



anywheel

EXPLORE YOUR POTENTIAL
WITH **GREEN** ADVERTISING.

OUR STORY

Established in 2017, Anywheel is a homegrown bicycle-sharing company in Singapore with a mission to advocate environmentally-friendly transport, **AKA GREEN TRANSPORT.**



We are driven to bring an environmentally-friendly & complete micro-mobility solution to the world, starting with Singapore.

Each bicycle ride potentially means more carbon-emissions saved.

Anywheel was built on the notion that we should be a responsible corporation with sustainable practices so we can leave a sustainable world for our future generations.

If London, New York, Paris, Montreal, Hangzhou, and Taipei has built up some of the safest and most socially-responsible bicycle-sharing systems in the world, we can do the same (if not better).

**WE ARE NOT JUST HERE FOR BUSINESS,
WE ARE HERE FOR GOOD.**

OUR BRAND

FUN
COST & TIME SAVING
RELIABLE & RESPONSIBLE

Recognized by the public as the
GREEN BIKE
(association with our bicycle colours)

HEALTHY & FUN
SAFE & ACCESSIBLE
SUSTAINABLE TRANSPORT

ABOUT US

LICENSED FLEET: 30 000 BICYCLES (Singapore only)

INDUSTRY:

MICRO-MOBILITY

[mahy-kroh-moh-bil-i-tee]

Micro-mobility refers to a range of small, lightweight vehicles operating at speeds typically below 25 km/h, and driven by the users personally.

We offer transport alternatives such as bicycles, e-scooters, and power assisted bicycles.

#1

USER RATINGS
FOR BICYCLE-SHARING IN
SINGAPORE

**WE ARE THE ECO-FRIENDLY
FIRST MILE LAST MILE SOLUTION**

Operating in:
Singapore, Thailand



OUR JOURNEY SO FAR

22 SEP 2017:

Incorporation
of Anywheel

OCT 2018:

Anywheel granted
sandbox licence

APR 2019:

Full licence
granted by LTA

SEP 2019:

Anywheel fleet
expansion

YEAR 2023:

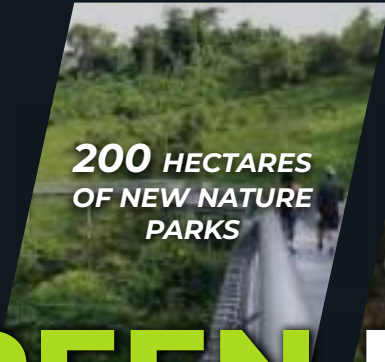
#1 Travel App in SG.

YEAR 2022:

Record breaking
fleet expansion to
30,000 bicycles in
Singapore

YEAR 2020 & 2021:

#1 User-Rated
bicycle-sharing service in
SG.
Anywheel overseas
expansion.



200 HECTARES
OF NEW NATURE
PARKS



1 MILLION
TREES TO BE
PLANTED




EXPANDED MRT
NETWORK

THE **GREEN** PLAN 2030



1 320 KM
EXPANDED
CYCLING NETWORK



PEDESTRIANISATION
TO BE
IMPLEMENTED
WHEREVER POSSIBLE




TARGET:
64% to **75%**
OF TRIPS TO BE ON
MASS PUBLIC
TRANSPORT

HOW WE WILL FIT IN

THE GREEN PLAN 2030



MORE NATURE
PARKS
=
HIGHER DEMAND
FOR BICYCLES




RIDING ANYWHEEL
CONTRIBUTES TO
GREATER CARBON
SAVINGS



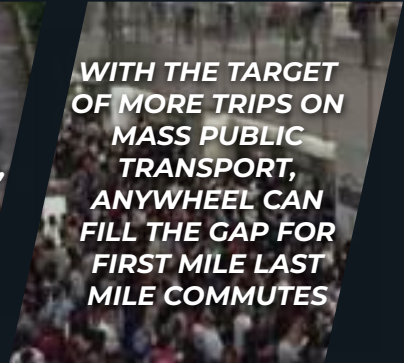
MORE MRT
STATIONS
=
MORE PARKING
AREAS & GREATER
TRANSPORT
CONNECTIVITY



EXPANDED
CYCLING NETWORK
=
GREATER
CONNECTIVITY
BETWEEN TOWNS



WHEN
PEDESTRIANISATION
BECOMES THE NORM,
THERE WILL BE
HIGHER DEMAND
FOR BICYCLES



WITH THE TARGET
OF MORE TRIPS ON
MASS PUBLIC
TRANSPORT,
ANYWHEEL CAN
FILL THE GAP FOR
FIRST MILE LAST
MILE COMMUTES

USER GROWTH RATES

USER DEMOGRAPHICS in Singapore

Male: 54.1%
Female: 45.2%

Age

18 - 24: 43.8%
25 - 34: 31.1%
35 - 44: 21.0%
45 - 65+: 4.1%



**130,235**

TOTAL SINGAPORE USERS

>170 TONNES

OF CARBON-EMISSIONS SAVED

*equivalent to 8,055 full-grown trees

OVERVIEW: 2020

1,992,119 KM
TRAVELLED**996,042 HRS**
TOTAL TRIP DURATION**424,612 KCAL**
TOTAL CALORIES BURNT**48,782**

MONTHLY UNIQUE ACTIVE USERS

10,853

AVG. MONTHLY NEW USERS

723,963

TOTAL TRIPS MADE



145,393

TOTAL NEW SINGAPORE USERS

>234 TONNES

OF CARBON-EMISSIONS SAVED

*equivalent to 11,155 full-grown trees

OVERVIEW: 2021

2,758,575 KM
TRAVELLED

1,218,584 HRS
TOTAL TRIP DURATION

519,482 KCAL
TOTAL CALORIES BURNT



61,717

MONTHLY UNIQUE ACTIVE USERS

12,532

AVG. MONTHLY NEW USERS

978,805

TOTAL TRIPS MADE



230,972

TOTAL NEW SINGAPORE USERS

>335 TONNES

OF CARBON-EMISSIONS SAVED

*equivalent to 11,380 full-grown trees

OVERVIEW: 2022

3,939,496 KM
TRAVELLED

1,628,952 HRS
TOTAL TRIP DURATION

694,422 KCAL
TOTAL CALORIES BURNT



87,747

MONTHLY UNIQUE ACTIVE USERS

18,255

AVG. MONTHLY NEW USERS

2,030,167

TOTAL TRIPS MADE

**434,151**

TOTAL NEW SINGAPORE USERS

>321 TONNES

OF CARBON-EMISSIONS SAVED

*equivalent to 15,272 full-grown trees

OVERVIEW: Q1-Q2 2023

5,283,771 KM
TRAVELLED**1,323,228 HRS**
TOTAL TRIP DURATION**811,361 KCAL**
TOTAL CALORIES BURNT**215,073**

MONTHLY UNIQUE ACTIVE USERS

72,358

AVG. MONTHLY NEW USERS

3,164,405

TOTAL TRIPS MADE

OUR PARTNERSHIP



anywheel

For your eyes only.
DO NOT DISTRIBUTE

CUSTOMISED PARTNERSHIP PROGRAM



[I]

**BICYCLE (OOH)
ADVERTISING**



[III]

**IN-APP
ADVERTISING**



[III]

**CUSTOMIZED
CAMPAIGNS**

[1] (OOH) BICYCLE ADVERTISING



POTENTIAL OUTREACH

Reach out to our Anywheel users & the general public.

Choose from 4 Networks to maximize your outreach.

ADVERTISE WITH THE GREEN & HEALTHY OPTION

The first of its kind in Singapore.

ON THE MOVE IN EVERY CORNER OF SINGAPORE

Ads moving at comfortable speeds to catch looks, with versatility to be deployed under void decks to beside crowded bus-stops.

LIGHTED ADVERTISING

Enhance attraction and Media Frenzy.

[//] (OOH) BICYCLE ADVERTISING



Imagine your ads being seen across

> 2 MILLION KM

on a

BRAND NEW MEDIUM IN SINGAPORE,

those ads are definitely going to pique interests.

Imagine being associated with helping to reduce

> 44 000 TONNES of carbon emissions in a year.

**DEFINITELY LOOKS GOOD ON YOUR BRAND TO BE
TAKING A STEP TOWARDS GOING GREEN.**

**FAMILY/LIFESTYLE
NETWORK**

**CITY
NETWORK**

(OOH) ADVERTISING NETWORKS

**HEARTLANDS
NETWORK**

**TOURIST
NETWORK**

FAMILY/LIFESTYLE NETWORK

With 73% of our bicycle fleet being deployed in the Family Lifestyle Network, it is undoubtedly the most **cost-efficient** option. Mostly utilized by **young families** and **groups of friends**, this network gives you comprehensive coverage of recent BTO estates as well as common places visited by young families. Get your advertising message delivered to park users, mall-goers, and family leisure spots visitors.

NETWORK AREA:

West Coast Park, Jurong East, Woodlands, Sembawang, Bishan-AMK Park, Sengkang, Punggol, Tampines, East Coast Park, and 3 areas of your choice.

HOTSPOTS:

JEM, Causeway Point, Admiralty Park, Bishan-AMK Park, Compasspoint, Punggol Waterway, Tampines Mall, East Coast Park.



FAMILY/LIFESTYLE NETWORK

TOTAL AUDIENCE (RESIDENTS):

1.1 Million

Male:	496 850	(45%)
Female:	604 930	(55%)

AGE GROUP

0 - 14 :	192 910	(18%)
15 - 64 :	793 110	(72%)
65 + :	115 760	(10%)

Advertising Spots Available: 8 423

**Data collected from City Population*

***Figures have not taken Roamers/Non-residents into account*



CITY NETWORK.

Gain the edge, capture the attention of human traffic in the **business district** with your advertisements on our bright green bicycles. The City Network is prominent among **business professionals** and **PMETs** in Singapore, right at the doorstep of financial buildings and major corporations.

NETWORK INCLUDES:

Orchard, City Hall, Bugis, Clarke Quay, Raffles Place, Tanjong Pagar, Outram Park, Marina Bay, HarbourFront, and 3 areas of your choice.

HOTSPOTS:

Orchard Road, Somerset, Suntec City, New Bridge Road, Chinatown, Battery Road, Shenton Way, MBFC, Vivocity.



CITY NETWORK

TOTAL AUDIENCE:

> 2.2 Million

Working Population:	356 000	(27%)
Roamers:	1 204 000	(56%)
Tourists:	583 000	(17%)

Advertising Spots Available: 1 113

**Mean Monthly Figure of "Orchard Road attracts more than 7 million visitors each year" - quoted from STB website.*





HEARTLANDS NETWORK

Engage **heartlanders** from **young to old** with your campaign. From MRT stations to bus-stops, malls to kopitiams, and supermarkets to restaurants, our bicycles can be seen from all around. Ideal for brands and campaigns with target audience of this demographic.

NETWORK INCLUDES:

Jurong East, Bukit Panjang, Woodlands, Yishun, Ang Mo Kio, Bishan, Serangoon, Sengkang, Punggol, Paya Lebar, Bedok, Tampines, and 3 areas of your choice.

HOTSPOTS:

JEM, BPP, Causeway Point, Northpoint City, AMK Hub, J8, NEX, Compasspoint, Punggol Waterway, Paya Lebar Square, Tampines Mall, and all MRT stations of the above mentioned.



HEARTLANDS NETWORK

TOTAL AUDIENCE (RESIDENTS): 2.2 Million

Male:	1 088 690	(49%)
Female:	1 130 540	(51%)

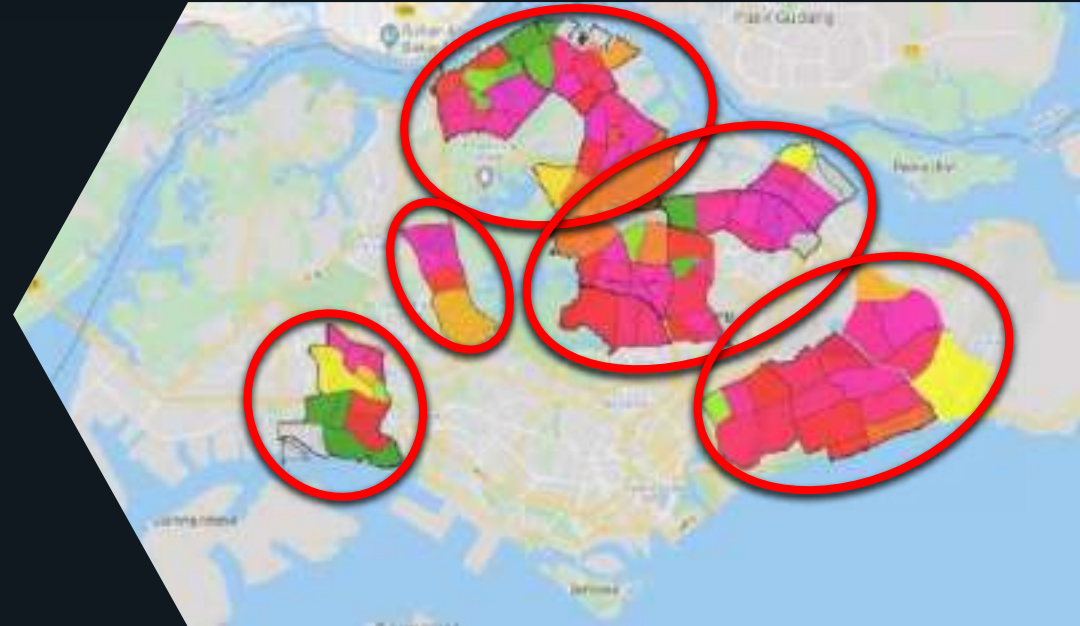
AGE GROUP

0 - 14 :	339 990	(15%)
15 - 64 :	1 578 320	(71%)
65 + :	300 980	(14%)

Advertising Spots Available: 12 860

**Data collected from City Population*

***Figures have not taken Roamers/Non-residents into account*



TOURIST NETWORK

Offering a fun and inexpensive mode of transport for **tourists** in Singapore, our bicycles are pedaled from attraction to attraction within the city, drawing looks from both **locals** and **tourists**. Ideal for tourists-focused **brands & campaigns**, otherwise, the perfect alternative advertising solution to having ads in tourism hotspots, at a very different price.

NETWORK INCLUDES:

Marina Bay, MBS, Sentosa, Gardens by the Bay, Merlion Park, Lau Pa Sat, Orchard Road, Somerset, Clarke Quay, Singapore Flyer, Botanic Gardens, Esplanade, Chinatown, Arab Street, Suntec City, City hall and 3 areas of your choice.

HOTSPOTS:

All of the above.



TOURIST NETWORK

TOTAL AUDIENCE:

> 1.8 Million

Roamers:	1 204 000	(66%)
Tourists:	583 000*	(33%)

Advertising Spots Available: 678

**Mean Monthly Figure of "Orchard Road attracts more than 7 million visitors each year" - quoted from STB website.*



CUSTOM NETWORKS

FOR THOSE WHO DO NOT LIKE
'FIXED PACKAGES'



A COMMON PRACTICE



For your eyes only,
DO NOT DISTRIBUTE

RATE CARD(PER BICYCLE)



FAMILY/LIFESTYLE NETWORK	CITY NETWORK
<ul style="list-style-type: none">• Wheel Caps Media Rate - \$50.00/month• Mudguard Media Rates -\$40.00/month• Basket Media Rate - \$20.00/month• Handlebar Media Rate - \$15.00/month	<ul style="list-style-type: none">• Wheel Caps Media Rate - \$100.00/month• Mudguard Media Rates -\$80.00/month• Basket Media Rate - \$40.00/month• Handlebar Media Rate - \$30.00/month
HEARTLANDS NETWORK	TOURIST NETWORK
<ul style="list-style-type: none">• Wheel Caps Media Rate - \$50.00/month• Mudguard Media Rates -\$40.00/month• Basket Media Rate - \$20.00/month• Handlebar Media Rate - \$15.00/month	<ul style="list-style-type: none">• Wheel Caps Media Rate - \$75.00/month• Mudguard Media Rates -\$55.00/month• Basket Media Rate - \$30.00/month• Handlebar Media Rate - \$22.50/month

RATE CARD(PER BICYCLE)



MINIMUM ADVERTISING DURATION:

3 months

MINIMUM QUANTITY:

250 bicycles

PRODUCTION COST

- Handlebar - \$3.75/handlebar
- Inner Basket- \$3.75/basket
- Basket Wrap - \$5.00/basket
- Mudguard Stickers: \$10.00/pair
- Wheel Caps - \$15.00/pair

LEAD TIME:

Deployment in 8 weeks upon the successful submission of final artwork.

LET'S FURTHER DISCUSS ON THE RATES!

Contact us to get the wheels rolling!



IN-APP ADVERTISING



**IN-APP
POPUP AD**



**IN-APP
BANNER & ICON**



**IN-APP
INTERACTIVE DISPLAY**



X.X MILLION

Monthly Impressions Made

XX XX

Monthly Unique Active Users

XX XXX

Monthly New Users

RATE CARD (IN-APP ADS)



IN-APP POPUP ADS

7 Days	\$3 200
14 Days	\$5 600
30 Days	\$9 200

IN-APP BANNER & ICONS

7 Days	\$2 400
14 Days	\$4 200
30 Days	\$6 900

IN-APP INTERACTIVE DISPLAY

7 Days	\$1 600
14 Days	\$2 800
30 Days	\$4 600



CUSTOMIZED CAMPAIGNS



PokeRide
Catch Em' All



McDonald's
Treat for Trips



OCBC
Ride to Wellness

MONTHLY (COMPLIMENTARY) ADVERTISING REPORT.

PHYSICAL ADS



- Distance Traveled
- Trip Durations
- User Demographics
- Carbon Emission Saved
- Number Of Trips Made

DIGITAL ADS

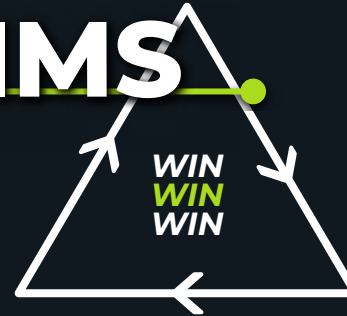


- Click-Through Rate
- Campaign Report
- Impression Count

PARTNERSHIP AIMS

Cost Effective Advertising
Association to Green & Health Advertising
Increase Revenue/User

OUR PARTNER



OUR COMMUNITY

Less Carbon Footprint
More Healthy and Fun
Greater Connectivity

ANYWHEEL

Promote Sustainable & Healthy Transport
Increase Revenue
Enhance Brand Impression

PAST COLLABORATIONS



OCBC LUCKY SPIN

(OCBC)

JUN 21 - AUG 21

IN-APP POP UP

- IMPRESSIONS: 8,883,925
- AVG DAILY IMPRESSION: 96,564.40
- CLICK-THROUGH RATE: 86.46%

GAMIFICATION

- CONVERSION RATE: 97.32%

TOP-UP & RECEIVE A SURE-WIN PRIZE

1 JUN - 31 AUG

**OCBC
PAY
ANYONE**

Simply make a top-up using our latest payment option, OCBC Pay Anyone™, and stand to win a FREE 90-Day Anywheel Pass (worth \$523.00) or other attractive prizes from our lucky spin!

FIND OUT MORE NOW

Kindly ensure your Anywheel app is updated to the latest version.



GREATER PIECE OF MIND

(TRIBE BY INCOME)

SEP 21 - JAN 22

IN-APP BANNER

- IMPRESSIONS: 9,777,809
- AVG DAILY IMPRESSION: 106,280.53
- CLICK-THROUGH RATE: 82.17%

The screenshot shows an in-app banner with a purple background. At the top right is the 'anywheel' logo in green. Below it, the text reads 'You can now ride with a greater peace of mind!' followed by the 'tribe' and 'anywheel' logos. A paragraph states: 'Recognizing that it is paramount for you to be covered in case of unforeseen circumstances, Anywheel is proud to collaborate with TRIBE by Income.' Another paragraph says: 'That's not all! To make it even sweeter when you redeem your COMPLIMENTARY 3 months Recovery Pack during the promotional period, you will get an additional 30-Day Anywheel pass (worth \$59.90)'. Below this is a white box titled 'HOW TO REDEEM?'. It contains three steps: 1. Purchase Anywheel Pass, 2. Read the promotion information on the popup, copy your given promo code and tap on "Proceed", and 3. Register and subscribe for Complimentary 3 months Recovery Pack. At the bottom of the white box is a text input field with the promo code 'TRIBEAW0001' and a green 'PROCEED' button.

anywheel

tribe anywheel

You can now ride with a greater peace of mind!

Recognizing that it is paramount for you to be covered in case of unforeseen circumstances, Anywheel is proud to collaborate with TRIBE by Income.

That's not all! To make it even sweeter when you redeem your COMPLIMENTARY 3 months Recovery Pack during the promotional period, you will get an additional 30-Day Anywheel pass (worth \$59.90)

HOW TO REDEEM?

- 1 Purchase Anywheel Pass
- 2 Read the promotion information on the popup, copy your given promo code and tap on "Proceed"
- 3 Register and subscribe for Complimentary 3 months Recovery Pack

PROMO CODE: TRIBEAW0001

PROCEED

USE YOUR ROAD SENSE

(TRAFFIC POLICE & SINGAPORE ROAD SAFETY COUNCIL)

JAN 22 - MAR 22

WHEEL CAPS AD

- AVG DAILY UTILIZATION RATE PER SPONSORED BIKE: 4.13



SNACK IS TWO

(SNACK BY INCOME)

JUN 22 - JUL 22

IN-APP POP UP

- IMPRESSIONS: 4,088,416
- AVG DAILY IMPRESSION: 96,564.40
- CLICK-THROUGH RATE: 86.46%

HANDLEBAR AD

- AVG DAILY UTILIZATION RATE PER SPONSORED BIKE: 4.26

anywheel



For your eyes only,
DO NOT DISTRIBUTE

IN-APP POP UP

- **IMPRESSIONS: 4,192,380**
- **AVG DAILY IMPRESSION: 139,746**
- **CLICK-THROUGH RATE: 83.11%**

HANDLEBAR AD

- **AVG DAILY UTILIZATION RATE PER SPONSORED BIKE: 4.71**



SEEK & PROSPER

(S&P GLOBAL)

MAY 23 - JUN 23

BASKET AD

- AVG DAILY UTILIZATION RATE PER SPONSORED BIKE: 4.82



For your eyes only,
DO NOT DISTRIBUTE

Forbes

Htay Aung

Founder
Anywheel
Singapore, Indonesia



It's hard to find a more successful bike-sharing startup in Southeast Asia. Htay Aung, founder of Anywheel, has built a fleet of over 10,000 bikes in Singapore and Indonesia. The company's success is a testament to his vision and leadership. Htay Aung is a serial entrepreneur with a track record of building successful startups. He is currently focused on expanding Anywheel's fleet and operations across Southeast Asia.



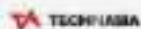
健有益环境的事
让共享脚踏车重获新生

Commentary: After a chaotic first wave, does bike-sharing have a decent second shot in Singapore?



ANYWHEEL NEWSROOM

In brief: Bike-sharing startup
Anywheel to grow Singapore fleet,
expand overseas



Anywheel gets approval to expand shared bicycle fleet to 15,000; LTA opens applications for bike-sharing licence



THE STRAITS TIMES

GO GREEN WITH US TODAY!



anywheel

PARTNERSHIP@ANYWHEEL.SG

+ 65 8858 1777

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SINGAPORE 239693

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