

Driving Positive Change

Impact Report 2022



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Introduction

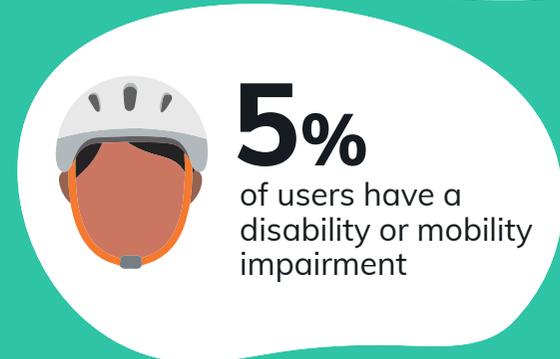
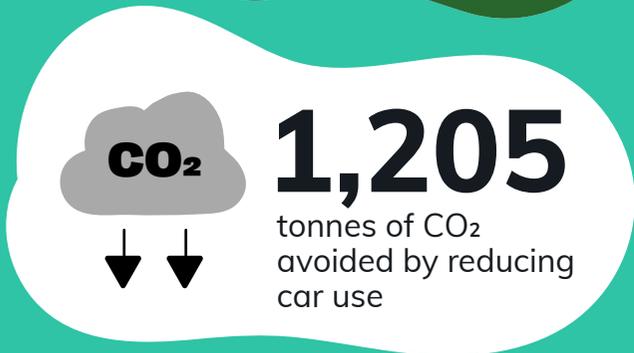
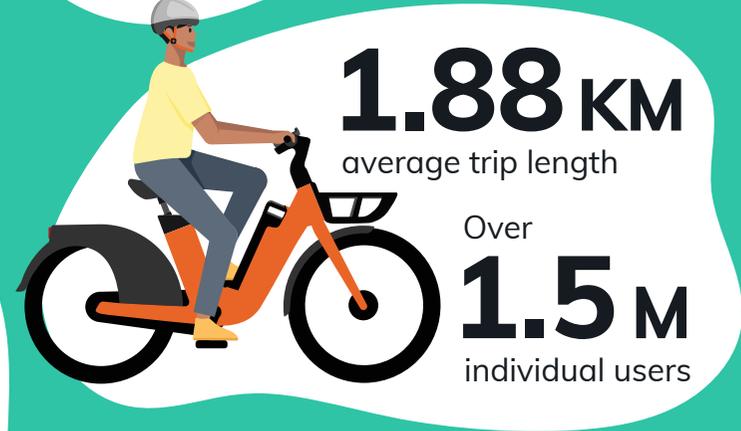
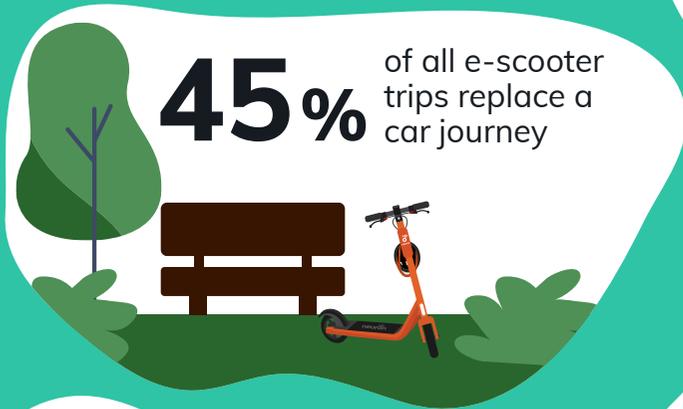
While 2022 was rife with global uncertainty concerning cost of living and increasing energy prices, it has also reaffirmed the benefits of micromobility.

Riders made nearly 9 million trips on our safety-orange vehicles in 2022, resulting in significant environmental and economic benefits to our communities. We have continued to build an increasingly diverse ridership which has enhanced accessibility of our programmes, and more cities have embraced micromobility to help achieve their net zero ambitions.

In 2022 Neuron was committed to delivering positive change and deepening our impact on the communities we serve. Our teams across the globe worked tirelessly to expand our operations, adding eight new cities to our portfolio. This growth cemented our position as Australia's leading, and Canada's fastest-growing, rental e-scooter operator. Simultaneously we were focused on providing the best possible environmental, social and economic outcomes from our operations.



2022 in Numbers



Canada

Airdrie 

²⁰²³
Blackfalds 

²⁰²³
Brampton 

Calgary 

²⁰²³
Coquitlam 

²⁰²³
Lacombe 

Lethbridge 

²⁰²³
Oshawa 

Ottawa 

Red Deer 

²⁰²³
Regina 

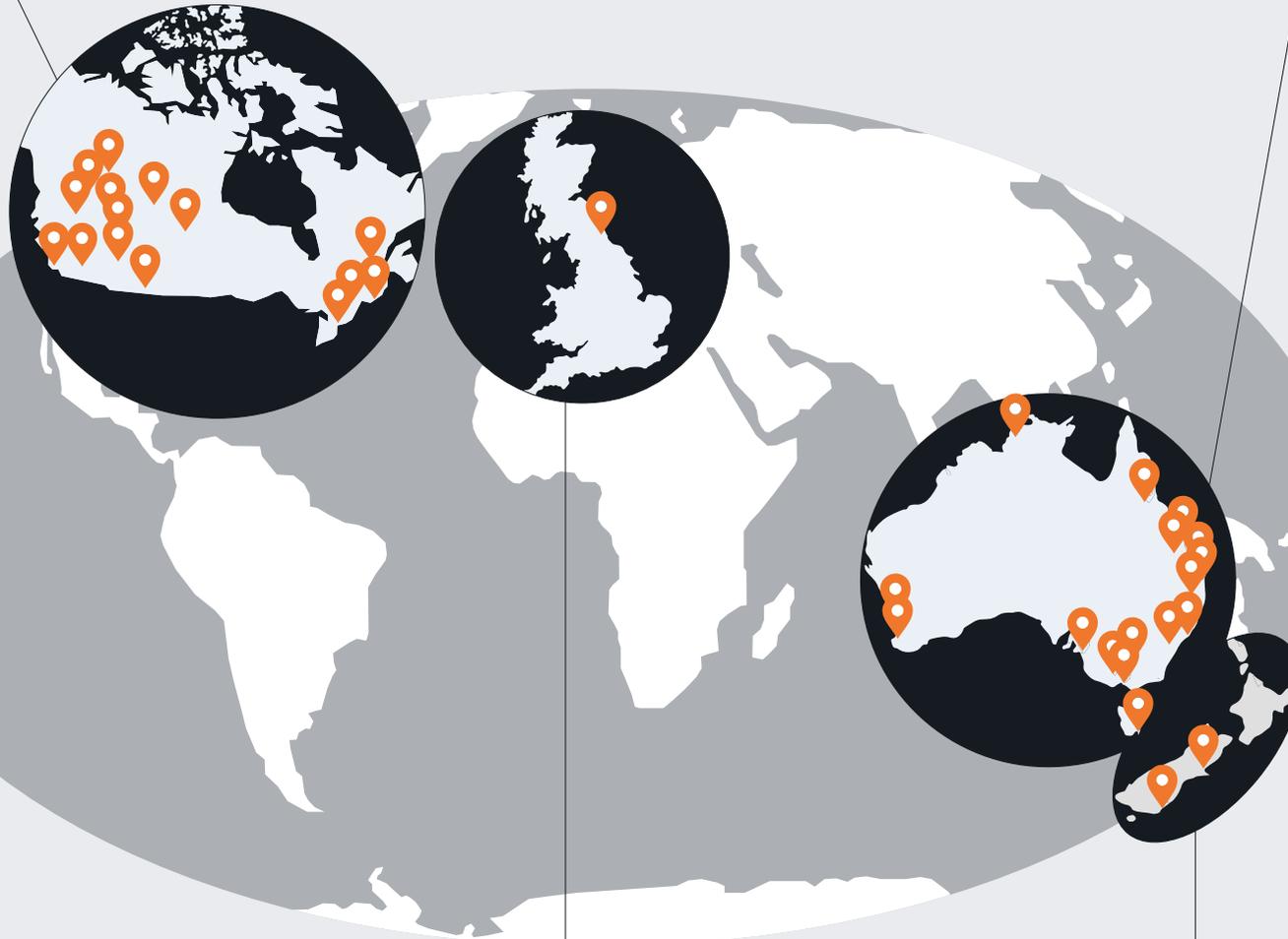
²⁰²³
Region of Waterloo
Kitchener, Cambridge, Waterloo 

²⁰²³
Saskatoon 

²⁰²³
Sylvan Lake 

Vernon 

Neuron's Markets



Australia

Adelaide 

Ballarat 

Brisbane 

Busselton 

Bundaberg 

Canberra 

Darwin 

Frankston 

Hobart 

Melbourne 

Perth 

Rockhampton 

²⁰²³
Sunshine Coast 

Townsville 

²⁰²³
Wollongong 

²⁰²³
Yeppoon 

United Kingdom

Newcastle 

New Zealand

Dunedin 

Christchurch 

Our Highlights

Environment

- Manufactured our new N4 e-scooter with 80% recycled aluminium, an industry first!
- Reported our annual (2021) emissions across Scope 1, 2 and 3 to create a baseline for future measurement
- Expanded our battery second-life programme doubling the amount of cells reused in 2022 compared to 2021
- Partnered with organisations across our markets to find opportunities for our retired e-scooters and e-bikes



Community Impact

- Worked closely with accessibility groups and advocates to gain feedback and better understand the communities we serve
- Committed to the Progressive Aboriginal Relations programme for our work in Canada, and continued to deliver on our Reconciliation Action Plan in Australia
- Partnered with major city events in key markets to provide a sustainable transport option
- Launched our online ScootSafe Academy, with 230,000 site sessions from July to December 2022



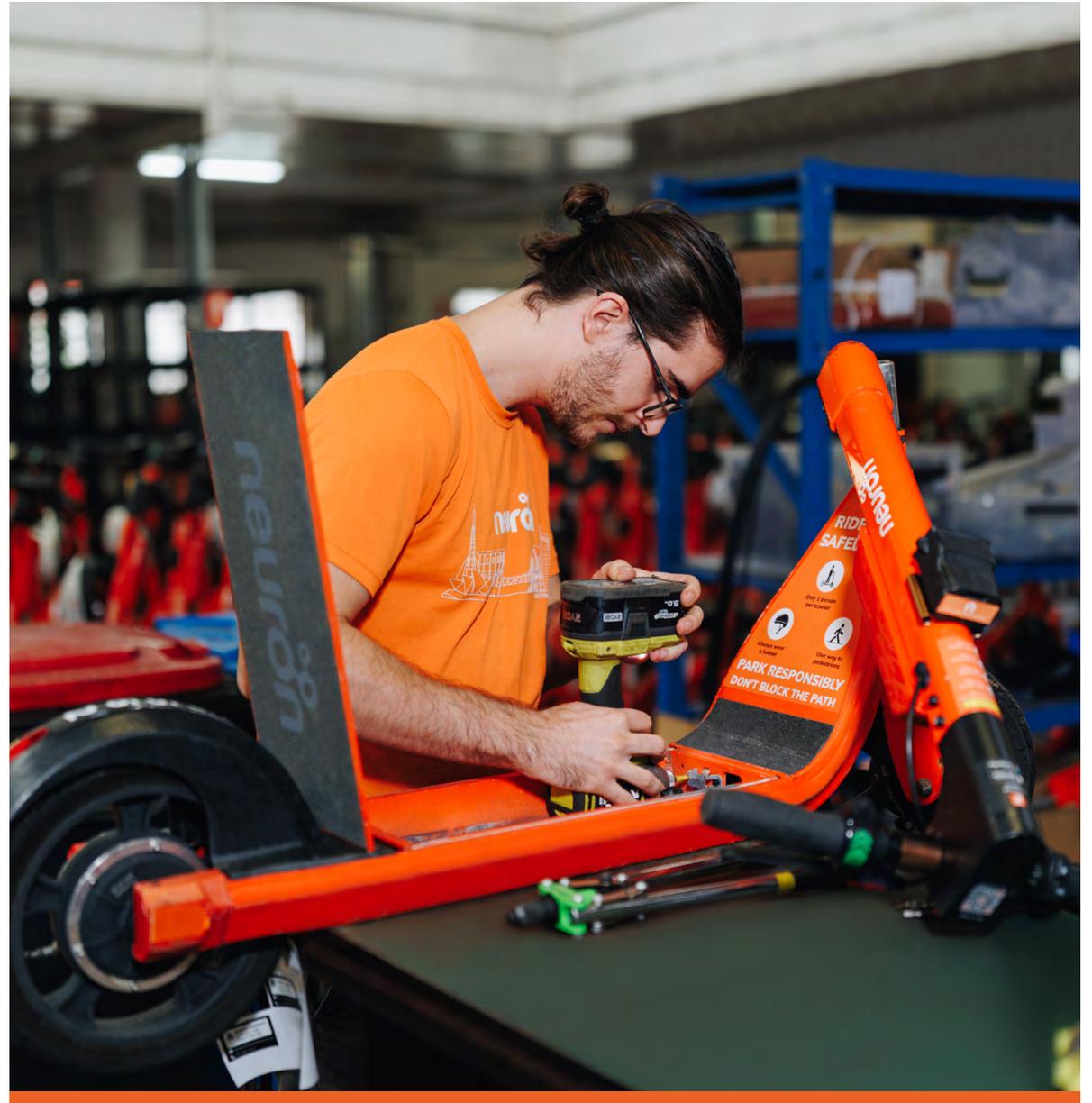
Economic Support

- Created our Prosperity Report to analyse our significant economic contribution, which saw 66% of rides resulting in a purchase at a local business
- Expanded the Neuron Access programme to 15 cities, providing low-cost concession passes to more than 2,500 riders
- Supported a range of local organisations that benefit from our discounted or complimentary passes to support job-seekers



We're on Our (Sustainable) Way

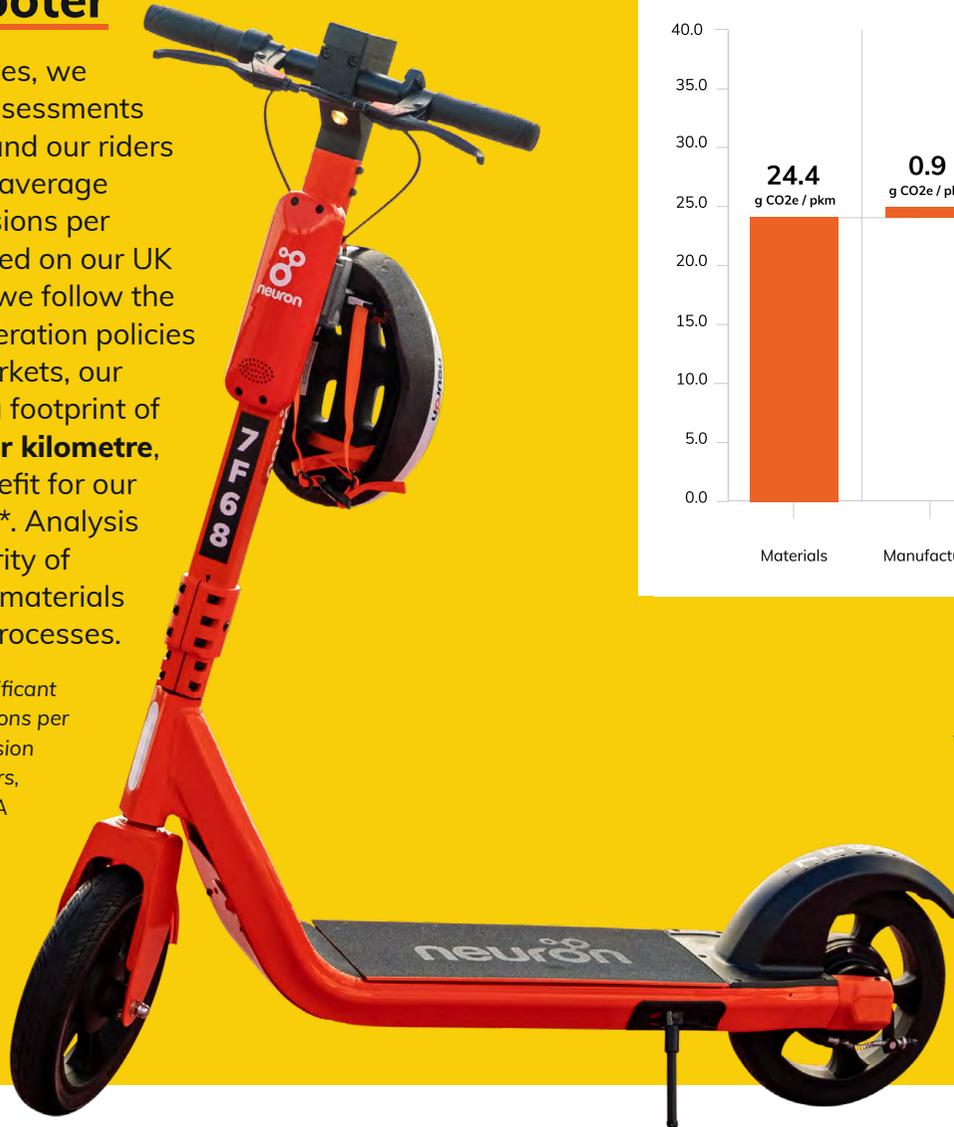
We conducted an in-depth analysis of our Scope 1, 2 and 3 emissions from 2021 and reported this as our baseline figure. Our Sustainability Strategy continues to help reduce Neuron's overall emissions across our manufacturing, operations, end-of-life and business functions. **We have made great strides to date and have plans in place to achieve Carbon Negative status by 2025.**



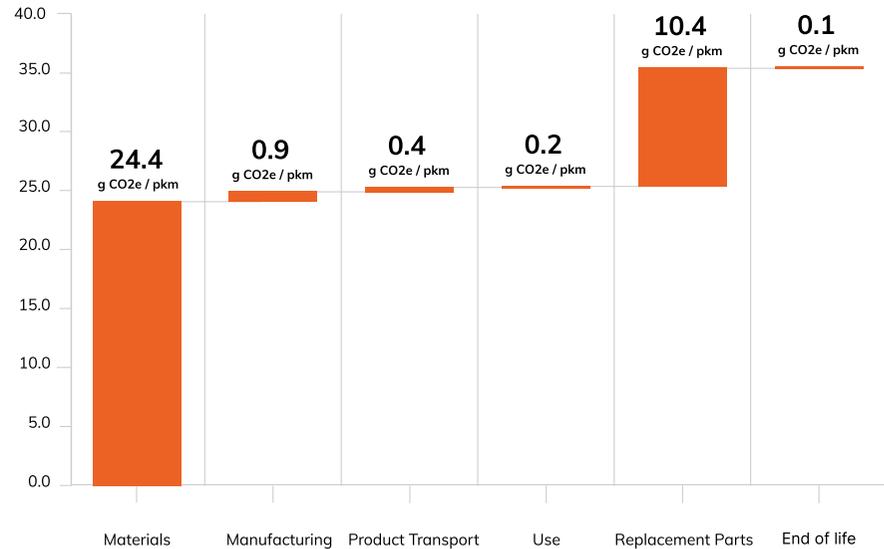
The Lifecycle of our E-scooter

For each of our vehicles, we conduct Life Cycle Assessments (LCAs), they give us and our riders a clear picture of the average grams of CO2e emissions per kilometre ridden. Based on our UK operations, in which we follow the same sustainable operation policies as we do in other markets, our N3 e-scooters have a footprint of **36.4 grams CO2e per kilometre**, without claiming benefit for our end-of-life processes*. Analysis shows the vast majority of emissions are due to materials and manufacturing processes.

**This would represent a significant reduction in our CO2e emissions per kilometre, however this emission reduction belongs to our riders, and is not included in our LCA calculation.*



Baseline Carbon Impacts (g CO2e per passenger kilometre)



We have addressed this in two important ways:

- 1 Ensuring our recycling and second-life processes are robust and responsible
- 2 Manufacturing our latest vehicle, the N4 e-scooter (which launched in May 2023), with 80% recycled aluminium



Building on our 2021 Sustainability Strategy, Neuron's teams across the globe worked to ensure our supply chain, operations and end-of-life processes limited our carbon footprint.

1 Manufacturing

We are addressing our most emission-intensive phase by introducing recycled materials into our future vehicles.

2 Powering our Vehicles

We charge our vehicles and power our operations with green energy.

3 Battery Efficiency

We were the first micromobility provider to deploy swappable batteries across our entire fleet, now a sustainability prerequisite in the industry.

4 Clean Operations

We continue to introduce clean solutions in our operations, piloting more than ten types of e-cargo bikes in 2022 to suit our varied markets.

5 Repairability

Our modular e-scooter, designed in-house, allows us to repair and replace parts, rather than replacing the whole e-scooter. This reduces our waste, and keeps our vehicles on the road for up to five years.

6 Promoting Circularity

Across all of our markets we partner with reputable recycling companies that ensure our retired vehicles, parts and batteries remain in circularity.

7 Second Life

We pilot innovative programmes that ensure our retired batteries find a second-life application. We work with companies that repurpose healthy cells to be used in power banks and other small EVs.

Global Sustainability in 2022

45% of all trips replace a car journey



4,515 kgs of NOx avoided



Our Cells Have a Bright Future

Our lithium-ion batteries continue to be an important element of our Sustainability Strategy, and we are committed to ensuring that healthy cells from retired batteries are reused in a second-life application. We continue our partnership with Sustainable Lithium Cells Australia, in 2022 they collected and salvaged more than 300 batteries.



Our rides replaced **4 million** car journeys
Equivalent to **7,525,000 kms**



1,205 tonnes of carbon emissions avoided globally
Equivalent to **512,911 litres** of gasoline

37.6 kgs particulate matter (PM2.5) pollution avoided



More than **3,000 battery cells** in second-life applications



Our recovered cells have been used as off-grid storage for rural properties, for repairing and upgrading old power tool batteries, prototyping hobbyist EV and PEV products including a solar EV charger, building power banks and in robotics classes.

Improving Equitable Access

We continue to prioritise delivering a service that is both accessible and brings benefit to the communities in which we operate. We work closely with city officials, civil society organisations, interest groups and those that manage existing transport networks so our services can deliver maximum impact.

In each city we identify community groups that would benefit from concession passes, offering free or discounted rides through our Neuron Access programme. From veterans, front-line workers, jobseekers, to those with mobility issues and disabilities, our vehicles help more people move around their city.



In 2022, our Neuron Access programme grew to:

15 cities across the globe

Supporting more than

2,500 riders

representing tens of thousands of trips on Neuron vehicles

Supporting Melbourne's Homeless Community

In August 2022, we partnered with **Launch Housing**, Melbourne's largest specialist homelessness organisation.

We provided their staff with free, unlimited rides in Melbourne. Free passes allow their caseworkers and other staff to move between offices and undertake outreach to the homeless community. During Homelessness Week our in-app messaging also prompted riders to take action if they saw someone sleeping rough, directing them to the Launch Housing website.

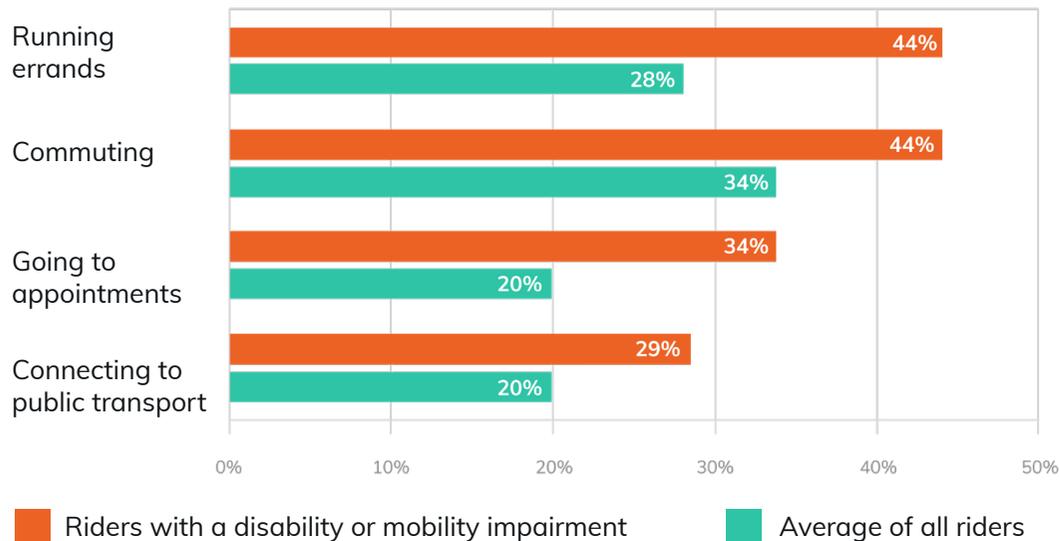


Supporting Those with a Disability or Mobility Impairment

Our e-scooters play a valuable role by providing a reliable transport option for daily commutes, especially for **5% of Neuron riders who have a disability or mobility impairment**. Our research, which includes findings from Neuron's global rider surveys, highlighted how rental e-scooters have significantly improved their urban accessibility, helping them make trips they would not otherwise have made (22%).

Riders with a disability or mobility impairment were more reliant on e-scooters than the average of all riders for purposeful journeys like running errands, commuting, going to appointments, and connecting to public transport.

Riders with a disability or mobility impairment are more reliant on e-scooters:



Neuron's Rider Diversity

40% of riders identify as female

26% riders are above the age of 45

5% of riders have a disability or mobility impairment

22% of trips would not have happened for riders with disabilities without Neuron



Community and Advocacy Groups

Neuron invests in partnerships with community-based organisations and advocacy groups. In 2022 we received valuable feedback which allowed us to better integrate our services in the cities where we operate.



Our Work with Blind Citizens Australia

Neuron partners with **Blind Citizens Australia (BCA)**, working closely on a range of accessibility and social sustainability initiatives.

Together with BCA we developed a series of educational, audio-described, videos to promote safe riding and parking. We also held joint ScootSafe events to generate awareness of the campaign and its messages.

- Our social media campaign reached **200,000 people**
- We engaged over **500,000 people** via targeted rider emails and in-app messaging
- We saw a **21% increase** in riders parking in Preferred Parking locations during the campaign



Supporting Indigenous Communities

In Australia, we continued our Reconciliation Action Plan, 'Reflect', with the support of the Killara Foundation. Our plan focuses on providing employment opportunities for First Nations people and building a deeper understanding of Aboriginal and Torres Strait Islander cultures and histories within our team. In 2022, we marked the National Aborigines and Islanders Day Observance Committee (NAIDOC) with an e-scooter workshop for programme participants, and a Welcome to Country and Smoking Ceremony.

Neuron also joined the Canadian Council for Aboriginal Business as a Progressive Aboriginal Relations (PAR) Committed Employer. Our PAR commitment reiterates our intention to actively provide job opportunities to indigenous and First Nation jobseekers, increase supplier diversity, and promote understanding within our team.



Creating Quality Jobs

Our operations provide a range of job opportunities which are recruited locally. In-house training provides employees with valuable skills which will benefit their future careers.

We work closely with employment organisations Workskil Australia, Mission Australia, Max Employment, Recovery Your Way and Killara Foundation to create job opportunities for people from a diverse range of backgrounds, including aboriginal, youth, long-term unemployed, people with disabilities and parolees.

In 2022, Neuron remained the only micromobility operator certified to be a Living Wage Employer in all our operating provinces across Canada. Neuron was also a certified Living Wage Employer in New Zealand and the United Kingdom throughout 2022.

“I’m Tamara and I’m First Nations and working full-time for Neuron and I’m loving it. It is welcoming and positive and the friendly teaching and learning environment is a great experience and makes me want to go to work each day.”

Tamara Katen
Operations Supervisor, Vernon, Canada



Inclusive Employment with Recovery Your Way

Neuron is a proud partner of **Recovery Your Way**, an organisation that specialises in supporting and coaching those with disabilities so they can strengthen their independent living skills. Through our partnership, we have employed Natasha Noakes (Tash) as a Warehouse Support Technician since April 2022.

Tash is a proud aboriginal Merranunggu Wagiman woman who was born with a number of medical issues which limit the movement of her legs. However this has not held her back, she's a wheelchair basketballer and a Neuron mechanic.

Tash has quickly become an integral part of our Darwin operations team. Progressing in her role, she is now responsible for repairing and servicing e-scooters and e-bikes, and has also taken a proactive role in our ScootSafe events.

“When I was provided with the opportunity to work at Neuron, I jumped at the chance. They have kept me on track with what I want to do as a mechanic, and have allowed me to progress so I can reach my potential.”



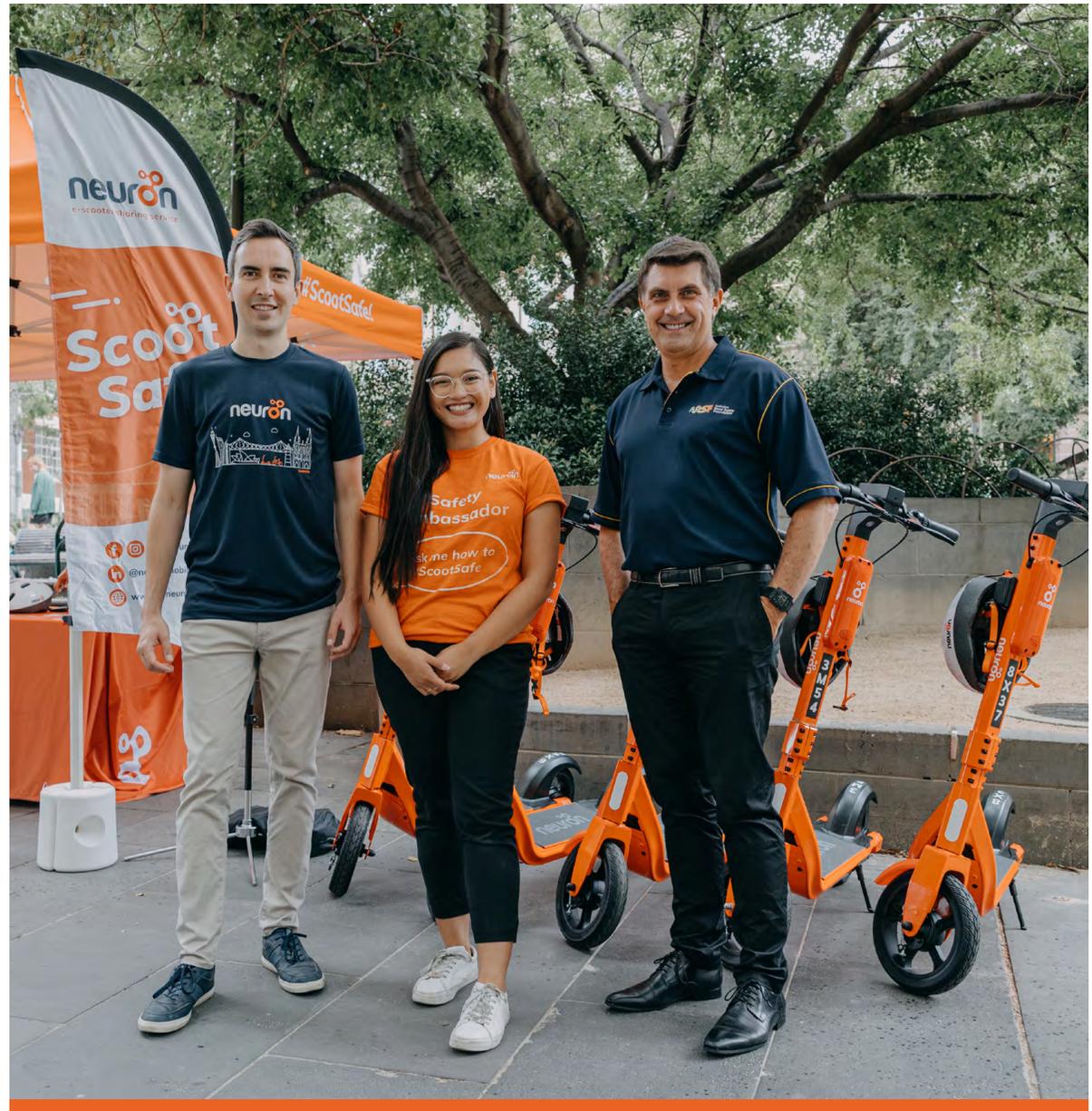
Tash, Neuron Mobility

Making Streets Safer for All

Safety is a cornerstone of our business and we have continued to invest significantly in educating our riders. We prioritise building partnerships with community and advocacy groups and continue to introduce new products and technology that improves safety.

Neuron's operations teams regularly host in-person ScootSafe events in all our markets to promote safety. In 2021 and 2022 we also held Helmet Safety Awareness Week, Road Safety Week, Festive ScootSafe campaigns and university safety events to further reinforce our safety messages.

Neuron continued to work alongside leading safety organisations and disability advocacy groups including Canada's Traffic Injury Research Foundation (TIRF), the Australian Road Safety Foundation (ARSF), Blind Citizens Australia (BCA), Brake New Zealand, as well as the Royal Society for the Prevention of Accidents (RoSPA), the Royal National Institute of Blind People (RNIB) and Thomas Pocklington Trust (TPT) in the UK.



ScotSafe Academy

In July 2022 we launched our **ScotSafe Academy**, an interactive, online riding school with city-specific, training content that helps to educate riders. In a first for the industry, it also delivers targeted training modules to those who have broken the rules. The platform provides riders in all our markets access to educational videos, quizzes, and games to help improve rider behaviour, and in turn, improve e-scooter and e-bike safety.

Developed in consultation with our national road safety partners, ScotSafe Academy serves as an important digital extension of Neuron's popular in-person ScotSafe events.



Road Safety Week 2022

Neuron partnered with ARSF, BCA, Brake NZ, TIRF and RoSPA for Road Safety Week to promote "Safer Streets for All". In addition to face-to-face events, Neuron created a series of educational videos which were boosted on social media to improve safety. In consultation with RNIB and TPT in the UK, Neuron also encouraged event goers to try on specialised glasses that allowed riders to experience first-hand how misparked e-scooters can impact the visually-impaired.



Key Figures

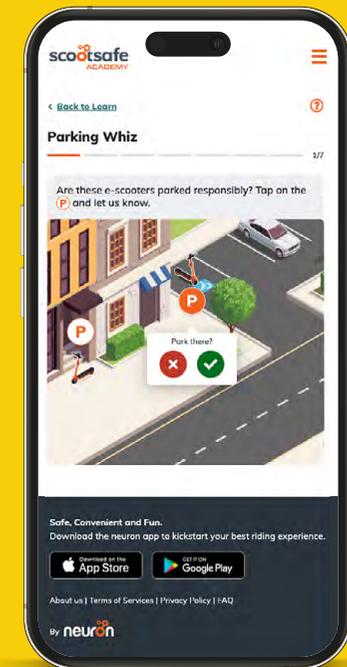
230,000 site sessions on ScotSafe Academy

2,115 hours spent by users taking online training modules

92,000 incentives issued to users

US\$84,000 value of incentives issued

*Between July-December 2022



Prosperity Through Micromobility

Neuron remains committed to supporting the economic development of our cities. Research demonstrates we play an important role in boosting local economies, which particularly benefits small and medium-sized enterprises, while also supporting local communities.

In Australia alone, riders spend **\$70,000 a year per e-scooter** deployed, at an average of **\$65 per trip** at a local business. Two in every three rides result in a purchase, and half of our riders are spending **more than \$20** at shopping, dining and entertainment venues every time they use an e-scooter.

Supporting Local Economies in Canada

Neuron works closely with Business Improvement Areas (BIAs) across Canada to strengthen local economies.

Throughout 2022 the Neuron team supported the Vanier BIA in Ottawa to better cater to the business community. This included taking feedback from the BIA, and local businesses, to improve the locations of parking stations to improve customer footfall. We participated in a range of local initiatives and held regular ScootSafe events.



Enhancing Tourism and Local Events

Neuron partners with major events, councils and tourism bodies to elevate event experiences, boost tourism offerings and provide a safe and sustainable way to travel to and from events. Our e-scooters and e-bikes also provide a valuable transport option for out-of-town event goers to explore the city.

Successes include major events like Darwin Festival, North Australian Festival of Arts (NAFA) in Townsville, Adelaide Fringe, the Calgary Stampede, Westerner Days in Red Deer and The Whoop-Up Days in Lethbridge, amongst others.

Westerner Days in Red Deer

Neuron was the exclusive micromobility partner for **Westerner Days**, Central Alberta's largest, five-day summer celebration.

By providing a sustainable transport option for visitors to get to and from the festival, Neuron helped to improve accessibility, while also supporting an estimated \$7 million in economic activity in the city, during the festival period.

Neuron also promoted safe riding by hosting ScootSafe events for festival goers. Our team gave out helmets, briefed riders on safety, and provided complimentary passes for Westerner Days' staff.



Darwin's Street Art Festival

In 2022 Neuron partnered with the **Darwin Street Art Festival**. Our distinctive orange e-scooters and e-bikes were made available at dedicated parking stations around the city. Riders were able to choose from one of four self-guided street art tours spanning Darwin's CBD, Waterfront and in Nightcliff. Neuron also partnered with local businesses, recommending to riders where to eat, shop and visit along their tour.



Spotlight on Brisbane

Brisbane is Neuron's longest-running city worldwide. Since arriving in August 2019, our vehicles have been embraced by riders and more than **10 million kilometres** have been travelled.

Creating and Supporting Local Jobs

Research from leading economist Nick Behrens of Queensland Economic Advocacy Solutions (QEAS) and Neuron, found that Neuron is estimated to have created and supported over 680 Brisbane-based jobs during the 2021-22 financial year.

A Commitment to Sustainable Operations

We power our Brisbane vehicles with GreenPower through PowerShop and utilise cargo bikes to replace our batteries. We also work with EcoCycle to ensure responsible recycling of our vehicles, and provide our batteries to Sustainable Lithium Cells Australia to be used in second-life applications.

Supporting Brisbane's Busy Events Calendar

In 2022 we continued to support Brisbane's busy events calendar by providing a valuable transport option for residents and tourists. Events included Tenerife Festival, RACQs 2022 Motorfest, Brisbane Marathon Festival and Riverfire, along with a multitude of sporting and community events.

Ready, Set, Scoot

Neuron is a proud partner of Cycling Brisbane, together in 2022 we delivered 50 **"Ready, Set, Scoot!"** workshops. These educational workshops encourage safe adoption of e-mobility and provide an opportunity for hands-on training from the Neuron team to support first-time riders in safe usage of rental and also private e-scooters.

204 tonnes of Estimated Co2e Emissions Avoided in Brisbane during 2022



