

## Introduction Letter

Thank you for your interest in oBike's Global Business Partner Program (GBPP).

Since the start of the company 12 months ago, oBike is now serving communities in more than 60 cities across 17 countries, and that number continues to grow every month; and we want to invite **YOU** to be part of this phenomenal growth story!

In our journey to serve the community, we have learnt through collaborative and responsive feedback that it is important to operate within the cultural norms of each community, whilst still leveraging on oBike's Global Service Platform. You know your community best and we want your business to help us serve your community better.

### Program Details GBPP

What oBike can offer:

- Franchise model
- Revenue-share: Fixed rate, flexi-rate and cost-plus models are available
- Operational Expertise: oBike will provide you with the best models to operate the hub(s)
- Data Analytics: Best-in-class data analytics to manage and optimize business performance and provide predictive market insights
- Global Software Support: Applications and all systems are maintained and updated on regular basis, e.g. solving bugs, enhancing user experience, and optimizing operational efficiency etc
- Hardware Innovation Support: (Bicycle) Product variety and differentiators to meet the needs of your community and business

What YOU (oBike Business Partner) can offer:

- Passionate about a healthy lifestyle and cycling
- Belief that you are a part of the vision to improve the future of mobility and transportation
- Practical experience in local operations and logistics management. Having local operation network, if any relevant transport & mobility experiences will be a plus
- Previous experience of operating franchising business is a plus
- Willing to invest time, efforts, and resources to make bike sharing successful in your community

For more details: please contact [GBPP@obikeinc.com](mailto:GBPP@obikeinc.com)

oBike Team