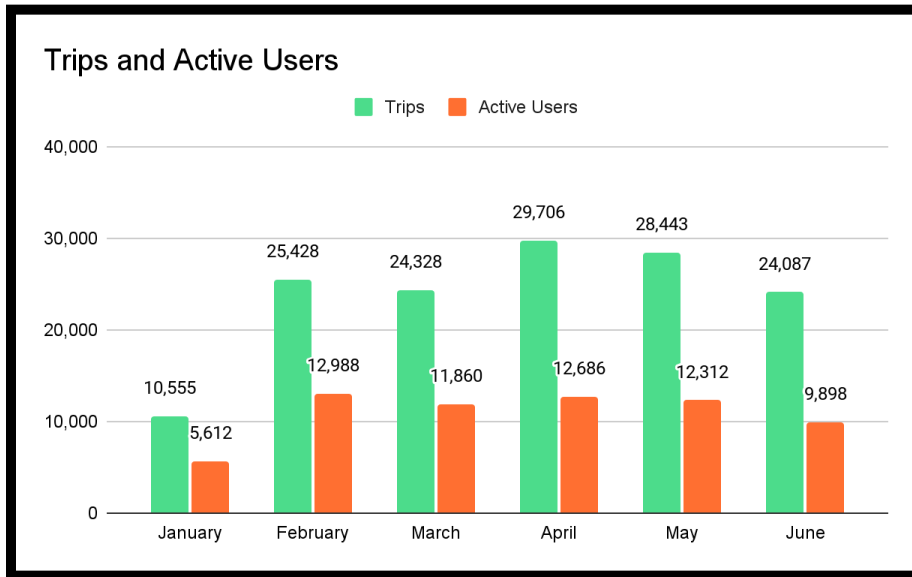




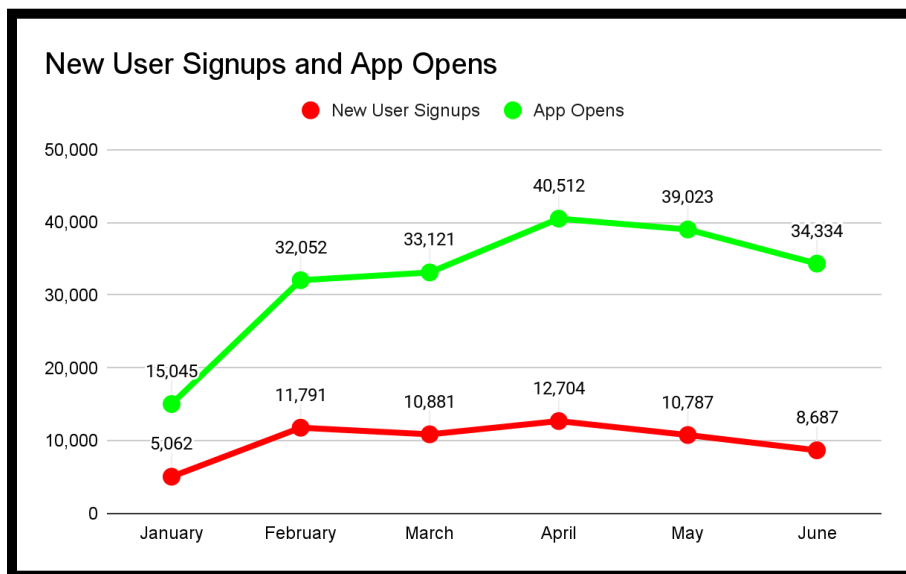
### LIME'S 2023 MID-YEAR REPORT: GROWTH AND PROGRESS IN PHOENIX

## Utilization

Lime continues to grow in popularity in Phoenix. During the first 6 months of 2023, **142,457 trips were taken by 65,356 users**. Over **49,000 riders took their first trip on a Lime vehicle during the first half of 2023**.



During the first half of 2023, **the Lime app was opened more than 194,000 times and more than 59,000 users created new Lime accounts in Phoenix**.

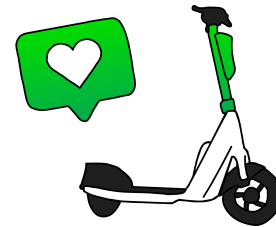
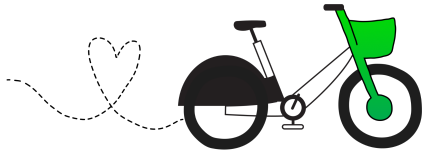




The majority of Trips in Phoenix were taken by electric scooter during the first half of 2023. **In Phoenix, Lime’s fleet of 984 vehicles consists of 920 Electric Scooters and 64 Electric Bikes. We attribute the difference in trips to the difference in vehicle supply.**

3,197 by Electric Bike(2%)

139,350 by Electric Scooter(98%)



The majority of Lime’s trips in equity zones during the first half of 2023 took place in Zones four, five, and six.

**Equity Zone Utilization**

<b>Zone</b>	<b>Trips</b>	<b>Percent of Total</b>
Equity 4	5,308	43%
Equity 6	2,111	17%
Equity 5	1,967	15%
Equity 7	1,055	9%
Equity 2	720	6%
Equity 8	661	6%
Equity 3	177	2%
Equity 1	79	1%
Equity 10	28	0.2%
Equity 9	3	0.0%
<b>Total:</b>	<b>12,109</b>	<b>100%</b>



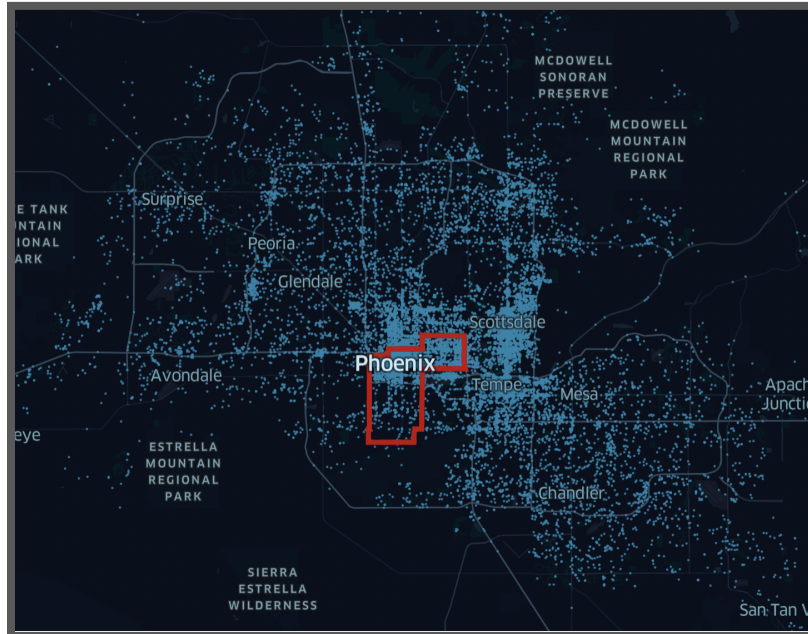
Peak utilization in Phoenix occurs in Districts seven and eight, which accounted for more than 97% of trips during the first half of 2023.

Area	Trips	Percent of Total
District 7	90,474	64%
District 8	49,634	33%
District 4	2,134	2%
District 6	246	0.2%
District 5	5	0%
District 3	1	0%
District 2	0	0%
District 1	0	0%
<b>Total:</b>	<b>142,494</b>	<b>100%</b>

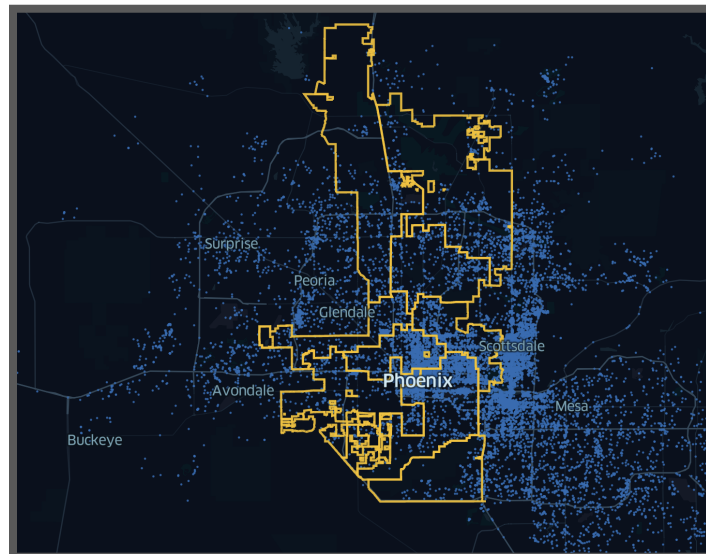


## Visual Overview of Demand

The image below shows instances in which an individual opened the Lime App as blue dots, compared to the location of Lime's service zone, outlined in red.



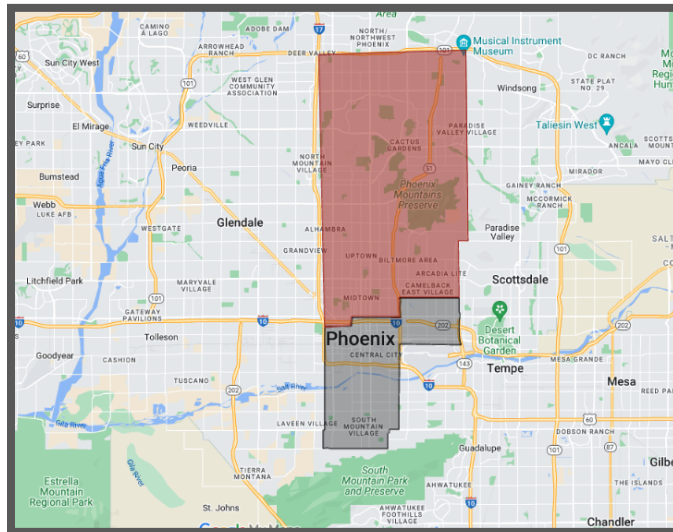
The image below shows instances in which an individual opened the Lime App as blue dots, compared to the boundaries of Phoenix's city council districts. **While effective service is being provided to individuals inside and near Phoenix's service zone, there is a clear need for expansion to properly serve residents throughout the city.**





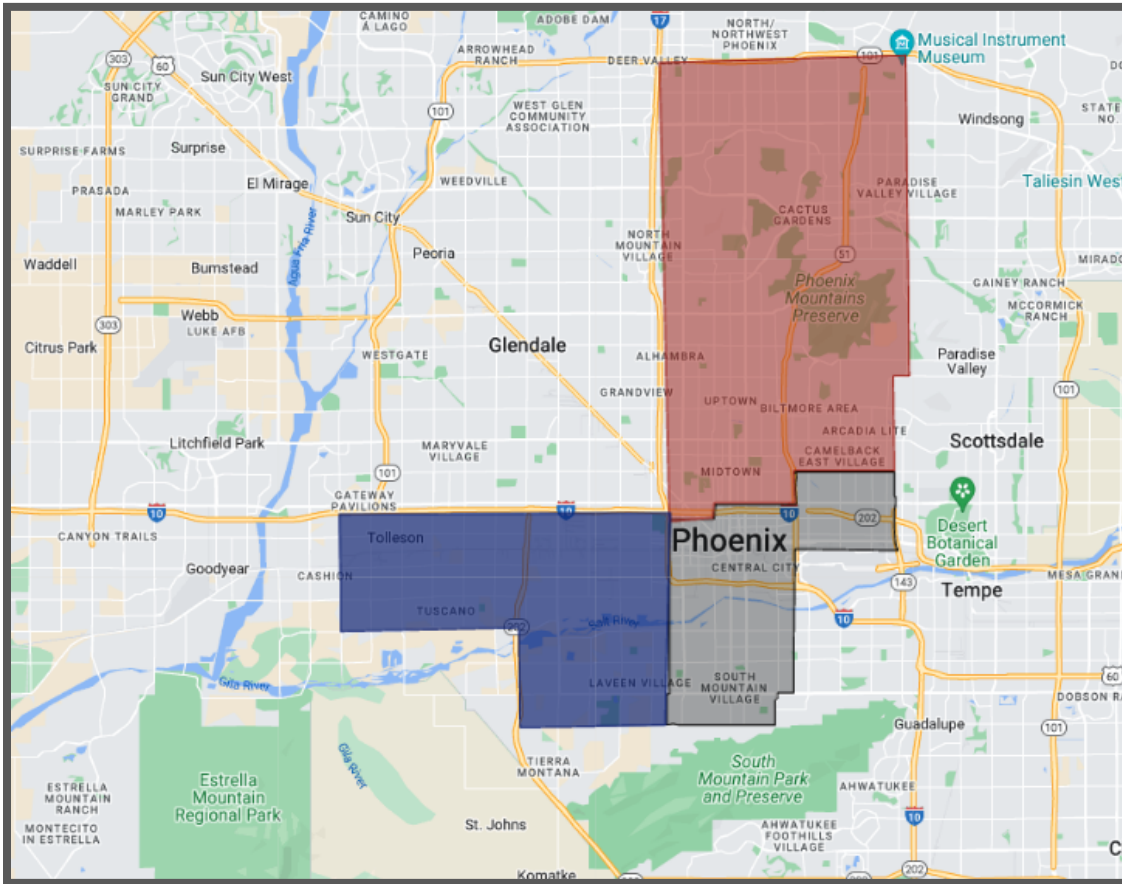
## Service Zone Expansion: Phase One(2023)

Expand the service zone to accommodate riders looking for vehicles in Midtown, Uptown, Cactus Gardens, and North Phoenix. The new service zone would extend the existing service zone North to Route 101 and east to Tatum Boulevard. In the image below, app opens are blue dots and Phoenix’s existing service zone is the red shape. In the image below, the existing Phoenix service zone is the black shape and the new expanded zone includes the red shape.



## Service Zone Expansion: Phase Two(2024)

Expand the service zone to accommodate riders looking for vehicles in South and Southwest Phoenix. The new service zone would extend west to the Agua Fria River and south to Del Rio Ranch, Sienna Vista, Paseo Pointe, and Montana Vista. In the image below, the existing service zone is the black shape, the proposed phase one expansion includes the red shape, and the proposed phase two expansion includes the blue shape.

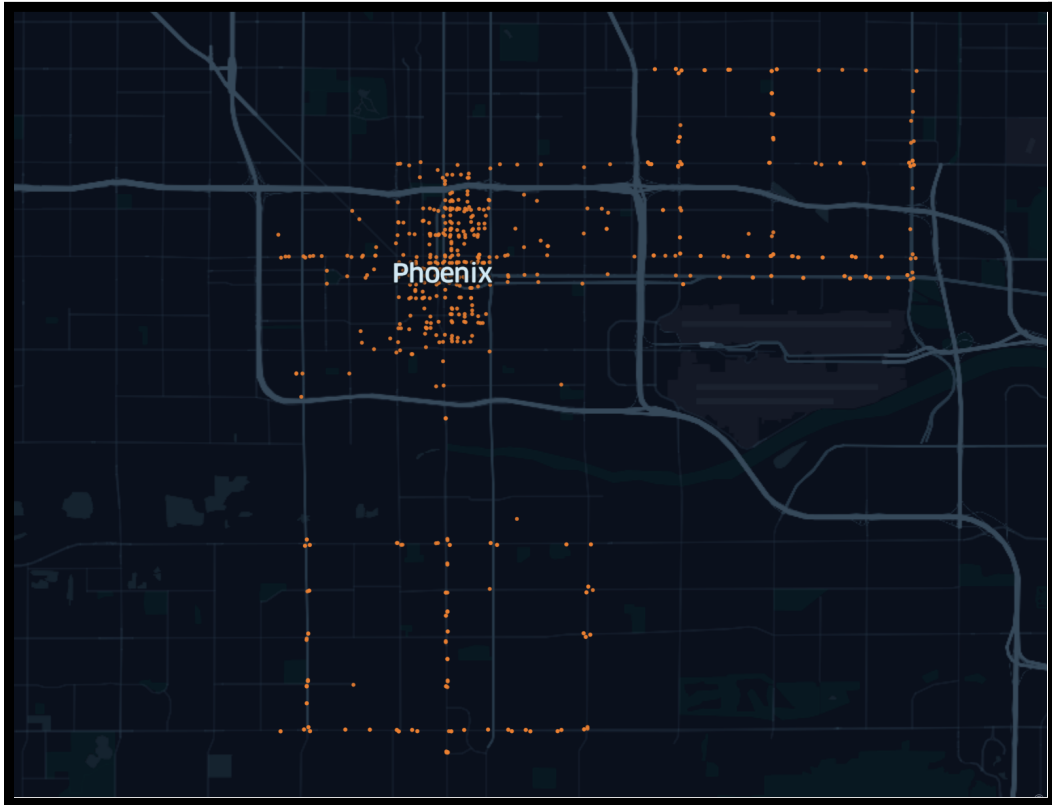


## Connection to Public Transit

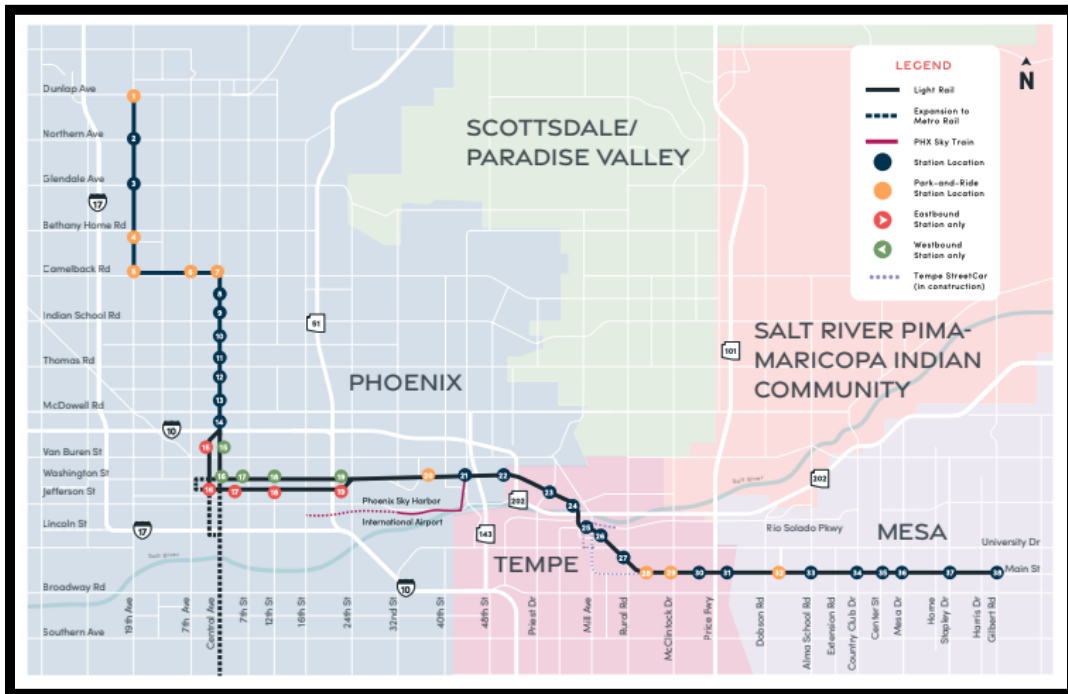
Lime provides a valuable connection to public transit for Phoenix riders. By providing last-mile services, Lime is able to connect riders to employment, public transportation, and shopping, and support cities in reducing congestion and pollution from motor vehicles. Lime deploys to 590 different locations in the Phoenix area and many of these locations are near to or next to public transit stops.

**In the first 6 months of 2023, nearly 2,000 trips started or ended within 100 feet of public transit stops.**

Lime Deployment Locations



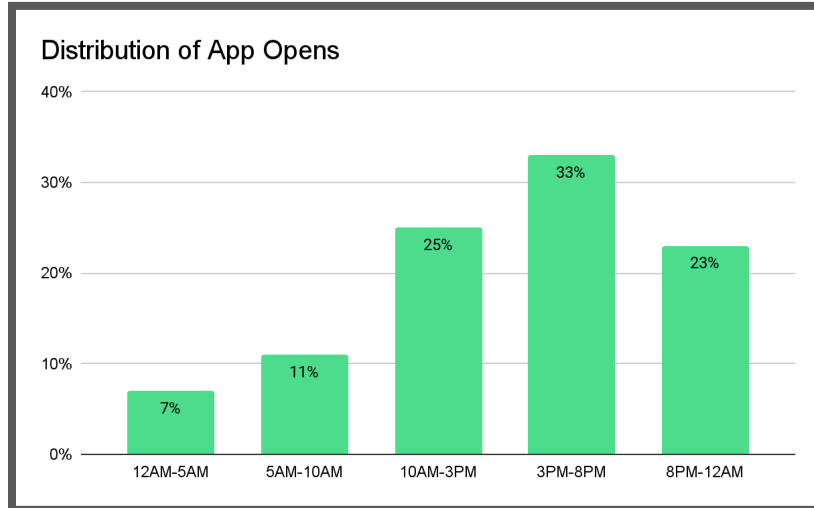
Phoenix Light Rail Map



## Curfew Hours Prevent Usage and Growth



Since launching Lime in Phoenix, there have been 10,876 app opens during curfew hours, each an instance where a Lime rider is looking for a vehicle. If vehicles were available during curfew hours, **Phoenix would have seen a 6% increase in overall utilization, including more trips, more users, and more car trips replaced.**



**Safety comes first and always at Lime.** It guides how we design and upgrade our vehicles, develop rider education and training, and work with cities to improve how streets are built to prioritize people over cars. Lime’s analysis of global safety data demonstrates that curfews do not improve safety for riders and pedestrians. **Lime works with cities to install infrastructure that improves safety for riders and pedestrians.**

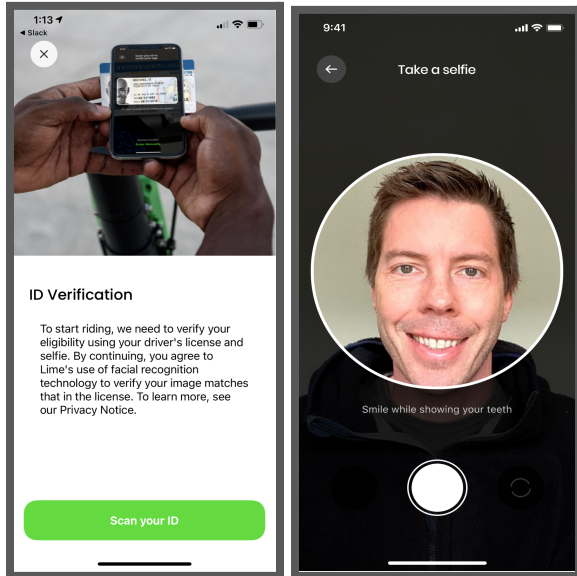
Market	Curfew	Incident Rate
Denver	No	.006%
Oklahoma City	No	.006%
Phoenix	Yes	.008%
Atlanta	Yes	.011%
Chicago	Yes	.016%



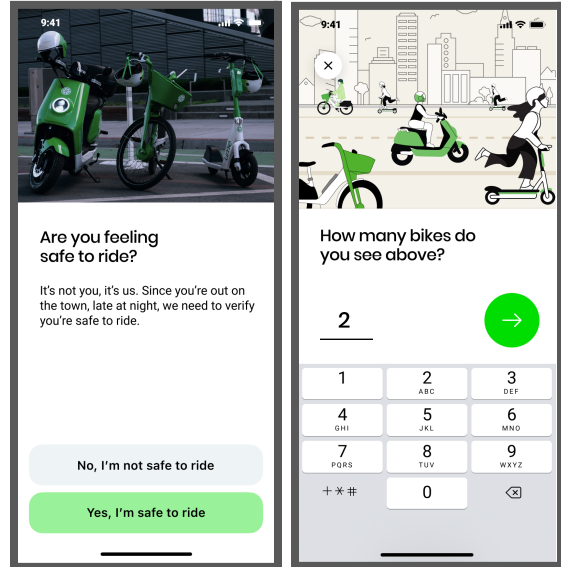


## Advanced Technology to Ensure Safety for Riders

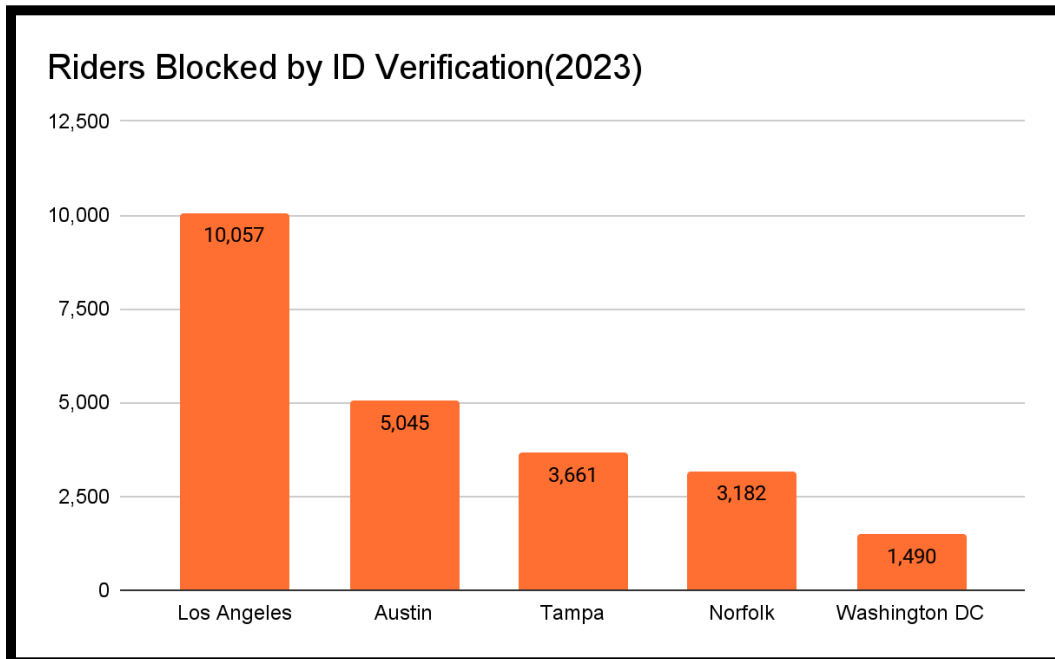
### ID Scan Prevents underage riding



### Sobriety Test Prevents impaired riding



## ID Scan Results





## Parking Compliance

In certain markets, Lime riders are required to lock their vehicle to a corral, pole, or other stationary object, once they complete their ride. **Lime’s analysis of global parking data demonstrates that requiring vehicle locking does not lead to a higher rate of parking compliance, when compared to markets where locking is not required.**

Market	Locking Required	Annual Percent of Trips with Parking Violations
Washington DC	yes	1.5%
Tampa	yes	1.2%
Austin	no	0.4%
Seattle	no	0.1%

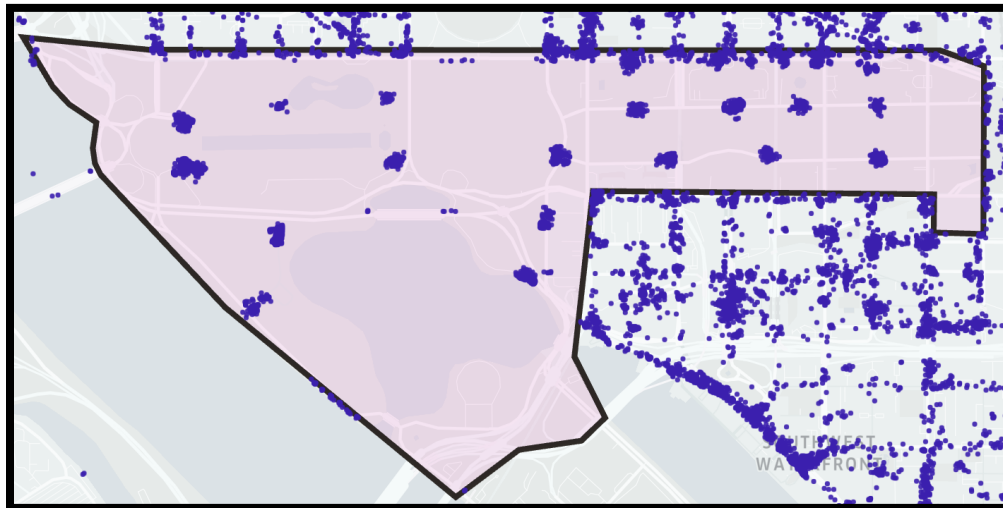
## Parking Feature: Mandatory Parking Zone

Parking symbols are displayed in-app to riders for all designated parking areas. If a rider attempts to complete their trip outside the parking zone, a pop-up message will appear, informing them of the parking requirements and prompting them to move the vehicle to a designated parking location. **The image below shows trip end locations (blue dots), along the National Mall in Washington DC, prior to the implementation of a mandatory parking zone and mandatory parking locations.**





The image below presents the National Mall in Washington DC after the implementation of mandatory parking zone and mandatory parking locations. Trip ends are clustered around mandatory parking locations, demonstrating the ability of Lime’s technology to improve rider behavior and increase safety for riders and pedestrians.



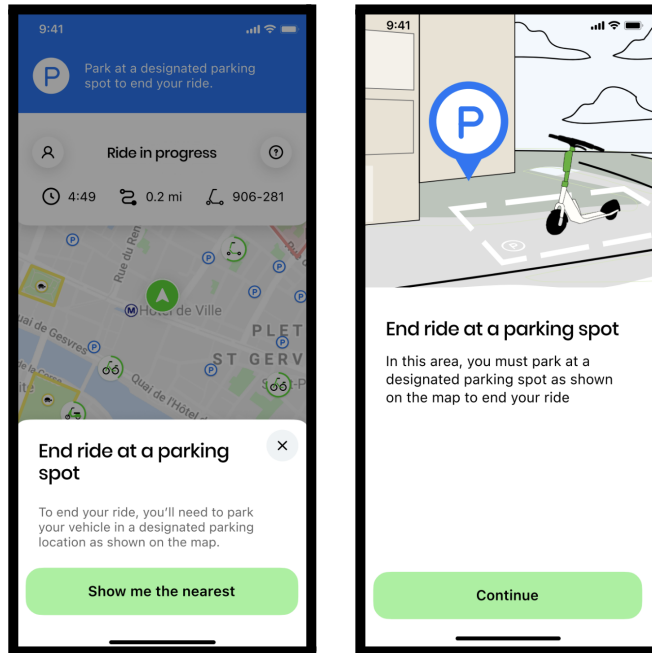
## Benefits of Virtual Parking Corrals

**Lime currently has 891 parking pins in the Phoenix/Scottsdale region.** Some of these parking pins are located within the Phoenix downtown mandatory parking zone while others are considered preferred parking pins, locations outside of the mandatory parking zone where riders are encouraged to, but not required to park. In the image below, pink dots represent parking pins.





**Lime recommends the installation of virtual parking corrals at all parking pins throughout the Phoenix/Scottsdale area.** Physical corrals are limited by existing infrastructure arrangements, building constraints, and more, and take time to put in place. Virtual corrals are accurate, easy to use, and provide the smoothest experience for riders. The images below demonstrate the in-app experience for users when a market has virtual parking corrals.



Lime’s analysis of global parking data demonstrates that requiring vehicle locking does not lead to a higher rate of parking compliance, when compared to markets with virtual parking where locking is not required.

Market	Locking Required	Virtual Parking	Annual Percent of Trips with Parking Violations
Tampa	yes	no	1.2%
San Francisco	yes	no	0.8%
Orlando	no	yes	0.3%
Seattle	no	yes	0.1%



## Trip Pricing + Vehicle Theft

During the first half of 2023, 19 Lime vehicles were lost or stolen in Phoenix. Our local team works hard to make sure that vehicles are reliable, safe, and available for all users.

The trip pricing in Phoenix is as follows:

- Basic Plan: \$1.00 to unlock + \$0.42 per minute
- Lime Access: \$.50 to unlock + \$.07 per minute
- During the first half of 2023, **75 Lime Access Users took 648 trips, saving over \$3,000.**