



What is Bird?

Bird is a last-mile electric vehicle company dedicated to bringing affordable, environmentally-friendly transportation solutions to cities everywhere. Today, Bird serves over 300 communities worldwide, ranging from metropolises like Los Angeles, CA (pop. 4 million), to smaller cities like Fort Scott, KS (pop, 7,700).

Our mission is to get people out of cars and:



Solve the last-mile problem and connect more residents to transit options



Reduce congestion and over-reliance on cars



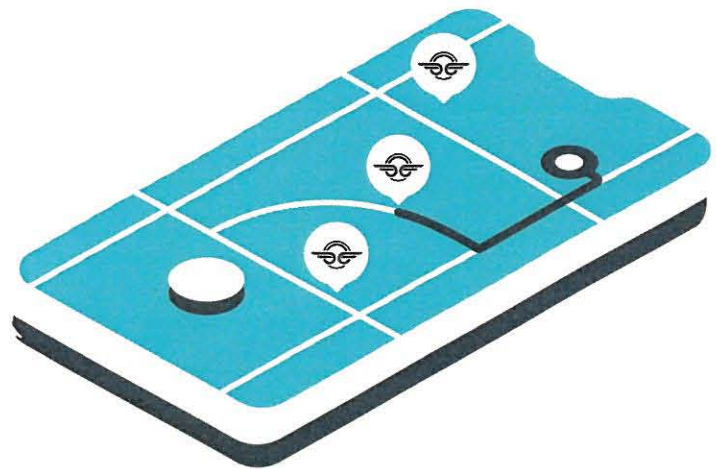
Improve air quality and reduce GHG emissions



Improve the overall quality of life in cities

How it works.

Bird uses electric-powered scooters, two-wheeled stand-up vehicles designed to safely and sustainably get you around your city. Through the Bird smartphone app, riders can see the closest Bird on a map, unlock it, complete the safety tutorial, and ride directly to their destination. It costs \$1 to start, then a per minute fee.



1

Find Birds on the map

2

Scan QR to begin ride

3

Watch safety tutorial

4

Enjoy the ride!



Bird's impact on the communities we serve

Prioritizing safety, first.

Bird partners with cities across the globe to develop programs that maximize the positive impact of micro-mobility.

Connectivity

Bird supplements car use by providing a new, affordable transportation option. In fact, Bird provides up to a 9x increase in the reach of transit stations, driving tourism and bringing the community together.



Bird leads the industry in safety.

Safety is deeply embedded across all components of our business- from our policy and operations; to our community education and engagement; to our industry leading vehicle design.

One sustainable ride at a time.

Bird's custom vehicles are the most durable micro-mobility options on the road today.

Each Bird Scooter on the road today represents:



18 months +

OF SUSTAINABLE RIDES



1,500 pounds

OF CO2 AVOIDED

Bolstering the local economy.

58%

of Bird rides ending at local businesses helping connect shops and restaurants with riders in their community.

\$921 / scooter

a recent study showed that e-scooters directly contributed to spending at local food and beverage businesses averaging \$921/scooter over six months.

Free

\$0 investment from the city.



Leading the way on innovative solutions for cities

Bird is committed to working with cities to manage and maximize the positive impact of our partnerships. That's why we've developed industry-leading technology to measure, innovate, and improve both our fleet and our reporting. Here's just a small sample of our offering for cities:

Custom in-app education

Bird riders are each shown a comprehensive education program that can be customized to address your city's chief concerns.

Community-based reporting

Every member of your community can access community mode in the Bird app to submit complaints directly to our team for fast resolution.

Localized policy zones

Bird's geo-fencing technology allows us to implement no-ride zones, no-parking zones, and reduced-speed zones with custom messaging to increase safe riding.



Parking management

Bird offers a comprehensive suite of parking tools that bridges the gap between technology and infrastructure by both directing and incentivizing riders to park in city-designated areas and reduce the communities concerns of 'clutter'.

Account Manager

Bird's account managers partner with cities to provide a custom experience dedicated to servicing each specific community's needs.



Industry-leading vehicles

Bird's best-in-class teams create innovative new vehicles from the ground-up. From self-reporting damage sensors and tip detection to an industrial-grade anti-tipping kickstand, Bird offers the most advanced shared e-scooter on the road today.

Programs for equitable access

Our city dashboards provide customized information about how our partnership is helping to complement the city's mobility menu. Bird provides cities with easy-to-read dashboards and in-depth APIs to help cities understand how riders move about the city.

Hyper-local operations

Bird partners with local small businesses, or "Fleet Managers," creating additional jobs and using hometown know-how to maximize operational efficiency.

Want to learn more about if Bird would be a good partner to meet your city's goals?

Just reach out to partnerships@bird.co to be connected to your regional representative