



Reimagining Urban Life

Through the Wonder of Mobility (And Free to Cities)

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Who We Are



Reimagining urban life

Lime is transforming urban mobility with **affordable, clean, on-demand, and first- and last-mile mobility.**

From electric scooters, electric bikes, and car share, we're committed to building the world's most **versatile urban mobility fleet** and lasting community relationships **in service of meeting public policy objectives.**



01

Who We Are

No funding required
to operate and expand our services

American company
that's well-funded by top Bay Area
investment firms means we're a stable,
long-term provider

**Equitable and inclusive
mobility**
for low- and moderate- income riders

**Hardware and operational
excellence**
built on the industry leading hardware
and the smartest operations backend





01

Who We Are

DEC

2017

LIME PASSES 1M RIDES GLOBALLY



JUN

2018

LIME ACTIVE ON 2 CONTINENTS, LAUNCHES FIRST E-SCOOTERS IN PARIS



DEC

2018

LIME ACTIVE ON 5 CONTINENTS, PASSES 26M RIDES GLOBALLY



OCT

2018

LIME GOES CARBON FREE, PASSES 1M RIDES IN PARIS

Timeline to 35M Rides



JAN

2018

LIME INTRODUCES E-ASSIST BIKE SHARING

MAY

2018

LIME LAUNCHES US MILITARY'S 1ST DOCK-FREE MICRO MOBILITY SERVICE

JUL

2018

LIME PASSES 6M RIDES GLOBALLY



NOV

2018

LIME LAUNCHES GLOBAL SAFETY CAMPAIGN, INTRODUCES VEHICLE SHARING



01

Who We Are

LIME IS ACTIVE IN OVER

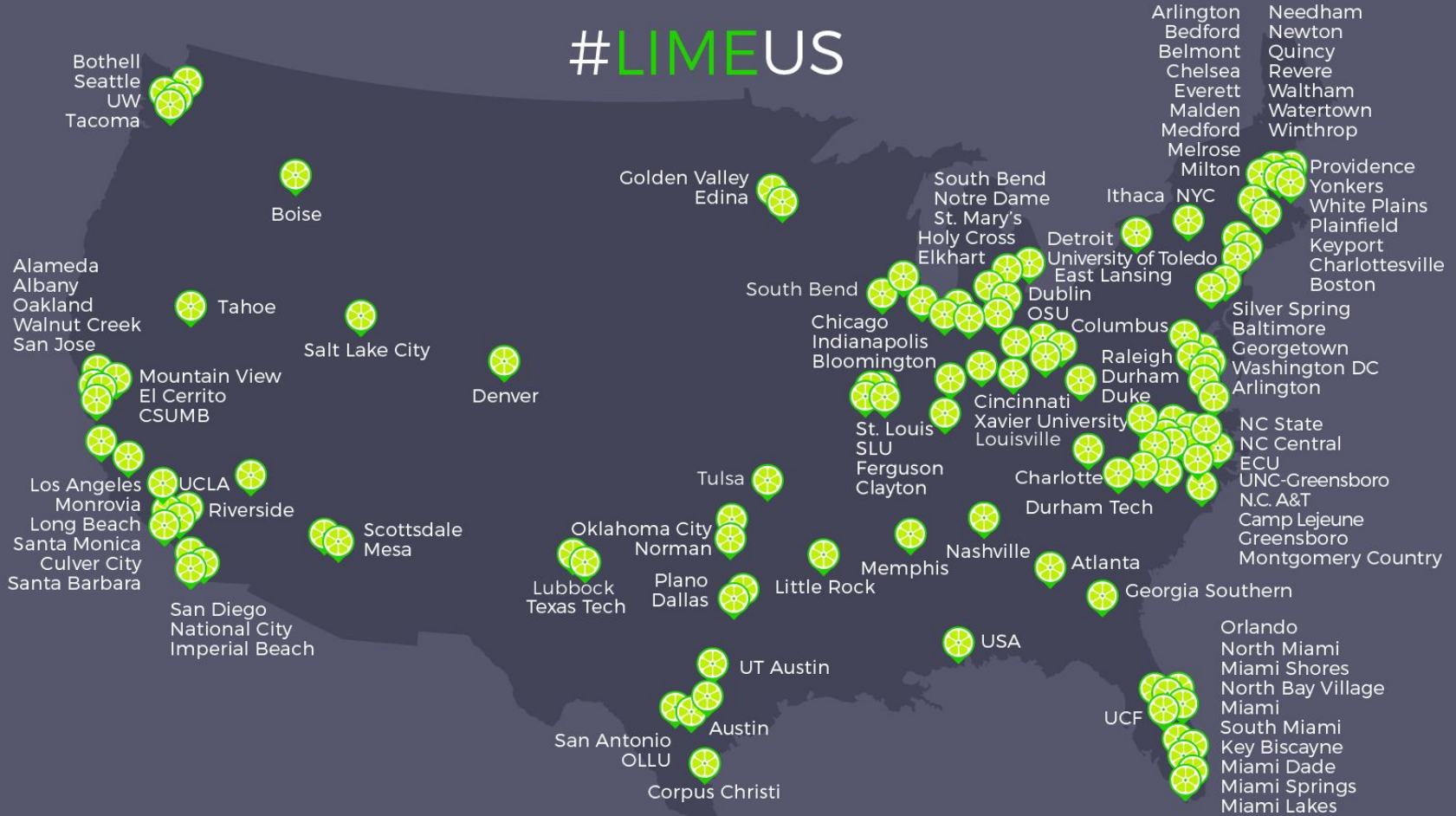
100
CITIES

ON

FIVE

CONTINENTS AROUND THE WORLD

#LIMEUS





01

Who We Are

40M Total Rides Globally

32M Miles Traveled or 117 Trips to the Moon!

25% of Lime riders report an age of 37 or older

34% of Lime Riders Report Making Less than \$50k a Year

74% Less than the Cost of Owning and Operation a Personal Vehicle (\$28.18 vs \$7.27)





01

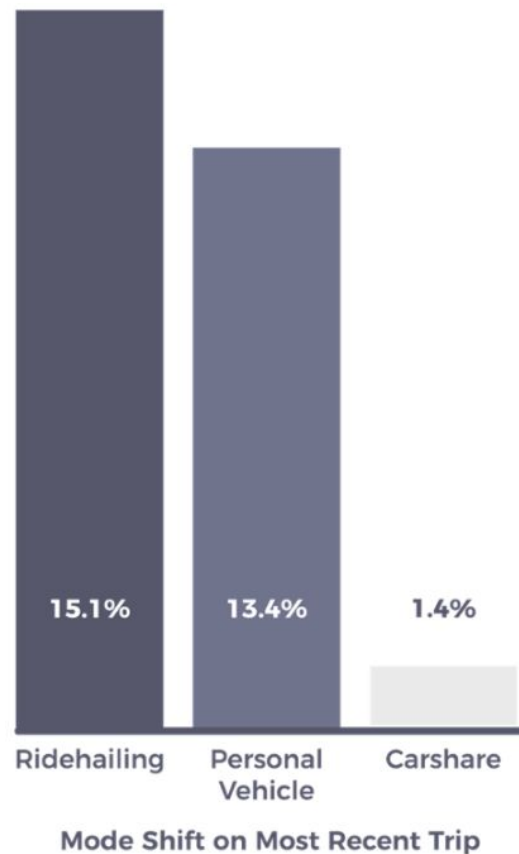
Who We Are

20%

of riders in our major urban markets reported **traveling to/from public transit** during their most recent trip.

30%

of riders reported **replacing a trip by automobile (personal car, carshare, or taxi/ridehail)** during their most recent trip.



02

What Sets Us Apart





02

What Sets Us Apart

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





02

What Sets Us Apart

Gen 3 Scooter... Designed for Safety





02

What Sets Us Apart

Dual Operations Model -- the best of both worlds

A **100+ full-time internal** operations staff
along with **active juicers**

Lime's internal Ops team (100+ full-time staff)

We manages our smart mobility fleet 24/7 (rebalance, patrol, fix, charge, deploy, retrieve, support etc.).

Our juicer community

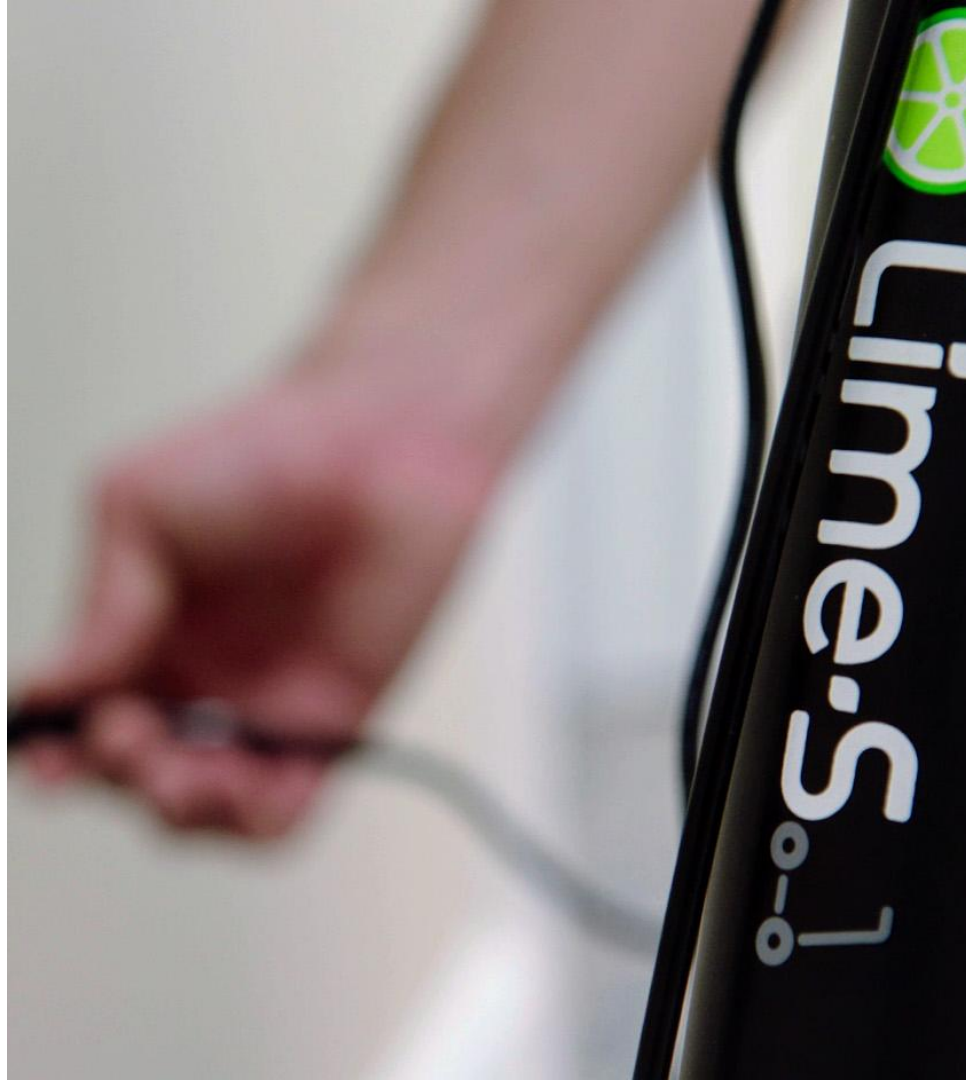
Our juicers support Lime on deployment and charging tasks using our technology, which enable us to scale.

100% in-house daily fleet maintenance

Our internal operations team covers all maintenance and routine checks of equipment to ensure quality.

Customer Service

We maintain 24 hour customer service and respond to urgent issues within 2 hours during regular business hours.





02

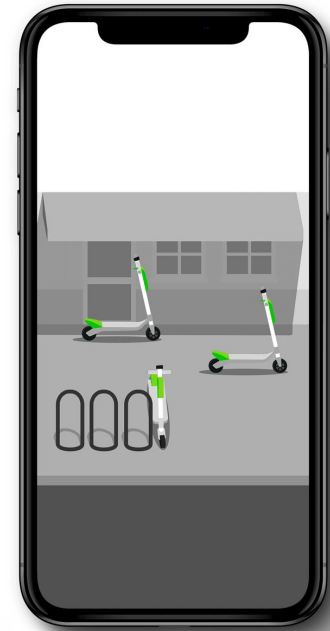
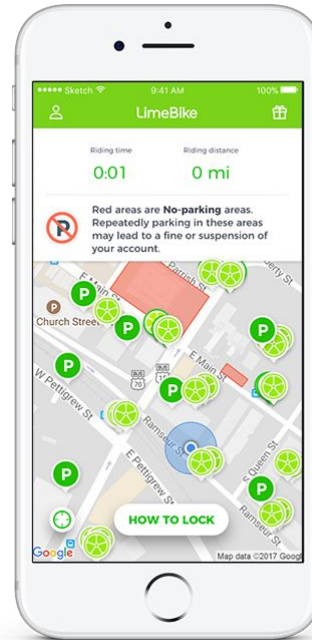
What Sets Us Apart

Our Approach to Smart Parking

Geo-fence
existing legal parking areas

In-app instructions
on how & where to park

Educating Riders
on legal parking regulations



Available
Scooters



Recommended
Parking Spots



02

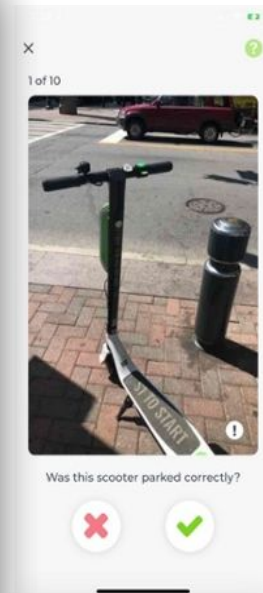
What Sets Us Apart

Our Approach to Smart Parking

Gamified parking reinforces good parking behavior and crowdsources the marking of “bad” parking jobs

Reward riders for parking properly

Support parking infrastructure to ensure organized public space in key locations



Available Scooters



Recommended Parking Spots



02

What Sets Us Apart

Lime Access

50% discount on all Lime-S electric scooter rides.

Cash payments through PayNearMe partnership

Text-to-unlock feature allows for non-smartphones to unlock a scooter.





Multilingual app, customer support, and rider education materials

Direct sign up options



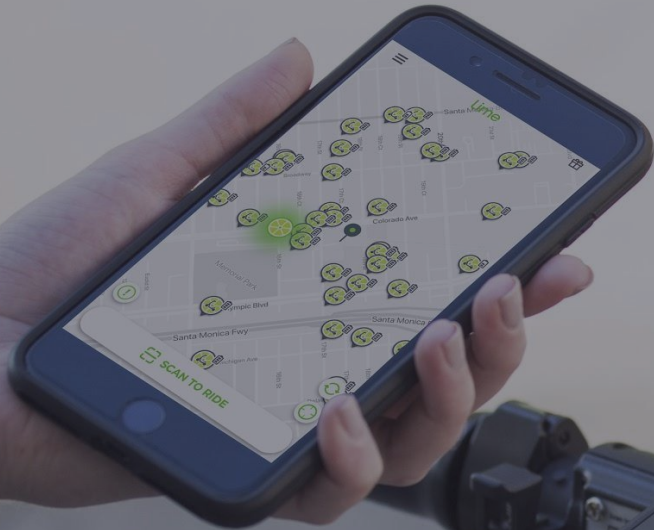
Qualifying is simple

Email access@li.me with the following information:

-  Full Name
-  Phone Number (this number should be for the phone you plan to use for LimeBike)
-  Valid government-issued photo ID
-  Proof of low income status (e.g. EBT card, discounted utility bill, or any other state or federally-run assistance program document)

Our Lime-E electric bikes and Lime-S electric scooters are 50% off for Access members: \$0.50 to unlock, and \$0.07/min.

(Please note: by emailing the Access team, users affirm that they have read and agree to our User Agreement and Privacy Policy.) A Lime representative will get back to you within 2 business days with any next steps and further information.



Connecting people with modern mobility

12:05

Your location

United States Postal Service

5 min 10 min 15 min 5 min

Depart at 12:05 PM

Recommended route

5 > 44 10 min >

12:06 - 12:16 PM \$2.75
In 7 min & 14 min from NE 45th St & 7th Ave NE

Other options

via NE 45th St 15 min >
0.7 mi

Lime-E 9 min >
Electric bike · Battery 26.4 mi \$2.00
2 min walk · 15 others nearby
Estimated cost

Uber 5 min >
2 min away \$4-\$7
Ad Estimate for UberPool. Actual fare may vary.

Lyft 5 min >
2 min away \$5-\$7



Getting to sidewalk
detection

03

Serving Cities





03

Serving Cities

Example:
Our 2018-2019
Tacoma
Ridership



122,000 rides in just over six months

More than 30,000 unique riders

136,000 miles ridden across Tacoma!



03

Serving Cities

Our 2018 Seattle Rider Survey

25% age 42 or over

32% identified as people of color

32% used Lime to get to dining or entertainment

33% used Lime to commute to school or work

30%

of riders in Seattle used Lime in lieu of a private car, car share, or ride hailing on their most recent ride.





20% of US Lime riders in our major urban markets report using Lime to connect to transit on their last trip in the past week.

In Mexico City: **40%** did so in the past week

In Mexico City: **64%** in the past month



03

Serving Cities

Our Projected Impact

100-200 initial scooters available citywide

50-100 juicers making **\$4 to \$20 per scooter** they juice (recharge)

Better connections from hotels to local businesses

Better visitor experience and better worker experience

SeaTac recognized as a leader in mobility





03

Serving Cities

Our Approach to Safety & Education

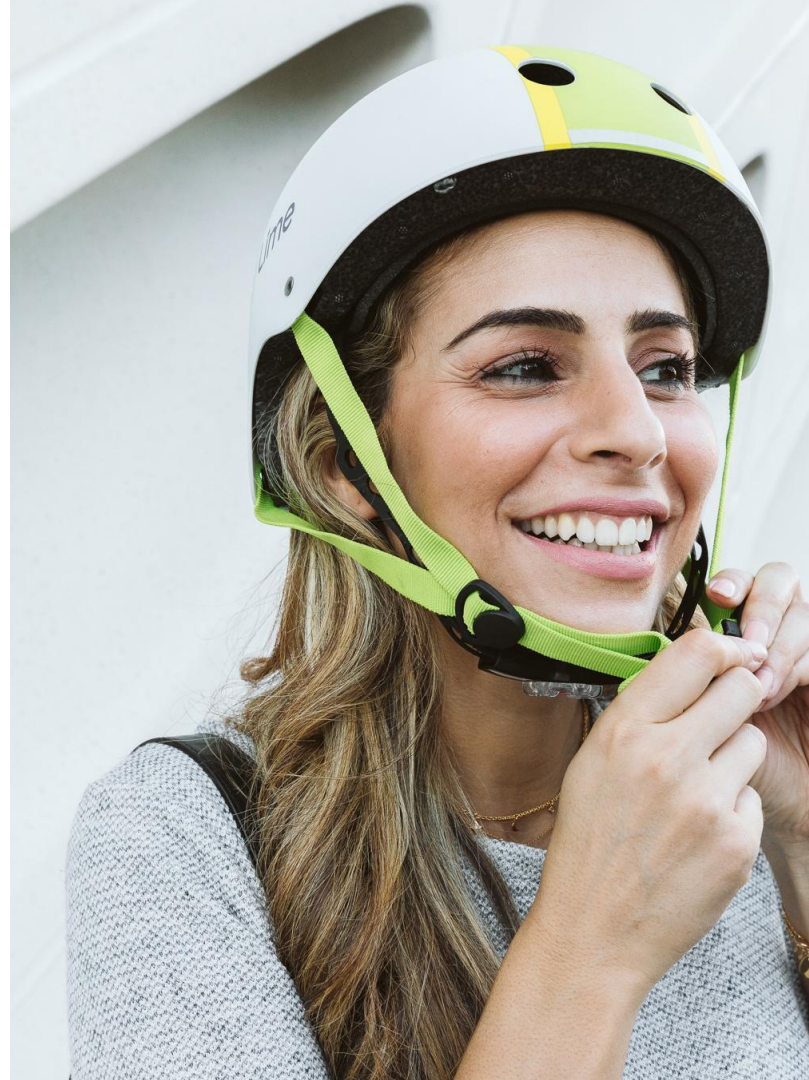
User Education and Training

Helmet Distribution

In-app messaging

Maximum motorized speed (14.8 mph)

User termination





03

Serving Cities

Respect the Ride

Ride responsibly at all times.

Wear a helmet while riding.

Abide by all traffic laws & speed limits.

Ride only within designated areas such as streets and bike lanes.

Park properly out of the way of a pedestrian walkways or service ramps.

Be aware of automobiles and pedestrians, and fellow riders.





03

Serving Cities

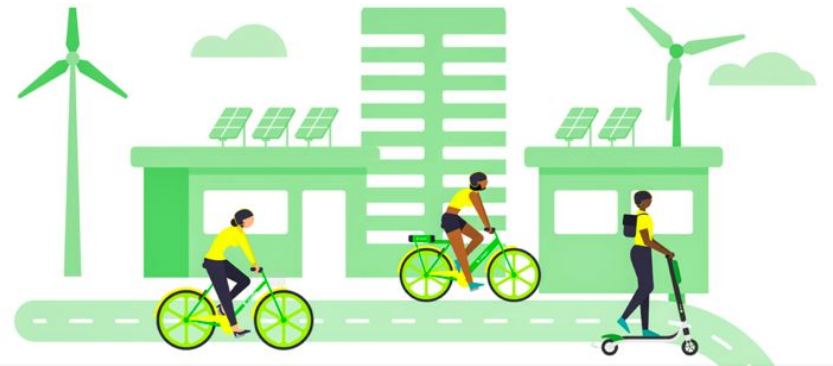
Fully Committed to Sustainability

In October of 2018, Lime launched our Lime Green 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 30M lbs of CO2 saved worldwide	Over 3.5M lbs of CO2 saved in LA area
Over 19M miles of driving avoided worldwide	Over 1.7M miles of driving avoid in LA area

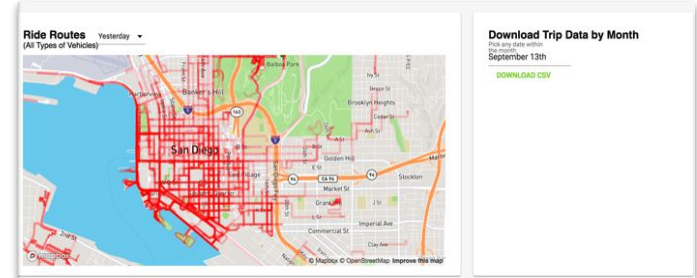
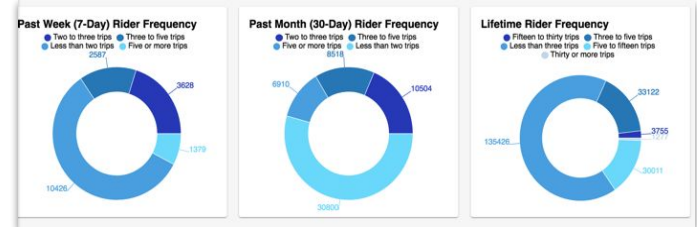




Build a Smarter City

Data transparency is a core component of Lime's approach to building trusted partnerships

- Reporting of City KPIs
- Access to Mobility Data Specification (MDS) feed gives City visibility into fleet and system metrics
- Retrospective reporting on trip activity, safety, customer service, and operational metrics
- Data dashboard with insights available to track, visualize, and download fleet activity





03

Serving Cities

Dedicated to Enhancing Cities

- Increasing transit and community access while reducing congestion
- Building advocates for better transit and safer street infrastructure
- Hiring local jobs, creating economic opportunities, and connecting people to SeaTac's thriving businesses
- Education & Awareness efforts with helmet giveaways, promo codes, and demo rides





03

Serving Cities

The micromobility movement is transforming the way people get around cities.

*Lime is Leading
the Revolution.*





Thank you.

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