



bin  
bin  
Ride to Happiness

# BinBin

Founded in 2019 and started at YTÜ Technopark, BinBin is a technology company that produces micro-mobility technologies to offer environment-friendly and practical transportation solutions.

The company develops tools with local software and engineering and offers them into service under the roof of its own trademarks to create alternative solutions for a sustainable world and convenient transport.

BinBin has employed more than 350 personnel in its search for intelligent solutions to the transportation problems of ever-growing cities. The company draws its strength from its interest in innovation and commitment to continuous development.

# Traffic & Air Pollution Problem

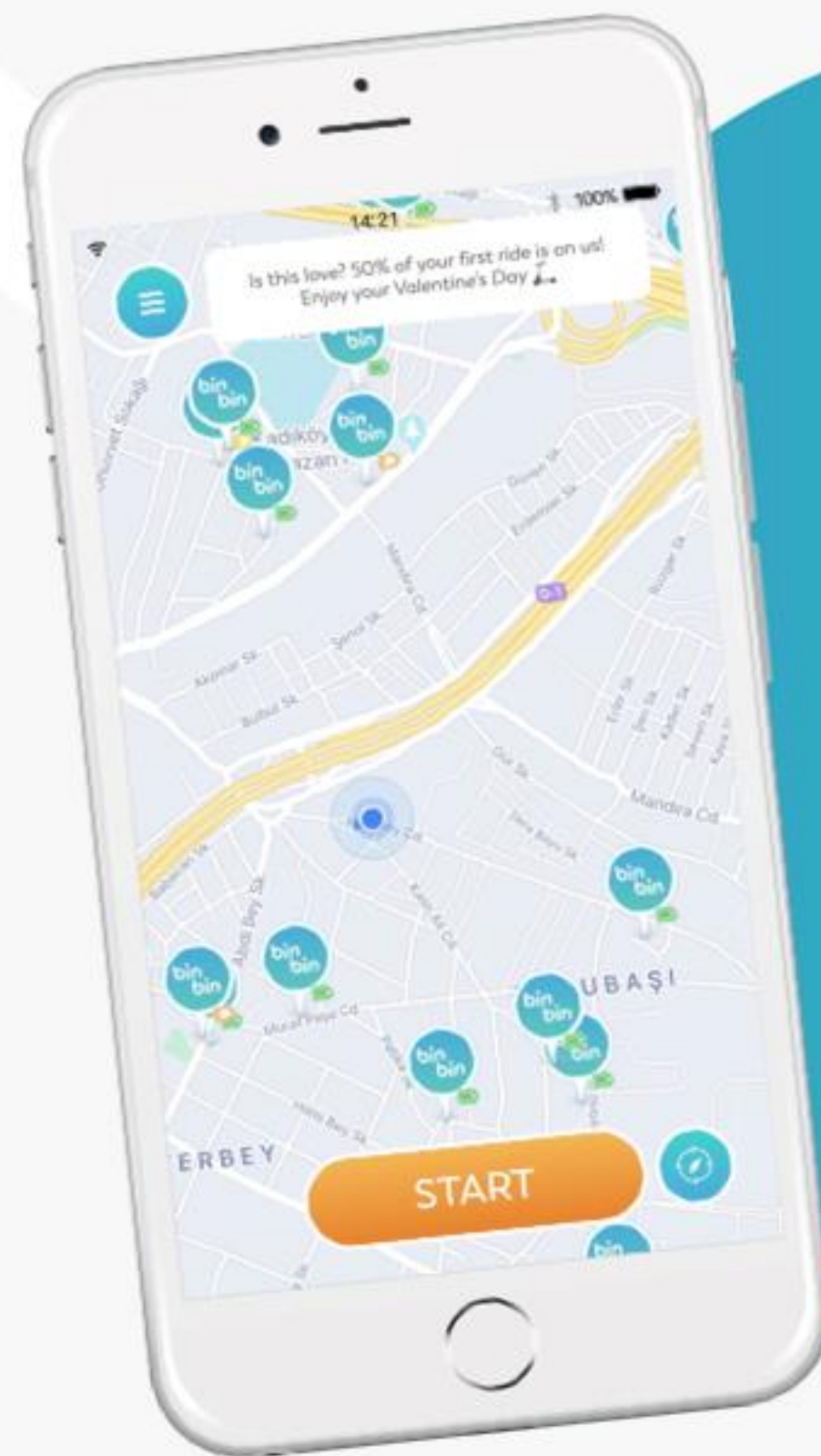
Istanbul comes 5th in the global traffic congestion index and 26th in the global carbon footprint index. Micro mobility transport solutions come out as an alternative solution to all these problems, allowing transport that both facilitates the life today and helps us leave a healthy environment to future generations. BinBin Scooters have enabled reduction of 2.000 tons of Co2 so far.

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
08:00 AM	2%	71%	66%	59%	59%	58%	15%
	4%	55%	58%	49%	49%	47%	20%
10:00 AM	8%	43%	50%	43%	42%	42%	26%
	11%	40%	48%	43%	42%	43%	33%
12:00 PM	19%	42%	48%	46%	45%	46%	43%
	30%	44%	51%	49%	49%	41%	58%
02:00 PM	42%	52%	56%	56%	55%	57%	69%
	48%	58%	61%	63%	61%	73%	71%
04:00 PM	45%	67%	71%	72%	72%	85%	67%
	43%	84%	89%	87%	88%	100%	64%
06:00 PM	43%	103%	105%	103%	103%	115%	63%
	37%	82%	84%	84%	83%	97%	55%
08:00 PM	30%	43%	45%	46%	46%	60%	39%
	28%	20%	22%	23%	24%	34%	29%
10:00 PM	26%	13%	15%	16%	17%	25%	27%
	18%	7%	9%	10%	11%	18%	23%

*\* Daily and hourly traffic congestion in Istanbul*



# BinBin Experience



- 1 On - demand
- 2 Quick and efficient
- 3 Socially distanced
- 4 Congestion reducing
- 5 Affordable
- 6 Environmentally friendly

Rider Experience that addresses traditional mobility pain points

Long wait



Long walk



Congested commute



Unpredictable traffic



Surge pricing



Heavy emissions





# BinBin E-Scooters Models



Xiaomi M365 (Pilot)  
2019



Segway 2.0  
2020



Segway 2.1  
2020



Segway Max 2.2  
2021



Segway Max 2.3  
2022





BinBin Scooters was the first company to get a license pursuant to the Regulation in Turkey issued in April 2021.

# BinBin Scooters

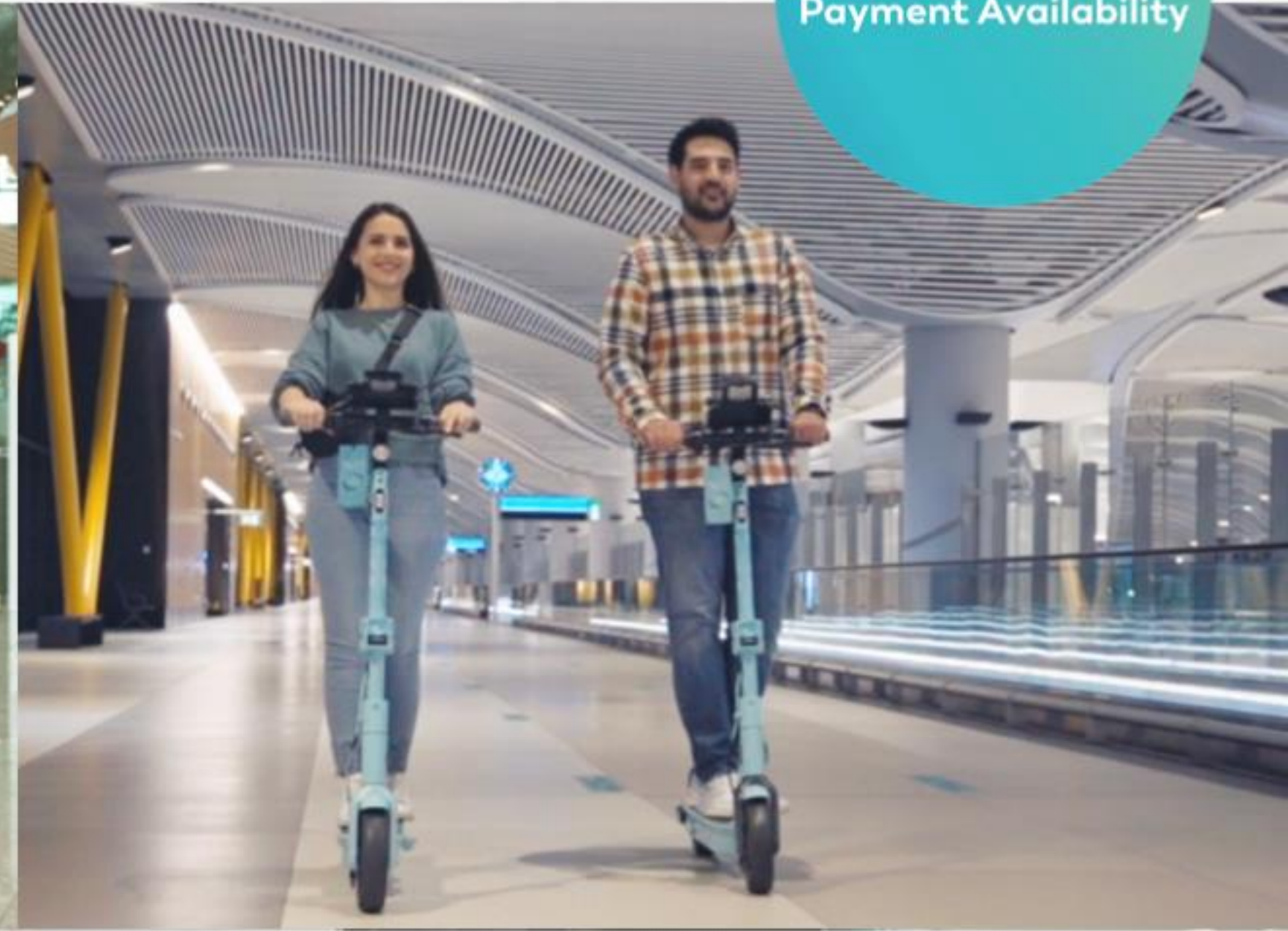
- BinBin Scooters is an electric scooter platform that makes short distance journeys fun as an environment-friendly and affordable option for transport.
- In 2019, BinBin Scooters started operating at the campuses of Istanbul Technical University and Yıldız Technical University and then at Istanbul Airport.
- As of 2020, it has extended its operations to cities to offer a practical and sustainable transport option for those who are fed up with the traffic.
- While aiming to reduce carbon emission by developing environment-friendly technologies, the company continues its studies for future generations in a conscious and sensitive manner.
- BinBin Scooters has been operating in Istanbul, Konya, Kayseri, Antalya, Samsun, Eskişehir, İzmir, Kocaeli, Bursa, Adana and Diyarbakır cities so far and it continues to extend its urban operations at a great pace.
- With its operation at Istanbul Airport, BinBin Scooters broke a new ground in the world by enabling utilization of scooters indoors to offer service to travelers at domestic and international lines.



# First Airport Micromobility Company in the World

Istanbul Airport 

NFC or Mobile App  
Payment Availability





# First Micromobility Company at Formula 1 Runway



TÜRKİYE CUMHURİYETİ  
CUMHURBAŞKANLIĞI

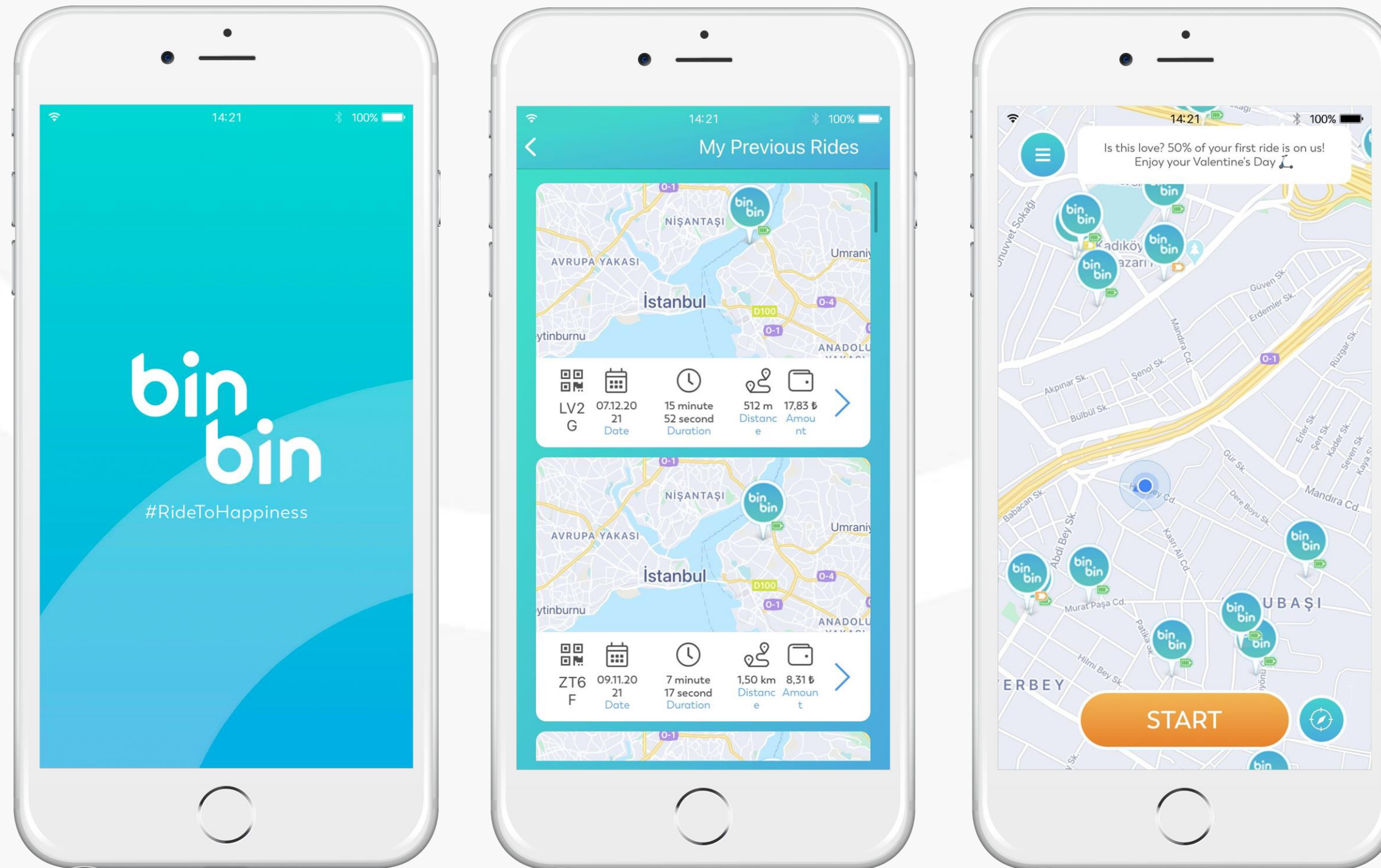




# BinBin Headquarters







# BinBin Scooters Mobil App

Downloaded for more than 1.175.216 times, BinBin Scooters app is;

Available on App Store, Google Play Store and Huawei App Gallery to present an enjoyable world to users thanks to a user-friendly interface and a design that intends to offer the best experience.



# Operations and Support Center

Devoted team offering the best service to users and due diligence is exercised in all activities.

The support center is **24/7** active to submit any question or notification by a message or a phone call.

Thanks to our Customer Experience team, we guarantee the exceptional customer assistance.



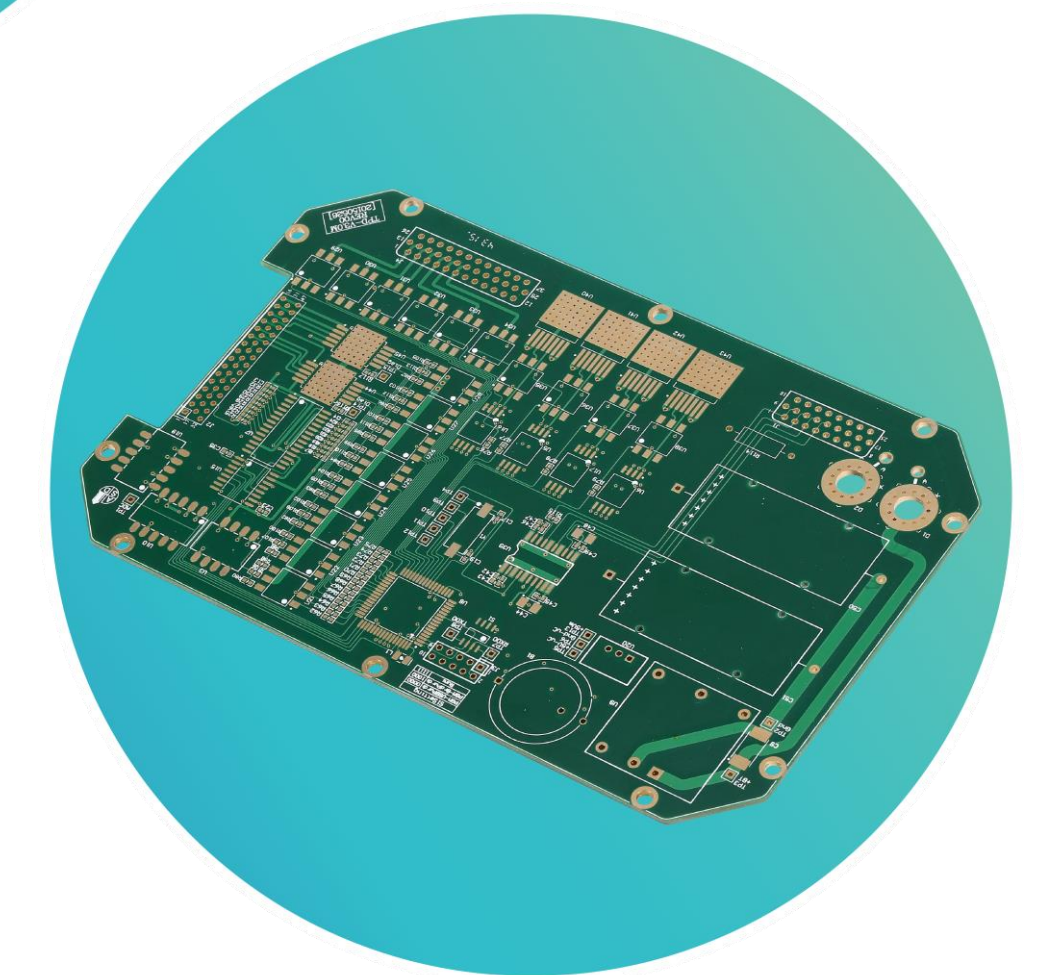
## RESEARCH & DEVELOPMENT

Studies are carried out in several areas including operations, payment method, performance improvement and new vehicle technologies.

The most convenient vehicle options are reviewed to meet the need for practical, affordable, and environment-friendly options for transport and all favorable options are integrated into the system.

Studies are carefully carried out on the basis of the outcomes of the tests implemented in the field and operational perfection is taken as a priority.

With the new improvements made on the scooter, the user experience and safety are maximized.





1

High performance and safe e-scooters

2

Local software and IoT

3

User-friendly interface

4

Riding modes for maximum efficiency

5

Live support 24 hours a day and 7 days a week

6

Category creator with advanced technology and data platform

7

Energy transition

8

Strong unit economics

## Why BinBin?



# Our Partners

Thanks to our local cooperation and promotions introduced all around Turkey, we not only offer electric scooter rent service but also various opportunities in several fields.





MARMARA  
UNIVERSITY



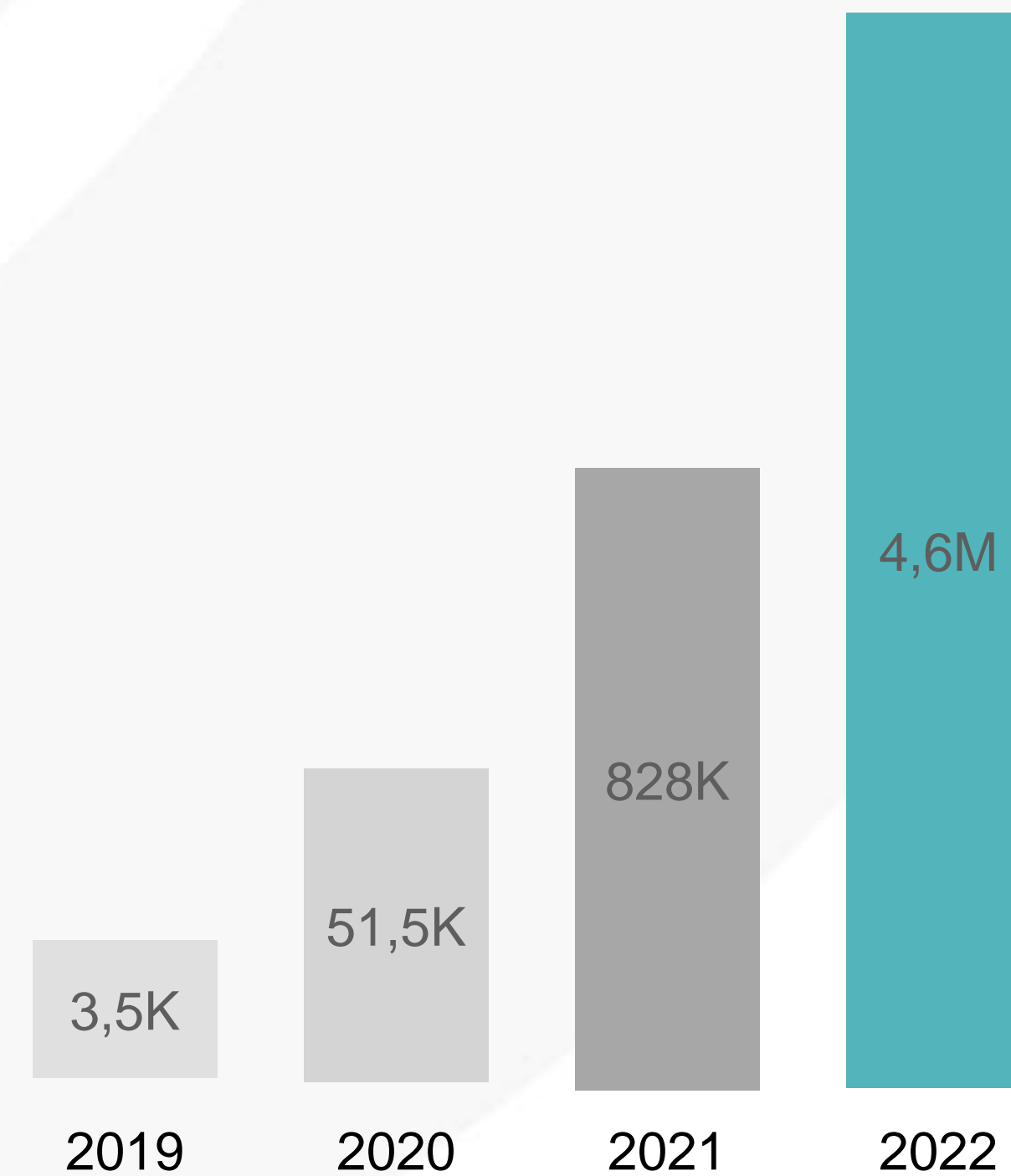


# Users and Data

Active users by year:

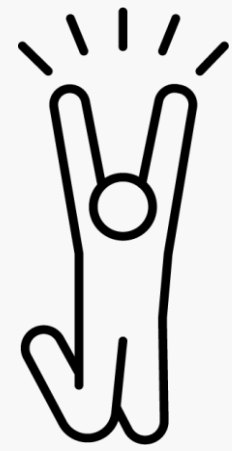
YEAR	ACTIVE USERS*
2019	3,5 K
2020	51,5 K
2021	828 K
2022 foresight	4,6 M

\*Active users = BinBin App downloaded and experienced at least once





# Target People



Funporters

16-25 aged youngsters.

- Who use e-scooters/micro mobility spontaneously for fun
- Who ride for pleasure (instead of bike or roller skates)
- Free spirits
- Communities



Better Life Seekers:

25-45 aged white collars, modern SMEs, freelancers who travel for business or pleasure.

- Early adopters (who follows trends, love to be first users of a technology, always look for the most innovative products)
- Who want to move faster
- Environment conscious



Routine Users

16-50 aged white collar, student, small business owners, regular or irregular mainly male urban travelers.

- Always-on user: regular users who put e-scooters/micro mobility in the center of their transportation need and use them in their daily routine.
- Short distance riders: people who have tried e-scooters/micro mobility at least 2-3 times and use them when needed.  
*(People who have already downloaded mobility applications and use them according to need)*





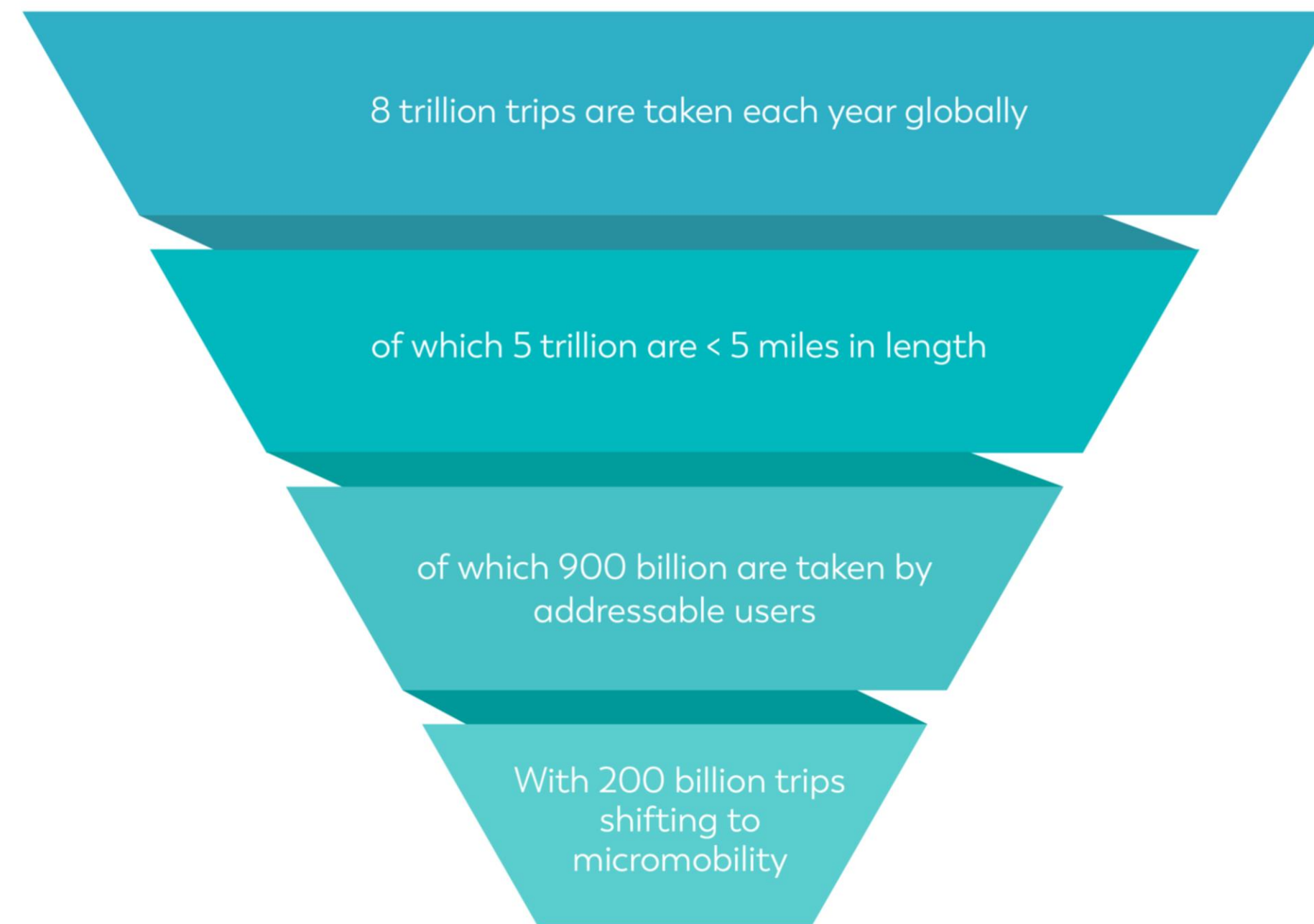




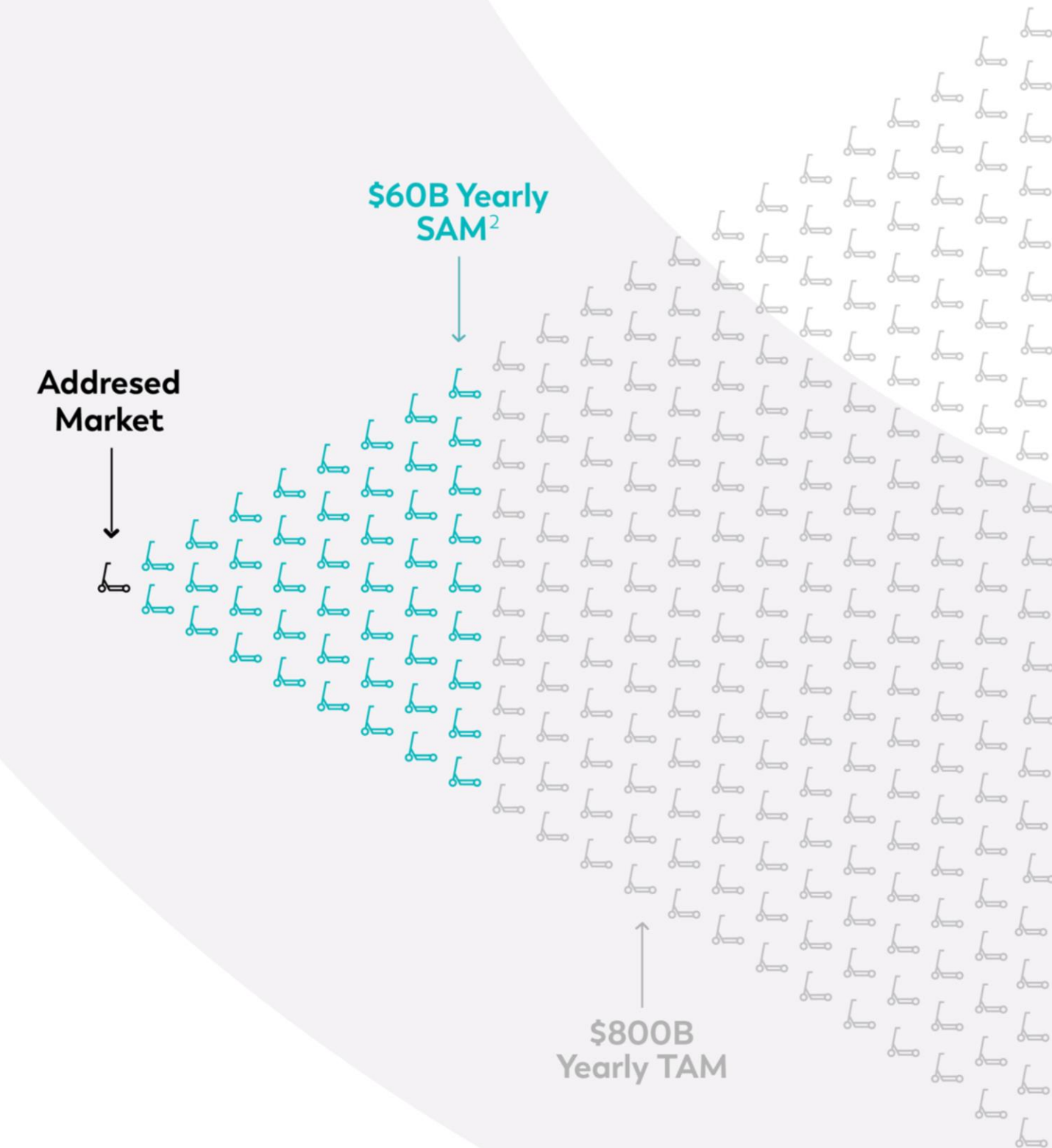


# Massive market opportunity with COVID accelerating penetration

## Total Addressable Market



resulting in a \$800B yearly revenue opportunity





# Covid spurred favorable regulatory changes

## HAARETZ

Tel Aviv plans to Double the City's Network of Bike Paths by 2025

## The Guardian

Milan Announces Ambitious Scheme to Reduce Car Use After Lockdown

## Bloomberg

Pandemic Has Spurred 930 Miles of New Bike Lanes in Europe

## REUTERS

New York City Legalizes Electric Bikes and Scooters Will Create e-Scooter Pilot Program

## REPUBLICWORLD.COM

Rome Creates Bike Lanes As Part Of Virus Measures

## STREETSBLOG

Oakland to Open 74 Miles of Streets for Walkers and Cyclists

## The Guardian

Electric Scooters to Get Green Light to Go on Britain's Public Roads

## Deutsche Welle

Coronavirus Pandemic Gives Cyclists More Road in Berlin

## THE NEW REPUBLIC

American Cities are Built for Cars. Coronavirus Could Change That.

## GOVERNING

Seattle Will Keep Some Streets Closed Even After Coronavirus





THANK YOU





**Website**

[www.binbinscooters.com](http://www.binbinscooters.com)

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