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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

4. Feb ’18
Lime-S electric scooter launches

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

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

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
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)

One-Year Report / Executive Summary
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.

- **LIME-S (x2 TRIPS) + PUBLIC TRANSIT (x2 TRIPS):** $8.21
- **LIME-E (x2 TRIPS) + PUBLIC TRANSIT (x2 TRIPS):** $7.60
- **LIMEBIKE (2.12 MILES) + PUBLIC TRANSIT (x2 TRIPS):** $4.25

**AVERAGE DAILY COST OF CAR OWNERSHIP IN US URBAN MARKETS:** $28.18
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.
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.

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
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.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total rides on Lime-S electric scooter</td>
<td>300,000</td>
</tr>
<tr>
<td>CO₂ saved</td>
<td>280,000+ LBS</td>
</tr>
<tr>
<td>Percentage of riders who said they would have used a car if they hadn’t taken Lime-S</td>
<td>53%</td>
</tr>
<tr>
<td>Percentage of riders who used Lime to connect to or from public transit</td>
<td>39%</td>
</tr>
<tr>
<td>Percentage of riders during the pilot program who thought the city needed more scooters to satisfy demand</td>
<td>93%</td>
</tr>
</tbody>
</table>

CO₂

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 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.

- **100,000+** UNIQUE RIDERS
- **255,000 LBS** CO2 SAVED
- **10%** INCREASE IN MINORITY RIDERSHIP VS. DOCKED BIKESHARE
- **20%** INCREASE VS. DOCKED BIKESHARE IN RIDERS EARNING LESS THAN $35K/yr
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.
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
Berlin, Germany

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.

- **15,000+** UNIQUE RIDERS
- **46,000 LBS** CO2 SAVED
- **58,000** MILES RIDDEN
- **NET-POSITIVE LIME-E REPAIR TIME**
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