

BIKE-SHARE PIONEER PBSC WILL BRING ITS ICONIC BIKES AND TECHNOLOGY TO CLERMONT-FERRAND, FRANCE

- *Clermont-Ferrand, France selects PBSC to supply equipment and technology, including transition management, for its latest urban bike-share system.*
- *Under the scope of the agreement, PBSC will implement 680 ICONIC bikes and 57 Solar Stations throughout the agglomeration.*

Montreal, March 18, 2021— PBSC Urban Solutions, the world leader in self-service bike-share solutions, is delighted to announce it will deploy 680 ICONIC bikes, 57 Solar Stations, and best-in-class smart technology to Clermont-Ferrand, France, for the agglomeration’s latest urban bike-share system. PBSC is expanding its presence in France, after its success in Valence-Romans in 2018, and more recently in Monaco.

With launch planned for September 2021, the new solution will replace a system by a different provider, while keeping the same name: C.vélo. For this project, the authority managing public transit in the region, the *Syndicat Mixte des Transports en Commun de l’Agglomération Clermontoise* (SMTC-AC), has selected CityBike France (Moventia) to be in charge of C.vélo’s operations and Groupe La Poste to cover the long-term rental offer.

In addition to supplying equipment, PBSC will assist CityBike France (Moventia) with system transition management, a specialized field in which PBSC has proven expertise.

“At PBSC, we like to say we’re embracing the collective power of micromobility. This great system exemplifies the positive impact that choosing urban bike-share can have on our planet,” says **Luc Sabbatini, CEO of PBSC**.

“CityBike is proud to have closed the year 2020 with this new success, which reinforces our presence in this territory. We are eager – with our partners PBSC and La Poste – to bring new life to the C. vélo self-service bike-sharing system and to allow the agglomeration of the Auvergne region’s capital to access the very latest generation of mobility services,” says Jordi Cabañas, General Manager of CityBike.

“Groupe La Poste gave itself the goal of accelerating its transformation by continuing to diversify. With the ambition of becoming the first business focused on human proximity services, for everyone, everywhere, every day, La Poste is committed to simplifying life. Through Bemobi, La Poste offers integrated, long-term bike-share rental services for businesses and collectives. We’re proud to bring our expertise in operating e-bike fleets for long-term rental to citizens, and our distribution networks to the inhabitants of the agglomeration of Clermont-Ferrand,” says Laurent Raffin, Deputy Director Business Unit Bike service – Mobilité Vélo and CEO Fluow

PBSC will introduce 680 ICONIC bikes across 57 Solar Stations throughout the metropolitan area to fit seamlessly into existing transit infrastructure while supporting Clermont-Ferrand's sustainable mobility goals.

Each ICONIC deployed to Clermont-Ferrand will be outfitted with a smart lock. Cyclists can secure the bike to make a temporary stop en route. Smart locks also manage possible overflow at Solar Stations. Among the technology solutions that will be deployed is an app that invites citizens and tourists to quickly locate and rent bikes using QR codes. The system will be synced with Clermont-Ferrand's Oûra! transit smartcard, that will be used as a Tap & Go device at smart stations.

PBSC is pleased to collaborate with this innovative team of partners in developing Clermont-Ferrand's latest urban bike-share system, and shares and supports their ambitious, eco-friendly objectives.

About PBSC Urban Solutions

PBSC is changing the world, one city at a time. A leader in the micromobility space, it develops, markets, and operates — alongside its local partners — the most innovative, customizable, and reliable public bike-share systems on the market. PBSC's sustainable technology empowers cities to provide users safe and enjoyable transportation alternatives that reduce congestion and improve quality of life. PBSC currently has four bike models — ICONIC, FIT, BOOST and E-FIT — deployed around the world and continues to expand its global footprint with over 90,000 bikes, 7,000 stations and 400 million rides so far! Visit www.pbsc.com to find out more.

About CityBike France (Moventia)

Moventia is one of the brands belonging to Marfina, a Catalan family group. Founded in 1923, Marfina responds to the mobility needs of people and organizations by offering complete and complementary services in the fields of transport and automobiles, based on sustainable, innovative technologies. Each year, Moventia transports more than 110 million passengers and 1,300 busses, and it has close to 4,000 employees. The business is active in urban and intercity transport coaches, trams, and busses and small trains for tourists. Since 2017, under the Moventis brand, the group has been in charge of the Délégation de Service Publique de mobilité of the Pays de Montbéliard agglomeration (Evolity), which counts more than 200 collaborators and 100 vehicles for 8.5 million trips a year. CityBike is Marfina's bike-sharing division, created to accelerate the company's development in the self-service bike-sharing sector and more generally, in mobility. CityBike presently operates several self-service bike-sharing systems, whether alone or with partners: Helsinki, Espoo and Vantaa in Finland, Lima in Peru, and the Parisian service Vélib (within the Smovengo company).

About LA POSTE

Groupe La Poste is a public, limited company that is a subsidiary of the Caisse des Dépôts and the State. The La Poste group is organized into five branches: Services-Courrier-Parcels, La Banque Postale, La Poste Network, GeoPost, and Numérique. With a presence extending into 47 countries across 4 continents, every day, the 17,000 contact points of La Poste (France's leading local sales network) welcome 1.3 million customers. Carbon neutral since 2012, La Poste distributes 21.6 billion items per year around the world (letters, printed advertisements, and parcels), 6 days a week. In 2019, the Group generated sales of 26 billion euros, of which 30 percent was international, and had more than 249,000 employees. Groupe La Poste gave itself the goal of accelerating its transformation by continuing to diversify. With the ambition of becoming the first business focused on human proximity services, for everyone, everywhere, every day, La Poste is committed to simplifying life. Through Bemobi, La Poste offers integrated, long-term bike rental services for businesses and collectives. more.

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