

He llo ,
Mis s i s s a u g a



About Bird Canada

Bird Canada Inc. is a “first kilometre / last kilometre” electric scooter and bike sharing company dedicated to bringing affordable, environmentally friendly transportation solutions to Canadian municipalities.

We are a Canadian owned and operated venture that provides—in conjunction with Bird Rides Inc. in the United States—electric scooter and bike sharing programs globally.

Bird is in over 350 cities worldwide. In Canada, we are currently active in 7 cities across Alberta and Ontario. We are excited to launch in several new cities across Canada in 2022.

Calgary
Edmonton
Okotoks
Red Deer
St. Albert
Ottawa
Windsor
Medicine Hat
Leduc



Our evolution as mobility pioneer

7.6



BirdZero

2018

BirdOne

2019

BirdTwo

2020

BirdThree

2021

BirdBike

2021



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Introducing Bird Three

Battery	36 V, 21.0 Ah 10S6P
Charge Time	5.8 hrs
Range	35 miles
Braking	Regen; Drum (front), disc (r)
Wheels	10" pneumatic
Top Speed	15 mph
Dimensions	47.7 in. x 19.3 in. x 46.8 in.
Lights	Front / Rear LEDs

Enhanced Lighting

Anti-Theft Encryption
Enhanced encryption keeps our riders safe and helps deter theft

Autonomous Damage Sensors
Self-reporting damage sensors and automotive-inspired diagnostic technology

Seamless Screws

Protection against injury and theft with no exposed screws

Puncture-Proof Tires
10" tires feature puncture-proof tech, higher traction, and decreased vibration.

Industry's Longest-Lasting Battery
Automotive-grade battery management system. Largest, safest, only operator with IP68 integrated battery

Tip Detection Technology

Throttle-Brake Interlock

Automatic safety actions to protect against accidentally holding the throttle.

Dual Wiper Throttle

Automotive-grade functional safety and guaranteeing absolute speed-control accuracy

Status Indicator

Dynamic Stability Control Steering (DSCS)

Stabilizes out-of-control, sudden or erratic movements, guards against unsafe turns or over-corrections.

Skid Detection

Only vehicle with skid detection technology to prevent improper riding behavior.

Performance

A rear motor gives Bird Three faster acceleration and more control in critical situations.

Anti-Tip Kick Stand

With a dual anti-tipping kickstand, this Bird stands on its own two feet.

Performance

AEB brings the vehicle to a stop in the event of a brake failure



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Smart Geofencing



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Geo- zone technology

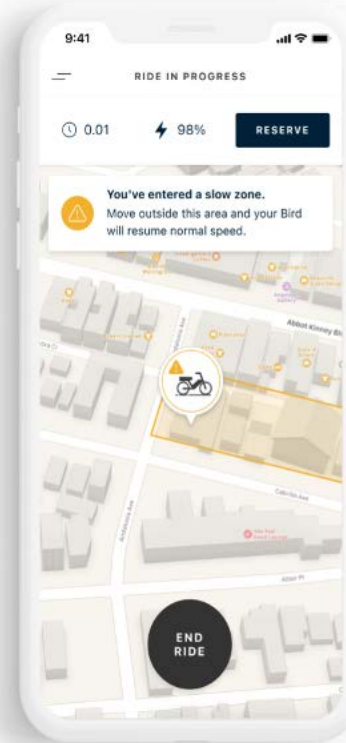
All vehicles are tracked with GPS.

When riders enter a designated geo- zone, vehicles follow set rules.

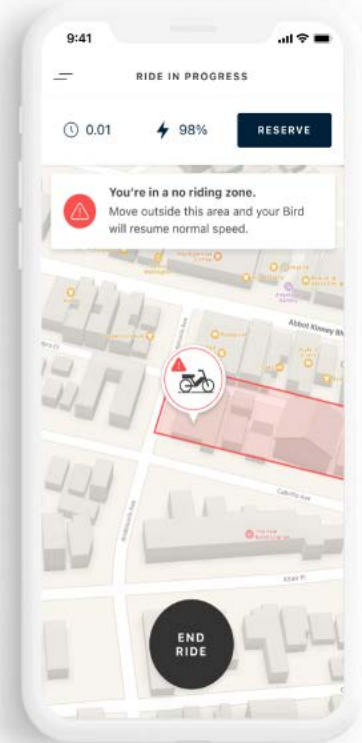
Vehicles will slow down or stop, and riders are notified by a vehicle sound and an in-app notification.

*Most Canadian cities have set scooters to a maximum of 20 km/h and slow down zones for highly pedestrianized areas of the City are generally set at 15 km/h.

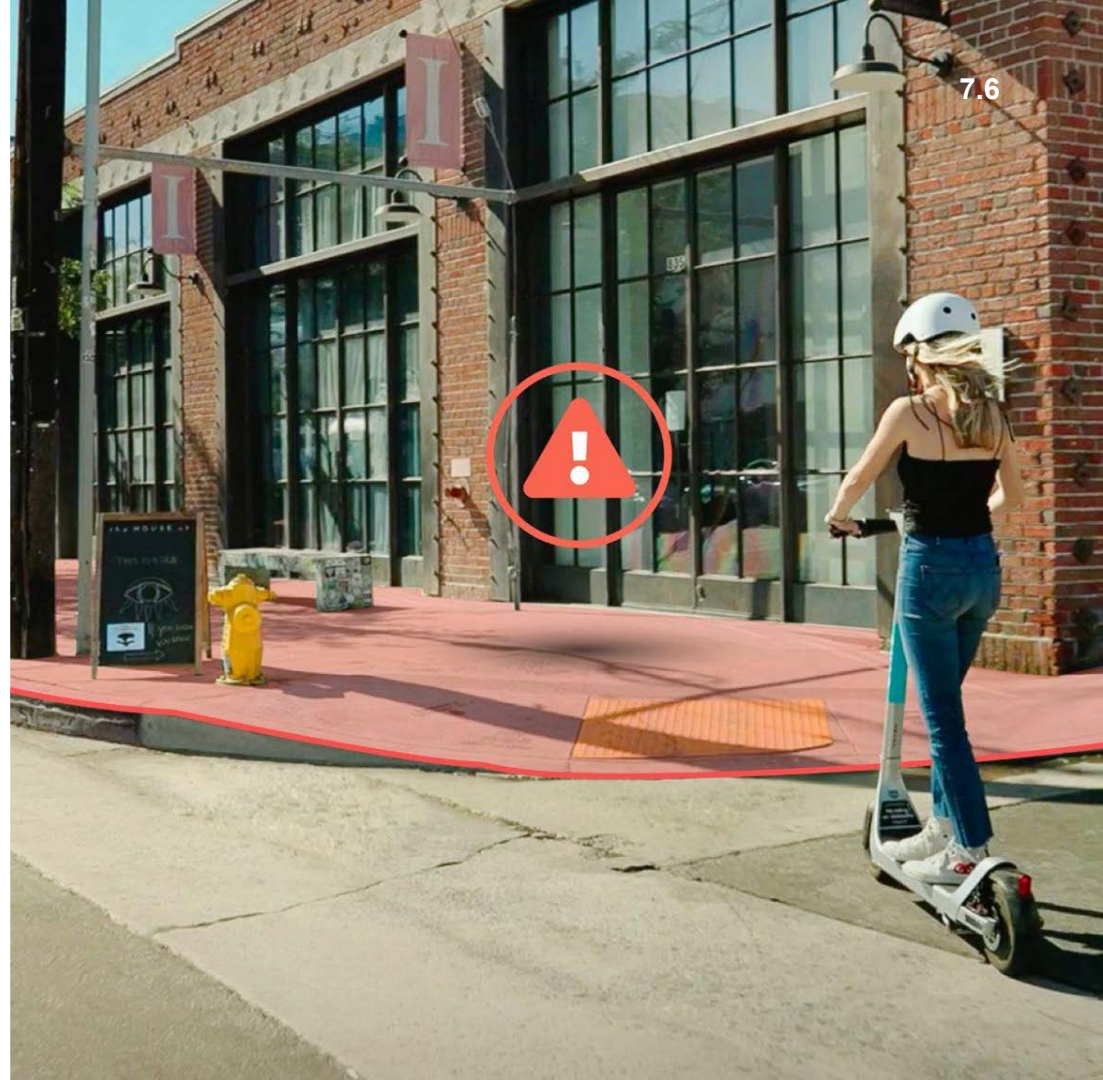
Slow Zone



No Ride Zone and/or No Park Zone



Smart Sidewalk Protection



Sidewalk Riding Detection

GPS can create blind spots, making it difficult to detect riding on sidewalks and hard to stop as it's happening.

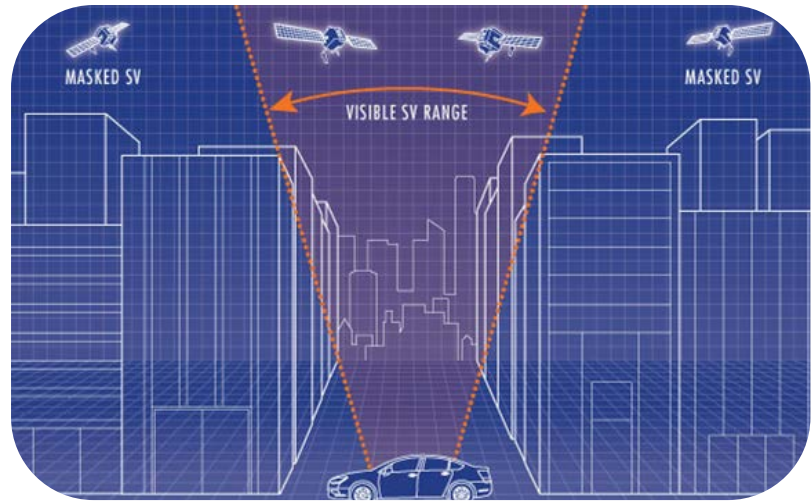


Introducing: The Sensor Fusion Microchip

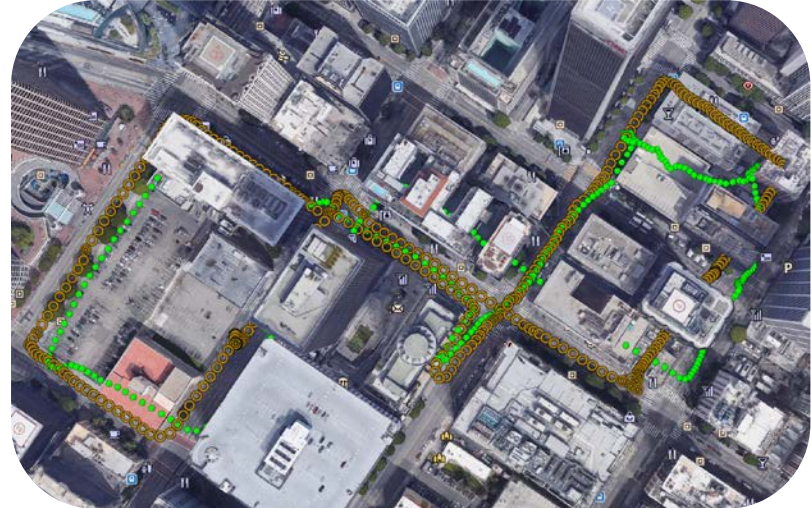
Bird uses a proprietary microchip which fuses real time data about the vehicle (e.g. wheel speed, turning history), with GPS signals to provide richer, more robust vehicle location information and position.



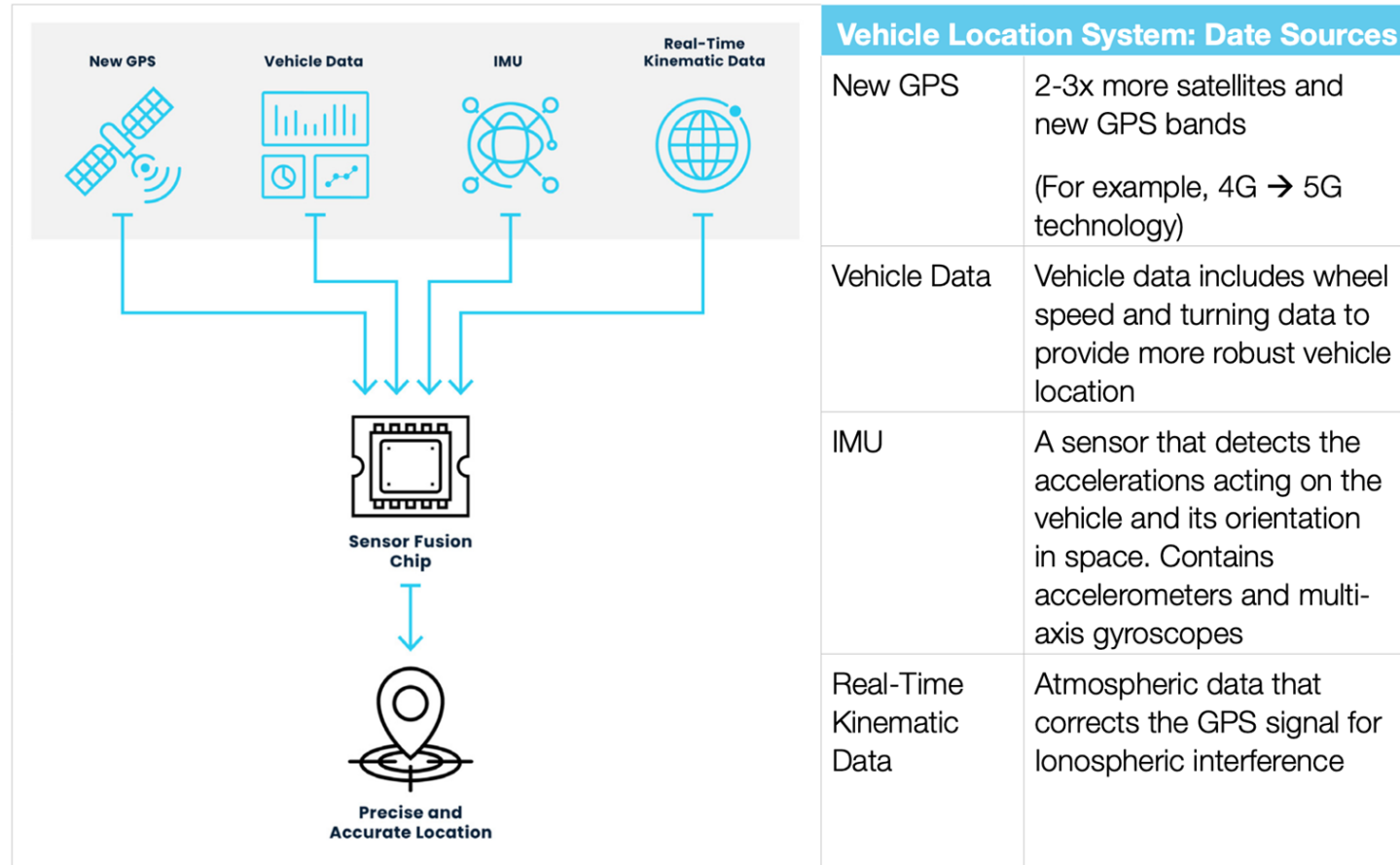
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We slow down faster

Cloud delays from GPS data make it difficult to enforce geozones – We have a solution.



All New: Advanced Vehicle Location System

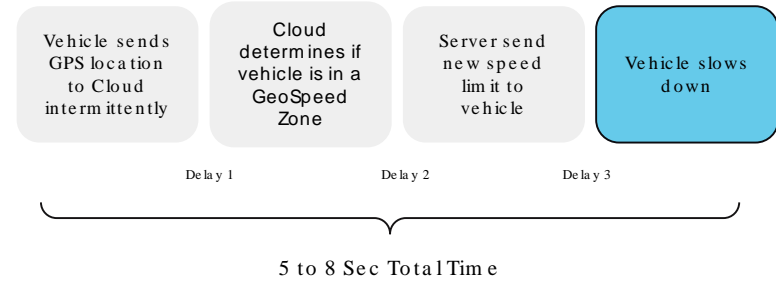
Our **Vehicle Location System** (VLS) combines downloaded map data with real-time data processing to speed up reaction time up to 4x standard technology.



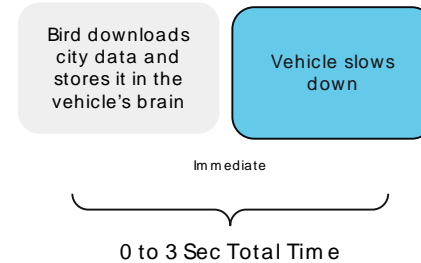
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Standard Technology

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Bird's Geospeed Technology



Parking Strategies

Image of parked e-scooters in
street furniture zone of a sidewalk





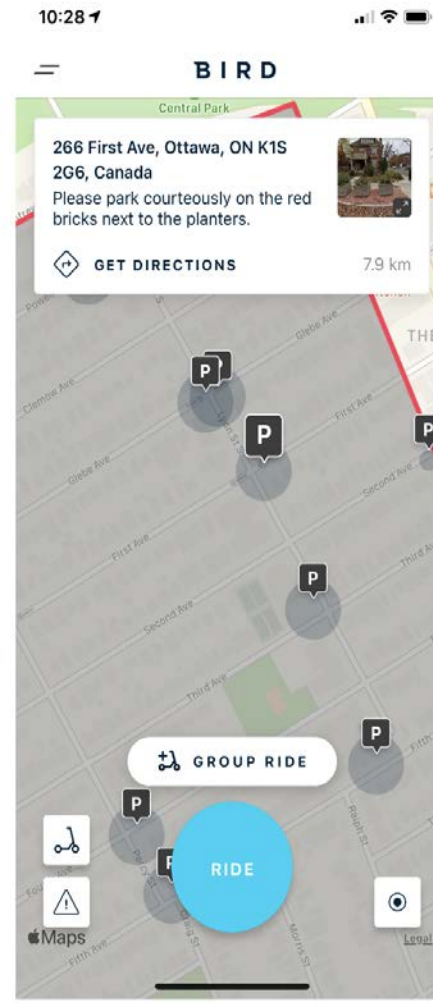
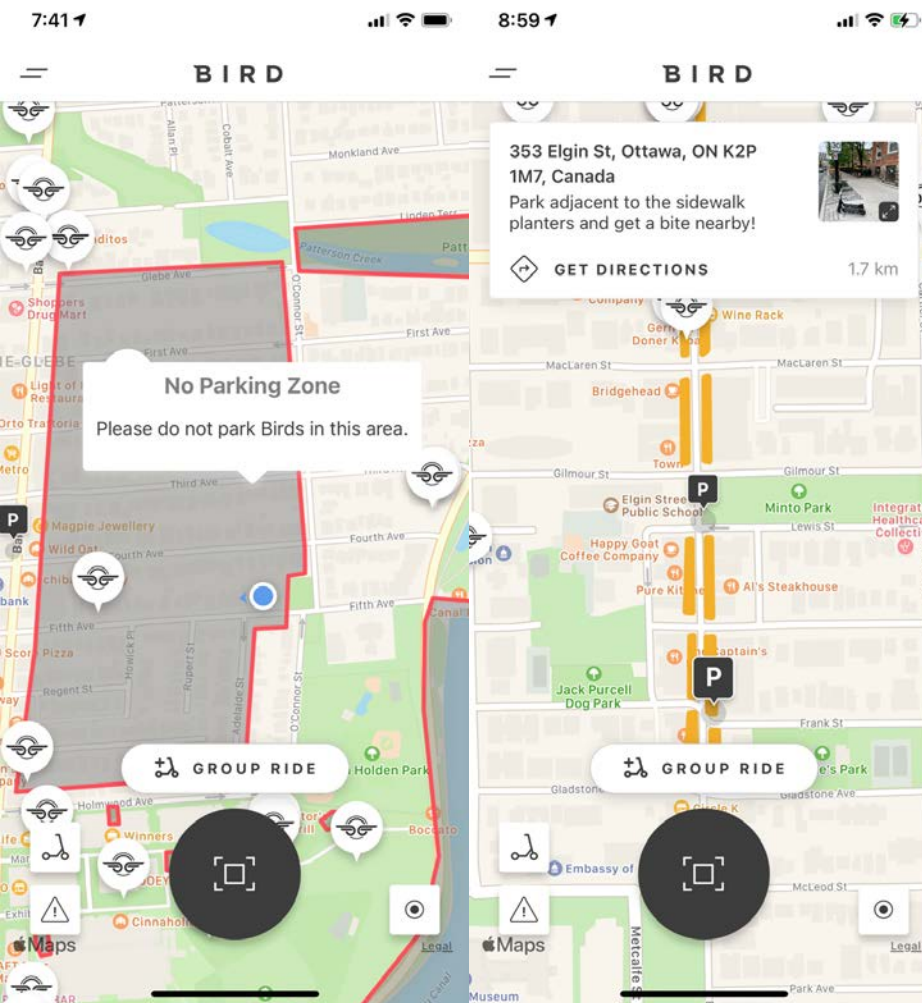
Municipalities across Canada permit street furniture zone parking (areas of the sidewalk that do not block the pedestrian thoroughfare).

Canadian municipalities have then subsequently "layered" on or added additional parking options to the general "street furniture" parking model.

E-scooter riders can still park in the street furniture zone of sidewalks but in key areas of the City, additional parking options exist to improve proper parking outcomes.

Images of parking for e-scooters in Canadian cities: street furniture zone parking, painted box with/without bollards on sidewalk/road, and a moveable mat for e-scooter parking





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No Parking Zones + Preferred Parking

Preferred parking spots have no physical infrastructure but can be added to e-scooter company apps to direct riders to park in "preferred" areas of the City.

These preferred parking spots are not mandatory for a rider to use but supplementary to permitted street furniture zone parking - they are designed to assist riders make better parking decisions in key areas of a city and can be incentivized to encourage use through credit on a future trip.

Screenshots of images from e-scooter company app showing no parking zone, and preferred parking spots shown in app with "P"

E- scooter Rider / Public Education



Calgary

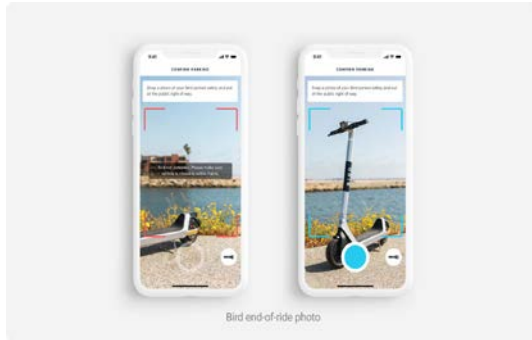
Uniformed Bird Canada staff physically patrols on foot key areas of the City identified in collaboration with City staff. To date, **Bird Canada's Safe Streets Team** has had thousands of conversations and interactions with local riders to educate them on local rules in cities in which we operate.

- ✓ Providing residents an opportunity to test ride an e- scooter at no cost
- ✓ Educating residents on safe and responsible riding including local rules like no sidewalk riding in Ottawa
- ✓ Free helmets given away to local residents



Ottawa

Parking of e- scooters

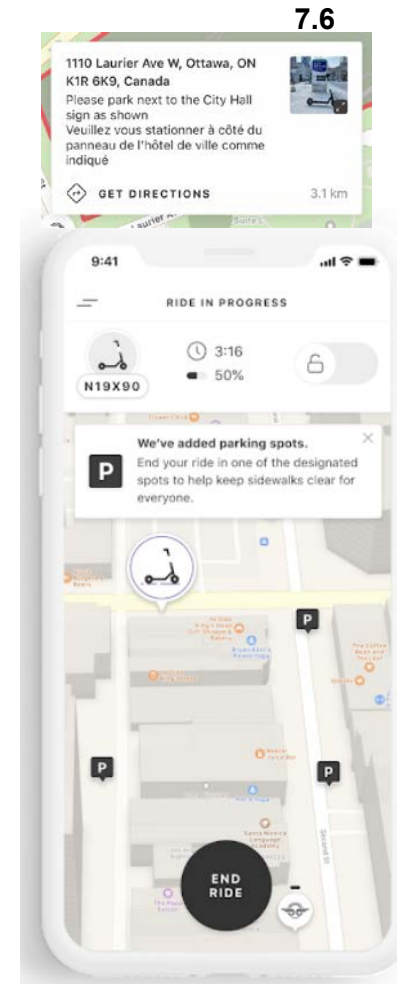


Ottawa

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- ✓ In-app rider education
- ✓ Safe Street Patrols by Bird Canada staff
- ✓ “Preferred Parking” spots with incentives (these are located digitally in-app with instructions for how to locate and park with financial incentive to encourage good parking)
- ✓ Some cities provide supplemental Designated Parking spots that are located throughout the City (i.e. painted box, mat, etc.).
- ✓ End of Ride photos
- ✓ Geo-fencing for no-park zones
- ✓ Warnings, fines, suspensions by Bird Canada for misparking.

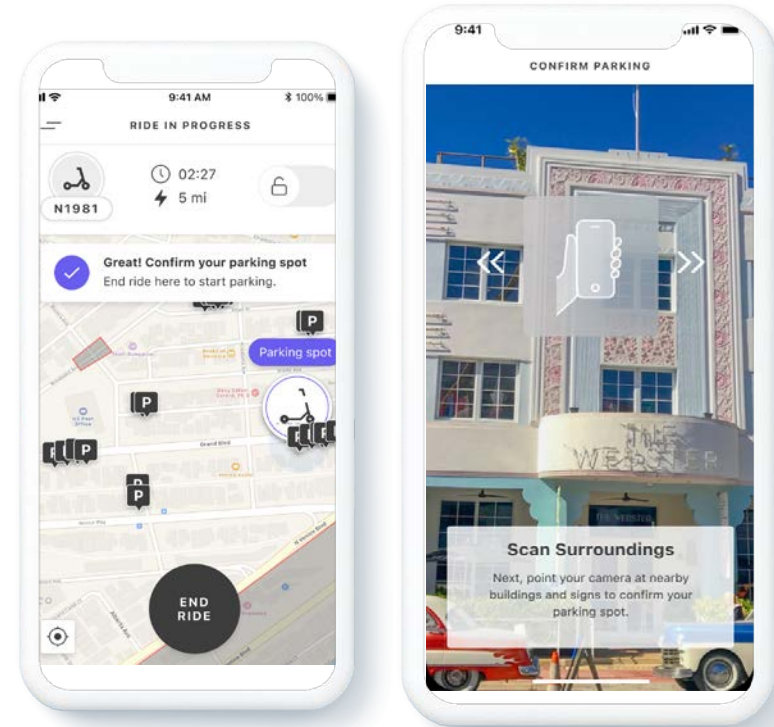


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Virtual Docks

Virtual Docks use a camera positioning system to verify when a vehicle is parked in a permitted area.

Intelligence software augments GPS Data with video captured by riders prior to parking to confirm the vehicle is parked in an approved location, or **Virtual Dock**.



Images of e-scooter company app showing instructions for parking via “virtual dock”



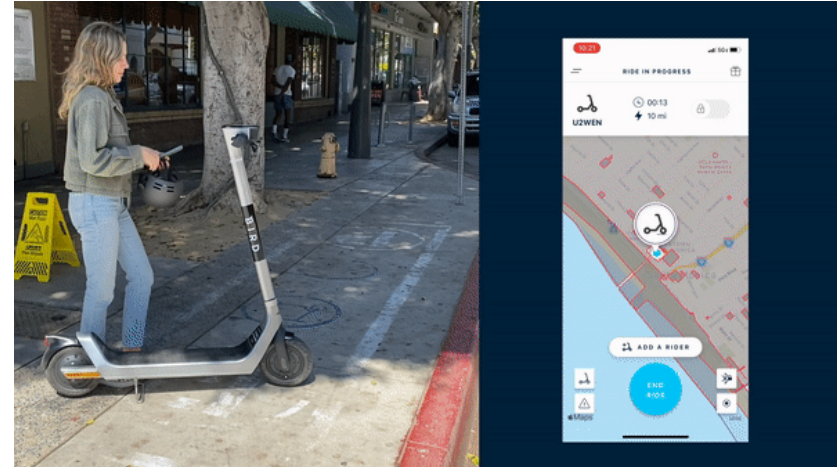
Virtual docking stations

Virtual Docking Stations

A high-tech solution to complement infrastructure gaps

In cities with less space for physical parking stations, Virtual Docking solutions exist to augment infrastructure gaps that is powered by computer vision and personal smartphones.

A solution like this can work in conjunction with the general street furniture zone parking model.



Virtual Docking

Videos of “virtual docking” technology for e-scooter parking

Ottawa 2021 Lansdowne E-scooter Technology Demo

Sidewalk Riding Prevention

Virtual Docking Stations

Results: Lansdowne E-scooter Tech Demo

Sidewalk Riding Prevention: 98.8% of rides on a sidewalk were slowed down and prevented by our anti-sidewalk riding technology.

Precision AI-Verified Parking: 100% compliance with parking under this technology. (36 parking attempts outside of a designated virtual corral were attempted and not accepted by the technology. Each of the riders eventually ended the ride inside the virtual corrals. These riders followed the on-screen guidance to move the e-scooters towards a virtual parking corral and did so in order to finish their ride).



Lansdowne Park, Ottawa

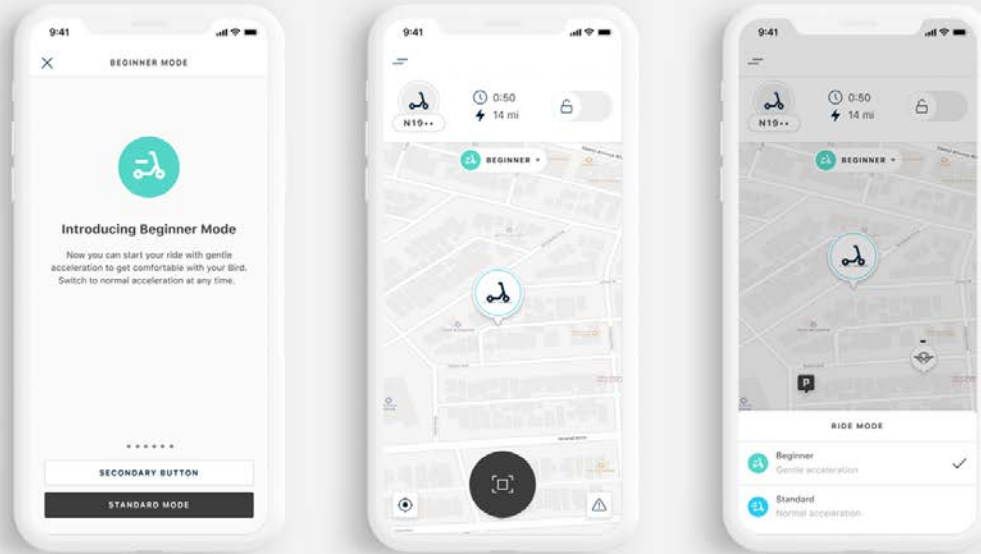
Images of parked e-scooters at Lansdowne Park in Ottawa





Safety First

Beginner Mode



Bird Beginner Mode

Beginner Mode automatically **softens** a Bird scooter's acceleration, allowing riders to **slowly work their way up** to full speed.

This can be mandated for first # of rides and at a lower maximum speed.



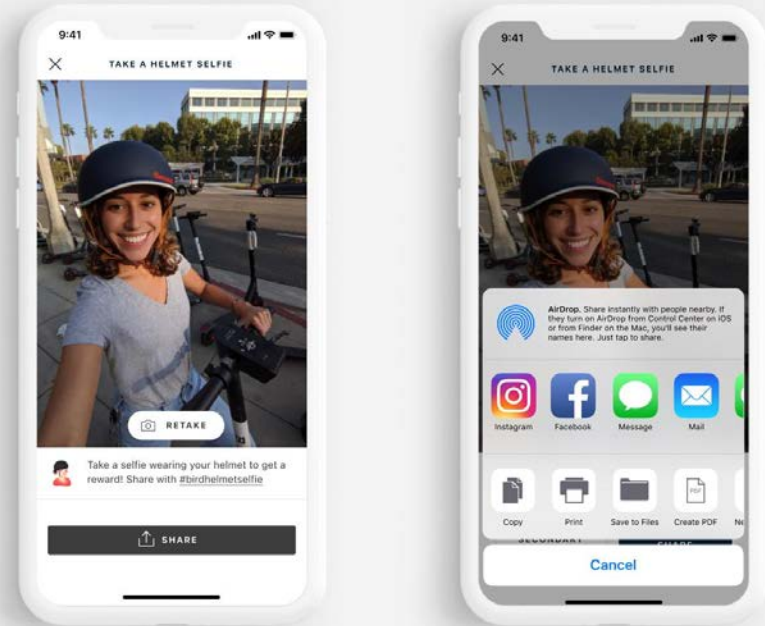
Helm et Selfies

Riders are asked to **take a selfie**.

Riders who demonstrate helmet usage will receive **incentives** such as future ride credits.

AI can also be used to verify personal helmet usage or usage of shared helmet attached to e-scooter.

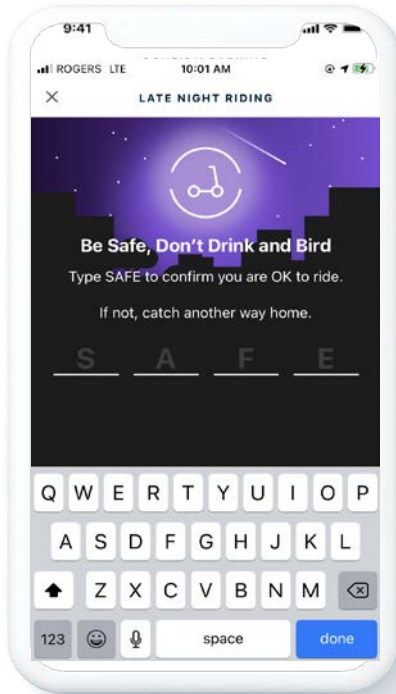
Riders can also share their selfie via social media and include **#BirdHelmetSelfie** to help promote broader adoption and use of helmets.



Bird Helmet Selfie



Safe Start



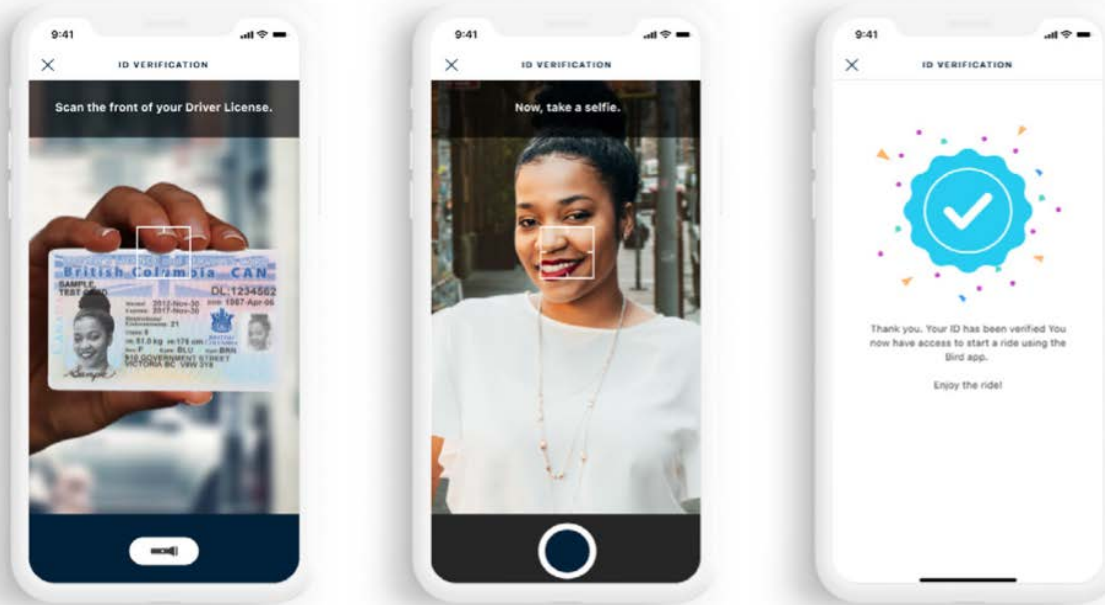
An in-app checkpoint, Safe Start is **designed to discourage** people from riding under the influence.

During late night hours, riders attempting to unlock an e-scooter are asked to verify that they can safely ride by correctly entering a keyword into the app.

Those who are unable to type the keyword correctly are encouraged to choose an **alternative method of transportation**, such as a taxi or ride-hailing service.



ID Verification



Bird in-app ID verification

Bird has zero tolerance for underage riding.

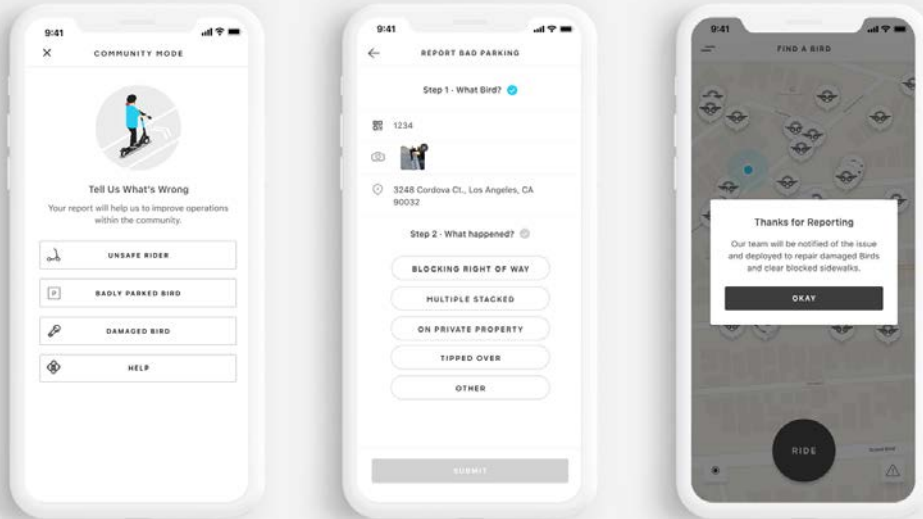
In advance of a new account unlocking a vehicle, an **ID verification** will be completed to verify the rider's age through the Bird App.

Users can provide driver's license, provisional driver's license, passport or other forms of identification.

A **selfie** is also used to ensure that the ID is truly belonging to the rider using it.



Community Mode



Bird Community Mode help center available to both riders and non-riders

Community Mode is an in-app reporting feature that allows anyone - whether or not they ride Bird - to **report instances where a Bird is parked improperly, damaged, etc.**

These reports help us take appropriate action such as deploying staff to reposition or remove a vehicle, or taking further disciplinary action as needed.



Accessibility



General Accessibility

APP ACCESSIBILITY

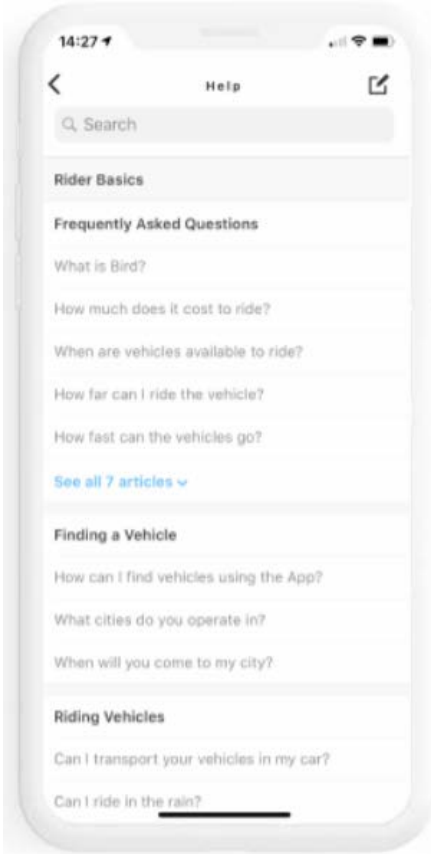
- **Micro-mobility company apps are accessible and compatible with screen readers.** It offers voiceover support for both iOS and Android users, on-page navigation, captions and text alternatives to images, and closed captioning for all videos.

WEBSITE ACCESSIBILITY

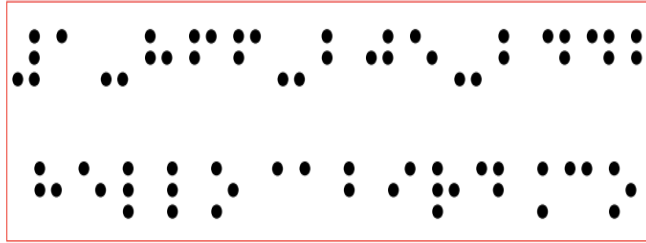
- Micro-mobility company websites adhere to accessibility standards.

PHONE SUPPORT SERVICE

- Staffed, toll-free customer service line (1-866-205-2442) provides support 24 hours a day, 7 days a week. Translation services are available in dozens of languages, including Spanish, Polish, Korean, Arabic, Hindi and Mandarin.
- It also **accommodates TTY relay services.**

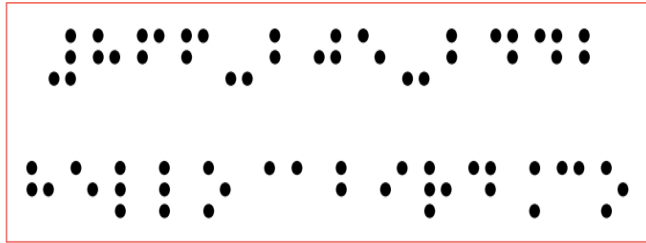


Braille/Raised Lettering & Sound Emission



1-866-205-2442

hello@bird.co



866-205-2442

hello@bird.co

Image of Braille of e-scooter company customer service contact information

Braille and Raised Lettering

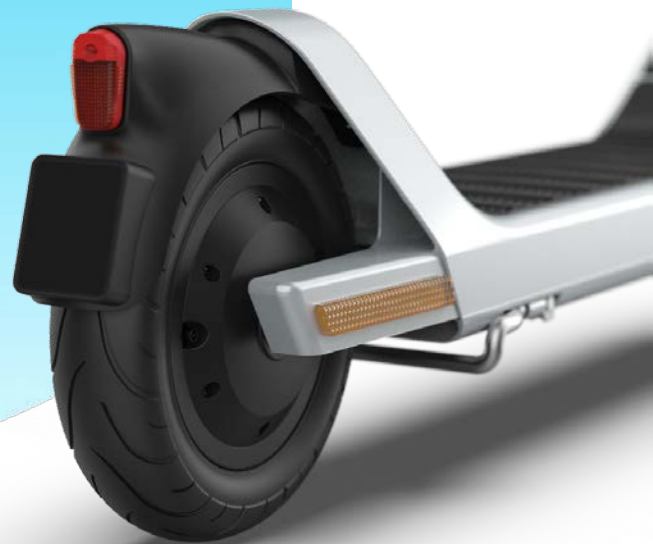
- Micro-mobility companies have worked with accessibility groups and advisory committees across Canada
- Braille and/or Raised Lettering can be placed on e-scooters

Sound Emission

- Sound emission technology was piloted on e-scooters in Ottawa in 2021 and can be deployed to warn visually impaired of approaching e-scooter.

Accessibility Concern	Response	7.6
E-scooters are too fast	<ul style="list-style-type: none"> • Cap top speed at 20 km/h / e-scooters have speed governors • Geo-fence slow down / no ride zones 	
E-scooters are too quiet	<ul style="list-style-type: none"> • Mandate noise emission while in service 	
E-scooters are hard to see	<ul style="list-style-type: none"> • Mandate high contrast colouring + reflectors • Province already mandates lights (front & rear) 	
E-scooters may be ridden on sidewalks	<ul style="list-style-type: none"> • Mandate anti-sidewalk riding technology on key sidewalks 	
E-scooters may be misparked	<ul style="list-style-type: none"> • Mandate parking solution(s): no park zones, in-app “preferred parking zones, or “lock-to” e-scooters, etc. 	
E-scooters are hard to report	<ul style="list-style-type: none"> • QR Code reporting and/or in-app reporting available • Braille and/or Raised Lettering on e-scooters • Customer support available via TTY relay service 	
E-scooters can't be enforced	<ul style="list-style-type: none"> • Daily “Safe Street” patrols by e-scooter company staff • Mandate 15 minute response times by e-scooter company • “Licence plates” on e-scooters / fines & bans enforced by company 	

Thank you.



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