Hello, London

BIRD CANADA

2022

About Bird Canada

Bird Canada Inc. is a “first kilometre / last kilometre” electric scooter and bike sharing company dedicated to bringing affordable, environmentally friendly transportation solutions to Canadian municipalities.

We are a Canadian owned and operated venture that provides–in conjunction with Bird Rides Inc. in the United States–electric scooter and bike sharing programs globally.

Bird is in over 350 cities worldwide. In Canada, we are currently active in 7 cities across Alberta and Ontario. We are excited to launch in several new cities across Canada in 2022.

Calgary
Edmonton
Okotoks
Red Deer
St. Albert
Ottawa
Windsor
Medicine Hat
Leduc

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Our evolution as mobility pioneer

BirdZero	BirdOne	BirdTwo	BirdThree	BirdBike
2018	2019	2020	**2021**	2021

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Introducing Bird Three

Features of Shared E-scooter

Battery	36 V, 21.0 Ah 10S6P
Charge Time	5.8 hrs
Range	35 miles
Braking	Regen; Drum (front), disc (r)
Wheels	10” pneumatic
Top Speed	15 mph
Dimensions	47.7 in. x 19.3 in. x 46.8 in.
Lights	Front / Rear LEDs

Throttle-Brake Interlock
Automatic safety actions to protect against accidentally holding the throttle.

Dual Wiper Throttle
Automotive-grade functional safety and guaranteeing absolute speed-control accuracy

Enhanced Lighting

Anti-Theft Encryption
Enhanced encryption keeps our riders safe and helps deter theft

Autonomous Damage Sensors
Self-reporting damage sensors and automotive-inspired diagnostic technology

Status Indicator

Dynamic Stability Control Steering (DSCS)
Stabilizes out-of-control, sudden or erratic movements, guards against unsafe turns or over-corrections.

Seamless Screws
Protection against injury and theft with no exposed screws

Puncture-Proof Tires
10” tires feature puncture-proof tech, higher traction, and decreased vibration.

Skid Detection
Only vehicle with skid detection technology to prevent improper riding behavior.

Performance
A rear motor gives Bird Three faster acceleration and more control in critical situations.

Industry’s Longest-Lasting Battery
Automotive-grade battery management system. Largest, safest, only operator with IP68 integrated battery

Tip Detection Technology

Anti-Tip Kick Stand
With a dual anti-tipping kickstand, this Bird stands on its own two feet.

Performance
AEB brings the vehicle to a stop in the event of a brake failure.

Smart Geofencing

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Geo-zone technology

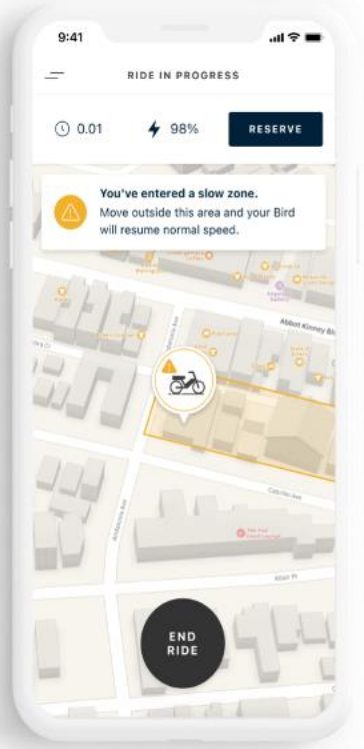
All vehicles are tracked with GPS.

When riders enter a designated geo-zone, vehicles follow set rules.

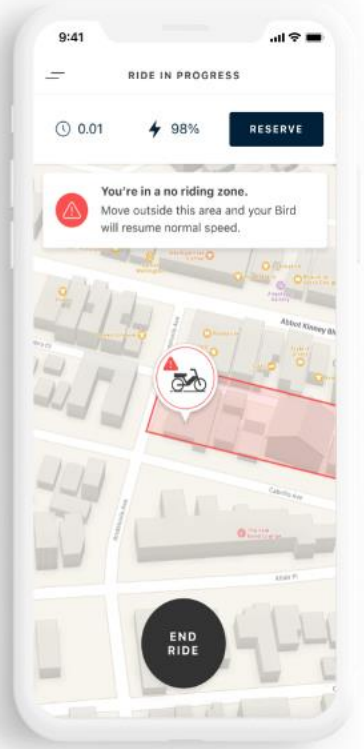
Vehicles will slow down or stop, and riders are notified by a vehicle sound and an in-app notification.

*Most Canadian cities have set scooters to a maximum of 20 km/h and slow down zones for highly pedestrianized areas of the City are generally set at 15 km/h.

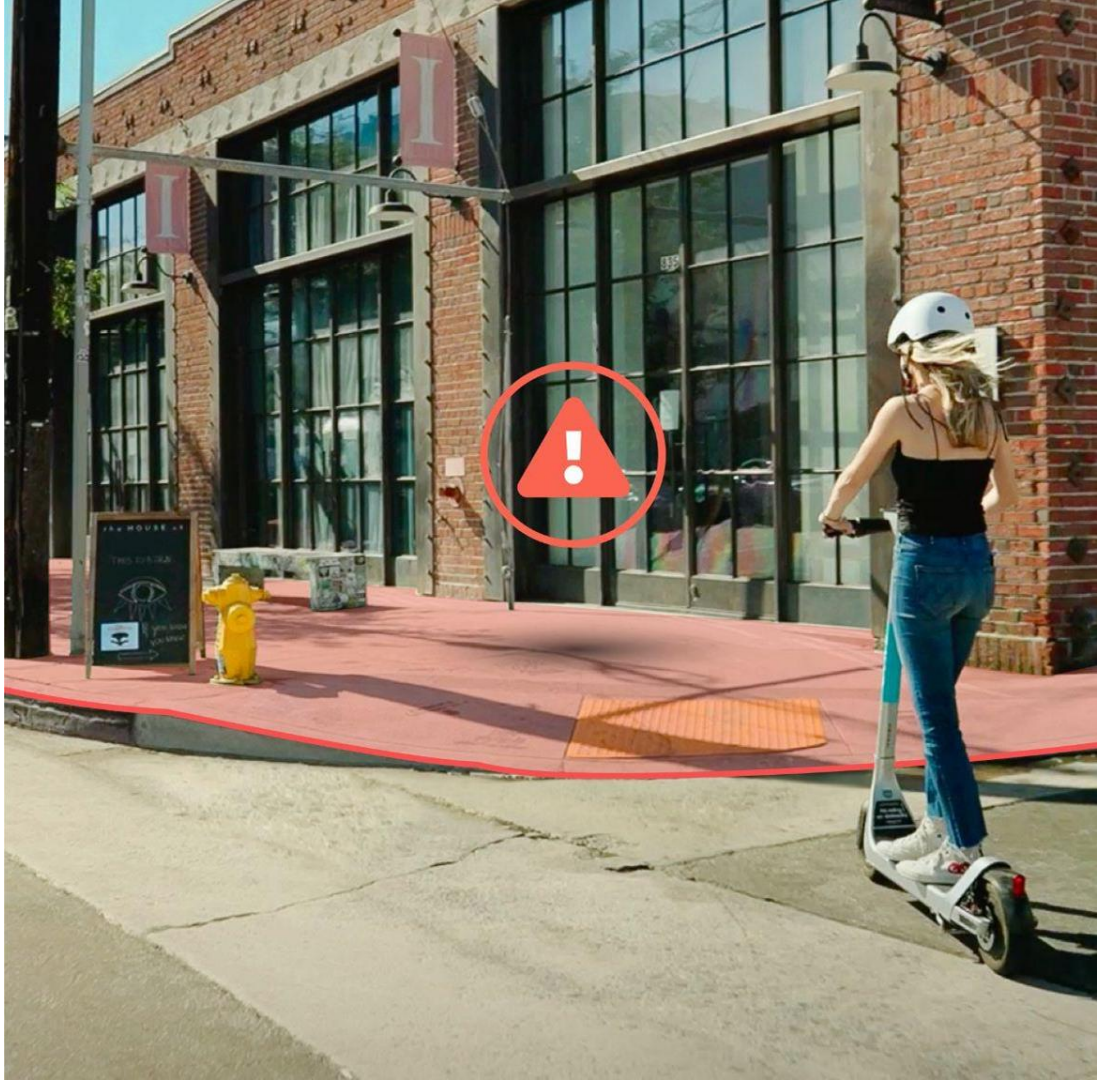
Slow Zone



No Ride Zone and/or No Park Zone



Smart Sidewalk Protection



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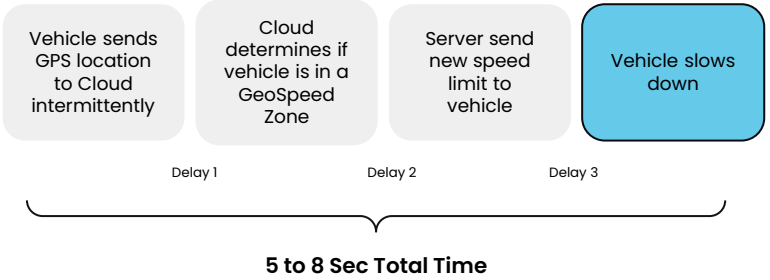
Introducing:
The Sensor Fusion Microchip

Bird uses a proprietary microchip which fuses real time data about the vehicle (e.g. wheel speed, turning history), with GPS signals to provide richer, more robust vehicle location information and position.

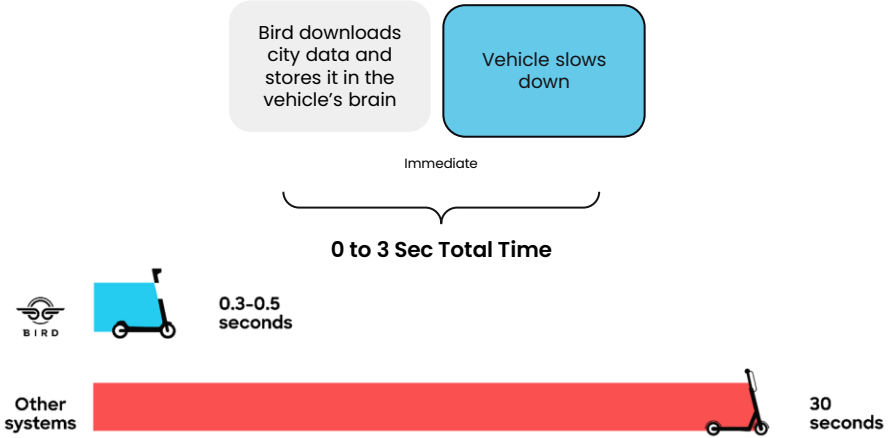
All New: Advanced Vehicle Location System

Our **Vehicle Location System** (VLS) combines downloaded map data with real-time data processing to speed up reaction time up to 4x standard technology.

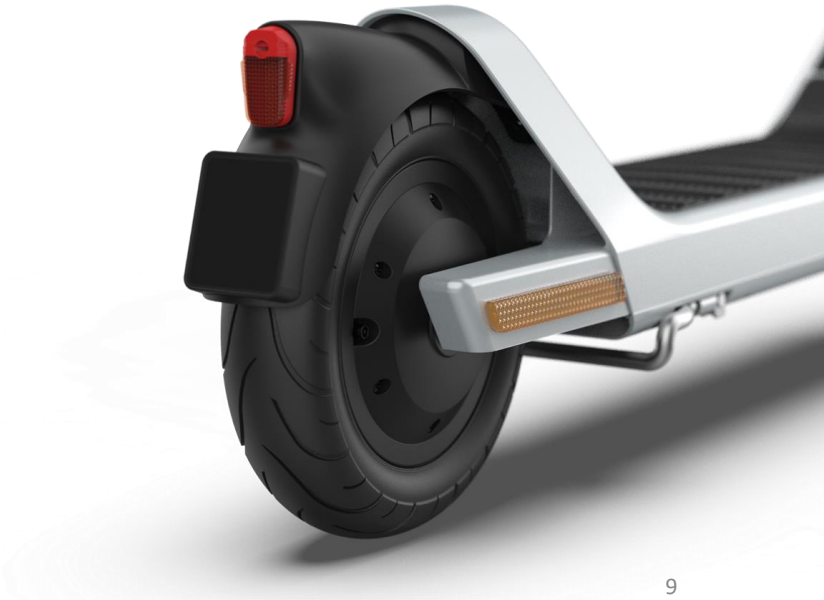
Standard Technology



Bird's Geospeed Technology



Parking Strategies



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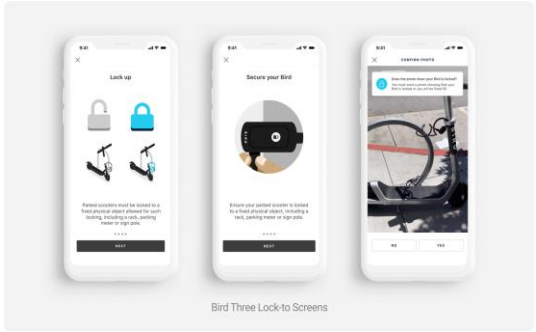
“Lock to” Parking Solution



“Lock to”

- Shared e-scooters are required to have a lock attached to it like a bicycle lock that is unlocked via an e-scooter share company app.
- At the end of a ride, a rider locks the e-scooter to municipally approved infrastructure - this keeps sidewalks clear and safe
- Upon locking the e-scooter, riders are required to take a photo of the e-scooter locked to a bike rack or permitted infrastructure
- A study by the San Francisco Municipal Transportation Agency (SFMTA) found that:
  - Complaints about sidewalk riding and improper parking were significantly reduced under the [Shared E-scooter] Pilot
  - The lock-to design addresses major issues with sidewalk clearance and pedestrian safety
- The Chicago Dept. of Transport. found a 79% decrease in 3-11 complaints-per-day-per-device in 2020 with “lock-to” e-scooters compared to 2019 without this requirement.

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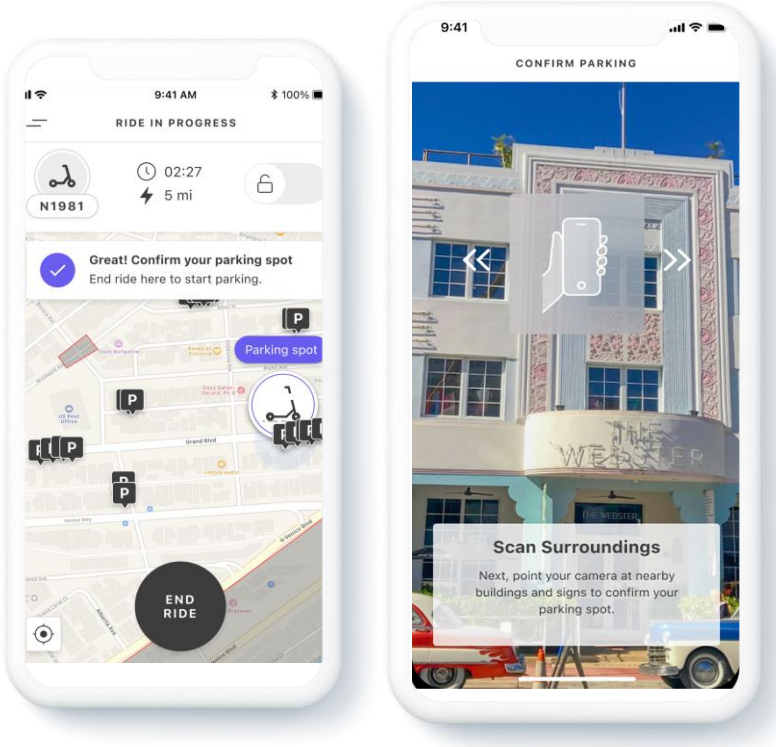
Virtual Docks

Virtual Docks use a camera positioning system to verify when a vehicle is parked in a permitted area.

Intelligence software augments GPS Data with video captured by riders prior to parking to confirm the vehicle is parked in an approved location, or **Virtual Dock**.



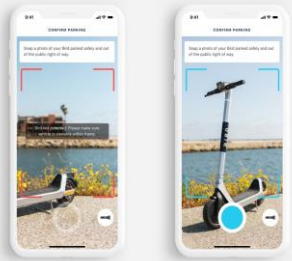
E-scooter Rider / Public Education

In person Safety Event in Calgary hosted by Bird Canada

Uniformed Bird Canada staff physically patrols on foot key areas of the City identified in collaboration with City staff. To date, **Bird Canada's Safe Streets Team** has had thousands of conversations and interactions with local riders to educate them on local rules in cities in which we operate.

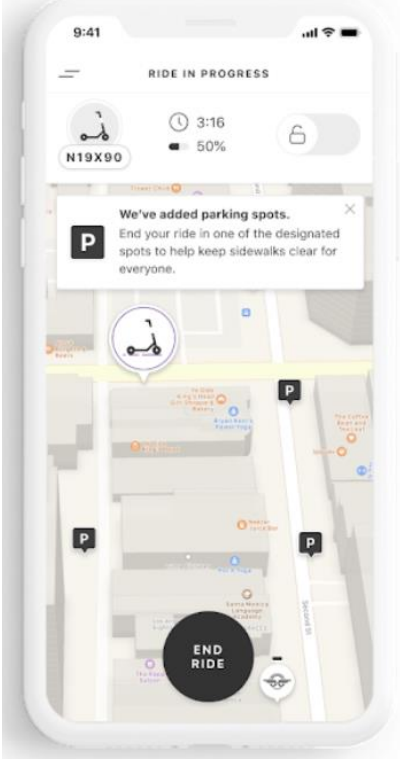
- Providing residents an opportunity to test ride an e-scooter at no cost
- Educating residents on safe and responsible riding including local rules like no sidewalk riding in Ottawa
- Free helmets given away to local residents

Parking of e-scooters



Bird end-of-ride photo

- In-app rider education
- Safe Street Patrols by Bird Canada staff
- “Preferred Parking” spots with incentives (these are located digitally in-app with instructions for how to locate and park with financial incentive to encourage good parking)
- Some cities provide supplemental Designated Parking spots that are located throughout the City (i.e. painted box, mat, etc.).
- End of Ride photos
- Geo-fencing for no-park zones
- Warnings, fines, suspensions by Bird Canada for misparking.



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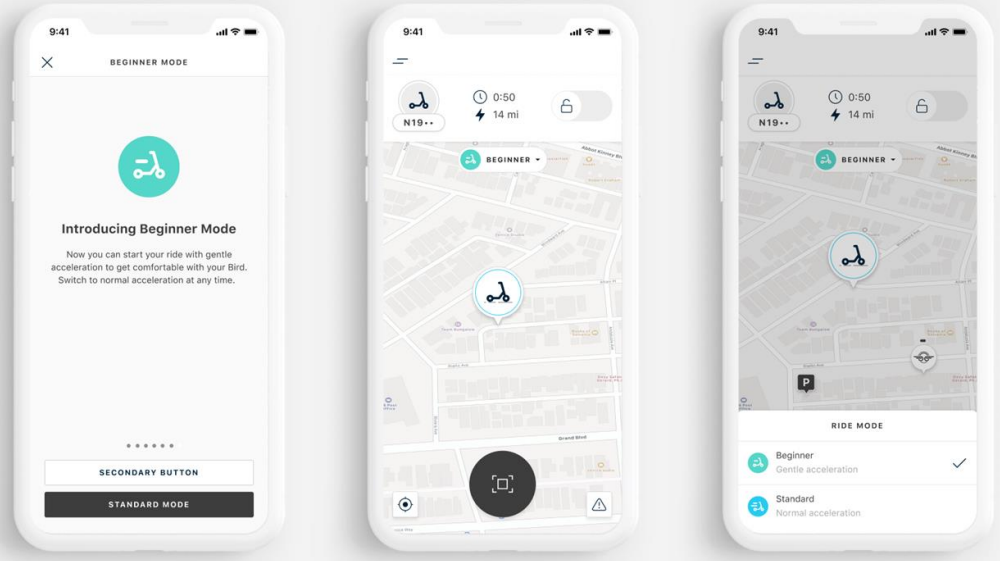
Safety First

Beginner Mode



Bird Beginner Mode

Beginner Mode automatically **softens** a Bird scooter's acceleration, allowing riders to **slowly work their way up** to full speed.

This can be mandated for first # of rides and at a lower maximum speed.

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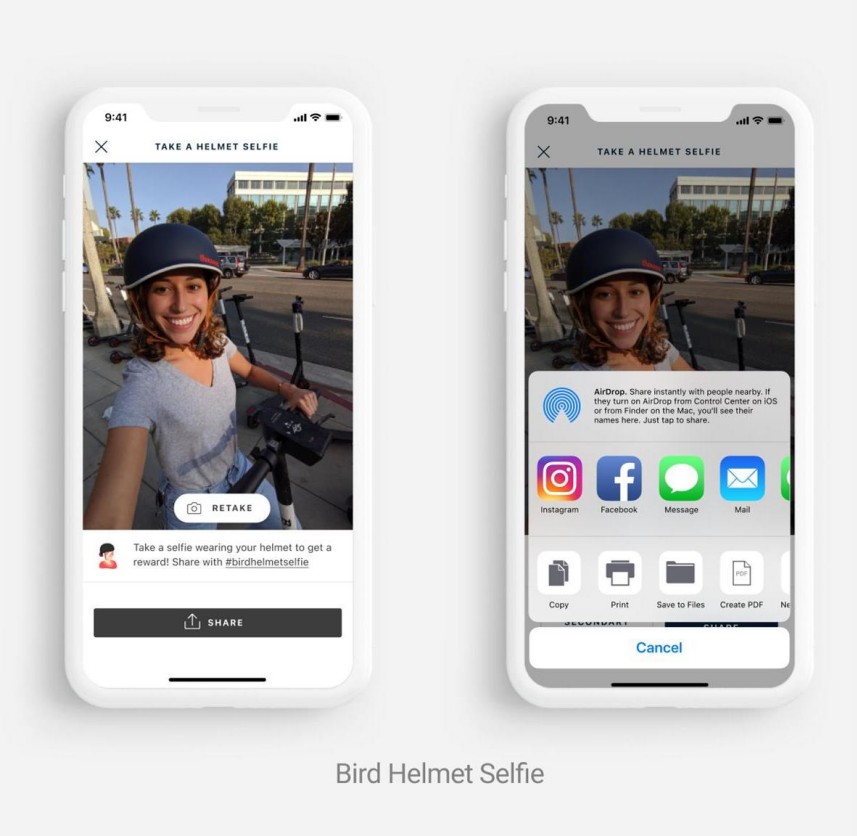
Helmet Selfies

Riders are asked to **take a selfie**. Riders who demonstrate helmet usage will receive **incentives** such as future ride credits.

AI can also be used to verify personal helmet usage or usage of shared helmet attached to e-scooter.

Riders can also share their selfie via social media and include **#BirdHelmetSelfie** to help promote broader adoption and use of helmets.



Bird Helmet Selfie

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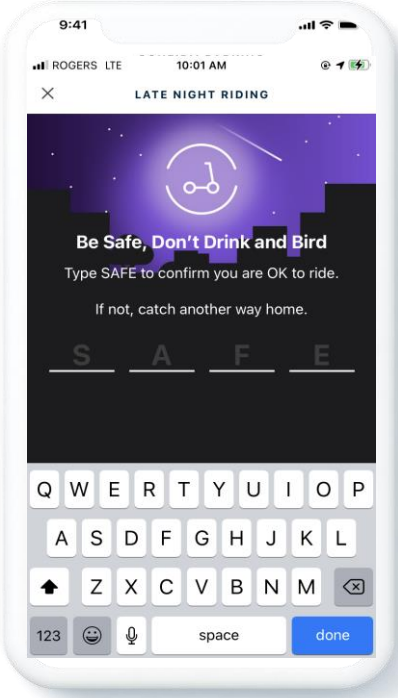
Safe Start



An in-app checkpoint, Safe Start is **designed to discourage** people from riding under the influence.

During late night hours, riders attempting to unlock an e-scooter are asked to verify that they can safely ride by correctly entering a keyword into the app.

Those who are unable to type the keyword correctly are encouraged to choose an **alternative method of transportation**, such as a taxi or ride-hailing service.

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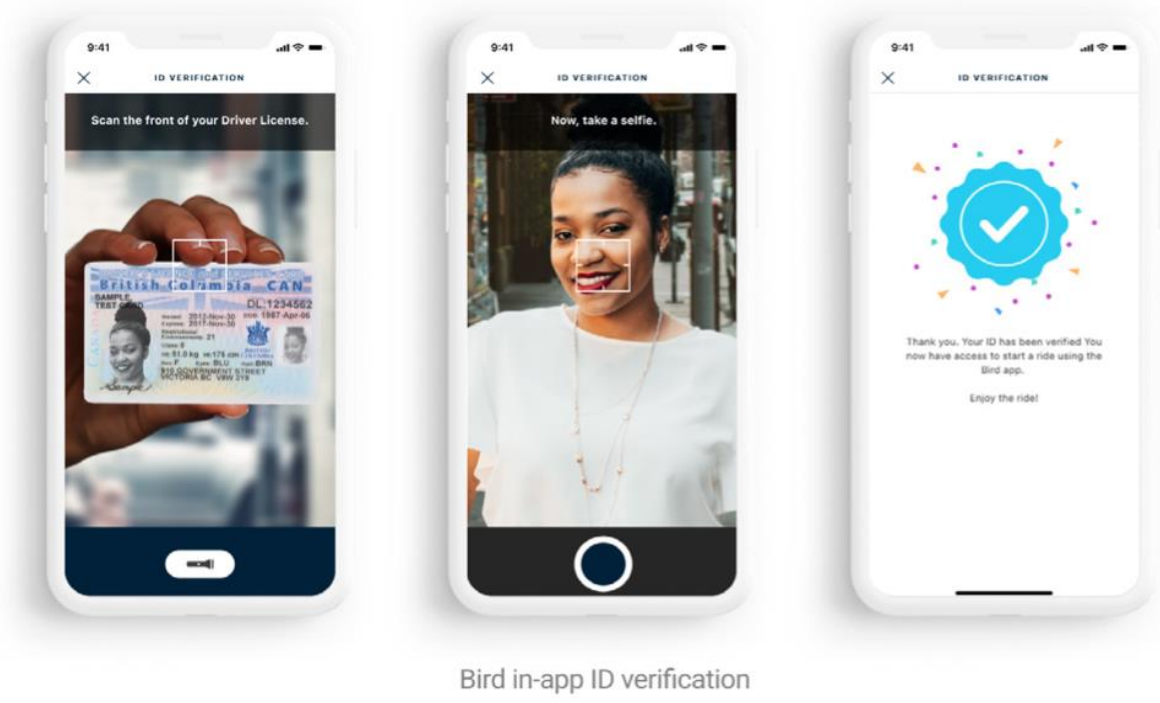
ID Verification



Bird in-app ID verification

Bird has zero tolerance for underage riding.

In advance of a new account unlocking a vehicle, an **ID verification** will be completed to verify the rider's age through the Bird App.

Users can provide driver's license, provisional driver's license, passport or other forms of identification.

A **selfie is also used** to ensure that the ID is truly belonging to the rider using it.

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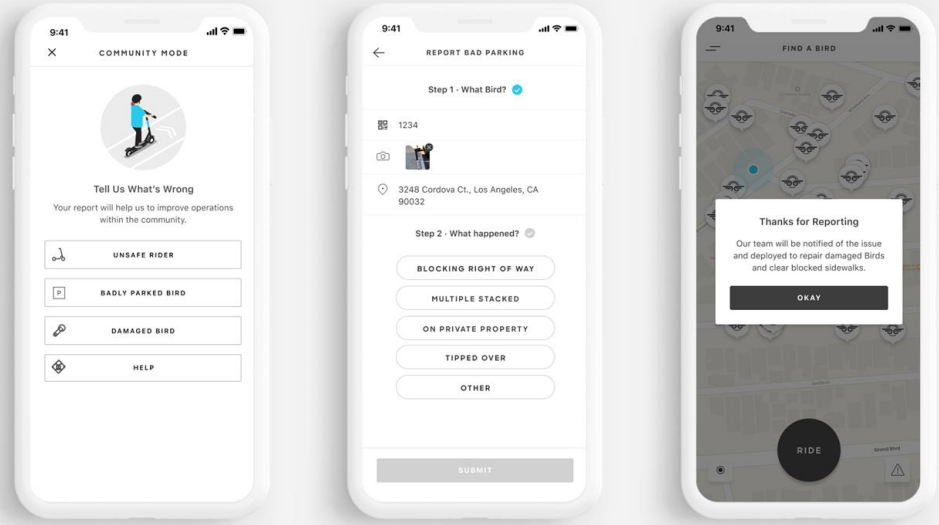
Community Mode



Bird Community Mode help center available to both riders and non-riders

Community Mode is an in-app reporting feature that allows anyone - whether or not they ride Bird - to **report instances where a Bird is parked improperly, damaged, etc.**

These reports help us take appropriate action such as deploying staff to reposition or remove a vehicle, or taking further disciplinary action as needed.

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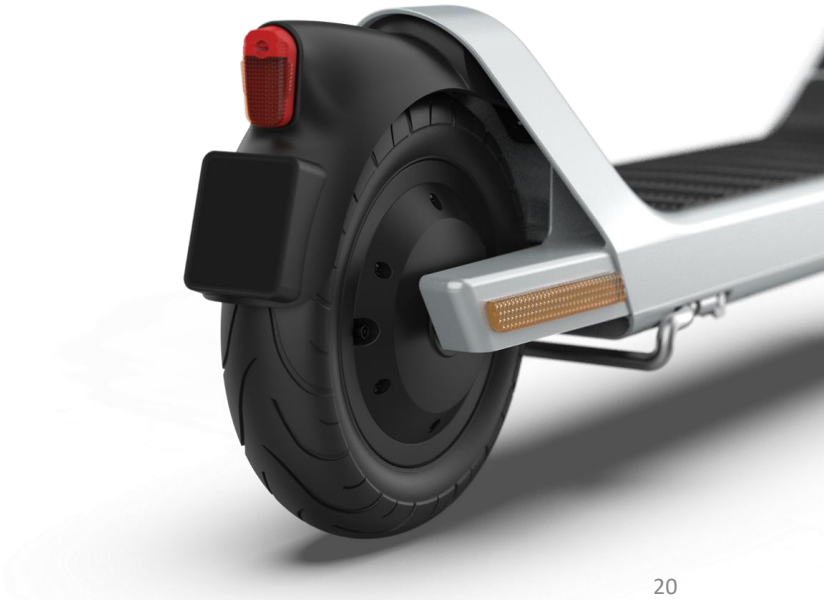
Accessibility/Seniors



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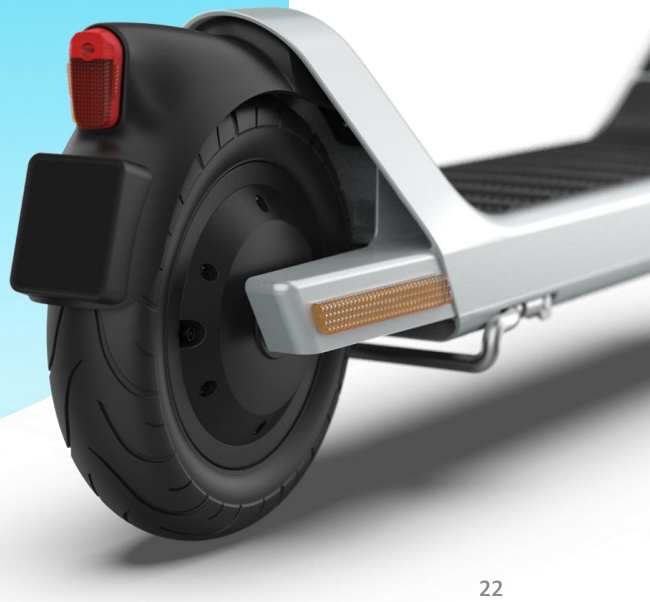
Accessibility/Senior Concerns: How the Shared E-scooter Industry Addresses Them

Accessibility/Senior Concern	Response
E-scooters are too fast	● Cap top speed at 20 km/h / e-scooters have speed governors ● Geo-fence slow down / no ride zones
E-scooters are too quiet	● Mandate noise emission while in service
E-scooters are hard to see	● Mandate high contrast colouring + reflectors ● Province already mandates lights (front & rear)
E-scooters may be ridden on sidewalks	● Mandate anti-sidewalk riding technology on key sidewalks
E-scooters may be misparked	● Mandate parking solution(s): no park zones, in-app “preferred parking zones, or “lock-to” e-scooters, etc.
E-scooters are hard to report	● QR Code reporting and/or in-app reporting available ● Braille and/or Raised Lettering on e-scooters ● Customer support available via TTY relay service
E-scooters can’t be enforced	● Daily “Safe Street” patrols by e-scooter company staff ● Mandate 15 minute response times by e-scooter company ● “Licence plates” on e-scooters / fines & bans enforced by company

Thank you.



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