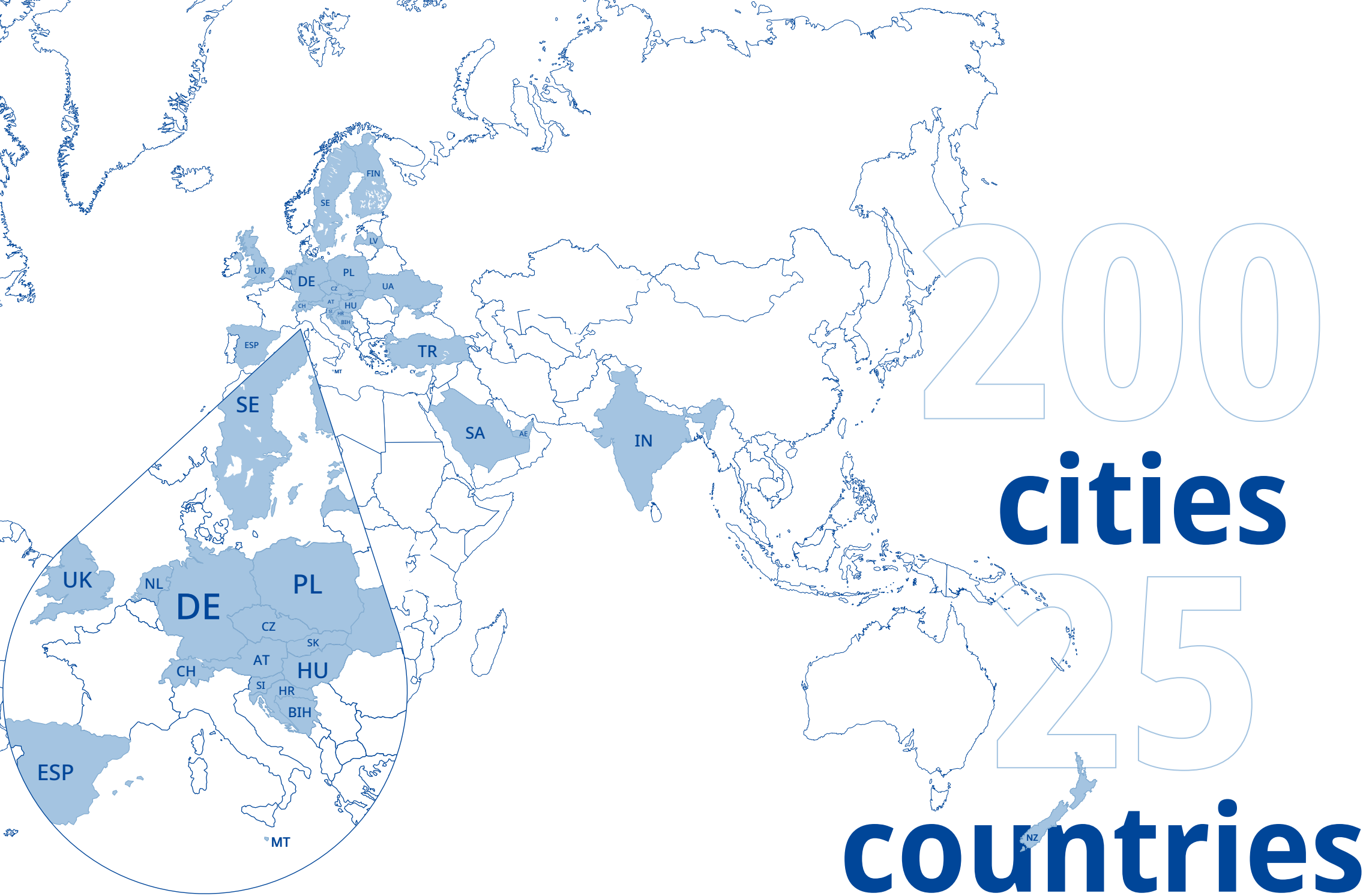


# We move cities



# We are Nextbike

As European market leader and bike sharing pioneer, we are making cycling an integral part of urban mobility. For more than 15 years we have been developing long-lasting and innovative bike sharing systems as a form of public transport. Our business model is economically sustainable and based on cooperation with cities, transport companies, universities and sponsoring partners. Nextbike stands for emission-free active mobility. A sustainable mobility revolution can only be achieved with promotion of bicycle traffic, which is what we are fighting for passionately.





# Our answers for sceptics

## 1 BIKE SHARING WITH STATIONS IS INFLEXIBLE. DOCKLESS IS CHAOTIC.

We recognize the value of dockless and station-based systems. That's why we not only offer both, but also combine the advantages in hybrid systems. Those typically feature a free floating zone in the inner city for maximum flexibility. Outside of this zone and in heavily visited places, stations guarantee the availability of bikes. Our service teams rebalance the bikes throughout the system.

## 2 BIKE SHARING COMPETES WITH LOCAL PUBLIC TRANSPORT.

We believe bike sharing complements public transport networks by offering customers a first and last mile solution and expanding the catchment area for public transport hubs. Our bikes have built-in RFID readers for rentals via e-tickets of transport companies.

## 3 BIKE SHARE BIKES ARE OF INFERIOR QUALITY.

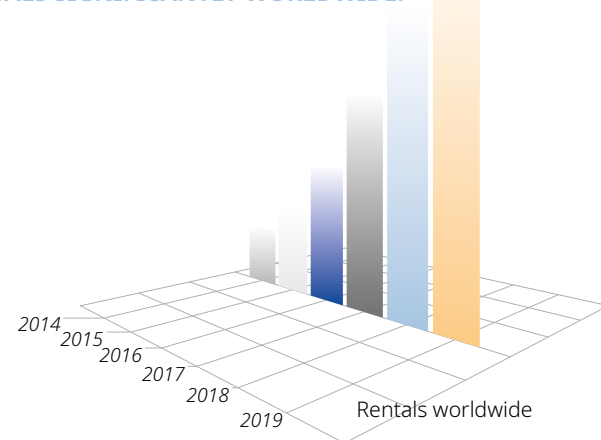
Nextbikes are "Made in Germany" with high quality products such as Shimano gear boxes, air tires and other traffic regulations-compliant components. They have a service life of up to 10 years. Our local service teams keep the bikes in shape by regular maintenance and repairs to

ensure that they are safe, enjoyable to ride and available where they are needed.

## 4 BIKE SHARING CAN'T BE OPERATED PROFITABLY.

Maybe, if you rely on rental revenues only. Our business model is based on partnerships. Together with public transport operators, universities or sustainability friendly employers we establish bike sharing as a daily means of transport. Long-standing business relationships provide trust and added value for all parties involved.

**WITHIN THE DYNAMIC MARKET OF MICRO-MOBILITY, NEXTBIKE WAS ABLE TO INCREASE RENTALS SIGNIFICANTLY WORLDWIDE.**





# Smart bikes for smart cities

CONVENIENT. HIGH-QUALITY. FLEXIBLE.

Height-adjustable ergonomic saddle with theft protection

Frame lock with GSM and GPS for unlocking by smartphone

Optional RFID for e-ticket integration

Front and rear light with built-in reflector

Shimano Nexus gear box (3, 5, 7 or 8-gear)

Basket with solar module for charging the frame lock

Covered wiring reduces vandalism

Air tires with puncture protection and reflectors



OUR COMPONENTS MEET ISO 4210 CERTIFICATION.



## e-SMARTbike

ELECTRIC. STRONG. ROBUST.

**ENGINE**

- Natural riding experience due to mid-mounted engine
- “Made in Germany” by the automotive supplier Brose
- Supports up to 25 km/h
- Stepless boost function for fast acceleration

**BATTERY**

- Ranges up to 80 km
- Charges automatically in the e-SmartDock
- Charge level display integrated into the frame
- Torque sensor adapts the level of support

# Nextbike — rent by App

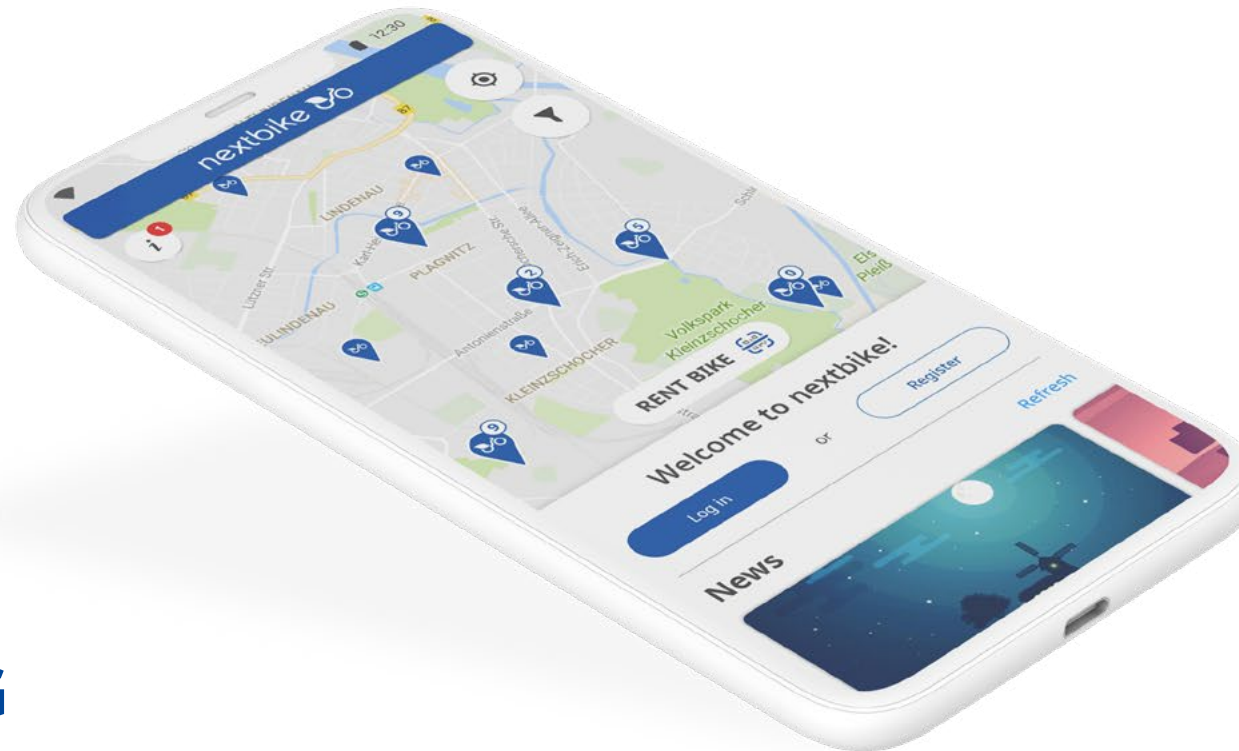
100%  
DEVELOPED IN-HOUSE

In order to meet the high expectations of our users for safety and usability, we develop our apps in-house. It's part of our service to offer a customizable version to match the local system branding. In addition to this, our service is also integrated into various cross-city mobility apps.

Our focus on usability is regularly rewarded with excellent ratings by our app users. The app also offers added value for our advertising partners: Curated content in the news area and harmoniously embedded ads reach the young, mobile target group without detours.

4,4★  
AVERAGE APP STORE RANKING

900%  
RENTALS VIA APP



1.



## REGISTER

Register for free in the Nextbike app, and use your account to cycle in any Nextbike city world-wide. Registrations by website, hotline, or at the station terminal are also possible.

2.



## RENT

Rent a bike with the Nextbike app or tap a local public transport card on the RFID reader. The frame lock opens automatically.

3.



## PARK

To take a break from riding, simply activate the parking mode in the app and lock the bike.

4.



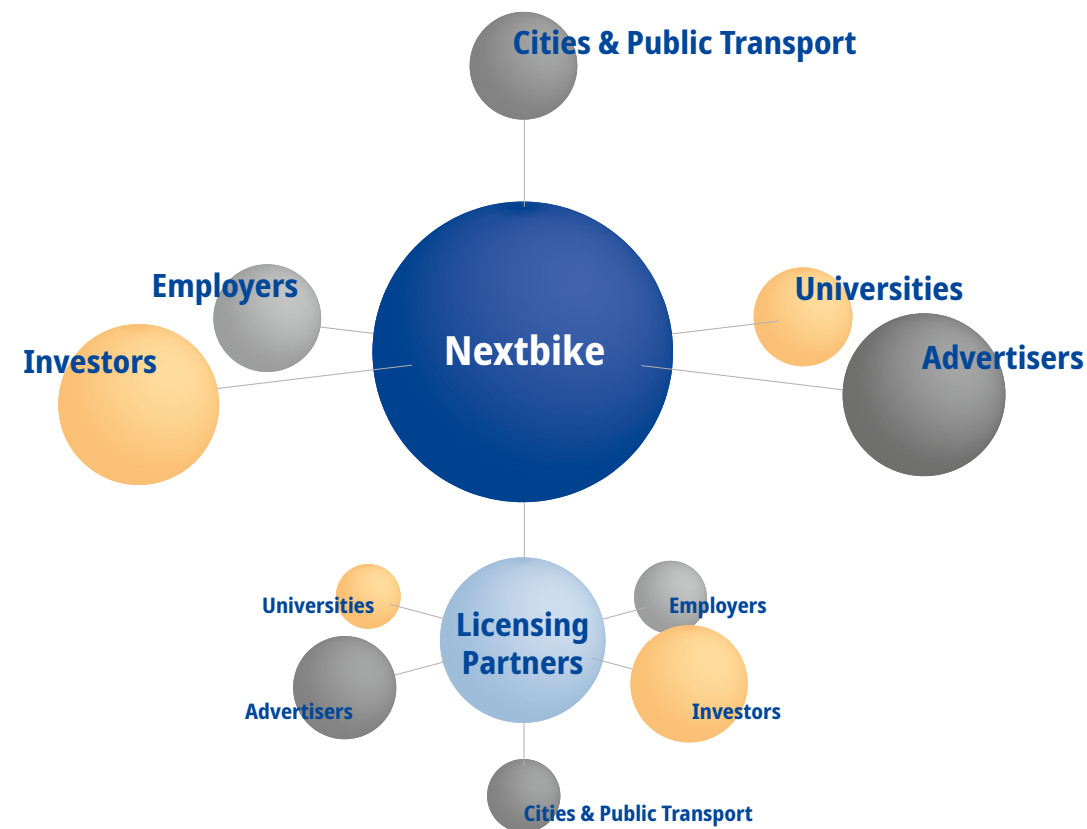
## RETURN

When a bike is returned to a Nextbike station, push it into a dock or return it within a flex zone by closing the frame lock. The rental ends automatically.



# Business model

We shape micro mobility locally as well as internationally by acting as an operator, licensor and supplier. Over 15 years of experience and trustworthy relationships with our stakeholders prove, that we are able to establish bike sharing in an urban DNA and that our business model is built on solid foundations.



# BUSINESSbike

*“ We have explicitly opted for the BUSINESSbike because we wanted to give our employees access to sustainable mobility and an opportunity to do something for their health at the same time.*

Armando García Schmidt  
Senior Project Manager Program Shaping Sustainable Economies  
Bertelsmann Stiftung

We enable environmentally friendly and health-promoting business trips and give companies the opportunity to use our existing systems for employer branding purposes. Employees benefit from 60 free minutes per rental: perfect to take the bike for the way to work, lunch or business meetings within the city. BUSINESSbike is a powerful tool to increase productivity, save money on company cars and make corporate culture more tangible. If factory premises are located outside of our service area, we can implement a corporate system, which can be exclusively used by employees.



# Advertising with Nextbike

Our bikes are not just a means of transportation, but also a mobile advertising medium. Bookings limited to a few weeks are ideal for cross-media campaigns. We also offer exclusive sponsorships with a lasting impact on the city's appearance. In combination with free rides for employees and customers, bike sharing becomes a positive brand experience!

- HIGH REACH**  
Gathering contacts in public space around the clock.
- COVETED TARGET GROUP**  
Reaching solvent and mobile-savvy users all around the city.
- RENT RENTAL STATIONS**  
Use Nextbike to generate walk-in customers for your store.
- POSITIVE IMAGE TRANSFER**  
Placing brands in an environment of sustainability and urbanity.
- MOBILE ADVERTISING**  
Extending campaigns across media in the Nextbike app.



REFERENCES



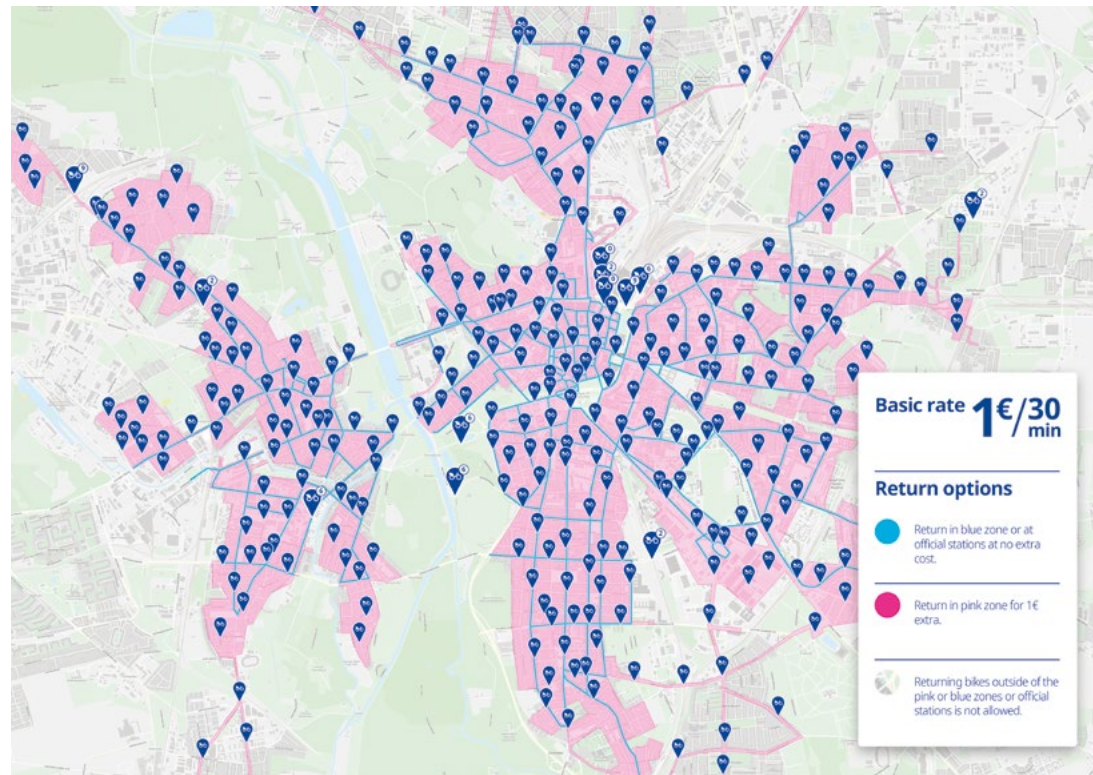


# Leipzig

HOME OF THE HYBRID SYSTEM

*“ We have been following the development of Nextbike for years and are very proud that such a sustainable mobility trend has spread from our city to the whole world. Public bike share is a service of general interest and a simple solution to traffic problems.*

Burkhard Jung  
Lord Mayor City of Leipzig



Leipzig is the birthplace of Nextbike. For more than 15 years, all technical developments have been tested directly on Leipzig's streets. Here, Nextbike is taken for granted as an integral part of local public transport. In 2018, we introduced the new SMARTbike generation in Leipzig and added free-floating zones to the previous station-based system. The price structure provides incentives for returning bikes in blue marked streets or at

stations. For a surcharge bikes can be returned flexibly in pink marked zones. This is how we compensate for our service team's extra effort of rebalancing bikes in less frequented areas. The response of the users exceeded our expectations by far and our rental numbers have broken record after record.



# Bilbao

SMART E-BIKE SHARING

*“ Above all, we want to inspire even more young people and women to use the system. With analogue bikes everyone drove down the hill, but nobody went up, so together with Nextbike we now count on electric bikes.*

Alfonso Gil  
City Council for Mobility and Sustainability  
of the City of Bilbao

Bilbaobizi is one of the biggest e-bike sharing systems in Europe with 450 e-bikes and 40 stations. Nextbike and Spanish mobility provider Sagalés are jointly operating the system. The city administration awarded the contract in a Europe-wide competitive tendering procedure. Bilbao has our latest generation of e-bikes, which possesses a powerful engine and a built-in lock. The charging



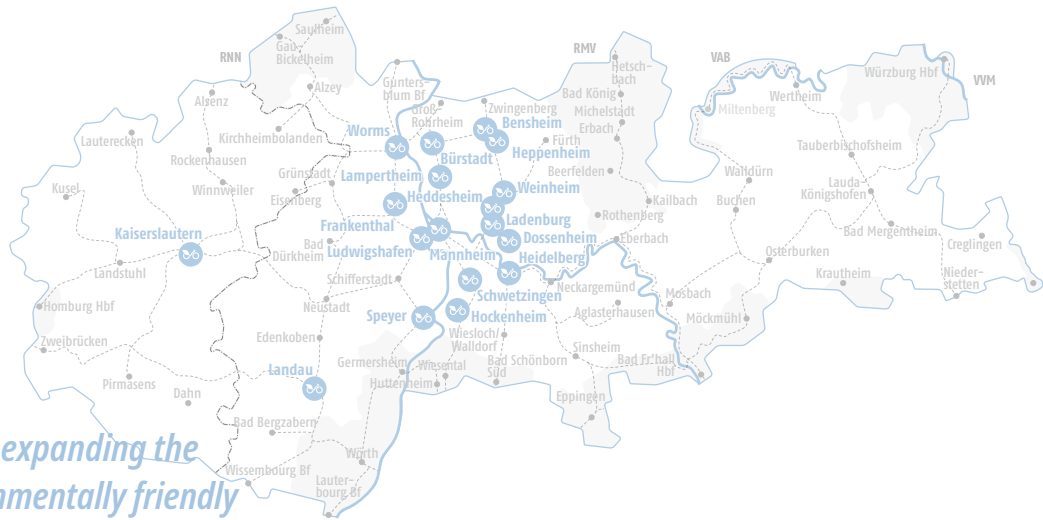
of the e-bikes is particularly economical and sustainable: when the bike is pushed into the dock, it automatically begins to recharge. With more than 200.000 rentals per month the system is very popular with residents using it as a daily means of transport.





# Rhine-Neckar region

BIGGEST REGIONAL COMBINED SYSTEM



*“ With VRNnextbike, we are expanding the mobility network by an environmentally friendly alternative besides bus and train. For this purpose stations were implemented in immediate vicinity of public transport stops. Together we enable intermodal mobility.*

Volkhard Malik  
CEO Verkehrsverbund  
Rhein-Neckar

We have been operating VRNnextbike since 2015 on behalf of the Verkehrsverbund Rhein Neckar public transport network. It is one of the most extensive regional bike sharing systems in the world and comprises 17 cities so far. As a practical complement to bus and rail transport, bikes can be rented and returned across the cities within the system. For example, customers can start their ride in Mannheim and end it in Heidelberg. Customers with local public transport subscriptions can take advantage of significant discounts.

We also cooperate with the vast majority of universities in this region. With our CAMPUSbike the semester fee includes free rides of the rental bikes for all students. Our major customers also include companies and institutions that purchase BUSINESSbike memberships for their employees.





*“ We’re delighted that Nextbike has joined The Upper Circle which offers some great value deals to our Smartcard holders. Cycling is one of our most effective, healthy and environmentally friendly forms of transport, and we work closely with many partners to encourage active travel in our area. Bike parking is also free of charge at various Subway stations.*

David Christie  
Operations manager SPT subway



# Glasgow

ELECTRIC AND NON-ELECTRIC BIKES WITHIN ONE CITY

Together with our subsidiary Nextbike UK we launched over 60 e-bikes onto the streets in addition to the existing system in Glasgow in 2019. With a fleet of 650 SMARTbikes and 53 stations across the city we are offering sustainable travel to thousands of people every day. Depending on the route and physical condition users can flexibly choose between e-bikes and non-electric bikes. Subway Smartcard holders are able to purchase a discounted annual Nextbike membership. The scheme is backed by Glasgow Council to reduce congestion, free up parking spaces and provide a healthier way to travel around the city.



# Facts & Figures

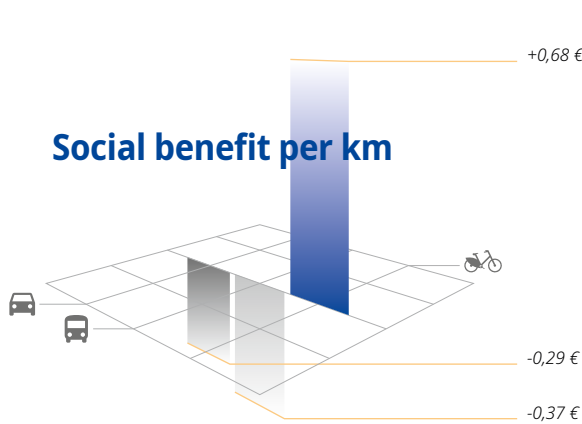


calories burnt on our bikes 2019 (100 per trip)

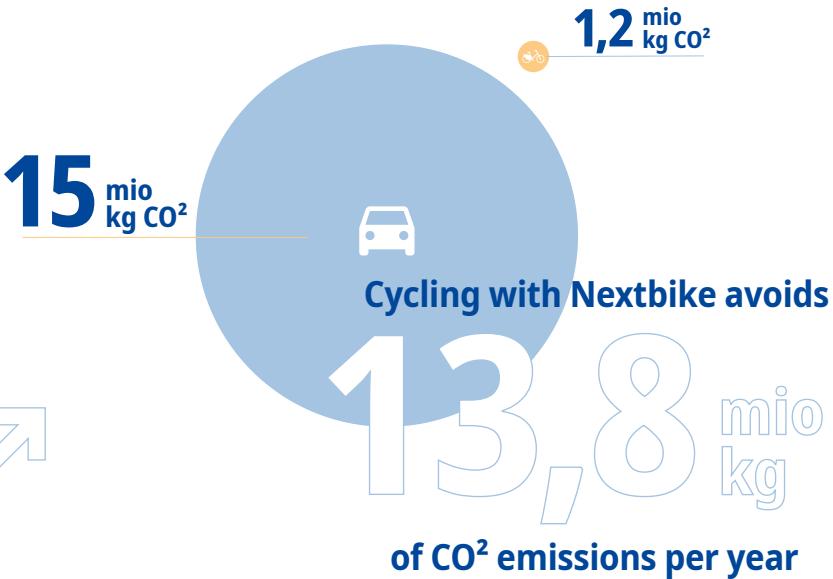
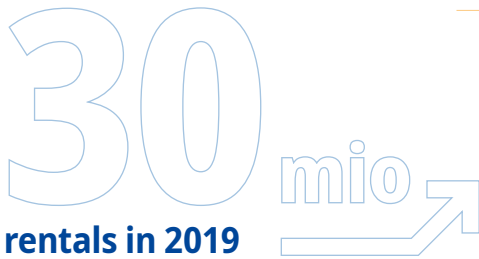
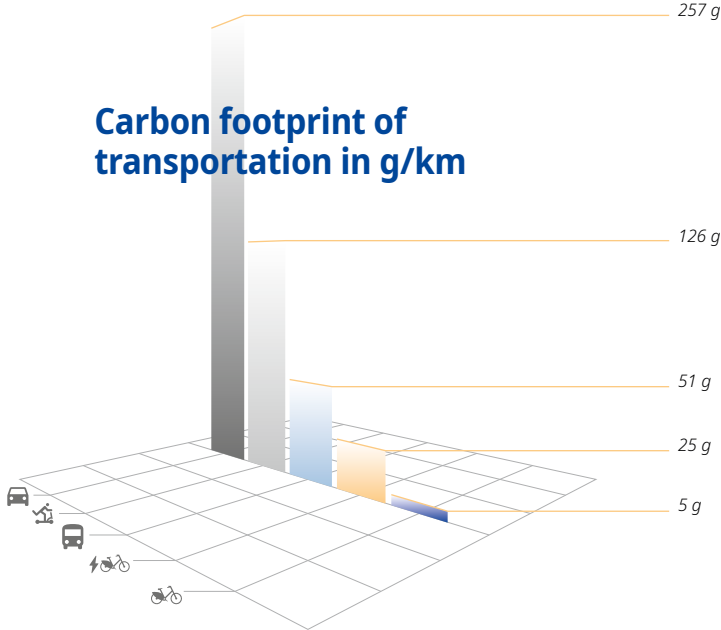
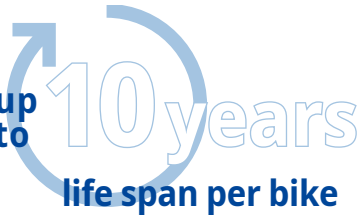


kilometres ridden on our bikes 2019

Cycling does not only mean getting quickly from one place to another. Every meter you cycle has positive effects on your health, on our climate and generally on quality of life - noticeably and measurably!



Social benefit: Amount a society is willing to spend per passenger kilometer in order to have one person switch from car or bus to the bike.







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