



veo

***VEO X LEBANON***

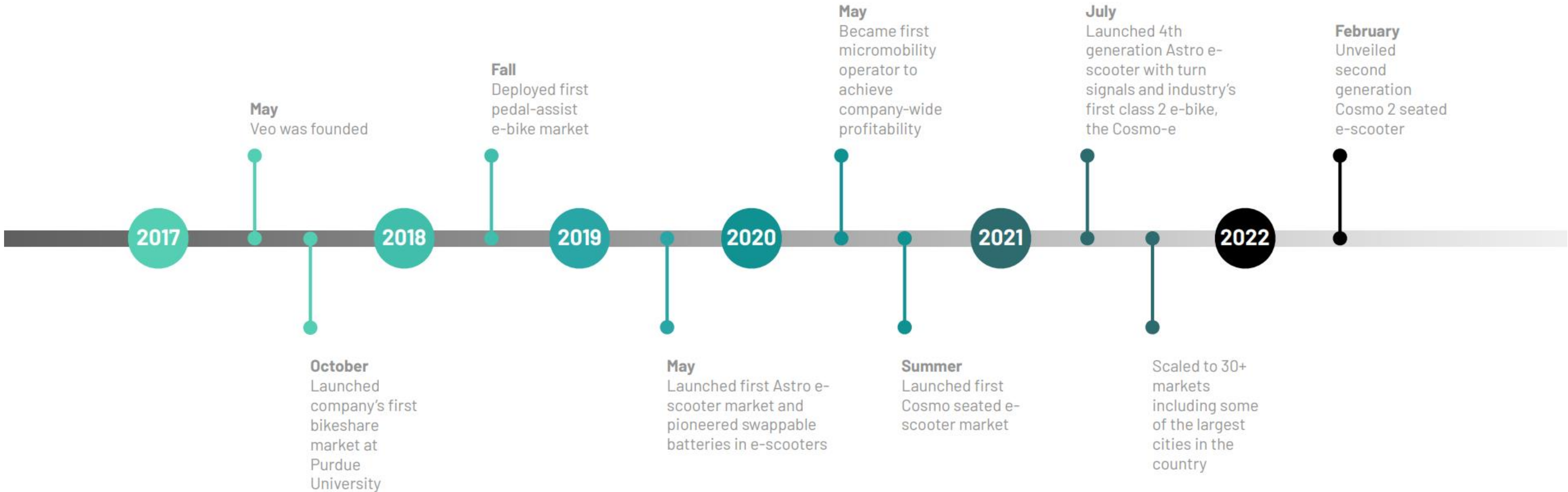
Veo's mixed fleets are increasing access for a broader set of riders

# Meet the Fleet

Achieving mode shift away from cars is all about giving people options. Veo's mixed fleet of scooters and bikes is making micromobility available to more riders.

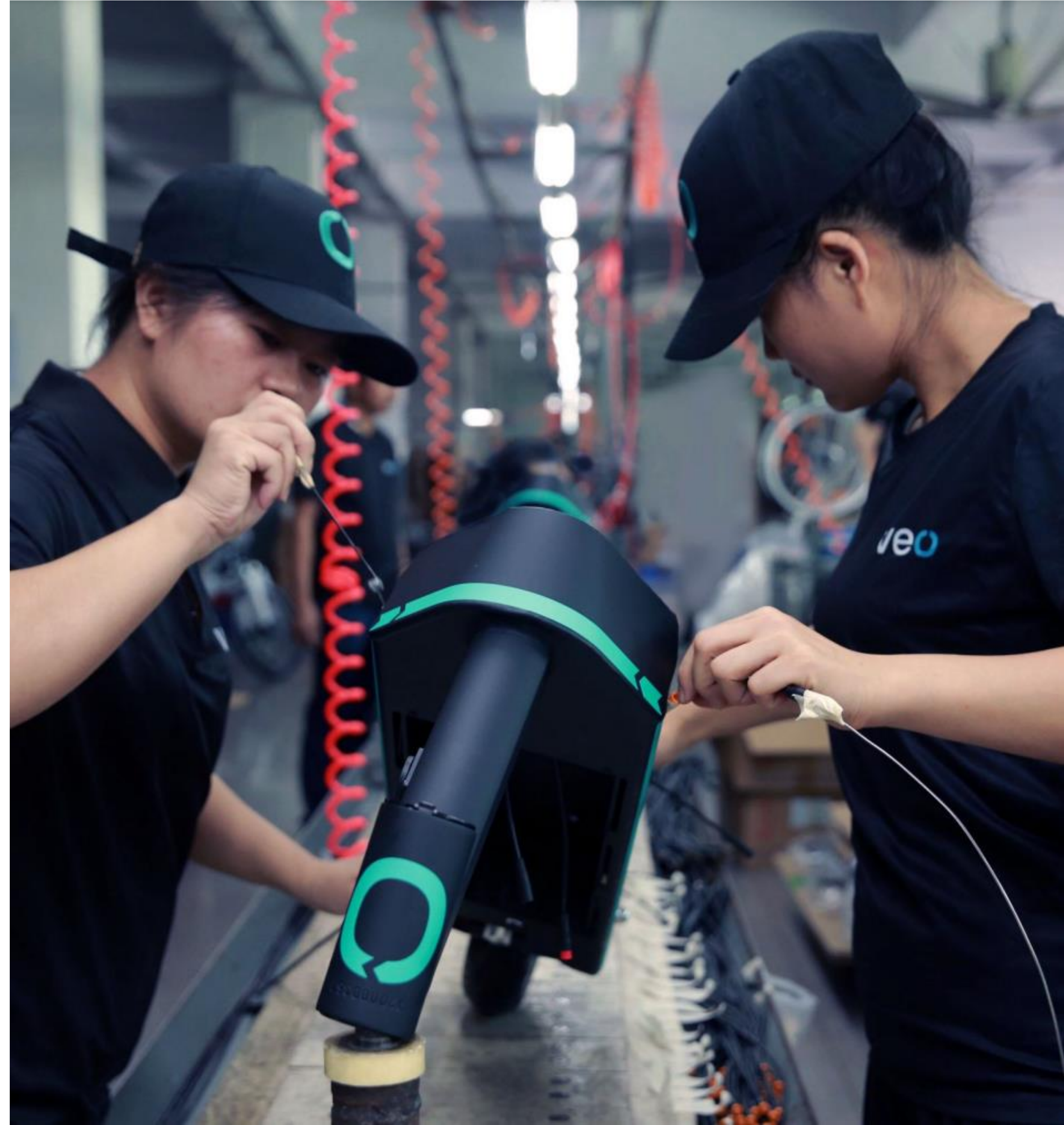


# Company Timeline



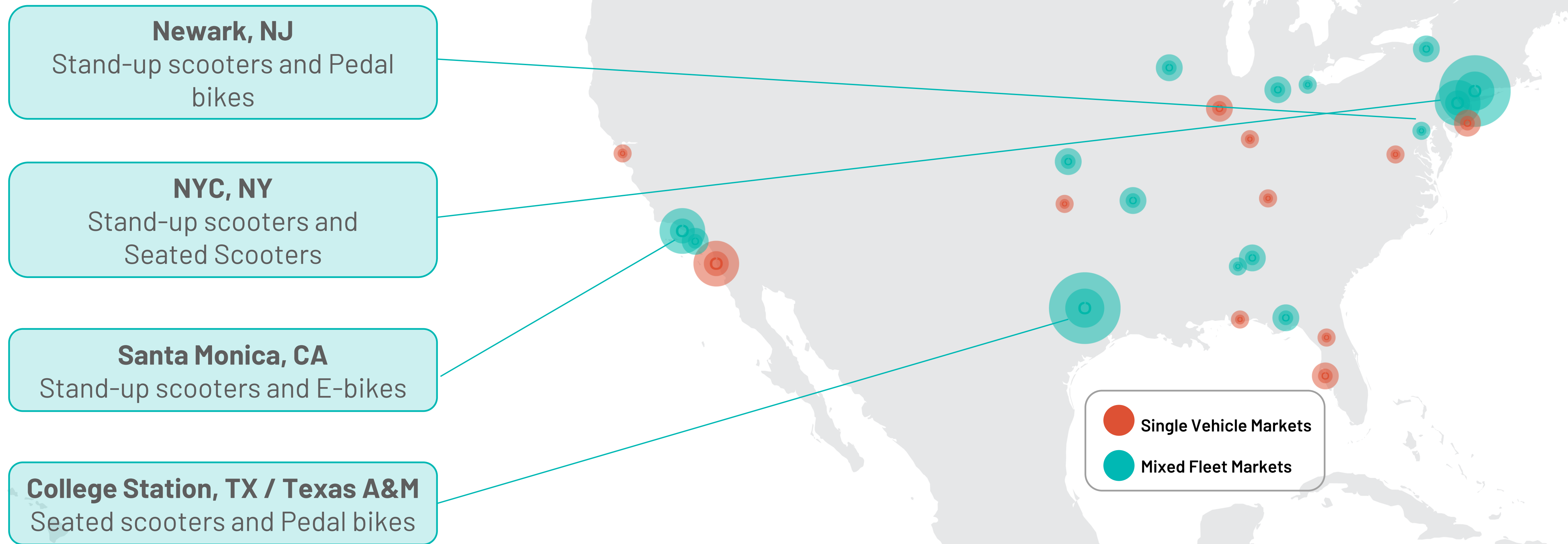
# ***LONG-TERM CONTRACTS WITH SELECTIVE PARTNERS***

- Operating since 2017
- In-house design & manufacturing & operation
- Focused on responsible company growth and careful market selection
- First shared micromobility company to be profitable (May 2020)
- Only micromobility company to stay in all our markets during COVID



# EXPERIENCED IN MARKETS WITH MIXED FLEETS

50% of Veo markets are mixed fleets featuring a combination of bikes, e-bikes, seated and stand-up scooters



# *EXPERIENCED IN Universities*

Since the beginning of Veo's business, Veo has gained valuable operational insight and understanding of the importance of building University partnerships.

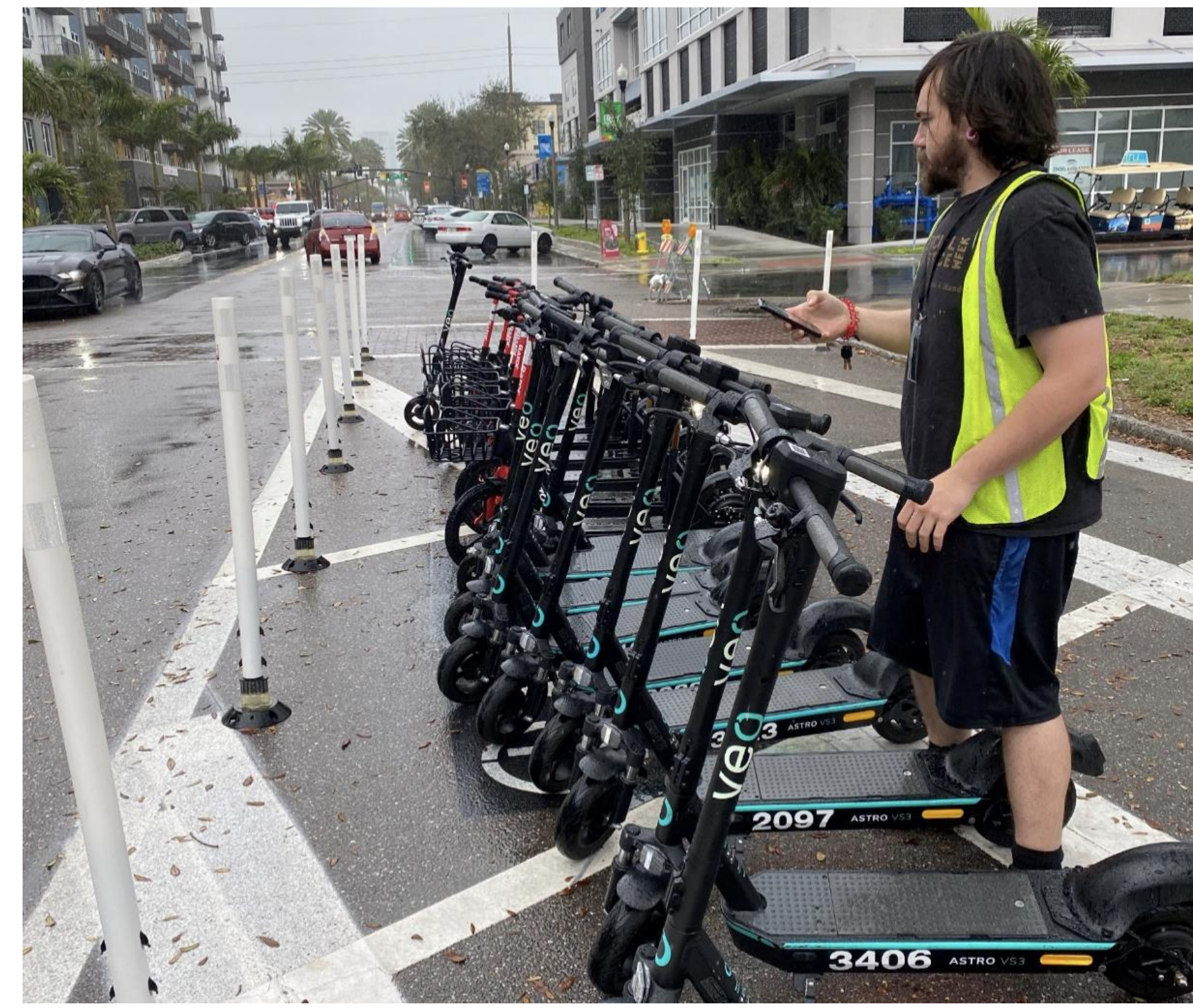
- **Aug 2018, UIUC, Urbana-Champaign, IL**
  - 500 Ebike (pilot Class 2 Ebike in 2022)
- **Jan 2019, Texas A&M, College Station, TX**
  - 1250 Bike + 1250 seated scooter
- **Jan 2019, Fayetteville, AR**
  - 500 stand-up scooter (pilot seated scooter in Feb 2022)
- **Mar 2019, Rutgers University, New Brunswick, NJ**
  - 600 stand-up scooter
- **Aug 2019, University of Maryland, College Park, MD**
  - 300 stand-up scooter + 50 Ebike
- **Sep 2021, University of Alabama, Tuscaloosa, AL**
  - 350 Class 2 Ebike

"This is the fourth micro mobility vendor I've managed at TAMU and I can tell you from experience that Veo offers high quality vehicles we have been exposed to thus far. This was evident as we were clearing out the old vendors assets when Veo's assets were being delivered. Not only are the components better, but the ergonomics are better suited for the US user base."

- Ron Steedly, Texas A&M University, Manager of Sustainable Transportation

# *W2, LOCAL, AND EXPERIENCED EMPLOYEES*

- Operations team hired 100% locally with familiarity of community and city infrastructure
- Highly trained W-2 employees - no gig economy labor
- No franchises that put risk and debt on contract workers
- 24/7 operations staffing and direct point of contact for our partner



# ***COMMITMENT TO EQUITY – MICROMOBILITY FOR ALL***

- A mixed fleet of stand-up and seated scooters **serves a range of users of different ages and capabilities**
- Proactive engagement with a focus on reaching underserved communities
- **Discounted fares** for low-income riders through our Veo Access Program
- **Equitable access** for riders without a smartphone, bank or credit card
- **Multilingual communication** through our app, website, customer service and engagement - Veo app available in 7 different languages
- Equitable and consistent distribution of vehicles



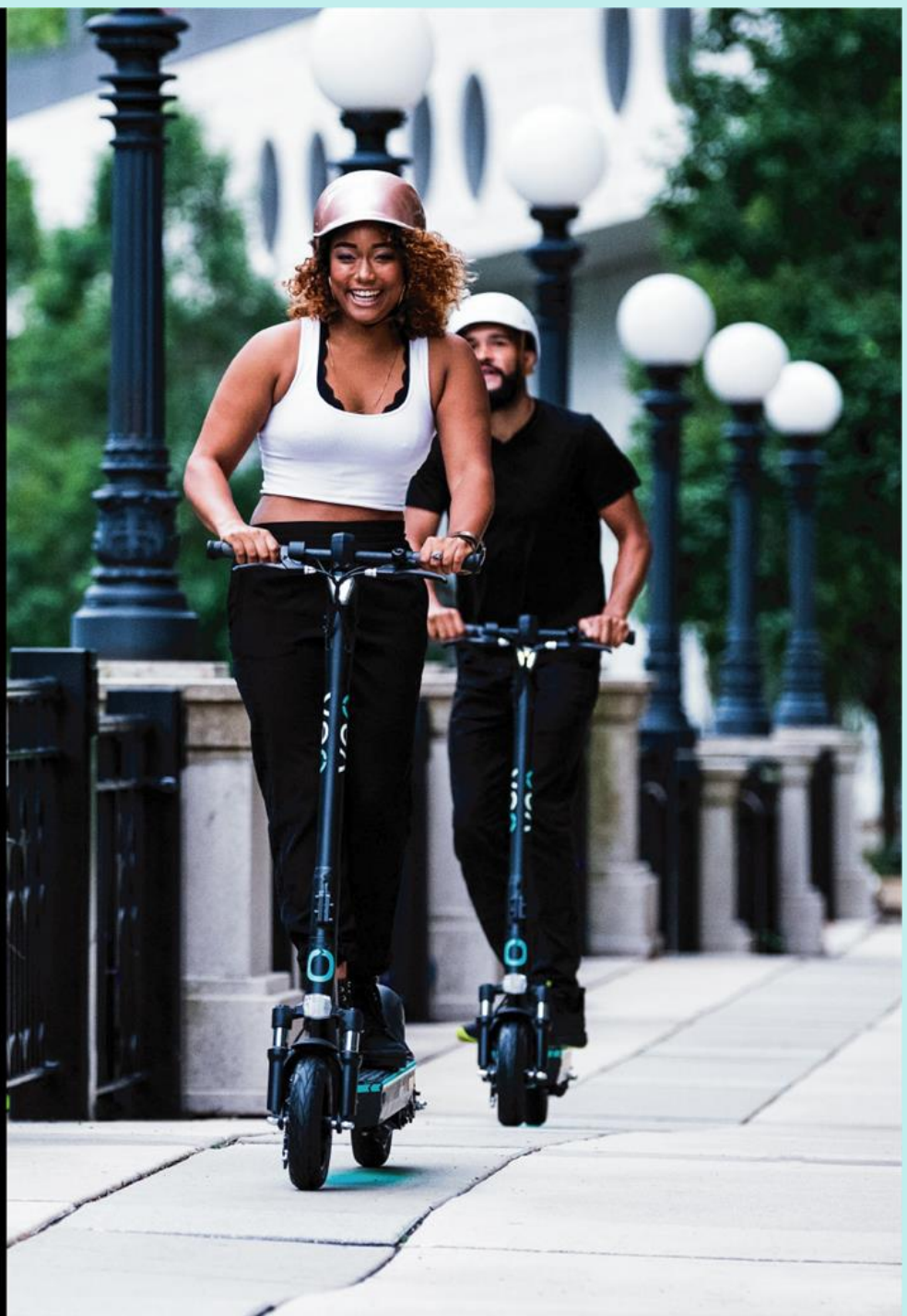


# EQUITY BENEFITS

- Equity-focused engagement & rider education (available in multiple languages)
- Ensure an equitable program **financially** through the Veo Access program & **geographically**

# BENEFITS TO Lebanon

- Bring an affordable, equitable, accessible micromobility service
- Truly move people around by lowering barriers to mobility



## VEO ACCESS

It is our mission to provide mobility services to all. That's why we've created **Veo Access**, an affordable way to use Veo in your city through discounted rates. Qualifying riders will receive **free unlocking** fees on all trips.

To qualify, you will need to demonstrate eligibility or participation in any local, state, or federal assistance program.

Visit [veoride.com/veo-access](https://veoride.com/veo-access) to apply or call **1-855-VEO-2256** for more questions.

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## VEO ACCESS

Nuestro objetivo es ofrecer servicios de movilidad adaptados a todo el mundo. Por eso hemos creado Veo Access, una herramienta asequible que te permite utilizar Veo en tu ciudad con tarifas reducidas. Los usuarios que cumplan los requisitos podrán realizar todos sus viajes sin pagar las tarifas de desbloqueo del vehículo.

Para beneficiarte de este descuento, tendrás que demostrar que tienes un perfil idóneo o que formas parte de algún programa de asistencia local, estatal o federal.

Visita [veoride.com/es/veo-access](https://veoride.com/es/veo-access) para enviar tu solicitud o llámanos al **1-855-VEO-2256** si tienes alguna duda.

为所有人提供出行服务是我们的使命。这就是为什么我们创建了Veo Access, 为您提供更多折扣, 更经济实惠的出行方式。符合Veo Access条件的用户将在所有行程中免除解锁费用。

要获得Veo Access资格, 您需要证明有资格或已参与任何本地, 州或联邦援助计划。

如有其他问题, 请访问[veoride.com/veo-access](https://veoride.com/veo-access)或致电**1-855-VEO-2256**以获得更多信息。

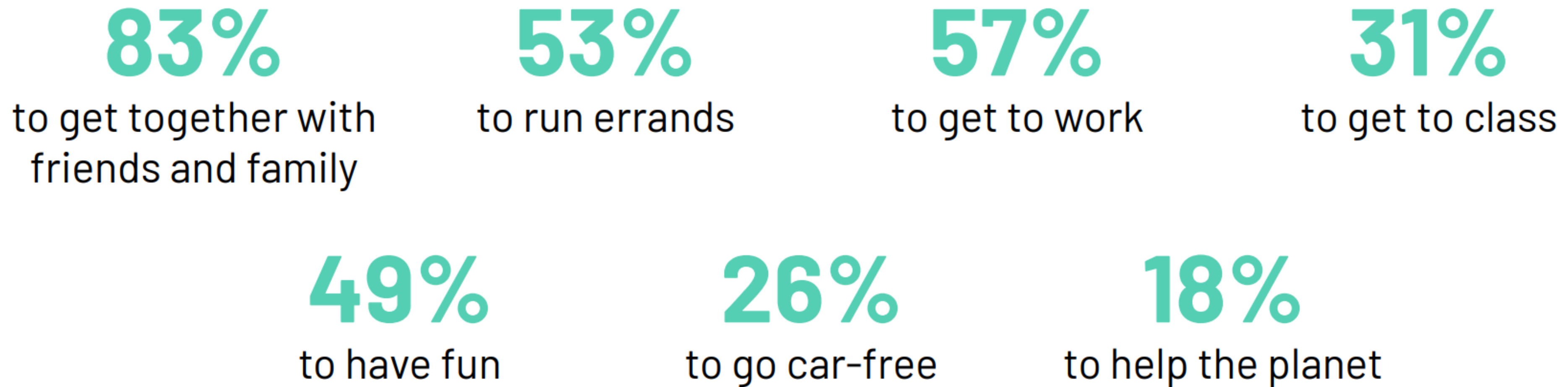
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***MIXED FLEET***

Why are people using Veo

## Why did you begin using Veo? What trips do you use Veo for?

*Participants could select more than one option.*



# A MIXED FLEET THAT SERVES ALL AGES AND ABILITIES

"For Toledo, offering our residents and visitors a variety of micromobility options that meet different needs and preferences is critical. We chose to work with Veo because no other company can offer, and seamlessly operate, such a wide range of custom-built vehicles."

- Sean Burnett, Commissioner of Transportation, City of Toledo



# ASTRO VS3

## Designed for safety:

- 15mph max speed with customizable geofencing
- 76lbs (including battery)
- **Waterproof field-swappable battery**
- **Front and rear suspension**
- Mechanical front and rear brakes + additional regenerative electronic brake
- Active brake light indicates when slowing or stopping
- **"Veo Voice" - Audible on-vehicle notifications**



# FUTURE VEHICLE UPGRADES

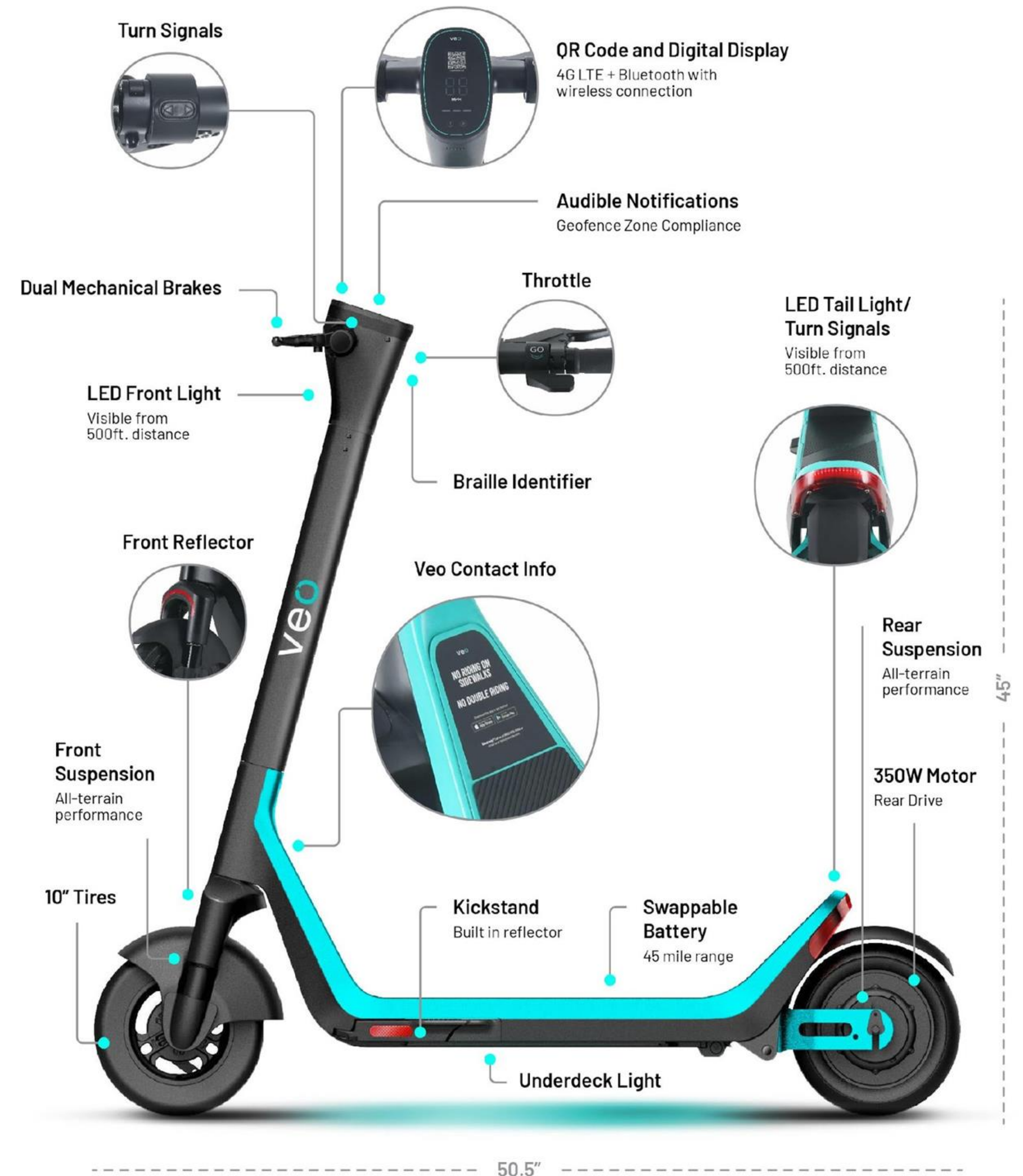
## Sustainable Approach to Fleet Updates

1. When Veo debuts a new model of our scooters we do not immediately scrap all of our older models in our current markets
2. We update the software and IoT of older models to the newest versions continuously
3. We replace older models completely when they come to the end of their functional life span

## Astro VS4 Upgrades:

- No exposed cables or wires
- Integrated turn signals
- Larger swappable battery capacity

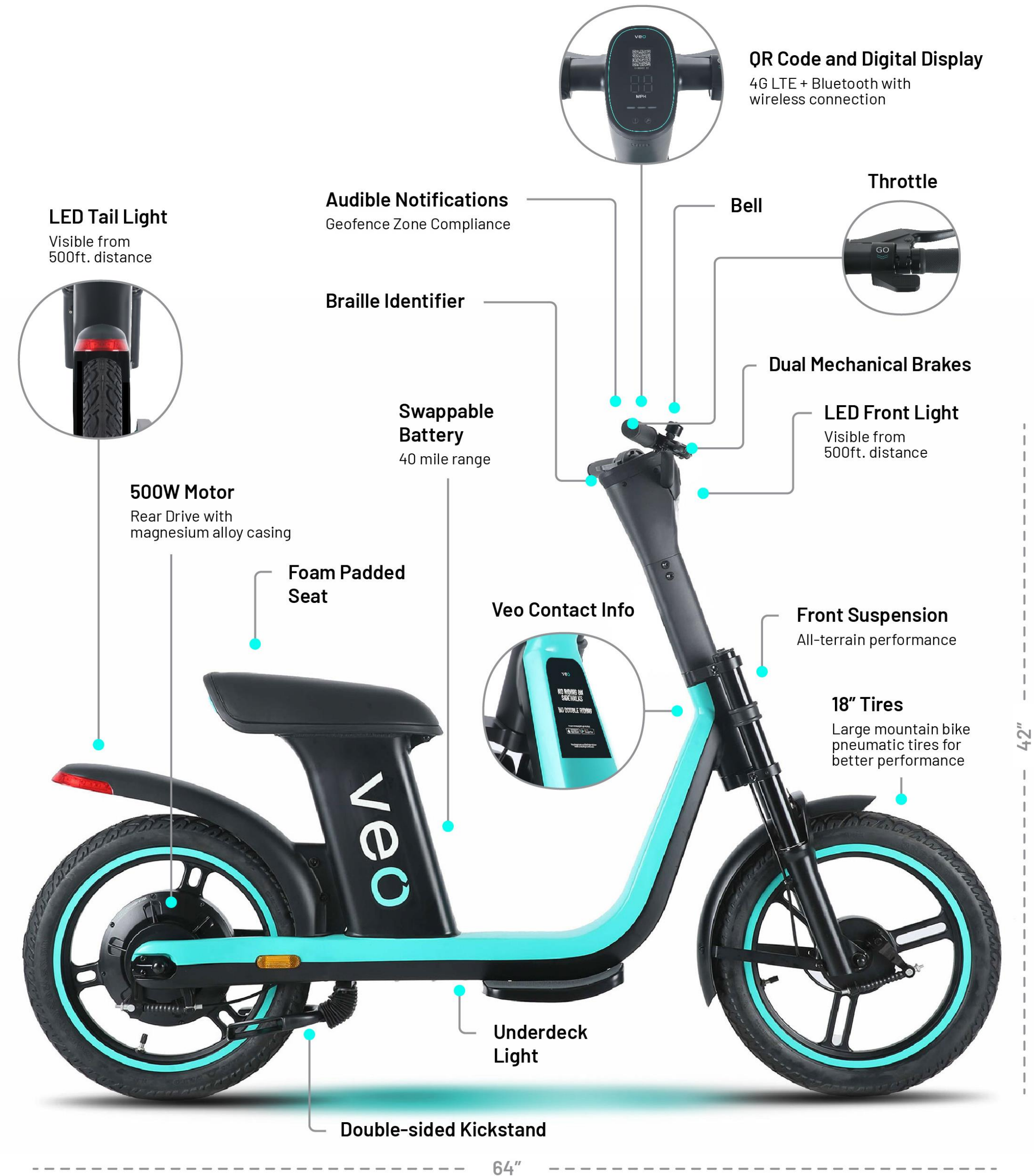
# ASTRO VS4



# COSMO

## Innovation for safety & accessibility:

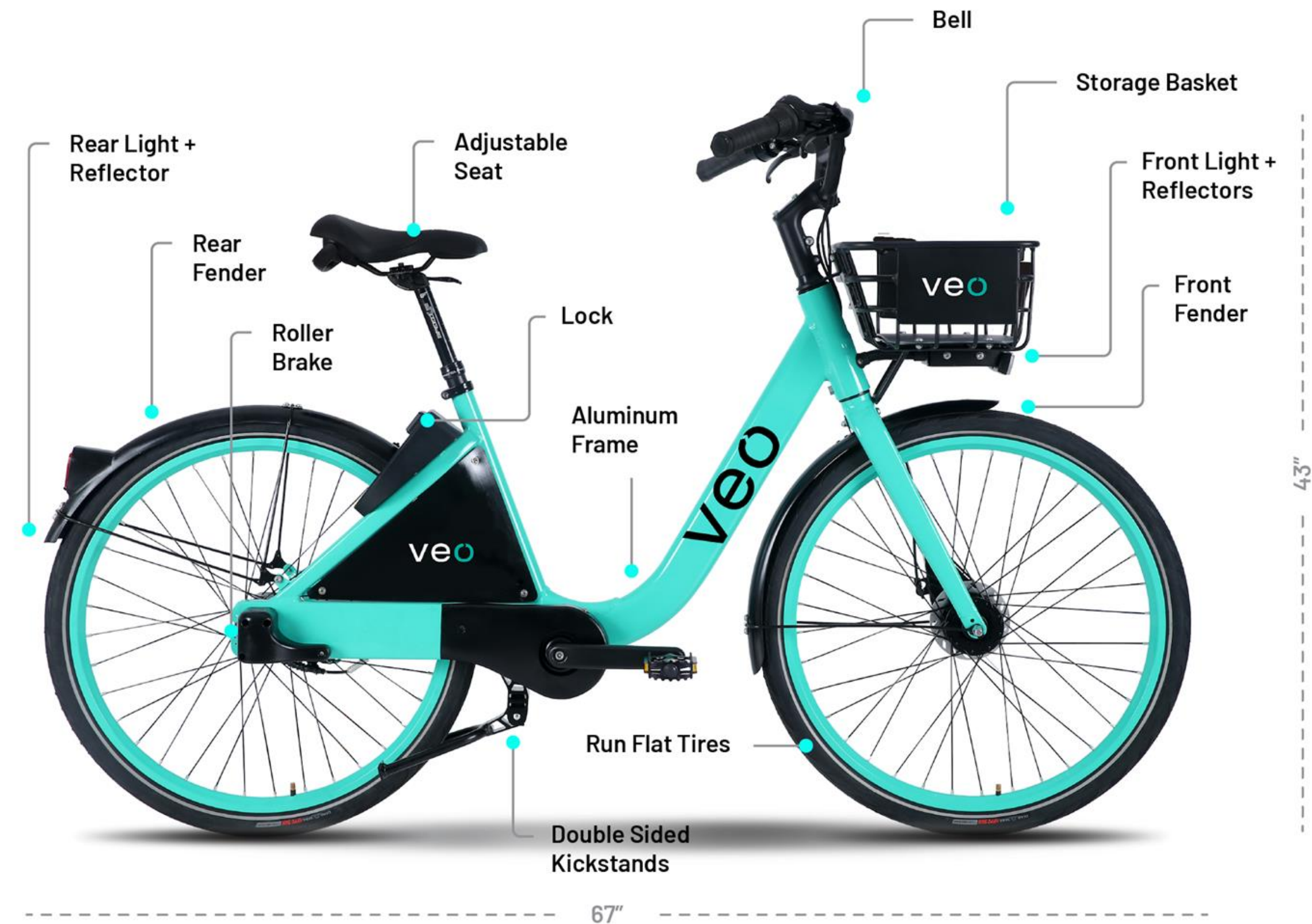
- Seated e-scooter that fits a wider range of rider needs, preferences, and trip types
- 15mph max throttle speed with customizable geofencing
- 90lbs (battery included)
- 18 x 3-inch pneumatic tires
- Front and rear wheel mechanical brakes + electronic brake
- Waterproof field-swappable battery
- Front suspension
- Active brake light
- "Veo Voice" - Audible on-vehicle notifications



# HALO PEDAL BIKE

## Innovation for safety & accessibility:

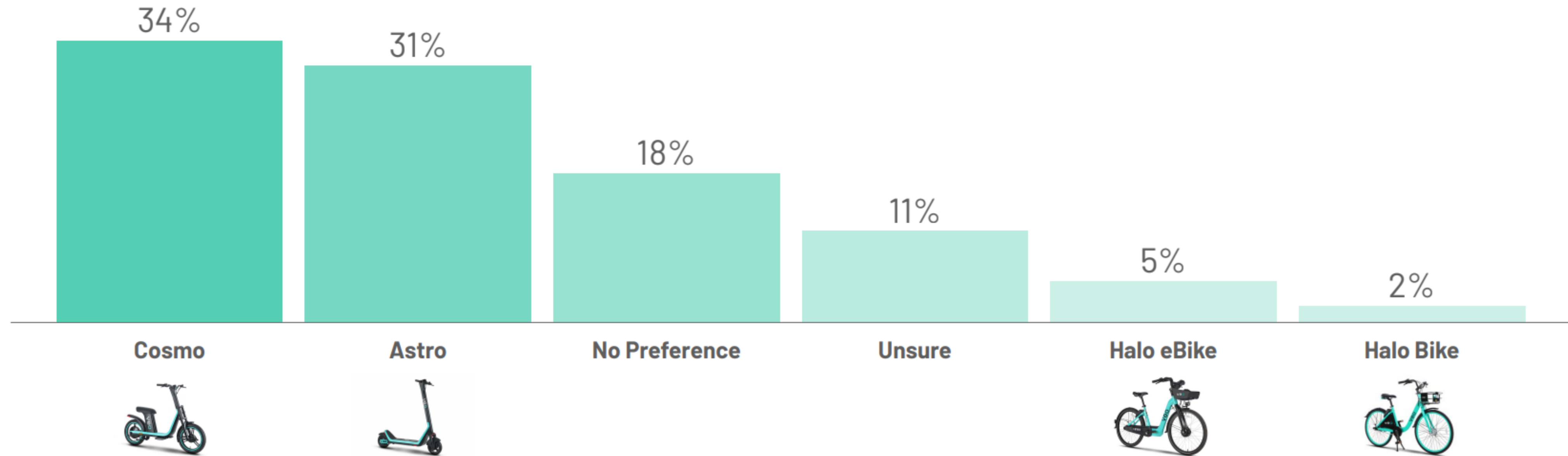
- Features Shimano internal geared hub
- Tamper-proof solid tires
- Weights 32.2lbs
- Built-to-last at least 5 years
- Front and rear lights + reflectors
- \$0 to unlock, 50 cents for every 30-minute interval





Veo's mixed fleets are increasing access for a broader set of riders

## Favorite Products in Mixed Fleet Markets

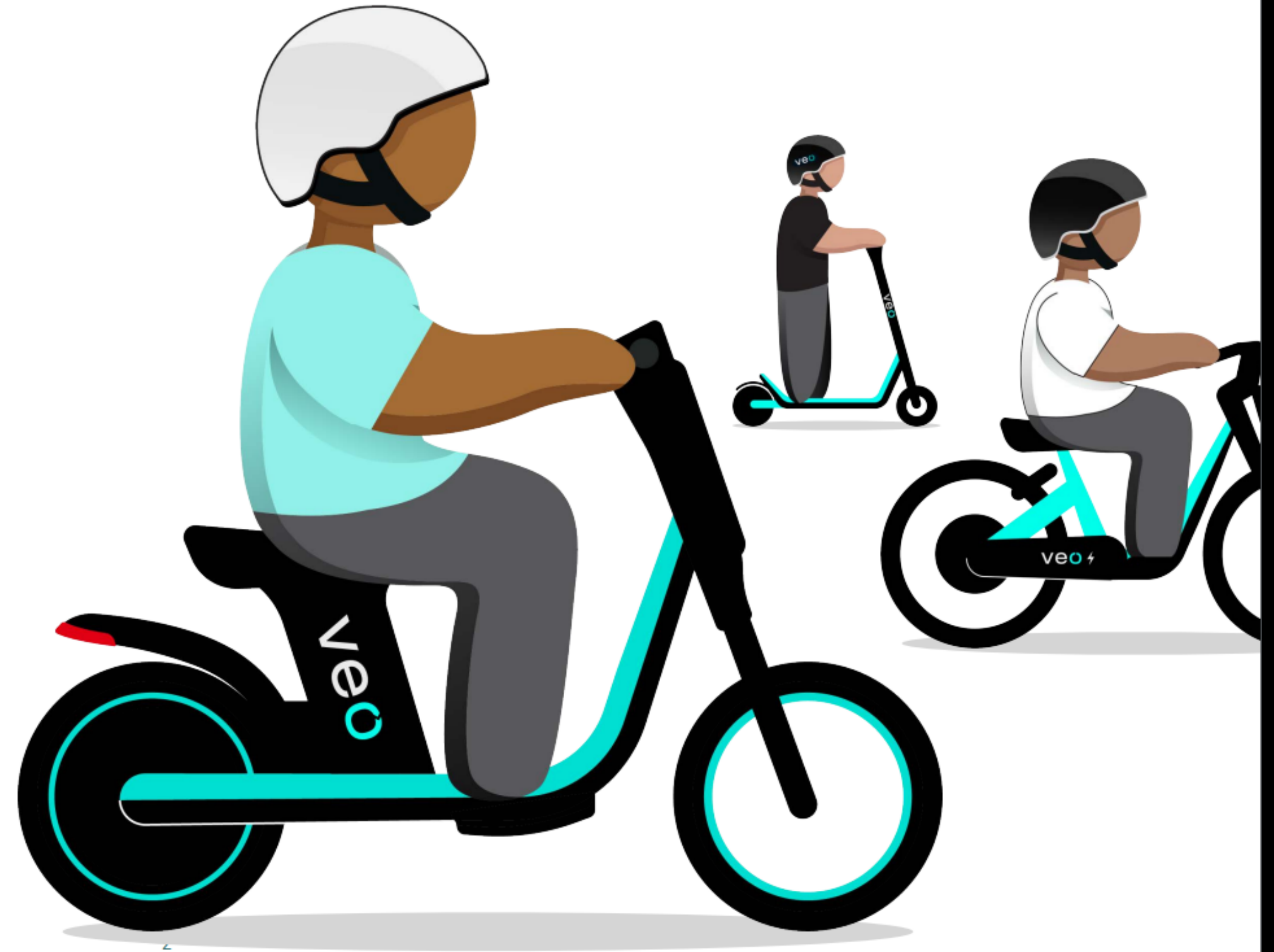


Veo's mixed fleets are increasing access for a broader set of riders

# More options = more riders

The majority of riders have a preference when it comes to vehicle type: About half (49%) of riders will choose an alternative transportation option if their preferred vehicle is not available. This underscores how offering mixed vehicle fleets is crucial to providing people with the options they need to get around.

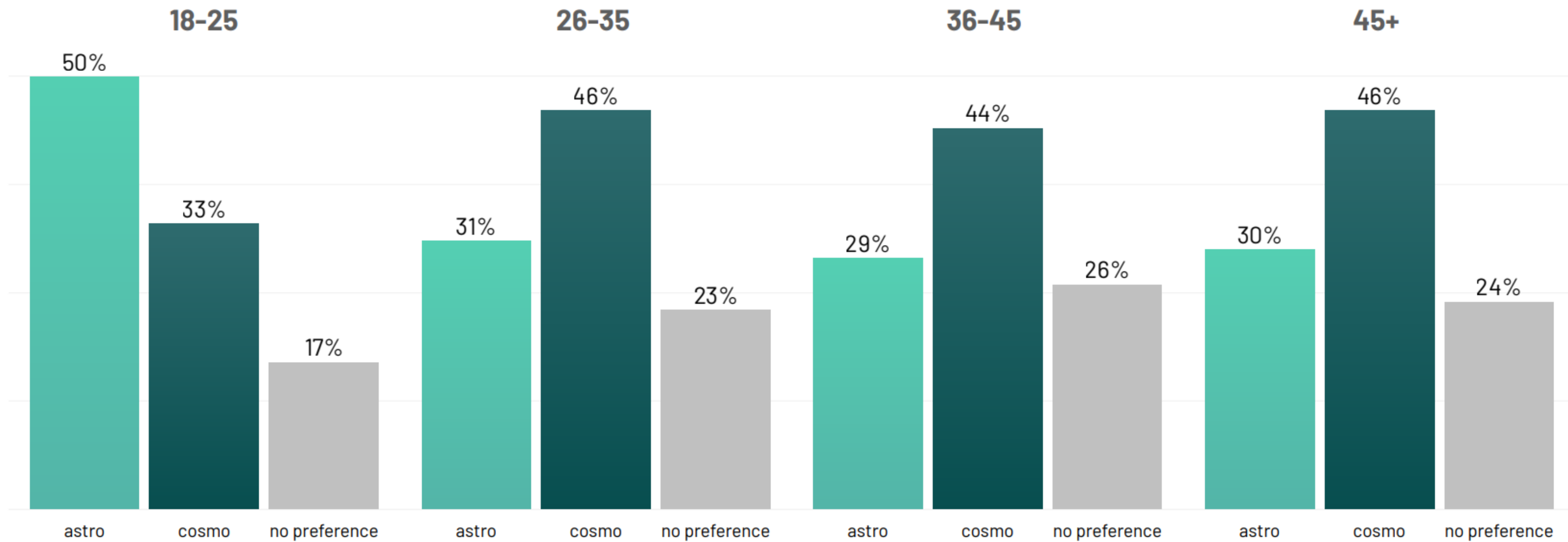
Rider vehicle preferences may also vary by age and gender. Older riders tend to prefer seated vehicles, while riders on the younger side of the spectrum prefer standing scooters. Women may prefer the seated Cosmo scooter over the standing Astro scooter.



Veo's mixed fleets are increasing access for a broader set of riders

## Product Preference by Age

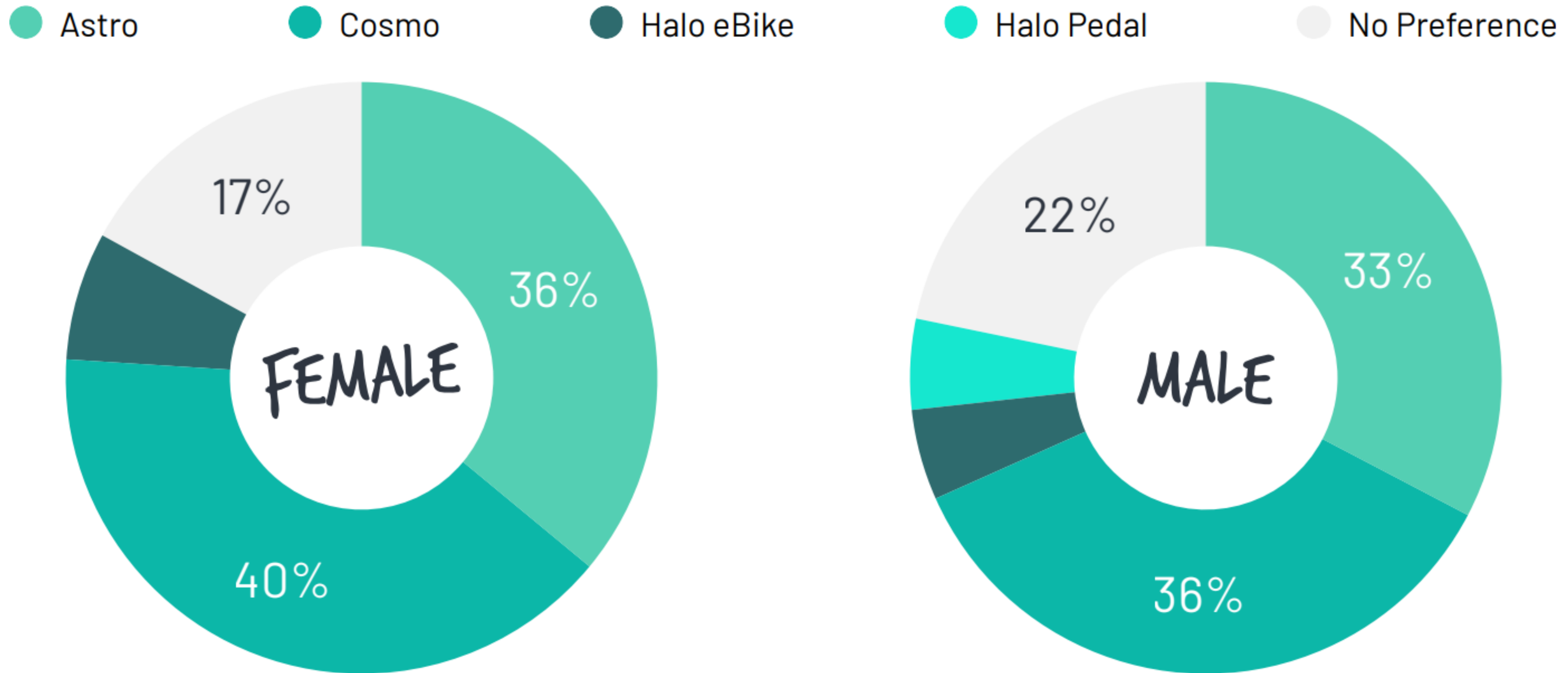
Participants were asked if they have a favorite Veo vehicle



Veo's mixed fleets are increasing access for a broader set of riders

## Product Preference by Gender

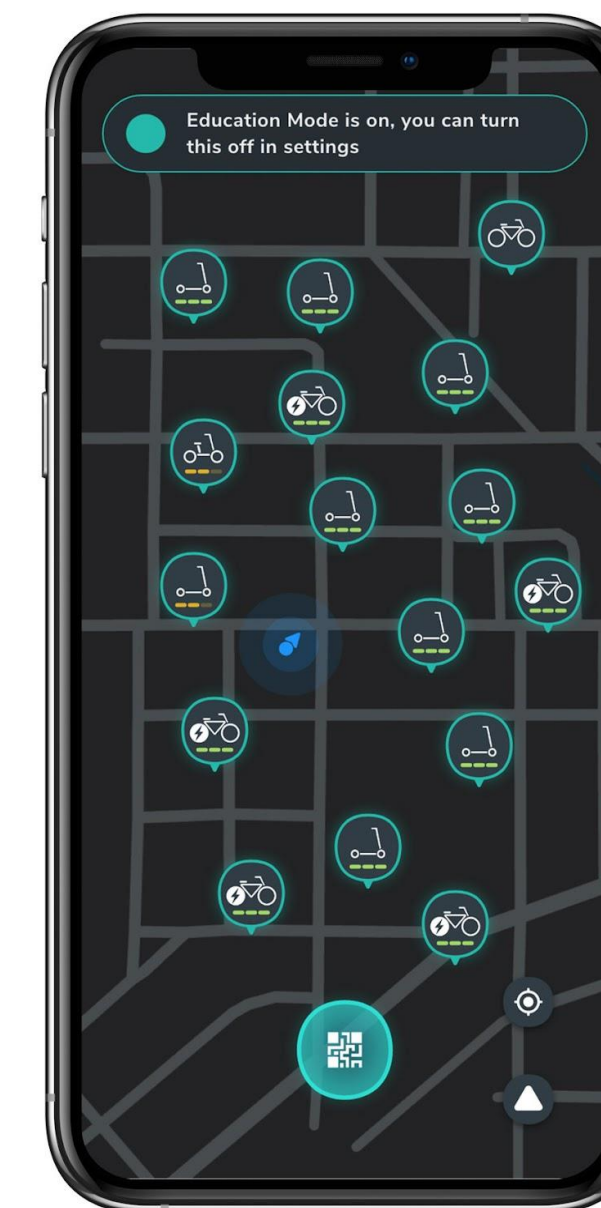
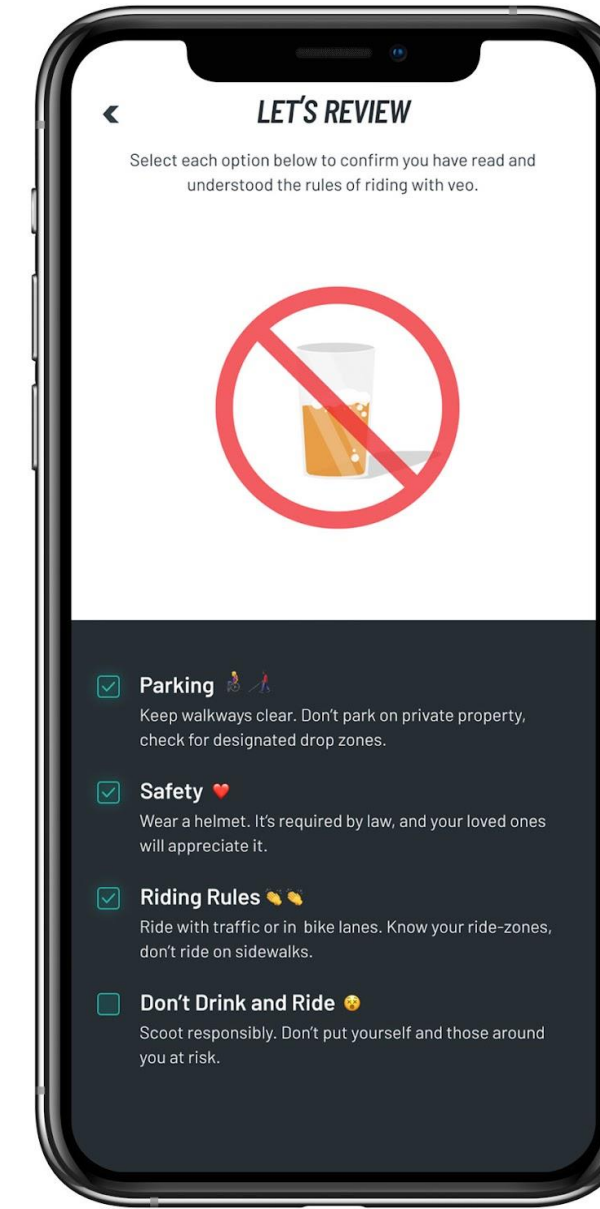
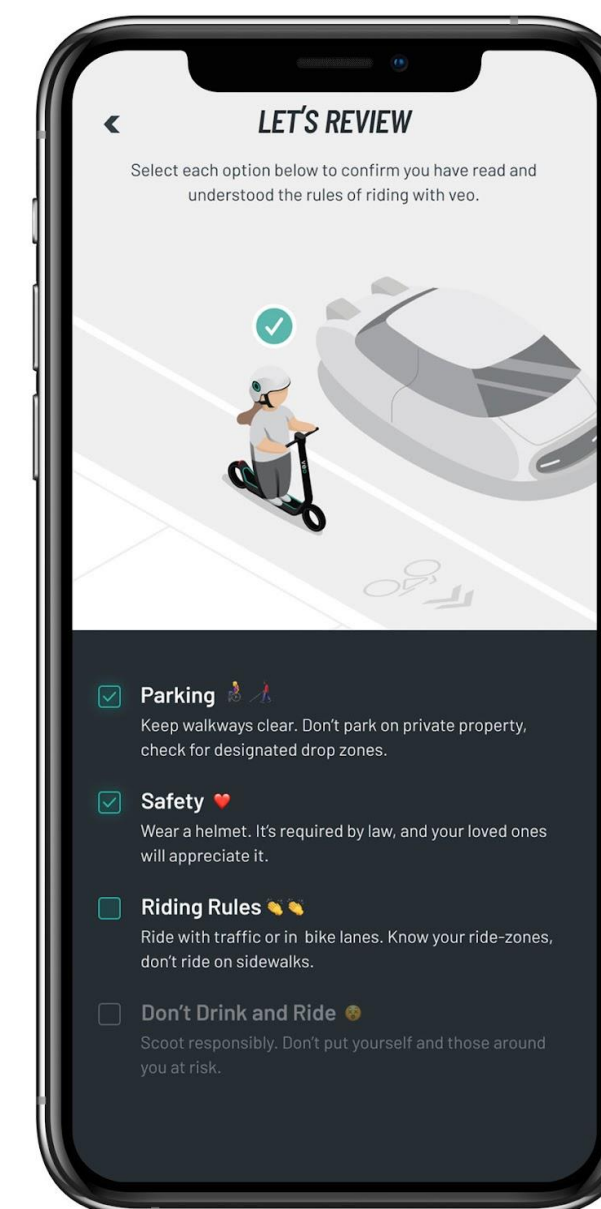
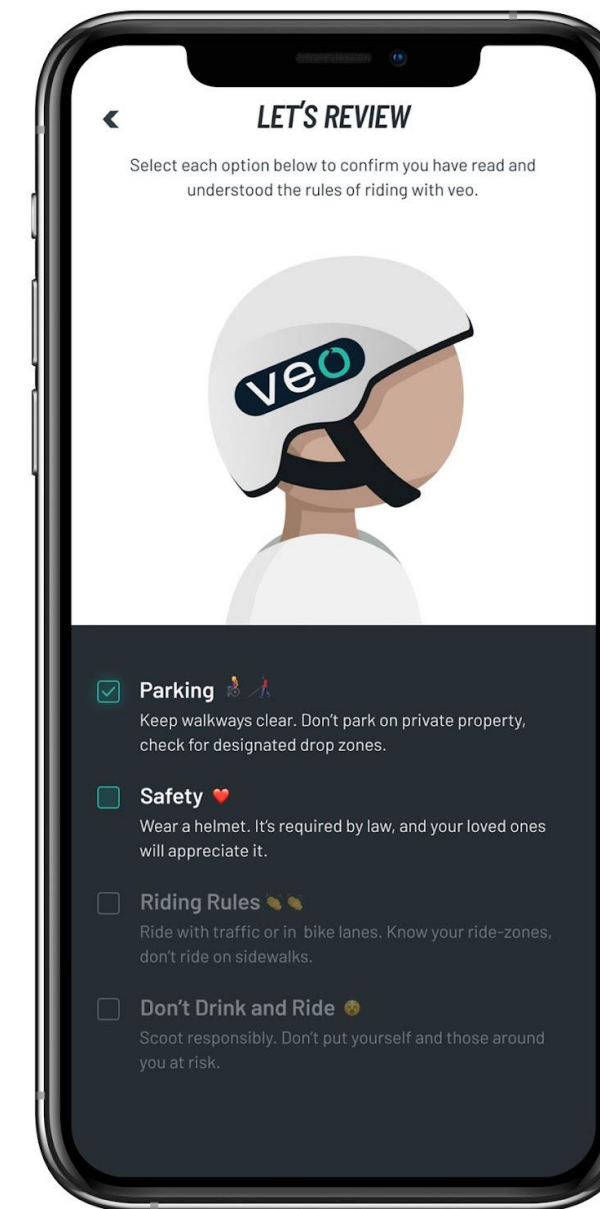
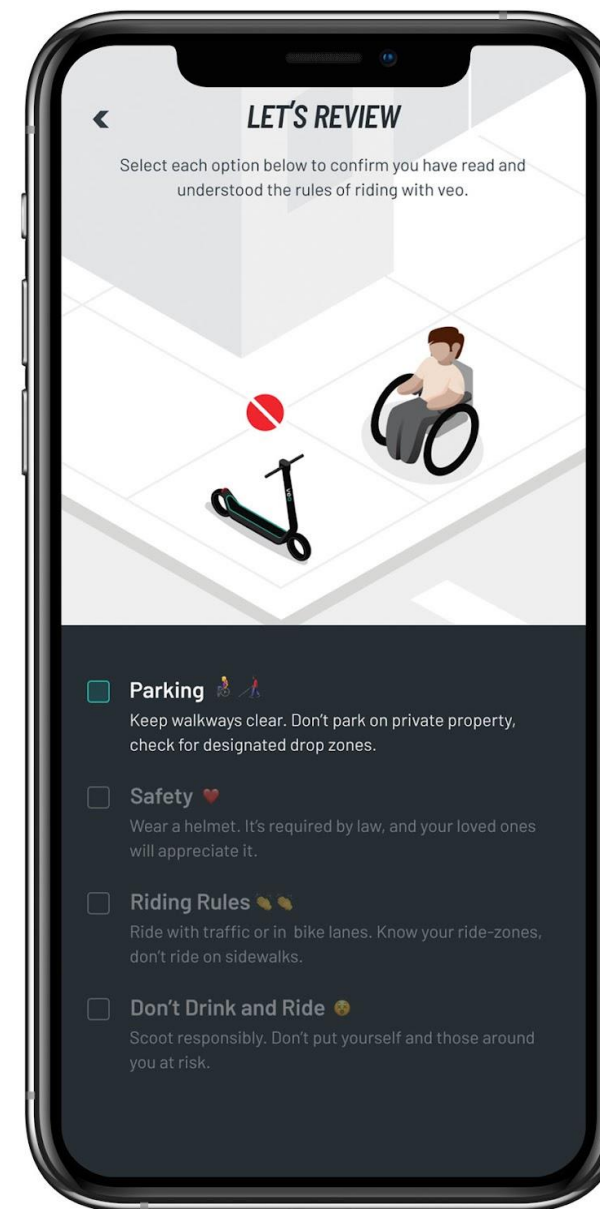
Participants were asked if they have a favorite or preferred Veo device



***TECHNOLOGY***

# IN-APP SAFETY TRAINING BEGINS BEFORE THE FIRST RIDE

- **Mandatory “safety checklist”**
- **Education Mode** – option to limit vehicle speed to **8 mph** for the first ride.



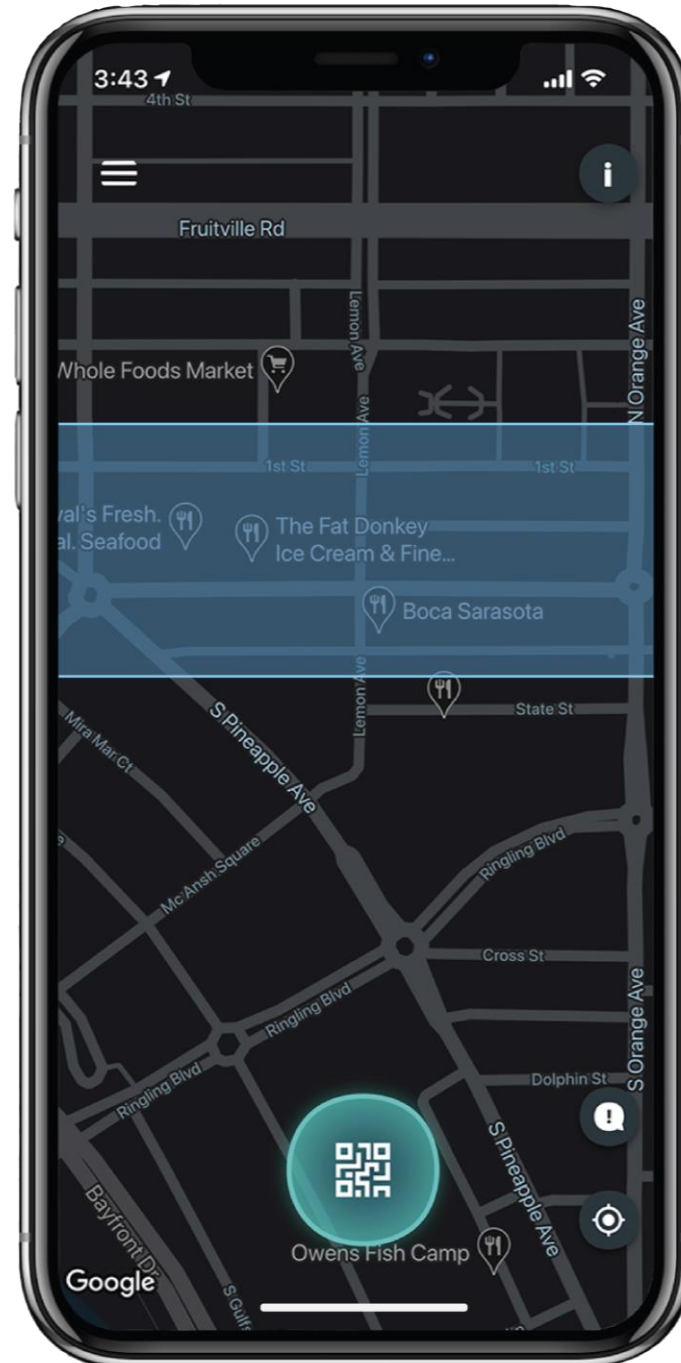
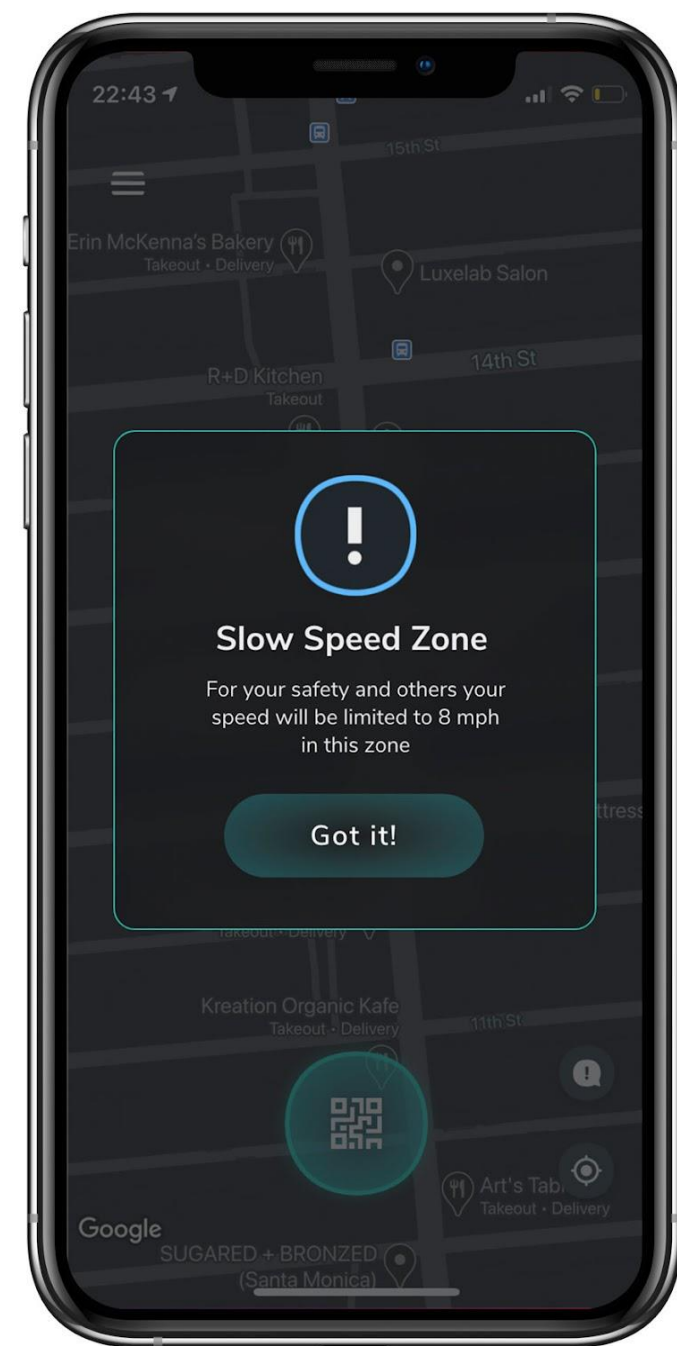
# PROVEN GEOFENCING CAPABILITIES

## Advanced GPS Technology:

- **GPS accuracy of less than 3 feet**
- **Geofence enforcement of less than 1 second**

## Vevo Voice feature:

- On-vehicle audible feature that talks to the riders when entering a geofenced zone
- Vevo Voice lets riders know exactly what is happening and what to do



" This is a slow speed zone, your speed is reduced, please use the map to navigate away from this area. "



" This is a no ride zone, please use the map to navigate away from this area. "

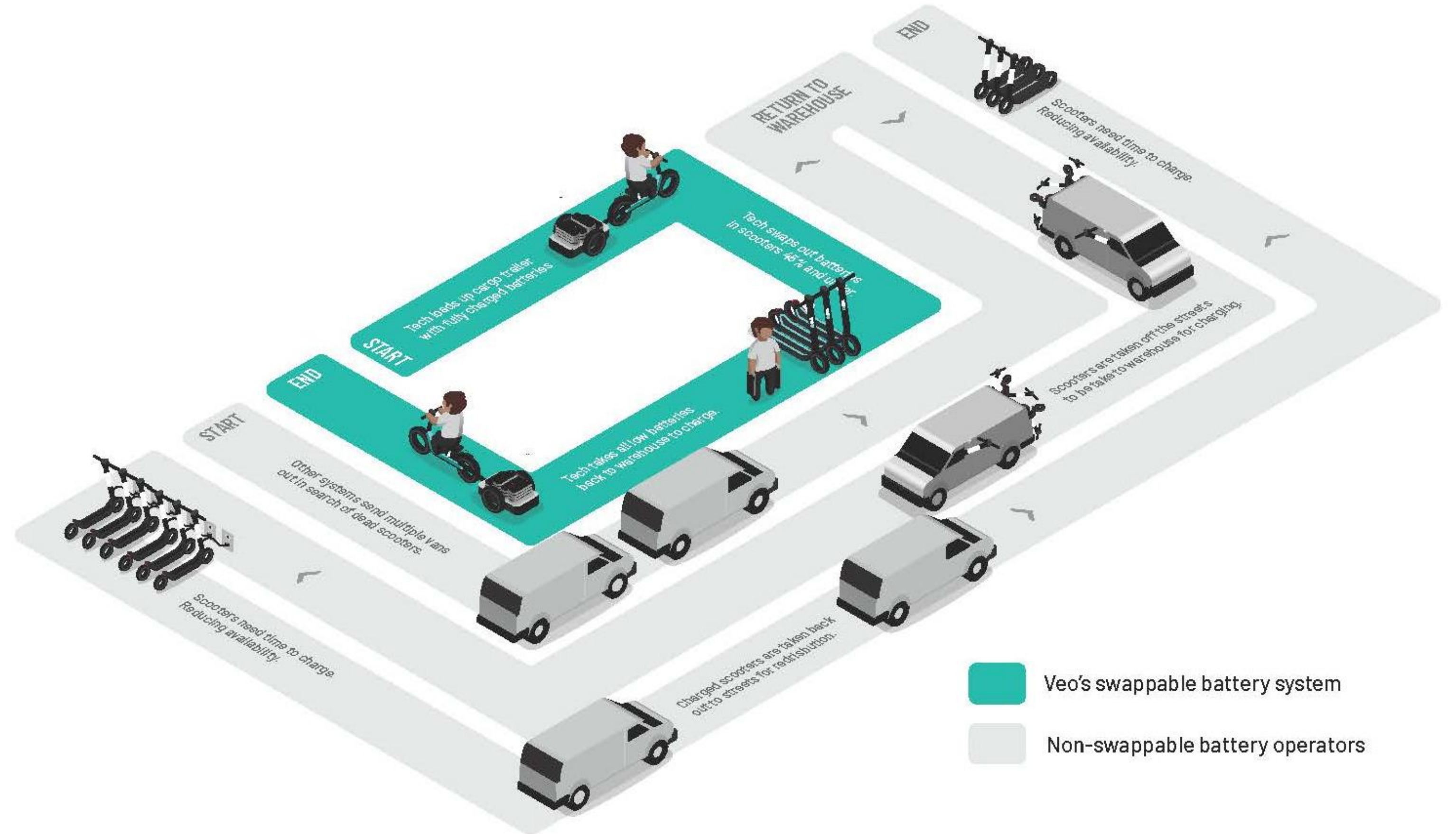


***OPERATIONS***



# ADVANTAGES OF FIELD-SWAPPABLE BATTERIES

- Batteries can be swapped in the field allowing e-scooters to be available 24/7
- Reduces operations fleet VMT and emissions
- Eliminates need for gig economy charging

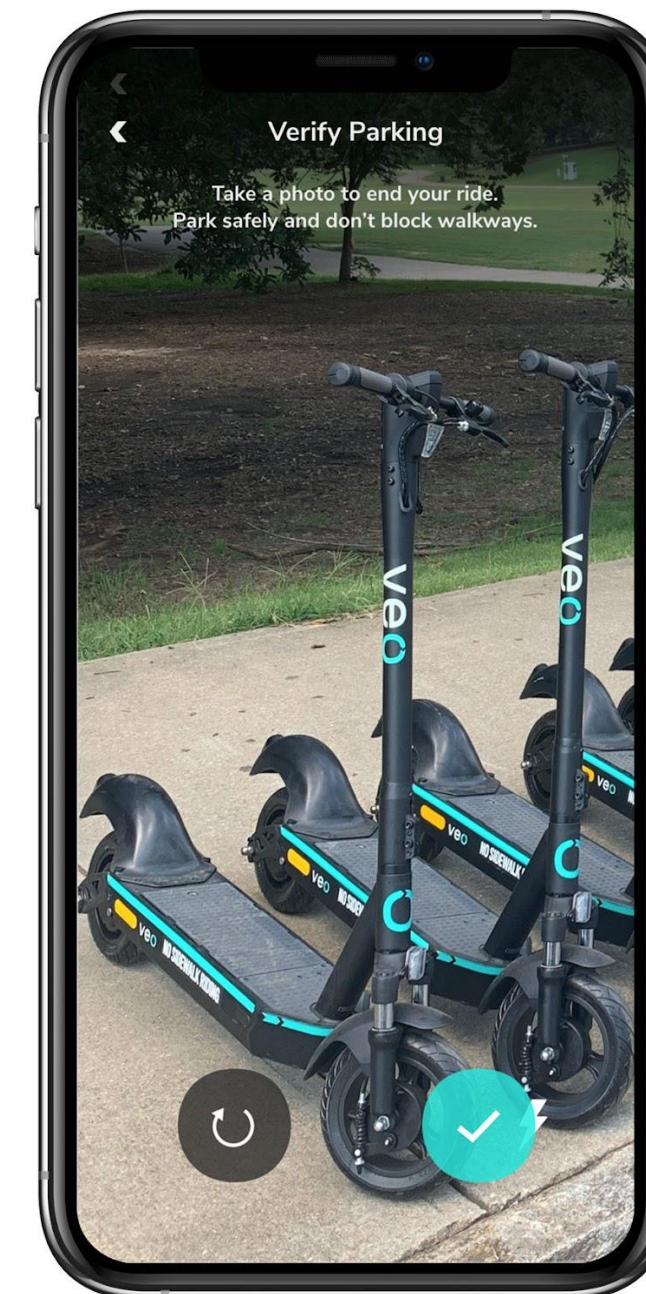
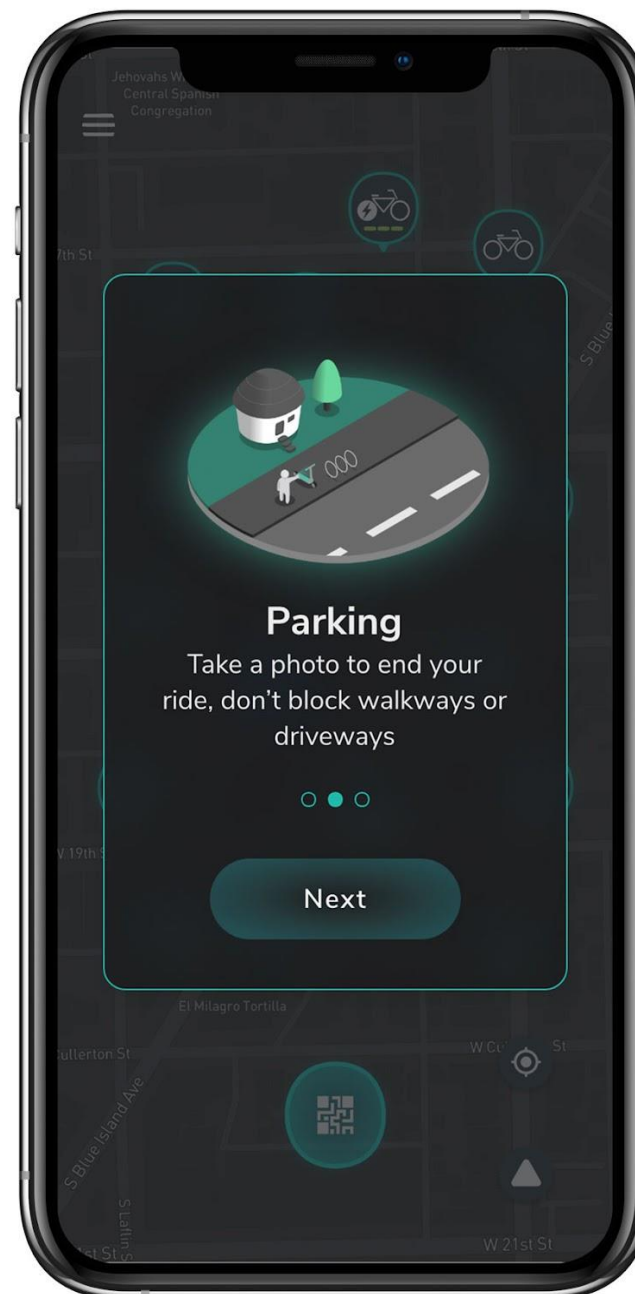


***PARKING***

PARKING

# COMPREHENSIVE APPROACH FOR PARKING COMPLIANCE

- Education
- Monitoring and Enforcement
- Infrastructure
- Technology



↑ Painted parking corral in St. Petersburg, FL



In-App Augmented Reality Parking

***ENGAGEMENT &  
EDUCATION***

# ***COMMUNITY ENGAGEMENT PRINCIPLES:***

- Go to them
- Be easily understood
- Equitable education
- Equitable and consistent distribution



***Thank you!***