

e-Bikes for employees

Equipment and services

Since 2013

T3-2022

Cyclez

INTRODUCTION



Who are we?

- **Cyclez aims at providing bike equipments and services for employees as a global operator**
- **Founded in 2013**, a very strong presence in the mobility ecosystem
- We are **convinced that e-bike is a serious mobility solution** for employees and companies
- **Cyclez won the Region e-bike market VELIGO LOCATION** aside La Poste – Transdev – Velogik to operate the rental of 20000 e-bikes (Cyclez own 5% of the joint venture)
- **Cyclez has developed the National label Objectif Label Employeur Pro-vélo** with ADEME, Allianz, Ekodev and FUB
- **Cyclez is the bike partner of ARVAL**

Our partners



What is bike good for?



Sources :

<https://www.medef.com/fr/communiquede-presse/article/le-medef-le-cnosf-et-ag2r-la-mondiale-devoilent-la-premiere-etude-sur-l-impact-economique-de-l-activite-physique-et-sportive-sur-l-entreprise-le-salarie-et-la-societe>

«The association between commuter cycling and sickness absence» Ingrid J.M. Hendriksen, Monique Simons, Francisca Galindo Garre, Vincent H. Hildebrandt, 2010

<https://www.yespark.fr/prix-parking#:~:text=Il%20faut%20compter%20un%20prix,est%20de%201%20740%E2%82%AC.>

<https://www.bva-group.com/sondages/salaries-nouveaux-enjeux-travail-sondage-bva-salesforce/>

CYCLEZ BUSINESS MODEL



French regulations and Cyclez Business Model

3 regulations that shape the market

LTE 2015

Tax Credit for e-bike fleets

25% of the total cost of the investment (rental or buy) deducted from the annual Tax



E-bike fleets
Company bikes

LOM 2019

Forfait Mobilité Durable up to 600€ per year

Each employee can benefit a Mobility Credit of 600€ per year (max) free of Taxes to support their expenses including bikes



Selling and renting personal and company e-bikes to employees

Label OEPV - 2021

Subsidy for companies that engage in bike policy

National program financed up to 40 M€ to help companies implement actions for bicycle use (Cyclez is one of the founders of the program)



Cyclez is one of the service providers listed by the program

In addition many Regions and Cities offer personal grants to help buying e-bikes:
Paris = 400€ - Ile de France Region = 500 €

Cyclez developped 5 lines of business

Cyclez Digital

One stop plateforme for bike in the company

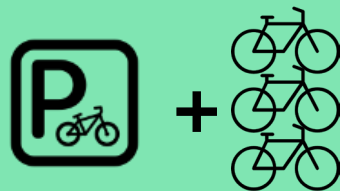
Plateform for companies to integrate all bike subjects: training, leasing, policy...



Cyclez Equipment

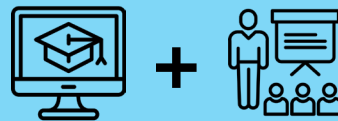
E-bike fleets
Company bike sharing

Company bikes
« vélo de fonction »



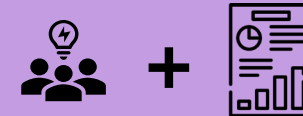
Cyclez Training

Cyclez Academy
E-learning
Bicycle risk prevention and training



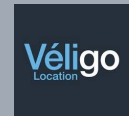
Cyclez Event

On site services for cyclists:
On site training, repair, roadshow, bike events

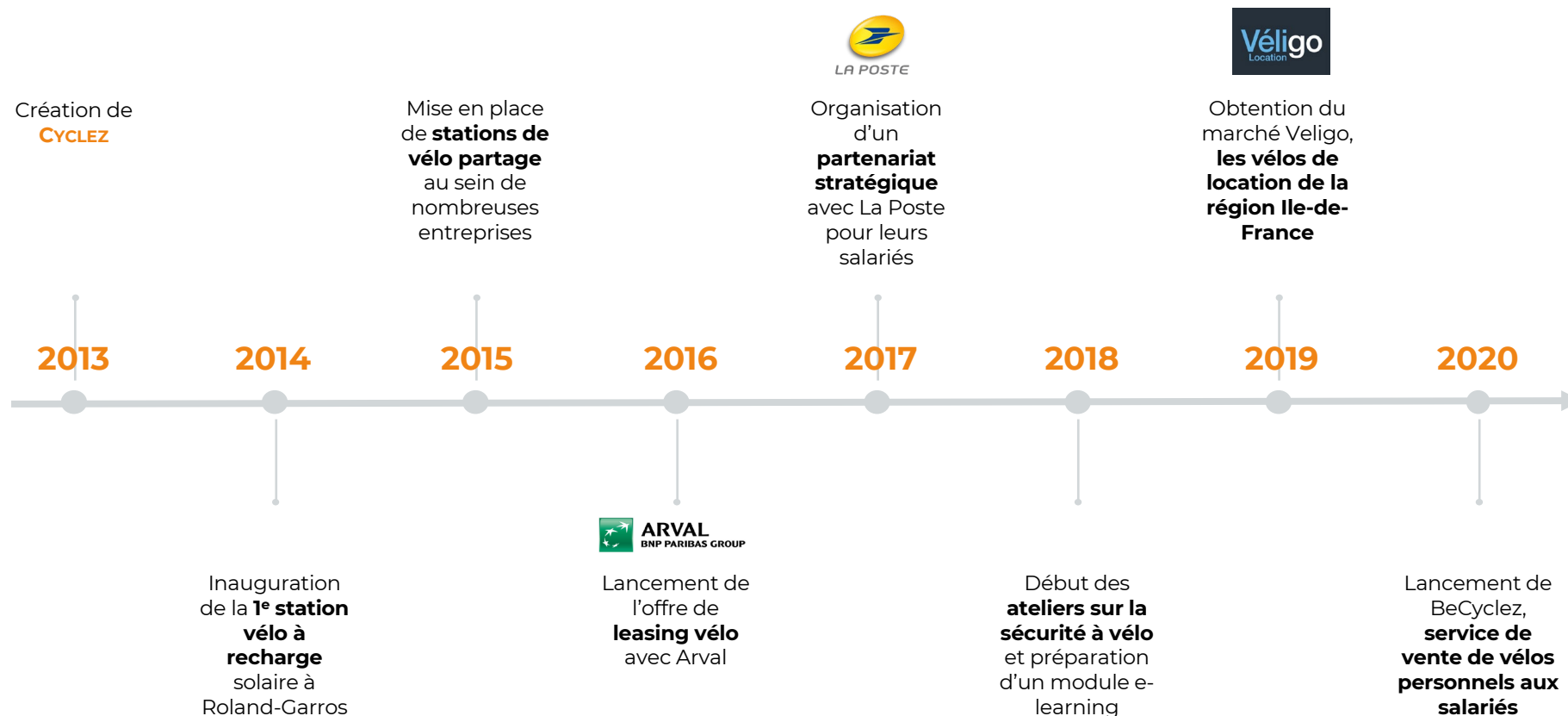


Véligo

Gestion des animations « Véligo Location », le service de flotte de vélo de la Région Ile-de-France



CYCLEZ HISTORY



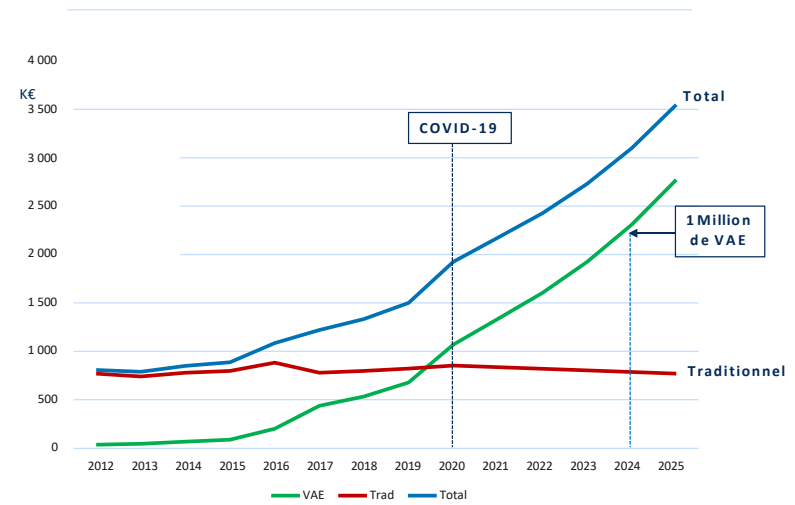
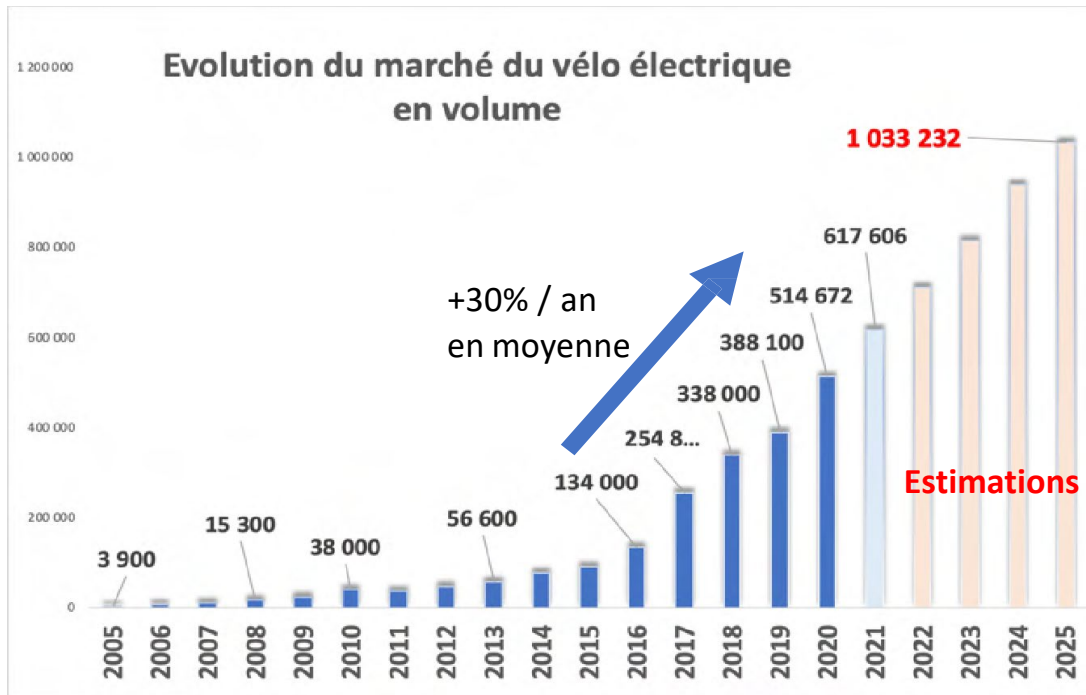
CYCLEZ MARKET IN FRANCE



Very strong potential on the French Market: 1 million e-bikes in 2025

The average evolution has been +30% per Y since 2015

The Corona crisis is reinforcing and accelerating this trend



Source : Union Sport & Cycles

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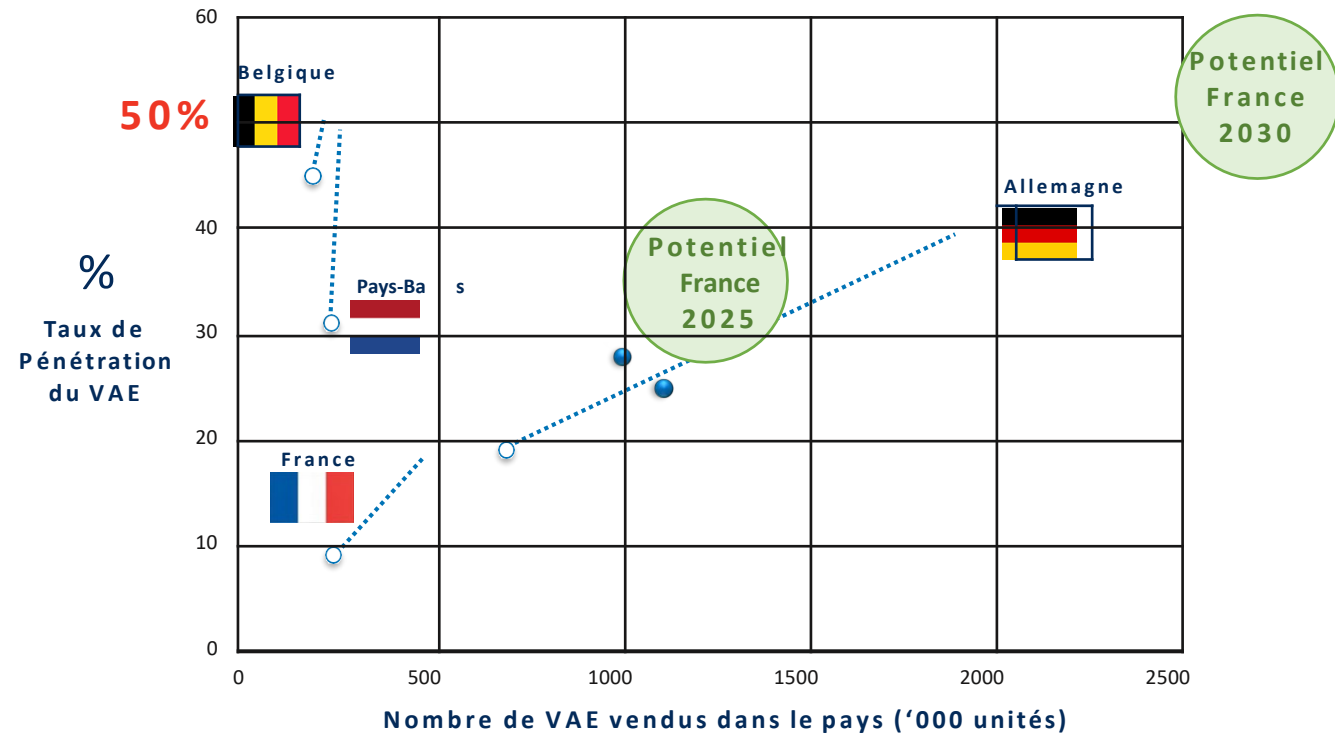
French e-bike market: growth ahead

Taux de pénétration =

**chiffre d'affaires VAE /
Total Cycles**

**De 5% en 2015 à 35% en
2020**

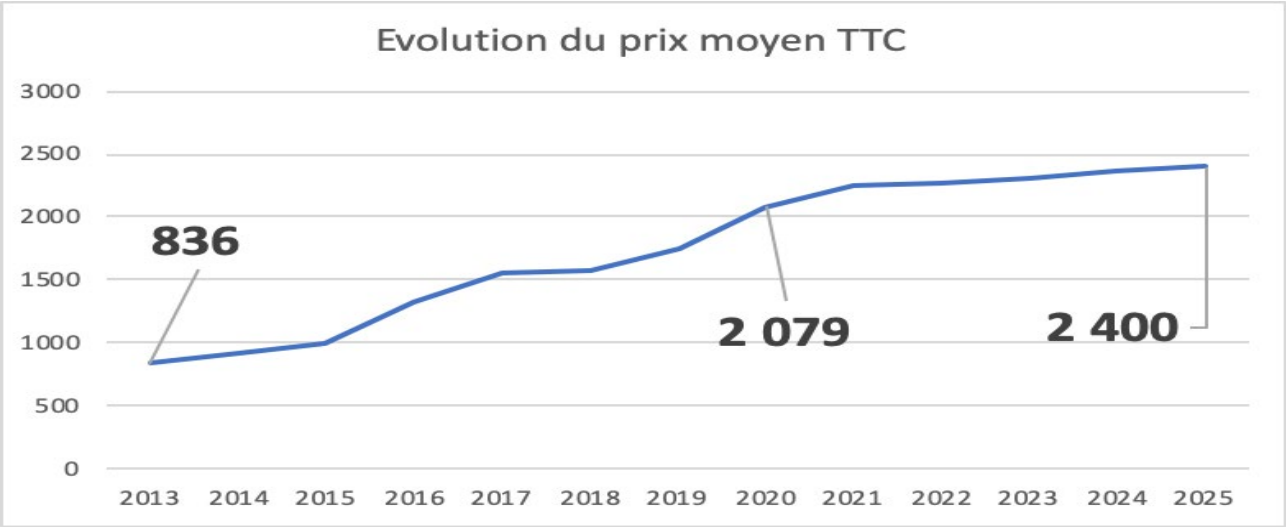
**Le VAE est le moteur du
marché du cycle en
Europe.**



French e-bike market: From 1,2 Md€ in 2020 to 2,7 Md€ in 2025

□ *e-bike price evolution (ttc):*

836 € in 2013 -> 2 072 € in 2020 -> 2 400 € in 2025



Source : Union Sport & Cycles

e-Bike B2B2E market emerging: Potential of 270 M€ in 2025 (10% of the market)*

** Not sourced*

- The B2B2E (to Employees° include 2 types of offers:*
 - Company bikes that the enterprise rents as part of their fleets*
 - Personal bike leased or bought by the employee*

- Stronger Sustainable development obligations for companies*

- Employees appeal for active mobility and e-bikes*

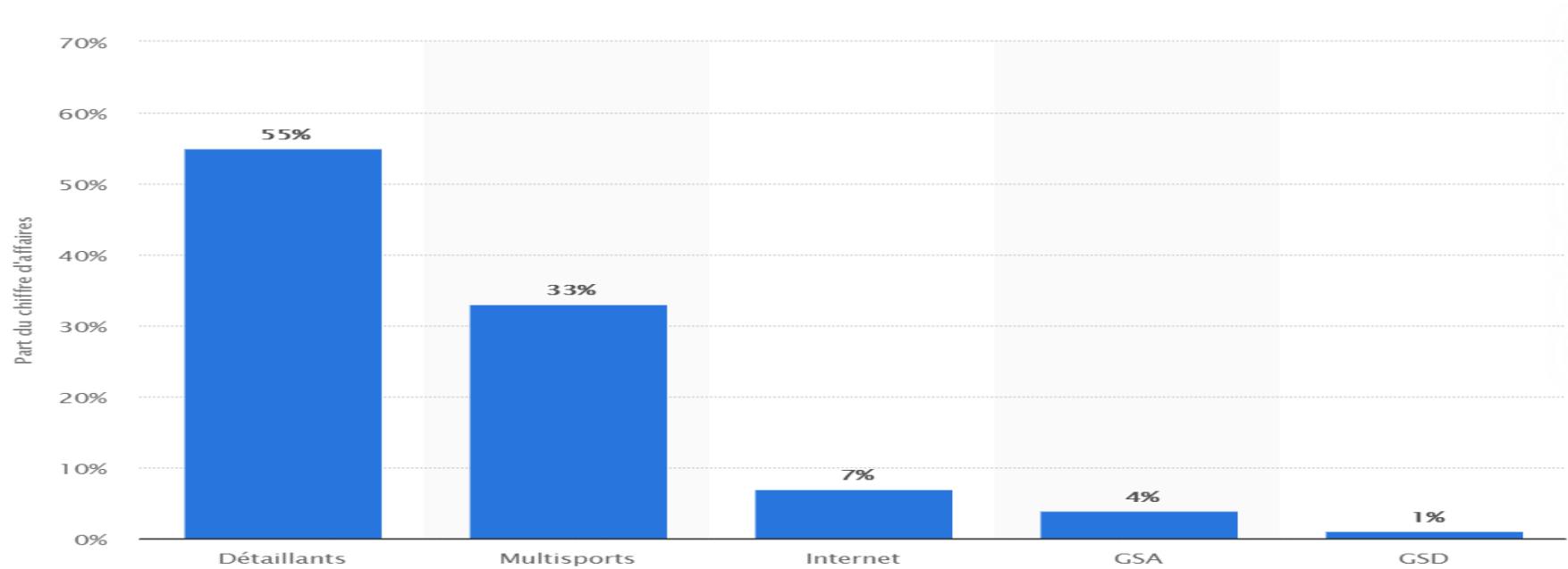
- Tax and regulations in favor of bikes: forfait mobilités durables, vélo de fonction...*

- Necessity to get a complete service offer that meet companies' standards*

- E-bike B2B market structuring but still in construction*

- Opportunity to establish a strong leader on this segment*

B2B2E e-bike market and perspective



- Distribution is **atomized**
- The bike distributors are (almost) exclusively **B2C**
- CYCLEZ is positioned on a very dynamic **segment : B2B2E**
- This **segment could represent up to 10%** of the market in 2025

- A strong and very steady **progression +20%** per year
- **1 Million e-bikes/2700M€** in 2025
- The B2B2E segment could get up to **10% of the market = 270 M€ / year**
- **Companies** are the **natural channel** for e-bike equipment: HR, french regulations...
- The **B2B channel** is the expertise of **CYCLEZ**.

The potential for e-bikes : B2B2E equipment

- **The main reason for equipment is Bike to Work commute.**
 - **The employees are increasingly convinced by the efficiency of e-bikes for most of their daily commute**
 - **Covid 19 has changed the vision of bikes that are considered now safer than public transportation**
 - **Teletravail is also changing the public transport budget: No need to pay a monthly subscription to the local public transport company**
- **Regulations in favor of e-bike equipment :**
 - **Forfait mobilité durable/Titre Mobilité - LOM**
 - **Tax reduction on rental (25%) (LTE)**

- **One Channel – One Target – 2 offers**

- **Channel : B2B - Target: The employee --- → B2B2E FOCUS**
- **Offers:**
 - **Company bike: The company rents e-bike for their employees in their Mobility (car) Policy**
 - **Personal bike: The employee buys or rents his personal bike using the subsidies and grants from the state and the company (FMD)**

Focus on the Company Bike: Vélo de Fonction



5000

Nombre de vélos de fonction en circulation en France en 2019



1 Md€

Marché adressable des vélos de fonction d'ici 2025



400 000

Nombre de vélos de fonction déployables en France d'ici 2025

- ✓ In **2019 less than 5000 company bikes** are in use mostly bike sharing and logistics
In Germany over 2 millions company bikes
- ✓ The potential for Company Bikes in France could be of **400.000 by 2025**
It represents à total market of 800 M€ to 1B€
- ✓ The **National Bike Plan** aims at reaching a 12% share of bike to work users
In 2019 3% - over 10% in Germany
- ✓ In France **60% of commute to work** of less than 5km are made by car
Cities are reducing the appeal of cars
- ✓ **Companies are ready** to introduce bikes in their mobility policy
It is a significant part of their sustainable policies

B2B - Value Chain



B2B - COMPETITION



Distributors

Network of stores
Good reputation
Financial support
Human resources

No specific B2B expertise
Lack of B2B services
Culture of distribution

Leasers

B2B oriented
Leaders in car and mobility services
Financial force

Weak knowledge of the bike industry
No specific bike services
Car culture

Pure players

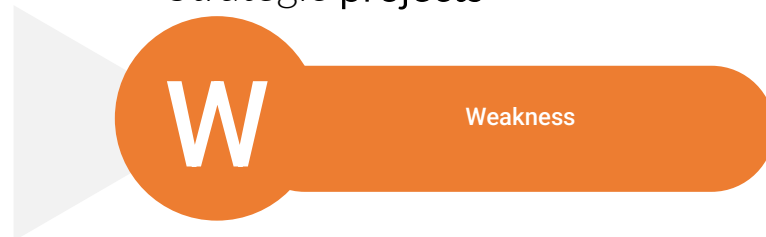
Dynamic teams
Good marketing

Mostly recent entries
No financial backup
Fragility of some business models

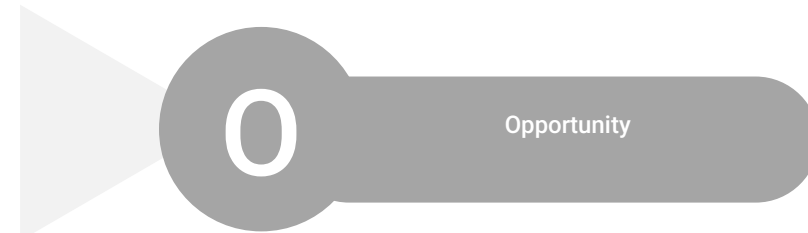
B2B – Cyclez SWOT



Strong **presence** since 2013
360° **service** offer to clients
Strategic **partnerships**
Strategic **projects**



Size too small
National **coverage** necessary
Financing to be reinforced
Team to be reinforced



Time to market for an
emerging leader in B2B bike
market
Strong demand



Arrival of **competitors**
Change of regulations
Likely **consolidation** of the
market in the coming 18 mo

CYCLEZ ROAD MAP

NEWCO



OUR GOAL:
Become the
leading B2B2E
e-bike leasing
provider in
France

- One Channel : **B2B**
- One target : **Employees**
- Two offers :
 - **Company bike:** The company rents e-bike for their employees in their Mobility (car) Policy
 - **Personal Company bike:** The employee buys or rents his personal bike using the subsidies and grants from the state and the company (FMD)

OUR MEANS:
Bike as a
Service fully
integrated
platform

One stop shop : Bike as a Service platform to access all every offers

- **Company bike offer:** wide range of e-bikes – lease and process integrated
- **Personal Company bike offer:** large choice of e-bikes leased or sold to the employee through subsidies and grants from the state and the company (FMD)
- **Complementary services:** accessible on the web site: e-learning, marketing tools for companies, Helpdesk, roadshows and on-site animations calendar (ex. to be changed <https://www.becyclez.com/demo/fr/>)

OUR LEVER:
Strong
marketing &
Communication
strategy

Main tools and resources:

- **SEO and SEA actions:** Implementation of a strong SEO and SEA strategy with a professional support (several proposals in hand)
- **Targeted Marketing campaigns:** deployment of marketing operations to generate leads
- **PR operations:** Intensify presence in the media, both professional and general
- **Customers Marketing sets of tools:** Communication kits, network animations, on-site events
- **Experienced and dynamic Sales team:** Recruiting mobility professional sales persons to accelerate penetration
- **CRM:** deployment of a state of the art CRM optimizing customers leads, history, communication...

Exemples of **Cyclez** business cases strengthen by partners



AP-HP

Ekodev

DEAL: 4 Bikes
POTENTIAL 2023: 100



ARVAL

DEAL: 17 bikes
POTENTIAL 2023: 70



Sécurité Routière

DEAL: 10 Bikes
POTENTIAL 2023: 50



VELIGO

DEAL: TBD
POTENTIAL 2023: 150

Priority target sectors

Bank

Insurance

Energy

IT/Telco

Transport

Consulting

Advertising

Real Estate

Luxury

Better place to
work

CYCLEZ VALUE PROPOSITION





L'ORÉAL



Strategic partnership
E-bike fleets
on-site services
Sales and rental to employees

on-site services
Sales and rental to employees
Cyclez Academy
e-learning platform

on-site services
Sales and rental to employees
Cyclez Academy
e-learning platform

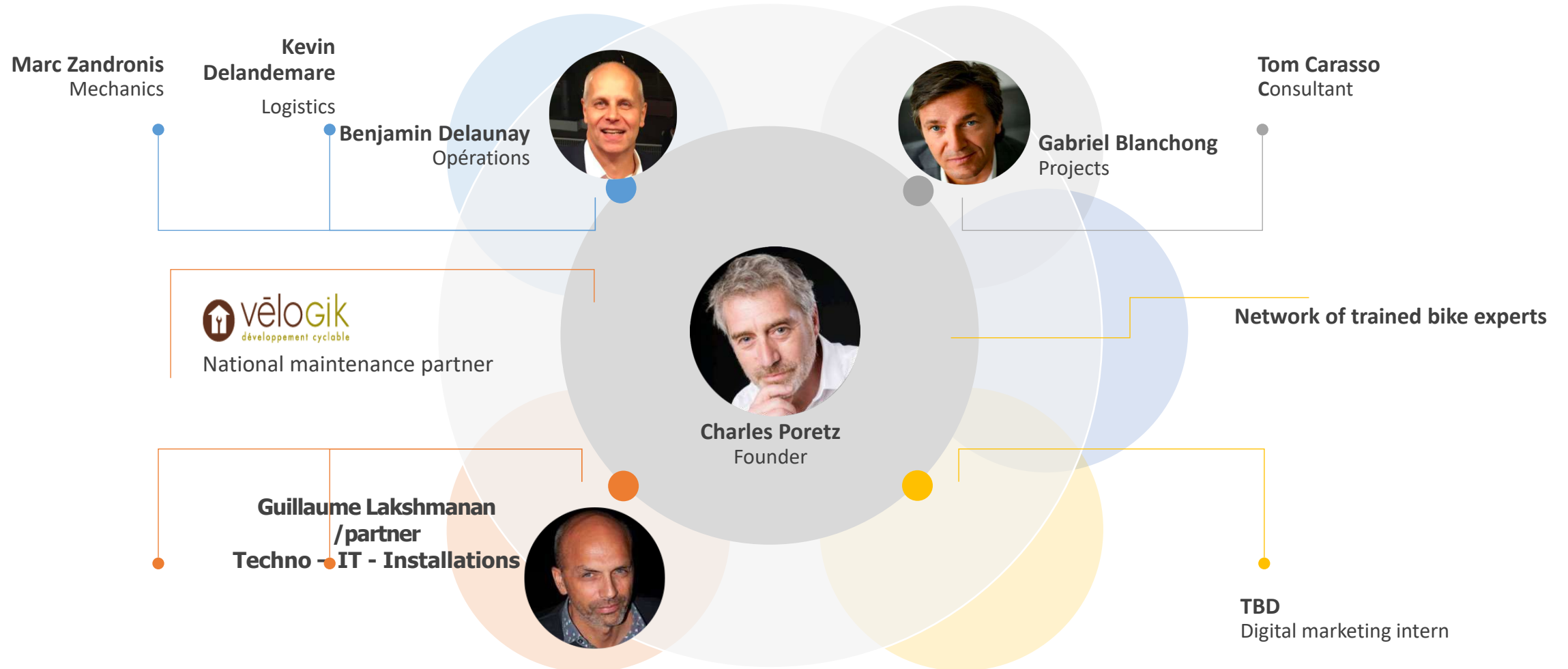
About Us – Our customers/Partners



CYCLEZ SET UP



About Us – The Team, small but hard working and bike lovers!



PARTNESHIP



About Us – Our customers - over 2 millions employees



CONTACT

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CYCLEZ