

## ELECTRIC SCOOTERS

# A GATEWAY TO A SHARED MOBILITY REVOLUTION

## E-SCOOTERS CAN BE PROFITABLE



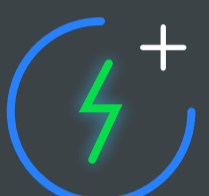
### OFFER PREPAID WALLETS & AVOID POINTLESS FEES

Encouraging users to top up their account balance with pre-payments makes it a seamless experience for them and **reduces fees** for you!



### SET A PRICE THAT MATCHES THE VALUE

E-scooters are practical and fun! Research has shown that riders are happy to pay **around 0,35€** per minute for the service.



### TAKE ADVANTAGE OF LONGER BATTERY LIVES

Newer, longer-living batteries can now keep moving for **14+ rides**, which dramatically reduces your charge cost per ride. We estimate it at around €0,40 to €1,30. Less charges means less costs!



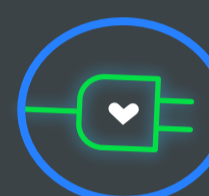
### EXTEND E-SCOOTER LIFE WITH SEAMLESS LOCKS

Around **75%** of vehicle churn is due to theft or damages. New retrofit locks will keep your fleet safe and secure.



### CHOOSE SCOOTERS THAT ARE BUILT TO LAST

Scooters are evolving. The average lifespan of new scooters jumped from 2 to **15 months**. That's a higher return on your investment and less wasted materials.



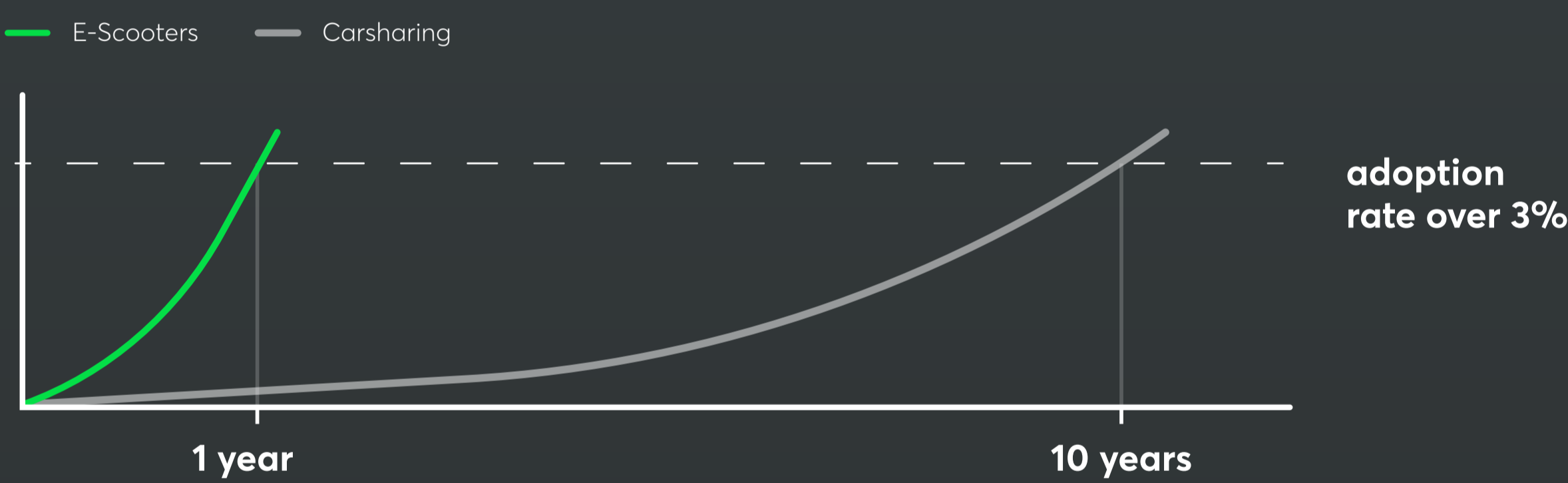
### ONLY REVIVE DEAD KICKSCOOTERS

Incentivizing e-scooter charging makes operations more efficient. Setting a minimum battery level of **under 25%** for recharging adds affordability to your efficiency.

## PEOPLE ARE EXCITED ABOUT E-SCOOTERS

Although commercial shared electric scooter services have been available for less than 2 years in the U.S. market, the adoption of these services has grown at an unprecedented pace.

### RAPID ADOPTION IN THE U.S.<sup>1</sup>



### WHY ARE RIDERS USING E-SCOOTERS<sup>2</sup>



# 30%

of drivers replaced a trip in an automobile with their most recent e-scooter ride.



# 27%

of riders in major urban markets used an e-scooter to connect to or from public transport during their most recent ride.

### GERMANS' POSITIVITY TOWARDS E-SCOOTERS

# 69%

of Germans are convinced e-scooters are a good way to improve people's mobility.<sup>3</sup>



Germany

# 55%

of Germans between 18 and 29 imagine integrating the usage of an e-scooter into their daily mobility habits.<sup>4</sup>

## A SOLUTION THAT HELPS TO ALLEVIATE THE LAST-MILE GRIDLOCK

# 40%

Cities worldwide are facing congestion and pollution caused by rapid urbanization. Around 40% of traffic in German cities are caused by cars driving a distance of less than three miles.<sup>5</sup>



Sources: 1 [https://research.populus.ai/reports/Populus\\_MicroMobility\\_2018\\_Jul.pdf](https://research.populus.ai/reports/Populus_MicroMobility_2018_Jul.pdf) 2 <https://www.vdtuev.de/news/bundesbuenger-legen-bei-e-scootern-wert-auf-sicherheit?searchterm=scooter> 3 <https://www.vdtuev.de/news/bundesbuenger-legen-bei-e-scootern-wert-auf-sicherheit?searchterm=scooter> 4 <https://www.vdtuev.de/news/bundesbuenger-legen-bei-e-scootern-wert-auf-sicherheit?searchterm=scooter> 5 [https://www.bmvi.de/SharedDocs/DE/Anlage/G/mid-ergebnisbericht.pdf?\\_\\_blob=publicationFile](https://www.bmvi.de/SharedDocs/DE/Anlage/G/mid-ergebnisbericht.pdf?__blob=publicationFile)