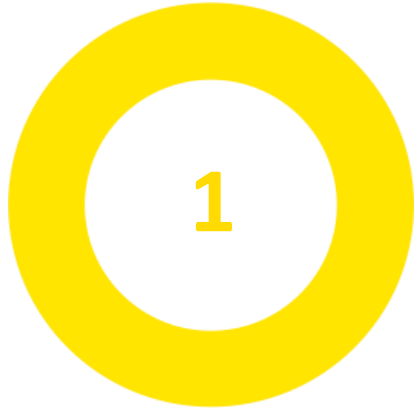




Dockless Bike-Sharing for **Arizona**





About ofo

Who We Are

ofo is a **convenient, affordable, and sustainable bike share platform** that improves urban transport environments by reducing traffic congestion, saving energy, and promoting healthy lifestyles.



- Founded in 2014 as the world's first station-free bike-sharing platform operated by a mobile application.
- Combines the concepts of sharing economy and smartphone technology.
- Overcome the "last mile of travel" challenge for people in cities across the world.

ofo

at a glance



200+

Cities Across the
World



200+

Campuses



32M+

Daily Transactions



100M+

Users

How it Works

1. Open your ofo mobile app and find the closest bike.
2. Scan the QR code and the bike will be automatically unlocked.
3. Enjoy the ride on your ofo bike and once you are done simply leave the bike in any area where bike-parking is allowed. There is no need to find a docking station.
4. To end your trip, close the lever on the smart lock, ending your trip. You will see metrics about your trip on the ofo mobile app.



Find a Bike



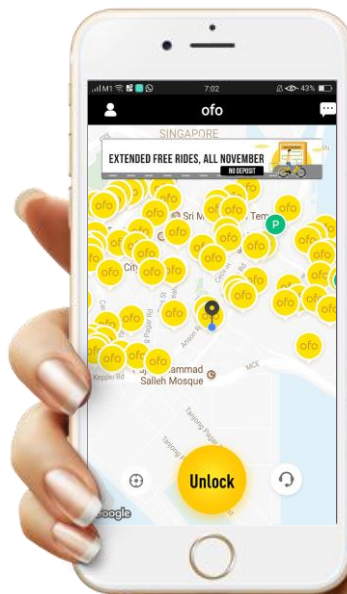
Scan to Unlock



Ride and Park



Lock to End



Meet Your ofo Bike

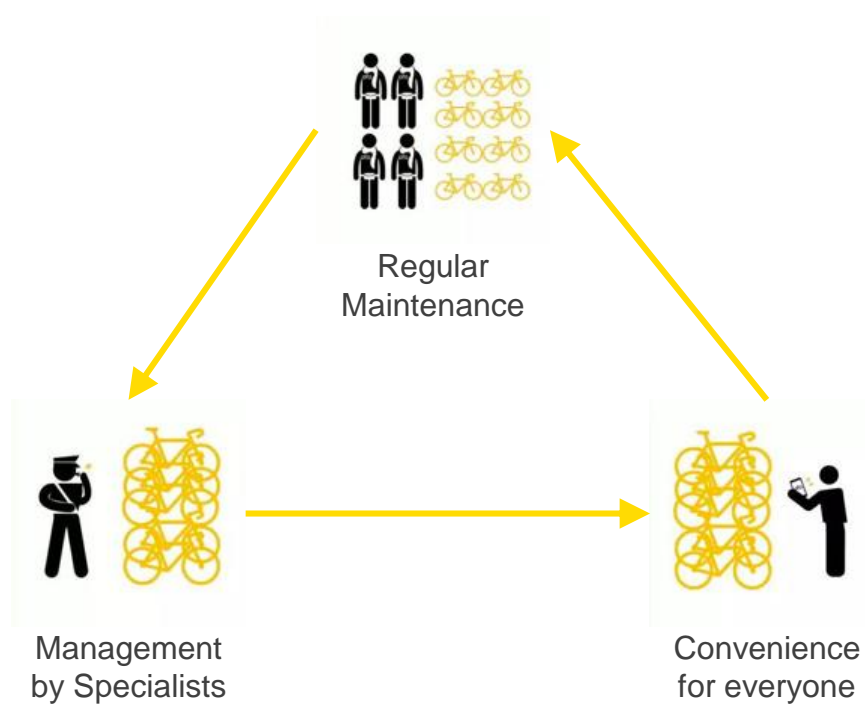




Operations



ofo Smart Operations



What Sets Us Apart

Staff and Customer Service

- Each service area managed by a local patrol team responsible for **repairing, rebalancing, and correcting** illegally parked ofo bikes
- 24/7 customer service to assist users with concerns or issues in English or Spanish

Maintenance Standards

- **Professionally trained** local maintenance crew service bikes and provide field support
- Monthly **comprehensive** inspection and maintenance of each ofo bike
- Strong supply chain network, as demonstrated by partnerships with **80%** of manufacturers in China.

Operational Management

- Proven success in the deployment of over **10 million** ofo bikes
- Ability to leverage **operational insights** from successful operations in 185+ cities and 200+ campuses.
- **Comprehensive data analytics** for continual optimization in bike dispatch, rebalancing management, and informing local transportation planning efforts



Parking

Parking Education



LET'S BE GOOD NEIGHBORS!

1. Please park your ofo bike near public bike racks, as long as it is not blocking the pedestrian flow on the sidewalk.
2. When parking on the sidewalk, please leave a minimum of 5 feet of space to respect the pedestrians sharing this space with you.
3. Be mindful of our friends and neighbors with disabilities: do not park your ofo bike at the corner of sidewalks, or in a way that obstructs the flow of traffic or access to ramps.

Where to Park ofo Bikes?

A visual guide to parking ofo bikes in Durham, N.C.



Existing racks



Between trees/plants



Between signs/lights



Wide corners



Street courtyard



Wide isolation strips

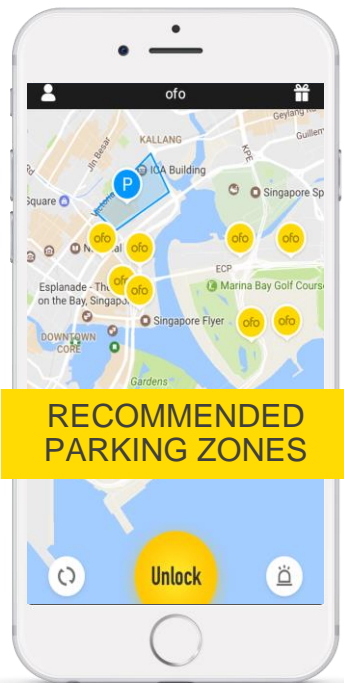


Street plaza



Non-pedestrian walls

Bike Parking Gamification



- To incentivize users to park in proper areas, we give users an in-app credit rating that is based on their parking and bike usage behavior.
- We are able to geofence parking zones, thereby creating virtual parking zones.
- High credit scores are rewarded with free rides, apparel, offers from local businesses, and invitations to events.
- Conversely, users may be suspended from using ofo bikes if their credit scores drop below a certain level.



Benefits

Zero Cost and Liability

Service

- ofo provides smart bicycles and app at no cost to cities and universities
- ofo does day-to-day operations and maintenance
- ofo coordinates with cities/universities to provide best service
- ofo provides customer service and is responsible for complaints
- zero cost and zero liability for Arizona cities and universities same service/same app for all of the service areas



Sustainable Mobility Option



- Provides an affordable and convenient transportation option
- Frees up public funding for infrastructure investments
- Promotes alternative modes of transportation
- Improves the environment
- Provides residents and visitors a healthy transportation option

Why ofo

- Founded by **passionate cyclists**, we work tirelessly toward a greener tomorrow.
- Operating in over **200** cities and **200** campuses across **20** countries, ofo enables **35** million bike rides everyday.
- Our team has **decades of experience** in the sharing economy and transportation industries.
- With our strong **manufacturing** and **supply chain capabilities**, we are able to provide cities with any amount of bikes at any time.
- With over **\$1.3** billion in capital, we are the most capitalized bike share company globally and a financially secure partner that is able to sustain our business and serve Arizona's needs.
- Through our non-profit partnerships, we have demonstrated a **strong philanthropic commitment** to our communities.

Commitment to Education and Giving Back

Rihanna's Clara Lionel Foundation

ofo has announced a five-year partner with CLF to provide funding to CLF's Global Scholarship Program and support education programs in Malawi. The scholarship will help hundreds of girls attend school.

In addition, ofo will donate bikes retired from service to scholarship recipients to combat some of the regional transportation challenges.



JJ Barea Foundation

ofo is partnering with the JJ Barea Foundation to bring a critical mass of bicycles to Puerto Rico in the wake of Hurricane Maria, where the infrastructure and public transit is still limited due to storm damage. We have shipped hundreds of bikes to the island, where the JJ Barea Foundation and its partners will receive, assemble and distribute the bicycles, providing an alternative transportation option to Puerto Ricans who relied on cars or transit before the storm.

Commitment to Environment

United Nations Development Program

We partnered to work toward UNDP's 17 sustainable development goals. The partnership provides financial support to innovative projects that address urban environmental challenges.

Studio Roosegaarde

ofo is the exclusive partner in the development of **smog-free bicycles**. The innovative bicycle inhales polluted air, cleans it, and releases clean air around the cyclist.

C40

ofo signed an agreement with C40, the network of more than 90 of the world's megacities committed to **addressing climate change**, to support research studies in mobility, especially 'walkability' and 'bikeability'. "We are glad to partner with such an innovative and sustainable company" C40 CEO Mark Watts



Thank you

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