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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.
Getting Here
YEAR-END REPORT 2018

Timeline to 26M Rides

2017
LIME PASSES 1M RIDES GLOBALLY

2018
LIME INTRODUCES ELECTRIC SCOOTER SHARING

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

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

JUL
LIME PASSES 6M RIDES GLOBALLY

OCT
LIME GOES CARBON FREE, PASSES 1M RIDES IN PARIS

NOV
LIME LAUNCHES GLOBAL SAFETY CAMPAIGN, INTRODUCES VEHICLE SHARING

DEC
2018
LIME ACTIVE ON 5 CONTINENTS, PASSES 26M RIDES GLOBALLY

DEC
2017
LIME PASSES 1M RIDES GLOBALLY

FEB
2018
LIME INTRODUCES E-ASSIST BIKE SHARING

JAN
2018
LIME INTRODUCES E-ASSIST BIKE SHARING
26,000,000

28,000,000

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.
<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lime for All: Age</td>
<td>32%</td>
<td>Average age of Lime riders globally</td>
</tr>
<tr>
<td></td>
<td>25%</td>
<td>Of Lime riders report an age of 37 or older</td>
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<tr>
<td>Connecting Cities</td>
<td>20%</td>
<td>Of Lime riders in our major urban markets reported traveling to/from public transit during their most recent trip</td>
</tr>
<tr>
<td>Mode Shift</td>
<td>30%</td>
<td>Of Lime riders reported replacing a trip by automobile (personal car, carshare or taxi/rideshare) during their most recent trip</td>
</tr>
<tr>
<td>Lime for All: Income</td>
<td>34%</td>
<td>Of Lime riders reported an annual income of $50,000 or less</td>
</tr>
<tr>
<td></td>
<td>52%</td>
<td>Of Lime riders reported an annual income of $75,000 or less</td>
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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.

Average daily cost of car ownership in US urban markets: $28.18

Average daily cost of using a Lime scooter, bike or e-assist bike (X2 miles) + public transit (X2 trips) in US urban markets: $7.27
Education and Impact
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.

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.
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.

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.
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.
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
17%
25%
40%
23%

Riders
Of Lime riders in NYC reported traveling to/from public transit during their most recent trip.
Of NY Lime riders reported commuting to/from work or school during their most recent trip.
Of Lime riders in NYC identify as female.
Of Lime riders in NYC reported traveling to/from shopping or errands 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.
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.
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

17% of Lime riders in Atlanta reported traveling to/from shopping or errands during their most recent trip.

35% 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.
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.
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%

45%
22%

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

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<tr>
<th>Percentage</th>
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<tr>
<td>57%</td>
<td>Commuting to or from work or school during their most recent trip</td>
</tr>
<tr>
<td>9%</td>
<td>Traveling to or from shopping or errands during their most recent trip</td>
</tr>
<tr>
<td>21%</td>
<td>Replacing a trip by automobile (personal car, carshare or taxi/rideshare) during their most recent trip</td>
</tr>
<tr>
<td>27%</td>
<td>Traveling to or from dining or entertainment during their most recent trip</td>
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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.