



Dock-Free Mobility Systems

Subsidy-Free, sustainable transportation solutions



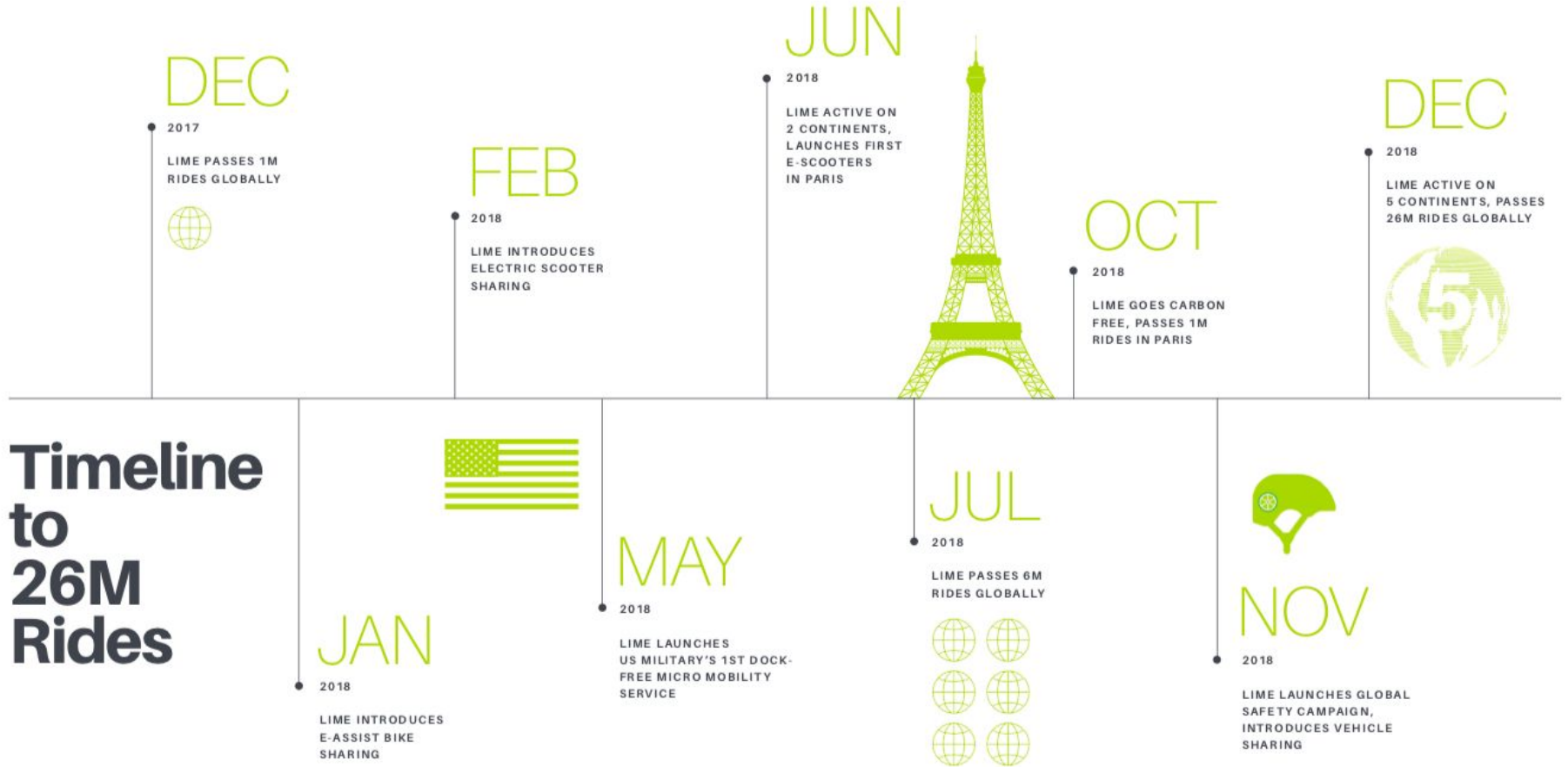
How Lime is Changing the Way Cities Move

- 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
- Provides optimum transportation to address the first/last mile void





Lime - 2018 Year in Review



Timeline to 26M Rides



LIME IS ACTIVE IN OVER

100
CITIES

ON

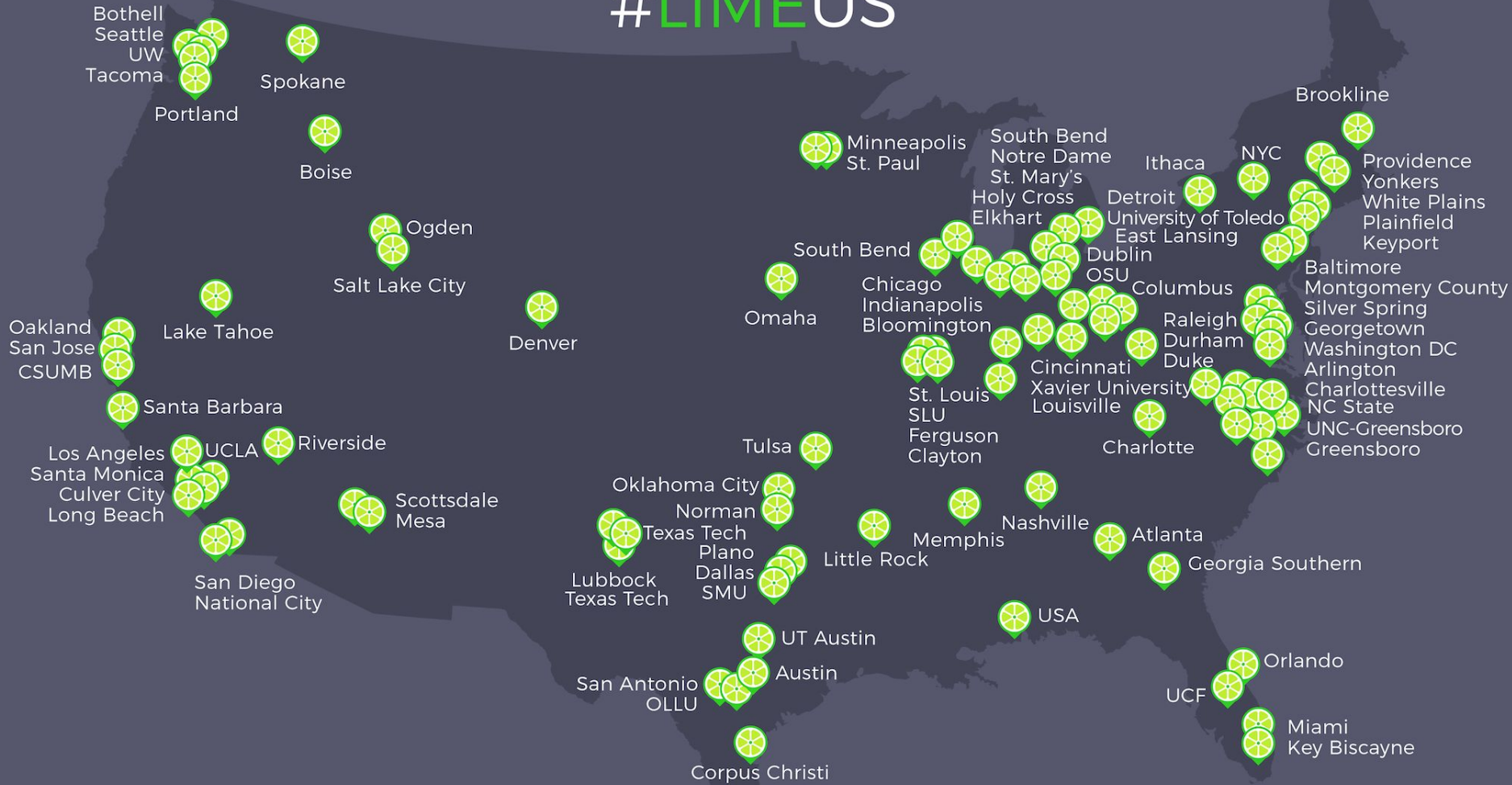
FIVE

CONTINENTS AROUND THE WORLD

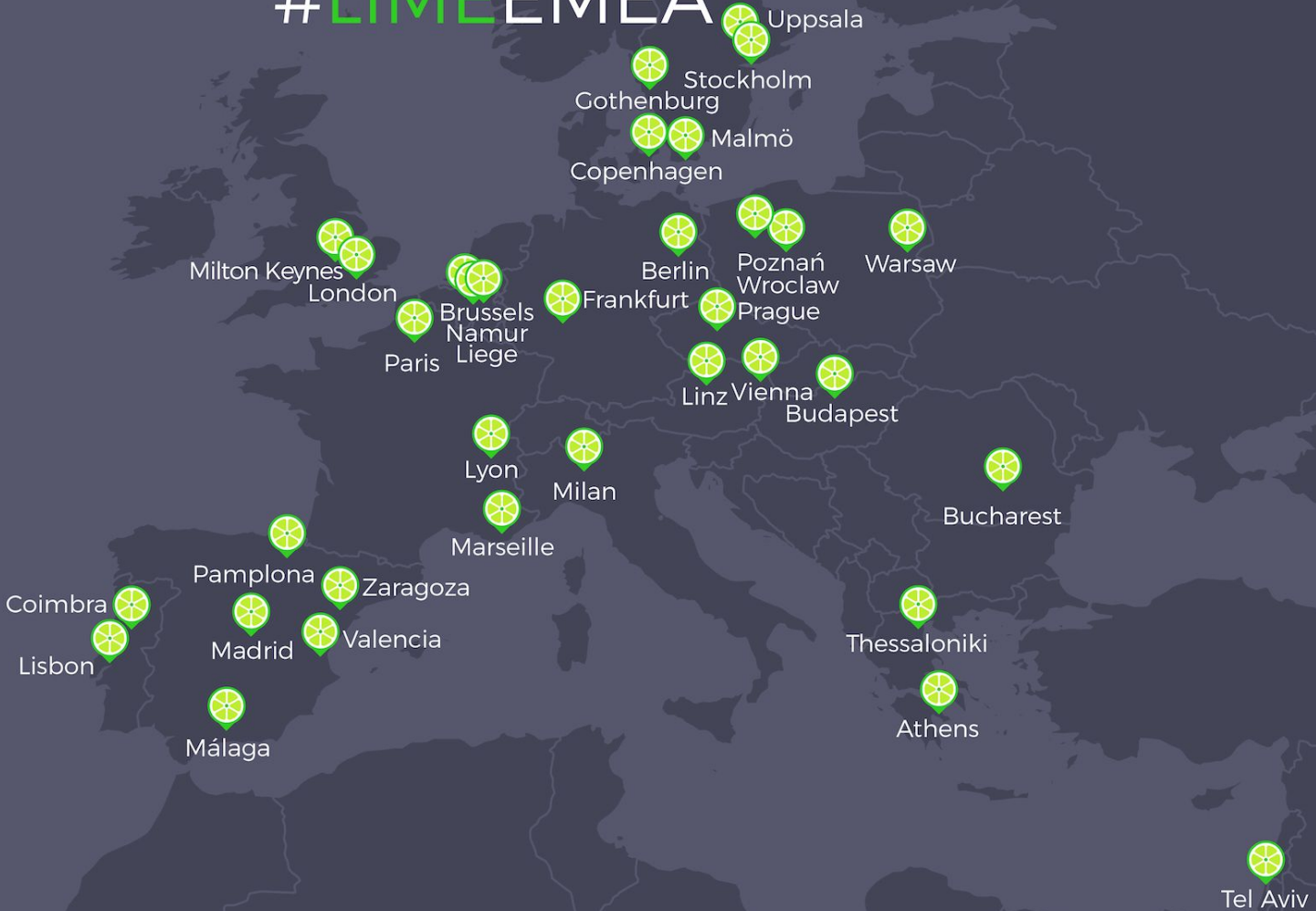
- 50,000,000 Total rides globally
- 15 million car miles & 6,220 metric tons of carbon emissions avoided
- 25% of Lime riders report an age of 37 or older
- >50% of Lime riders income <\$75,001 (Nat'l avg \$81,000)

- 33% female v. 28% cyclists
- 36% POCs v. 27% of U.S. POC
- 74% less than the cost of owning and operating a personal vehicle
 - \$28.18 vs. \$7.27

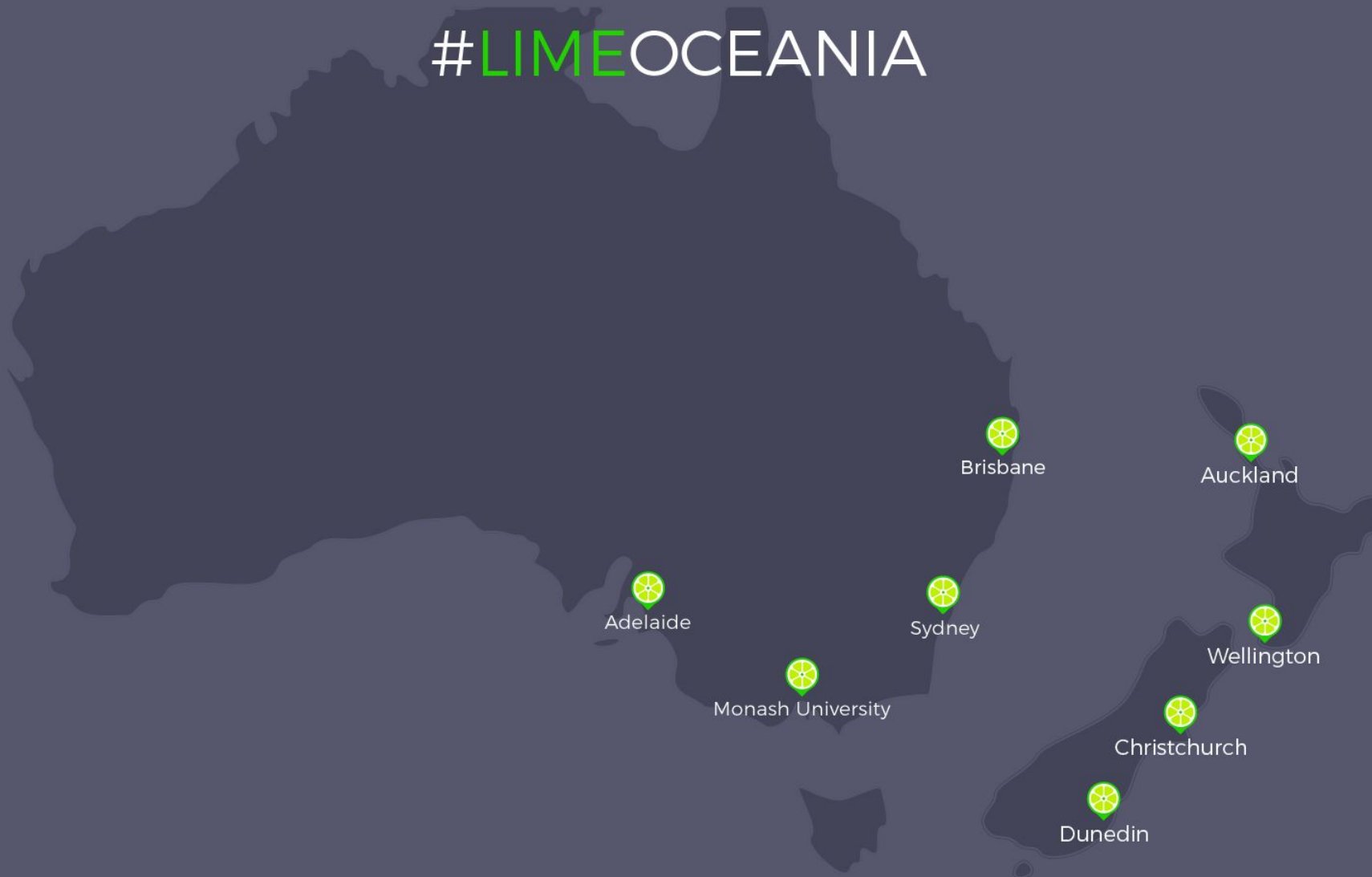
#LIMEUS



#LIMEEMEA



#LIMEOCEANIA



Adelaide

Monash University

Sydney

Brisbane

Auckland

Wellington

Christchurch

Dunedin



Georgia, USA

Atlanta

Across Atlanta, Lime is helping people avoid traffic in a city known worldwide for car congestion.

Decatur

As the only provider in Decatur, Lime is supporting the growth of alternative transportation in a small, highly walkable city.

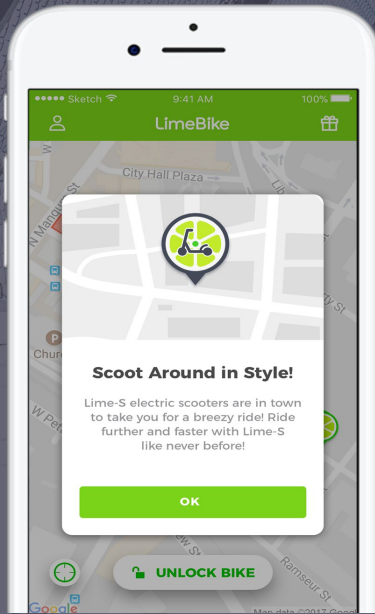
Statesboro

Through an exclusive agreement with Georgia Southern University, Lime is the campus provider and collaborating on expanding to additional GA campuses.



Notable Atlanta numbers:

- **1.1M+** rides/**342K+** riders
- **40%** of Lime riders in Atlanta reported commuting to/from work or school during their most recent trip
- **37%** of Lime riders in Atlanta displaced a car trip with their most recent Lime ride
- **35%** of Lime riders in Atlanta reported traveling to/from dining or entertainment during their most recent trip
- **17%** of Lime riders in Atlanta reported traveling to/from shopping or errands during their most recent trip



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:
30+ miles

MAX SPEED:
15 MPH

PRICE FOR USERS:
\$1 unlocking fee
\$0.29/minute to ride



Lime-S

Electric Scooters



Lime Access

We believe in mobility solutions that are shared, affordable and accessible

Lime Access members receive a **50%** discount on all Lime-S electric scooter rides

Our PayNearMe partnership allows riders to **use cash** to purchase their rides and a **text-to-unlock** feature means SMS can be used to unlock a bike or scooter.





Designed for safety





Offering the best shared scooter on the market -- safest, most comfortable and durable

More Durable

- Durable material and composition (30% heavier than avg. other models)
- Extended battery life (by 20%) and range (up to 30 miles)

Better Rider Experience

- 2.8" Color display screen to communicate safe riding tips and proper parking etiquette
- Wifi-enhanced technique for better GPS Accuracy
- LED status light visible from afar

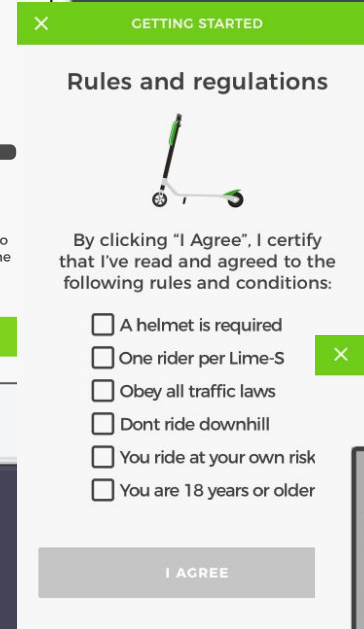
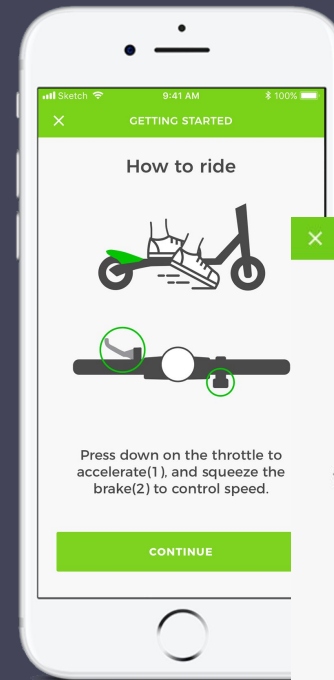




It's Easy to Locate, Unlock, Ride and Pay

Technology allows us to create a **seamless smart mobility** experience

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



Key Feedback For Dock-Free Systems



1. Vehicle Parking
2. Vehicle Riding & Pedestrian Safety
3. Data Sharing

1. Vehicle Parking



← Mandatory onboarding process educates first time users & remains prominently displayed anytime the app is open

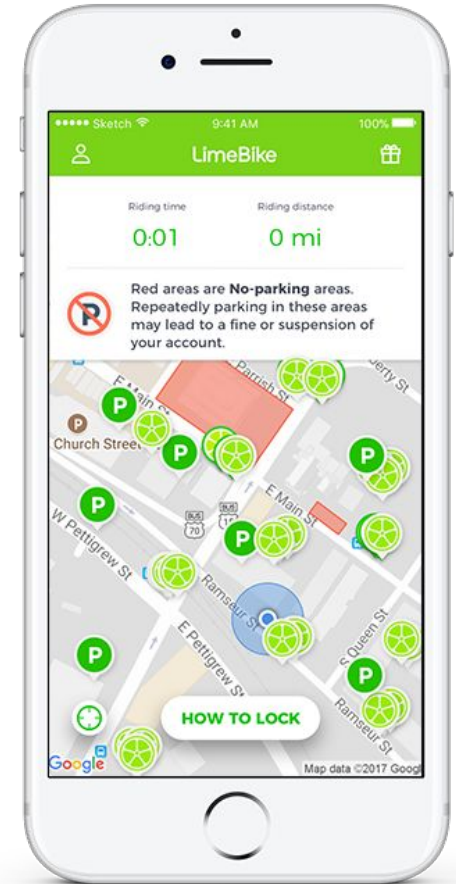
Innovative Lime technology allows geofencing parking areas that are off-limits to riders →



Available Bikes & Scooters



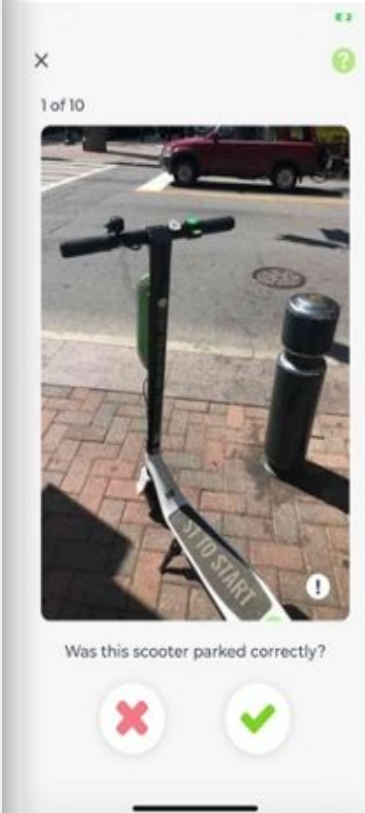
Recommended Parking Spots





1. Vehicle Parking- Lime Innovation

Parked or Not gamified the Lime app allowing users to rate other end trip photos thereby reinforcing good parking habits with visual examples while assisting Lime in crowdsourcing parking review.





2. Sidewalk Riding & Pedestrian Safety

Unless required by local ordinances, Lime emphatically discourages riding electric scooters on sidewalks.

In addition to extensive education outreach such as in-app, online, and in-person, Lime is prototyping technology which alerts riders (and Lime) of the surface a product is being operated on including asphalt roadways and concrete sidewalks.





Lime Puts Safety First

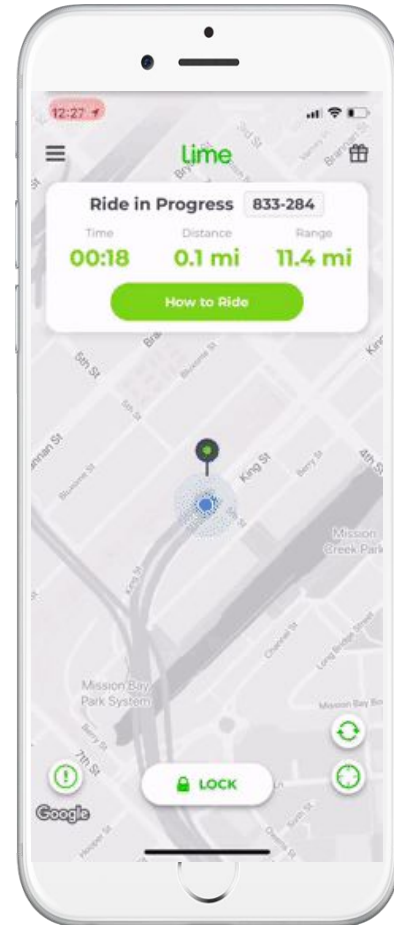
PSA campaigns to promote safety

Local helmet distributions via community events

Locally hired Ops team patrolling in 3 shifts (24 hour operation)

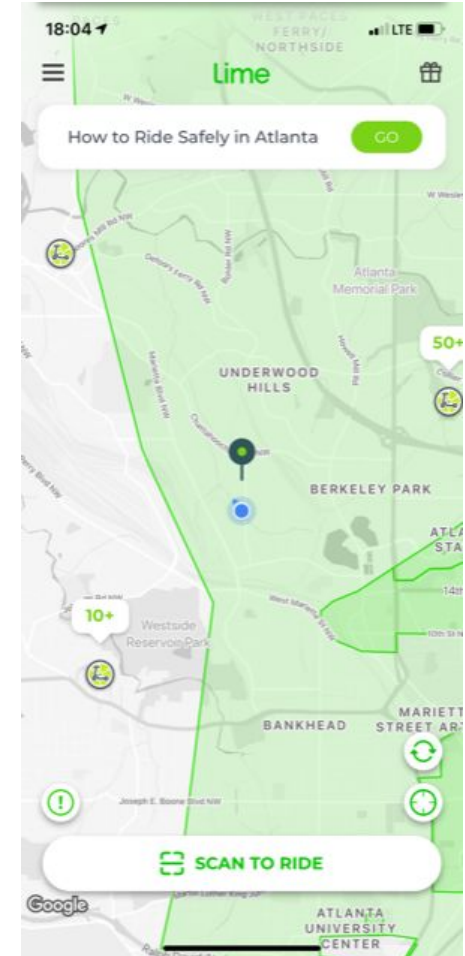
Specific in-app safety messaging

Respect the Ride campaign





Lime Puts Safety First





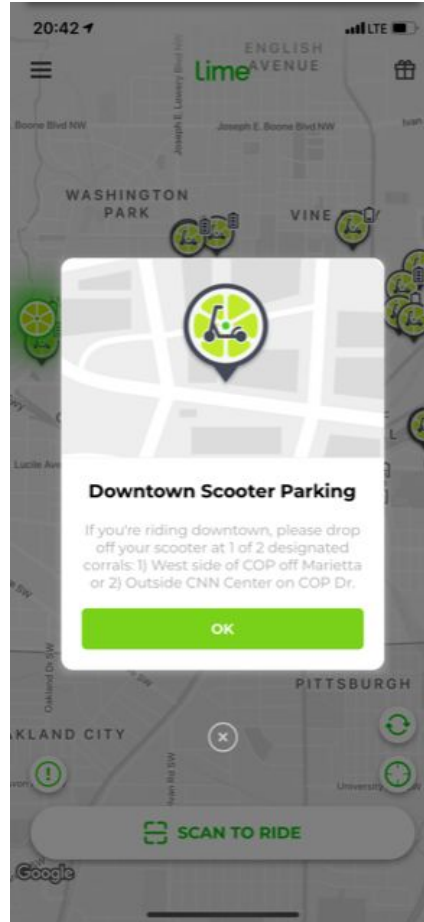
Lime Puts Safety First



Ride Carefully

- ✓ wear a helmet
- ✓ ride defensively
- ✓ don't ride under the influence of drugs or alcohol
- ✓ stay in full control of your scooter and moderate your speed when riding downhill

OK



Rider Safety Classes

Beginning in March Lime will offer monthly 30 minutes classes in Atlanta and Decatur that will include the following -

1. Review rules and recommendations for safe riding
2. Provide an opportunity to ask questions
3. Include a free test ride on a Lime scooter

Please contact georgia@li.me for more information.



Cumulative Trips

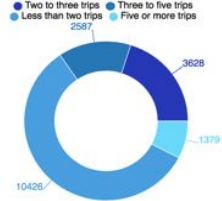
Lifetime

# Rides	# Riders	Total Distance	Total Time	Median Distance/Trip	Median Time/Trip
342,121	127,176	445,899.1 mi	7,057,319 min	0.7 mi	9 min

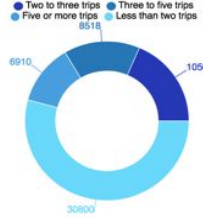
3. Data Sharing

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

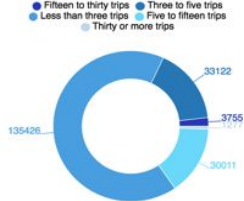
Past Week (7-Day) Rider Frequency



Past Month (30-Day) Rider Frequency



Lifetime Rider Frequency

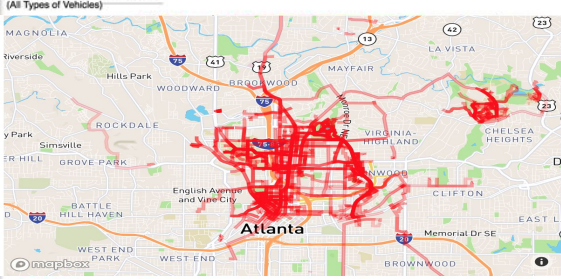


Trips Trends

Weekly



Ride Routes



Download Trip Data by Month

Pick any date within the month
September 13th
[DOWNLOAD CSV](#)

- Data transparency is a core component of Lime's approach to building trusted partnerships; we recently partnered with transportation data platform Remix to provide standardized data to LADOT
- Real-time Mobility Data Specification (MDS) feed gives cities visibility into current fleet
- Retrospective reporting on trip activity, safety, customer service, and operational metrics
- Data dashboard with insights available to track, visualize, and download fleet activity

Managing Lime-S Operations

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

Operations Our operations team actively manages our smart mobility fleet, rebalancing 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 Every night the scooter fleet is retrieved and charged, keeping the sidewalks clean. Deployment occurs before the morning rush hour and pickup takes place after dark.

Maintenance We cover all maintenance and routine checks of equipment. Damaged scooters are picked up for repairs ASAP.



A Commitment to our colors / **Lime Green**

Fully Committed to Sustainability

Launched October, 2018 Lime Green is our initiative to encompass the full range of our sustainability efforts.

This included establishing the industry's **first 100% carbon-free electric fleet**, the creation of an **internal Head of Sustainability**, and the addition of **former EPA Administrator and “climate czar”, Carol Browner, as Sustainability Advisor**.

Through our partnership with NativeEnergy, Lime is proud to be investing in new renewable energy projects as we lead the way forward in smart, sustainable micro mobility.

- Over **30 million lbs** of CO₂ saved worldwide
- Over **19 million miles** of driving avoided worldwide



The Future





People self-organize



This is the Future, Today

Thank You

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