

Bike Mobility Services

CSR Report 2023



Contents

Foreword



3



4

BMS

Society

Our CSR strategy



5



10

Planet



13

People



16



19

BMS companies' reports

Foreword

Welcome. You are reading the 2023 CSR report for Bike Mobility Services (BMS) – our second sustainability report ever. We are a young international company with a clear mission: **to encourage everyone to cycle more**. We made great strides last year, and had great pleasure doing so, and we have even bigger plans for the future.



Ward Matser
Managing Director BMS

“We offer flexible mobility that is affordable and more sustainable.”

In 2022, we began to develop our CSR strategy, for example by establishing a reporting system. In turn, 2023 was dedicated to further professionalizing our CSR approach, with priorities such as reducing our own carbon footprint, developing our team and our leasing concept, and growing the businesses that together make up BMS. We expect our green focus to broaden even more next year as we will even more actively engage our partners, stakeholders, and employees in our mission.

Meanwhile, we continue to grow internationally. That's something we're proud of, but it doesn't really surprise us. Because the BMS story is built on a foundational idea that only has advantages. We offer flexible mobility that is affordable and more sustainable. Our modern lease bike plan is a very attractive proposition for employers and employees, as well as for the enthusiastic dealers and NGOs we work with.

At the same time, we are broadening our scope (and our ambition) and increasingly looking at how BMS can play a leading role in the world of progressive mobility. After all, we have shown that a more sustainable business model, in addition to being commercially successful, can also motivate the people and organizations around us.

We are grateful to be able to do so with an inspired team of people who really want to make a difference. In 2024, we will continue to be actively involved in various community initiatives and remain committed to working with our partners to promote bike mobility. We can't wait to see where this inspiring journey will take us.

Managing Director BMS
Ward Matser



About BMS

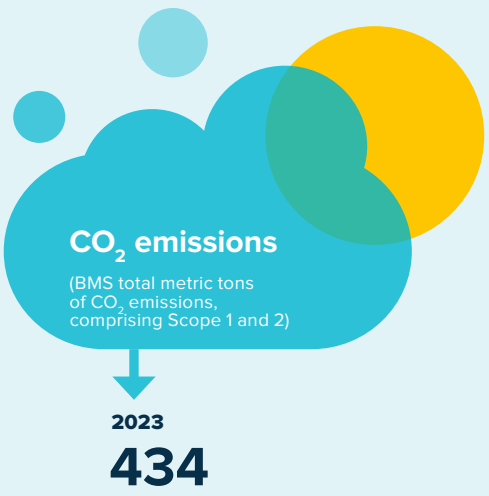
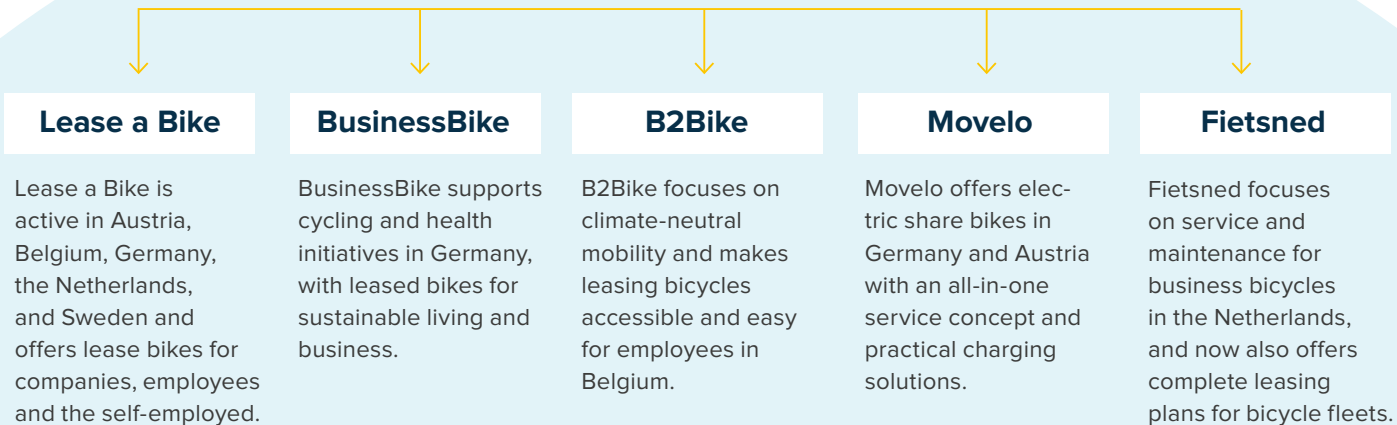
Bike Mobility Services, BMS for short, is an innovative player in the field of more sustainable mobility and part of Pon. **We focus on developing affordable, future-oriented bicycle mobility solutions for employers and employees around the world.**

We offer our mobility concept completely digitally, cooperating with thousands of bicycle dealers and other service partners. More than 600,000 cyclists at over 65,000 companies are already using our services. In addition,

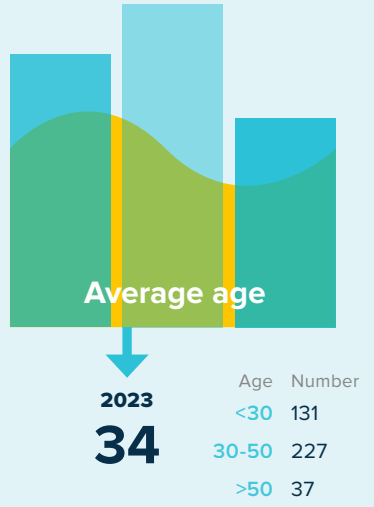
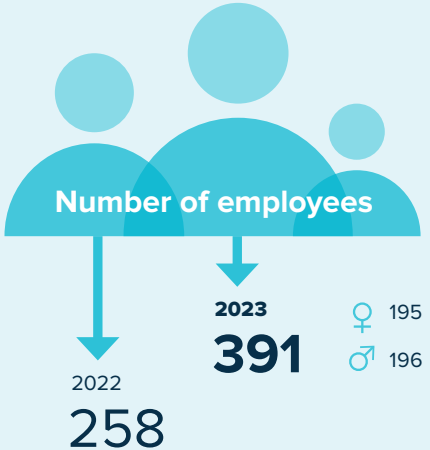
we are committed to making bike mobility widely available in society, through various collaborations with NGOs and other social initiatives.



BMS consists of nine companies operating under five different labels:



* Values based on our data entered in UL360. Although filled in carefully, we cannot guarantee the data is entirely accurate. However, it serves as a valuable indication of our CO₂ emissions.



Our CSR strategy

The international companies have a great deal of independence. But there is also a distinct common thread that binds us together: our strategy for CSR (*corporate social responsibility*). This joint strategy provides guidance for our activities as well as for developing the idea of bicycles as a streamlined solution for sustainable mobility, today and in the future.

Mission, vision and goals

An important touchstone for developing our activities is found in BMS’s mission and vision.

Our mission

We want to inspire as many employees as possible to choose cycling. By offering or supporting sustainable initiatives around cycling and health, we contribute to a greener future for society and our planet.

Our vision

The green choice is the right choice, and in these efforts, the interests of the environment, society, businesses, and individuals go together very well. We work today to build the world of tomorrow, with inspired people and committed partners.



Three pillars

In implementing our CSR strategy, we work with three pillars to shape, guide and measure our impact.



Society

To make sustainable mobility solutions more available to the widest possible audience, we collaborate with a variety of NGOs, partners, and other stakeholders. We donate bicycles or make them available to groups in society for whom owning a good bicycle is often out of reach – let alone an e-bike or a model for special needs. In doing so, we like to be inspired by the creativity, ingenuity, and commitment of our own people.



Planet

We want to make our company and our supply chain as sustainable as possible. That's why we report our Scope 1 and Scope 2 emissions every year and have started to formulate Scope 3 questions. In addition, we participate in a CO₂ offset program and support green initiatives such as planting new trees. We are also proactively engaging with stakeholders on how we can work together to make our operations more sustainable.



People

Structural investment in our employees is a top priority for BMS. We therefore offer our people not only professional training but also a comprehensive vitality program for their physical and mental well-being. In addition, we believe it is important to have a diverse and inclusive culture where everyone feels welcome. We also offer our colleagues a low-carbon mobility plan for their own commute.

The BMS Pledge

As the foundation for our sustainable ideas and the unique BMS approach, we introduced our Pledge in 2022. This is the collective statement in which we, as a group, have set out our ambition. All BMS companies – Lease a Bike, BusinessBike, B2Bike, Movelo, and Fietsned – have signed this Pledge.

Within the Pledge, in line with our CSR pillars, we have identified a number of key goals for our group:



Making sustainable mobility solutions available to the widest possible audience



Taking responsibility for making our businesses more sustainable



Structural investment in our employees

The BMS Pledge is updated every two years. During that time, we monitor our sustainability efforts and publish progress on our websites. Based on that annual reporting, we will also review and, if necessary, revise our approach and goals.

CSR and BMS: a perfect match

The importance of sustainable actions and ideas is embedded in all levels of our organization. Our young, international team is inspired, ambitious, and determined. This is something we're grateful for and proud of.

What we keep seeing in the people at BMS is that we really want to have impact with our team and our concept. We aim for a long-term commitment and want to take on more responsibility, do our bit, give fresh ideas a chance, and see how we can use surprising initiatives to play a meaningful role in society.

At the same time, we realize that our concept alone is not enough. We recognize that while bicycles are at the heart of our own service proposition, they are only one part of the solution to the challenges of the future. So we are still learning every day and looking forward to continuing to build a better world, as an innovative company with a sustainable core and enduring impact.

Our CSR team

We believe it is important that our CSR strategy is widely supported throughout the organization, in all countries and in line with our Pledge. To give direction to our CSR ambitions, we have established a dedicated team. This team develops new initiatives, monitors our progress, keeps us focused, and makes the BMS approach increasingly professional and multi-faceted.

The team consists of sustainability ambassadors from BMS and all nine companies. Every month the ambassadors meet digitally to work on our goals in smaller groups. Together, we ensure that BMS's passion for a better world is translated into choices that make a real difference. Team members communicate organization-wide, learn from each other, and align our sustainable ambitions so we can turn goals into tangible results. Across all BMS companies, our CSR team has actively shared and discussed the Pledge with colleagues.

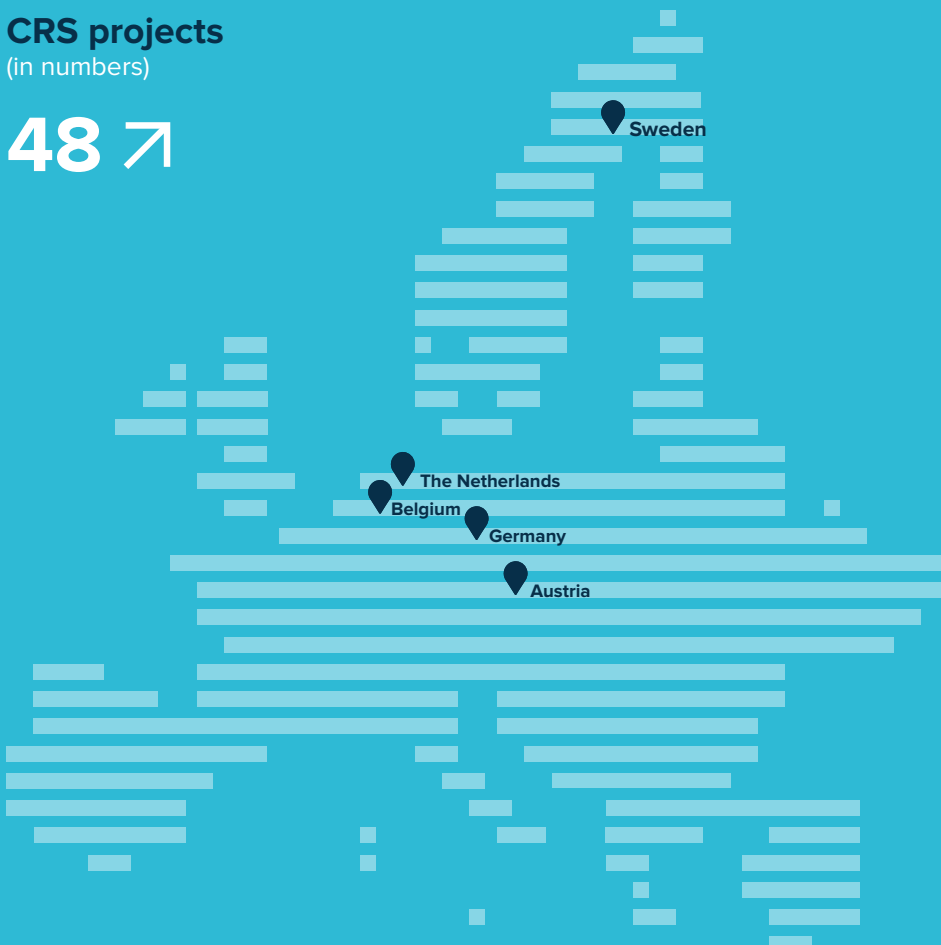
“We aim for a long-term commitment and want to take on more responsibility.”



Our CSR impact in 2023

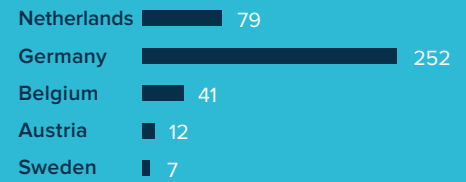
CRS projects (in numbers)

48 ↗



Our locations and employees (in numbers)

391



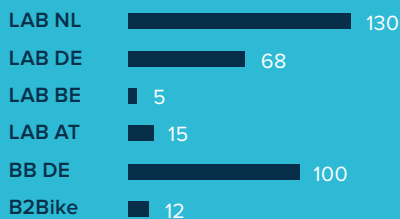
32%

of all owned vehicles are already electric



Donated bikes (in numbers)

330



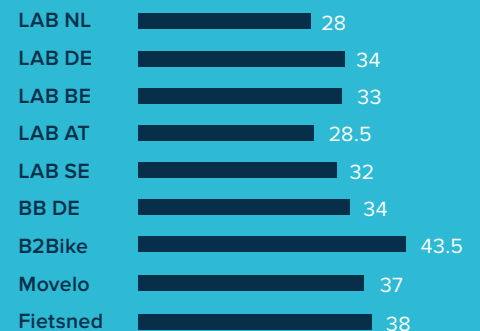
> 58,000

Trees planted (in numbers)



Average age (per company)

34



Society



BMS is socially engaged in all countries where we have operations. We do this through our products and services, which aim to enable a greener, healthier world. We want to contribute in meaningful ways to all the communities we are part of – with financial donations, for example, but also by investing time.

Our employees sometimes suggest their own initiatives to make the world a little better. We greatly appreciate that, and we always try to work together to see how we can incorporate these ideas into our services. We also try to

make our team days and team outings as socially engaged as possible – examples include cooking at a homeless shelter or participating in a benefit cycling tour.

Making cycling accessible

A key priority close to our hearts is our collaboration with NGOs that target groups for whom bicycles are less accessible, for whatever reason. A few examples:



SOS-Kinderdorf International

is a child development organization that has, for more than 70 years, been strengthening or creating families for children who have no parents or safe home. And growing up in good health naturally includes the chance to explore the world by bicycle.



Stichting Leergeld

is a Dutch foundation that focuses on children in families with financial concerns. Getting them involved now helps them do their part later on, which is why Leergeld is committed to giving these children the same opportunities as their peers – with a new bicycle, for example.



Mobiel 21

is a Belgian organization dedicated to safer streets in a greener public space, so that more people can be active. Bicycles play a major part in these efforts; after all, the more people leave their cars behind, the better.

We donate used (electric) bicycles to these and other socially relevant organizations. This donation plan is now in its second year and each BMS company is implementing it in its own way. We are still developing this initiative and are looking for new collaborations with appealing partners. The results and response so far have been very encouraging.



“In the coming year, we will further strengthen our focus on social commitment and environmental awareness.”

Ready for 2024

The causes and projects we support within the Social pillar of our CSR strategy highlight our commitment to making cycling accessible to the widest possible range of people. In the coming year, we will further strengthen our focus on social commitment and environmental awareness – not only within our own organizations, but also in fruitful collaborations with non-profit organizations.

In doing so, we will continue to focus primarily on bicycle donations and making cycling accessible as a more sustainable mode of transportation. We will also seek out new partners in our communities in all countries, with the goal of initiating even more impactful projects that align with our values and contribute to social mobility and progress. With such initiatives, we effectively respond to local needs and promote community well-being. This serves a higher purpose within our CSR policy – but we never forget to also emphasize that cycling is, above all, a fun and social activity!

Planet

Society

Planet

People



Sustainable entrepreneurship begins, first and foremost, close to home. That is why we at BMS have included clear goals in our CSR strategy to make our own business operations more sustainable. In 2023, we have again taken concrete steps to realize that ambition. These include switching to renewable energy sources and the transition of our fleet to more sustainable vehicles, such as electric lease cars. A number of other initiatives are highlighted on the next page.

Society

Planet

People

Metrics for insight

If you want to be a sustainable organization, you have to be able to demonstrate the impact of your operations. That's why in 2023, BMS switched to a new tracking system: UL360.

We are committed to advancing the sustainability of our business and supply chain. UL360 provides us with insights into our carbon footprint, distinguishing between Scope 1 (direct emissions within our organization) and Scope 2 (indirect emissions from the energy we use).

Planting trees

To complement our commitment to offset the CO₂ emissions from our own operation and out of a desire to contribute to nature restoration, we have launched a special initiative: planting trees for our customers. To facilitate this, we use an incentive system that gets everyone excited to contribute as much as possible: we plant a new tree for every new lease cyclist, service contract, or 250 kilometers cycled.

Meanwhile, all BMS companies have established collaborations with local partners to make this possible. We are very pleased with – but not surprised by – the energy and commitment with which our colleagues have elevated tree planting to a high art. After all, the greener your environment, the more you enjoy every bike ride.



Commonland

To give something back to nature, we are working with the Commonland Foundation through Pon.

This foundation is dedicated to restoring ecosystems in areas where the land has been degraded as a result of climate change. Commonland's goal is to restore one hundred million hectares of natural areas by 2040: an area about twice the size of Spain.



Stronger together, on the road to ISO certification

We are very proud that a number of BMS teams have begun the process of achieving ISO 14001 certification in 2023. This is a leading international standard that establishes strict requirements for an organization's environmental management system. Using the guidelines in this standard, companies can improve their environmental performance by using resources more efficiently and reducing their waste streams. We expect to achieve the first certification for a BMS company in 2024.



“As a young organization with a green heart, we learn (and get a little better) every day.”



Looking ahead to 2024

Our aim is and always will be to make a positive change in the world, and we can only do that if we continue to reduce our CO₂ emissions and manage our emissions responsibly.

Within the Planet pillar of our CSR policy, we are even more strongly committed to reducing our environmental footprint, engaging our stakeholders in BMS’s sustainability initiatives, and promoting a culture of responsibility and creative entrepreneurship within our company. As a young organization with a green heart, we learn (and get a little better) every day. We believe that by taking these measures and staying true to our vision, we will continue to contribute throughout 2024 to a cleaner planet as well as a more prosperous and sustainable society for future generations.

People

Society

Planet

People



At Bike Mobility Services, our primary focus is on bicycles, naturally – but beyond that, we are an organization where it's all about people. Our customers and the partners we enjoy working with in our value chain, and our own employees of course. Because they support the success of BMS. That's why we listen carefully to their ideas and wishes, and actively invest in their development.



Professional development and personal growth

We consciously focus on our employees' competencies and abilities, not just what's on their resume. Moreover, we offer our people the opportunity for continuous growth through customized training and personal coaching. Within our organization, we encourage a culture of continuous development and growth.

At BMS, we nurture and rely on our team's special abilities. An example of this is our management trainees, some of whom have set up a new BMS company abroad. We guided them from the first steps, such as desk research, to setting up and building a full-fledged company. On an international level, we facilitate knowledge exchange, adaptation, and sharing of expertise within BMS, giving employees the opportunity to learn with and from each other and develop in a global context.

Vitality

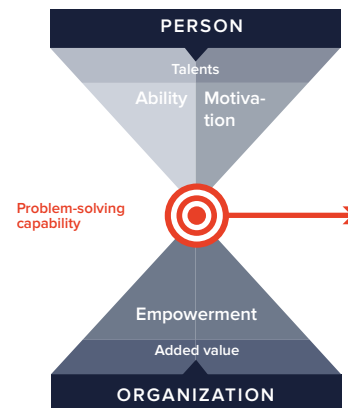
To have a healthy business, you need healthy employees – and getting lots of exercise is in our nature, after all. That is why we organize various local sports activities for our teams, such as bike tours, running groups, lunch walks, and sports tournaments. We also offer discounted sports plans in several countries and encourage colleagues to exercise together and bike to work wherever possible.

At some of our companies, employees have the opportunity to exercise indoors during office hours – Movelo in Germany, for example, offers HIIT training at the office during working hours. Our parent organization, Pon, organizes an annual sports tournament that the Dutch BMS companies – as well as an increasing number of international colleagues – energetically participate in. And when we hold team-building activities, we try to give them a sporting character as much as possible.



STYR

In 2023, we implemented the STYR model in almost all BMS countries. In doing so, we are energizing our desire to be a company that values clarity and connectedness in order to bring the people and the organization closer together. The STYR model is a strategic framework that stands for Structure, Transparency, Yield, and Responsibility. With this model, we strive for fairness in salary determination, considering not only the job but also individual skills.



International HR collaboration

We want to develop into a cohesive international organization that treats its people in the same way BMS-wide. To this end, we started harmonizing our HR policies, in all countries and in all teams within our group. In this way, we want to better share and strengthen the knowledge and experience we gain from setting up CSR initiatives. We are also increasingly harmonizing initiatives within our employment conditions, such as the bonus structure. In 2023, we also made a firm commitment to international knowledge sharing as a founding principle for a common path forward. Here we are committed to aspects such as diversity and inclusiveness, learning and development paths, holding international marketing meetings, streamlining our IT solutions, and even better alignment of our operational activities.

Society

Planet

People

D&I

Diversity and inclusiveness are issues we care deeply about, and we are aware of the societal challenges in this area.

We are therefore proud that we have a healthy male-female ratio within BMS (50.1% of our colleagues are male; 49.9% are female) and that we have made great strides in the field of D&I once again in 2023.

We offer several webinars around this important topic, focusing on awareness, engagement, and concrete steps

we can take. In addition, we have appointed a D&I ambassador for each company in the BMS group. These ambassadors work together across borders as one team to learn from each other and to inspire and activate each other. This allows us to create BMS-wide awareness of the importance of D&I, identify challenges, develop new policies, and set up local initiatives.



“In 2024 we will invest in our employees by taking more concrete steps.”

Our people in 2024

In 2024, we aim to further professionalize our company in how we invest in our people. We want to achieve this from an HR perspective by continuing to harmonize our CSR approach. This will allow us to better ensure our low-carbon operations, as well as the well-being of our employees, the positive social impact we strive for, and the attraction of new top talent.

To improve international cooperation between our countries, we are seeking closer collaboration between the CSR team and diversity and inclusion (D&I). We want to achieve this through an internal D&I ambassador who works with the local CSR ambassadors. In this way, we can better develop an international approach from the People pillar in our CSR vision, complementing the local activities developed by the country teams themselves.

In short, in 2024 we will invest in our employees by taking more concrete steps. This will also be the first year in which we have planned specific initiatives on the HR calendar, such as establishing a D&I Recruitment Plan and supporting the mental and physical health of our employees.



CSR Reports 2023

[Lease a Bike Netherlands](#)

[Lease a Bike Germany](#)

[Lease a Bike Belgium](#)

[Lease a Bike Austria](#)

[Lease a Bike Sweden](#)

[BusinessBike Germany](#)

[B2Bike](#)

[Movelo](#)

[Fietsned](#)

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CSR Reports 2023

Lease a Bike Netherlands

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Lease a Bike Sweden

Lease a Bike Belgium

Lease a Bike Austria

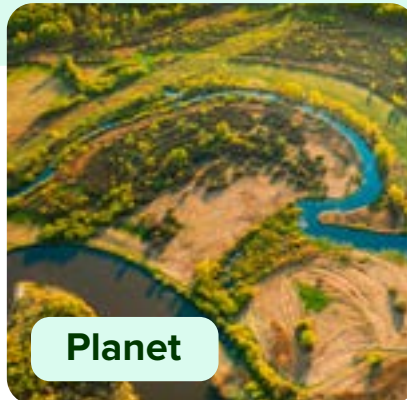
Lease a Bike Netherlands

At Lease a Bike Netherlands, we look back on a year full of exciting developments in the field of CSR. 2023 was a very successful year for our company as well as for our initiatives to encourage more people to cycle. We expect that the steps we have already taken will pave the way for even more inspiring developments – our green ambitions are truly starting to gain momentum.



Society

We are fully committed to setting up or supporting projects that help people make cycling a part of their daily lives. A key focus for us is promoting vitality and mental well-being across the Netherlands by empowering projects that help people when the option of cycling is out of reach for them, whether physically or financially. For example, we collaborate with Stichting Leergeld and Dutch bicycle manufacturers to donate bicycles to relevant NGOs. We encourage our colleagues to use our suggestion box to share ideas and insights that allow us to think and act more socially and sustainably. We also make our purchases as locally as possible. For instance, our delicious coffee is delivered by bike from a roaster in Amersfoort. In this way, we minimize transport and support local entrepreneurs.



Planet

As an organization, we strive to be as sustainable as possible. For example, we participate in the central Pon organization's Commonland program and other initiatives to offset our net CO₂ emissions. Our goal is to halve the carbon footprint of Lease a Bike Netherlands by 2030. We are already working towards this by seizing climate gains wherever we can – for example, by lowering the thermostat in our office, renewing our internal lease policy which has doubled the number of electric cars, encouraging employees to bike to work, and offering a fully vegetarian lunch.



People

People are the driving force behind our story – from our employees and partners to the riders of our bikes. Therefore, we align our CSR activities more closely with our mission and support initiatives for people for whom the ability to cycle is not a given. We aim not only to do good but also to keep the conversation going. We actively engage in dialogue with all our stakeholders to jointly make the market more sustainable. In 2023, for instance, we actively involved them in the BMS tree planting day.

Within our organization, we strive to promote inclusivity and focus on the physical and mental well-being of our people. We offer more and more sporting activities – like challenging summer and winter labs, padel tournaments, and mudflat hiking – to promote personal development and vitality.

What do we expect for the year to come?

For the coming years, we are focusing our CSR policy on three key points:

- We want to make it even easier for Dutch employers and employees to choose the sustainable and healthy option of cycling.
- We are deepening and accelerating our social activities through Stichting Leergeld, with the *Geen kind achterop!* program (“No child left behind!”), and are developing the “Ticket to Rise” program.
- We will continue to collaborate with special bicycle manufacturers, like Van Raam and Tworby, and support the Ticket to Ride project to help people with a special background get a bike of their own.

Additionally, we will further develop our collaborations throughout the value chain. We also aim to further embed our CSR policy into our business strategy, aiming to actively position the bike as a sustainable alternative for future-oriented mobility.



Highlights

Let's shine a light on some of the standout events for Lease a Bike Netherlands in 2023.

Stichting Leergeld

We are proud of our special collaboration with Stichting Leergeld, as we realize that a good, reliable bike is not equally accessible to every child. That's why we use our annual “Bike to Work Days” campaign to support the *Geen kind achterop!* (“No child left behind!”) project, which aims to give all children in the Netherlands the opportunity to enjoy riding a bike. During this action week, we ask employers to encourage all their employees to commute by bike. For every kilometer ridden, we donate an amount. In 2023, more than 500 employers participated, covering over 60,000 km – in this way, we helped 130 children receive a donated bike of their own. In 2024, we aim to surpass this result with 100,000 cycled kilometers, equivalent to approximately 225 bikes. Additionally, we plan to organize a collection drive to gather second-hand bikes for Stichting Leergeld.

Tree planting

For every lease contract in 2023, we planted a tree. After kicking off this program with 5,000 trees in 2022, we made a big leap to nearly 20,000 trees in 2023. To increase involvement in this project, we organized a tree planting day in November where more than a hundred of our enthusiastic stakeholders rolled up their sleeves to help us – it was a very special experience indeed!

Other highlights

● ISO 14001 certification

In 2023 we started to map our environmental management system. We aim to achieve the ISO 14001 certification in 2024, in addition to exploring other possible certifications.

● Emma at Work

We started a new collaboration for our recruitment efforts with this remarkable organization that supports young people with physical disabilities on their way to an independent future.

● CSR walks

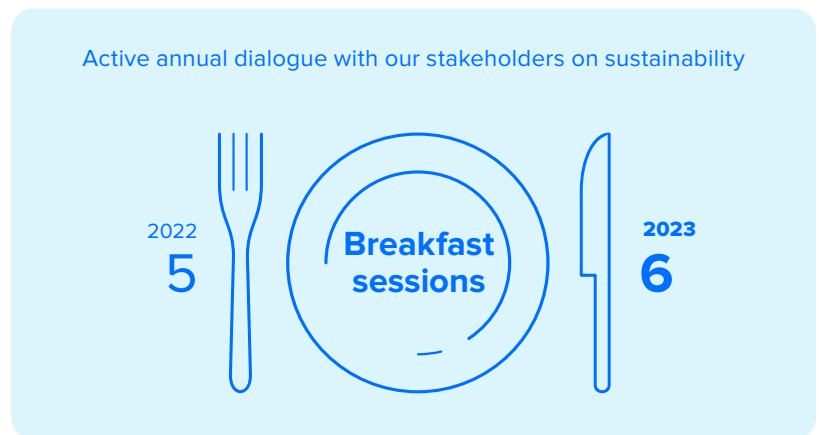
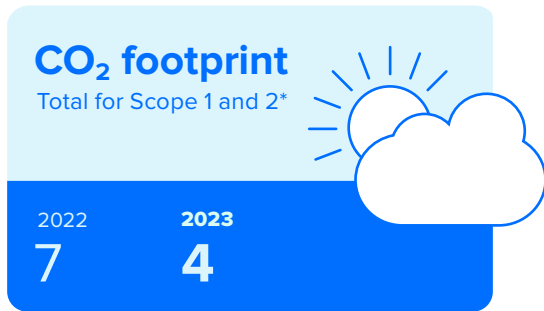
Every two months, we hold a breakfast session or walk with our people to discuss a specific CSR theme, raise awareness, and collect surprising ideas from the team.

● Van Raam and Tworby

To support people for whom cycling is physically challenging, we collaborate with these Dutch manufacturers to offer special bicycles, such as tricycles, wheelchair bikes, tandems, and low-entry bikes.



Facts & figures



* Values based on our entered data in UL360. Although filled in carefully, we cannot guarantee the data is entirely accurate. However, it serves as a valuable indication of our CO₂ emissions.

Lease a Bike Germany

In 2022, we started as a new project full of energy and ambition. Now in 2023, we've found our stride. This year, we enabled a sustainable strategy that resonates internally and externally, better focusing the whole team on CSR. Every day, we strive to make a positive impact in the world around us. This includes onboarding our partners and customers, and also reaching multiple age groups through social initiatives. Monetary donations to foundations promoting children's quality of life further amplify our mission. We found exciting new partners, like Planted and SOS-Kinderdorf, and are committed to developing long-term relationships with them as we look ahead to the years to come.



Society

We drove many impactful new initiatives like bike donation partnerships this year, seeking out new collaborators and setting ambitious targets. Notably, in addition to providing bikes, our donation to Hephata offered mobility and safety training for kids. Our donation to SOS-Kinderdorf Düsseldorf focused on children as well as adults, expanding last year's emphasis on adults and employees.

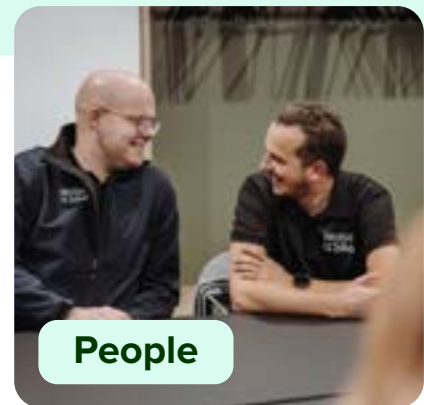
Additionally, we co-organized a high-profile charity event with Werder Bremen football club. Together we incentivized widespread participation, encouraging our customer's staff to ride for kilometer contributions. The customer logging the most kilometers won a donation to a sustainable organization of their choice. Ultimately, funds were donated to a rehabilitation community. This event brought together our brand, customers, and societal impact.



Planet

A key component in our efforts to combat climate change was an innovative collaboration with Planted, a trailblazing German startup that facilitates B2B tree-planting initiatives. In 2023, we focused on increasing colleague involvement, logging monthly contributions throughout the year to fund tree plantings in October.

This forward-thinking partnership contributes tangibly to offsetting our environmental footprint while also inspiring our team. As we continue expanding sustainable operations, tree-planting will remain a core part of our commitment to a greener world.



People

As a young and growing organization, our talented people are the driving force behind our positive impact. We prioritize employee health and wellbeing, serving vegan and vegetarian options at our team events. All employees can also apply for Hansefit, which offers them access to a large range of sports activities at a modest monthly fee.

We also like to have fun as we get active together – each year at Christmas time, we assemble a curling team that participates in a popular local competition. For us, doing the right thing for the planet goes hand-in-hand with building a vibrant team of dedicated colleagues.

What do we expect for the year to come?

Building on our story in 2023, we are ready for further growth and evolving our impact in 2024. A few focus areas:

- We want to expand our collaborations with regional partners and broaden our community outreach. For example, we are exploring possible new projects with local schools.
- To boost personal involvement from colleagues, we are talking to nature conservation groups to set up field-trip projects for company days where all colleagues are welcome.
- We also want to further include our broader community, e.g. by publicizing World Bicycle Day, where we involve customers in a mileage-based donation to SOS-Kinderdorf Düsseldorf.

We're proud to have successfully activated our stakeholder involvement thus far. We hope that our approach will inspire others in the BMS group, as companywide employee engagement is key to achieving lasting positive impact.

Highlights

Let's shine a light on some of the standout events for Lease a Bike Germany in 2023.

Werder Bremen

Our month-long Lease a Bike Charity Bike event in May was a wonderful example of the successful long-term collaboration with our customer Werder Bremen. With many of their employees cycling and ten bikes donated to their Spielraum foundation, it was the perfect partnership. Employees cycled to work, logging kilometers for a chance to win €5,000 to donate to a charity of their choice. Promoted through press releases and social media, the event sparked enthusiastic participation – the winner cycled thousands of kilometers! Held in Bremen, the initiative fostered community engagement while supporting a great cause.

Hephata

For Christmas, we partnered with football club Borussia Mönchengladbach to donate 30 bikes to the Hephata foundation, an organization that supports children and adults facing challenges in their lives. Expanding our limited sponsorship of the football club, we connected with the club's new CSR department to facilitate this outreach initiative. We donated bicycles to a Hephata school for mobility training, including a cargo bike for teachers and bikes for underprivileged kids. The club provided a content team to collaborate on promotion, including a press release. This donation delighted Hephata; the school director personally thanked Lease a Bike Germany amid overwhelmingly positive feedback.

Other highlights

- **Andreaswerk Vechta**
We donated six bikes to this local community organization that supports and connects people with disabilities. Funding can be tight for sustainable foundations like this and they were very grateful for our contribution.
- **SOS-Kinderdorf Düsseldorf**
This was our second bike donation to this modern, award-winning charity that provides care for children, families, and others in need. The 18 bikes we donated help to support commuters and families facing financial hardship, like refugees.
- **QR codes for trees**
To help offset our carbon footprint, our colleagues rolled up their sleeves to plant trees in Bavaria together with our new partner Planted, contributing to their reforestation efforts across Germany. Excitingly, Planted provides access to view all our planted trees through their website. To have a look, just follow this QR code.



Facts & figures


Number of employees
95

Average age
33.5




**Lease a Bike
Charity event**

€5,000
donated to Lukas-Werk
in Peine through Lease
a Bike's Charity event
winner




1,440
trees planted
in 2023



2,000 m²
Blühpatenschaft (flowering sponsorship) set up in
Molbergen to combat insect decline and support
biodiversity

CO₂ footprint
Total for Scope 1 and 2*



2022	2023
63	69

* Values based on our entered data in UL360. Although filled in carefully, we cannot guarantee the data is entirely accurate. However, it serves as a valuable indication of our CO₂ emissions.

Lease a Bike Sweden

In 2023, we celebrated our first full year at Lease a Bike Sweden and began transitioning from the BusinessBike branding to the Lease a Bike label. Although we launched in August 2022 with 4 staff members and 150 leased bikes, we quickly grew to 11 employees and 2,200 bikes by the end of 2023. This period focused on organizational development, aligning with our parent company Pon. We also prioritized formulating a CSR strategy that can be incorporated into our business and help us always make informed choices when developing our company.



Society

We formed our CSR strategy and initiated related work through swift but careful recruiting and building a culture centered on health and mobility. An employee handbook covering health issues, insurance, and incentives (like providing lease bikes to full-time staff) helped engrain this mindset – more than half of our colleagues now bike to work.

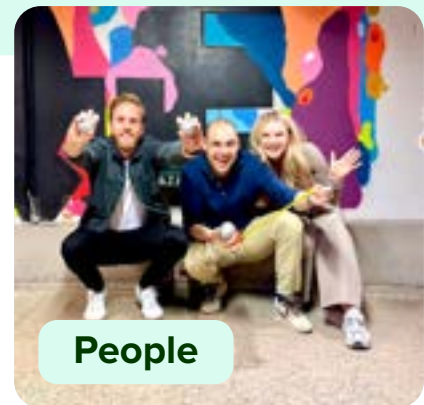
As a startup, community outreach took a back seat to first establishing our internal culture and direction, aligning with Pon's CSR vision. As part of this process, all employees participated in Pon's trainee program, emphasizing CSR themes and agenda-setting. With much to wish for in Sweden's cycling infrastructure, we also aimed to team up with key partners and NGOs to start driving the change, for example through marketing that positions biking as a vital societal theme.



Planet

Seeking to establish our CSR credentials, we identified ISO 9001 (quality management) and 14001 (environmental management) as key proof points, initiating the arduous certification process in 2023. The primary goal was to achieve certification at the BMS level and then proceed to connect the individual companies in the group.

This was a big effort from key partners in the team over many months. While perfectly aligned with our green ambitions, the process was also vital for winning tenders and demonstrating our commitment to the planet. A successful certification process will hopefully enable more group companies like Lease a Bike in the Netherlands and Austria to follow suit as we move into 2024, by adapting our existing documentation with our external consultant's guidance.



People

Culture-building was paramount for our young organization in 2023. We are growing fast and want to align our progress as a team with the development of our company's overall sustainability strategy and approach. Having the right people in the right place with the right mindset will enable us to make great strides going forward.

A health-related CSR priority we are especially proud of was enabling blood donation during work hours to support the Swedish healthcare system, where this is much needed and well facilitated. Several donors from our team now participate regularly. We also prioritized joint physical and sporting activities like virtual e-biking through Zwift, along with padel, darts, and ping-pong outings to foster our collaborative and friendly competitive team spirit.

What do we expect for the year to come?

We are happy to see that our organization is maturing quickly and becoming a results-oriented team. This allows us to gradually shift our focus from growth and planning to action and execution as our team's focus comes together.

- Based on a six-month trainee project focused on mapping our CSR work, we formed a three-person green team that will drive our development in 2024.
- With a solid budget in place, we launched projects with NGOs like Cykelfrämjandet (cycling advocacy organization) to promote biking, and promoted joining our new Bikes for Ukraine initiative on a BMS group level.
- We look forward to achieving the critical ISO certifications, which will require more hard work and open up new possibilities for expanding our business and our standing as a socially engaged company.

All in all, we expect to continue our sustainability journey as we develop our culture and our impact as an organization. The future's looking bright.



Highlights

Let's shine a light on some of the standout events for Lease a Bike Sweden in 2023.

CSR project in Sweden

We were very happy to have Sandra Donkersloot help us kick off our CSR efforts through her six-month project at our company. After completing her master's degree, she applied for a three-year traineeship at Pon involving assignments across the organization. Her key role was mapping Lease a Bike Sweden's operations to lay the groundwork for realizing our CSR vision, including engaging our dealer partners and other stakeholders on Scope 3 emissions. Sandra was crucial in our efforts to create a future-focused sustainability strategy and build a strong team to support it.

ISO 14001

Working towards our ISO 14001 environmental management certification was a major behind-the-scenes milestone, requiring substantial time and effort. We expect to complete the process in 2024. While not outwardly visible, this external validation of our processes and standards demonstrates our commitment to doing the right thing and positions us for future business success through meeting tender requirements. More and more, companies in Sweden are being scrutinized for meeting CSR standards. Walking the sustainability talk is critical – and we wouldn't want it any other way.

Other highlights

● Company trip to Holland

We traveled to the Netherlands to meet the local Lease a Bike team and key BMS colleagues, with each department engaging with their Dutch counterparts. We offset our travel emissions by donating to Klimatskoga, a Swedish climate forest.

● Bike to Work

Pon provides extra lease coverage incentivizing cycling. More than half of our people now lease a bike, with many biking to our bike-friendly workplace that offers amenities like secure parking and equipment.

● Healthy & active staff

We help to keep our people in good shape through out-of-the-office sporting activities. We held a virtual Zwift biking race in a dealer's "pain cave" fitness setup. Our enthusiastic team went for gold and took it very seriously!





Facts & figures



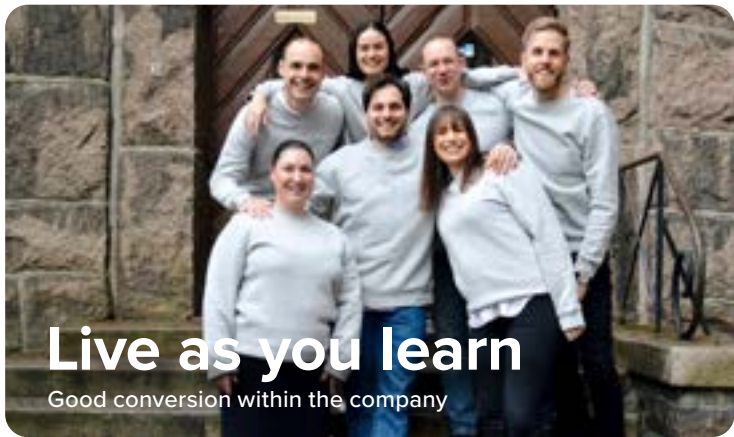
CSR contribution
Sandra Donkersloot was a big asset during 2023 in forming our CSR work through her project assignment



Jonna Bikes
We partner with Jonna Bikes to offer bicycles to new buyers after their lease expires if the previous riders don't want to keep using them

Number of employees
7

Average age
32.3

Live as you learn
Good conversion within the company

CO₂ footprint
Total for Scope 1 and 2*



2023
3



Cykelrum
Through our partner Cykelrum, we provide equipment and guidance for our customers at a discount, encouraging them to adapt their workplace to more bike-friendly practices

* Values based on our entered data in UL360. Although filled in carefully, we cannot guarantee the data is entirely accurate. However, it serves as a valuable indication of our CO₂ emissions.

Lease a Bike Belgium

2023 was a transitional year for Lease a Bike Belgium. As a new company, we initially focused on our processes and communication, and now our focus has shifted more towards CSR as we continue to build on our success. With our enthusiastic team, we have the drive to develop and support inspiring initiatives. In short, the big picture is in focus, the company is running well, and there is room for new projects that make a real difference.



Society

From our home base in Oudergem, we are eager to give back to Brussels and the surrounding region. In doing so, we like to take a broad view, aiming to really understand and engage with societal issues. We also take inspiration from our colleagues' personal passions, such as supporting medical research.

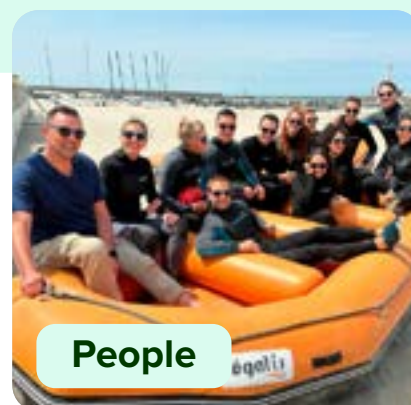
While many of our initiatives are still in development, our CSR drive is clear: the desire to help disadvantaged people. For example, we are exploring opportunities to get involved in food services, promote cycling safety, and donate bicycles or cargo bikes to people and institutions in need.



Planet

One of our most notable projects this year was tree planting in collaboration with BOS+, a non-profit dedicated to the conservation, expansion, and sustainable management of woodland areas. Our entire team was involved in this project, which we co-sponsored with colleagues from B2Bike Belgium. To highlight this good cause, we actively shared our efforts on social media and our website.

Additionally, we are looking at our own operations. We know that as a young and learning organization, there is always room for improvement. For example, we are working on making our car fleet more sustainable, with an increasing number of electric or hybrid vehicles. We also promote train travel for business trips among our team members as an alternative to taking the car.



People

2023 was also a transition year for our people: it was a dynamic period where team building was a top priority. We introduced walking meetings and walking lunches to enjoy the outdoors on nice days. The park opposite our office, on the beautiful grounds of the Rood Klooster priory, provides ample space for good ideas to flourish.

Our "fun team," a group of colleagues who volunteered to develop group activations, held bi-weekly brainstorming sessions and organized several activities. In the summer, we had an excursion to the seaside, including rafting and a cocktail/mocktail workshop. And in the winter, we spent a day at the Efteling amusement park, ending with a group dinner. The common thread is always: everyone's ideas are welcome, and together we can make Lease a Bike Belgium a little better every day.

What do we expect for the year to come?

In 2024, we want to further develop our CSR communications and initiatives and become more visible in the media landscape. Some examples:

- Participating in Bike to Work Days to promote commuting by bike and donate to a good cause by sponsoring kilometers.
- Expanding our collaboration with Mobiel 21, for example by helping people with limited access to sports and donating (now that we have them) bicycles that are released from lease contracts.
- Strengthening our focus on cycling safety with workshops for existing and new customers and collaborating with the Fietsersbond and other partners.

We are excited to contribute even more, as a maturing organization, to a greener world. And we are proud to do this through cycling – a remarkable mode of transportation!

Highlights

Let's shine a light on some of the standout events for Lease a Bike Belgium in 2023.

Team Isa

One of our colleagues personally experienced the effects of cancer in their family and has friends with similar experiences. This inspired them to start the group Team Isa and collaborate with the Belgian non-profit Kom op tegen Kanker. In 2023, Lease a Bike Belgium wholeheartedly supported them: together, we organized a sponsored run, generating awareness through our social media and raising €16,500 in donations for the cause.



Small tree, big wish

We turned our collaboration with BOS+ into a real team-building event. Colleagues went out together to plant trees, followed by a delicious lunch. An inspiring idea was that you plant a wish along with a small tree, imagining how both will grow into maturity. It was a special day full of awareness about our beautiful planet and the importance of nature, and a moment of togetherness where we felt part of something bigger.

Other highlights

● Cycling safety workshop

Many people don't feel 100% safe on a bike. Therefore, we organized an interactive workshop for a major client, together with Mobiel 21, to make cycling more accessible. A successful initiative that we will definitely repeat!

● Games & fun

To strengthen our team bonding, we received a collection of board games from a game developer in our network, which we enjoy playing during breaks. There is also a challenging puzzle on the table that everyone contributes to.

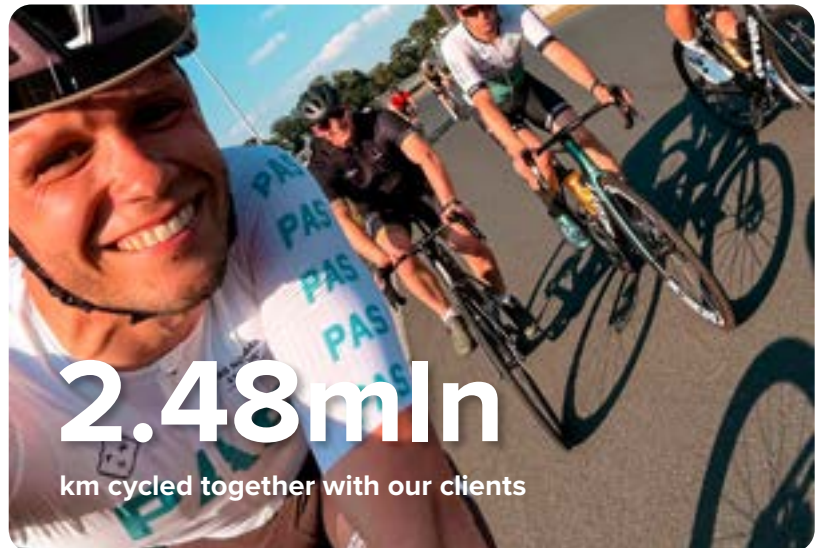
● Connecting Colleagues

For Valentine's Day in 2023, we celebrated not only our loved ones, but also our colleagues. Everyone wrote a note for someone else: what makes you special, what do I appreciate about you? The team really appreciated these kind gestures.

Facts & figures



5
bikes donated to Mobiel 21




2.48mIn
km cycled together with our clients



+140
trees planted in 2023

Number of employees
15

Average age
33



Donation

We've raised €16,500 for "Fight Against Cancer"

2023
€500 donated



Lease a Bike Austria

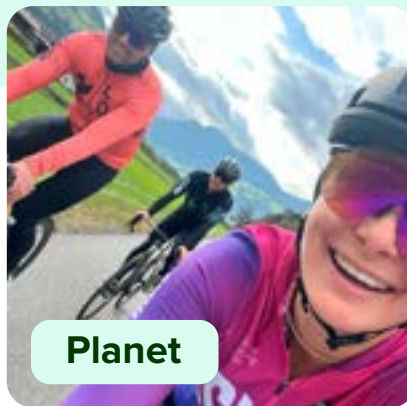
At Lease a Bike Austria, 2023 was our first full year of operations – a year of immense growth for our team, organization and business. We more than doubled our headcount, and there was a growing focus on bringing the CSR mission closer to the team through discussions on our approach, insights from ambassador meetings, and involving everyone in CSR projects. Together, we figured out where we want to go, what impact to have, and what projects to develop.



Society

Our mission is clear: empower more people in society to cycle. We specifically wanted to support the children in our communities, so we reached out to SOS-Kinderdorf to set up a new collaboration. We felt that this inspiring organization was a perfect fit for the way we want to make a difference in society. Many kids love riding bikes but lack the means to own one, especially children without families or other support structures.

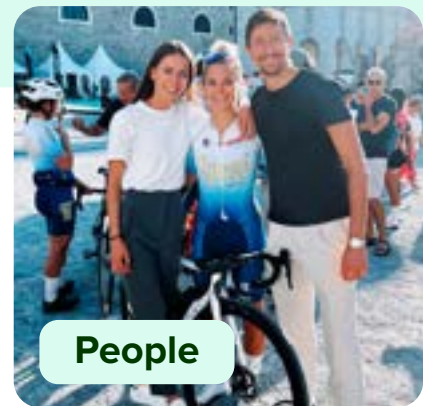
We were proud to donate 15 children's bikes to SOS-Kinderdorf in Vienna in 2023. We couldn't have done it without two key collaborators: Pon-owned bicycle brand Cannondale, who contributed the bikes; and Vienna-based bicycle dealer Mountainbiker, who assisted us by taking on the task of assembling and delivering them.



Planet

As a young and evolving organization, we were pleased to mark our first complete year of CSR reporting in 2023 – and we learned a lot along the way. While it was sometimes challenging to gather all relevant data from our shared co-working office space, the entire team was successfully involved. We also explored Scope 3 emissions reporting, sharing our learnings with the BMS group. This is an ongoing process that we are actively developing.

We planted 100 trees in Austria's "Regenwald der Österreicher" rainforest project, to support extending the COBIGA biological corridor in Costa Rica, helping to protect unique biodiversity. This is a truly "green" project that is supported by many Austrian CSR leaders and was the perfect kick-off for implementing our own CSR focus.



People

Expanding and developing our team was a top priority. For our quarterly meetings and other initiatives throughout the year, we arranged team-building activities to bring everyone together, reflect on our growth and direction, boost the team's resilience, and welcome new staff. One example: we played an "assumptions game" that challenged colleagues to match anonymous personal profiles to specific team-mates, fostering open sharing as we got to know each other better.

Special bonding moments included our Christmas party (a successful repeat inspired by our inaugural December get-together in 2022) and a sunny summer party. At both events, colleagues made slide presentations to reflect on what makes their work meaningful, and we talked about how to streamline our operations. Combining business with pleasure, this was followed by delicious seasonal dinners.

What do we expect for the year to come?

We want to get our team more involved in our CSR initiatives, making it a core value for our company. Our four-person green team will coordinate internationally with colleagues on the BMS and Pon levels.

- With future growth, a new office space, and more company cars, we want to raise awareness and focus on making the best possible CSR decisions from the start.
- We aim to develop our conversations with stakeholders like dealers and leasing partners to better align our efforts and goals..
- plan to expand our SOS-Kinderdorf collaboration, making more bikes available to those who really need them.

To comply with international standards, we have also started the process of getting our ISO 14001 certification, aiming to complete this by 2024/2025.

Highlights

Let's shine a light on some of the standout events for Lease a Bike Austria in 2023.

SOS-Kinderdorf

We were very pleased with this impactful societal outreach collaboration close to our core values. The whole team's involvement made the humbling experience of delivering the bikes and seeing the joy at SOS-Kinderdorf even more special. A bike can truly make a big difference in a child's mobility and quality of life. At the festive donation moment, our organizations really connected and we will surely explore new collaborations.



Planting trees

The "Regenwald der Österreicher" is a unique science-based project with a special rainforest reconnection approach that has immense impact. The team in Costa Rica replants trees to bridge separated forest habitats, supporting the flora and fauna populations to renew biodiversity. This was our first fully developed CSR pilot project, and its success taught us valuable lessons that will serve us well as we develop our strategy going forward.

Other highlights

- **Recycling at the office**
Recycling at our current co-working space wasn't always easy, so we separated the trash ourselves and aim to implement a similar program in our new office space in 2024. We hope that developing better recycling habits company-wide will help to reduce our environmental footprint.
- **Biking to work**
We incentivized cycling to work through an affordable lease bike program with tax benefits. Many team members took advantage of this opportunity, improving health while reducing commuting emissions and avoiding traffic.
- **Free gym use**
Our co-working space provides free fitness areas like a gym and ping-pong tables, promoting an active lifestyle during work breaks. As we move offices in 2024, we're evaluating ways to continue supporting our team's wellness with similar services.

Facts & figures



Weekly sport activities in our Co-Working space to improve the vitality of our employees

Number of employees

12

Average age

28.5



100 trees

Planted exactly 100 trees with "Regenwald der Österreicher"



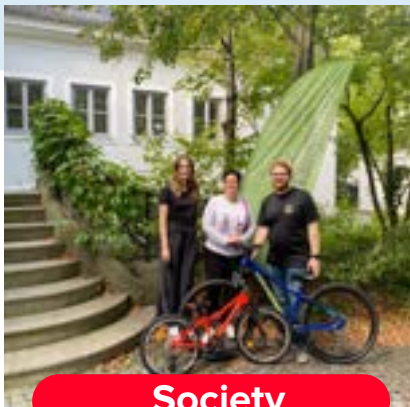


CSR Report 2023

BusinessBike Germany

BusinessBike Germany

In 2023, BusinessBike experienced dynamic growth due to the steady increase in employees and tasks, enabling us to significantly strengthen our market position and improve our services. We made big strides in developing our sustainability strategy, ramping up our collaborations and communications. We devoted more time to CSR activities this year, engaging our team to evolve our perspective on where we want to go, what impact to have, and what projects to develop.



Society

Our main goal is to make cycling easily accessible to as many people as possible. Our unique all-digital platform allows for quick setup, easy registration, and fast service – often with next-day bike availability. Our customers appreciate the platform's flexibility and efficiency, which empowers their employees to select and order their bikes themselves within the parameters set by the customer.

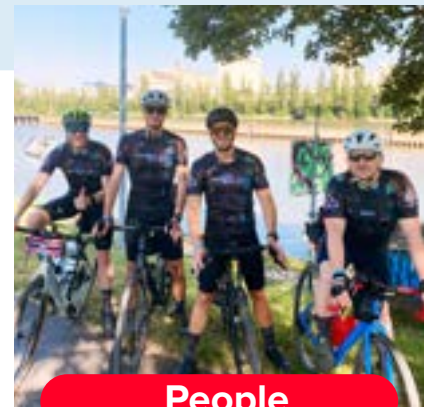
Beyond this, we aim to make a positive societal impact by supporting various sustainable initiatives. For example, we donated bikes to SOS-Kinderdorf in 2023, providing underprivileged kids who lack family support with the means to enjoy cycling. Additionally, we made a financial donation to a Bavarian children's hospice, focusing on improving the quality of life for kids with serious health issues.



Planet

As we aim to offer an environmentally friendly alternative to car transportation, our business model strives to be green at heart. Since 2022, we have been compensating our Scope 1 and 2 emissions as we want to be carbon neutral. And we avoid unnecessary waste as much as possible by keeping everything digital.

Beyond reducing our CO₂ emissions, we aim to give back to the planet by supporting initiatives like the Bergwaldprojekt. Founded in 1987, this non-profit organizes project weeks where volunteers work on tasks like planting and tending young trees, controlling soil erosion, constructing paths, and re-naturalizing bogs and brooks. Working with them, our team actively participated in tree-planting and forest maintenance projects, focusing on the importance of biodiversity. This is a CSR partner that aligns perfectly with our own commitment to promoting environmental sustainability.



People

Creating a safe and fair working environment for all employees is one of our top priorities. We are committed to diversity and inclusion, welcoming everyone to the BusinessBike family regardless of gender, sexual orientation, age, religious affiliation, social and ethnic origin, physical or mental abilities, or other characteristics.

Our visit to the Bergwaldprojekt location also served as an exciting team-building outing for our fast-growing company. It was physically exhausting but very rewarding, and we had a lot of fun along the way. In addition, we organized a 200 km bike tour where employees rode to raise funds for charity. This event not only supported a good cause but also strengthened our team spirit and exemplified our ongoing commitment to health and wellness.

What do we expect for the year to come?

Looking ahead, we foresee continued growth in 2024 as we expand our platform and deepen our understanding of CSR and community outreach. We also plan to further promote employee wellbeing and offer personal health checks. Some other standout items:

- Simplify and improve the process of donating bikes to SOS-Kinderdorf, introducing an online ordering system to make it easier for the kids.
- Promote employee health through a sponsored fitness program, offering our people discounted gym access cards.
- Work towards Scope 3 emissions reporting, which includes moving to a new building with better access to key CSR data.

Finally, in line with BMS's policy and ambitions, we have started the process of obtaining our ISO 9001 and 14001 certifications.



Highlights

Let's shine a light on some of the standout events for BusinessBike in 2023.

Bergwaldprojekt

Our donation to this project supported approximately 30 hectares of land, including forests, mountains, moors, and other ecosystems in Germany. In addition to offering financial aid, we were eager to “get our hands dirty” and contribute personally. So we drove to a Bergwaldprojekt site, learned about the initiative and got involved hands-on. In a single day, 30 of our employees (about one third of the entire team) planted 1,000 trees!



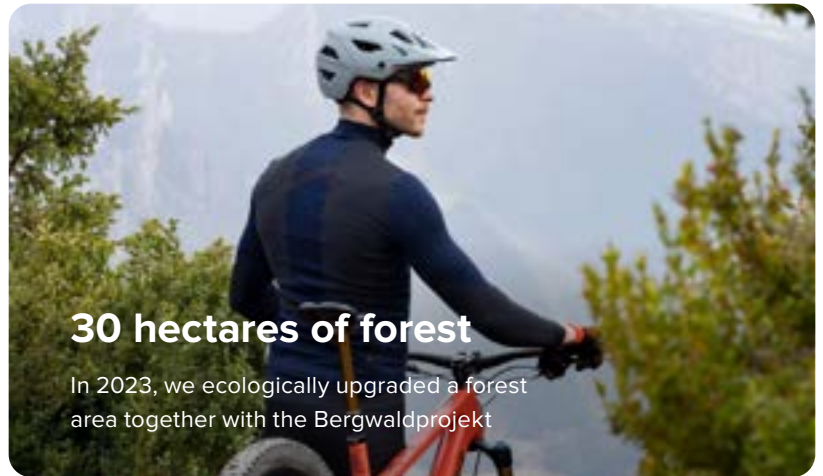
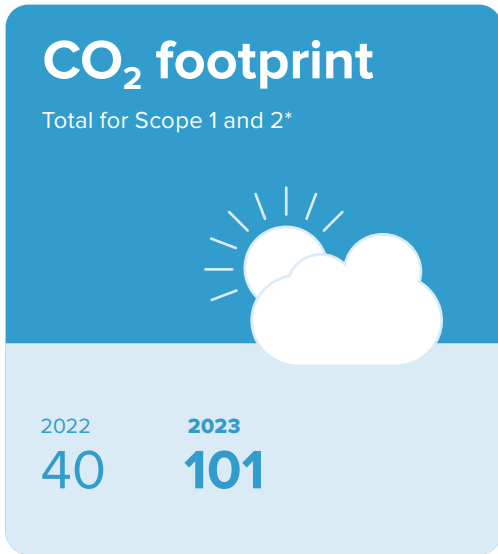
SOS-Kinderdorf

We donated 100 children's bikes in 2023, expanding our previous donations of ex-lease bikes for adults. This new initiative aimed to provide bikes to kids who lack financial means. Setting up the donation was challenging due to the complexity of SOS-Kinderdorf's organization, but with the help of a major bike dealer, we successfully delivered the bikes. Visiting their headquarters in Munich and meeting their team face to face was an especially rewarding experience.

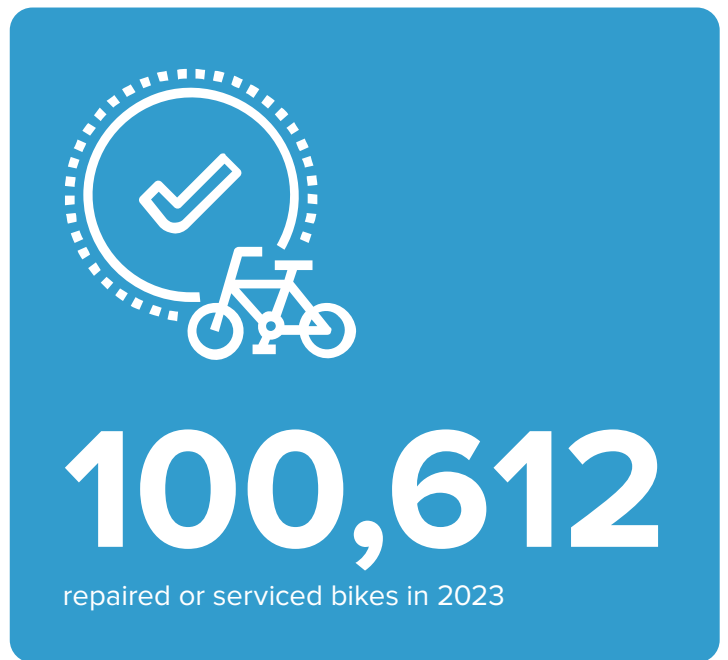
Other highlights

- **Donation tour**
During one of our quarterly meetings, four employees launched the plan to bike 200 km over two days for the World Bicycle Relief charity. They raised €1,000 from supporters, which was matched by BusinessBike.
- **Children's hospice**
Inspired by a colleague's volunteer work at this foundation, we were honored to support the Stiftung Ambulantes Kinderhospiz München with a financial contribution of €5,000.
- **E-cars only**
From January 2024, we will be gradually transitioning to an all-EV fleet for our field service colleagues, phasing out fossil-fuel and hybrid vehicles.
- **Out-of-office fun**
To foster team bonding and help new colleagues integrate, we enjoyed festive outings to a traditional Bavarian annual city fair and our end-of-year Christmas party.

Facts & figures



> 6 DE&I
Diversity and Inclusion initiatives implemented



14 awards
for our customer service, our online portal, and our price-performance ratio, among other things

Number of employees
112
Average age
34.3

1
Safety first
< 1 safety incident reported

* Values based on our entered data in UL360. Although filled in carefully, we cannot guarantee the data is entirely accurate. However, it serves as a valuable indication of our CO₂ emissions.



CSR Report 2023

B2Bike

B2Bike

B2Bike has a rich history as a medium-sized company with a close-knit group of employees, where care for the staff has always been important. As a BMS company, we are now broadening our horizon and taking concrete steps to expand our CSR activities with new initiatives such as tree planting and participating in the Business & Bikes network. We are making great strides and have ambitious plans for our next CSR steps in 2024 and beyond.



Society

We are developing the Society pillar in our sustainability policy through various mobility partnerships.

One example is our collaboration with organizations for bicycle fleets, such as Slim naar Antwerpen and the Pendelproeverij, aiming to get more people in the region on bikes by letting them try an e-bike for a month for free.

Additionally, we joined forces with BASF to donate two tandem bikes to De Vluchtheuvel, a daycare center managed by Rotonde, a non-profit focused on people with disabilities. Moreover, someone from Rotonde works at B2Bike to operate our BikeWash machines.

Through the Business & Bikes network, we also became a premium sponsor of TAJO, a talent workshop for young people. TAJO offers teenagers aged 10 to 14 interactive workshops about various professions. Thanks to our support, TAJO can inspire and help them make the right career choices in a complex world.



Planet

Since 2022, our organization has aimed to be carbon neutral in Scope 1 and 2. We maintained this focus in 2023 despite our growth and the diversification of our offerings. Inspired by the BMS Pledge, we plant a tree through BOS+ for every bike we lease. Established in 2012, BOS+ is a Flemish non-profit dedicated to the conservation, expansion, and sustainable management of forest landscapes.

Our Bikeselection division specializes in giving bikes a second life after their lease contract ends. We believe that investing in the second-hand market contributes to the United Nations' Sustainable Development Goals (SDGs) – such as Climate Action (SDG 13) and Responsible Consumption and Production (SDG 12) – by reducing waste and saving resources.



People

Our workforce grew to almost 30 employees in 2023. Therefore, we appointed a specially trained prevention advisor. This focus was so successful that three of our employees have now completed their first-aid training. Besides safety and prevention, our prevention advisor also focused on awareness and improvements around ergonomics – in the office, in our technical workshops, and at home.

We consider our colleagues to be our work family, and caring for our people is in our DNA. Each employee receives a birthday gift as a personal token of appreciation. Additionally, we provide a fruit basket at the office to facilitate healthy and varied eating and have developed an ergonomic plan for both office workers and workshop technicians.

What do we expect for the year to come?

We are proud of our team and the steps we have already taken. We are developing beautiful CSR plans for 2024:

- ✓ **Participating in the River Cleanup Antwerp initiative**, organized around World Earth Day and River Cleanup Day. On this day, we will clean up a section along the river or around our business premises.
- ✓ **Continuing to be a leader in promoting cycling among our employees**, most of whom already commute by bike.
- ✓ **Mapping our Scope 3 emissions**, in line with Pon group guidelines, to take further steps.

We will continue to think critically about our impact on the climate and our environment, to make a meaningful difference every day.



Highlights

Let's shine a light on some of the standout events for B2Bike in 2023.

Mobiel 21

At B2Bike, we found a partner in Mobiel 21 that shares our vision of sustainable mobility, human well-being, and forward-looking policy. They are based in Leuven and work with policymakers to make streets in Flanders more human-friendly and healthier, with more green spaces and fewer cars. Our donation of 12 city bikes in 2023 was a wonderful start to what we hope will be a long-term collaboration.



BOS+

Our collaboration with BOS+ was an inspiring and tangible way to put CSR into practice. We also involved our client Kingspan Light + Air Belgium: eight B2Bike colleagues and five employees from the client planted 5,000 trees together in a municipal water catchment area in Wetteren. We were warmly welcomed by BOS+ and even treated to delicious homemade soup! This way, doing good can be truly enjoyable.

Other highlights

● Mobilotheek

We provided 100 bikes through our Mobilotheek for the Slim naar Antwerpen project and another 180 for the Pendelproeverij. By participating in these projects, employees can borrow an electric bike to experience how pleasant cycling to work is. The next step is then to encourage employers to offer bike leasing if their employees like it.

● BikeWash

We have two special bike-washing machines that make the bicycles from the Mobilotheek and Pendelproeverij fleets shine again. These installations use biodegradable cleaning agents and 90% less water thanks to smart reuse. We work with De Vluchtheuvel to operate the machines, providing low-threshold social employment.

● First Aid

Three employees have completed first aid training, a certificate valid for five years, to support safety and health at the workplace.



Facts & figures

CO₂ footprint

Total for Scope 1 and 2*



2022	2023
32	36

Safety and route planning for cycling



B2Bike maps out **safe cycling routes** for every employee, a crucial aspect of their safety policy.



Personalised dashboards for all customers to gain insight into and encourage bicycle use

Donation

12 bikes donated to Mobiel 21



5,000 trees

planted in collaboration with BOS+

Regular mountain biking

in the forests of Putte-Berendrecht-Zandvliet, with bike rental from a partner dealer in Stabroek



Number of employees **26**

Average age **43.5**

In 2023 B2Bike employees biked

1,635 days

to work



€0.35

Tax advantages

In Belgium, employers can give up to €0.35 per kilometer as a bicycle allowance. B2Bike is promoting this fiscal measure by offering extra tax savings, which benefits both employees' pocketbooks as well as the environment and on-road safety.

* Values based on our entered data in UL360.

Although filled in carefully, we cannot guarantee the data is entirely accurate. However, it serves as a valuable indication of our CO₂ emissions.



CSR Report 2023

Moveo



Movelo

2023 was a year of change for Movelo. We are concentrating our activities on German-speaking countries, with Italy and the Netherlands playing a subordinate role. In our new role as bike mobility service provider, we are outsourcing procurement and logistics to dealers and regional partners.

With a fleet of over 7,000 bicycles, this positions us as an agent offering bike-sharing services to companies and focusing on local markets – a transition that increases our efficiency and reduces our environmental footprint.

Society



We are committed to deepening our engagement with the community.

In 2023, we explored new outreach collaborations with partners like Pidinger Werkstätten. This sheltered workshop is operated by Lebenshilfe, a non-profit that supports individuals with disabilities by providing employment and vocational training opportunities. Their mission of integration and empowerment resonates deeply with our values.

Parts of Movelo's charging infrastructure were manufactured by the talented team at Pidinger Werkstätten, and both sides were delighted by the positive experience and high-quality output. This successful partnership has inspired us to seek out other local initiatives where we can make a meaningful difference. We plan to focus our community efforts in our immediate region, where we can cultivate strong personal connections and truly understand the needs of the organizations we support.

Planet



Our aim is to become a climate-neutral organization.

Since 2016, we have been compensating our emissions, and in 2023 we expanded our electric car fleet, continuing the transition away from fossil fuel vehicles. Thanks to our new service-oriented model, we have reduced logistics emissions by outsourcing more efficiently to regional partners. Additionally, we achieved a virtually paperless office this year, with invoicing and accounting now fully digitized.

We have partnered with Plant-for-the-Planet, planting trees for every 250 kilometers ridden by our customers (who participate on a voluntary basis). With 7,000 bikes in our fleet, we also generate significant tire waste. To address this, we joined the Schwalbe Recycling System, a program that recycles used bicycle inner tubes and tires, aiming to produce new products from recycled materials and promote a circular economy.

People



The health and well-being of our employees are our top priority.

We offer weekly sports courses ranging from yoga and swimming to CrossFit and running, ensuring a diverse array of activities. Monthly lunches for the entire Movelo team, organized in turn by different team members, help to foster camaraderie. And team-building events like bike tours, hikes, and parties (such as our end-of-year celebration and the traditional Bavarian *Frühlingsfest*) provide opportunities to appreciate nature and local traditions together.

In addition, we have established an internal CSR team comprising seven members from various departments. This team gets together every month to discuss sustainability ideas, sharing regional seasonal food over breakfast and aims to create awareness while incorporating employees' perspectives and fostering engagement.

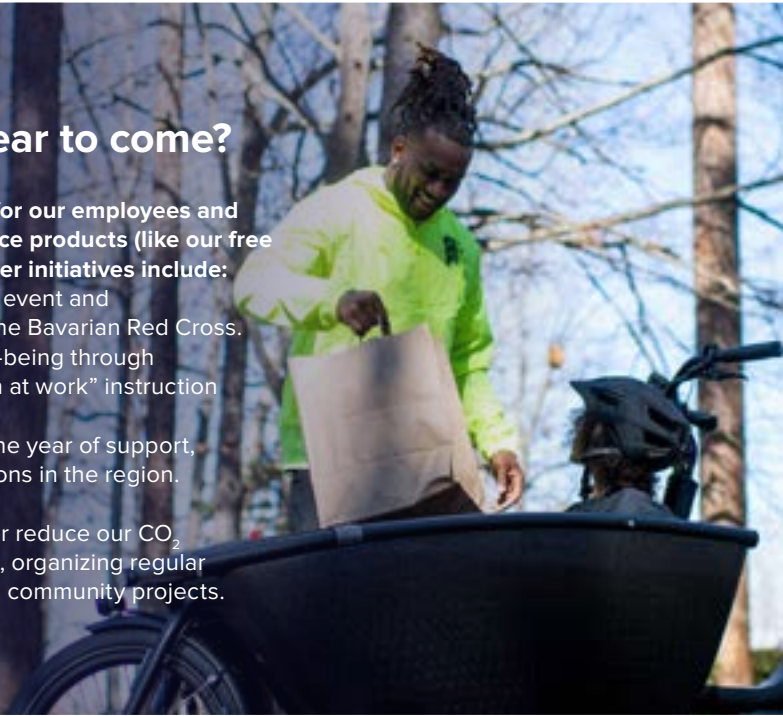


What do we expect for the year to come?

We anticipate further development opportunities for our employees and a continued focus on regional and sustainable office products (like our free beverages for employees and office supplies). Other initiatives include:

- Participating in the Salzburg Business Run charity event and contributing to the blood donation campaign for the Bavarian Red Cross.
- Supporting our people’s physical and mental well-being through internal sports competitions and providing “health at work” instruction from physiotherapists.
- Donating bikes to local organizations, including one year of support, and donating IT hardware to charitable organizations in the region.

As we continue our transformation, we aim to further reduce our CO₂ emissions by connecting with local dealer networks, organizing regular waste collection campaigns, and initiating new local community projects.



Highlights

Let’s shine a light on some of the standout events for Movelo in 2023.

Weekly sports courses

We offer a variety of sporting activities to keep our colleagues healthy and encourage them to stay fit together. One of our colleagues organizes this, sending out invites every week, and employees decide whether to participate or not. We collaborate with local gyms and pools, striving to ensure that everyone who wants to join can do so. It’s free, fun, and takes place during working hours – our people love it!



Planting trees

For every 250 kilometers ridden by our customers (voluntarily), we plant trees in partnership with Plant-for-the-Planet, a German initiative founded by 9-year-old Felix Finkbeiner in 2007. Their API allows us to plant trees digitally while they physically plant them in Mexico, providing employment opportunities and using the wood for local social development projects. Plant-for-the-Planet’s headquarters is near Movelo, so we reached out to meet them face-to-face, creating a personal connection.

Other highlights

Team building

Our focus on fostering a collaborative and engaged team culture is paying off, and we plan to expand these efforts with more outdoor excursions, social events, and cross-departmental projects.

Furry friends

Our four office dogs bring smiles to our workplace. Lunchtime “puppy breaks” have become a beloved tradition, with colleagues walking the dogs and getting some fresh air.

Getting outdoors

Our beautiful garden is a true oasis that boosts creativity and well-being. It’s a refreshing outdoor space to hold meetings, brainstorming sessions, and team gatherings.

Sustainable mobility

We made five e-bikes available at the office for employees to share, reservable through a convenient app. We also installed charging stations to support the use of electric vehicles.



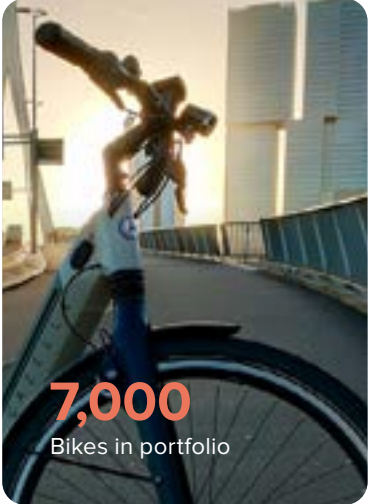
Facts & figures




CO₂ footprint
Total for Scope 1 and 2*

2022	2023
126	76

39
Employees on average working at Movelo in 2023



7,000
Bikes in portfolio



Number of app users
33K+


72 companies
Participating in the voluntary tree planting campaign

1,920 trees
donated in 2023 (tree planting campaign per 250 eBike kilometers ridden)


50 hours
Weekly fitness hour in 2023

12 lunches
Monthly team lunches in 2023



€2,000
Donation to the Plant-for-the-Planet Academy to train children and young people to fight the climate crisis

8
Number of full-electric cars in company fleet



* Values based on our entered data in UL360. Although filled in carefully, we cannot guarantee the data is entirely accurate. However, it serves as a valuable indication of our CO₂ emissions.



Fietsned



CSR Report 2023

Fietsned

Fietsned

At Fietsned, our roots lie in service and maintenance, and in 2023 we took steps to expand this focus to include selling and leasing bikes. Another significant step: the colleagues from Movelo Netherlands became part of our company. Our expert technicians work across the country, making team development a high priority for us. In terms of CSR, our focus was on promoting awareness: how can we think and work more sustainably? Our young company is still developing, and we are working with full energy to make a real difference every day!



Society

Our work is very dynamic, and because our technicians work all over the Netherlands, we maintain our logistics services at a high level.

Through various projects, we have helped keep society healthier, fairer, and cleaner. One small example is how the Movelo team rolled up their sleeves during work breaks to help pick up litter for a cleaner neighborhood. Another is our service center, which gives young people a chance to train as technicians.

We sponsored Ride for Life in both 2022 and 2023. This cycling event involves participants taking on challenging courses as a symbol of the daily struggle faced by boys with Duchenne muscular dystrophy. Fietsned provided technicians to ensure everything ran smoothly, helping to make the day a success. Additionally, we facilitated bikes for Sjees Mee, an initiative organized by Ons Brabant Fietst, to introduce healthcare workers to e-bikes.



Planet

A well-maintained bike can last a long time. Our technicians actively try to contribute to reducing waste and the environmental impact of manufacturing new bikes. Additionally, some suppliers prioritize minimizing waste, meaning their bikes are no longer transported in lots of cardboard and plastic. In this way, together with our partners, we strive to create tangible impact.

In addition, we are increasingly focusing on the benefits of data-driven work. After all: to measure is to know. With the information we gather from our processes, we can make improvements to operate more efficiently, prevent damage, perform timely maintenance, and optimize daily routes for our technicians.



People

We organize weekly sports activities to promote the physical and mental well-being of our people and strengthen our team spirit.

Employees take lessons in padel, swimming and more. They also actively participate in Pon's Summer and Winter Labs, focused on a healthy work/life balance, vitality, sustainable employability, health checks, and self-development.

At the office, we serve a vegetarian lunch every Monday. We consciously buy varied foods and fresh fruit so that our people can enjoy healthy new food trends. Finally, we always have bikes available for all staff, ensuring cycling remains the number one mode of transportation.



What do we expect for the year to come?

We want to increase our CSR impact and continue developing as a contemporary company that actively contributes to a better world.

- Our work can be physically demanding, with long days and a risk of high absenteeism. Therefore, in 2024, we will place even more emphasis on health, sports, and well-being.
- We will investigate how we can reduce our CO₂ emissions. We want to do this, for example, by exploring the possibility of switching to electric vans.
- In addition to continuing our collaboration with Ride for Life, we want to set up a new project to donate bikes to Ukraine, in collaboration with Lease a Bike in Germany and Sweden.

The combination of Fietsned and Movelo Netherlands has enormous potential. We are ready to take exciting new steps and increasingly make our mark on the world. Not only by delivering quality in bike maintenance but also by contributing to a caring society and a greener world.

Highlights

Let's shine a light on some of the standout events for Fietsned in 2023.

Healthy people, healthy team

We have expanded our weekly sports activities and organized special training sessions. This is not only good for individual employees but also for our growing team. We consciously focus on wellness and team building.



Broad offerings

We are increasingly focusing on a total concept: service, maintenance, leasing, and buying. Our offerings vary from city bikes to e-bikes and cargo bikes to custom-made two-wheel vehicles that improve accessibility. We also pay special attention to the healthcare sector, aiming to support both healthcare professionals and patients.

Other highlights

Vegetarian Monday

We are aware of the importance of food choices, not only for our health but also for the environment and climate.

Utilizing technical knowledge


A good bike can cover many miles. Through expert maintenance, we give used bikes a second life via good causes and other socially engaged organizations.

Donation projects

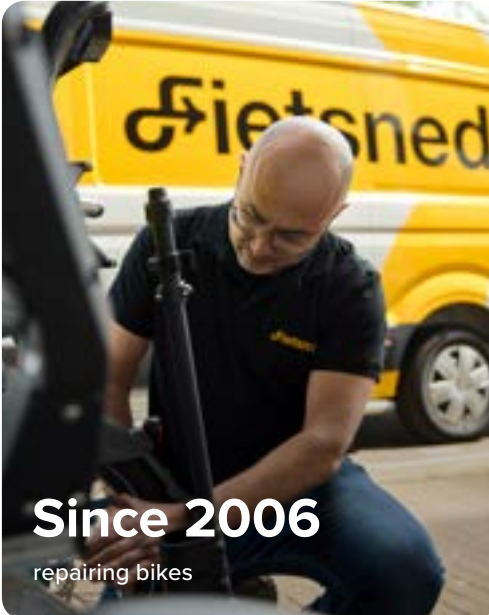
We are proud to support various projects as an organization, such as Ride for Life, trial pools, tree planting, and more.

Facts & figures

>20,000
donated bicycles




26
organized sport activities



Since 2006
repairing bikes

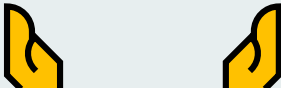
Number of employees
22

Average age
38



Regular donations of
Christmas packages
to charities

Donations



4
team trips



Training certificate

Moveo mechanics received a certificate to train young people as mechanics.



Bike Mobility Services
Stationsplein 19A
3818 LE Amersfoort