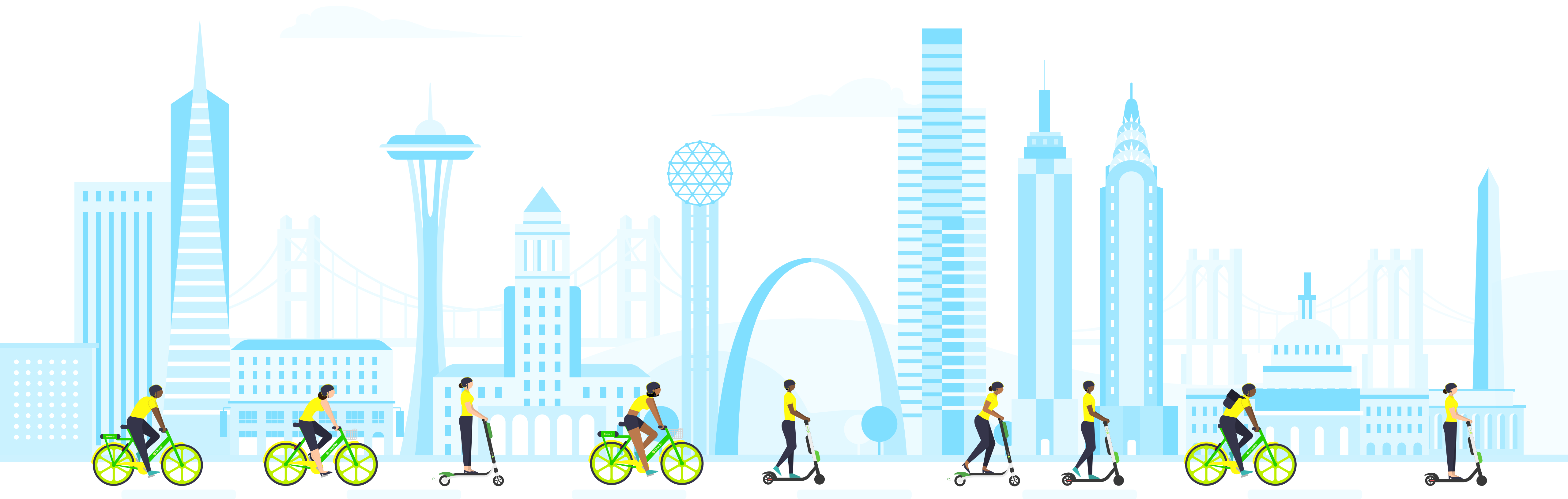




Lime

One Year Report



CONTENTS

03	Introduction
04	How We Got Here
06	Lime Impact
09	Improving City Living and Urban Transportation

13	Community, Safety and Education
16	Case Studies
17	San Francisco, California
18	San Diego, California
19	Washington, D.C.
20	Dallas, Texas
21	Seattle, Washington
22	St. Louis, Missouri
23	Berlin, Germany

Introduction

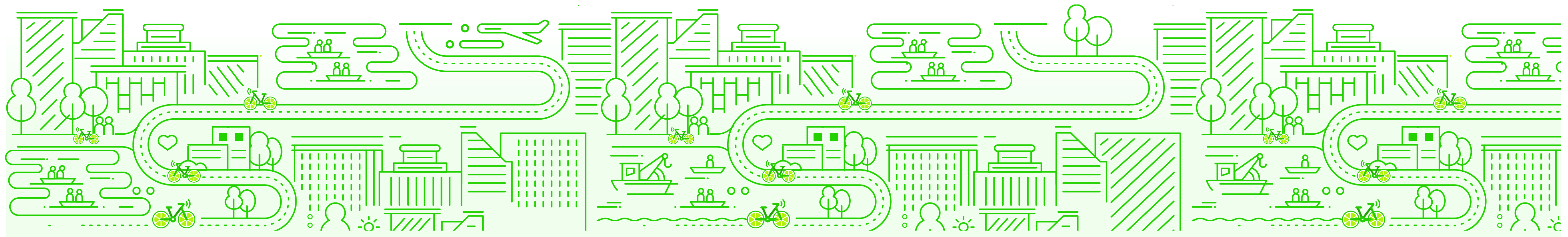
In June of 2017, Lime launched our first fleet of pedal bikes in Greensboro, North Carolina.

12 months and more than 70 markets later, we're leading the smart mobility movement in the United States and transforming short distance urban transportation around the world.

Lime's One Year Report explores the rapid growth of bike and scooter sharing across the US and Europe, highlighting both the raw data and human narratives behind our 6,000,000 dock free rides and counting.

By sharing these qualitative and quantitative insights, we hope to enable a more thorough public understanding of the benefits of smart personal mobility and demonstrate Lime's commitment to transparency and policy collaboration.

Thank you for one year of great rides and incredible memories. We look forward to many more to come!

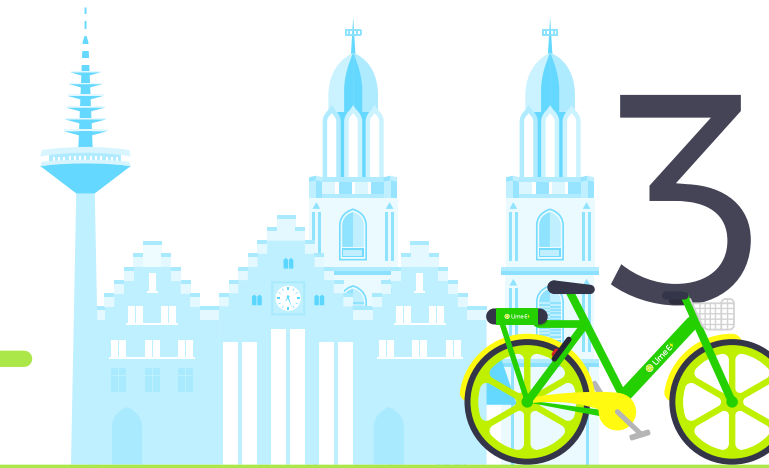
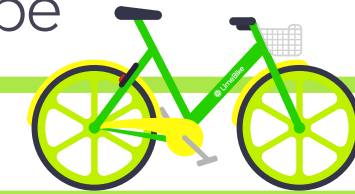


How We Got Here

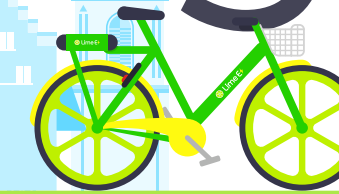
1 June '17
First market opens up
in Greensboro, NC



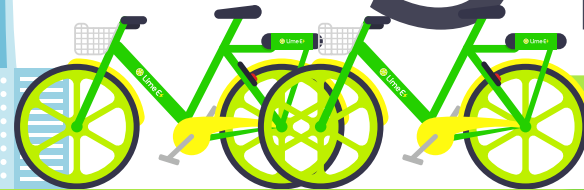
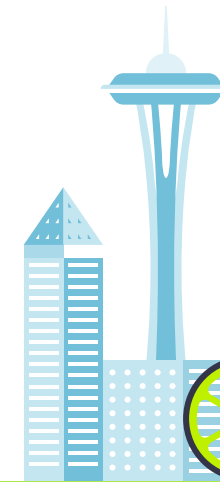
2 Dec '17
LimeBike celebrates 1M rides,
expands to Europe



3 Jan '18
Lime-E electric assist
bike launches



6 Feb '18
San Diego becomes first
city with full Lime fleet

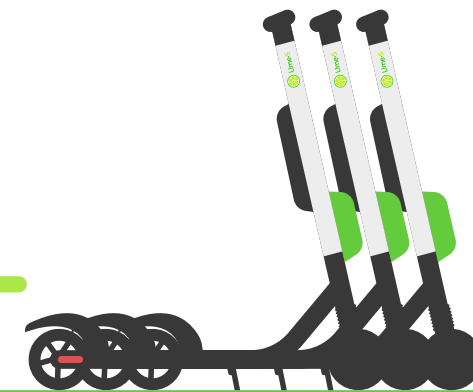


5 Feb '18
LimeBike launches largest
E-bike fleet in US history



4 Feb '18
Lime-S electric scooter
launches

7 May '18
LimeBike celebrates 3M rides,
new Segway Lime-S scooter



8 May '18
LimeBike becomes Lime
to accommodate smart
mobility fleet

9 July '18
Lime surpasses 6M rides
in just over 12 months

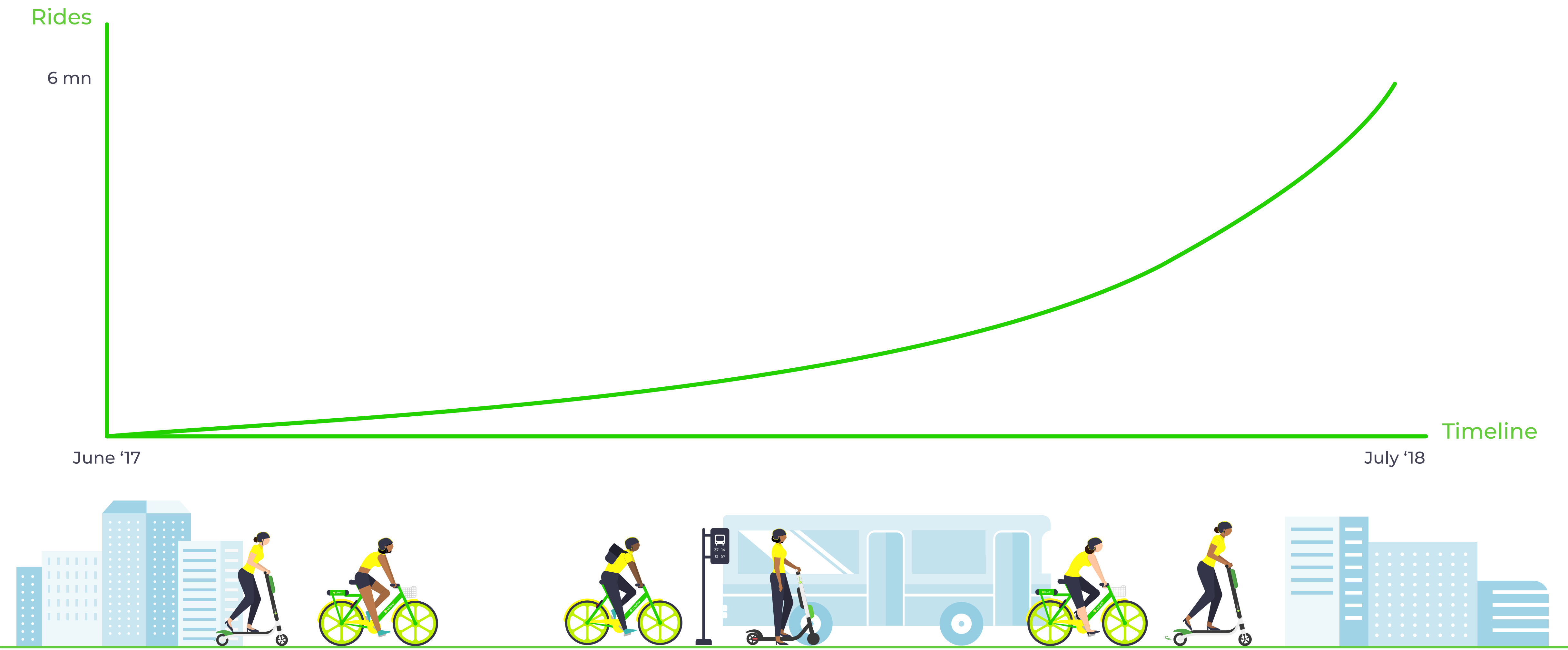


Lime Impact

One Year of Dock-Free Smart Mobility By the Numbers

The Journey to 6,000,000 rides

Lime ridership is increasing dramatically month over month,



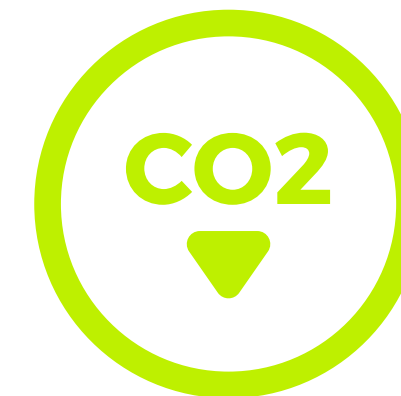


Electric Bikes are preferred over classic bikes and electric scooters for long-distance trips



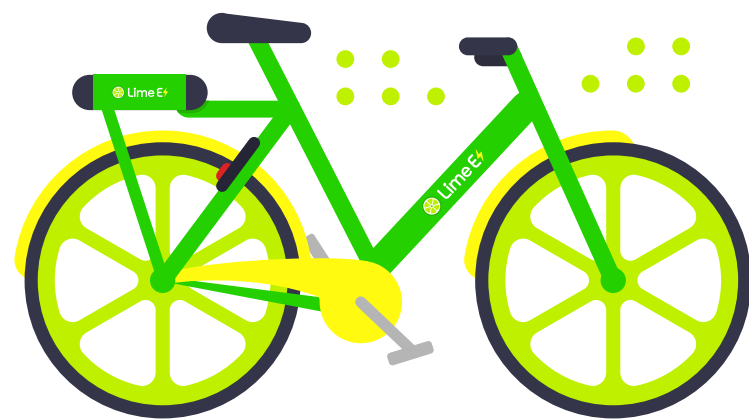
1.06 miles

AVERAGE DISTANCE RIDDEN



5,250,000 LBS

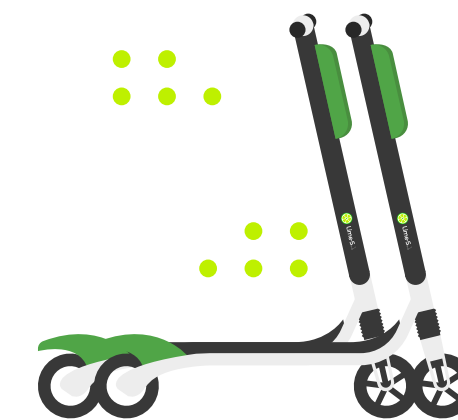
CUMULATIVE CO2 SAVED



21% faster

Electric-assist bikes take riders to their destination 21% faster than traditional pedal bikes

(For the same distance traveled)



22% faster

Electric scooters take riders to their destination 22% faster than traditional pedal bikes

(For the same distance traveled)

Improving City Living And Urban Transportation

27%

of riders in our major urban markets reported using Lime to **connect to or from public transit** during their most recent trip. This means that Lime is helping to reduce reliance on personal cars and increasing the accessibility of public transportation.

20%

of riders in our major urban markets reported using Lime to **travel to or from a restaurant or shopping destination** during their most recent trip. This means that Lime is helping to connect riders with local businesses in a significant way.



39%

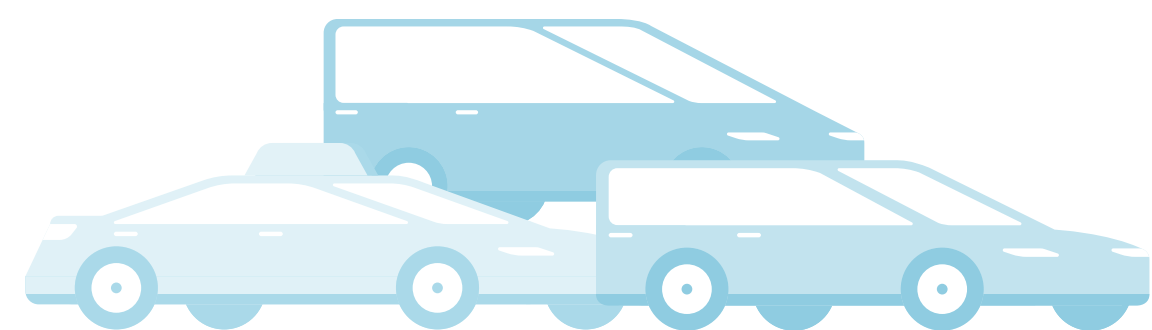
of riders in our major urban markets reported using Lime to **travel to or from work, school or appointments** during their most recent trip. This means that Lime is connecting communities with essential daily activities.

51%

of riders in our major urban markets reported a **total household income of under \$75,000** last year. This means that Lime is providing critical mobility access to middle income Americans.

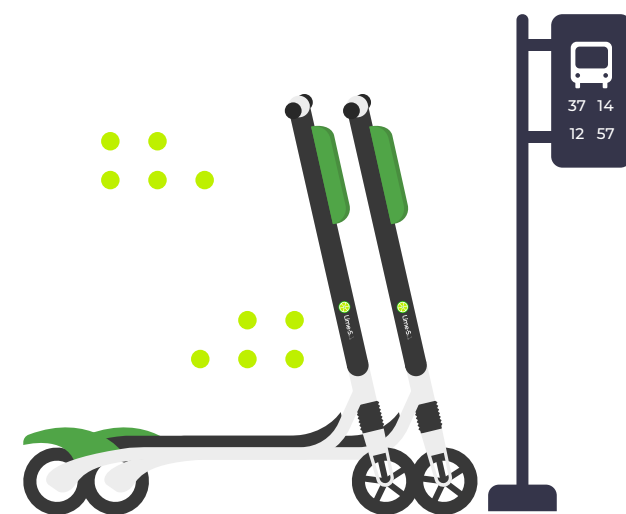
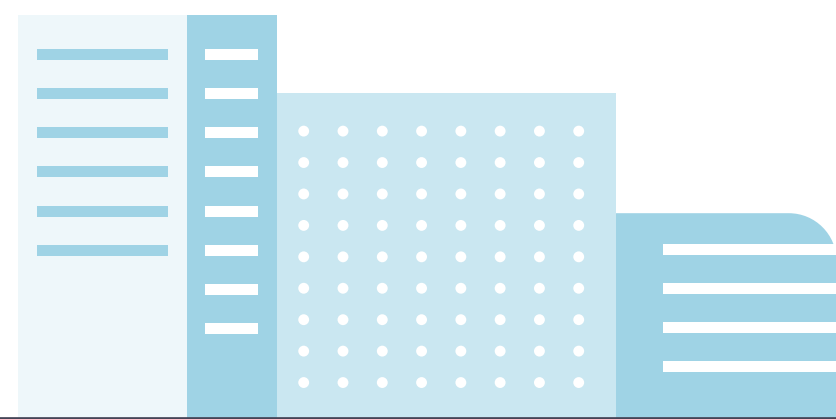
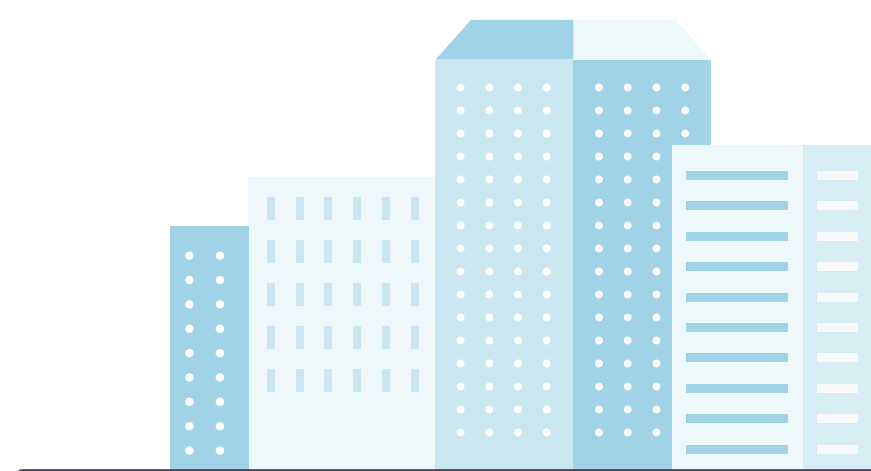


In US cities, a rider using Lime products in conjunction with public transit would pay, on average,
80% less than the cost of owning and operating a personal vehicle



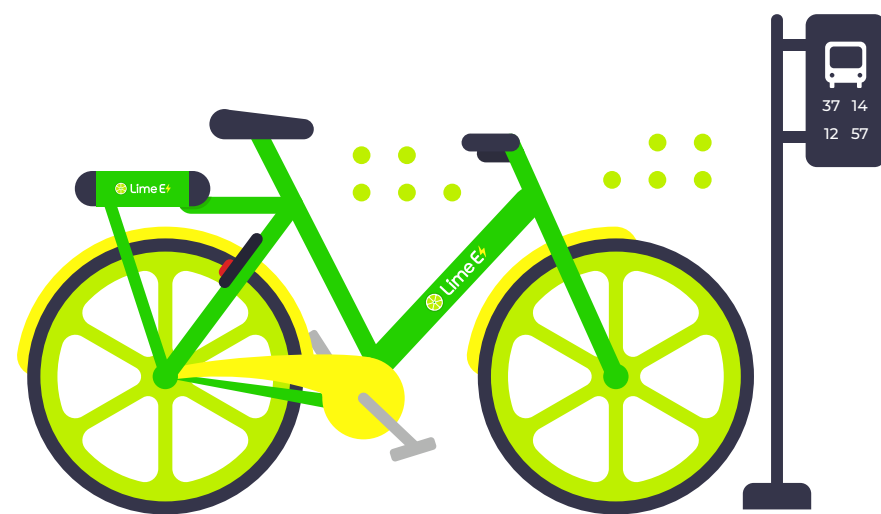
\$28.18

AVERAGE DAILY COST
OF CAR OWNERSHIP IN
US URBAN MARKETS



\$8.21

LIME-S (x2 TRIPS)
+ PUBLIC TRANSIT (x2 TRIPS)



\$7.60

LIME-E (x2 TRIPS)
+ PUBLIC TRANSIT (x2 TRIPS)



\$4.25

LIMEBIKE (2.12 MILES)
+ PUBLIC TRANSIT (x2 TRIPS)

Community, Safety and Education

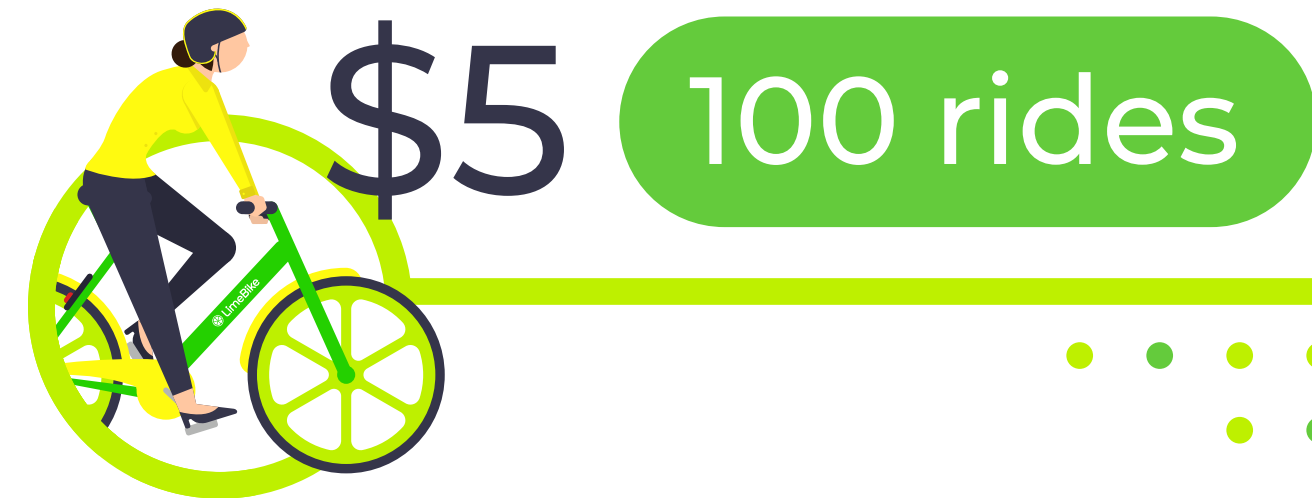


Lime is committed to leadership through accountability. As more and more communities put forward ideas to help improve smart mobility services, we're actively listening and adapting to their feedback.

Our Lime LOVES campaign is an industry first, codifying Lime's pledge to put safety, equity and operational excellence ahead of profits in every community we serve.



LimeAccess + PayNearMe

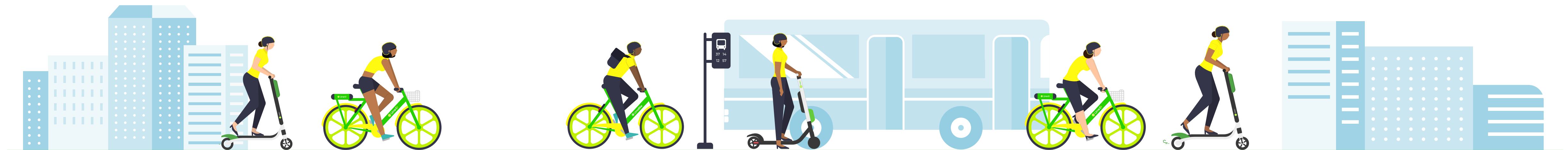


Lime is committed to fair and equitable smart mobility access. That's why we developed our [LimeAccess program](#), giving low-income individuals the ability to purchase 100 rides on our LimeBike smart pedal bikes for only \$5.

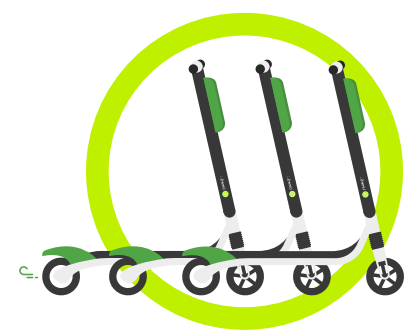


27,000 locations

We've also partnered with PayNearMe to enable the unbanked and those without smartphones to pay for their LimeAccess pass in cash at over 27,000 locations nationwide and unlock our LimeBikes with a text message.

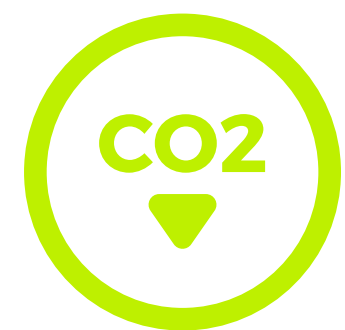


Case Studies



300,000

TOTAL RIDES ON LIME-S ELECTRIC SCOOTER



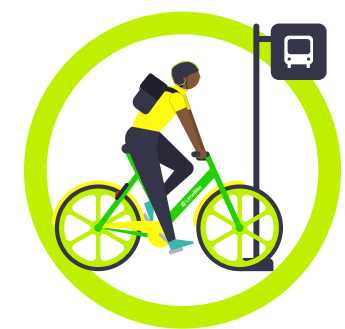
280,000+ LBS

CO2 SAVED



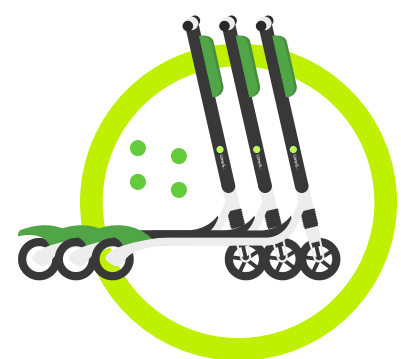
53%

OF RIDERS SAID THEY MIGHT HAVE USED A CAR IF THEY HADN'T TAKEN LIME-S FOR THEIR MOST RECENT TRIP



39%

OF RIDERS REPORTED USING LIME TO CONNECT TO OR FROM PUBLIC TRANSIT DURING THEIR MOST RECENT TRIP



93%

OF RIDERS DURING THE PILOT PROGRAM SAID THEY THOUGHT THE CITY NEEDED MORE SCOOTERS TO SATISFY DEMAND

San Francisco, California

Electric Scooters Help Connect Riders To Transit

The Bay Area is no stranger to tech -- or traffic. As the third most congested city in the US, San Francisco is in need of smart mobility systems to reduce its dependence on automobiles. Lime-S electric scooters have proven themselves to be a critical part of that solution.

A recent Lime survey, sent to over 7,000 users, has helped give context to the emerging data gained from hundreds of thousands of electric scooter rides. Lime-S electric scooters are successfully getting people out of vehicles that cause traffic and helping to keep San Francisco moving.



San Diego, California

The Full Potential of a Smart Mobility Fleet

In February 2018, San Diego became the first city in the world to offer dock free bikes, electric-assist bikes and electric scooters to accommodate its unique geography and mobility needs. The results have been equally as progressive.

From an electric fleet powering rides along the Embarcadero and Mission Beach to exclusive pedal bike contracts with multiple US Naval and Marine bases, Lime has had a dramatic impact on the way America's Finest City, and its military service members, get around.



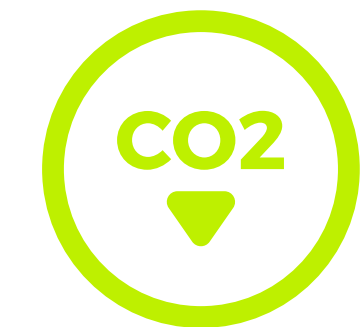
1 MILLION

TOTAL RIDES IN 5 MONTHS



310,000+

UNIQUE RIDERS

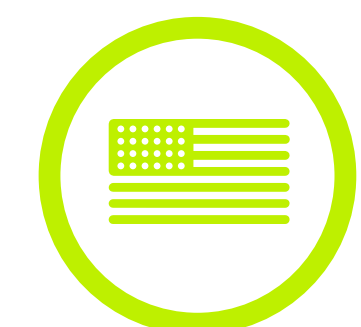


800,000 LBS

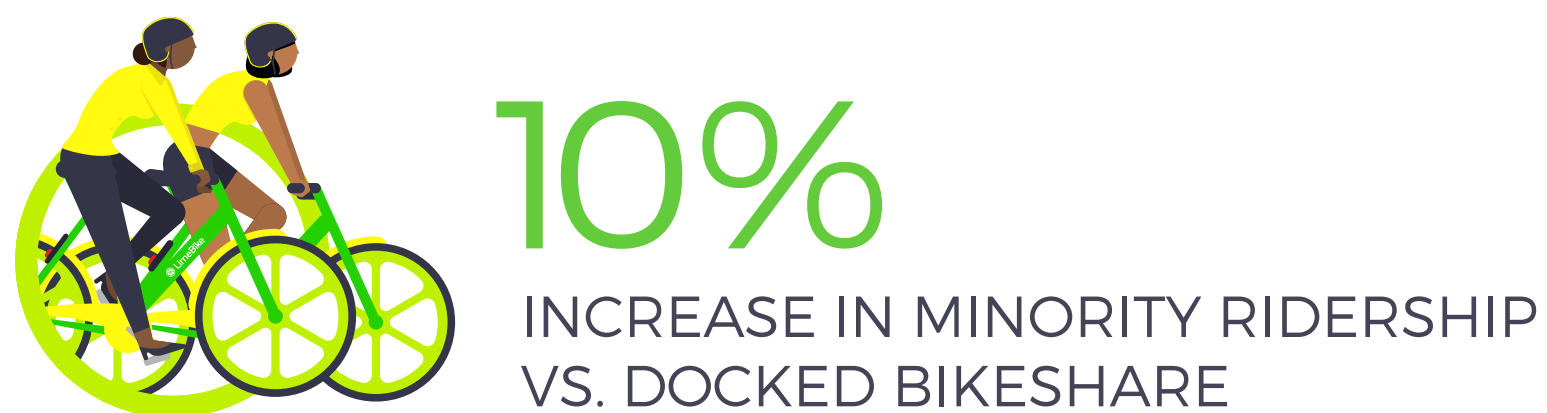
CO2 SAVED



FIRST CITY WORLDWIDE TO OFFER
DOCK-FREE BIKES, E-BIKES AND
ELECTRIC SCOOTERS



EXCLUSIVE DOCK-FREE BIKE
PARTNERSHIP WITH NAVAL BASE
SAN DIEGO, NAVAL BASE
CORONADO AND MARINE CORPS
AIR STATION MIRAMAR

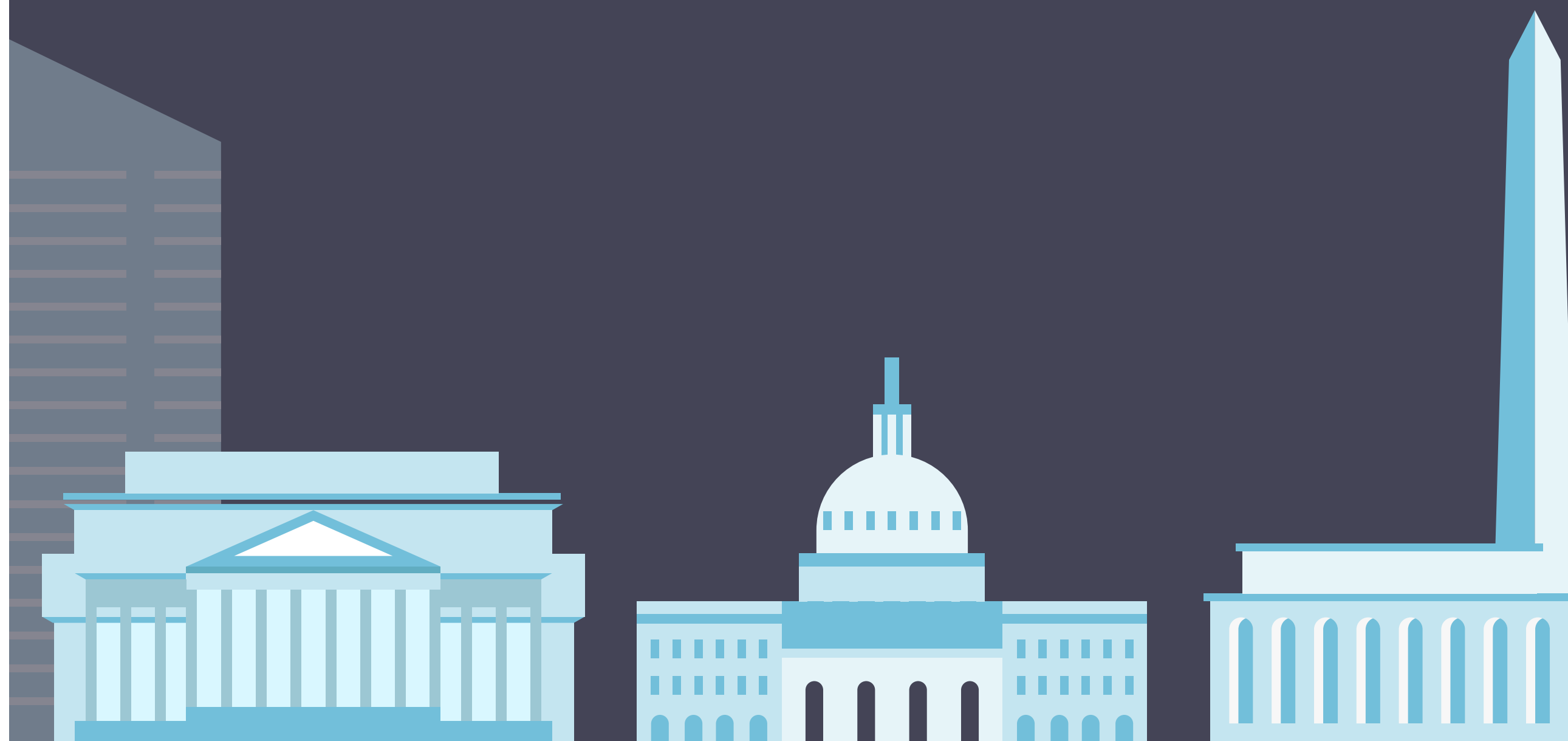


Washington D.C.

Connecting Communities Despite A Low Market Cap

Washington, D.C. poses a unique challenge to dock-free mobility providers. With a population of nearly 700,000 and more than 22 million visitors every year, the District's cap of just 400 vehicles makes it difficult to add significant value to its mobility network.

Despite these limitations, however, independent data compilations like [Virginia Tech's "A First Look"](#) reveal the ways in which Lime's dock-free mobility options are effectively bringing the diverse residents in all 8 Wards of our nation's capital together.



Dallas, Texas

Finding Balance In The Wild West

Over the course of a few months, Dallas rapidly transitioned from a city without a shared mobility network to one with the largest bikeshare fleet in the country. This growth was accompanied by challenges, and the opportunity to find a healthy balance based on data and demand.

Lime's responsible operations have been embraced by Dallas, and the City Council recently enshrined the program into law. This has allowed smart mobility companies to establish fleet sizes based on community need, not arbitrary caps.



220,000+
UNIQUE RIDERS



465,000 LBS
CO2 SAVED



530,000
MILES RIDDEN, EQUIVALENT TO 21 LAPS
AROUND THE EARTH



LAUNCHED MULTIMODAL FLEET WITH
BIKES AND SCOOTERS STARTING IN
JULY 2018





FIRST INDIVIDUAL MARKET TO HIT **1**
MN DOCK FREE RIDES (JULY 1)



3.6
RIDES PER DAY PER 1,000 PEOPLE



715,000 LBS
CO2 SAVED



74%
OF SEATTLE RESIDENTS HAVE A
FAVORABLE OPINION OF DOCK FREE
BIKE SHARING



ROUGHLY 1/3 OF THE CITY (~710K POPULATION)
HAS TRIED BIKE SHARING, INCLUDING
36% HISPANIC & AFRICAN AMERICAN, 32%
ASIAN, AND 32% CAUCASIAN RESIDENTS

Seattle, Washington

A Collaborative Approach To Bike Sharing

Seattle was the first major US market to embrace dock-free bike sharing. Nearly one year ago, city leaders opened the doors to smart mobility providers like Lime, and by February of 2018 they had launched the largest fleet of Lime-E electric assist bikes in US history.

The resulting collaboration between the Emerald City and dock-free bike sharing companies has set the standard for cities across the country. From designated parking zones to studies performed by SDOT and UW, Seattle's transportation synergy is leading to impressive results.



St. Louis, Missouri

The Promise Of Equitable Mobility

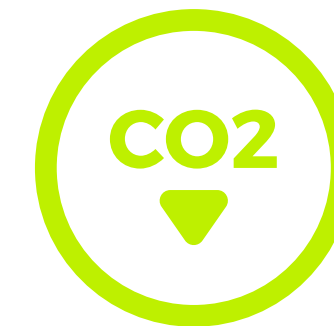
St. Louis has embraced dock-free mobility across racial, ethnic and income divisions. As part of their permitting process, local officials required Lime to deploy a significant percentage of bikes in underserved neighborhoods. This has dramatically improved the availability of mobility services in ethnically and economically diverse parts of the city.

Lime is using the knowledge and success gained through St. Louis' deployment guidelines to help bring dock-free smart mobility to other neighboring communities.



60,000+

UNIQUE RIDERS



115,000 LBS

CO2 SAVED



20%

OF BIKES ARE DEPLOYED IN ST. LOUIS
EQUITY AND INCLUSION NEIGHBORHOODS



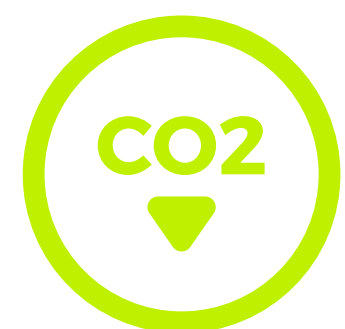
EXCLUSIVE PARTNERSHIP WITH
WASHINGTON UNIVERSITY OF ST. LOUIS





15,000+

UNIQUE RIDERS



46,000 LBS

CO2 SAVED



58,000

MILES RIDDEN



INDUSTRY-LEADING MAINTENANCE
EFFICIENCY, WITH A NET-POSITIVE
LIME-E REPAIR TIME

Berlin, Germany

Electric Bikes And Efficiency In Operations

The spacious German capital is renowned for both its high quality public transportation and its bike friendliness. To successfully operate here, smart mobility providers are challenged to be both efficient and innovative, supplementing a transit system that already runs smoothly.

As the first company to offer dock-free electric-assist bikes in Berlin, Lime is successfully pushing the city's e-mobility transformation. Our implementation of e-cargo bikes into daily operations has helped set the standard for both productivity and environmental consciousness.



Looking forward

The team at Lime is committed to working hand in hand with cities, universities and riders to realize the full potential of smart mobility around the world. Transparency and communication are an integral part of these efforts, and we'll continue to share insights with the public as we lead this exciting global movement into the future.

Our sincere thanks to #LimeNation for your ongoing support and engagement, as well as for the 6,000,000+ opportunities you've given us to ride along with you. We look forward to sharing millions of more trips together in the weeks and months ahead!

To bring Lime to your community or organization, send us a message at hello@limebike.com

