



CSR Report 2024

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“Our core business has evolved into something bigger.”

Welcome to the 2024 CSR report for Bike Mobility Services (BMS). This year, we continued our journey of strong growth, new horizons, and a deepening commitment to our mission: inspiring and empowering as many people as possible to choose cycling.





At BMS, we believe cycling should be accessible to every employee. I'm thrilled to see how our core mission has evolved into something even bigger: making cycling available to all.

Our growth is powered by the shared passion, energy and dedication of our people, customers, and dealer partners. A special highlight in 2024 was our new bicycle racing sponsorship of Team Visma | Lease a Bike, putting our passion for cycling front and center. We are also excited to have expanded our international reach, launching our first operations outside Europe in the United States and preparing for our entry into France.


In 2024, we have significantly accelerated our approach to corporate social responsibility: in addition to a CSR ambassador, every BMS company now has a "green team" actively driving local initiatives with creativity and enthusiasm. It gives me great pride that this progress

comes from the country teams themselves – colleagues from every department, in every country, are helping to shape our role in their communities.

We are most effective when each BMS company develops its own CSR approach, tailored to local needs and opportunities. Our central office provides guidance and coordination, but the real energy comes from our local teams. This balance allows us to build strong and meaningful partnerships (like those with SOS-Kinderdorf, Freedom to Bike, Mobiel 21, and Stichting Leergeld) and to unite the group internationally with initiatives like Bike to Work Days, with every company supporting a local charity of their choice.

While our business proudly supports sustainable mobility, we know there is always more to do. We remain committed to further reducing our environmental footprint, from preferring train travel and EVs to using renewable energy, while working toward ISO certification and deepening our CSR insights.

**Looking ahead,
I cannot wait to see
how we will continue to
broaden our impact,
both within our own
ecosystem and through
projects that benefit
society as a whole.
Together, we are
building a more
sustainable, healthy,
and inspiring future.**



Ward Matser
Managing Director BMS

About BMS

At Bike Mobility Services – or BMS, as we like to call ourselves – we’re passionate about making mobility more sustainable. As part of Pon, we’re focused on developing affordable, future-ready bike leasing solutions for employers and employees.

More than 600,000 cyclists at over 65,000 companies rode with us in 2024, thanks to our fully digital platform and our network of thousands of dealers and service partners. Our growth is fueled by the dedication of our people and partners as we continue to expand internationally – with strong roots in Austria, Belgium, Germany, the Netherlands, and Sweden, and with recent expansion into the United States and operations in France starting in 2025.

Sustainability plays a central role in how we work, powered by a young and international team that’s eager to make a real difference. We believe in taking responsibility for the long term and are always looking for new ways to contribute in our communities – whether that’s through creative partnerships with NGOs, local outreach, or inspiring ideas from our colleagues.



Bikes, of course, are at the heart of our story.

But we also know they’re just one part of the bigger picture when it comes to the future of mobility. That’s why we’re continuously learning, adapting, and broadening our view – working closely with partners, customers, and communities to create lasting change.

Operating independently, BMS is part of and supported by Pon Holdings, a leading international transportation and mobility group. As we continue to grow, Pon generously shares its extensive expertise and resources to help us strengthen our organization and maximize our sustainability impact. In addition, our joint venture with Volkswagen Financial Services expands our reach and capabilities, combining strengths to bring innovative mobility solutions to even more people. Within BMS, each company is encouraged to shape its own approach to CSR, tuned to local needs and opportunities. This blend of shared vision, experience, and local initiative is what helps us build strong partnerships and inspire positive change – making cycling accessible, enjoyable, and meaningful for everyone.

Our companies

Bike Mobility Services brings together eight European companies operating under four different labels.

8

companies

4

different labels



Lease a Bike makes cycling easy, accessible, and more sustainable for employers and employees across Europe. Our digital platform, tax benefits, and strong dealer networks empower companies to offer bike leasing while supporting meaningful social and environmental initiatives in every European country we operate in.

Austria

Lease a Bike Austria is gradually embedding corporate social responsibility into its business strategy, driven by a dedicated green team. The team focuses on building partnerships for social inclusion, fostering employee well-being, and continuously improving its sustainable operations.

Belgium

Our labels Lease a Bike and B2Bike are committed to responsible mobility, employee well-being, and impactful partnerships. With a strong focus on environmental stewardship via their local capabilities to offer remarketing and leasing of refurbished leasebikes.

Germany

Lease a Bike Germany has prioritized a highly transparent, locally engaged approach. The team emphasizes diversity, equity, and inclusion, while building partnerships that strengthen community ties and environmental responsibility across its extensive dealer network.

Netherlands

Lease a Bike Netherlands is committed to circularity and community engagement. Newly ISO-certified, the team's priorities include supporting equal access to bikes for children, fostering local partnerships, and embedding sustainable, people-focused practices throughout the organization.

Sweden

Lease a Bike Sweden is a fast-growing, ISO-certified team focused on social inclusion and active mobility. The organization works closely with dealer partners nationwide to make cycling accessible to newcomers, while nurturing a collaborative and health-oriented team culture.

BusinessBike is one of Germany's leading company bike leasing providers, offering flexible choice and effortless access to healthy, sustainable mobility. They support social impact by donating bikes to children's organizations and NGOs, making a difference for communities while enabling employers and employees to ride with purpose.

Movelo delivers tailored e-bike fleet solutions for businesses, property managers, and tourism operators in Germany and Austria. With flexible leasing, full-service support, and a digital platform, Movelo enables sustainable mobility. They also plant trees (one for every 250 km ridden and one per contract bike per year), supporting a more sustainable future for employees, guests, and residents.

2024 at a glance

Our locations (in Europe)



15

community
partnerships

90%

of all locations use
renewable energy

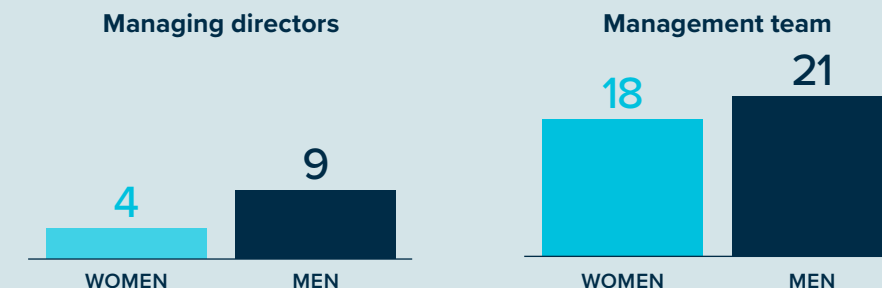
65%

of all owned vehicles are
already electric or hybrid

Average age (per company)

35.4

Management (in numbers)

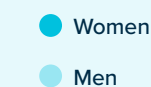


Employees (in numbers)

413



Gender ratio (in numbers)



CSR strategy

Our international companies operate with real independence, yet we are united by a shared CSR strategy. This common approach guides our activities and strengthens our vision of cycling as a smart, sustainable mobility solution for today and tomorrow.



Mission and vision

The shared BMS mission and vision are at the heart of our strategy and actions.

Our mission

We want to inspire as many people as possible to choose cycling, for their daily commute and for everyday rides. Through our bike-leasing platform and sustainable outreach initiatives and partnerships around cycling, we aim to contribute to a more sustainable, more equitable future for society and our planet.

Our vision

With our ecosystem of inspired colleagues, ambitious customers, and committed partners, **we work today to build a better world tomorrow.** We believe that the diverse interests of individuals, businesses, society, and the environment can be aligned through cooperation and shared ambition.

SDG inspiration

BMS's CSR strategy is inspired by the United Nations Sustainable Development Goals (SDGs). To guide our initiatives and help us shape a positive future for people, society, and the planet, we focus especially on seven SDGs that align closely with our ambitions.

By targeting our efforts, we keep our actions focused and work together to create solutions that truly matter.



CSR goals

We recognize that society's needs and expectations are always evolving. That's why at BMS, we keep a close eye on societal and CSR trends, ensuring that our strategy and initiatives remain relevant and impactful.

These goals are rooted in the BMS Pledge, our joint statement of ambition and responsibility, introduced in 2022 and embraced by all BMS companies. We continuously monitor our sustainability efforts and publish progress on our websites. Based on these findings, the Pledge and our goals are reviewed and updated regularly to reflect our aspirations and the changing world around us, with the next revision planned for 2025.

Our CSR strategy is built around three concrete goals:



Empowering sustainable mobility by making cycling accessible to as many people as possible



Reducing our environmental footprint through responsible operations and initiatives



Investing structurally in our employees, supporting their growth, well-being, and workplace inclusivity

Three pillars

At BMS, our CSR strategy is built on three pillars: society, planet, and people. These pillars guide how we shape, steer, and measure our impact, both as a group and within each company.



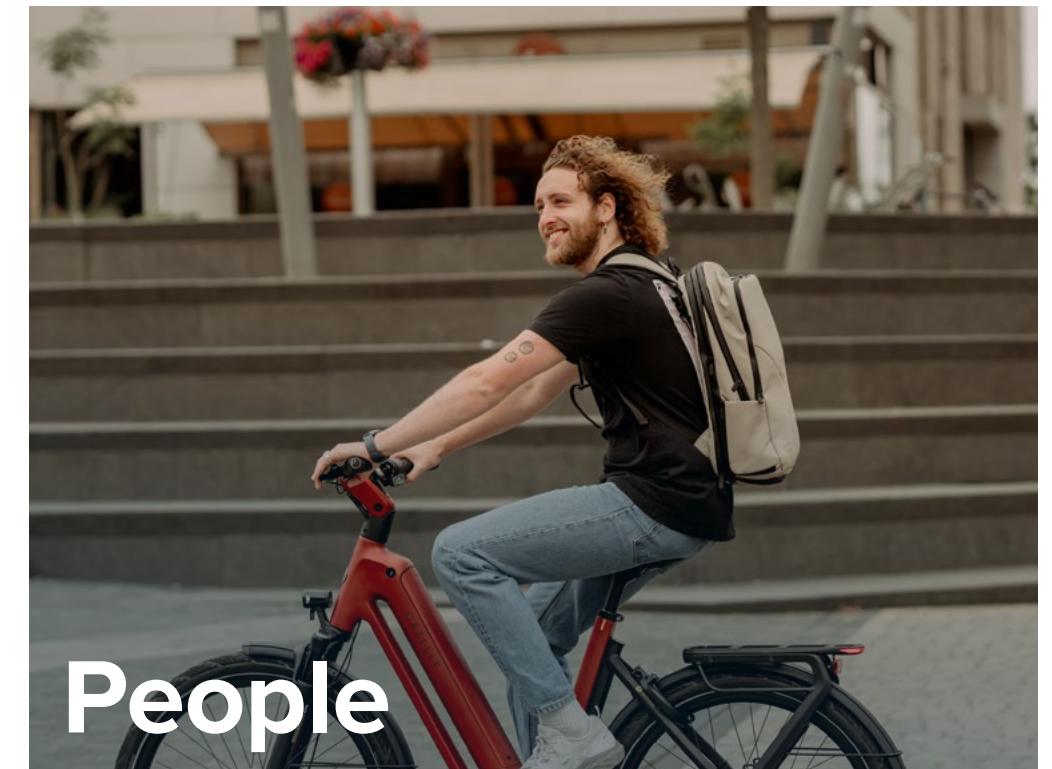
Society

We believe everyone should have access to sustainable mobility. By working with partners and communities, we help make cycling possible for all – supporting inclusion, safety, and new initiatives that create real societal benefits.



Planet

We're dedicated to reducing our environmental footprint. Through transparent reporting, renewable energy, and sustainable initiatives, we keep raising our sustainability standards and move step by step toward a cleaner future.



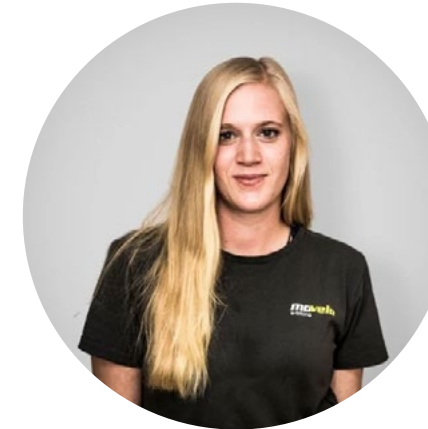
People

Our people drive everything we do at BMS. We actively invest in their well-being, growth, and an inclusive culture, encouraging local leadership and empowering our teams to thrive and create meaningful change together.

Meet our **dedicated CSR team** – made up of sustainability ambassadors from BMS and all eight companies.



Anne
Lease a Bike Germany



Eva-Maria
Movelo



Faber
Lease a Bike Belgium



Jean-Marc
BusinessBike



Jennifer
Lease a Bike Netherlands



Joyce
Bike Mobility Services



Laura
Bike Mobility Services



Magdalena
Lease a Bike Austria



Marlen
BusinessBike



Nicklas
Lease a Bike Sweden



Rosalie
Bike Mobility Services

With 11 CSR ambassadors we unite all BMS companies to turn shared sustainability goals into action.



>€110K 

Donated to social causes

As part of our collaborative CSR approach, BMS companies contributed over €110,000 euros in 2024 to support a range of social initiatives. These donations reflect our shared commitment to creating positive impact beyond our business - empowering local communities and advancing global well-being.

Our CSR strategy is a shared effort, supported across every company within BMS. As our organization grows and becomes more professional, our dedicated CSR team – made up of sustainability ambassadors from BMS and all seven companies – plays a key role in guiding our ambitions and driving progress.

This team develops new initiatives, monitors our activities, and ensures our approach stays creative, relevant, and increasingly effective. Each month, our ambassadors come together digitally to work on our goals, share insights, and learn from each other.

The international CSR team also connects closely with the local sustainable teams introduced throughout 2024, who bring fresh ideas and energy from every part of the business. By collaborating in this way, we make sure local initiatives are aligned with our group-wide ambitions and that everyone benefits from shared expertise.

As BMS continues to evolve and professionalize, this collaborative approach helps us translate our passion for a better world into targeted CSR choices and tangible results – turning our sustainable ambitions into action, every day.

Society

“Opening the world of cycling
opens doors for everyone.”



At BMS, we believe **cycling should be for everyone** – not just our customers and their employees, but for all people in the communities we serve.

Our mission has grown from enabling sustainable mobility for companies to actively working toward a more inclusive, healthier society. This spirit comes to life in initiatives like our Bike to Work Days – held at different times in different countries, but often around World Bicycle Day (June 3) – where employees, customers, and partners ride together to raise funds for charitable organizations. We also reach new audiences through our sponsorship of the Team Visma | Lease a Bike professional cycling team, spreading our message and passion for cycling far and wide.

Every day, together with colleagues across all BMS companies, our CSR teams are deeply engaged in developing and expanding meaningful outreach initiatives. We're also working to build more partnerships with local organizations, aiming for long-term relationships that truly make a difference.

How we contribute to our communities

Our CSR activities under BMS's Society pillar reflect several societal themes that are very important to our people:

- Expanding access and opportunity**
 We work to make cycling and healthy mobility accessible to people who face barriers, whether financial, social, or physical. This includes donating bikes, supporting cycling education, and partnering with organizations that help children, families, and marginalized groups participate fully in society.
- Empowerment and inclusion**
 Our outreach partnerships help to empower individuals and communities by building skills, confidence, and social participation. We support youth development, social employment, and inclusion of people with disabilities or those at risk of exclusion, supporting equal opportunities and active engagement.
- Community health and local engagement**
 Through our collaborations, we promote physical and mental well-being, safe and active lifestyles, and stronger communities. By working with local NGOs and encouraging employee involvement, we support grassroots initiatives that improve public space, foster social connection, and respond to social needs.



Spotlight: two of our longtime partners



“It’s about more than just mobility.”



SOS-Kinderdorf

[→ website](#)

SOS-Kinderdorf has been supporting children and families for over 70 years, working to create stable, caring environments where children can thrive. Their mission goes beyond caring for children without parental care: it includes strengthening families as a whole, helping them build healthier relationships and more secure futures. For many children, this also means having the freedom to explore the world by bike. Through long-term partnerships, several BMS companies support SOS-Kinderdorf’s efforts by donating bikes and contributing to programs that promote active, connected, and confident childhoods.

Erwin Roßmann, Director of SOS-Kinderdorf Vienna:

“We are always delighted to cooperate with Lease a Bike and their partner Benthos. They have given us great support in recent years with bicycles for the children we look after, as well as high-quality locks and helmets. They also made the everyday work of our social workers a little easier by donating unisex Kalkhoff bicycles. We would like to thank them and look forward to continuing our collaboration.”

Our CSR ambassador:

“Knowing that we’re part of something bigger is what gets us up in the morning at BMS. Helping children through our partnership with SOS-Kinderdorf is a perfect example for me. I’m inspired every day by colleagues who genuinely want to build a better world. And seeing children discover freedom and confidence on a bike – it makes it all worthwhile!”

Stichting Leergeld

[→ website](#)

Stichting Leergeld is a Dutch foundation dedicated to giving children from families with financial worries the same opportunities as their peers, including the freedom and independence that comes with having a bicycle. For the fourth consecutive year, Lease a Bike Netherlands is partnering with Stichting Leergeld to help break down barriers for children across the Netherlands. The need for their work remains as urgent as ever, and together we’re making a real difference in local communities.

Alexandra Bartelds, director of Stichting Leergeld:

“Lease a Bike makes a difference - their support means a bike and freedom for children who desperately need it.”

Our CSR ambassador:

“Working with Stichting Leergeld is always inspiring. Every time we see a child receive their own bike, we’re reminded of how life-changing such a simple thing can be. It’s about more than just mobility – it’s all about dignity, confidence, belonging, and bringing joy to life. I’m so proud to support this mission and to see the impact in our own neighborhoods.”

More valued partners

St. Vincenzhaus Foundation (Germany)

St. Vincenzhaus provides a safe, supportive environment for young people facing difficult life circumstances. Through education, guidance, and practical skills training, they help young people build confidence and prepare for a brighter future. By including cycling as a tool for empowerment, Vincenzhaus opens new paths for independence and social participation.

Cykelfrämjandet (Sweden)

Cykelfrämjandet wants to make cycling accessible for everyone in Sweden, from city dwellers to newcomers and refugees. Their outreach includes cycling lessons, advocacy for safer streets, and community events that promote active, healthy lifestyles. By breaking down barriers, they help people of all backgrounds discover the freedom and joy of cycling.

Bergwaldprojekt (Germany)

Bergwaldprojekt has been working to protect, preserve and restore ecosystems in Germany since 1991. They organize voluntary work in mountain and low-mountain forests, moors, and open landscapes throughout Germany, aiming to raise awareness of our connection with nature and its irreplaceability. They are committed to a comprehensive socio-ecological transformation.

Mobiel21 (Belgium)

Mobiel21 works to create safer, more sustainable mobility for all, with a special focus on children and families. Through cycling education, community engagement, and advocacy, they help shape more sustainable public spaces and encourage more people to choose bikes over cars. Their projects foster both independence and stronger, healthier neighborhoods.

Ronald McDonald House Charities (Germany)

The Ronald McDonald House Charities provide a comforting and supportive space for families with seriously ill children, helping them stay close during medical treatment. Through our fundraising efforts and bike donations, they ensure families remain united and cared for during difficult times, fostering a sense of togetherness and hope.

Caritas (Austria)

Caritas Austria supports people in need, including immigrants and vulnerable families, offering practical help and a sense of belonging. By providing bikes and cycling opportunities, they foster social inclusion and a fresh start for those facing challenging circumstances. Their work brings hope and mobility to people rebuilding their lives.

De Fietswerkplaats (Netherlands)

De Fietswerkplaats offers social employment and training to people distanced from the labor market, giving them valuable skills and renewed confidence. By repairing and refurbishing bikes for those who need them most, they not only promote sustainable mobility but also help individuals find purpose and connection within their community.



Looking ahead to 2025

As we broaden our mission to make cycling a viable choice for everyone, connecting with local organizations will become even more important.

In the coming year, we'll focus on deepening our partnerships, seeking out new collaborations, and developing long-term relationships that bring tangible benefits to our communities. By doing so, we aim to strengthen our social impact and make cycling accessible, enjoyable, and meaningful for all. In addition, we aim to develop projects that help employers and employees make more better-informed sustainable choices when selecting a bike brand.



Planet

“We believe real progress means learning, adapting, and inspiring others to join us on the journey to a sustainable world.”



Ambitions beyond operations

At BMS, we strive to enable low-carbon mobility solutions through our cycling platform. While our operational CO₂ footprint is small, we know that every bit counts, and we're determined to make a difference wherever we can.

Our ambition goes beyond our own operations: we want to play a leading role in our ecosystem, encouraging and supporting others to reduce their footprint as well. Progress is never a straight line, and we continue to learn and improve, step by step, as we move in the right direction.

Better metrics, better reporting

Understanding our true impact starts with accurate data. In 2024, we took major steps to advance our sustainability reporting by expanding our use of UL360, a specialized tool that gives us detailed insight into our carbon footprint. This year, we moved to quarterly reporting, now including three elements of Scope 3 emissions, and began to map out the data landscape needed for next-level transparency and accountability.

Establishing a solid baseline is a key focus, allowing us to track our progress and set targeted goals. Data validation is ongoing, and we're committed to precise reporting across Scopes 1, 2, and 3 – actively refining our data each quarter so we can keep raising the bar.

ISO certification

In 2024, Lease a Bike Netherlands and Sweden achieved their ISO 14001 and ISO 9001 certifications, a leading international standard for environmental management. Other BMS companies are well underway in this process. ISO certification is not just a badge; it's also proof to our stakeholders and in tenders that we take sustainability seriously and can deliver on our promises.

As a group, we've invested in training from Pon to help us use UL360 more effectively and are working to establish a robust CO₂ baseline, creating an important foundation for meaningful initiatives to reduce our footprint in the years ahead.

Certification is not just about keeping our own house in order; it's also a step in our ongoing learning journey. We see it as valuable recognition of our progress so far, and as encouragement to keep improving – both within BMS and in supporting others in our value chain to take steps toward more sustainable ways of working.

Our journey to ISO certification



Commonland

When it comes to emissions, the most important thing is to actively work to reduce the carbon footprint we create through our own operations and business activities.

At the same time, we also want to take responsibility for the emissions we currently generate. To do so, we work with Pon's Commonland Foundation to purchase Gold Standard carbon credits for our Scope 1 and 2 emissions. These credits support a project to provide clean cooking stoves to households in Africa – an initiative that reduces deforestation, emissions, and negative health effects associated with open-fire cooking.



Trees for a more sustainable world

Tree planting and sustainable forestry initiatives remain a highly visible part of our commitment to nature restoration and CO₂ offsetting. Several BMS companies (including Lease a Bike Germany and BusinessBike) continue to partner with NGOs for tree planting and projects.

These collaborations are evolving, with a growing focus on direct employee and stakeholder involvement and making the effect of tree planting more tangible, for example by working with local partners. Each project has its own incentive mechanism, usually linked to our lease contracts, and our commitment extends beyond planting: we also support the protection, maintenance, and restoration of forested areas.



1,440
trees planted

20.3 Ha
restored



Looking ahead to 2025

Our goal remains to reduce our carbon emissions and manage them responsibly. In 2025, we expect Lease a Bike Austria, Germany, and BusinessBike to achieve ISO certification, further strengthening our environmental credentials.

We're also brainstorming a new "Better Options" program, which will give riders and consumers clear insight into the true environmental impact of different e-bike models, supporting more sustainable choices throughout our ecosystem and network. By staying true to our vision and continuing to learn and improve, we'll keep building a cleaner planet and a more equitable society for future generations.



People

“Every new idea, every step forward,
every ride – it all starts with our
people.”



At Bike Mobility Services, **people are the heart** of everything we do – from our customers and partners to our own employees, who drive our success every day.

We are committed to investing in our people’s development and well-being, ensuring everyone can thrive at BMS. Over the past year, we’ve seen that a local approach works best for our diverse teams. What’s effective in the Netherlands may not fit seamlessly in Germany or Sweden. By staying close to local needs, we can respond quickly and effectively. At the same time, our HR team remains a valuable source of cross-border inspiration and expertise, fostering international knowledge sharing and collaboration.

Diversity, Equity & Inclusion (DE&I)

We care deeply about diversity, equity, and inclusion, and we’re proud of the progress we’ve made. Each country now has a local DE&I ambassador who both monitors the climate and drives concrete actions to foster inclusion. Our international DE&I Round Table, relaunched in collaboration with Pon, has become a platform for knowledge sharing and global teamwork. This year, we expanded our definition from D&I to DE&I, making equity an explicit focus. The collaboration between CSR and DE&I ambassadors has also grown: in most countries, ‘green teams’ now bring together local ambassadors for people, society, and the environment, ensuring that every perspective is represented.

Management Drives

Diversity goes beyond what we see on the surface: real differences often lie beneath. To better understand these drivers, we increasingly use the Management Drives tool within BMS. This shared language helps teams understand each other, improve communication, and build mutual respect. Two of our HR colleagues are now certified to interpret these results for the business. In 2024, we organized Management Drives workshops for new teams in Sweden and the USA, laying a strong foundation for collaboration and effective teamwork.





Professional and personal development

We focus on our employees’ strengths and potential, not just their résumés. This year, we again offered group coaching – especially for new management teams – to build both skills and trust. Across BMS, we nurture a culture of continuous growth, offering tailored training and personal coaching. Internationally, we encourage knowledge sharing and learning, so colleagues can develop together and learn from each other in a global context. By investing in our people’s unique abilities, we help every team member develop and thrive within BMS.

Health & vitality

As always, healthy people are the foundation of a healthy business. We actively promote the use of lease bikes and organize regular sports activities to keep our teams moving and connected. Local initiatives – from bike tours and running groups to lunch walks and sports tournaments – remain a key part of our culture. In several countries, employees enjoy discounted sports plans or can exercise indoors during office hours. Team-building events often have a sporting element, and every year, colleagues from across BMS join the Pon sports tournament. Together, we make vitality and well-being part of everyday life at BMS.

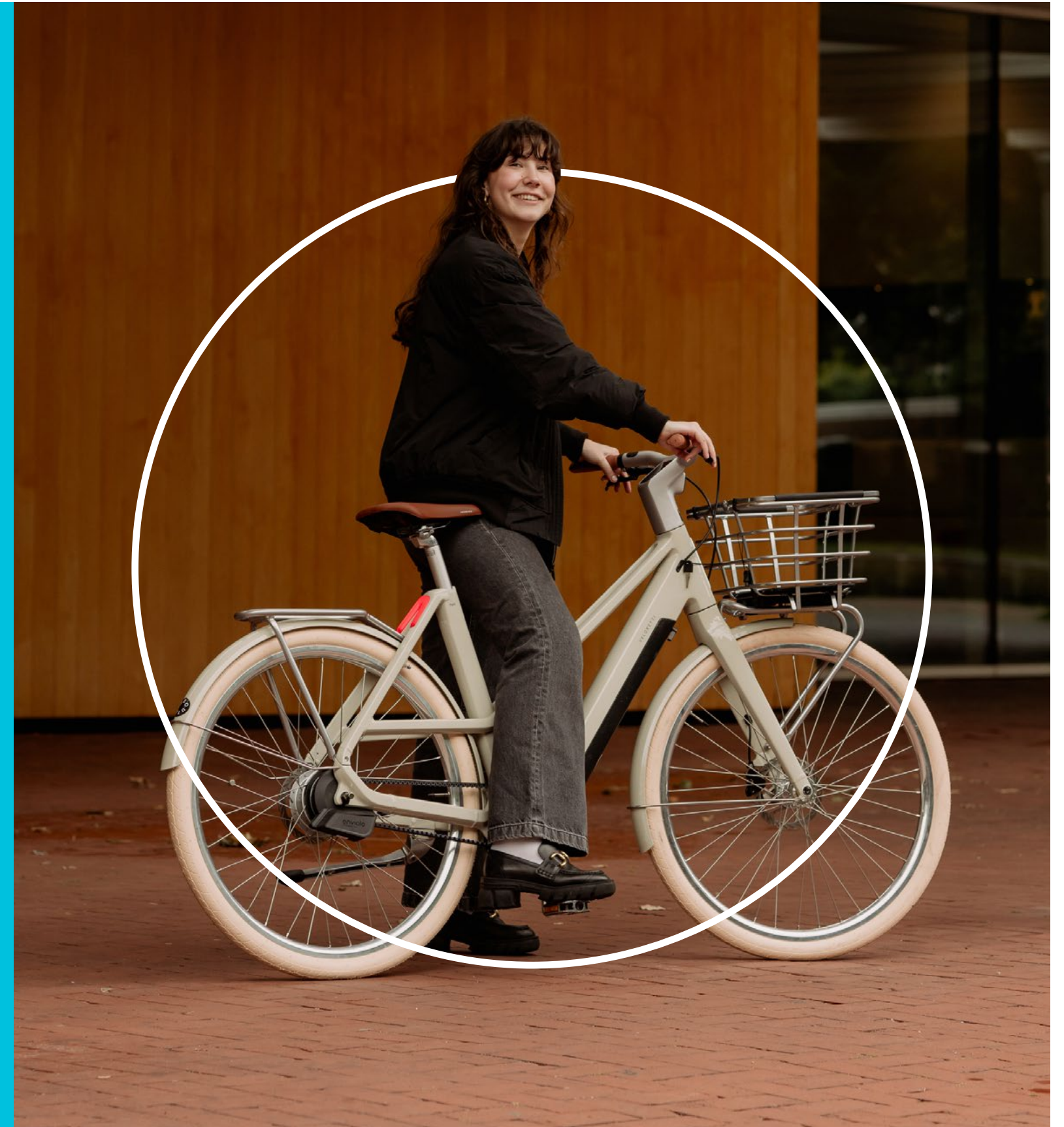
Fairness & equal pay

In 2024, we conducted our first internal pay benchmark across all operating companies, comparing salaries by country and role, and specifically looking at gender equality. The results? Overall, pay is balanced, but some differences remain at the departmental level – for example, women in Sales earn slightly more, while men in HR are slightly ahead. We’ll use these insights to take further steps toward full equality in 2025. This year also saw the introduction of a harmonized bonus structure for management teams, ensuring that performance is recognized equally across countries and roles.

Looking ahead to 2025

In 2025, we'll continue to prioritize a local approach, while strengthening international mobility and collaboration.

Our HR teams will work closely together to create more opportunities for employees to grow across borders. We're developing global job descriptions alongside our STYR framework, expanding our DE&I Round Tables to include other Pon companies, and exploring a suitable Employee Assistance Program for mental health. The rollout of a single international recruitment tool will further increase visibility of global opportunities and reinforce BMS as an attractive, international employer.



BMS companies

Lease a Bike 28

Lease a Bike Netherlands 29

Lease a Bike Germany 32

Lease a Bike Belgium 35

Lease a Bike Austria 38

Lease a Bike Sweden 41

BusinessBike 44

BusinessBike 45



lease a bike



Lease a Bike Netherlands

We believe everyone in the Netherlands should have access to cycling – whether you’re one of the 9 million Dutch commuters or someone for whom cycling, for whatever reason, isn’t a given.

Bicycles play a central role in the daily lives of many people in the Netherlands. Our mission is to make cycling accessible for all, even for children and people who face barriers. We operate CO₂-neutral and encourage ourselves and our partners to make sustainable choices. This year, we asked ourselves: beyond facilitating a platform to promote cycling and by making donations, how else can we help? That question is shaping our journey forward.

What do we expect for the year to come?



Society

We’re proud of our long-term collaboration with Stichting Leergeld, which has become a highly rewarding two-way partnership. This year’s Bike to Work Days, during which we encourage customers to take the bike and make a difference by cycling for charity, were a success. In all, 550 employers participated, with 5,631 rides covering over 100,000 km. We also started exploring ways to include more refurbished bikes and maintenance in our CSR activities.



Planet

This year, we achieved ISO 14001 certification. For us, this is not just a badge, but a framework for ongoing sustainability and awareness. Our CSR reporting journey so far has been a three-year learning curve, giving us valuable insights for targeted action. We’re also making daily choices to minimize our footprint: more hybrid and electric cars, lowering the office heating, and even leasing a Christmas tree that’s replanted after the holidays.



People

We believe vitality and a healthy work environment are essential. Every employee received ergonomic advice and a health check, and we were pleased to see that our team’s health and lifestyle are above the Dutch average. We organize regular sports activities and prioritize team spirit, countering individualism by working together for each other and for society. We also started a pilot with the municipality of Amersfoort, welcoming a new colleague to work in our canteen during lunch a few days a week.

In 2025, we’ll launch our own Dream to Ride initiative to help even more people experience cycling, especially those facing financial, physical, or mental barriers. By providing employees who face these kind of barriers, with a free lease bike, including service and insurance. We are committed to helping those for whom cycling is not a given, as we are convinced that a bicycle can expand their world and open up new opportunities. We’re also exploring a new, potentially international “Better Option” label to guide employees and consumers toward the most sustainable e-bikes. We aim to strengthen our stakeholder engagement, learning from and with the customers, dealers, and brands in our platform’s ecosystem.



Highlights

Let's shine a light on some of the standout events for Lease a Bike Netherlands in 2024.

“Our mission is to make cycling accessible for everyone, even for children and people who face barriers.”

Stichting Leergeld

Over the past years, our partnership with Stichting Leergeld has grown in both participation and impact. Despite tough weather during this year's Bike to Work Days, we achieved great results, raising significant support for their *Geen kind achterop!* project. The need remains pressing – 37,000 children are helped annually, and that number keeps rising. This year, we asked ourselves how we could do more than donate money. That led us to focus on second-hand bikes and maintenance, enriching our mutual ecosystem through collaboration with De Fietswerkplaats. Together, we're ensuring more people find rewarding work while more children can join in and enjoy the freedom of cycling.

De Fietswerkplaats

In 2024 we pioneered a circular partnership with Stichting Leergeld and De Fietswerkplaats in Amersfoort, a social workplace focused on bike repair and maintenance for people with limited access to the labor market. There's a reason we wanted to bring second-hand bikes into the mix: it grows our partner ecosystem, integrating bike maintenance as a crucial component. This new initiative also activated our own community: we encouraged employees and lease riders to donate unused bikes, and through our “Hands-On” initiative, colleagues from every team pitched in at De Fietswerkplaats, helping with admin and bike repairs. It was a very rewarding experience for all and one we're eager to repeat.

Other highlights

- **CSR as teamwork** – Our team has truly embraced CSR, making time in their daily work to support local initiatives. We're proud of this spirit and are now working to broaden the conversation and activate even more colleagues.
- **Our “Chat Jar”** – We introduced a “Chat Jar”, a big jar filled with conversation starters about CSR. During team meetings, we use it not only to spark meaningful discussions, but also to keep different CSR themes top of mind. It's a simple tool that encourages us to share perspectives, raise awareness, and inspire one another to explore how each of us can contribute to making a difference.
- **World Earth Day** – For the second year in a row, we hit the streets on World Earth Day, cleaning up our surroundings during lunch. It's a simple but powerful way to show our commitment to a cleaner, more sustainable environment.
- **Second-hand bike drive** – Once a year, we invite our lease riders to donate their second-hand bikes to charity. We take care of the process, making it easy and hassle-free to support our charity program. This initiative gives unused bikes a new life and helps more people experience the freedom and joy of cycling.

Facts & figures

Number of
employees

39

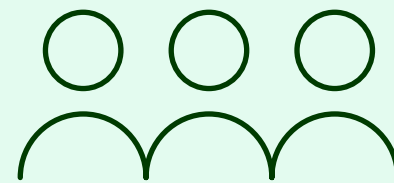
Average age

31

100%

Renewable
energy usage

2



Number of
partnerships



Donations to **Social
& Environmental
Causes**

23,384

Bicycles donated

200



Lease a Bike Germany

At Lease a Bike Germany, we're passionate about making cycling accessible and meaningful – for our customers, our partners, and the communities we're a part of.

2024 was a year of building deeper partnerships and growing as a team. We focused on long-term collaboration with our outreach partners, improved how we share our story, and kept learning together. Our journey is about steady progress, openness, and making a positive difference, both locally and across Germany.



Society

We believe real impact starts close to home. This year, we launched our first regional partnership with St. Vincenzhaus in Cloppenburg. This foundation supports children and young people with special educational needs, as well as those facing social or personal challenges. We donated 16 bikes for both staff and those they support, helping to create new opportunities and fostering connection in our region.

Planet

Caring for the planet is a journey we're on together. We extended our partnership with Planted, protecting forests in Germany and elsewhere (to see more, scan the QR code on this page). We're working hard to better understand and share our sustainability data, and we're preparing for ISO 14001 certification next year – each step bringing us closer to a more sustainable, more transparent future.

People

Our team is the heart of everything we do. We're putting more emphasis on transparency and on diversity, equity, and inclusion, with an official DE&I ambassador now working closely with HR. We're also celebrating intercultural holidays, World Women's Day, and Pride Month, and making a concerted effort to learn and grow together, so every colleague can thrive and feel at home.

What do we expect for the year to come?

In 2025, we'll expand our communication and PR efforts for greater transparency and reach, and support even more local initiatives. We're exploring options to expand our collaboration with Planted, and working with a CSR consultant towards ISO 14001 certification. We're also pursuing EcoVadis certification, a respected international standard for CSR data transparency and sustainability performance. Finally, we aim to publish our own full CSR report, reflecting our ongoing growth and learning.





Highlights

Let's shine a light on some of the standout events for Lease a Bike Germany in 2024.

“Our journey is about steady progress, openness, and making a positive difference, both locally and across Germany.”

Building our team

With colleagues based at two locations and many working from home, we know how important it is to come together in person. In 2024, we invested in our team spirit with festive Christmas and summer parties, a special family event, and quarterly team breakfasts. Every team also has its own annual budget for team-building, giving them the freedom to create their own moments – big or small – to connect. Altogether, this means nearly every month brings a new opportunity for us to strengthen bonds, share stories, and build a culture where everyone feels included and valued.

Bike to Work Days

Around World Cycling Day, our colleagues, customers, and partner companies across Germany joined forces for our annual Bike to Work Days charity drive. This year, participants – including the Lease a Bike team itself – rode to support various projects for SOS-Kinderdorf Düsseldorf, like a playground and preschool, making every kilometer more meaningful. This marks the third year we have supported their Düsseldorf location, and we were proud to donate €15,000 as we continue to nurture our relationship with regular visits and heartfelt contact throughout the year.



Other highlights

- **ISO certification** – We started our ISO 14001 process in 2024 with data collection and by setting clear, measurable goals for reducing water, waste, and CO₂, and preferring EVs. This is an ongoing process, a journey that is helping us align our CSR targets with certification needs, improving our data and transparency.
- **Ronald McDonald House Charities Germany** – A new CSR partner for us, providing a “home away from home” for families with seriously ill children. We joined their SOLOCharity Race, raising funds through cycling, and donated two bikes as prizes. We look forward to deepening this collaboration next year.
- **Bike Bytes** – We launched our new internal newsletter with a CSR section to keep everyone informed and engaged. It features information and updates about our partnerships and activities as well as practical sustainability tips, helping us build a more sustainable culture together.

Facts & figures

Number of
employees

104

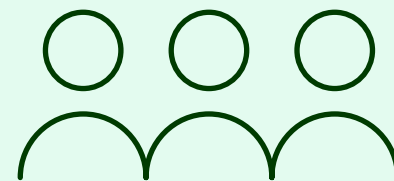
Average age

34

100%

Renewable
energy usage

4



Number of
partnerships



Donations to **Social
& Environmental
Causes**

20,000

Bicycles donated

18



Lease a Bike Belgium

2024 was a milestone year for us: our labels Lease a Bike and B2Bike are committed to responsible mobility, employee well-being, and impactful partnerships.

This transition brought technical, operational, and people-related changes, challenging us to rethink our practices and unite our cultures. We focused on building a shared CSR vision, maintaining our core values despite a year of change. While time for external partnerships was limited, we still launched our green team and laid the groundwork for more to come.



Society

Even in a year of transition, we kept our commitments to responsible practices and existing partnerships. Through Bike to Work Days, we raised funds for our multi-year partner Mobiel 21, encouraging employees and customers to cycle as much as possible. Our aim: to keep promoting road safety and inspiring Belgium to get moving as we embed CSR in our evolving company culture.



Planet

We continued our partnership with BOS+, supporting their mission to preserve and expand Belgium's forests. While we took a break from initiating new projects, we prepared a joint sustainability plan for 2025 and took the first steps toward ISO 14001 certification, laying a solid foundation for future environmental impact.



People

Merging two teams meant prioritizing well-being, inclusion, and open dialogue. We learned the importance of listening and flexibility, postponing some outreach initiatives to focus on our people and team alignment. Throughout, we emphasized social dialogue, transparency, and mental health, using strengthened communication and regular check-ins to support everyone through change.

What do we expect for the year to come?

Next year, we'll define a consolidated CSR strategy for our new company, relaunch field activities and partnerships, and move to a new shared office in Mechelen – a space that will feel like our new home. We're excited to build a stronger, more unified culture, and will focus on harmonizing reporting and deepening our green team's role. With everyone eager to come together, 2025 will be about turning our groundwork into real, visible improvements for our people, our partners, and our communities.



Highlights

Let's shine a light on some of the standout events for Lease a Bike Belgium and B2Bike in 2024.

“Amid a year of change, we brought our cultures together and set a shared vision for CSR and future sustainability efforts.”

Christmas together

December marked a special moment: for the first time, both teams came together at the Antwerp Christmas market for an evening of skating, dining, and celebration. This festive gathering was more than just fun: it was the culmination of a year's worth of careful preparation for our merger. Every colleague played a role, from workshops and meetings to harmonizing operations and IT. By asking for everyone's input and respecting each company's values, we built a solid foundation for our new culture. The Christmas event was the joyful starting shot for Lease a Bike Belgium's next chapter.

Mobiel 21

We continued our partnership with Mobiel 21, a Belgian NGO committed to safer, more sustainable streets and greater mobility for all. Through Bike to Work Days, we raised funds per kilometer cycled, encouraging both colleagues and customers to get involved. As in previous years, we also took part in a cycling safety workshop, learning practical skills to make cycling more accessible and enjoyable for everyone. Mobiel 21 shares our vision of an active, inclusive Belgium, making them a natural fit for our CSR efforts.

Other highlights

- **World Cleanup Day** – B2Bike organized a local cleanup in partnership with De Vluchtheuvel, a daycare center for people with disabilities. Together, colleagues and volunteers collected litter in the neighborhood, finishing with delicious pizza and good company. We also donated two bikes to De Vluchtheuvel.
- **ISO 14001** – We took our first steps toward our joint ISO 14001 environmental certification, aiming for completion in 2025. Going forward, this will help us structure and improve our sustainability efforts as one unified company.
- **Fire safety training** – At B2Bike, we held a fire safety session focused on using extinguishers and blankets – which is especially important in a workplace full of e-bikes with batteries. This refresher helps everyone respond quickly and confidently in an emergency, both at work and at home.
- **Team Visma | Lease a Bike clinic** – In October and November, Lease a Bike staff took on our Rocket-points challenge, reaching the 10,000-point goal and earning the chance to donate two bikes to Mobiel 21. It's a fun initiative that kept us motivated to cycle to work!

Facts & figures

Number of
employees

42

Average age

37

50%

Renewable
energy usage

67%

Electric or hybrid vehicles



Bicycles donated

14



Lease a Bike Austria

In 2024, Lease a Bike Austria began embedding corporate social responsibility into key milestones, such as major events, the office move, and though ISO-related initiatives. Making it a more visible part of the business.

With increasing demand for sustainable mobility across Austria, we strengthened our partnerships, improved internal processes, professionalized our communication efforts, and invested in our people. Big steps forward, reflected in our move to a new, lower-footprint office. At the same time, we're also an evolving team – learning, growing, and inspired by the wider BMS community to keep raising the bar.



Society

We deepened our partnership with SOS-Kinderdorf Vienna, donating bikes and safety equipment to children and caregivers, and joined our first-ever Bike to Work Days. Our new collaboration with Caritas Vorarlberg supports social inclusion for at-risk young people. We're shifting our community engagement to long-term partnerships focusing on people who cannot access our lease-bike offerings as they are not in the labor force, like children, retirees, and people facing social challenges.

Planet

We made real progress on our ISO certification journey, taking a close look at our structure and processes. With better data collection, we're tracking our environmental impact more precisely. Our move to a new office where we can more precisely track our emissions, a deliberate choice of CSR-friendly energy providers, and the launch of our green team have helped us step up our efforts to minimize our carbon footprint.

People

We invested in a more engaging and supportive workplace, growing our team with new expertise, including marketing. Quarterly team-building events, themed gatherings, the creation of a social team, and appointing a DE&I ambassador all ensure that everyone's voice is heard, fostering a culture of connection, well-being, and collaboration.

What do we expect for the year to come?

In 2025, we aim to achieve full ISO 14001 and 9001 certifications, expand our NGO partnerships, and keep helping our employees to develop and thrive. With CSR now embedded in our business strategy, we're excited to take it even further – especially as our green team leads new initiatives. We'll continue to highlight the power of cycling in our ecosystem and look forward to more international collaboration within BMS. Our goal: to keep learning and evolving as a team and make an even bigger difference going forward.



“What started with small steps has become part of our core mindset. From climate action to social partnerships - learning, improving, and creating lasting impact.”

Caritas

In 2024, we made our first donation to Caritas Vorarlberg’s “Startbahn” youth employment project, which helps young people facing social or economic challenges gain work experience. This includes working in the Carla bicycle workshop, where they repair donated bikes. We purposefully chose this smaller, underfunded chapter, where our support could make a bigger difference. The donation, raised during the Bike to Work Day, promotes both social integration and sustainable mobility. Meeting the Caritas team in person made the experience even more special and underscored the value of building close partnerships.

Marketing with purpose

This year, we set out to communicate our CSR story more effectively. With help from our new green team, we wove sustainability into our daily business and events, including HR fairs like HR Inside Summit. At our stand, visitors could ride a bike with a VR headset, generating donations to SOS-Kinderdorf for every kilometer ridden – a fun, engaging way to boost awareness. Our fundraising efforts reached beyond our ecosystem, thanks to our active social media presence. Our bike-leasing approach is now more fully developed, showing that building our brand and supporting social outreach go hand in hand.

SOS-Kinderdorf Vienna

We deepened our partnership with SOS-Kinderdorf Vienna by donating 15 bicycles to their caregivers, enabling them to join children on rides using bikes we donated previously. Such shared experiences foster active mobility and lasting connections. Trusted partners like Kalkhoff and Bentho eBikes helped make this possible. Bentho even coordinated a donation of high-quality locks, supported by ABUS Austria, to keep the bikes secure. Some of our team members personally delivered the bikes, an unforgettable moment that brought home the real impact of our involvement.

Other highlights

- **New office** – We moved to a more sustainable office with better facilities for CSR reporting and started sourcing 100% of our energy from CO₂-neutral gas and electricity generated by Austrian hydropower. As we share the space with our leasing bank partner, we can easily strengthen our joint collaboration and sustainability.
- **B2B award** – We earned 1st place for customer satisfaction and price-performance in the Austrian B2B Awards, a respected recognition based on independent customer surveys and market analysis.

Highlights

Let’s shine a light on some of the standout events for Lease a Bike Austria in 2024.



Facts & figures

Number of
employees

17

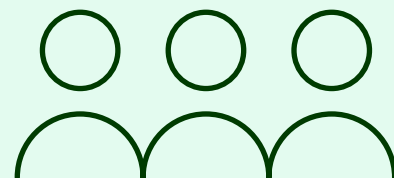
Average age

30

100%

Renewable
energy usage

2



Number of
partnerships

100%

Electric vehicles



Donation Bike to Work Days

€ 1,500

Bicycles donated

15



Lease a Bike Sweden

2024 was a year of turning strategy into action for Lease a Bike Sweden, as we focused on growing, professionalizing, and making a real difference together.

We worked hard to put our plans into practice, achieving ISO certification and expanding our dealer network to over 250 partners. We learned a lot from collaborating with non-profit partners, discovering new ways to support cycling for all. Our fast growth is exciting, but we're also committed to learning and evolving as a team.



Society

We're passionate about making cycling accessible to everyone, and a key part of that commitment is our collaboration with *Cykelfrämjandet* ("Promoting Biking"). This year, we've been especially involved in supporting their *Frihet på Cykel* ("Freedom on Bikes") initiative, which helps adult newcomers to Sweden learn to ride a bike for the first time. Our support includes both financial contributions and hands-on volunteering. We believe everyone deserves to experience the freedom and joy that cycling can bring.

Planet

Achieving ISO certification was a major milestone for us. Working alongside an accounting firm, we developed a structured approach that can help other BMS companies too. This certification is not just a mark of quality for public tenders – it's also taught us how to make CSR a living part of our organization, guiding us toward greater sustainability.

People

Our growing team means that team development and culture are more important than ever. We hold monthly meetings for business updates and team-building, always with a focus on fitness, wellness, and fun. Whether it's through sports, brainstorming, or a shared meal, we believe strong relationships are built both on and off the bike.

What do we expect for the year to come?

In 2025, we want to deepen our collaboration with partner NGOs, especially *Cykelfrämjandet*, and get even more involved in *Frihet på Cykel* by adding new bicycles and also teaching participants bike-maintenance skills. Looking further ahead, we'll also continue to work to improve the cycling infrastructure in Sweden by partnering with local organizations, aiming for more bike lanes and parking options. As we keep evolving, we'll stay focused on making cycling accessible, sustainable, and fun for everyone in Sweden.



Highlights

Let's shine a light on some of the standout events for Lease a Bike Sweden in 2024.

“Our fast growth is exciting, but we’re also committed to learning and evolving as a team.”

Frihet på Cykel

We again partnered with the team at *Cykelfrämjandet* on their ongoing *Frihet på Cykel* (“Freedom on bikes”) project, an initiative that helps adults – many of them refugees, many of them women – learn to cycle for the first time. For most, it was an empowering journey: participants earned diplomas, and several proudly arrived at the final session on their own bikes. Our donation to *Frihet på Cykel* came from our very first Bike to Work Days fundraising drive. It’s truly inspiring to see so many newcomers embrace cycling as a new way to move, gain independence, and feel at home in their new country.

Doris and the joy of biking

One participant in the *Frihet på Cykel* program stole our hearts: Doris. We’re always grateful to contribute and make a difference, but seeing the pure joy Doris experienced was beyond inspiring. She said, “*I just laughed like a little child when we were out on an excursion together. Being able to cycle gives me a sense of peace and lets me experience more of nature. It’s a joy you rarely experience. Real joy, natural joy without anything else. I was very proud that I dared to start cycling!*”

Other highlights

- **Green team** – Our new green team now includes colleagues from sales, operations, and dealer support. We meet every month, right after the BMS group CSR meeting, to focus on sustainability, DE&I, and team activities, making CSR a core part of our culture.
- **Branded bike odyssey** – One of our key accounts on the sales team, a novice biker, took on an epic challenge: he cycled an amazing 760 km from Stockholm to Copenhagen, visiting bike shops and customers along the way. We were happy to sponsor the trip and shared their journey on social media, proudly showcasing the Lease a Bike Sweden brand.
- **Getting physical** – We love to get active in our team-building activities: from indoor cycling and spinning to golf, beach volleyball, ping pong, and boules – and, of course, plenty of cycling.

Facts & figures

Number of
employees

11

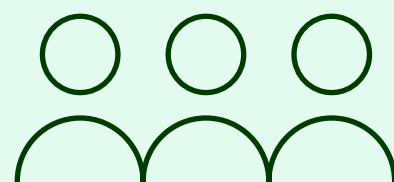
Average age

33

100%

Renewable
energy usage

3



Number of
partnerships



Donations to **Social &
Environmental Causes**

4,655



BUSINESS BIKE



BusinessBike

BusinessBike remains committed to being a force for good – for the planet, for people, and for society – while learning and evolving our CSR approach every year.

Supporting local communities and promoting social integration remain at the core of our CSR commitment. In 2024, we saw steady progress: we improved our CSR data collection, continued our outreach partnership with SOS-Kinderdorf in Germany, and deepened our support for the Bergwaldprojekt. As we grow, we believe it's important to involve every employee in our CSR journey, keeping everyone informed and inspired.



Society

At BusinessBike, we promote community through mobility. A prime example is the donation of 100 bicycles to SOS-Kinderdorf, supporting the integration and well-being of children in German society while encouraging healthy, active lifestyles. We also backed popular initiatives like *Stadtradeln* ("City Cycling"), a nationwide campaign encouraging people to ride more for climate and community.

Planet

We again actively supported the Bergwaldprojekt, contributing financially and with hands-on volunteering to restore and protect German forests; their vital role for climate, biodiversity, and water is close to our hearts. In 2024, we advanced our environmental data tracking and transitioned all new lease cars to fully electric. At our Herzogenaurach office site, we also installed charging stations for electric company vehicles. In all our efforts, we aim to raise environmental awareness among both employees and the wider public.

People

Our people are the secret behind our success and we want them to thrive. That's why all BusinessBike employees have access to up to three BusinessBikes per person, promoting health and well-being. To support preventive health, we also offer discounted gym memberships. For new hires, we created an onboarding program into our CSR work, with regular email updates to keep everyone engaged and connected.

What do we expect for the year to come?

In 2025, BusinessBike aims to invest further in a sustainable and health-focused corporate culture. We aim to expand training on sustainability and well-being, introduce new incentives for eco-friendly behavior, and offer all employees optional annual medical check-ups. Partnering with the Red Cross, we plan to facilitate in-office blood donor days so colleagues can donate during work hours. As our CSR data collection improves, we'll set clearer goals and continue evolving our approach, making sure every employee has the chance to participate in our journey toward positive impact.



Highlights

Let's shine a light on some of the standout events for BusinessBike in 2024.

“As we grow, we believe it’s important to involve every employee in our CSR journey, supporting local communities and promoting social integration.”

Bergwaldprojekt Day

For the second year, dozens of BusinessBike employees and five more from a partner organization joined the Bergwaldprojekt in Neu-Anspach. Together, they cleared brambles and raspberry bushes from young firs, prepared almost 380 meters of fencing to protect saplings from deer, and enjoyed a vegetarian meal together. The day offered a hands-on break from digital work, strengthened personal connections, and made a tangible impact on local climate resilience and biodiversity. Our financial support also enabled new volunteers to join from across Germany, multiplying the forest-management project’s reach and benefits.

New office

In 2024, our team moved into a modern, more sustainable office in a multi-company building. The new space features water-cooling and district heating (not gas), improved facilities for tracking our sustainability metrics, and convenient basement parking. This change not only reduces our environmental footprint but also supports our growth, learning, and collaboration. The move has energized our team, providing a healthier, more inspiring workspace that reflects our commitment to continuous improvement and sustainable business practices, always with a personal touch.

Other highlights

- **ISO certification** – We began preparing for ISO 14001 and 9001 certifications, learning to improve our data collection and making incremental adjustments. Certification is planned for mid-2025, with efforts to ensure data comparability year-over-year.
- **Spenden-Giro tour** – Our employees launched the Spenden-Giro, a charity cycling initiative where every kilometer ridden raised donations for a good cause. Colleagues, friends, and customers joined in, and the event fostered team spirit while supporting social projects.
- **10th anniversary** – We celebrated our 10th anniversary at a unique venue – an abandoned industrial building – with live music, great food, and colleagues from Pon and BMS. It was great to come together with everyone, as the event united teams from across the company for a memorable evening.
- **Christmas party** – For this year’s December cheer, several Customer Service employees teamed up to organize a curling event at a local rink. Employees traveled there together by bus, enjoyed a live band, and capped off the night with delicious food and ice cream, making it a well-deserved festive close to the year.

Facts & figures

Number of
employees

139

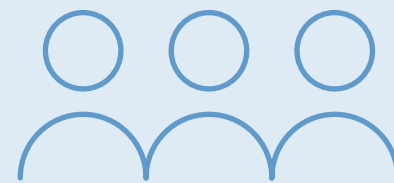
Average age

34

100%

Renewable
energy usage

3



Number of
partnerships



Donations to **Social &
Environmental Causes**

67,369

Bicycles donated

100



Bike Mobility Services
Stationsplein 19A
3818 LE Amersfoort
The Netherlands

Text, design and layout: DartDesign (Amsterdam)

