

Bike Mobility Services

# CSR Report 2023

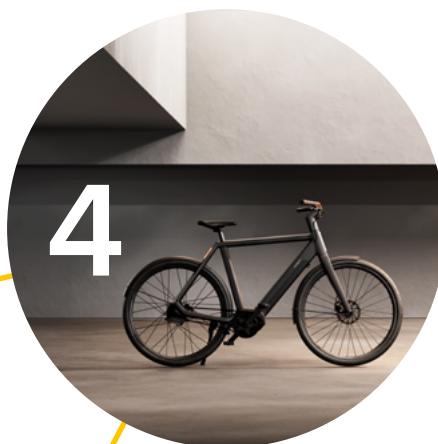


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# Foreword

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

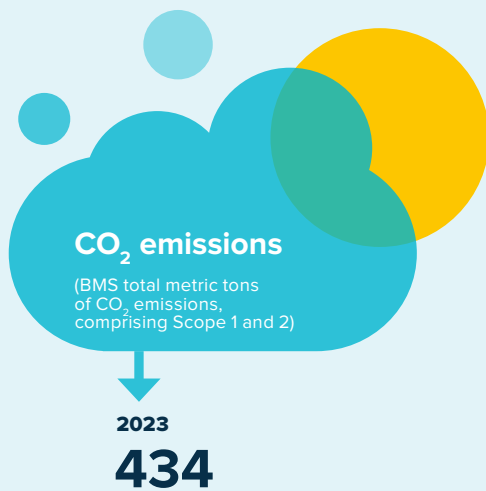
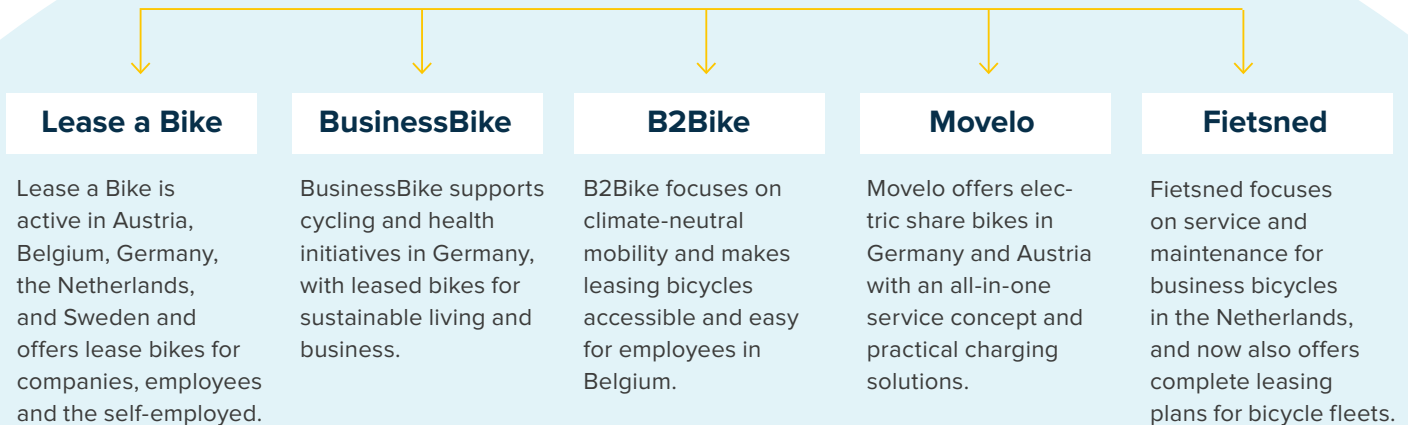
Bike Mobility Services, BMS for short, is an innovative player in the field of more sustainable mobility and part of Pon. **We focus on developing affordable, future-oriented bicycle mobility solutions for employers and employees around the world.**

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,

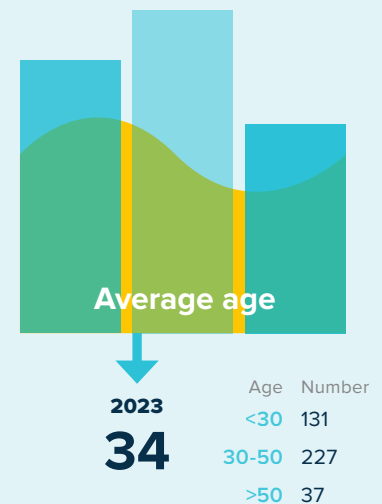
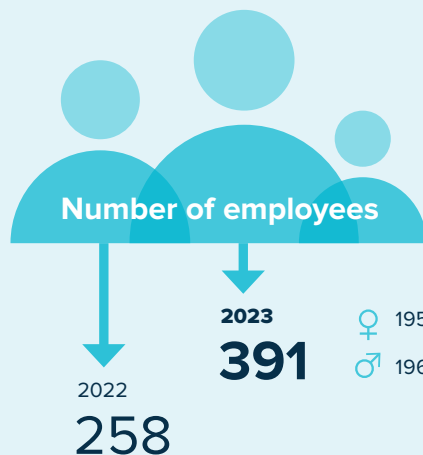
we are committed to making bike mobility widely available in society, through various collaborations with NGOs and other social initiatives.



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 CO<sub>2</sub> 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 CO<sub>2</sub> 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.”**

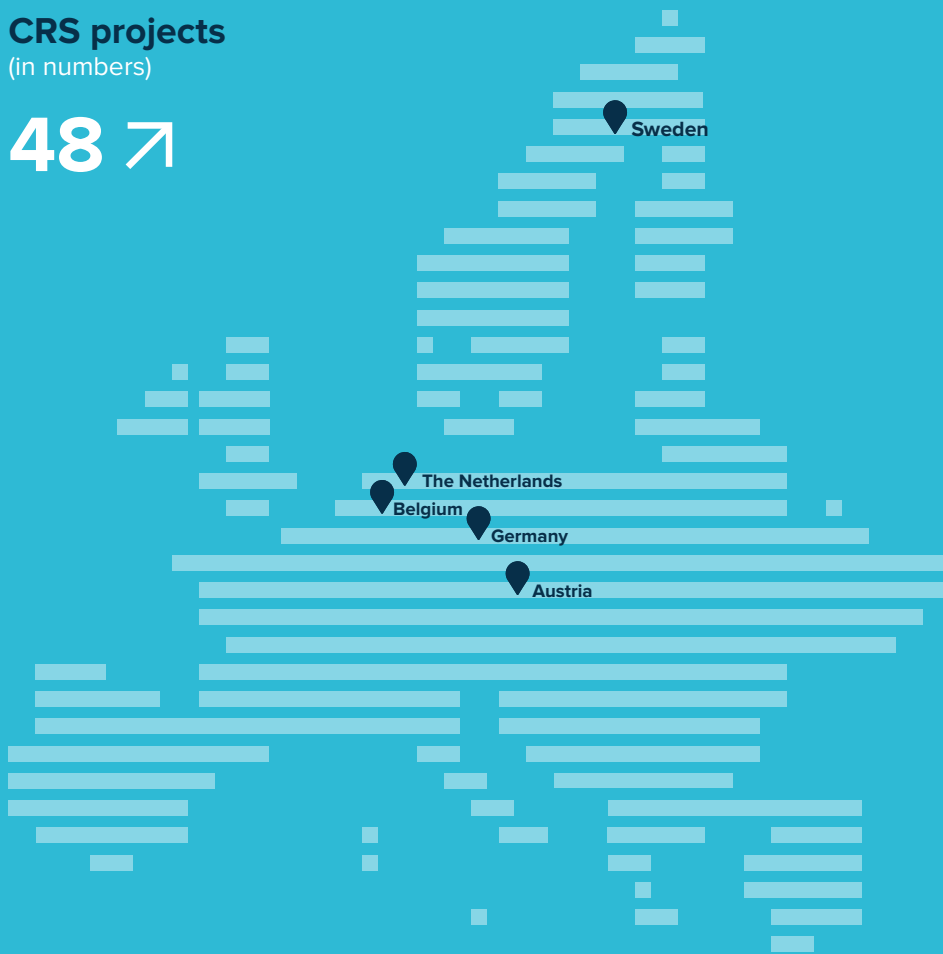


# Our CSR impact in 2023

## CRS projects

(in numbers)

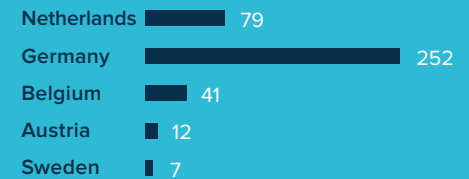
48 ↗



## Our locations and employees

(in numbers)

391



32%

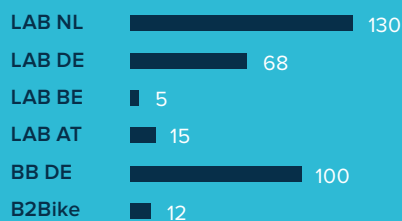
of all owned vehicles  
are already electric



## Donated bikes

(in numbers)

330



> 58,000

## Trees planted

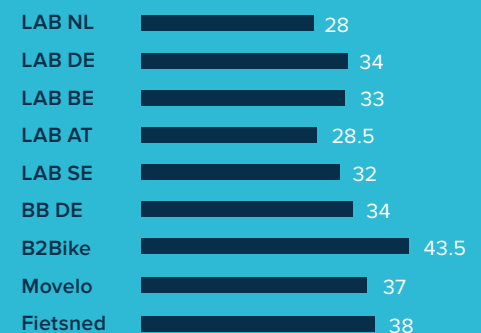
(in numbers)



## Average age

(per company)

34



# Society

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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:

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### 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.

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“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!

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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.

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## 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 CO<sub>2</sub> 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.

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“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 CO<sub>2</sub> 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

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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

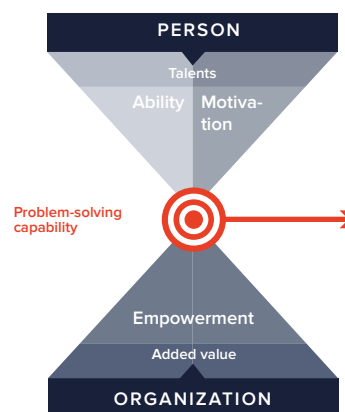
**To have a healthy business, you need healthy employees – and getting lots of exercise is in our nature, after all.** That is why we organize various local sports activities for our teams, such as bike tours, running groups, lunch walks, and sports tournaments. We also offer discounted sports plans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

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## 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.

lease  
a bike



# CSR Reports 2023

[Lease a Bike Netherlands](#)

[Lease a Bike Germany](#)

[Lease a Bike Sweden](#)

[Lease a Bike Belgium](#)

[Lease a Bike Austria](#)

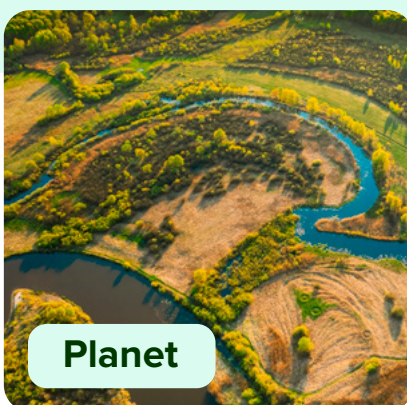
# Lease a Bike Netherlands

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 CO<sub>2</sub> 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

## CO<sub>2</sub> footprint

Total for Scope 1 and 2\*



2022

7

2023

4



Active annual dialogue with our stakeholders on sustainability



## Donation

“Bike to work” week for Stichting Leergeld – “No Child Left Behind”

2022

€3.8K

2023

**13K** /130 bikes

Number of employees

**24**

Average age

**28**



\* 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 CO<sub>2</sub> 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.

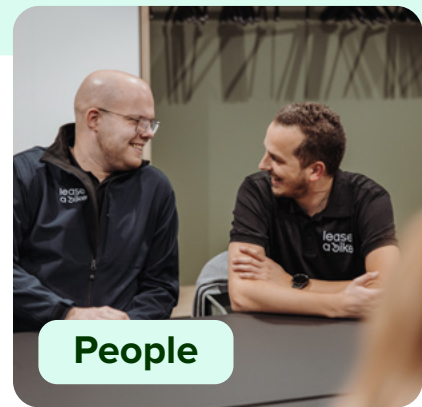
Additionally, we co-organized a high-profile charity event with Werder Bremen football club. Together we incentivized widespread participation, encouraging our customer's staff to ride for kilometer contributions. The customer logging the most kilometers won a donation to a sustainable organization of 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

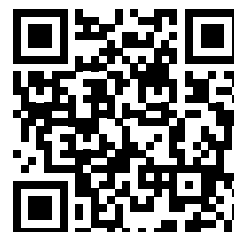
We donated six bikes to this local community organization that supports and connects people with disabilities. Funding can be tight for sustainable foundations like this and they were very grateful for our contribution.

#### ● 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**

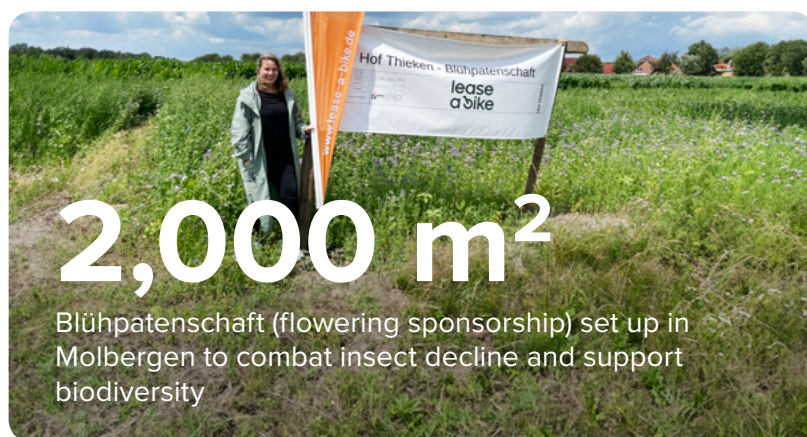
**€5,000**

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



**1,440**

trees planted  
in 2023



**2,000 m<sup>2</sup>**

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

**CO<sub>2</sub> footprint**

Total for Scope 1 and 2\*

2022

**63**

2023

**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 CO<sub>2</sub> emissions.

# Lease a Bike Sweden

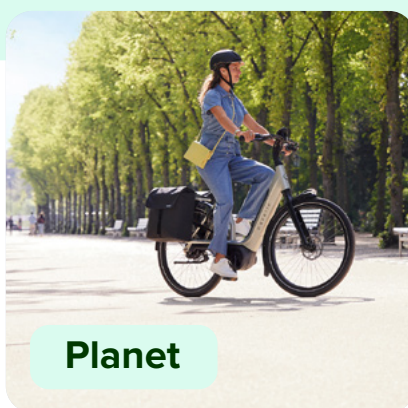
In 2023, we celebrated our first full year at Lease a Bike Sweden and began transitioning from the BusinessBike branding to the Lease a Bike label. Although we launched in August 2022 with 4 staff members and 150 leased bikes, we quickly grew to 11 employees and 2,200 bikes by the end of 2023. This period 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

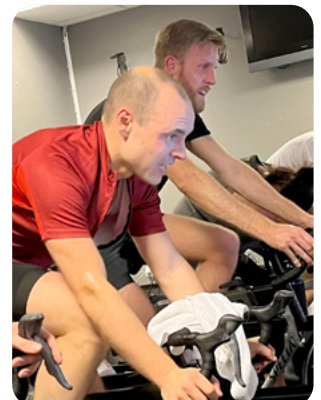
We traveled to the Netherlands to meet the local Lease a Bike team and key BMS colleagues, with each department engaging with their Dutch counterparts. We offset our travel emissions by donating to Klimatskoga, a Swedish climate forest.

#### ● Bike to Work

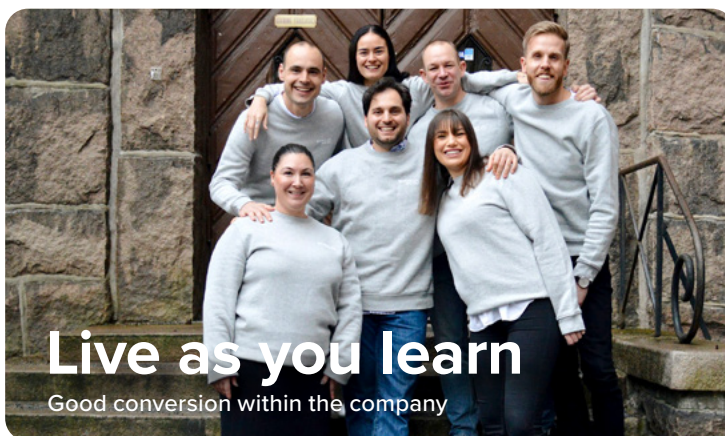
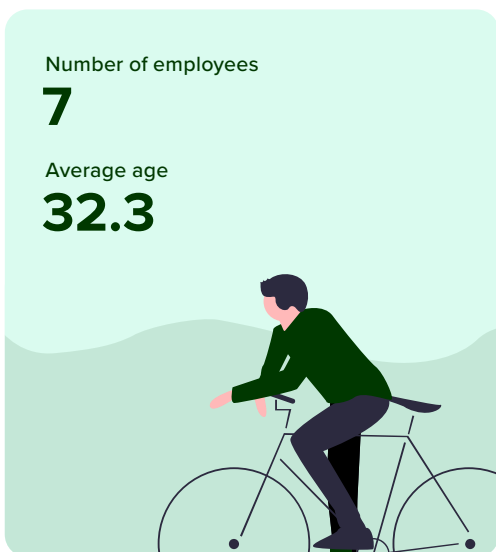
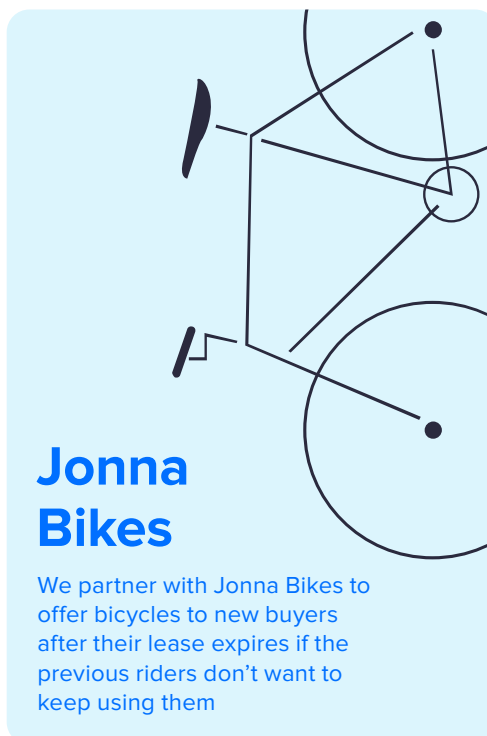
Pon provides extra lease coverage incentivizing cycling. More than half of our people now lease a bike, with many biking to our bike-friendly workplace that offers amenities like secure parking and equipment.

#### ● 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



\* 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 CO<sub>2</sub> 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 Fietzersbond 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!

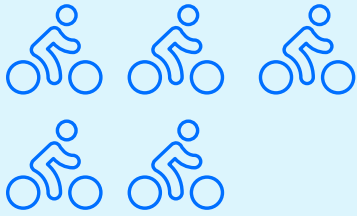
#### ● Games & fun

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

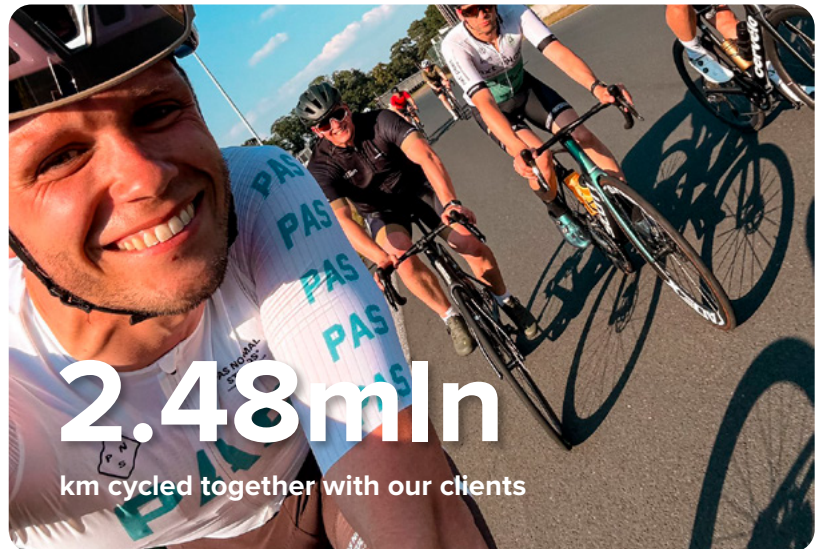
For Valentine's Day in 2023, we celebrated not only our loved ones, but also our colleagues. Everyone wrote a note for someone else: what makes you special, what do I appreciate about you? The team really appreciated these kind gestures.

## 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**

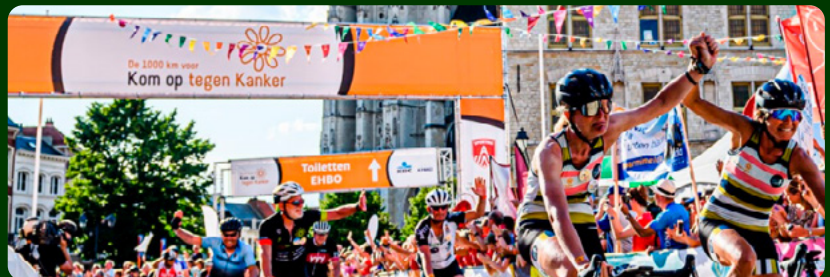


## Donation

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.



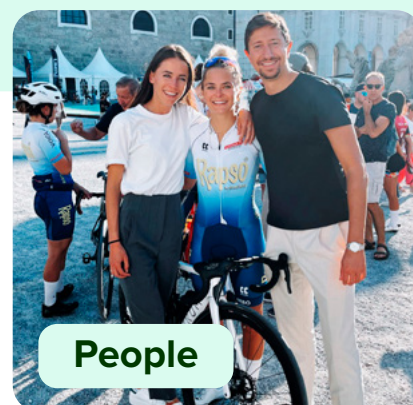
Our mission is clear: empower more people in society to cycle. We specifically wanted to support the children in our communities, so we reached out to SOS-Kinderdorf to set up a new collaboration. We felt that this inspiring organization was a perfect fit for the way we want to make a difference in society. 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.



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.



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 teammates, 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"





Bike Mobility Services  
Stationsplein 19A  
3818 LE Amersfoort