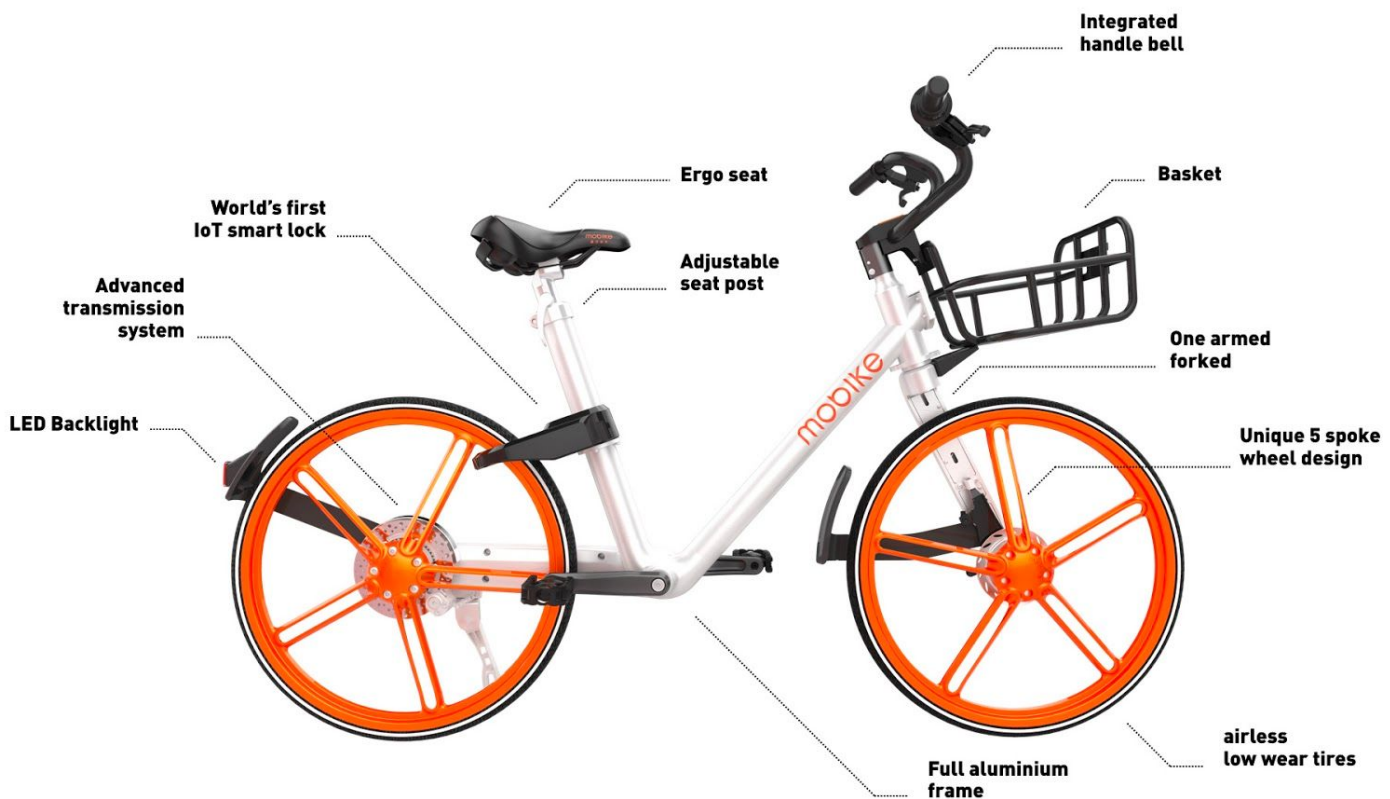




THAT'S WHAT WE ARE ALL ABOUT

The World's First Smart Bike Share Company



Mobike's Business

A New Model for Urban Transportation

Since its launch in 2016, Mobike is transforming cityscapes with its new solutions in urban mobility. It has done this by re-imagining and re-inventing technology loved around the world for over a century - the bicycle.

Mobike achieved this transformation by creating a new business model; an IoT-based intelligent bike sharing platform. Using specially designed bikes equipped with GPS and proprietary smart-lock technology, Mobike enables users to find a bike near them, reserve and unlock it, all using an elegant smartphone app. After reaching their destination, the user parks the bike in any bike-friendly location and locks it, automatically making the bike available to the next rider. This dockless bike sharing platform provides bicycles on



demand nearly everywhere in the city - eliminating the hassles of bicycle ownership and greatly exceeding the convenience and accessibility offered by traditional bike sharing programs limited by combination locks and custom parking stations. And unlike traditional bike sharing programs, which are usually tax payer funded, Mobike is a service provided directly to consumers.

To serve its IoT business model, Mobike re-designed the bicycle to be a high-quality shareable asset for urban residents. Mobike's list an impressive series of innovations, such as a chainless shaft transmission, non-puncture airless tires, a lightweight anti-rust aluminum frame, enhanced and durable disk-brakes, and an automobile-inspired five-spoke wheel. These functional design elements result in an extremely easy-to-use, durable, maintenance-free bike. Each Mobike's lifespan is estimated at 4 years of repair-free cycling.

The Mobike Way

We are Creating Industry Best Practices

Mobike's operations are founded on being responsible, sustainable, and innovative. The company works closely with city governments to define a tailored model for each city, providing an outstanding experience to users and the municipality itself. The smart bike-sharing service relieves congestion, reduces pollution, and provides a simple and cost-effective mobility solution in urban areas.

We are the first bike-share company to implement a credit system that encourages proper bike-share etiquette. Upon account registration, users are given 100 credit points. Points are awarded to users that have been using the bike responsibly, such as parking in designated parking zones, or in accordance with the city's bike-parking regulations. This way, we are educating users about parking more responsibly, improving convenience for the entire community of Mobikers.

In August, we implemented our "Mobike Hub" Smart Mobike Preferred Location (sMPL) system - dedicated parking zones that have low-powered Bluetooth technology supporting sub-meter level positioning so that we can monitor the real-time locations and overall status of our bikes within the zones. This platform also provides operations personnel with instructions for the delivery, scheduling, operation and maintenance of the bikes, thereby increasing operational efficiency and lowering costs.

Leveraging our technology expertise, we have developed *Magic Cube*, the company's AI platform that provides intelligent solutions to the most pressing traffic and transport challenges. The AI platform enables us to integrate and analyze hundreds of variables including weather, time of day, location, crowd patterns, and supply and demand trends, resulting in highly accurate predictive models that can be used to enhance operating efficiency. Our team receives notification immediately, and *Magic Cube* can help intelligently dispatch a team member to address the issue, while users are rewarded with credits for their help.



Our Growth

Connecting a World of People and Smart Bicycles

Mobike's mission is to bring more bikes to more cities, using our innovative technology to make cycling the most convenient and environmentally-friendly transport choice for urban residents. Our brand and technology is spreading around the world as cities and consumers welcome our unique smart-bike solution. The company has also established global partnerships with leading companies including Microsoft, Vodafone, Ericsson, Qualcomm, and Dow Chemical to collaborate on constantly innovating and improving our products and service.

In a little over a year since launch, Mobike has grown to become one of the fastest companies in the world. As of September 2017, Mobike has entered over 170 cities in China, Singapore, Japan, Italy, the United Kingdom, Thailand and Malaysia. The platform has over 100 million registered users. We currently operate a fleet of over 7 million bikes and complete up to 25 million trips daily. And we have only just begun!

Mobike's Impact

Changing Cities, Improving Lives

Mobike was born from a desire to fundamentally change the way we move through, interact with, and live in cities. By providing convenient, affordable, ubiquitous access to bicycles for everyone, we are already changing the way people commute, enjoy leisure time, and conduct business. Mobikes effectively extend the range of pedestrians, opening and connecting new areas of cities and nurturing more vibrant urban environments. And because Mobike's urban mobility solution is delivered over one of the world's largest IoT networks, big data collected and analyzed by our *Magic Cube* AI platform can help city planners and managers leverage a wealth of insight for smarter, more optimized operations and infrastructure.

By making urban cycling more accessible, popular, and smart, Mobike is delivering scaled sustainable mobility solutions for people and cities around the world; and the benefits are impressive. According to [joint research](#) by Mobike with Tsinghua University's China New Urbanization Research Institute released in May 2017, since the introduction of Mobike and other bike sharing services in China, among Mobikers cycling has doubled in usage over the last year, accounting for 11.6% of total transportation today versus just 5.5% of overall transportation a year ago. And car trips among our users have fallen by 3.2%, to 26.6% over the same period. Use of private car services and illegal auto rickshaws has decreased significantly following the growth of bike-sharing.



Mobike by the Numbers

Operational Stats:

- Over 100 million registered users
- Supports over 25 million rides every day
- Operates over 7 million smart Mobikes, connected through IoT technology
- Generates over 20TB of data on Mobike's big data platform ("Magic Cube")
- Production capacity of over 10 million bikes annually; daily production capacity up to 100,000 bikes

Environmental Impact:

- As of August 2017, Mobike users have collectively cycled over 5.6 billion kilometers, equivalent to reducing CO2 emissions by more than 1.26 million tons, or taking 350,000 cars off the road for a year, based on calculations by WWF China regarding of Mobike's first year of operations.
- In a survey of over 100,000 Mobike users, thanks to Mobike providing an alternative way of getting around, they report decreased usage of cars by 55%.
- In June 2017, Mobike received the WWF's "Climate Solver Sustainable Urban Mobility Special Award" in recognition of the impact its innovative technology and promotion of sustainable transport.

For further information please contact
press@mobike.com