



Year-End Report



A man in a dark suit, light blue shirt, and white helmet is riding a green LimeBike on a paved path. The bike has a green basket with the LimeBike logo. The background shows trees and a blue sky with clouds.

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Introduction





2018 was a landmark year for Lime.

As micro mobility has expanded from pedal and e-assist bikes to electric scooters and transit pods, cities around the world have begun to adapt to and embrace this exciting new approach to personal transportation.

Lime's Year-End Report offers a detailed look at the global impact of bike and scooter sharing, pulling from in-depth survey analyses and data sourced from more than 26,000,000 trips worldwide.

The insights drawn from this report are shared to help enable a more thorough public understanding of the benefits of micro mobility, and to demonstrate Lime's commitment to transparency and policy collaboration.

Thank you as always for your continued trust and support as we look ahead to another great year of growth and innovation in 2019.

A man with a beard and a black helmet is riding a green LimeBike. He is wearing a black hoodie and blue jeans. The bike has a green frame with 'LimeBike' written on it and a green basket on the handlebars. He is riding on a paved path in a city square. In the background, there is a large, ornate building with a dome, which is St Paul's Cathedral. To the left, there is a brick building with many windows. A street sign on the left reads 'PETER'S HILL EC4'. There are some trees and a few other people in the background.

Getting Here



Timeline to 26M Rides

DEC

2017

LIME PASSES 1M
RIDES GLOBALLY



FEB

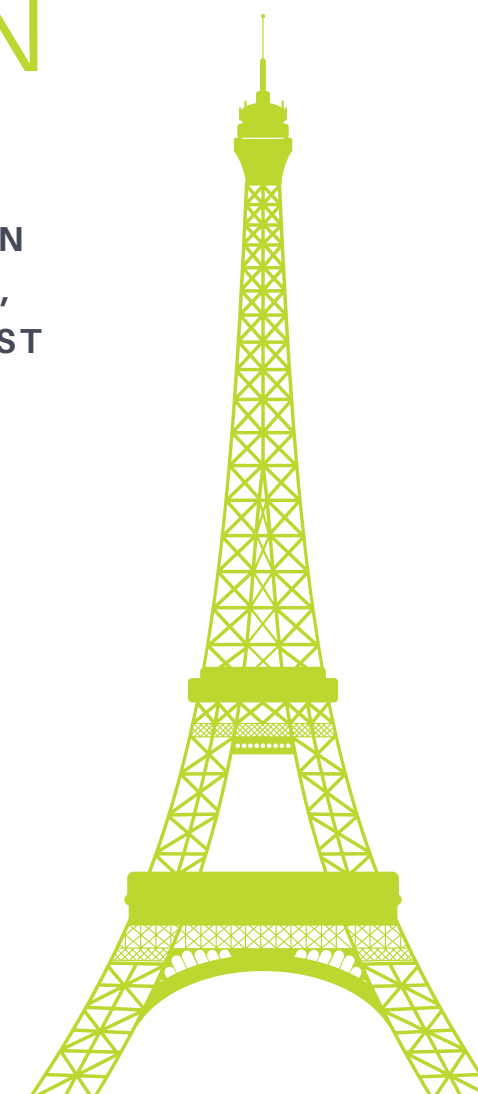
2018

LIME INTRODUCES
ELECTRIC SCOOTER
SHARING

JUN

2018

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



OCT

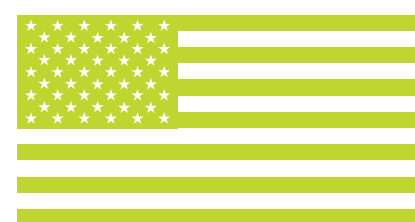
2018

LIME GOES CARBON
FREE, PASSES 1M
RIDES IN PARIS

DEC

2018

LIME ACTIVE ON
5 CONTINENTS, PASSES
26M RIDES GLOBALLY



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

By the Numbers





26,000,000

TOTAL RIDES

28,000,000

MILES TRAVELED,
EQUIVALENT TO

117

TRIPS TO
THE MOON

32%

OF LIME RIDERS REPORTED
TRAVELING TO/FROM DINING
OR ENTERTAINMENT DURING
THEIR MOST RECENT TRIP

40%

OF LIME RIDERS REPORTED
COMMUTING TO/FROM WORK
OR SCHOOL DURING THEIR
MOST RECENT TRIP



LIME IS ACTIVE IN OVER

100

MARKETS

ON

FIVE

CONTINENTS AROUND THE WORLD



LIME FOR ALL: AGE

32

AVERAGE AGE OF LIME
RIDERS GLOBALLY

25%

OF LIME RIDERS REPORT
AN AGE OF 37 OR OLDER

CONNECTING CITIES

20%

OF LIME RIDERS IN OUR MAJOR URBAN
MARKETS* REPORTED TRAVELING TO/
FROM PUBLIC TRANSIT DURING THEIR
MOST RECENT TRIP

MODE SHIFT

30%

OF LIME RIDERS REPORTED REPLACING
A TRIP BY AUTOMOBILE (PERSONAL CAR,
CARSHARE OR TAXI/RIDESHARE) DURING
THEIR MOST RECENT TRIP

LIME FOR ALL: INCOME

34%

OF LIME RIDERS REPORTED
AN ANNUAL INCOME OF

\$50,000

 OR LESS

52%

OF LIME RIDERS REPORTED
AN ANNUAL INCOME OF

\$75,000

 OR LESS



IN US CITIES, A RIDER USING LIME SCOOTERS, BIKES OR E-ASSIST BIKES
IN CONJUNCTION WITH PUBLIC TRANSIT WOULD PAY, ON AVERAGE,

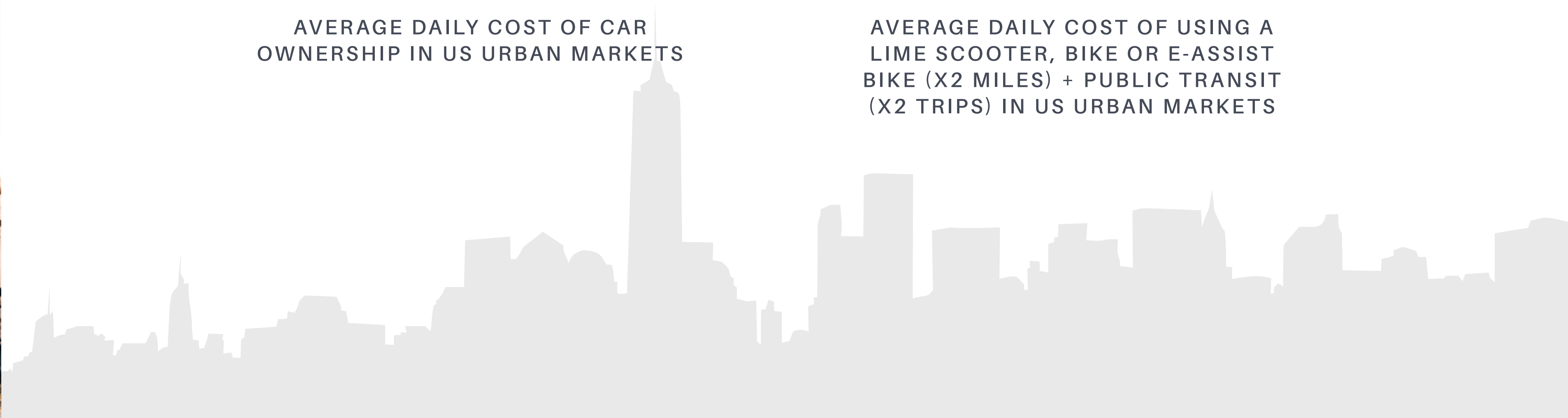
74% LESS

THAN THE COST OF OWNING AND OPERATING A PERSONAL VEHICLE

\$28.18 vs \$7.27

AVERAGE DAILY COST OF CAR
OWNERSHIP IN US URBAN MARKETS

AVERAGE DAILY COST OF USING A
LIME SCOOTER, BIKE OR E-ASSIST
BIKE (X2 MILES) + PUBLIC TRANSIT
(X2 TRIPS) IN US URBAN MARKETS



A close-up photograph of a Black woman with long, dark, curly hair, wearing a white firefighter's helmet with yellow reflective stripes and a dark jacket. She is smiling broadly, showing her teeth, and has her hands clasped near her chin. The background is blurred, showing green foliage and a white car. The text "Education and Impact" is overlaid in white, bold, sans-serif font across the center of the image.

Education and Impact



Lime Green

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 and the creation of an internal Head of Sustainability.

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.



Lime to the Polls

On November 6th, 2018, the Lime To The Polls campaign became the most successful free-ride initiative in our history. One out of every ten trips made on election day took advantage of the LIMETOVOTE18 discount code, offered to help get riders to and from their polling places free of charge.

Lime is proud to be the first micro mobility company to facilitate increased voter turnout, and we're taking what we've learned from this campaign to develop new ways of supporting meaningful civic engagement.



Respect The Ride

Respect The Ride is Lime's global safety initiative promoting education and responsible ridership. Launched in the US on November 5th, the Respect The Ride pledge was signed over 75,000 times in its first 5 days alone.

As the campaign has expanded into Europe and beyond, we're moving forward with our commitment to distribute 250,000 free helmets to micro mobility riders around the world.

LimePods

As 2018 draws to a close, Lime is expanding our fleet offering to include car sharing. This exciting step in the evolution of micro mobility allows us to serve more riders in more communities, and reduces the necessity of personal car ownership.

LimePods are being piloted in Seattle before we look to launch the program in other global markets in 2019.



Case Studies





Los Angeles Metro Area, CA (US)

From Watts to Santa Monica, Lime is helping people avoid traffic in a city known worldwide for car congestion. Two in five riders in Los Angeles report using Lime to replace travel by car, a mode shift statistic that ranks near the top of the list worldwide.

Angelenos are also cruising for longer distances: on average, more than five miles per person. This puts them second only to Paris in terms of miles traveled per unique rider.



435,000

RIDERS

23%

OF LIME RIDERS IN LOS ANGELES
REPORTED TRAVELING TO/FROM
SHOPPING OR ERRANDS DURING
THEIR MOST RECENT TRIP

35%

OF LIME RIDERS IN LOS ANGELES
REPORTED TRAVELING TO/FROM
DINING OR ENTERTAINMENT DURING
THEIR MOST RECENT TRIP

40%

OF LIME RIDERS IN LOS ANGELES
REPORTED REPLACING A TRIP BY
AUTOMOBILE (PERSONAL CAR,
CARSHARE OR TAXI/RIDESHARE)
DURING THEIR MOST RECENT TRIP

30%

OF LIME RIDERS IN LOS ANGELES
REPORTED COMMUTING TO/FROM
WORK OR SCHOOL DURING THEIR
MOST RECENT TRIP



NYC Staten Island and The Rockaways (US)

Dock free micro mobility is transforming New York's outermost boroughs. In Staten Island and the Rockaways, one in four riders report using Lime to access public transit, helping them better navigate the country's most populous city.

Even more encouraging are the demographic numbers. 40% of Lime riders in NYC identify as female, compared with about 25% of NYC's docked bikeshare riders, and 70% identify as a non-white race or ethnicity. This demonstrates the potential of micro mobility to bridge traditional gender and racial gaps in cycling.



19,000 RIDERS

17%

OF LIME RIDERS IN NYC REPORTED TRAVELING TO/FROM SHOPPING OR ERRANDS DURING THEIR MOST RECENT TRIP

25%

OF NY LIME RIDERS REPORTED TRAVELING TO/FROM PUBLIC TRANSIT DURING THEIR MOST RECENT TRIP

40%

OF LIME RIDERS IN NYC IDENTIFY AS FEMALE

23%

OF LIME RIDERS IN NYC REPORTED COMMUTING TO/FROM WORK OR SCHOOL DURING THEIR MOST RECENT TRIP



Austin, TX (US)

Lime electric scooters have found a new home in the Texan capital of cool and quirky. With 40% of riders using Lime to replace a trip by car, Austinites are increasingly opting for two wheels instead of four.

Viewed through a small business lens, Austin’s robust ridership is particularly encouraging. More than two in five people report using Lime to travel to or from dining or entertainment venues during their most recent trip.



275,000 RIDERS

12%

OF LIME RIDERS IN AUSTIN REPORTED TRAVELING TO/FROM SHOPPING OR ERRANDS DURING THEIR MOST RECENT TRIP

42%

OF LIME RIDERS IN AUSTIN REPORTED TRAVELING TO/FROM DINING OR ENTERTAINMENT DURING THEIR MOST RECENT TRIP

40%

OF LIME RIDERS IN AUSTIN REPORTED REPLACING A TRIP BY AUTOMOBILE (PERSONAL CAR, CARSHARE OR TAXI/RIDESHARE) DURING THEIR MOST RECENT TRIP

38%

OF LIME RIDERS IN AUSTIN REPORTED COMMUTING TO/FROM WORK OR SCHOOL DURING THEIR MOST RECENT TRIP



Seattle, WA (US)

Seattle continues to set bike sharing records. In the past 17 months, Emerald City riders have taken more than two million trips on Lime e-assist and pedal bikes, marking the first time a US market has reached this historic milestone.

The city recently broke even more new ground as the first market to pilot LimePods. With Lime car and bike sharing available, Seattle residents will have even more ways to reduce their dependence on personal vehicles.



2,050,000 RIDES

350,000 RIDERS

31%

OF LIME RIDERS IN SEATTLE REPORTED TRAVELING TO/FROM DINING OR ENTERTAINMENT DURING THEIR MOST RECENT TRIP

34%

OF LIME RIDERS IN SEATTLE REPORTED COMMUTING TO/FROM WORK OR SCHOOL DURING THEIR MOST RECENT TRIP

30%

OF LIME RIDERS IN SEATTLE REPORTED REPLACING A TRIP BY AUTOMOBILE (PERSONAL CAR, CARSHARE OR TAXI/ RIDESHARE) DURING THEIR MOST RECENT TRIP



Atlanta, GA (US)

Lime scooters rolled into the ATL in late June and already the program is showing results. An increasing number of Atlantans are opting for two wheels instead of four, with 37% of riders using Lime to replace their most recent trip by car.

The city's increasing push to create bike lanes and complete streets is likely a reason why so many riders (two in five) report using Lime to commute to school or work.



85,500 RIDERS

17%

OF LIME RIDERS IN ATLANTA
REPORTED TRAVELING TO/FROM
SHOPPING OR ERRANDS DURING
THEIR MOST RECENT TRIP

37%

OF LIME RIDERS IN ATLANTA
REPORTED REPLACING A TRIP BY
AUTOMOBILE (PERSONAL CAR,
CARSHARE OR TAXI/RIDESHARE)
DURING THEIR MOST RECENT TRIP

40%

OF LIME RIDERS IN ATLANTA
REPORTED COMMUTING TO/FROM
WORK OR SCHOOL DURING THEIR
MOST RECENT TRIP

35%

OF LIME RIDERS IN ATLANTA
REPORTED TRAVELING TO/FROM
DINING OR ENTERTAINMENT DURING
THEIR MOST RECENT TRIP



Kansas City, MO (US)

In just three months, micro mobility users in the City of Fountains have already racked up tens of thousands of miles on Lime electric scooters. Equally as eye-opening is the percentage of KC riders who report using Lime to replace a recent trip by automobile: two in five.

Similar to cities like Austin, micro mobility users in Kansas City have shown a tendency to use Lime products to frequent area businesses. More than half of them report traveling to or from dining or entertainment venues during their most recent trip.



31,000

RIDERS

15%

OF LIME RIDERS IN KANSAS CITY
REPORTED TRAVELING TO/FROM
SHOPPING OR ERRANDS DURING
THEIR MOST RECENT TRIP

40%

OF LIME RIDERS IN KANSAS CITY
REPORTED REPLACING A TRIP BY
AUTOMOBILE (PERSONAL CAR,
CARSHARE OR TAXI/RIDESHARE)
DURING THEIR MOST RECENT TRIP

54%

OF LIME RIDERS IN KANSAS CITY
REPORTED TRAVELING TO/FROM
DINING OR ENTERTAINMENT DURING
THEIR MOST RECENT TRIP

30%

OF LIME RIDERS IN KANSAS CITY
REPORTED COMMUTING TO/FROM
WORK OR SCHOOL DURING THEIR
MOST RECENT TRIP



Paris, France (EU)

Paris continues to set global records for its micro mobility usage. In less than six months the city has already accumulated more than 2 million Lime electric scooter rides, and nearly half of all riders surveyed report using Lime to commute to either school or work.

Partnerships with the Asia Now Art Fair and Paris Fashion Week during which Lime stood out with a Stella McCartney collaboration, as well as exclusive service to the city's La Defense business sector, have helped solidify Lime's place in modern Parisian living.



2,000,000 RIDES

315,000 RIDERS

25%

OF LIME RIDERS IN PARIS REPORTED TRAVELING TO/FROM DINING OR ENTERTAINMENT DURING THEIR MOST RECENT TRIP

45%

OF LIME RIDERS IN PARIS REPORTED COMMUTING TO/FROM WORK OR SCHOOL DURING THEIR MOST RECENT TRIP

22%

OF LIME RIDERS IN PARIS REPORTED TRAVELING TO/FROM PUBLIC TRANSIT DURING THEIR MOST RECENT TRIP



Lisbon, Portugal (EU)

Lime has worked hand in hand with officials in Lisbon to craft a solution that fits the city's unique transit needs, and it's paying off. In just two months, 53,000 riders in the Portuguese capital have traveled on Lime electric scooters.

Perhaps most striking is the number of riders here who report using Lime to commute to or from work and school. At 57%, Lisbon is the highest-rated city in this category.



53,000 RIDERS

9%

OF LIME RIDERS IN LISBON
REPORTED TRAVELING TO/FROM
SHOPPING OR ERRANDS DURING
THEIR MOST RECENT TRIP

27%

OF LIME RIDERS IN LISBON
REPORTED TRAVELING TO/FROM
DINING OR ENTERTAINMENT
DURING THEIR MOST RECENT TRIP

57%

OF LIME RIDERS IN LISBON
REPORTED COMMUTING TO/FROM
WORK OR SCHOOL DURING THEIR
MOST RECENT TRIP

21%

OF LIME RIDERS IN LISBON REPORTED
REPLACING A TRIP BY AUTOMOBILE
(PERSONAL CAR, CARSHARE OR TAXI/
RIDESHARE) DURING THEIR MOST
RECENT TRIP



Auckland, New Zealand (ANZ)

Lime launched in Auckland on October 15, just in time for summer in the southern hemisphere. Since then, more than 100,000 Auckland riders have tried Lime electric scooters, and nearly a quarter report using the service to replace a recent trip by car.

Similar to European cities like Paris and Lisbon, Auckland riders are using micro mobility to supplement their commutes. A lot. More than 50% of riders report taking Lime electric scooters to work or school on their most recent trip.



105,000 RIDERS

18%

OF LIME RIDERS IN AUCKLAND REPORTED TRAVELING TO/FROM SHOPPING OR ERRANDS DURING THEIR MOST RECENT TRIP

22%

OF LIME RIDERS IN AUCKLAND REPORTED REPLACING A TRIP BY AUTOMOBILE (PERSONAL CAR, CARSHARE OR TAXI/RIDESHARE) DURING THEIR MOST RECENT TRIP

56%

OF LIME RIDERS IN AUCKLAND REPORTED COMMUTING TO/FROM WORK OR SCHOOL DURING THEIR MOST RECENT TRIP

21%

OF LIME RIDERS IN AUCKLAND REPORTED TRAVELING TO/FROM DINING OR ENTERTAINMENT DURING THEIR MOST RECENT TRIP