

Attachment 1 - Beam Scooters - Attachment A - Concept of Operations

ridebeam.com

Beam for Queenstown

Overview and Proposal

August 2022

beam

ABOUT US

beam

We're on a mission to turn little drives into better rides, and make cities flow better for everyone.

How we move between where we live, work and play has a huge impact on our quality of life. But too many of our cities are grinding to a halt, and a city that isn't flowing isn't thriving.

We think we can help. We have built a team from across the Asia Pacific region with the passion, the expertise and the local experience to pioneer new ways to get around that are fit for this century, not the last one. Ways that are not only fun, easy-to-use, and affordable, but are kinder to the planet. E-scooters and e-bikes are just the beginning.

[▶ Watch 'Let Us Beam You There'](#)



- ✓ Market leader in Asia Pacific
- ✓ Founded in 2018
- ✓ 100% Climate Neutral Certified
- ✓ Best safety record in the region
- ✓ Cooperation with many public transport companies and MaaS platforms
- ✓ Maximum sustainability and the longest service life of all e-scooters on the market

28 CITIES **40k** VEHICLES **19m** TRIPS

ABOUT US

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South Korea

Launched in
June 2019

13 cities and
growing

Fleet size
28,000

Beam launched our first scooter in Seoul, Korea in 2019. In the first year of operations, Beam's shared e-scooters surged in popularity among the citizens and businesses of Seoul, and the city has since become the largest micromobility market in the world, within which we are the largest player. In October 2020, an average of 1 Beam trip was taken every 1.8 seconds in Seoul. We are now expanding our service into a variety of cities beyond Seoul, and have a total fleet of over 28,000 e-scooters in South Korea.

Taiwan

Running Trials in
National Taiwan University

We are currently running trials in NTSU – one of the premier national universities for Taiwan, and have also won an in-principle agreement to operate at the National Taiwan University. The regulatory environment in Taiwan is evolving and Beam expects a larger fleet on the streets of Taipei in the coming months.

Australia

Launched in
January 2019

Fleet size
8,000

Currently Operating in
Adelaide, Brisbane, Logan, Bunbury,
Burnie, Canberra, Esperance, Hobart,
Launceston, Port Douglas,
Rockingham, Sydney, Townsville,
JCU University, Magnetic Island,
Burnie, Lake Macquarie and Mackay.

Thailand

Launched in
July 2021

Fleet size
500

Malaysia

Launched in
January 2019

Fleet size
1500

Only Operator in
Kuala Lumpur
& Shah Alam

Beam's operations in Malaysia includes our innovative parking program, "Virtual Docking", that has led to more than 90% of trips ending in identified parking locations.

New Zealand

Launched in
January 2019

Fleet size
1,930

Currently Operating in
Auckland, Palmerston
North, Wellington,
Whangārei and
Whanganui.

ABOUT US

Sustainability

We're proud to be the only e-mobility operator from the APAC region to be officially Climate Neutral Certified.

We've been hard at work with Climate Neutral, an independent non-profit organisation, to measure our 2021 carbon emissions, and have now offset that entire footprint by investing in projects that either prevent carbon from being emitted, like renewable energy, or remove carbon from the atmosphere, like planting trees. And because sustainability is a journey not a destination, we have committed to dramatically reduce our emissions this year and beyond.



UN CLIMATE
CHANGE
CONFERENCE
UK 2021
IN PARTNERSHIP WITH ITALY



beam



ABOUT US

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Safer in every way

Safety is a key focus for us and we like our record to speak for itself. We have the best safety record - zero fatalities globally and the lowest incident rate in Australia and New Zealand.

We provided a total of 1,978,124 trips in Australia and New Zealand in 2021. With an average trip length of 4.97km, this equates to a total distance of 9.8 million kilometres. That's like going to the moon and back over 12 times or driving from Brisbane to Perth across the Nullarbor 2,280 times.

Of the almost two million trips taken on Beam during the reporting period, there were 61 trips where the rider sustained an injury. This represents 0.00308% of trips.

While the proportion of trips resulting in an injury is quite low, we're doing all we can to reduce this number to zero. While the proportion of trips resulting in an injury is one of the lowest in the industry, we continue to strive towards bringing this number to zero.



Beam Safety Innovations

- GPS-enforced no ride and slow zones
- AI-powered pedestrian avoidance system
- Smart vehicle braking systems
- Automatic vehicle fault detection system
- Interactive and real world user education
- 24 hour emergency community hotline
- Half Beam Power Mode on all vehicles
- Beam Safe Academy Rider Training
- Rigorous safety checks
- Enforced vehicle speed limiting

ABOUT US

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A community centric approach

Wherever we operate, we strive to develop our operations in partnership with the local community.

Micromobility must serve the needs of not only the people who use our service, but the people who don't. Only then will it have a sustainable future.

So from practical initiatives such as incentivising good parking and the reporting of bad parking, to broader schemes such as Operation Booster to help businesses recover after the effects of COVID-19, we are dedicated to playing a full part in community life.

VEHICLES

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Beam Saturn E-Scooter

Our latest generation e-scooter is custom-built for sharing, and designed for safety, comfort and reliability.

With indicator lights, hydraulic suspension, industry leading brakes, smart safety lights, a bluetooth enabled helmet lock, phone holder and cup holder... it's simply the best ride yet.

Key features

- 120 km range
- 25 km maximum speed
- Full hydraulic suspension system
- Industry-leading three brake system
- Bluetooth enabled helmet lock
- Swappable battery
- Aircraft-grade aluminium frame
- Rear wheel drive
- Safe downhill speed limiting
- Automatic collision and accident detection
- Automatic detection of vehicle faults
- Indicator lights
- Number plates
- Cup and phone holders
- Loud mechanical bell
- Antibacterial hand grip coatings
- Shock-absorption polymer tyres
- Elevated double-sided kickstand



SOFTWARE

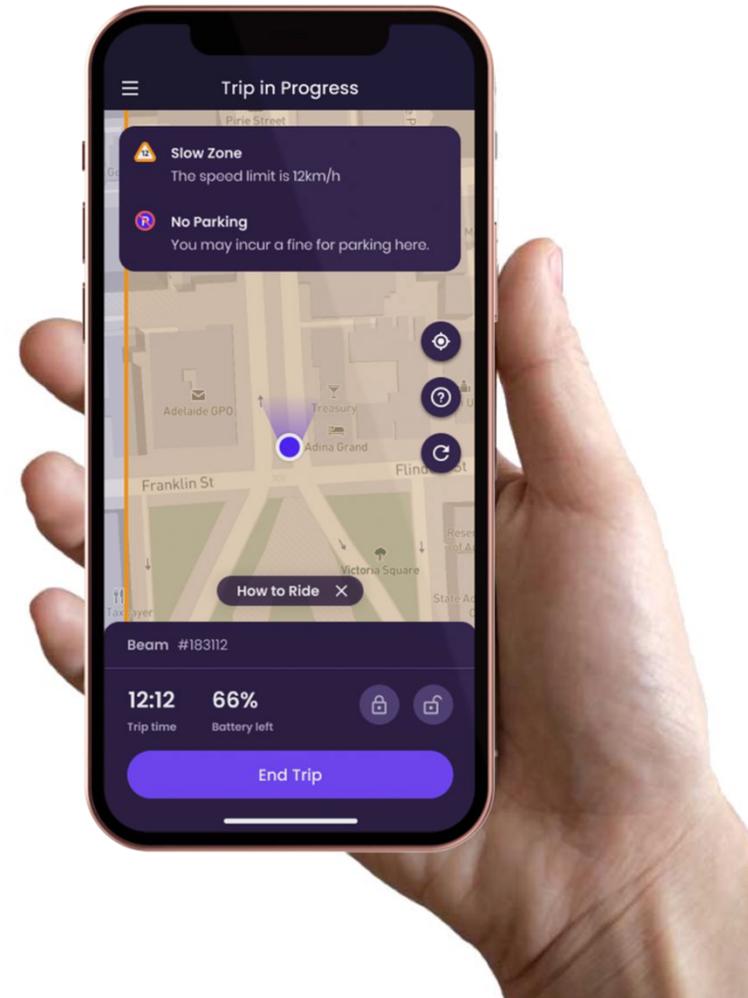


The Beam mobile app

Our innovative rideshare app unlocks access to hundreds of vehicles from anywhere, at anytime with a simple tap of a button.

Fast, reliable and full of features, with Beam, your destination is at your fingertips. Just open the app, locate a vehicle, and your ready to ride.

The Beam app has the highest app store rating of any scooter operator in the region, with a rating of 4.9/5 stars from 70,000+ users in both Australia and New Zealand.



★★★★★
BFrank.au, 31/03/2022

Best out of 4
Had tried a company in Europe, 1 in Sydney & 1 another in Brisbane ...Beam though was by far the most convenient, it's got both a Phone holder AND a bottle holder! [more](#)



Overview

Queenstown Proposal

QUEENSTOWN OVERVIEW

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A unique proposal for New Zealand's premier tourism destination

As the largest and most experienced micromobility operator in Australia and New Zealand, Beam is best placed to deliver the most effective and efficient micromobility program tailored to the unique needs of the Queenstown community.

Beam proposes to set up a controlled operation within a defined area that would include Central Queenstown and Frankton,

- Riders will only be able to ride within this area and park at dedicated parking zones located on private land (hotels, resorts, cafes, etc).
- Participating businesses will receive a share of revenue in return for providing parking zones.
- Beam will establish several enforced 'No Ride Zones' and 'Speed Restricted Zones' in high pedestrian areas in Central Queenstown.
- Vehicle speed will be controlled using advanced GPS technology to ensure compliance with relevant New Zealand law.

The service is expected to provide visitors and locals in Queenstown with an affordable, convenient and fun way to move around.



QUEENSTOWN OVERVIEW

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Beam's Virtual Docked Private Parking Model

This unique operating model is based on the creation of several dedicated virtual parking zones located on private property within a city area.

Together, these zones operate as a city-level virtual e-mobility network. Beam's proprietary GPS technology ensures riders can only pick up and drop off vehicles in these designated zones.



QUEENSTOWN OVERVIEW

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Value proposition snapshot

Benefits of the Virtual Docked Private Parking Model

Queenstown Lakes District Council

- A risk-free rideshare pilot activation; no public resources required
- The introduction of an environmentally-friendly transport mode that encourages higher public transport usage as a result of a new first/last mile connectivity option
- Micromobility is proven to support tourism and drive greater expenditure in cities
- Streets and footpaths are kept clear of idle vehicles due to the use of private parking zones

Resorts, Hotels, Retail

- Access to a fleet of new, premium e-scooters without any capital expenditure
- Earn incremental revenue with our attractive commission-based model
- Maintenance and charging managed 100% by Beam
- Ability to create 'no ride' and 'slow zones' on/near their properties
- Self-sufficient customer booking system via Beam app
- Hotels, cafes and private businesses can attract riders to their stores with free, in-app promotions and advertisements

Guests and Locals

- Vehicles are available at locations that tourists are likely to frequent often
- Greater convenience for guests wanting to hop on and hop off of vehicles
- An affordable per-minute pricing model that is accessible to all
- Every ride is covered by Beam's comprehensive insurance policies
- Over 30+ parking spots across the city in key locations
- Unlimited access to the 24/7 Beam customer service team
- Access to premium Segway e-scooters - the safest in New Zealand



Niramaya Resort, Port Douglas, Australia

QUEENSTOWN OVERVIEW

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Queenstown service snapshot

Virtual Docked Operational Model

Rental Price - Pay Per Use	\$1 to unlock, \$0.45 - \$0.75 per minute
Rental Price - Multi-Day Passes	\$25 for a 24 Hour Pass, \$55 for a 3 Day Pass , \$125 for a 10 Day Pass
Operating Hours	24 hours, 7 days a week
Parking Zones	50
Vehicle Fleet Size	250 - 300
Vehicle Model	Beam Saturn E-Scooter
Vehicle Speed GPS Enforced	15 km/h in Central Queenstown 25 km/h in other areas
Slow Zones	Several proposed Slow Speed Zones in medium pedestrian areas in Central Queenstown. Speed capped at 15 km/h
No Ride Zones	Several proposed No Ride Zones in high pedestrian areas in Central Queenstown
Parking Model	Vehicles must park in a private parking zone. Vehicles will not be able to be parked outside of these areas. Non-compliance results in a \$18 immediate fine for the user.
Consumer Insurance	Comprehensive personal injury, third party injury and third party property included with every trip, at no cost
Business Insurance	\$20 million product and public liability policy
Maintenance	The fleet is 100% managed by Beam
Service Level	A dedicated, 24/7 marshal team will service the city fleet and monitor for issues in real time



QUEENSTOWN OVERVIEW

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Queenstown service snapshot

Proposed Service Area



Indicative operational zone in Queenstown. GPS-enforced Slow and No ride zones will be created for high pedestrian areas.



GPS-ENFORCED RIDE ZONES

- Green City Operational Zone
- Orange Slow Zone and No Parking Zone
- Black No Riding Zone

QUEENSTOWN OVERVIEW

beam

Resort Parking Zone Visuals



Beam operates virtual parking zones, which are physical locations bound by GPS coordinates. No infrastructure is required, and locations can be altered quickly and easily using Beam's proprietary GPS technology.

QUEENSTOWN OVERVIEW

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9 things Beam will do to protect the amenity of the local area and safeguard the community

✓ Virtual Docked Private Parking Model

Beam's proposed operating model for Queenstown is different to those in major cities. It's based on the creation of dedicated GPS-enforced parking zones located entirely on private land. Riders can only park and pick up vehicles in a Parking Zone. This ensures that streets and footpaths are kept clear of idle vehicles, and prevents potential obstructions to vulnerable road users.

✓ Cognitive Drink Riding Test

This is a new feature that requires riders to complete a short cognitive test to prevent intoxicated riding. If a rider fails the test three times successively, they are unable to start a trip for 12 hours.

✓ GPS-Enforced 'No Ride' Zones for High Pedestrian Areas

Beam recognises that several areas within the Queenstown CBD are designed principally for pedestrians.

Beam will therefore create 'No Ride' zones in these areas, enforced by our best-in-class GPS technology.

If a rider attempts to enter a No Ride zone, their vehicle will come to a slow stop and they will be instructed to ride back to an operating area at a reduced speed of 5 km/h.

✓ Responsive Community Service Team

At Beam, we always believe that it is not only our riders who are our customers. We believe in community and relationship building, and see our riders, the members of the public, media, police and government stakeholders as our customers. Our approach to customer management focuses on two pillars - accessibility and responsiveness. Ensuring that customers, members of the public, and the council can contact us at any time of day or night through whatever means are most convenient for them is paramount, and we then have sophisticated systems that prioritise issues, queries and complaints to ensure the highest level of responsiveness possible.

QUEENSTOWN OVERVIEW

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9 things Beam will do to protect the amenity of the local area and safeguard the community

✓ 'No Ride' Late Night Precinct Zone for Community Safety

Beam will voluntarily create a 'Late Night Precinct' Zone within key CBD nightlife areas that will enforce a No Ride Zone between 2200 and 0400 every Friday, Saturday and Sunday. This will prevent riders from entering high pedestrian areas during these busy times.

✓ Beam Safety Ambassadors

As part of the proposed operation in Queenstown, Beam will invest in Community Safety Ambassadors who will patrol the streets engaging with riders, encouraging safe riding and reporting bad behaviour that can result in suspensions and bans for riders.

✓ Three Strikes Policy for Anti-Social Behaviour

Beam employs a three-strikes policy where it comes to anti-social behaviour by riders on our vehicles. Riders risk permanent bans for violation of the riding rules.

Several serious offences result in an immediate, permanent ban. They include traffic violations such as riding against the flow of traffic, riding whilst under the influence of alcohol and the destruction of property.

We work closely with the local police to enforce the law.

✓ Enforced Vehicle Speed Limiting

Vehicle speed will be controlled using advanced GPS technology to ensure compliance with Queensland law. E-scooters will be capped at 25 km/h for general use in outer Queenstown and in low pedestrian areas.

Riders who enter demarcated 'Slow Zones' will have their maximum vehicle speed automatically reduced to 15km/h or less.

✓ Comprehensive Insurance Coverage

We provide Personal Accident and Third Party Liability insurance for our riders with every trip, at no extra cost.

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QUEENSTOWN OVERVIEW

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Projected economic investment in Queenstown

Beam will inject over \$2.5 million into the local economy within the first 12 months

\$2,537,500

Total forecasted investment, Year 1



\$12,500

Upskilling staff



\$350,000

Capex for 300 e-scooters



\$88,000

Commission paid to business as revenue share



\$29,250

Machinery and warehouse fit out



\$45,000

Warehouse rental and utilities



\$325,000 per annum

1 full time equivalent staff average out at \$85k per year and 12 casuals averaged out at \$20k per year



\$23,750

95 nights of accommodation for staff visiting from interstate



\$1,664,000

Forecasted total tourism expenditure in Queenstown as a direct result of micromobility usage[^]



[^]Source: Port Douglas User Survey 2022. 32,000 total unique users x \$52 total average spend per person.

QUEENSTOWN OVERVIEW

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Positive local engagement

A resoundingly positive response from the hospitality industry

We have completed a successful first stage partner engagement phase with hotels, resorts and restaurants in Queenstown. In principle commitment has been received from the following 12 properties representing a total of 2,215 rooms, 29% of the 7,700 hotel room count in Queenstown.

- Pux



Operational Expertise

- Geofencing Technology
- Questbox
- Complaint Resolution
- Customer Service

OPERATIONAL EXPERTISE

beam

Beam's Geofencing technology

Our industry-leading geofencing technology allows us to apply rules and restrictions based on the location of any one vehicle.

Beam vehicles are internet-connected that have advanced vehicle positioning hardware with the ability to accurately determine and report the vehicles' position.

For each zone, Beam has the ability to enforce rules in real-time and does so with safety as the top priority. When entering any of these zones, we also communicate with the rider both in-app and out-of-app (audio alerts from the scooter itself) to ensure they are aware of changes.



Slow-Zone

Speed limits such as 10 or 15 km/h and as low as 8 km/h can be set in these zones.



No-Ride Zone

These are areas where riders are not allowed to ride and operate our motorized vehicles.



No Parking Zone

Areas where a rider is not allowed to park. The rider is given a clear message upon entering this area and when the rider attempts to park they are prevented from ending their trip.

OPERATIONAL EXPERTISE

beam

Questbox

Beam's proprietary task-management system delivers a seamless operational workflow

In order to maximise our reliability and efficiency as an operator, we have built a proprietary operational task-system we call QuestBox.

QuestBox helps Beam deliver the most reliable and responsive operation possible, and ensures our vehicles are where people need them the most. It runs on algorithms that automatically generate and prioritize operational tasks to our rangers instantly, based on live data flowing from the multiple sensors in our scooters.

Some key tasks managed by QuestBox include but are not limited to the following:

- **"Bunching" Prevention**
When groupings of vehicles are in violation any limits agreed with partners, a rebalancing task is triggered automatically.
- **Dangerous parking reports**
Catered to manage scooters parked in non-designated areas and needed to be removed promptly. This task can be created in numerous ways – eg. a parking photo review, report from the public, or the Council directly. All Beam scooters are clearly marked with an identity number, and a website address and 24-hour 0800 hotline for customer service.
- **Removal/Collection Task**
Targeted for low charge, unrideable or vehicles flagged for maintenance.
- **Rebalancing**
Moving vehicles from one spot to another to make sure supply is optimally located in approved areas, based on user demand.
- **Device in water body**
These tasks help to keep vehicles away from areas where vandalism or environmental damage could occur.
- **"Fallen Scooter" alerts**
Response task is sent out automatically by our sensors if vehicles are not in an upright position.

How QuestBox works:

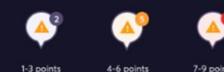
QuestBox is a specially designed version of the Beam app, configured for Rangers. (Rangers are the Beam team members who are responsible for managing scooters on the streets. They are fully employed Beam staff. We do not employ gig workers.)

Scooter states



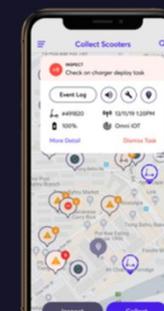
When a ranger looks at the QuestBox map, they can see that scooters are in different "states" depending on the information provided by the systems algorithm and the scooters own sensors

Scooters with task points



In addition to its "state", each scooter is also given a number, denoting its priority for action.

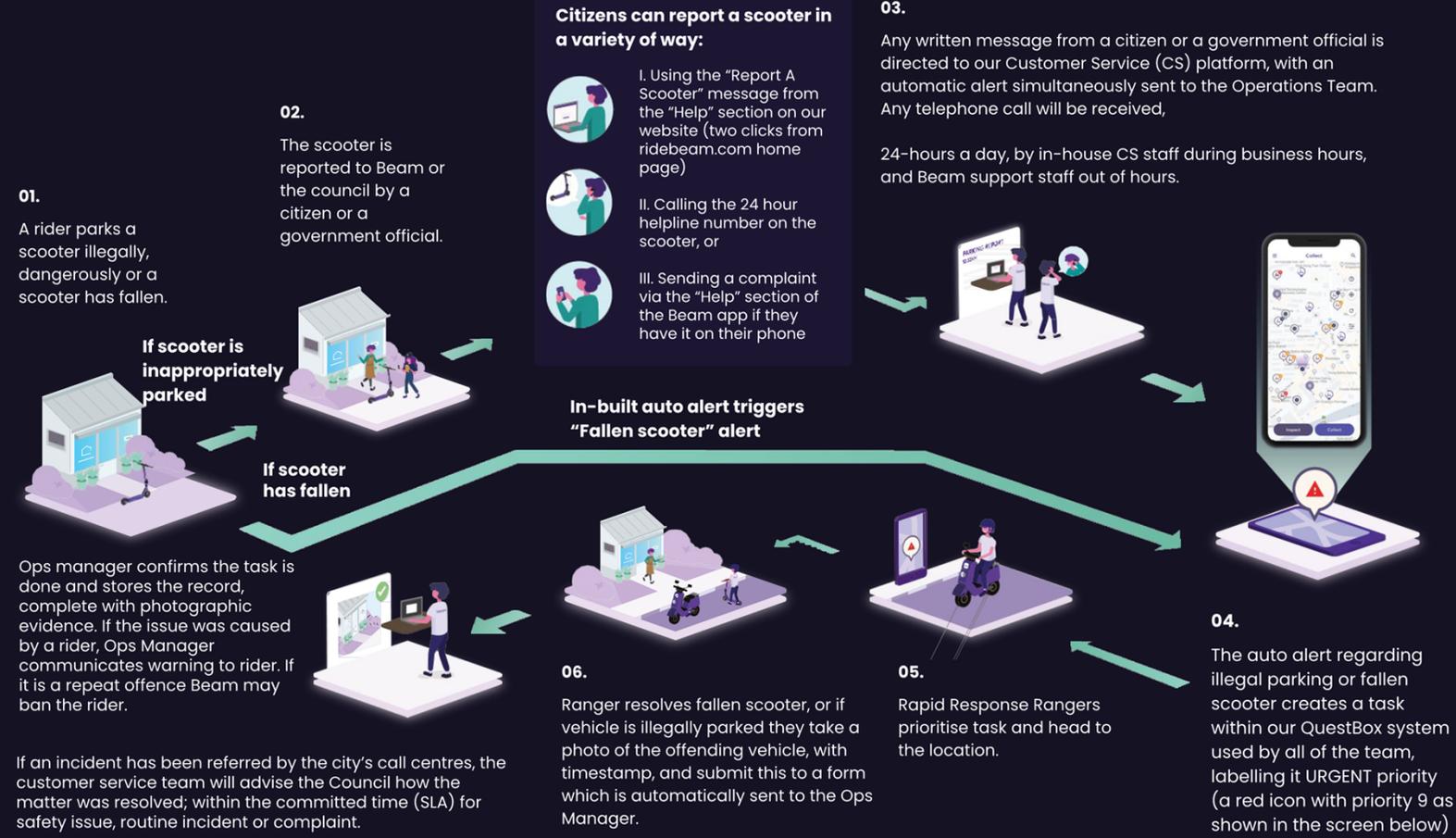
When a ranger taps a scooter, more information pops up, giving them details of the task to be completed, the scooter's condition, and a variety of shortcuts to other operational tools





Effective Complaint Resolution

How we respond quickly and efficiently to complaints regarding vehicles

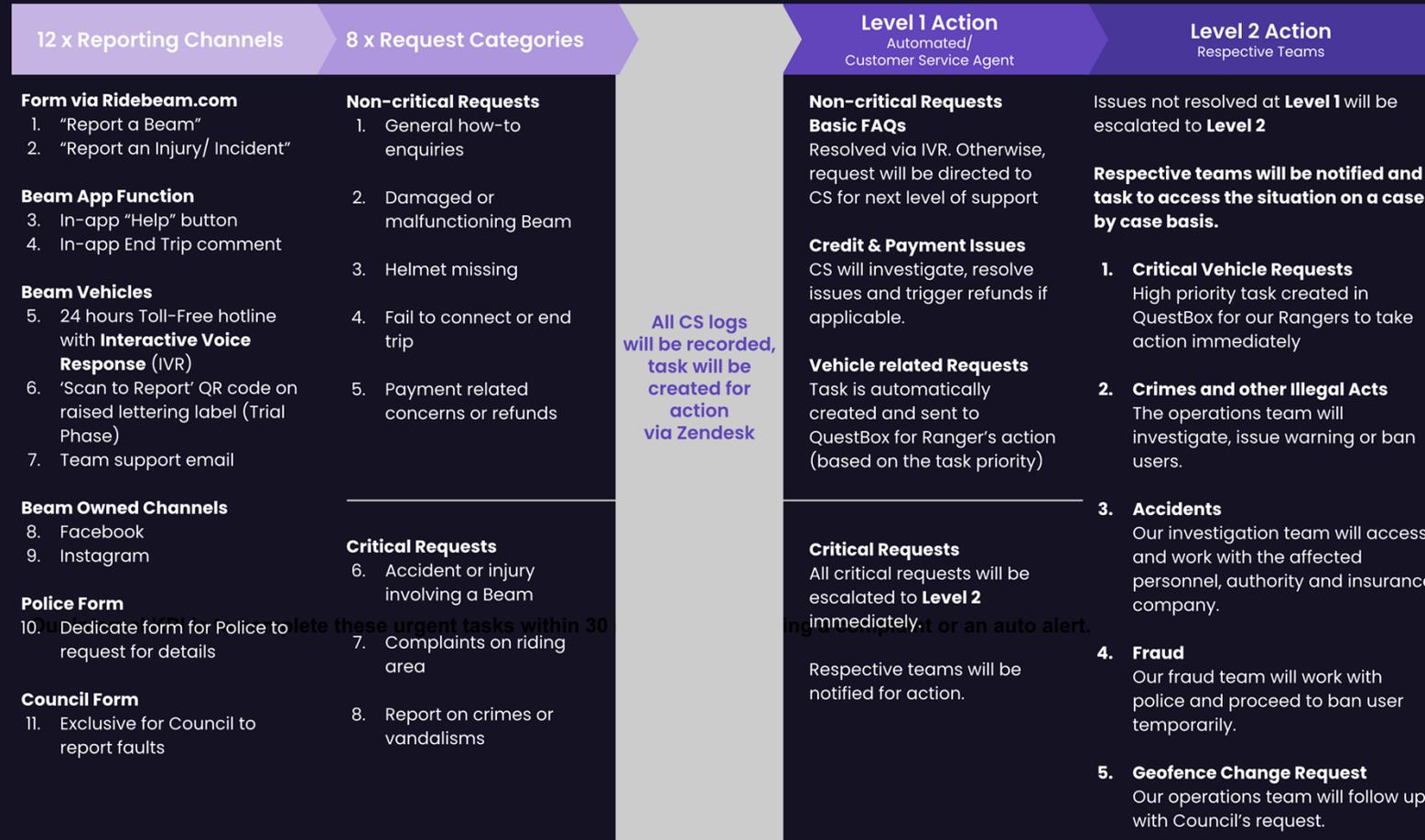


Our internal KPI is to complete these urgent tasks within 30 minutes of receiving a complaint or an auto alert.

Customer Service Matrix



How we respond to issues raised by riders, the community, council and police



All CS logs will be recorded, task will be created for action via Zendesk

Safety

- Helmets for Every Ride
- Rider Education and Training
- Three Strikes Policy
- Rider Check

SAFETY

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How Beam drives safe riding behaviour



Hardware

Partners leading manufacturer with over 20 years of safety track records.

Software

On-board geofence ensures real time enforcement (instant reaction when enter slow/ no-ride zone) and no failure function when lost network connection

Beam Safe Academy



Train riders to enjoy our vehicles safely, with full consideration for other road users. Beam uses a blend of software and behavioural “nudge” techniques which enable “self-train” in e-scooter safety.

Educational Message

Direct educational messages to each individual rider at specific points of their riding experience with us to positively influencing riding behaviour.

Raising Awareness

Encourage widespread acceptance of e-scooters by the public using communications campaign regarding safe riding.

Scorecard for Rider’s Behaviour

Gamify safe riding where riders receive free credits for collecting safety badges, passing active assessment or display good riding behaviour.

Impose penalty or bans (after multiple warnings) to deter bad riding behaviour.

Complaint Resolution

World class operation team coupled with Questbox (Beam’s proprietary fleet management tool that detects and prioritizes tasks - critical ones bumped to top of list) ensure timely resolution.

SAFETY

beam

How Beam drives safe riding behaviour



Safety through Technology Hardware

Partners Ninebot Segway, leading global manufacturer and firmware designer for micromobility, with over 20 years of safety track records.

3 brakes system: Independently operated brakes provide redundancy and enable emergency stops in lesser time and shorter distance.

Suspension enhances road holding, rider balance and road cornering capabilities.

Helmet Lock: Ensures all rides starts with a helmet, with an anti-bacterial coating applied.

Rear-wheel drive: Prevents skidding as it provides greater control to the rider, particularly important on slippery surfaces.

Sturdy Frame designed with Lower Center of Gravity: highly-durable aircraft grade material with additional reinforcement prevents breakage and reduces tipping to enhanced stability and balance.

25.5cm tyres using Non-slip and Shock-Absorption Polymer: Gives the vehicle suspension and greater tolerance for obstacles, gaps and/ or slippery terrains while still allowing for responsive handling and agility.

Bright Headlight (automatically turned on based on seasonally adjusted times and cannot be disabled) **and Tail-light seen 200m away:** Improves visibility of rider to other road users.

Mechanical Bells (loud and durable): loud and audible outdoors from a distance of 50+ meters providing road users have sufficient time to react.

SAFETY

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How Beam drives safe riding behaviour



Safety through Technology Software

Remote diagnostic systems: automatically identifies and reports faults and renders the scooter unrideable as a preventive measure.

IoT Communications Device with enhanced reliability and accuracy: Ensures vehicle never loses its geofence function even in the absence of internet and enforces real time (within 0.6 seconds) application of geofencing restrictions such as no-go and go-slow zones.

Glide-to-Start (glide 3km/hour before acceleration throttle is responsive): prevents accidental acceleration while the vehicle is standing

Battery Management System: prevents overheating, short-circuiting, current-surfing and over-charging.

Geofencing capabilities and real-time communication: notify riders both in-app and out-of-app (audio alerts from the scooter itself) to ensure they are aware of the geofence restrictions set for the zone



Safety through Training Beam Safe Academy

Safety Briefing: Reminds them of the safety requirements and considerations.

“HALF-BEAM” Power Mode (first ride/ new users): where riders could get familiar with handling the vehicles before accessing full power.

Interactive Safety Quiz: reiterates safety requirements and incentivises users with credits if they get a score >80%.

Real World Safety Training Course: Gain real live riding experience through bespoke e-scooter riding course conducted by professional safety instructors.

Cognitive Test: Function enabled after 9:00pm (where risk of intoxicated riding is the highest). If they fail to achieve full mark, the rider’s account will be deactivated for 12 hours.

SAFETY

beam

How Beam drives safe riding behaviour



Safety through Communications

Periodic Nudge (educational messages delivered to individual rider at specific points): reinforces positive influence on good riding behaviour where messages appear when they are most relevant



Safety through Complaint Resolution

In-app feedback channel and hotline provided to riders/public to provide their feedback

Questbox (fleet management tool that detects illegal parking, faulty vehicles) **coupled with the support from our responsive operations team** ensure timely resolution



Safety through Point System Scorecard for Rider's Behaviour

Safety badges up for collection once rider completes a safety initiative

Free credits given to incentivised riders to participate and complete safety training, quiz and practise good riding behaviour (helmet selfie, safe parking)

SAFETY

Helmets on every vehicle

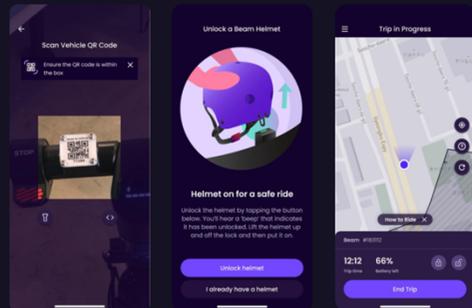
We instruct every user to wear a helmet for every Beam ride

We have put in place a three-pronged approach around ensuring availability and maintaining hygiene and creating awareness.

- 1) **Availability:** Helmets are mounted on the vehicles themselves for riders' use in case they are not carrying their own. While we encourage riders to return their helmets once they have completed a trip, we also have a capability to detect if they have not. Based on this information, we are able to create a task on the scooter to indicate to our Ranger that a helmet is missing which is then replaced by them.
- 2) **Creating Awareness:** We dedicated a significant proportion of our communications on customer email, and in in-app communication to messaging about helmet use. These comms range in style from straight education pieces, to incentivised promotions.
- 3) **Maintaining Hygiene:** Every helmet also carries a sticker explaining the long-term antimicrobial hygiene solution that we apply to our helmets, to help reduce consumer anxiety about cleanliness.

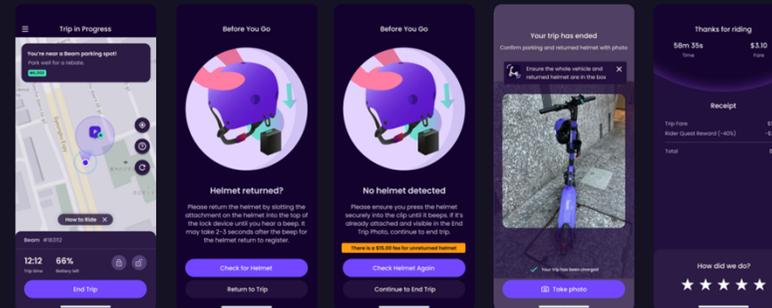


Start Trip



Scans QR code to activate scooter
With a press, the helmet will unlock
Rider puts helmet on and begins trip

End Trip



Rider reaches destination
Before rider can end trip, they must re-attach helmet with lock
If helmet is not detected, rider will be prompted
Rider needs to take a photo of the vehicle for image recognition
Once helmet is reattached, the trip will end



Safe riding behaviour through training

1 BASIC SAFETY BRIEFING

- As soon as a user registers with Beam, and before they can take their first ride, users are taken through a multi-step “onboarding” process within the app called the “Basic Launch Briefing” that reminds them of the safety requirements and considerations.
- Once completed, they are awarded the status of a Beam “Test Pilot”, and are sent a themed badge through in-app notifications.

2 “HALF-BEAM” POWER MODE

- Because we know from our work with safety experts that accidents are more likely to occur as riders are getting used to riding an e-scooter, we have the ability to set the first ride (or couple of rides) for a new user at reduced power (or “half beam” mode) to ensure they get used to how the vehicle handles before accessing “full beam” power.

3 THE BEAM SAFETY QUIZ

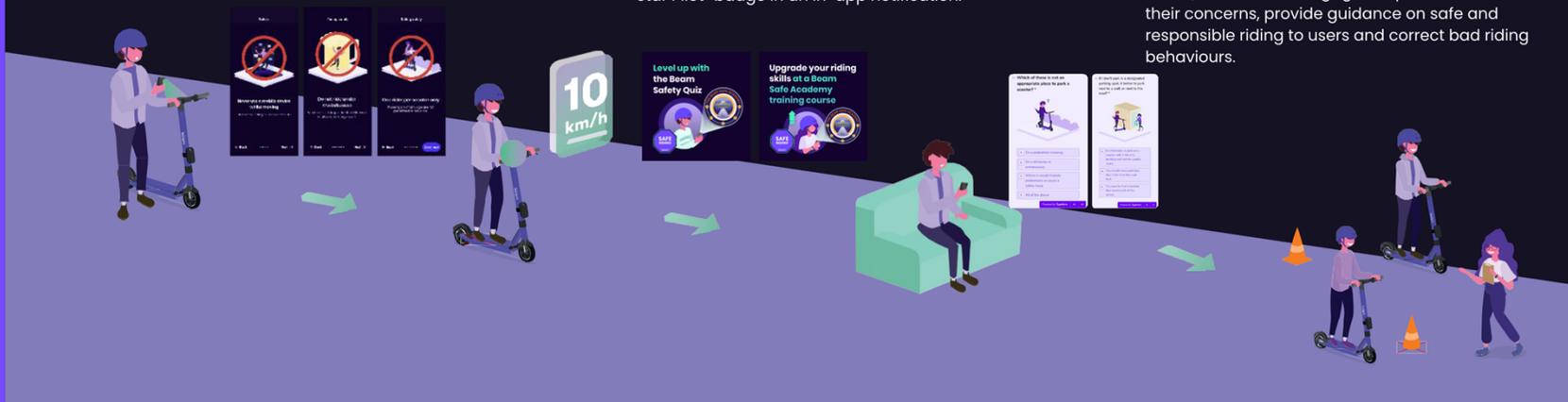
- We are the first e-scooter operator in NZ and Australia to have developed an interactive safety quiz.
- Within their first three rides, we invite the user to take the quiz and incentivise them to do so with the offer of a \$4 free credit if they achieve the pass mark (80%).
- The quiz is a 14 question multiple choice online test which presents the rider with a number of scenarios they will encounter in real-life, and asks them to choose from 3-4 potential answers.
- Every time they get an answer wrong they are immediately told why they got it wrong and what the correct answer should have been – this ensures that riders are educated about their misperceptions or lack of knowledge immediately.
- At the end of the quiz they are told their score. If the score is 80% or higher they are automatically awarded the free credit and receive the “Three Star Pilot” badge in an in-app notification.

4 REAL WORLD SAFETY TRAINING COURSE

- Once a rider has completed the Rider Safety Quiz, we then invite them to further improve their skills with a real-world training.
- In collaboration with New Zealand’s leading training provider, RiderSkills, each training day entails five, one-hour sessions, with a maximum of 16 participants and four instructors per session. This 1:4 instructor/participant ratio ensures a highly personalised and premium training experience. In addition to the free training session, attendees also receive a free Beam helmet, \$25 in free Beam ride credit, a Beam drink bottle and free food cart refreshments. They are awarded “Master Pilot” status in the Beam app, a small but notable acknowledgement of their advanced riding proficiency.

5 BEAM SAFETY AMBASSADORS

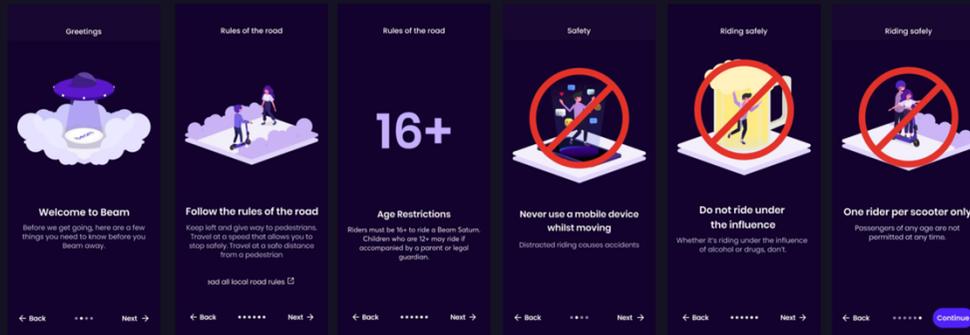
- Beam’s Safety Ambassadors will be deployed at high traffic/ risk areas to engage the public and address their concerns, provide guidance on safe and responsible riding to users and correct bad riding behaviours.





Safe riding behaviour through training

Onboarding

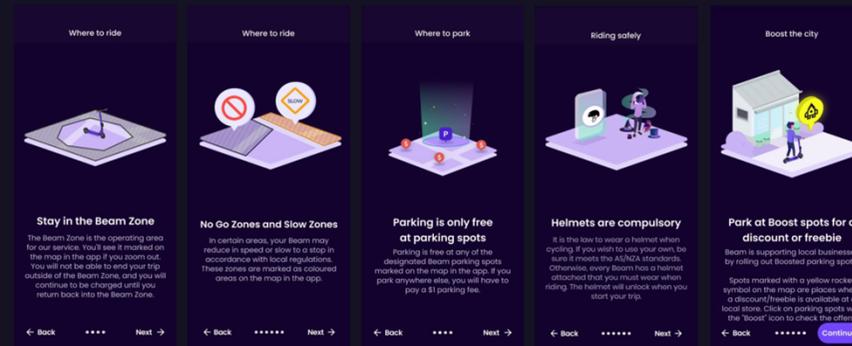


As soon as a user registers with Beam, and before they can take their first ride, users are taken through a multi-step "onboarding" process within the app called the "Basic Launch Briefing" that reminds them of the safety requirements and considerations.

Once completed, they are awarded the status of a Beam "Test Pilot", and are sent a themed badge through in-app notifications.

These are visuals in the "Start Trip" flow that a user sees every time they use a Beam. For example, the reminder that wearing a helmet is mandatory would be seen every single time a rider wants to ride a Beam.

Start Trip



SAFETY

Three Strikes Policy

Ensuring positive rider behaviour

At Beam we value the relationship we have with our users, however, we also take responsibility to ensure positive rider behaviour and act swiftly on inappropriate behaviour or riders who fail to achieve the standards expected by both us, but more importantly the community.

- **Prioritise community safety**
- **3-strike policy** (Warn, Temporary Suspension and Ban)

Our three strike policy, escalates enforcement as below:

- **1st offence:**
Written warning from the city manager explaining how the behaviour was inappropriate and establishing the consequences if the behaviour is repeated.
- **2nd offence:**
Suspension of the user's account from the service for a set period of time. This commonly lasts for 3-7 days however can reach 14 days depending on the behaviour.
- **3rd offence:**
Permanent and irrevocable ban from the platform.

In the very rare instance of a serious offence, we will escalate our action to either the 2nd or 3rd level, and if required will be reported to local law enforcement as appropriate.

The form on the right is the tool that we use to track the 3-strike policy internally.

beam

Strikes & Bans

Complete this form when issuing any strike or banning any user.

Make sure to check the users existing strikes or bans here:
https://docs.google.com/spreadsheets/d/1rBdxJ8fM8qaXaWLEnXB3CuGNXK_YbV_V_89mb-1S2to/edit?resourcekey#gid=969547395

For all standard email templates please see here:
<https://beammobility.atlassian.net/wiki/spaces/ANZ/pages/2493808641/Three+Strikes+Policy>

sergio@ridebeam.com [Switch account](#)

Your email will be recorded when you submit this form

* Required

Enter User ID: *

Your answer

City *

Choose

Strike or Ban? *

Please double check the strikes or bans already issued here:
https://docs.google.com/spreadsheets/d/1rBdxJ8fM8qaXaWLEnXB3CuGNXK_YbV_V_89mb-1S2to/edit?resourcekey#gid=969547395

First Strike

Second Strike

Third Strike

Ban

Fine

SAFETY

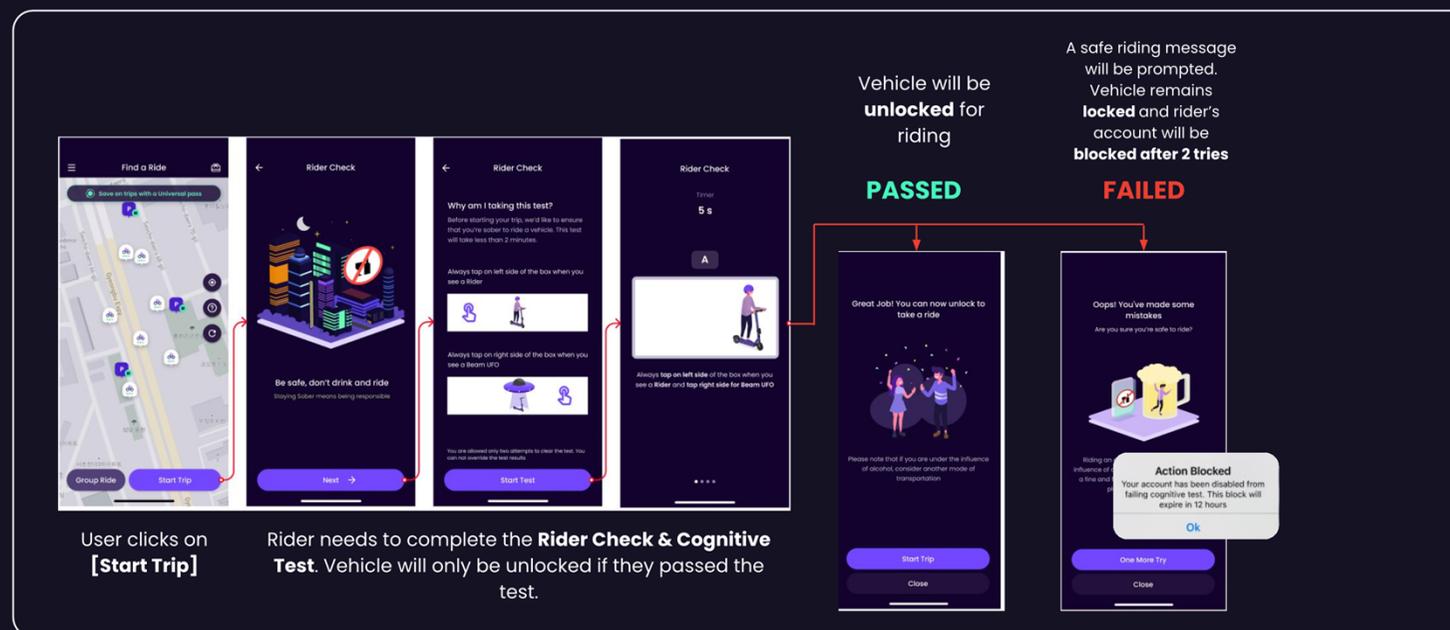
beam

Measures against anti-social behaviour

Rider Check to deter drink riding

Riding under the influence of alcohol is dangerous. Beam is managing this in two approaches.

- (1) Pre-set pop-up messages by time and location to enable us to influence specific risky behaviours, such as drunk riding. After 9pm, from Thursday to Sunday, any rider attempting to starting a Beam ride will see the specific "Don't Drink and Ride" message as a pop-up.
- (2) A pre-trip drunk-riding deterrence test to check a rider's cognitive response (scientifically correlated with alcohol intake) before they can start a trip. This test feature will be enabled on Thursday - Sunday after 9:00pm where risk of intoxicated riding is the highest. Those who fail the test will have their access to Beams suspended for up to 12 hours (the number of hours for deactivation is customisable).



Community Benefit

- Tourism
- Local Hiring
- Sustainability
- City Recovery
- Case Studies

COMMUNITY BENEFIT

beam

Research on Micromobility & Tourist Dispersal in Townsville

by Cities Research Institute, Griffith University

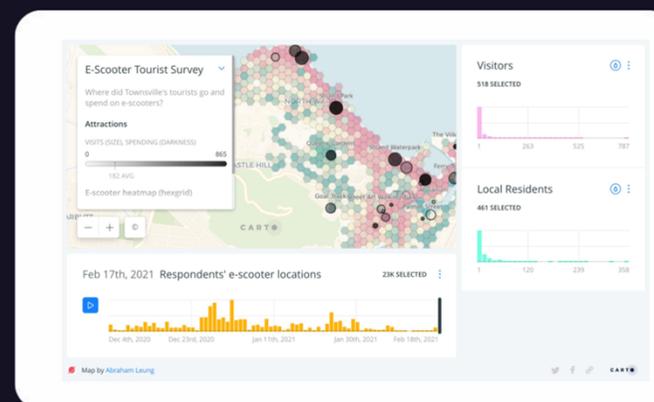
Tourists on e-scooters spend more money in cities

Visitors who use e-scooters see more local attractions and spend more money making them an attractive value add for cities according to a recent study from Griffith University's Cities Research Institute.

By comparing the shopping and travel patterns of visitors and residents who used e-scooters, the researchers found visitors spent more money in Townsville each day between December 2020 and February 2021.

The more avid e-scooter users (the top third by kms travelled) would spend 42% more per day than those in the bottom third of use and completed an average 11 trips while in Townsville, covering nearly 26 km.

Lead researcher Dr Abraham Leung says the mobility offered by e-scooters made it easier to explore a city.



When we mapped where visitors went on e-scooters, they pursued more diverse local destinations in the city. While some trips could have been completed by walking, it would have taken longer and would have limited the total number of destinations visiting during their travels. Other trips wouldn't have happened at all on foot. Of these visitors, avid users spent more money at restaurants, cafes and on dining experiences. Light users tended to spend a greater proportion on shopping and services.

Dr Abraham Leung
Lead researcher
Griffith University's Cities Research

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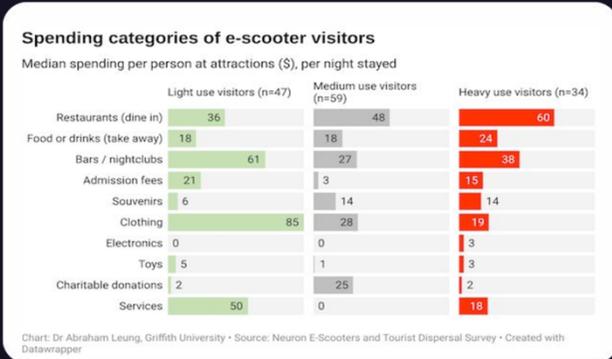
COMMUNITY BENEFIT

Visitors are less dependent on cars improving the experience

Dr Leung said e-scooters had a positive impact on visitor's experience by reducing their need for cars. "Many of these users said they did not need to use a car thanks to the e-scooters, meaning they were able to travel through the Townsville CBD and the Strand without clogging the already busy roadways."

When surveyed about ease of use, over 90% reported it was effortless to use and 69% of respondents said they had never ridden an e-scooter before. The demographic results also challenge a major misconception of e-scooter riders being young and mostly men, finding instead more than 47% were over the age of 40 and over half of these visitors were women.

While visitors tended to be very positive about their e-scooter experience, some wanted to see an expansion of the service area in Townsville and signage at preferred parking locations to assist drop-offs.

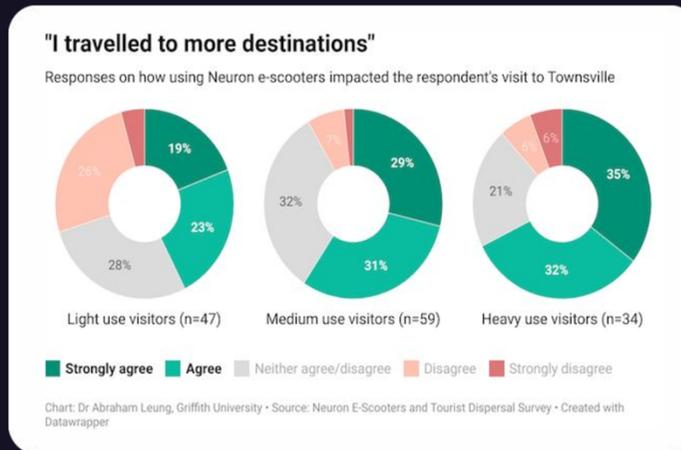


Destination cities could benefit from adopting the e-scooter

Transport Academic Partnership Chair at Cities Research Institute Dr Matthew Burke says the results confirm that e-scooter mobility schemes offer tourists an enjoyable and convenient way to explore any city.

"These mobility schemes change the dynamic in tourist destinations by encouraging greater dispersal of tourists and more spending while exploring."

"For other cities still considering whether to implement them, our findings show e-scooters can positively boost your tourism economy and your city's image by increasing mobility and reducing congestion on major roads."



COMMUNITY BENEFIT

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Significant environmental benefits for Queenstown

In April 2022, we became the first and only e-mobility operator in the world to achieve Climate Neutral Certified status for the third year running.

In addition to our Climate Neutral Certified status, we are on track to meet our pledge to be the world's first carbon negative operator by 2025.

Total estimated CO₂-eq reductions potential per annum in Queenstown

2,400 tonnes



Based on a deployment of 400 vehicles¹

Beam e-scooters are...



12x more efficient than petrol cars

4x more efficient than electric cars

With Beam's Climate Neutral Offsets accounted for, Beam's actual carbon footprint is **ZERO**.

Global Warming Potential (GWP) [CO₂] (g) per KM

Beam Actual	Beam LCA Life-cycle Assessment	BEV Battery Electric Vehicle	ICE Internal Combustion Engine
NIL (after climate neutral offset)	28g <small>GWP is amortised over 5 years (lifespan of vehicle) Attributed by our focus on quality manufacture, WoL maintenance, lifespan extension and EOL.</small>	120g	363g

¹ Source: The Micromobility Research Partnership research methodology and models to calculate the emissions reductions based on increased PT and reduced car ownership have been internationally reviewed and certified.

COMMUNITY BENEFIT

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Beam Booster

Thousands of new customers, delivered directly to your doorstep, free.

Booster is a world-first program that helps local businesses connect with Beam customers to increase footfall, exposure and revenue. Join hundreds of stores nationwide and access tens of thousands of new customers, for free.

> **Access thousands of Beam riders**

We create a virtual parking spot near your store to allow riders to park Beam e-scooters, providing greater footfall, exposure and revenue for your business.

> **Free promotional opportunity**

Receive an in-app advertisement, allowing you to tempt riders into your store with a special product offer.

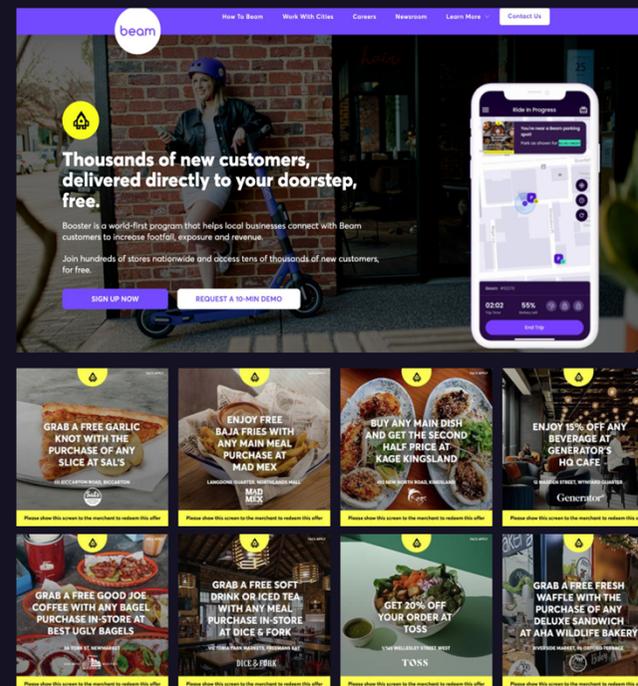
> **Regular usage and conversion reports**

We provide data analytics and regular reporting for full transparency to demonstrate the outcomes for your business.

> **No cost or financial outlay to participate**

Operation Booster is a free initiative that aims to support local communities across Australia and New Zealand. Booster is, and will always be, free.

Visit ridebeam.com/anz/booster for more information.



Thank you to the Beam team for putting on this campaign. It's a great support for local business.



Chris Edwards, Franchisee, BurgerFuel

CASE STUDY

beam

Turbo charging the visitor experience in Port Douglas

Beam has delivered significant benefits to the town since it commenced its turnkey model in October last year

Port Douglas is a small tourist town in Queensland with approximately 7,000 residents, and 394,000 annual visitors. It has limited public transport options and an unreliable taxi service. Transport is a significant issue.

Since launching in October, Beam e-scooters have become a highly popular mobility service for residents and visitors to travel around town. Over 500 unique users now utilise our fleet of 100 e-scooters weekly, and riders have travelled over 66,000 kms, representing a saving of 17,944 kg in carbon emissions, when compared to equivalent motor vehicle trips.

According to our research, e-scooter riders are significant contributors to the local economy, with 7 out of 10 trips resulting in a purchase at a local store.

We engage a collaborative, responsive and flexible approach to stakeholder engagement regarding the operation to ensure all community and council concerns are alleviated, and needs are met within a timely manner. This is demonstrated in the positive community feedback we receive on a weekly basis.

Our safety record in Port Douglas is unblemished. We have recorded zero accidents or incidents, and this is not by chance - we have the best hardware, software, policies and procedures to promote and ensure safety at all times. Regionally, we have the best safety record of any operator - zero fatalities globally and the lowest incident rate in Australia and New Zealand.

In April, we upgraded the entire fleet to brand new Beam Saturn Plus e-scooters, one of the safest and most technologically-advanced e-mobility vehicles in the world. This e-scooter combines class-leading hardware engineering and design of Segway Ninebot, the most trusted e-scooter manufacturer globally, with proprietary software and app design by Beam, to create the safest and most comfortable ride in Australia today.

Port Douglas was Beam's first turnkey tourism-focused operation in Australia.



Heat map of Port Douglas shows the undeniable value Beam provides the town, connecting hotels and resorts to Macrossan St and key tourist sites.

Total distance travelled on Beams in Port Douglas

66,992 km



About 1 1/2 times around the earth

Total CO₂ emissions saved by Beam in Port Douglas

17,944 kg



Assuming Beam trips replaced motor vehicle trips

Number of people who've signed up with Beam in Port Douglas

4,620

Users who would drive in a car if Beam e-scooters were not available

48%



"The introduction of e-scooters to Port Douglas has provided a welcome option for visitors to travel around the village in a sustainable manner, well-aligned with our region's eco destination focus"

Tara Bennett, Tourism Port Douglas Daintree CEO



"The e-scooters are an excellent option for Niramaya guests to travel in and out of the town centre - an ideal way for guests to experience the town without the need to hire a car"

Chris Banson, Saltwater Properties Managing Director (Niramaya Resort)



"With every trip on a Beam being carbon-neutral, that shows great potential for micromobility to aid in modal shift away from cars, and provide increased connectivity for residents and visitors to travel, similar to what we've seen in other cities where we operate."

Tom Cooper, General Manager, Beam Mobility

COMMUNITY BENEFIT

beam

E-scooters bring public transport options and youth benefits to Esperance

To say the introduction of e-scooters to the beautiful but remote town of Esperance in Western Australia has been a raging success is an understatement.

Located 700 kilometres south east of Perth on the coast, with a population of around 14,000, Beam worked with the Shire of Esperance and the 12-month trial period started in the holiday summer peak season in December last year with 70 e-scooters. Since then, that number has more than doubled – such has been the demand by locals and visitors to the town.

“There is no public transport in Esperance and only 3 taxis, so we thought e-scooters would provide a transport option but we really have been blown away by just how much,” according to Trevor Ayers, Manager for Economic Development at the Shire.

Beam data shows there have been 70,000 trips since launch in Esperance, which holds the record for most Beam trips per vehicle deployed per day of any city or location in Australia or New Zealand.

Trevor puts their popularity to a few main reasons: Esperance is a tourist destination on a growth trajectory and visitors use the e-scooters to get around the town from their campervans. Not having public transport means locals and tourists can use them and this increases movement around the Shire as well as increases economic activity to benefit businesses as well as users.

“Data also shows a significant commute usage by locals to get between residential and light industrial work zones which we hadn’t anticipated, so we have opened up new routes and access to e-scooters to facilitate this,” Trevor said.

A key to the success of the trial so far is also the flexibility on how and where they are used.

“We haven’t insisted on set parking bays. The beauty of e-scooters is their flexibility of use, so we don’t want people to have to walk 1km to a station, we want them where people use them.”

Trevor says the e-scooters have proven a major benefit to 16 and 17 year olds in particular, being able to commute to their part-time jobs, and for people who don’t have vehicles. The hospitality sector workers also use them to get to and from work at different times of the day and night, and this is both flexible and affordable, and reduces the need for car trips.

Trevor highly recommends Councils introducing e-scooters like they have on a trial basis. He says this has worked really well and is very complimentary of the way Beam has worked so closely with the Shire to give guidance, advice and adapt as the trial has proceeded.



“We have seen very little anti-social behaviour or vandalism which is a positive. The e-scooters have both social and economic benefits because mobility gives people the ability to move around easily and get to a range of activities – work and social.”

*Trevor Ayers
Manager for Economic Development at Esperance Shire*



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TESTIMONIALS

beam

Partner Testimonials



Aiden
General
Manager
The Lazy Lizard

We at the Lazy Lizard were one of the first to become a parking zone for Beam in Port. Many of our guests arrive by bus and the scooters have been a great convenience and novelty for our car-free guests, getting in and out of town. We even have guests emailing us prior to their visit to know if they can pre-book the scooters!

Beam has been amazing, tweaking our parking zones, delivering more scooters when numbers are low, and always with a smile.

We look forward to the introduction of ebikes for those that are not as comfortable on scooters. Beam has been a great initiative for Port and we are proud to be associated with them and its continued evolution.



Carrie Chiasson
General Manager
**Niramaya Villas
and Spa**

We are absolutely thrilled by the response to Beam scooters at Niramaya over the past 6 months. Our expectations in regards to the guest interest and Beam's overall service model is continuously exceeding. We are proud to feature them as a safe and sustainable way to explore all that Port has to offer.

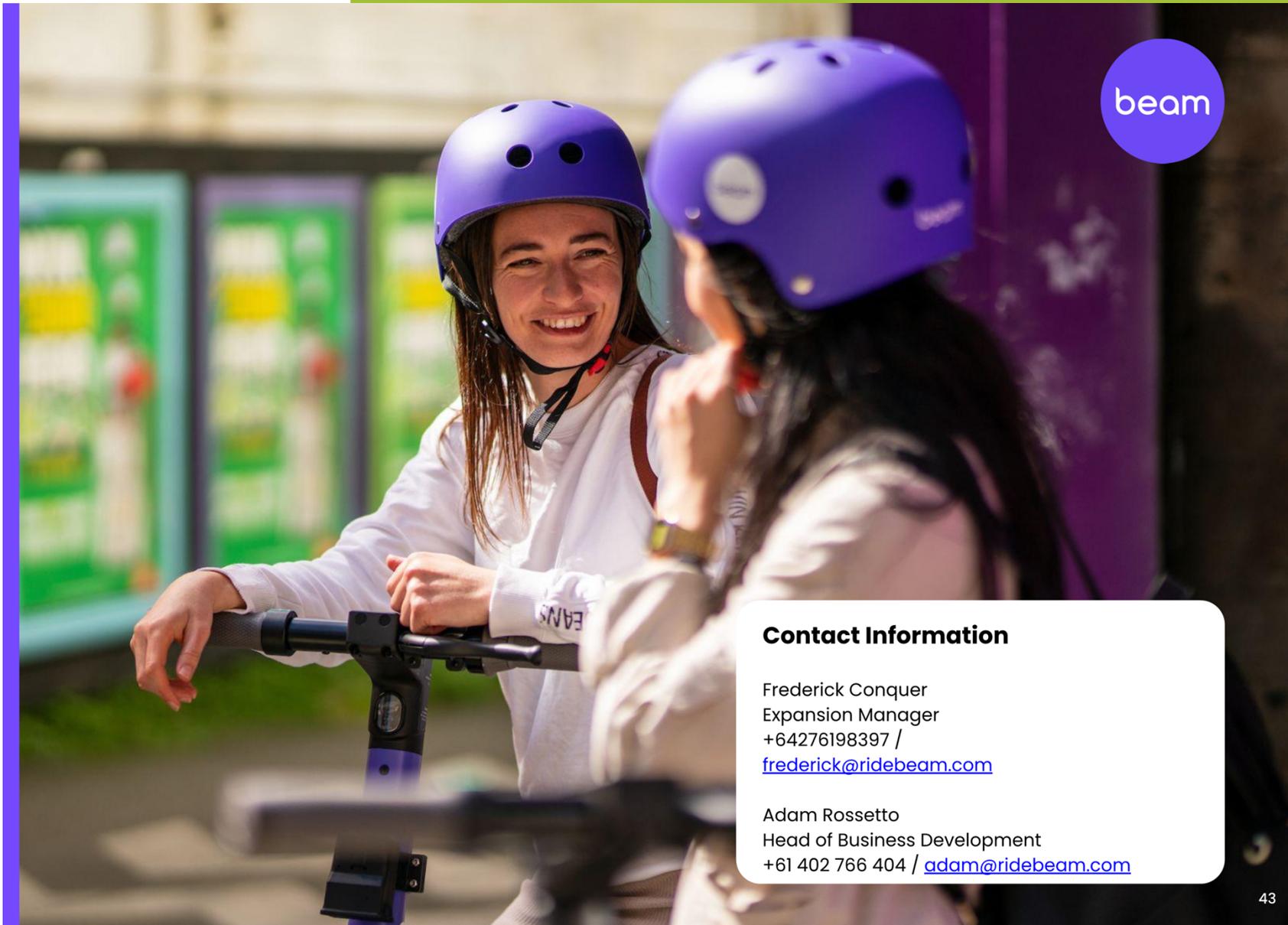
Port Douglas is Australia's premier eco destination. We have a real opportunity to embrace and showcase how micromobility can help drive our sustainability goals, as well as boost the visitor experience. As we approach high season, Beam scooters are a safe and sustainable way for visitors and locals alike to explore all that Port Douglas has to offer.



Steve Molnar
General
Manager
**Sheraton
Mirage Resort**

Requests for scooters have steadily increased among our guests at the Sheraton.

For us having the opportunity to deliver on that demand without all the challenges of running our own rental operation is really great!



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