BIRD

Hello,
Boiling Springs, NC

Our Mission
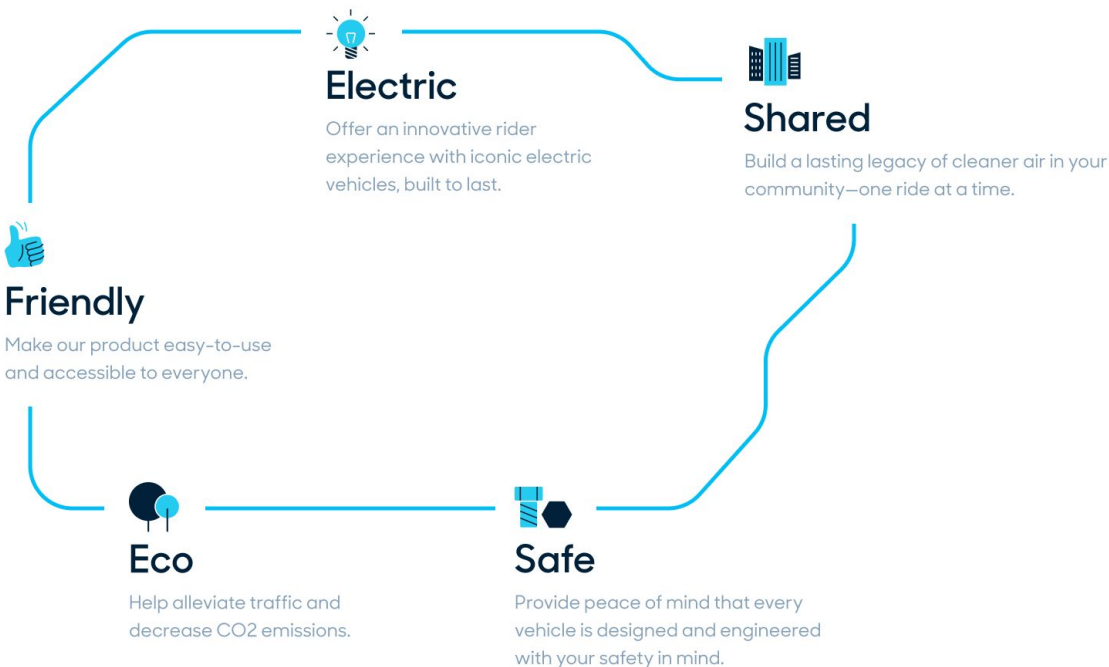
Improve our communities and the lives of those around us.
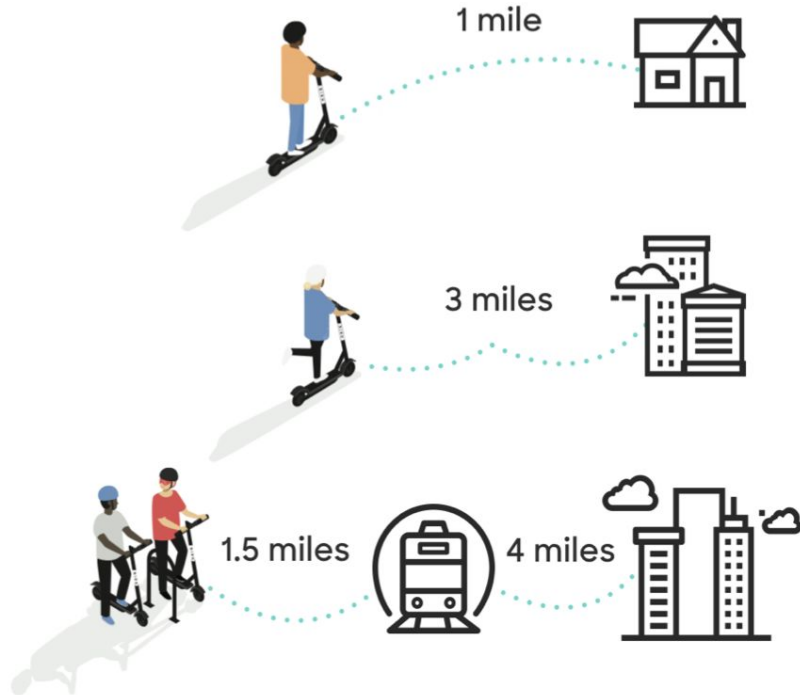
What is Bird?

A micromobility company with a focus in shared electric vehicles.

Electric

Offer an innovative rider experience with iconic electric vehicles, built to last.

Shared

Build a lasting legacy of cleaner air in your community—one ride at a time.

Friendly

Make our product easy-to-use and accessible to everyone.

Eco

Help alleviate traffic and decrease CO_2 emissions.

Safe

Provide peace of mind that every vehicle is designed and engineered with your safety in mind.

First Mile Last Mile

Great solution for quick trips

1 mile

3 miles

1.5 miles   4 miles

Get to School or Work

Don't hassle to re-park

Connect to transit or go one way

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Bird's Story

Founded in 2017, Bird saw instant success as a pioneer in the space.

Today....

5 Continents.
25 Countries.
300 Cities.
100M+ Rides.
Listed on **NYSE BRDS**

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Boiling Springs+ Bird

Safety is #1
Bird leads the industry in safety. Safety is deeply embedded across all components of our business from the technology we build for our vehicles, to our in app experience to our 360 marketing campaigns.

Improved Parking Enforcement
Our new virtual docks technology and commitment to invest in physical parking locations are designed to keep sidewalks clear and enforce no parking zones.

Rider Assist Technology
Bird is the only scooter operator to utilize automotive grade safety and rider assist technology to ensure both rider and pedestrian safety including anti-skid detection which we can use to identify and block bad actors from our platform.

Respected Global Brand
The pioneer of the industry, Bird operates in 350+ markets worldwide, across 25 countries.

Transportation for All
We offer the most expansive and inclusive pricing options to make our service accessible to everyone.

Most Advanced Vehicles
Our vehicles come equipped with rider assist technology to keep both riders and pedestrians safe in addition to robust dual kickstands and anti-tip technology for neat and orderly docking.
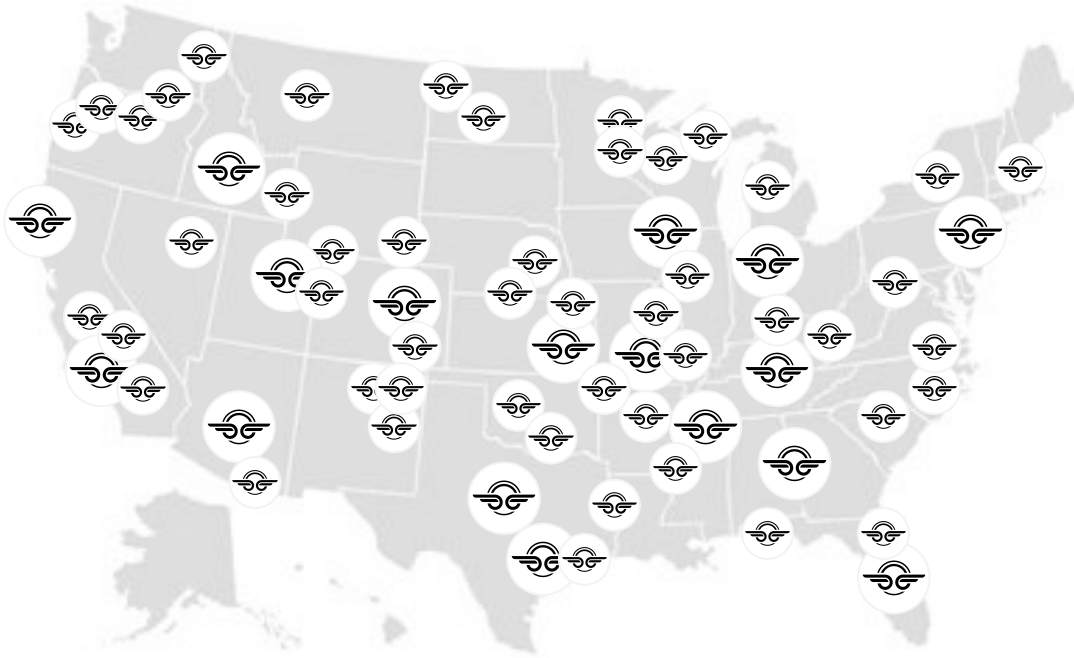
Data, Data, Data
We invest considerably in sharing data to improve our operations, address any compliance issues proactively and share helpful insights about infrastructure, local business integrations, frequent ride patterns and more.

Responsible Fleet Management
We manage our operations and deployment to avoid oversaturation and mitigate clutter complaints swiftly. Our new virtual docks technology can adapt in real time to restrict or allow deployment for special events or as needed.
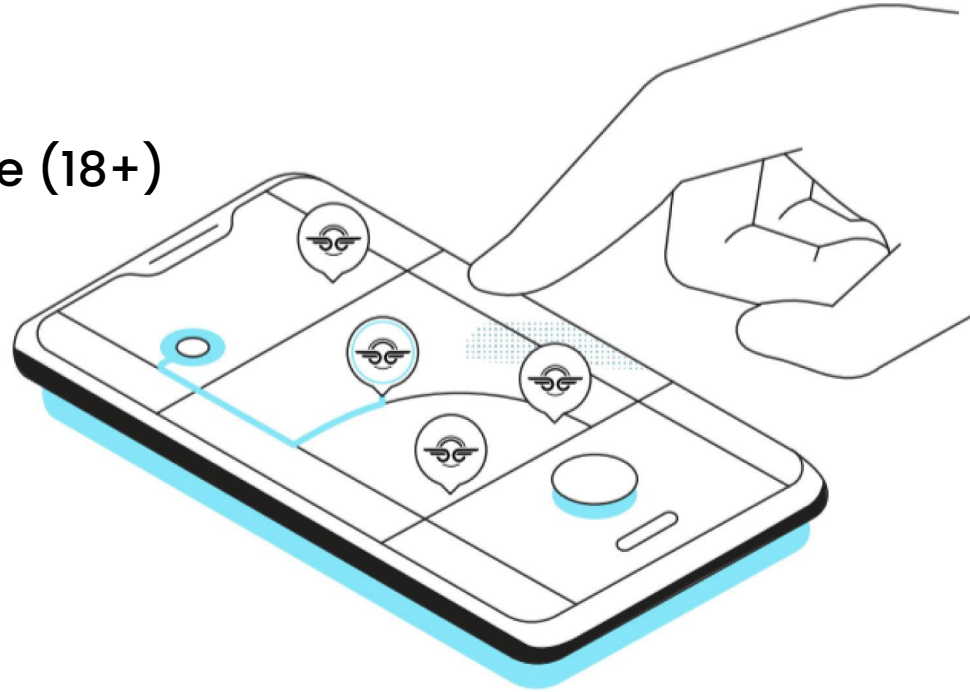
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Cities Big and Small

City	Population
Brewton, AL	5,276
Andalusia, AL	8,805
Sebring, FL	10,729
Avon Park, FL	10,905
Cambridge, MD	12,376
Martinsburg, WV	17,404
Fort Walton Beach, FL	22,084
Salisbury, MD	32,807
Warren, OH	39,562
Manassas, VA	41,501
Springfield, OH	59,208

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How it works

1. Download the Bird app

2. Sign user agreement & verify age (18+)

3. Add payment

4. Complete educational tutorials

5. Enjoy the ride!
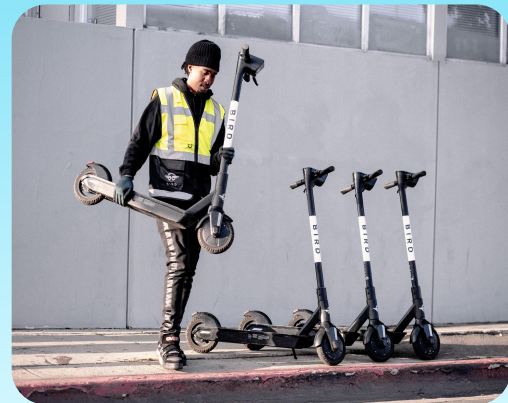
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The Dockless Model

Follow the rules of the road like a bike

Freedom to choose where to pick up and drop off

Available for use within the designated 'operating zone'

Vehicle waits for next rider or is moved by Bird

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BirdThree

Battery	36 V, 21.0 Ah 10S6P
Charge Time	5.8 hrs
Range	35 miles
Braking	Regen; Drum (front), disc (r)
Wheels	10" pneumatic
Top Speed	15 mph
Dimensions	47.7 in. x 19.3 in. x 46.8 in.
Lights	Front / Rear LEDs

Throttle-Brake Interlock
Automatic safety actions to protect against accidentally holding the throttle.

Dual Wiper Throttle
Automotive-grade functional safety and guaranteeing absolute speed-control accuracy

Enhanced Lighting

Anti-Theft Encryption
Enhanced encryption keeps our riders safe and helps deter theft

Status Indicator

Autonomous Damage Sensors
Self-reporting damage sensors and automotive-inspired diagnostic technology

Dynamic Stability Control Steering (DSCS)
Stabilizes out-of-control, sudden or erratic movements, guards against unsafe turns or over-corrections.

Seamless Screws
Protection against injury and theft with no exposed screws

Skid Detection
Only vehicle with skid detection technology to prevent improper riding behavior.

Puncture-Proof Tires
10" tires feature puncture-proof tech, higher traction, and decreased vibration.

Performance
A rear motor gives Bird Three faster acceleration and more control in critical situations.

Industry's Longest-Lasting Battery
Automotive-grade battery management system. Largest, safest, only operator with IP68 integrated battery

Tip Detection Technology

Anti-Tip Kick Stand
With a dual anti-tipping kickstand, this Bird stands on its own two feet.

Performance
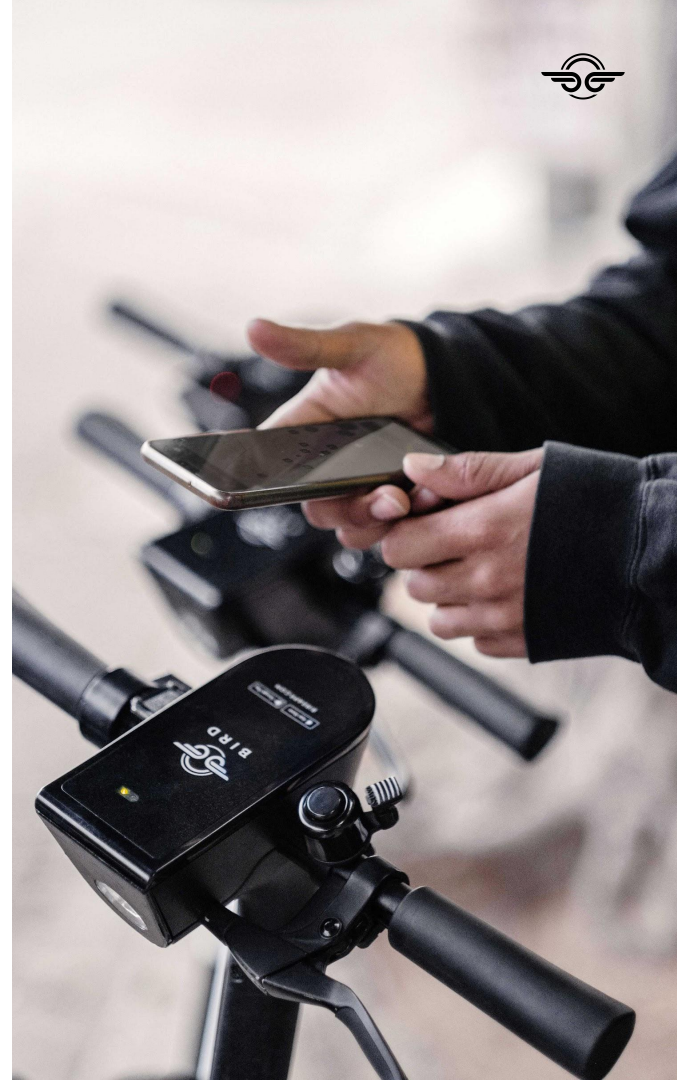AEB brings the vehicle to a stop in the event of a brake failure.

Pricing

Standard Pricing
$1+ a per minute fee. Averaging ~$6 a ride.

Equitable Pricing Options
Discounts available to those in government assistance programs, veterans, senior citizens, healthcare workers, students with pell grants, etc.

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Significant economic benefits of micromobility

Supporting Local Businesses

Over 50% of riders report using a Bird to visit a local business, and the majority of those (70%+) said riding a Bird made them more likely to visit that business.[1]

Expanding Job Access

By doubling or tripling how far people can travel to access public transit, Bird expands job access without lengthening commutes or adding cars to the road.

Job Creation

To manage local operations, Bird partners with full time Fleet Managers, responsible for on-the-ground fleet logistics, care, and community education.

Reduction in GHG Emissions

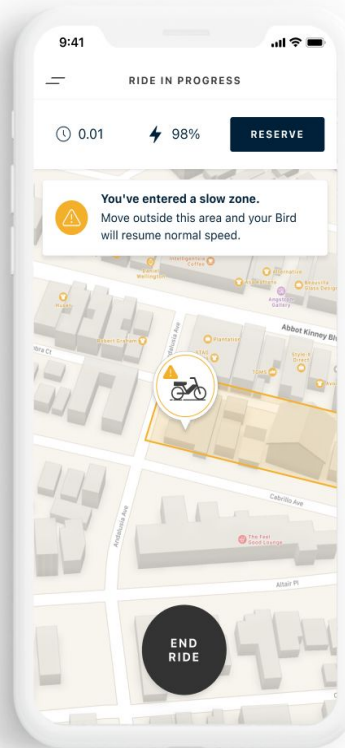Each Bird Two prevents an estimated 103kg of greenhouse gas emissions during its lifetime.[2]

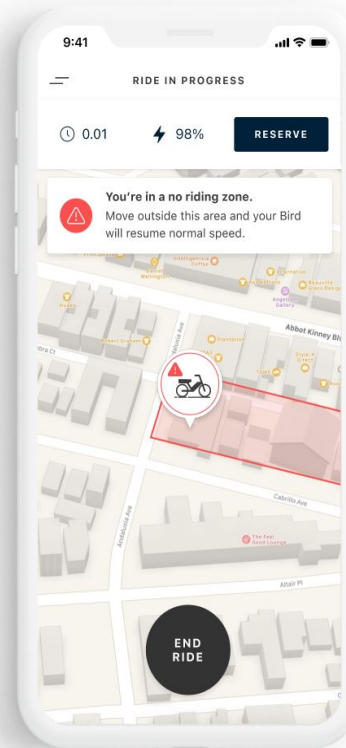# Geo-Zone Technology

All vehicles are tracked with GPS.

When riders enter a designated geo-zone, vehicles follow set rules.

Vehicles will slow down or stop, and riders are notified by a vehicle sound and an in-app notification.

Slow Zone

No-Ride Zone

9:41

RIDE IN PROGRESS

0.01   98%   RESERVE

You've entered a slow zone.
Move outside this area and your Bird will resume normal speed.

END RIDE

9:41

RIDE IN PROGRESS

0.01   98%   RESERVE

You're in a no riding zone.
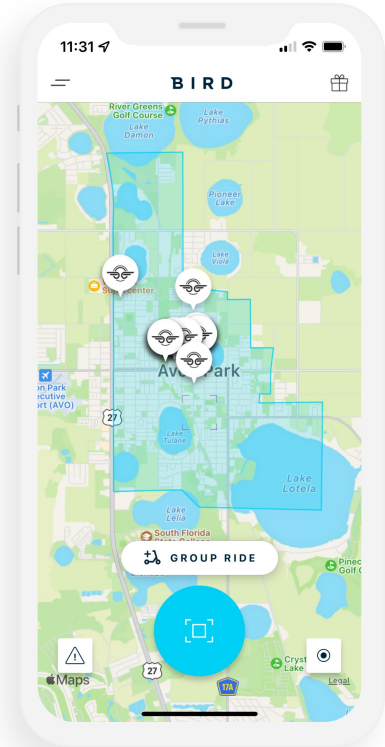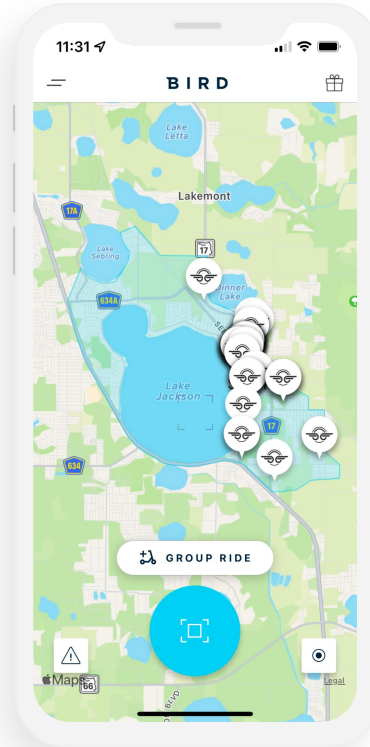Move outside this area and your Bird will resume normal speed.

END RIDE

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Operating Zone

Scooters will only be active within the city's boundary (highlighted in blue)
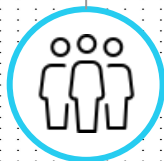
Operating Zone can be tailored based on city design

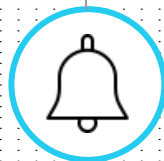Vehicles will become inoperable should they leave the zone

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Focus on Reducing Clutter

Bird's future relies on properly integrating dockless
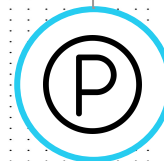micromobility into our communities

Educate Riders

**Nudge Desired
Behaviors**

Local Presence

Make Space

**Leverage
Data**

Safety is our top priority.

We are committed to providing safe mobility—as evidenced by our industry-leading safety record.

We hold ourselves to strict safety standards, and develop products and tools that protect riders and non-riders.

After 4 years and millions of rides taken on our shared fleets, we are pleased to report a global injury Incidence rate of 1:50K rides, **less than half the medical incident rate of cars**.

Bird's safety focus has driven a safety record superior to cars and micromobility competition.

Documented Medical Incident Rate [1,2]

BIRD	1:50K
🚲	1:50K
🚗	1:20K
🏍	1:10K

1. *Injury incidence rate calculated as the percentage of total trips with incidents or accidents reported which required medical treatment. Documented injury rates for bicycles, automobiles, and motorcycles reflect national averages, whereas Bird's documented injury rate (1:50K) reflects Bird's global average incidence rate.*
2. *Sources include: Bird internal ride data, The U.S. Consumer Product Safety Commission, The U.S. National Highway Traffic Safety Administration, and The U.S. Bureau of Transportation Statistics*

1.   *Global documented incident rate of 0.002%, roughly 1:50K rides*

Fleet Manager Model

Developed in partnership with cities, our fleet management approach prioritizes compliance and fleet regulation.

How it works

- We partner with cities directly and are the day-to-day contact

- We thoroughly vet local fleet operators to support logistics on-the-ground

- FMs are given small fleet and then scale up based on compliance metrics and other KPIs

- **Zero debt,** do not need to buy vehicles, no cost to leave the program

- We tightly regulate our fleet operations, and develop features, such as "Ride Ready," to ensure compliance with local regulations

80% retention rates (v 30-40% for other contractor or hourly models) Many also employ support staff

Operational experts, experience in vehicle management and logistics

Create local businesses opportunities within the community

BIRD   Confidential and Proprietary
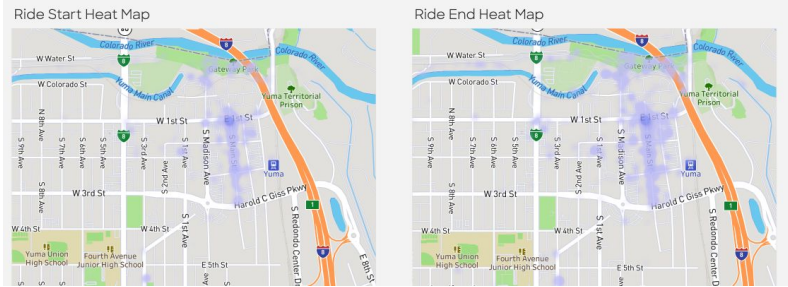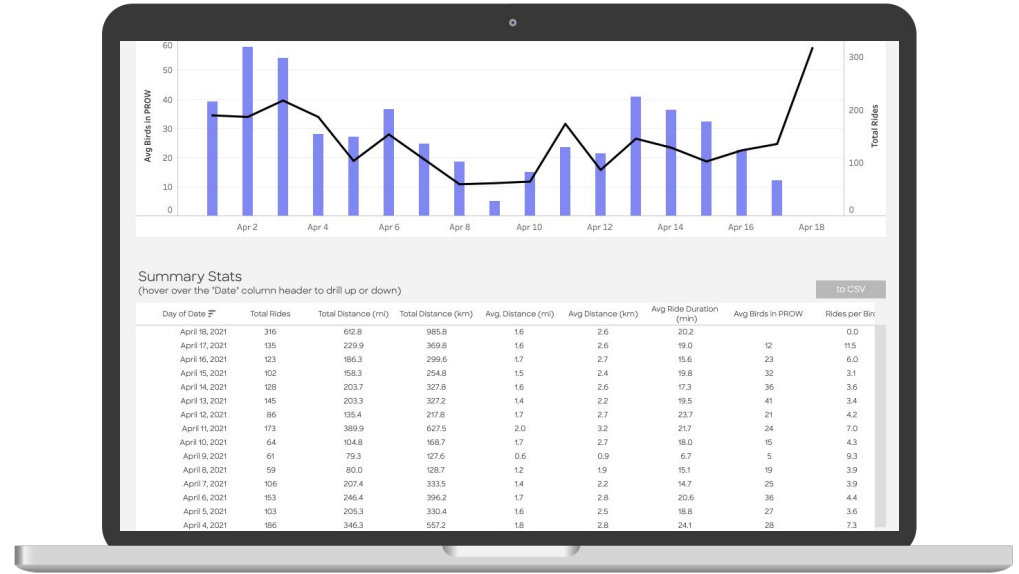
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Data Dashboard

You get access too:

- **Report Summary:**
  - Anonymized Rider behaviors such as frequency and length of rides
  - Number and length of rides segmented in various dimensions
  - Available Birds and number of rides/Bird

- **Map view:** The map will provide a view of the current location of vehicles and nests, with the ability to restrict the view by specific areas

- **Usage heatmaps:** Ride start & end, segmented by various dimensions

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Proposal

✓ **No Investment Required**

✓ **Dedicated Account Manager**

✓ **Data Dashboard provided**

✓ **# of Vehicles:** 50-75 (means ⅔ of fleet on street during peak ridership, others charging at FM location)

✓ **Revenue Sharing - $.15 per ride**

✓ **Specific operation zone**

✓ **Launch Date:** July '22

✓ **Approval Documentation:** MOU/OA

Let's Ride

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