

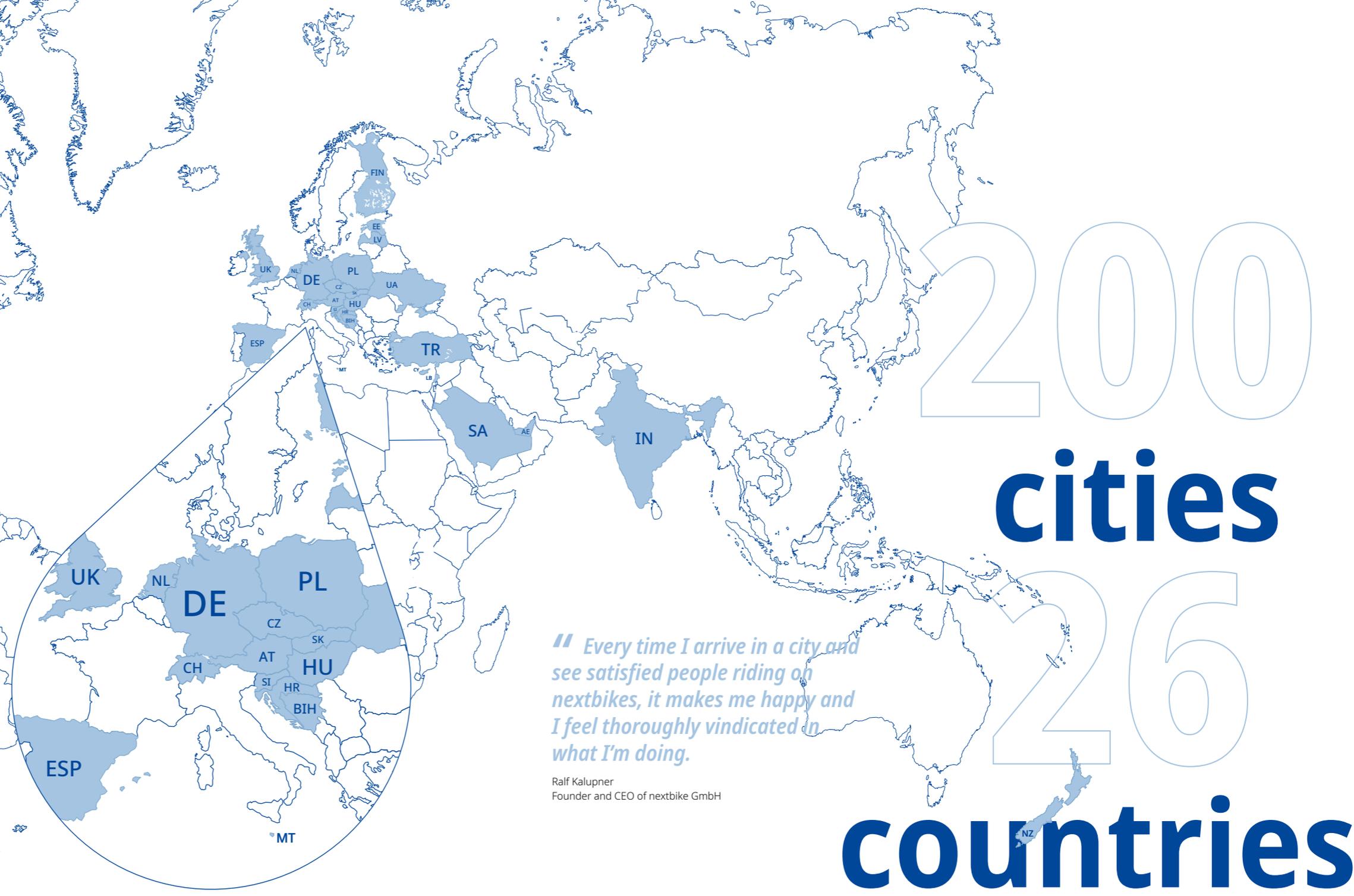
nextbike   
original bike sharing

# We move cities



# We are nextbike

As a European market leader and bike sharing pioneer, we are making cycling an integral part of urban mobility. For more than 14 years we have been developing long-lasting bike sharing systems and establishing rental bikes as a form of local public transport on equal footing with buses and rail. Our business model is commercially sustainable and based on cooperation with cities, transport companies, universities and sponsoring partners. Together we make our cities more livable.



*“ Every time I arrive in a city and see satisfied people riding on nextbikes, it makes me happy and I feel thoroughly vindicated in what I’m doing.”*

Ralf Kalupner  
Founder and CEO of nextbike GmbH

# 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. Hybrid systems 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 E-BIKE SHARING CANNOT BE IMPLEMENTED ECONOMICALLY.

We can retrofit our stations for e-bikes at any time. E-bikes are automatically charged on-street by pushing them into the docks. There is no need for expensive rechargeable batteries or to bring the bikes to depots for charging. Our station terminals also feature solar panels for resource-efficient power supply.

## 3 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.

## 4 BIKE SHARE BIKES ARE OF INFERIOR QUALITY.

nextbikes are "Made in Germany" with high quality products such as our gear boxes, pneumatic tyres and other traffic-regulations-compliant components. They have an average service life of up to 10 years. Our local service teams keep the bikes in shape with regular maintenance and repairs to ensure that they are safe and enjoyable to ride.

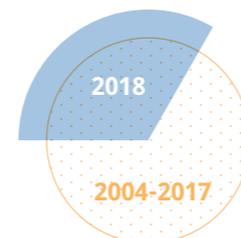
## 5 BIKE SHARING WORKS DIFFERENTLY IN EACH CITY.

It does! Just as culture differs from city to city, so do infrastructure and mobility requirements. That's why we work closely with our partners to find an individual solution. But one thing is the same everywhere: Once you are registered, you can cycle in every nextbike city worldwide!

## STILL SCEPTICAL? CHECK OUT THE RENTAL STATISTICS. →

DESPITE THE RAPIDLY CHANGING MARKET IN 2018, WE WERE ABLE TO RECORD OUR MOST SUCCESSFUL SEASON EVER AND STILL EXPECT FURTHER GROWTH.

RENTALS WITH NEXTBIKE WORLDWIDE



# Smart bikes for smart cities

CONVENIENT. HIGH-QUALITY. FLEXIBLE.



Height-adjustable ergonomic saddle with theft protection

FrameLock with GSM and GPS for unlocking by smartphone

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 FrameLock

Internal cabling reduces vandalism

Air tyres with puncture protection and reflectors

OUR COMPONENTS MEET ISO 4210 CERTIFICATION.



## e-SMARTbike

ELECTRIC. STRONG. ROBUST.

- ENGINE**
- Natural driving 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

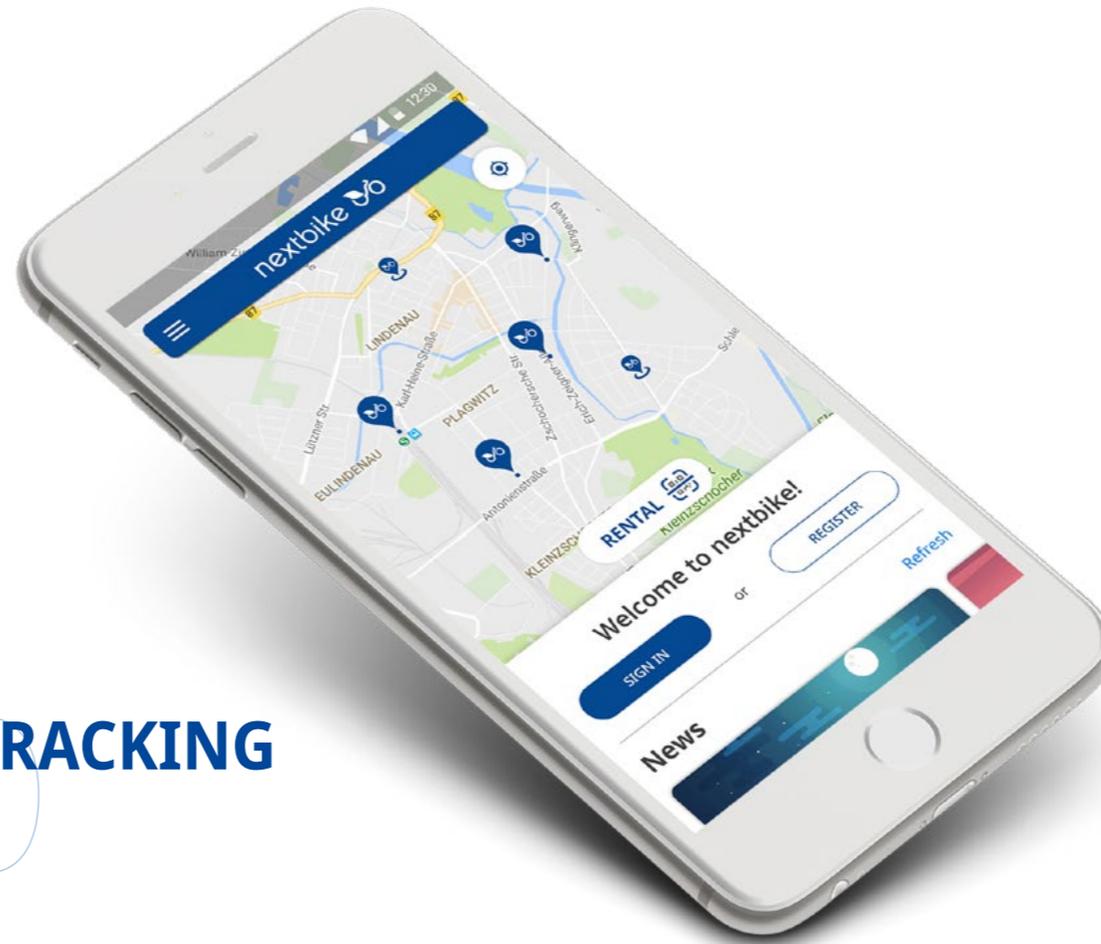
1000%  
**DEVELOPED IN-HOUSE**

In order to meet the high requirements 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 in various cross-city mobility apps.

## DATA PROTECTION AT NEXTBIKE

Our mission is to move cities. In accordance with the principles of data economy, we only record telephone numbers and means of payment of our users. We do not track movement and only register the initial rental and final return location of the bike for the next user to find the it. Our servers are in Germany and we meet the requirements of the European General Data Protection Regulation.

00%  
**ILLEGAL TRACKING**



9000%  
**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 FrameLock 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 in a flex zone by locking the FrameLock. The rental automatically ends.  


# Made in Germany

A SPECIAL FEATURE OF NEXTBIKE IS THE WIDE RANGE OF SERVICES. WE SERVE ALL LEVELS OF VALUE CREATION IN THE FIELD OF BIKE SHARING.

FROM LEIPZIG WITH 

## ○ Site planning

Individual concepts for each city and coordination with city planning offices.

## ○ Hardware development

Prototyping new components in bikes and docks.

## ○ Production

Serial production of all hardware components.

## ○ Software development

Apps for service teams and end users. Central software for all touch points.

## ○ CRM

Contact for our partners and service teams after project launch.

## ○ Marketing + PR

Communication and design of cross-media campaigns.

## ○ Customer service

Can be reached by our users 365 days a year, 24 hours a day by telephone, app and e-mail.

## ○ Data intelligence

Fleet monitoring and service process optimization.

## ○ Business development

Contact for new systems, sponsoring, and business models.

## ○ Project management

Coordination of project starts with partners and all departments at nextbike.

## ○ Service teams

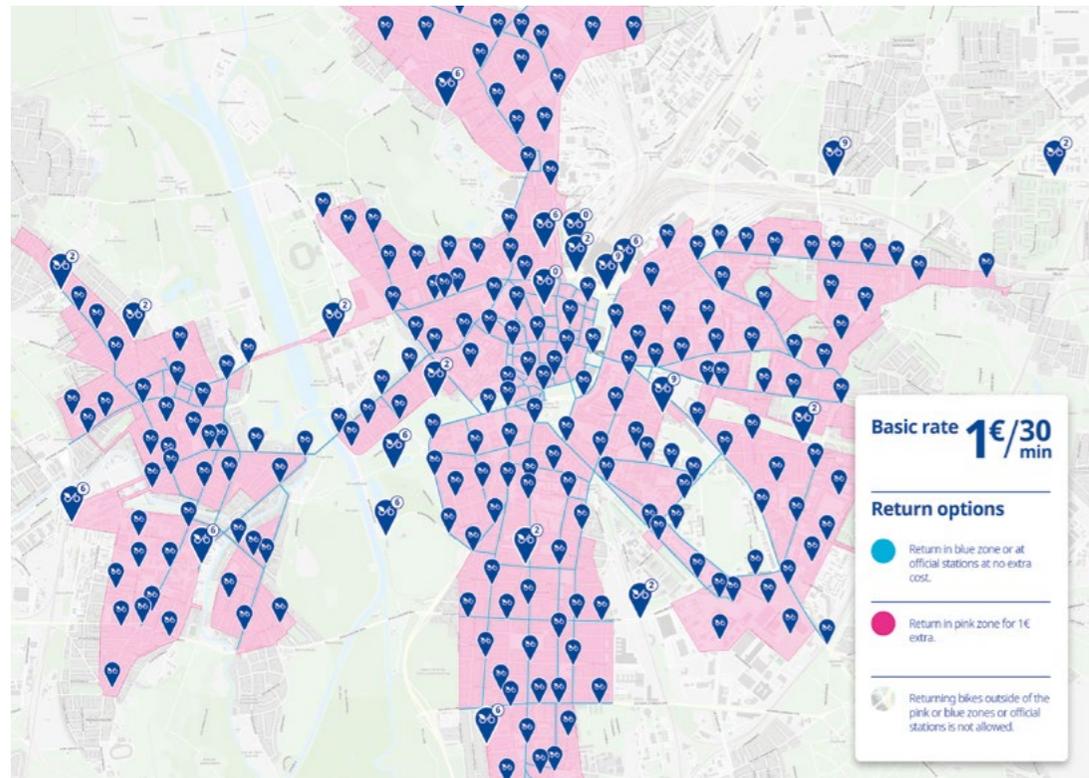
On the streets every day to maintain and redistribute the bikes.

# 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 14 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. Through the tariff structure, customers are incentivized to return bikes to stations.

For a small additional charge, customers can return bikes anywhere within the flex zone. The hybrid system has been an absolute success. Within the first six months, the number of rentals quintupled in comparison to the previous year.

# 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 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.

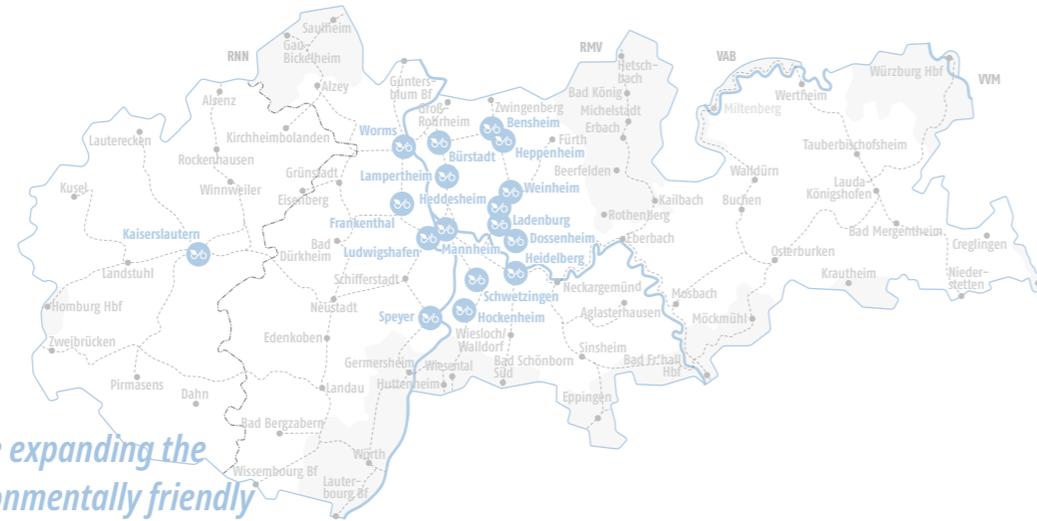


Bilbao has our latest generation of e-bikes, which possess a powerful engine and a built-in lock. The charging of the e-bikes is particularly economical and sustainable: when the bike is pushed into the dock, it automatically begins to recharge.



# Rhine-Neckar region

BIGGEST REGIONAL COMBINED SYSTEM



*“ With VRNnextbike, we are expanding the mobility network by an environmentally friendly alternative to 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 biggest regional bike sharing systems in the world and comprises 17 cities. As a practical complement to bus and rail transport, the 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 biggest universities in this region. With our CAMPUSbike the semester fee includes a flat rate use of the rental bikes for all students. Our major customers also include companies and institutions that purchase memberships for their employees.



*“ Veturilo bikes are rented almost a thousand times per hour, counting on average throughout the season. This is a really great result! Every year the system is extended - we launch new stations in cooperation with Warsaw districts and private sponsors. Thanks to Veturilo, bicycle traffic in Warsaw is steadily increasing.*

Robert Lech  
CEO nextbike Polska

# Warsaw

BIKES FOR ALL OCCASIONS



Veturilo is one of the most successful bike sharing systems in Europe and the largest in CEE. Up to 49,000 trips per day were made in the season 2018. Since 2012, we have been operating the bike rental system on behalf of the City of Warsaw. The system now has over 5,300 bikes, including children's bicycles, tandems and 100 e-bikes. This makes Veturilo one of the most varied of all bike sharing systems. All bikes can be rented via the nextbike platform. The City also offers customers the first 20 minutes of every rental for free. Veturilo is connected with bike sharing systems in six cities around Warsaw.

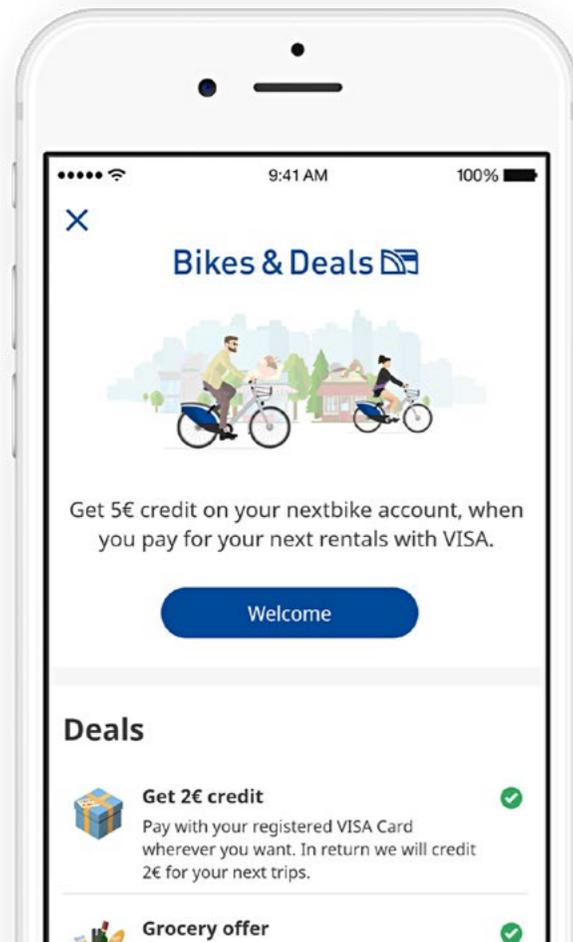


CUSTOMER LOYALTY PROGRAM IN COOPERATION WITH VISA

We have launched an international customer loyalty program with Visa: "Bikes & Deals." Participants register via the nextbike app and are given credit for rides with nextbike when they perform a particular transaction with a VISA card. In addition to this, Visa is a sponsoring partner in Frankfurt am Main with presence on all advertising spaces on our bikes there.

*“ nextbike offers innovative products and services in the bike sharing sector. A cooperation was obvious for us in order to contribute to the improvement of urban mobility and to enhance the customer experience through our joint loyalty program.”*

Eric Lein  
Managing Director - Visa Commerce Solutions GmbH





# Advertising with nextbike

Our bikes are not just a means of transportation, but also a mobile advertising medium. Short term advertising is perfectly suited to forming part of 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



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