

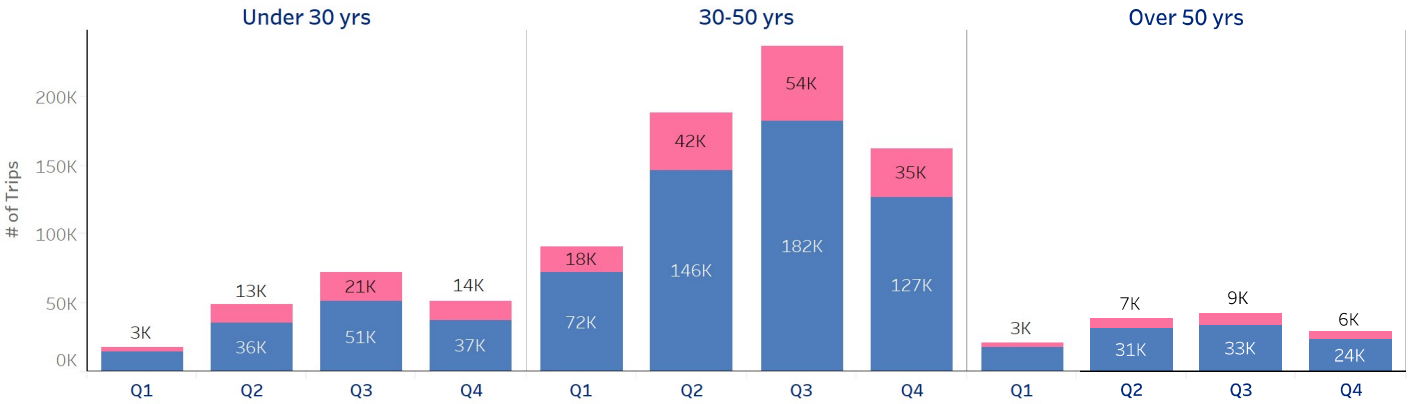


How can we grow our Subscription User base?

First step is to know our customers. By looking at the charts below we can see that our top user group is men between 30 and 50 years old; and the peak season is Q3 (i.e. summer months).

Possible Strategies:

- 1. Convert Customers to Subscribers**
One Free Ride offer at the end of their trip
- 2. Incentives to current Subscribers**
Refer a friend, get one Free Ride
Loyalty program; Get your 10th ride free
A free ride on your birthday
1 Mo. Free; entries for each Ride taken during a set time frame
- 3. Increase promotions during off peak times**
Target historically low weeks with one time promotions



12,000 bikes. 750 stations. 60 neighborhoods.