



DONKEY REPUBLIC

Fölläri

Season report

2024



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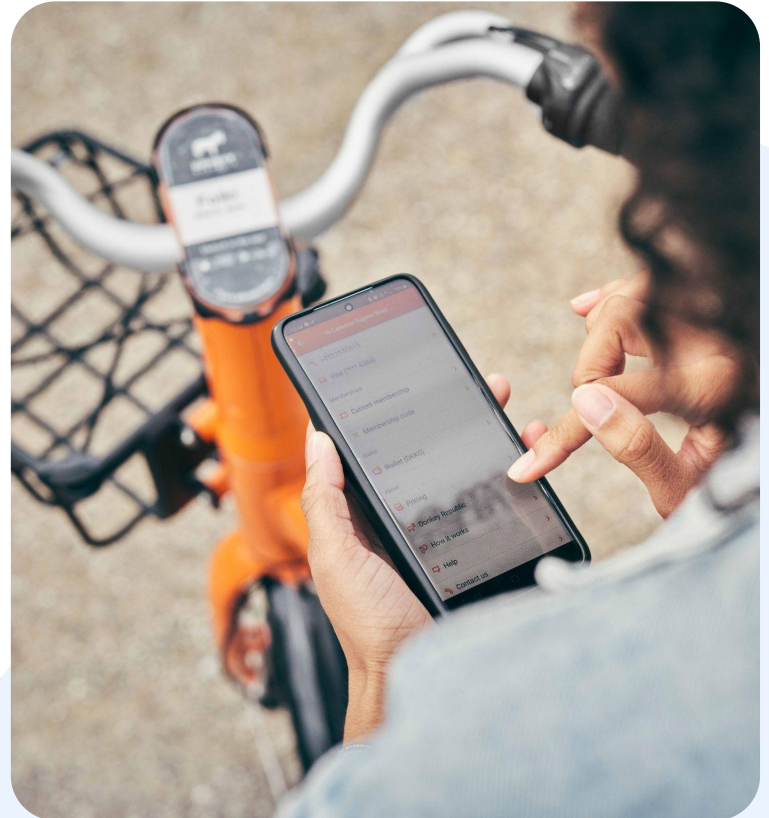


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FÖLLÄRI

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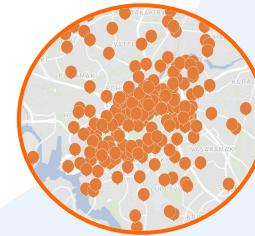


2024 SEASON OVERVIEW



2024 season period:
March 28th to October 31st

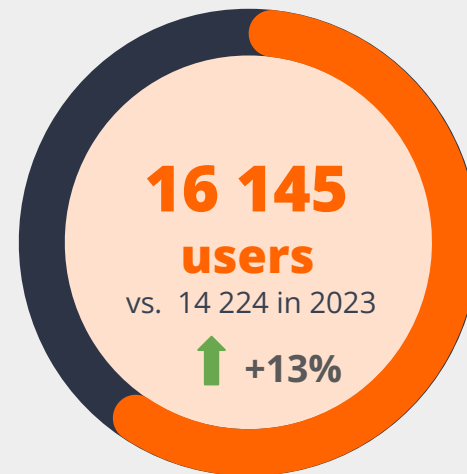
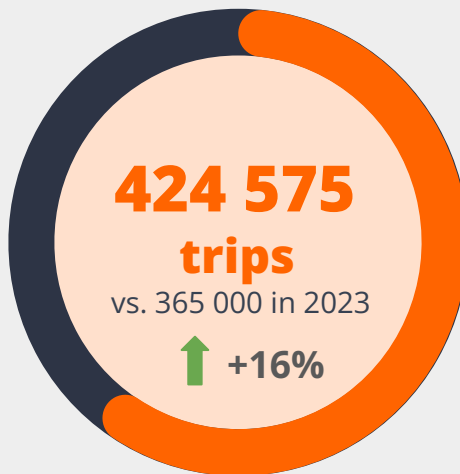
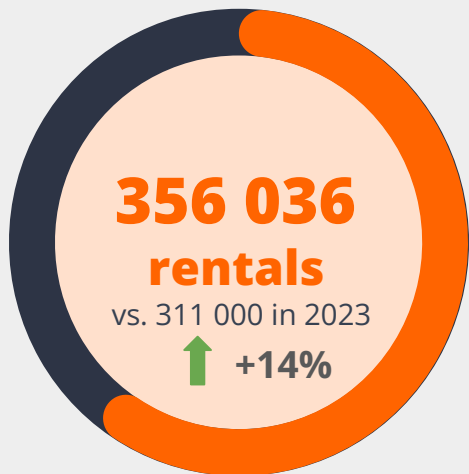
- +** 135 050 Km cycled in a year
- +** 59 575 trips in a year
- +** 1 921 unique users in a year



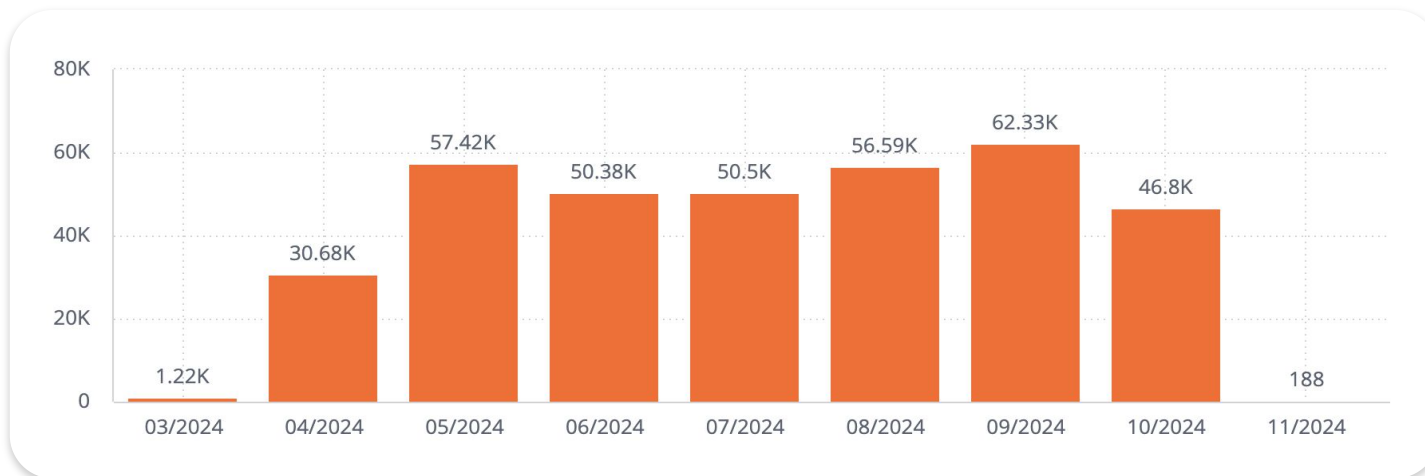
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Usage



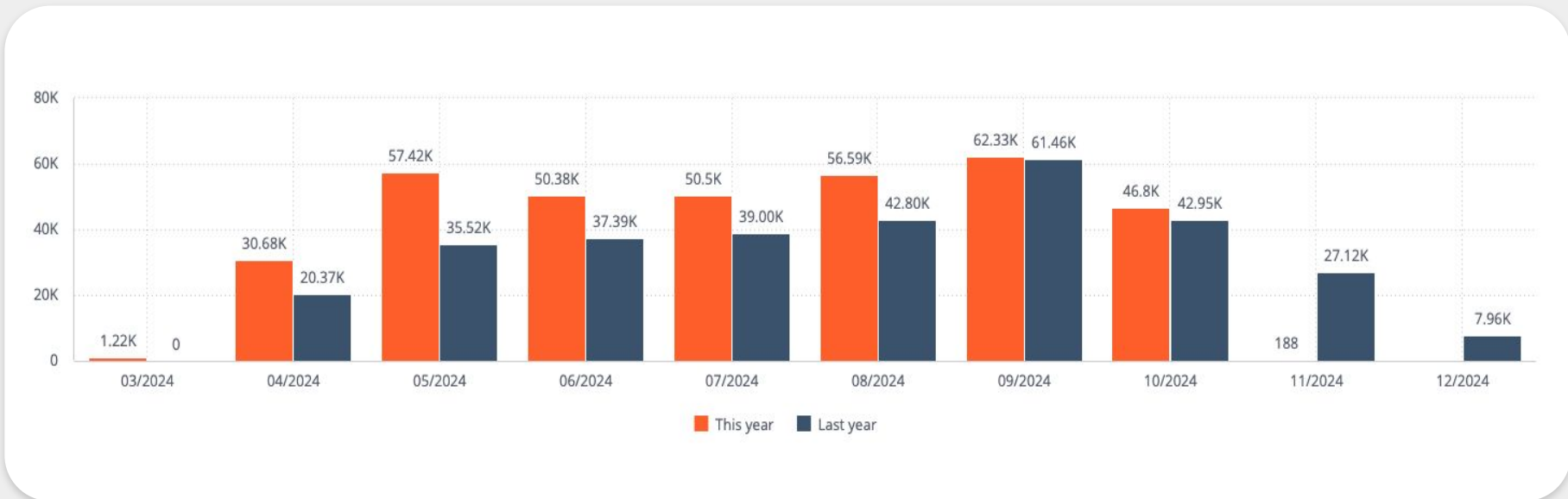


RENTAL DEVELOPMENT



- The number of **rentals** has been **increased by 14%** compared to last season, despite being 2 months shorter. This results in **356 036 rentals from end of March to October 2024**.
- Similar to previous years, the **top performing month has been September**, in 2024 with 62 331 rentals similar to 2023 with 62 100 rentals.
- In 2024, over the same operational period as last year, April-October, the **number of rentals has increased by 29%** or **79 536 rentals**.
- During the 2024 season the **average rental duration was 23min**, similar to 2023.
- The day with the **most** number of **rentals** was the **5th of September with 2 974 rentals** in a day.

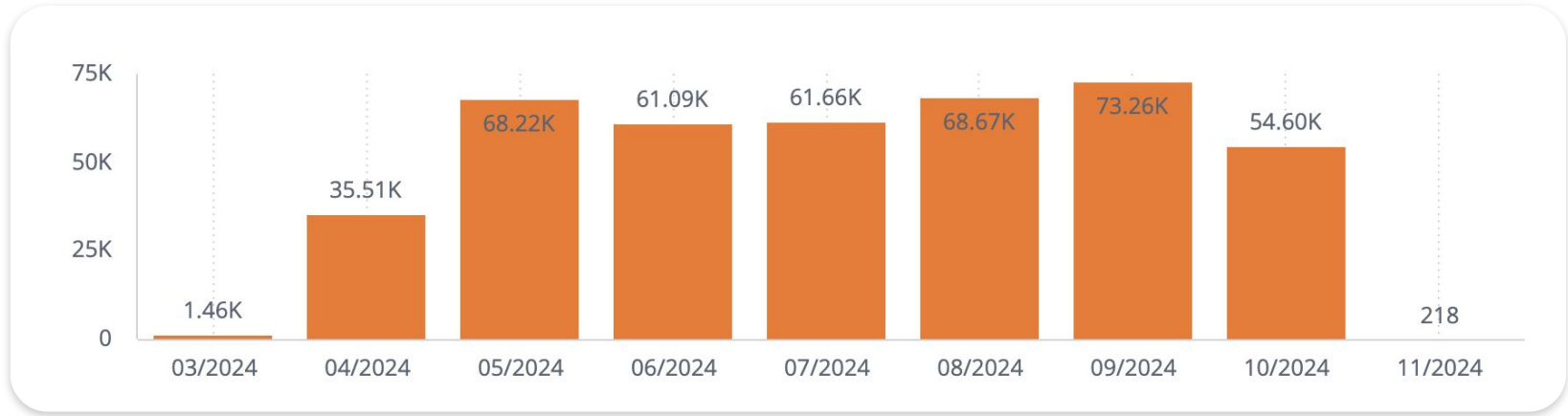
RENTALS 2023 vs 2024



The most significant increase from 2023 to 2024 is in **May with a 61% increase** in rentals. Comparatively, spring of 2024 reflects a strong increase to 2023 and each month performed better than the previous year. It is likely, that this trend would have continued with a 2024 winter extension.

This graph pictures a positive trend of increasing demand and utilization of the bike-sharing system, potentially influenced by factors such as **user awareness**, and overall **system enhancements**.

TRIP DEVELOPMENT



- The number of **trips** has **increased by 16%** compared to last season which results in **424 575 trips from end of March to October 2024**. Similarly to last year, the top performing month has been September with 73 260 trips compared to 71 100 trips in September 2023.
- In 2024, over the exact same operational period as last year, April-October, the **number of trips has increased by 30%** or **125 trips..**
- The day with the **most** number of **trips per vehicle per day** was **September 5th with 4.5 trips** per vehicle per day with a full fleet.

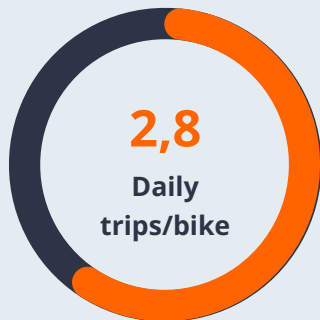
TRIPS 2024 vs 2023



Similar to the rental development, there is an **increase in trips for each corresponding month in 2024 compared to 2023**. The highest increase is in **May with +64%**. Overall, the number of trips increased slightly stronger than that of rentals, showing that users continue to embrace the system more actively, leading to a continuous increase throughout the whole year.



August (80) &
September (89) having
the highest monthly
average



August (2.86) &
September (3.16)
having the highest
daily average

OVERALL

*August and September have been the **best performing months** counting for 33% of the total number of rentals.*

*Over the same period, April-October, in 2024 the average number of **trips per vehicle per day was 2.8** versus 2.4 trips per vehicle per day in 2023.*

*While it is clear, that the system could not grow by the same factor again as from 2022 to 2023, overall and monthly an **increase in usage and performance is seen, despite the 2024 season being shorter.***

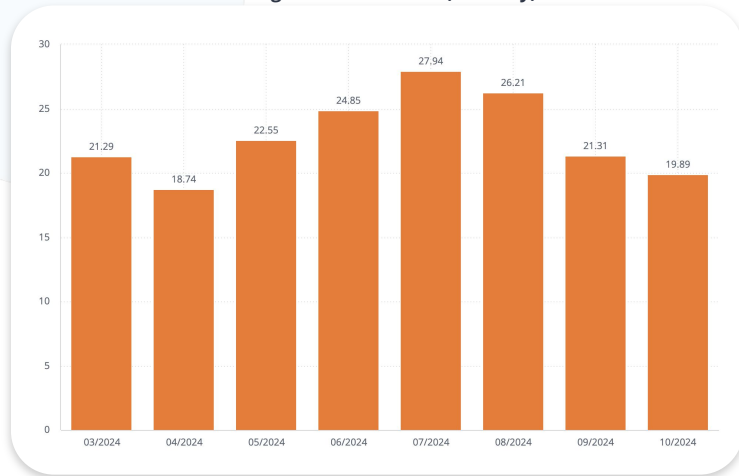
RENTAL DURATION AND DISTANCE

Rentals have been majoritively of short distance and duration.

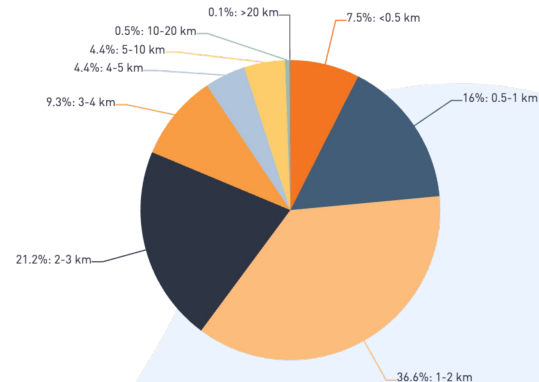
81.3% of the rentals are under 3km, average rental distance was 1.86km. The shortest rentals on average took place in April (1.68km), the longest in July (2.02km).

85.4% of the rentals are under 30min, with an average duration of 23 min. April and October were the months with the shortest average rental times, July and August saw the longest.

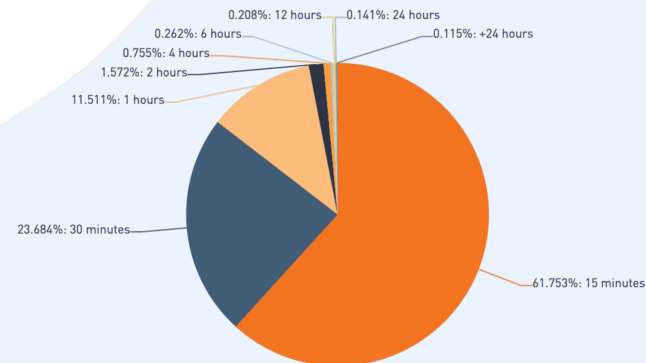
Average rental duration (monthly)



Rental distance distribution



Rental duration distribution



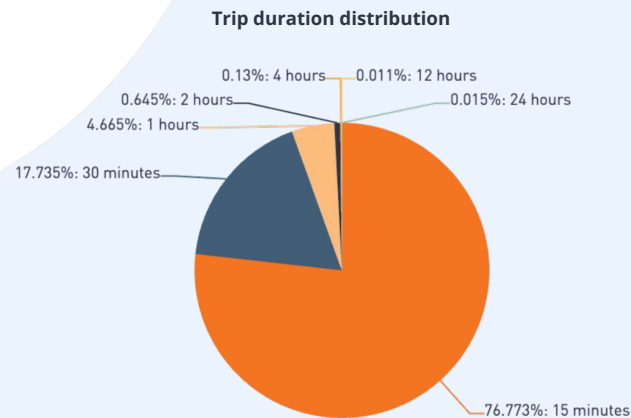
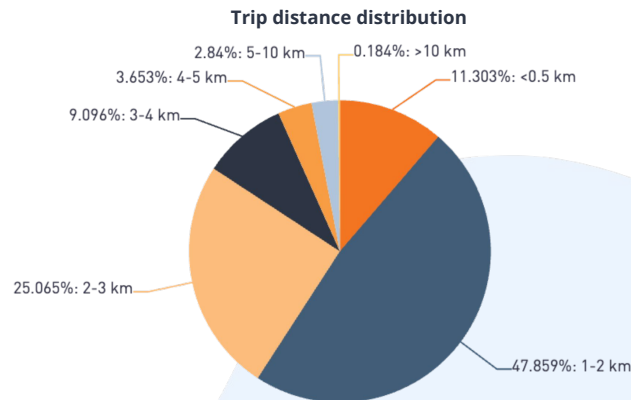
TRIP DURATION AND DISTANCE

Accordingly to the rentals, trips have been majoritively of short distance and duration.

84% of the trips are under 3km. October and November are the month with the shortest trips. In November 90% of the trips were less than 3 km.

94.94% of the trips are under 30mn. October and November are the month with the shortest trips in terms of duration. In November 98% of the trips were lasting less than 30 mn.

In 2024, trip patterns shifted slightly, with shorter trips (<0.5 km) and longer durations (e.g., 4 and 12 hours) increasing, while the majority of trips (1-2 km and 15 minutes) saw a slight decline, indicating evolving user behavior and diverse use cases.



RENTAL START TIME

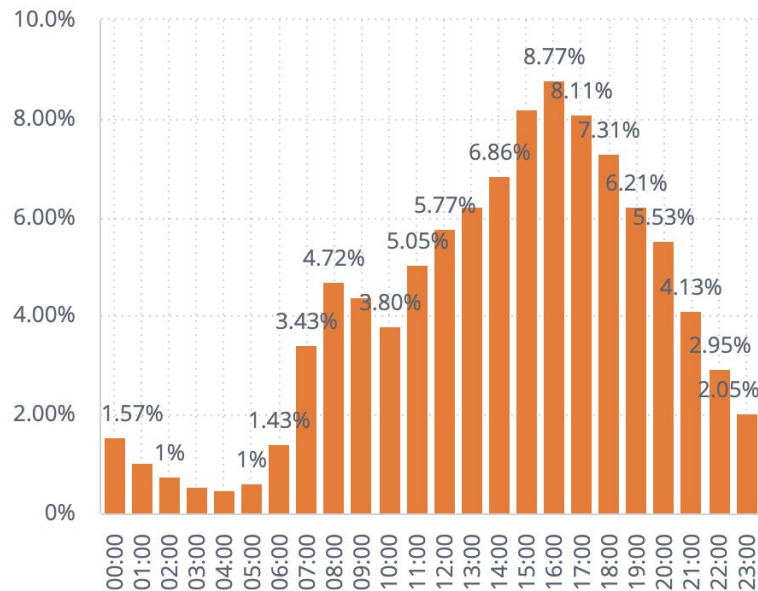
Most rentals take place during the afternoon.

During the season, **37% of the rentals start between 2pm and 6pm**. However, there is no predominant pattern as rental start times are spread throughout the full day..

Across the months, the distribution of rental start times does not show significant changes, suggesting that **seasonality does not significantly influence when riders initiate their rentals**.

When comparing the 2024 season to the 2023 season, there are no substantial changes in the timing of rental starts. The rental start times appear to have remained relatively consistent between these two periods.

Rental Start times (monthly)



RENTAL WEEKLY PATTERNS

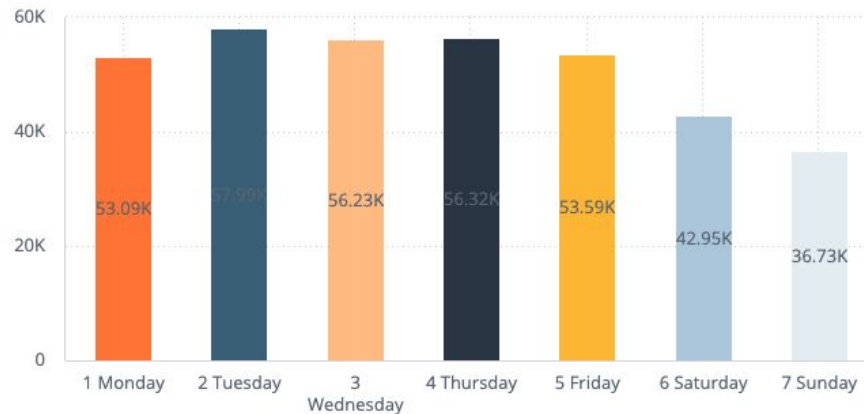
Most rentals take place during the weekdays.

Approximately **77.67% of the rentals occurred during the weekdays** (Monday to Friday), while 22.33% were made during the weekend (Saturday and Sunday).

This pattern highlights a strong reliance on the **service for regular, weekday transportation needs** (commuting to work, school etc.), suggesting an opportunity to further optimize the system for commuters while exploring strategies to boost weekend usage

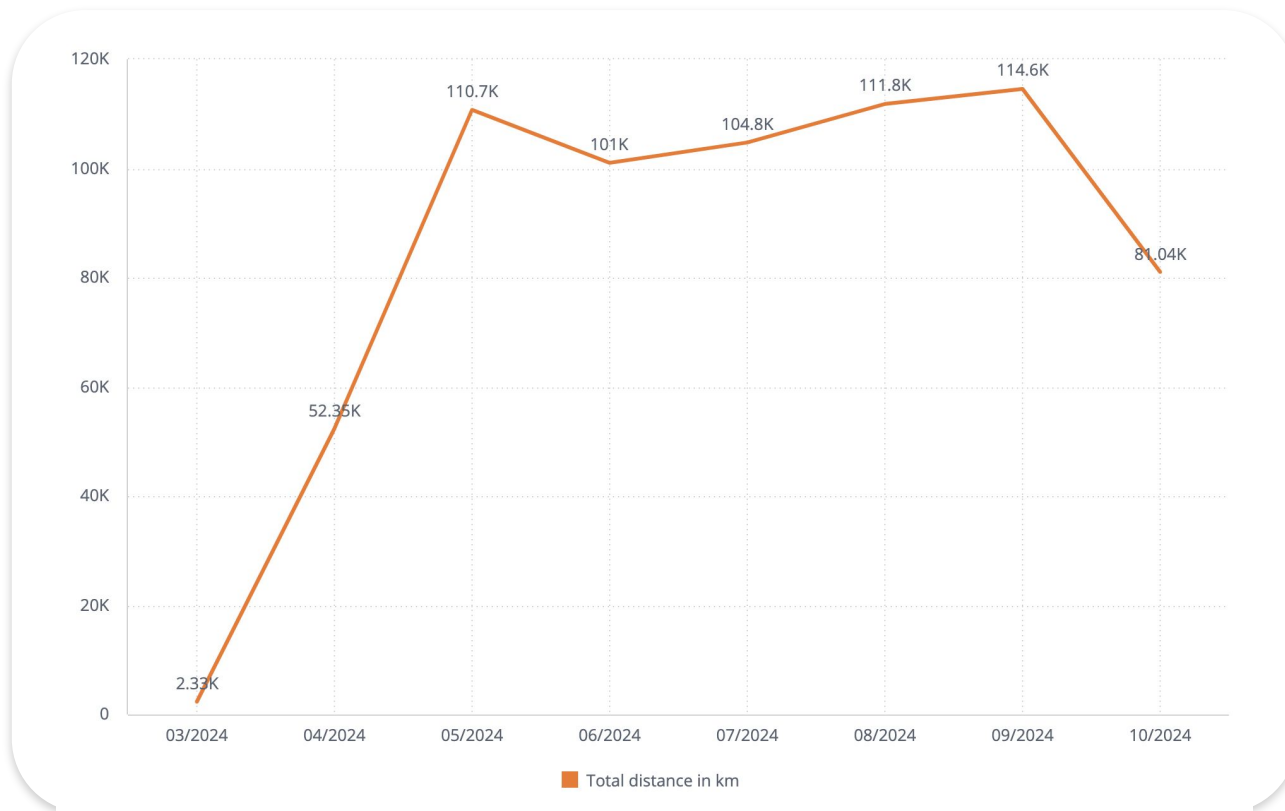
When comparing the 2024 season to the 2023 season, there is a slightly stronger focus on weekday usage and small decline in weekend utilization which suggest a growing reliance on the service for daily commutes.

Rentals Weekly distribution



KM RIDDEN

TOTAL DISTANCE DEVELOPMENT IN KM



678 935
Total km

29%*
increase
from 2023

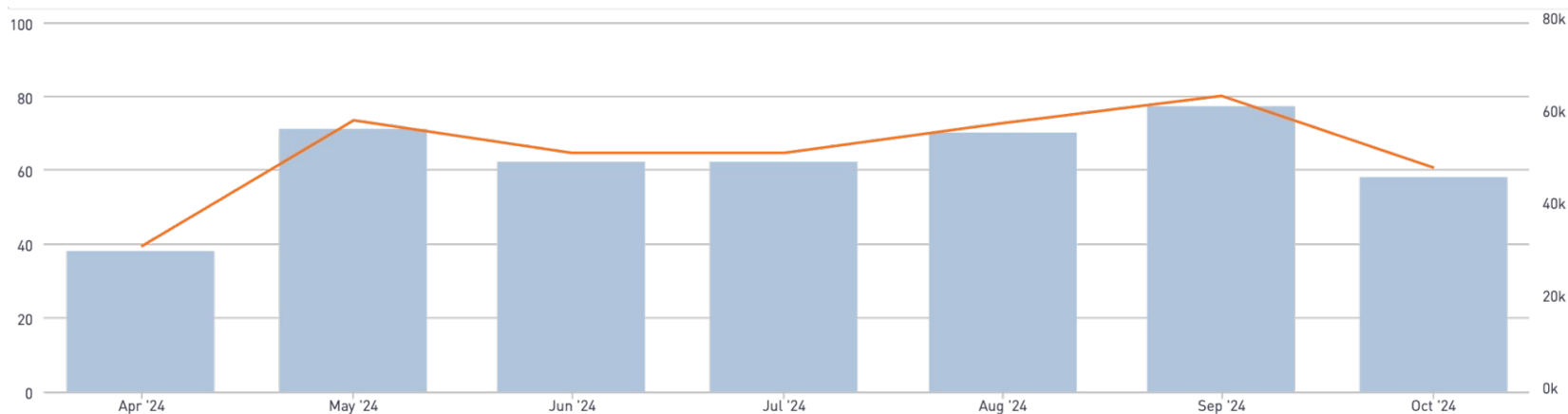
Peak of
114 600 km
in Sept.

* over the same same operational period (Apr-Oct)

UTILIZATION ON ACTIVE BIKES



UTILIZATION ON ACTIVE (ENABLED, MISPLACED, DISABLED) BIKES



This graph illustrates the comprehensive utilization of the fleet. The blue bar is the total number of rentals. The orange line represents the ratio of rentals to the total number of active bikes, including those that are enabled, misplaced, and disabled.

A higher number of rentals per bike is indicative of effective fleet utilization. However, it's crucial to strike a balance, as an excessively high ratio may suggest that the fleet size is inadequate to meet user demand.

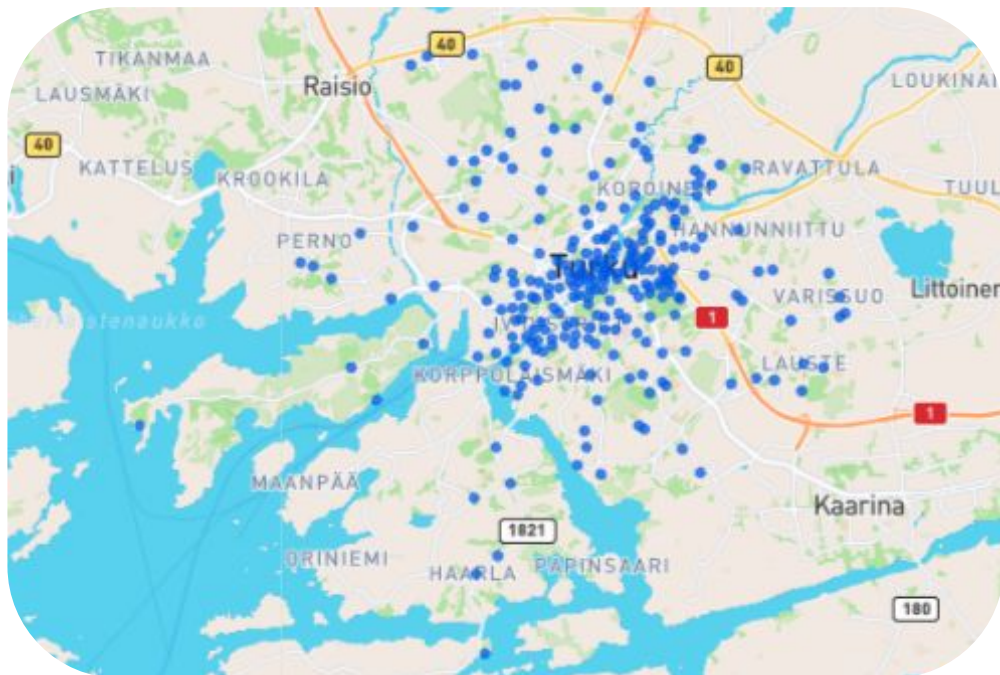
There is a remarkable level of bike utilization. In September, there was an impressive average of 89 rentals/ bike/month (vs 76 maximum in Copenhagen). Excessive rentals/bike impact bike availability thus the user experience. It is crucial to consider adding bikes to maintain a satisfactory level of service.

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Hubs



HUB MAP



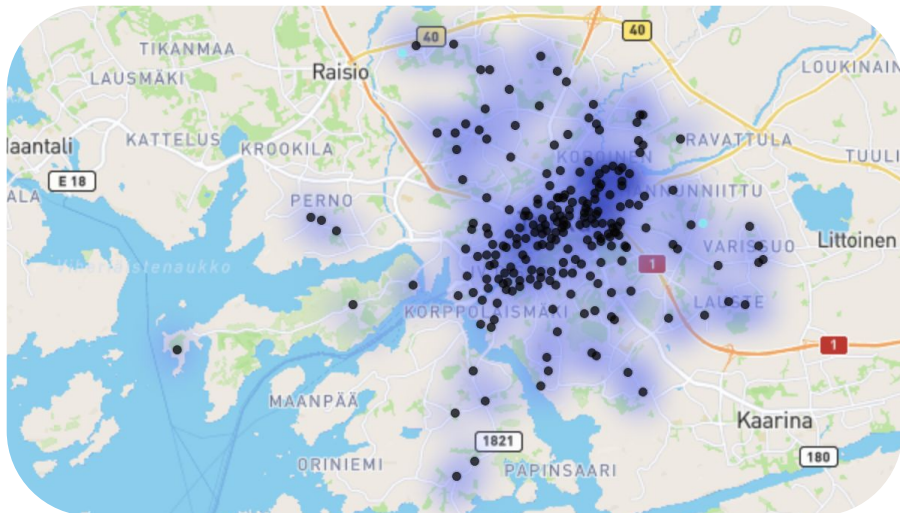
There are now **253** hubs in Turku

Following suggestions from last year,
28 new hubs have been created in 2024

These new hubs have generated
10 390 rentals

MEETING LAST YEAR'S DEMAND

2023 DEMAND MAP AND HUBS



2024 DEMAND MAP AND HUBS



The **dark blue halos** represent zones where **riders have opened the app to look for a bike**. The darker the blue, the more riders have tried to find bikes there.

In **2023**, riders actively looked for bikes in **areas that all had hubs**, according to the new networks of hubs created to meet the previous season's demand

In **2024**, similarly users did not look for bikes outside of the hub region. The new hubs allowed to have an even **denser system to increase UX**.



- An average of **75% of users searching for a bike in the app in 2024**, as opposed to 85% in 2023, **can locate one within 150 meters** of their current position.
- This suggests **effective placement of bike hubs** and **well-distributed network**, contributing to the convenience and accessibility of the bike-sharing service for users. However, the substantial difference between the two years, can be explained that with an **increase of rentals there are more bikes moving around and less bikes to be rented.**
- To maintain accessibility and meet growing demand, it is advisable to **increase the total number of bikes** in the system. This will ensure continued convenience for users and **sustain the growth of the service.**

SERVICE LEVEL AGREEMENTS TRACKING



The monthly average of priority 1 stations being empty for more than two (2) hours at a time between 7.00 and 21.00 exceeds 10%

Level 1 hubs (15) without bikes for more than 2 hours			
Dates	hubs without bikes	share	Above target
April 2024	0.7	4.80%	0.00%
May 2024	1.0	7.00%	0.00%
June 2024	1.3	8.90%	0.00%
July 2024	2.5	16.60%	-6.60%
August 2024	1.4	9.50%	0.00%
September 2024	2.0	13.30%	-3.30%
October 2024	1.8	12.20%	-2.20%

The monthly average of priority 2 stations being empty for more than a day (24) hours at a time between 7.00 and 21.00 exceeds 10%

Level 2 hubs (19) without bikes for more than 24 hours			
Dates	hubs without bikes	share	Above target
April 2024	0.4	2.00%	0.00%
May 2024	0.2	1.00%	0.00%
June 2024	0.6	3.10%	0.00%
July 2024	1.2	6.10%	0.00%
August 2024	0.5	2.70%	0.00%
September 2024	0.3	1.40%	0.00%
October 2024	0.9	5.00%	0.00%

An average 95% of 700 bikes should be enabled per month

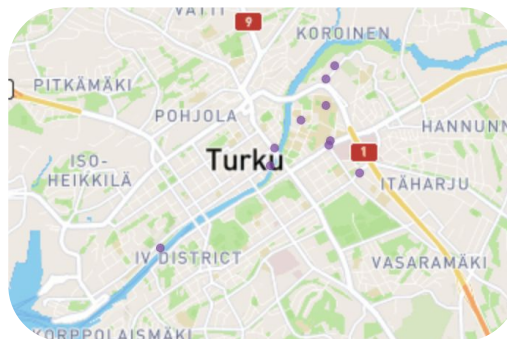
Enabled Bikes			
Months	Number enabled	share	Below target
April 2024	715.49	102.21%	0.00%
May 2024	706.28	100.90%	0.00%
June 2024	699.64	99.95%	0.00%
July 2024	687.81	98.26%	0.00%
August 2024	676.39	96.63%	0.00%
September 2024	668.94	95.56%	0.00%
October 2024	664.75	94.96%	0.04%

- During the 2024, overall **Service Level Agreements (SLA) have been successfully met**. The **bike-enabled averages** have been consistent throughout the season with a very small decline towards the end of the season. This reflects the team's adaptability and effective management in responding to seasonal variations and **ensuring optimal bike availability**.
- Regarding the stations' SLAs, the operational team is carefully monitoring and rebalancing for both priority 1 and 2 stations, along with strategically placed hubs. However, 3 months went slightly above average. In fact, the lists of priority 1 and 2 hubs were made in July 2022. While the team is monitoring the priority hubs, they also make sure to **rebalancing the most strategic hubs** which are **not necessarily part of the priority lists as the system has been evolving in the past 3 years**.

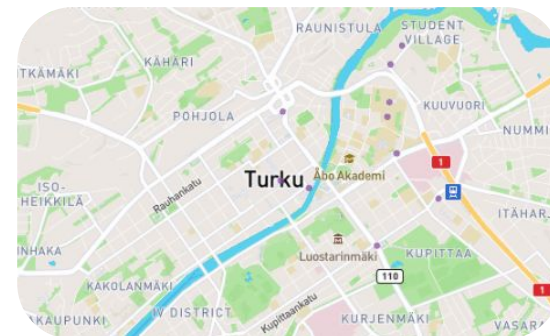
TOP PERFORMING HUBS

Top 10 hubs	Rentals
Tyysija	14 985
Ikituuri	10 624
Kauppatori	9 819
Assari	6 553
Educarium	5 347
Vähätori	5 122
Tykistökatu	5 122
Linja-autoasema	4 778
Calonia	4 315
Uudenmaantulli	4 199

TOP 10 HUBS 2023



TOP 10 HUBS 2024



In 2024, the **top ten hubs collectively generated 2 701 more rentals than the top ten hubs in 2023**. The increase is not as important as last year. Indeed in 2023 most hubs to cover the demand had been added. In 2024 complementary hubs have been added to densify the networks which means **rentals get distributed across various hubs that are close by** rather than in one location.

The concentration of top hubs around the student area suggests that **students may be the primary users**. This information provides insights into the areas of high demand and user activity, aiding in the optimization of services and resources to cater to the needs of the student population.

MOST POPULAR ROUTES

Pick up hubs	Drop of Hubs	Rentals
Tyysija	Tyysija	1 212
Kauppatori	Tyysija	958
Tyysija	Kauppatori	944
Assari	Tyysija	908
Tyysija	Assari	893
Ikituuri	Ikituuri	825
Yo-kylä 44-48	Yo-kylä 44-48	712
Tyysija	Educarium	700
Tyysija	Calonia	672
Yo-kylä 62-64	Yo-kylä 62-64	653



The most popular routes in 2024 are comparable to those observed in the previous season. However, **changes have occurred in terms of the both specific pick-up and drop-off hubs, suggesting shifts in user preferences** or changes in the distribution of demand across various location.



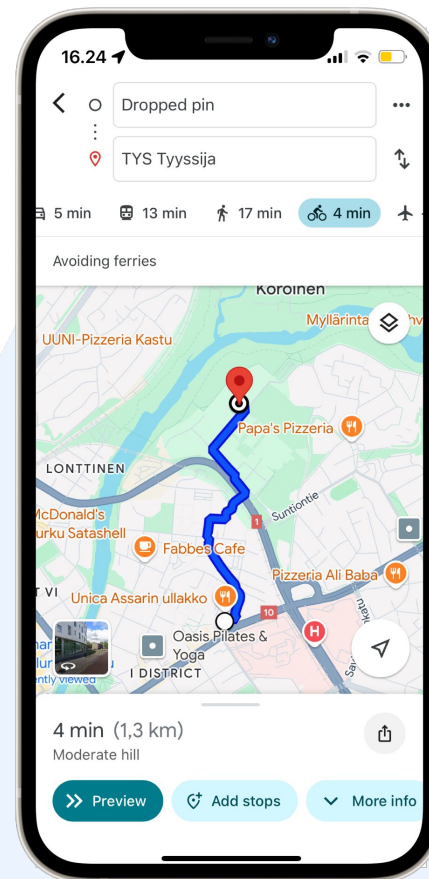
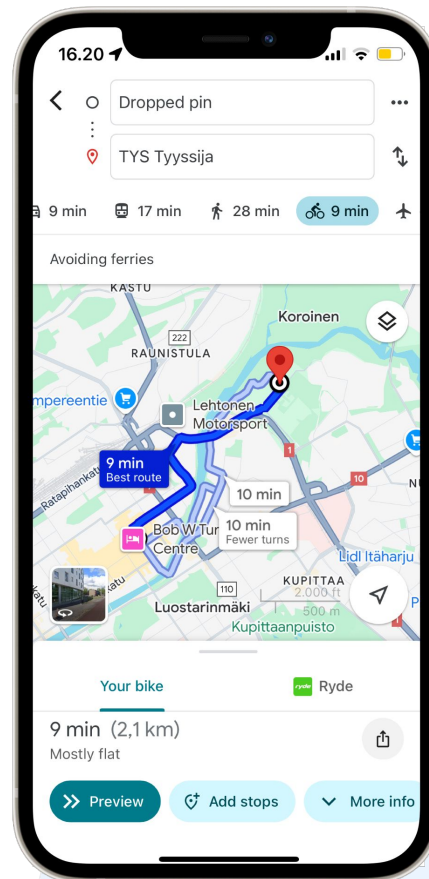
In 2024, there is a decrease in popularity for the most traveled routes. This can be explained by a few factors: more hubs means that users have **more options** and more routes diverting from the most popular ones are available. With more users, the system experiences **higher variability in travel patterns**. New users may have different preferences.

MOST POPULAR ROUTES

Based on the top hub locations, it is observed that a **majority of the top routes start and end in student areas**.

The top routes are characterized by their brevity, with an **average duration of 7 minutes**. This information implies that users frequently opt for short-distance trips.

Understanding these patterns can be valuable for **optimizing resources, improving infrastructure, and meeting the growing needs** of users on these highly frequented routes.

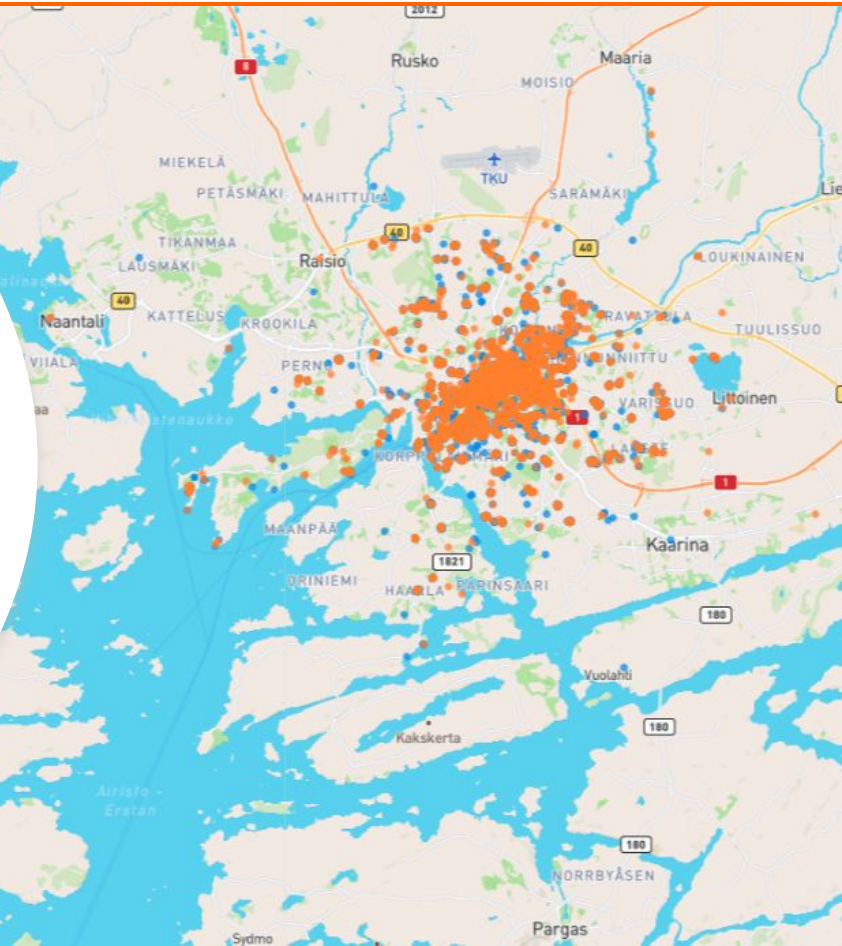


START AND END POINTS OF TRIPS

TRIP DYNAMICS

A trip is counted when a user unlocks and locks the bikes which provides flexibility to users, allowing trips to end outside of the hub area. The map illustrates that a significant number of trips commence and conclude in the city center. Nevertheless, **some riders venture further outside this central area.**

The map serves as a valuable indication for potential future system extensions, **highlighting areas beyond the city center where riders frequently initiate or conclude their trips.** This insight can guide the expansion of the bike-sharing system to accommodate the diverse travel patterns and preferences of users

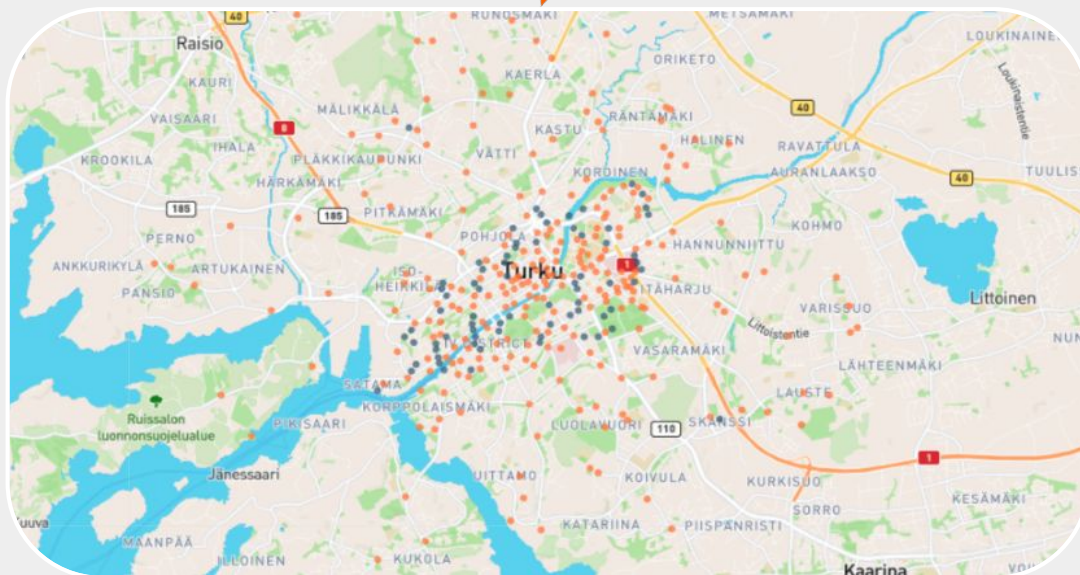


SUGGESTIONS

- Existing hubs
- New suggested hubs

Drawing insights from the trip and demand maps, we recommend the establishment of 72 new hubs

To improve bike availability and user experience we recommend stations every 150m



BIKE TO HUB RATIO

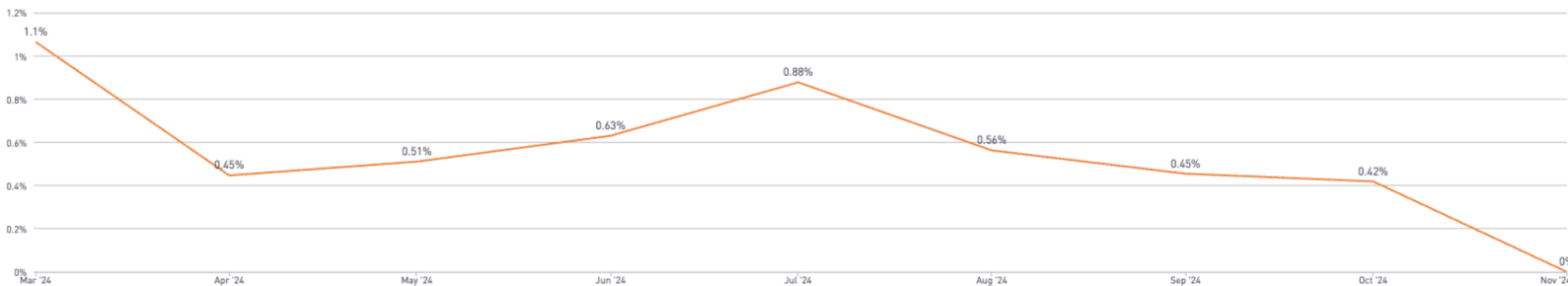


- In 2024, on average there was **3.8 free parking space per bike** which is 0,64 more compared to last year. The ratio has increased with the addition of the new hubs
- The addition of new stations should be approached with consideration for the bike-to-hub ratio. Introducing **too many hubs without an adequate number of bikes could lead to inefficiencies** and reduced productivity.
- To maintain a balanced system, attention should be paid to **increasing the bike fleet proportionally** to the expanding hub network to ensure accessibility and minimize bike shortages.

USER BEHAVIOR AND HUBS



RATIO OF BIKES GETTING MISPLACED AFTER RENTALS



- The low season average of 0.56% (vs 0.71% last year) of **bikes being misplaced after a rental** suggests a good **awareness and respect among users** for the system's guidelines, resulting in correct bike parking at designated hubs. This positive behavior is also reflected in the revenue structure, where parking fees constitute only 3% of the total revenue.
- During the summer period, a slight increase in misplaced bikes occurs, likely attributed to heightened bike activity such as events/festivals and an influx of new users who may not be immediately familiar with the system. These figures underscore the **importance of user education and system familiarity**.
- The **strategic placement of hubs in accessible locations** contributes to the correct parking behavior, as riders are encouraged to park bikes in designated areas due to easy access to strategically located hubs. This alignment between hub placement and user behavior enhances the overall efficiency and functionality of the bike-sharing system.

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Users



HOW MANY USERS IN 2023?

There has been substantial growth in the user base and heightened interest in the system as the **number of unique riders increased by 16%**, (during the same operational period April-October) resulting in **16 145 uniques riders** for the 2024 season. **July** was the month with the most unique riders: **6 440**.

3 706 riders in April
Amongst which 933 new riders



5 470 riders in May
Amongst which 1 970 new riders

5 690 riders in June
Amongst which 1 840 new riders

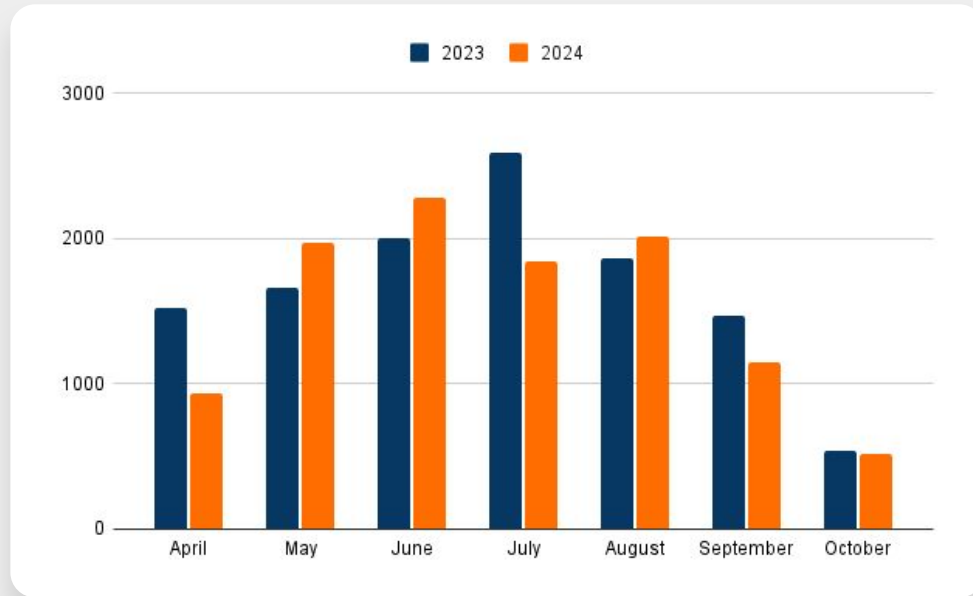
5 440 riders in September
Amongst which 1 150 new riders

6 440 riders in July
Amongst which 2 280 new riders

6 230 riders in August
Amongst which 2 010 new riders

4 580 riders in October
Amongst which 520 new riders

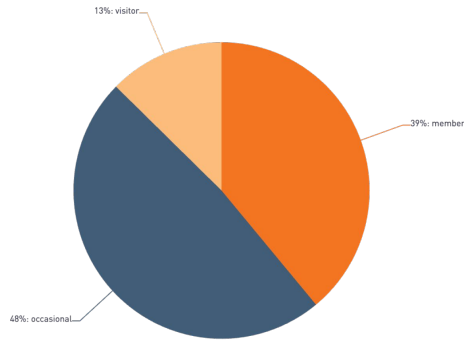
FIRST TIME RIDERS 2023 vs 2024



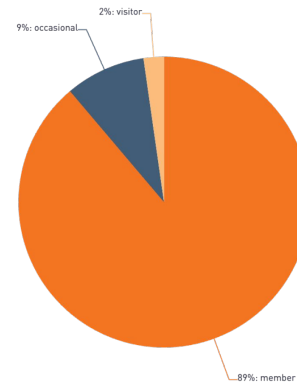
Overall, the 2023 has more first time users than the 2024 season. The slowing growth in first-time riders is a natural phase for a **maturing service**, reflecting a shift from rapid adoption to a more stable, ongoing user acquisition and retention. It is worth noting that regardless of the maturity of the system, the **number of first time users is still growing**. They account for **45%** of the total amount riders in 2024.

TYPES OF USERS

USER DISTRIBUTION BY USER TYPES



TRIPS PER USER TYPE



- **39% of users** are registered **members**, yet they account for a significant majority of the trips
- Members are accountable for **89% of all trips**

- This indicates a **high level of engagement** and utilization among members
- Membership programs play a **crucial role in encouraging consistent and active participation**

- There is a **2% decrease** in the percentage of **number of members** from 2023 to 2024
- And **2% increase** in the percentage of **number of occasionals** from 2023 to 2024

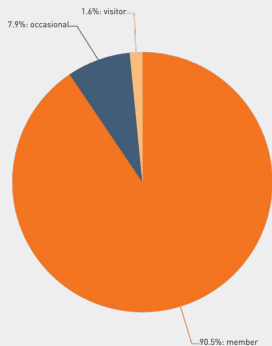
FOCUS - USER TYPE PER MONTH



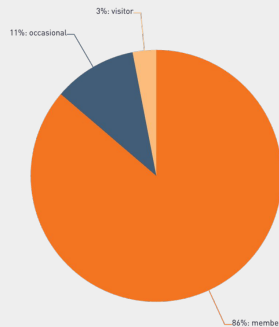
The rider distribution shows that **members consistently account for the largest portion of users throughout the year**, reflecting their strong engagement with the system. **Occasional** users contribute significantly during the **summer months**, likely driven by seasonal activities and events, while visitor usage remains relatively small but follows a similar summer peak pattern. This distribution highlights the importance of **members for year-round stability** and the impact of **occasional users during peak seasons**.

FOCUS - TRIP DISTRIBUTION BY USERS

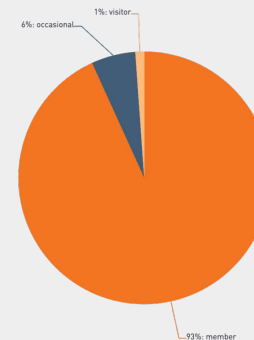
SPRING
TRIP BY USER TYPES



SUMMER
TRIP BY USER TYPES



AUTUMN
TRIP BY USER TYPES



Members: there are no significant changes in the percentage of members using the bikes. Towards the end of the season the percentage of member slightly raised, indicating a positive trend in member engagement and utilization.

Visitors (Users with Foreign Phone Numbers): A decrease in the percentage of trips made by visitors with foreign phone numbers. There is no significant change in the percentage of trips made by visitors compared to last year. Comparatively, it increases slightly during the summer.

Occasional (Users with a Finnish Phone Number that are not members): Despite a similar percentage of occasional users in the overall user distribution from 2023 to 2024, the percentage of trip distribution made by these users changed slightly to increase during the summer period and decrease at the beginning and end of the season. This can be attributed to the multiple events Turku hosts during the summer.

MEMBERSHIPS

Memberships	2023 members	2024 members	2023 rentals	2024 rentals
Kausituote	343	1 044	32 204	63 681
Kuukausituote	1 888	1 038	89 169	106 239
Föli	835	1 315	3 841	15 929
Tyky-tuote	56	72	2 424	4 636
Total	3 122	3 469	131 432	190 485



Growth: +11% in the number of members from 2023 to 2024. Correspondingly, there was a substantial surge of about **44 % in the total rentals made by members.**



Differing from the previous year, the **Föli membership** was the **most popular membership** and gained in users with a **67% increase**. The **number of rentals increased by 314%.**



In 2024, the **Kausituote membership** emerged as the **second popular**, with a surge of 200% in its number of members, the highest surge of all memberships.

Even Though the **Kuukausituote** membership is the most third popular, its members are the most active contributing to **55,7% of the total number of rentals.**

USER EXPERIENCE



SATISFIED USERS

The bikes received an impressive average **quality rating of 4.4/5 during the normal operating period**, indicating a high level of rider satisfaction. This positive feedback reflects the operational team's effective maintenance efforts regardless of weather conditions.

Users who rated their rides at 5/5 left glowing reviews. They appreciate the **bike availability, excellent bike condition, reasonable pricing,** and the overall easy usability of the system.

Feedback from rides rated at less than 3 centers on **specific bike issues**, shedding light on areas that may require attention. While some users note challenges with bike availability, the main comments have been on some mechanical issues. Although not always true, these comment allow us to react faster to fix the issues.



REVIEW

now

Thank you! I will suggest your app to others and will use one of the donkeys again ❤️



REVIEW

now

Good quality service

4.5/5
bike
quality
rating

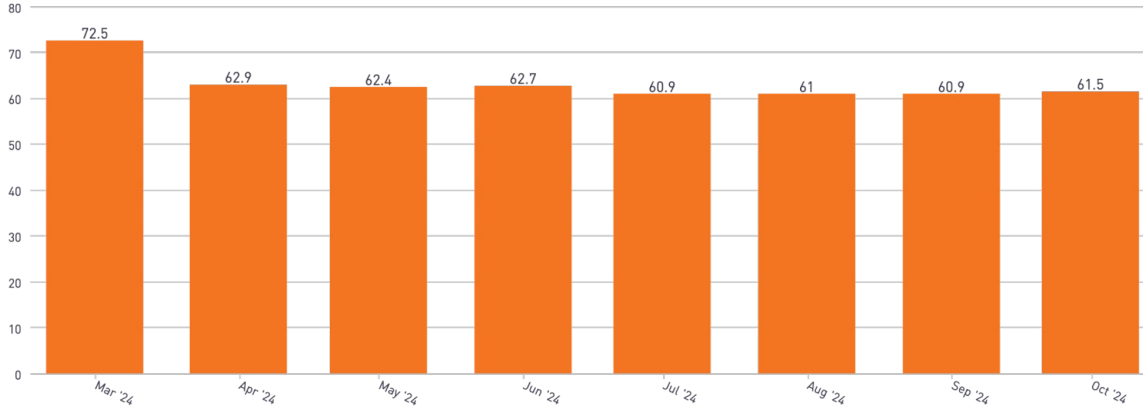
FOCUS - BIKE RATING



The bike quality rating throughout the 2024 season has been **consistently high**, ranging between 4.5 and 4.55, reflecting strong user satisfaction with the reliability and performance of the bikes. This stability highlights **effective maintenance practices** and the operational team's commitment to ensuring a **positive riding experience**. While there was a slight dip in ratings mid-season, likely due to increased usage during the peak months, the scores recovered by October, demonstrating the **team's responsiveness to addressing any issues**. Compared to last year, the ratings have either matched or slightly exceeded previous levels, confirming **sustained quality and user trust in the system**.

NPS SCORE

MONTHLY NPS SCORE



When ending their rental, users can rate on a scale from 1 to 5 if they would recommend Donkey Republic. The NPS is based on this rating. We consider:

5 as a promoter score

4 as a neutral score

3,2,1 as detractor scores

The NPS is the calculation of the percentage of promoters minus the percentage of detractors.

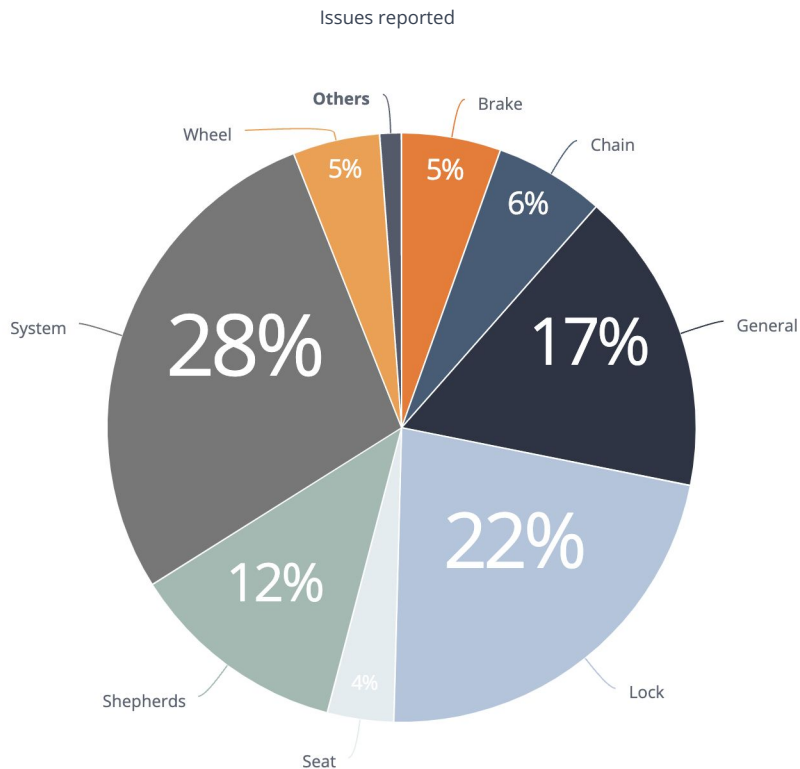
A score above 0 is considered good, and scores above 50 are typically seen as excellent.

In 2023, the average **Net Promoter Score (NPS)** stands at an average of **61.8 throughout the season**, as determined by 47 396 voters. This marks an improvement from the NPS of 57 recorded in 2023, where 51 173 voters participated. The higher NPS in 2024 suggests highlights the success of efforts to improve the bike-sharing service and its alignment with user needs. This improvement not only reflects **better satisfaction but also strengthens the system's reputation and potential for growth** through user advocacy.

DONKEY REPUBLIC

Operations





RESOLVED 2023 ISSUES

In 2023, a significant portion of tickets, 30% , was attributed to a **lock connectivity** problem. Thanks to the proactive efforts of the back end team, this issue was reduced to **22% of the total number of tickets**.

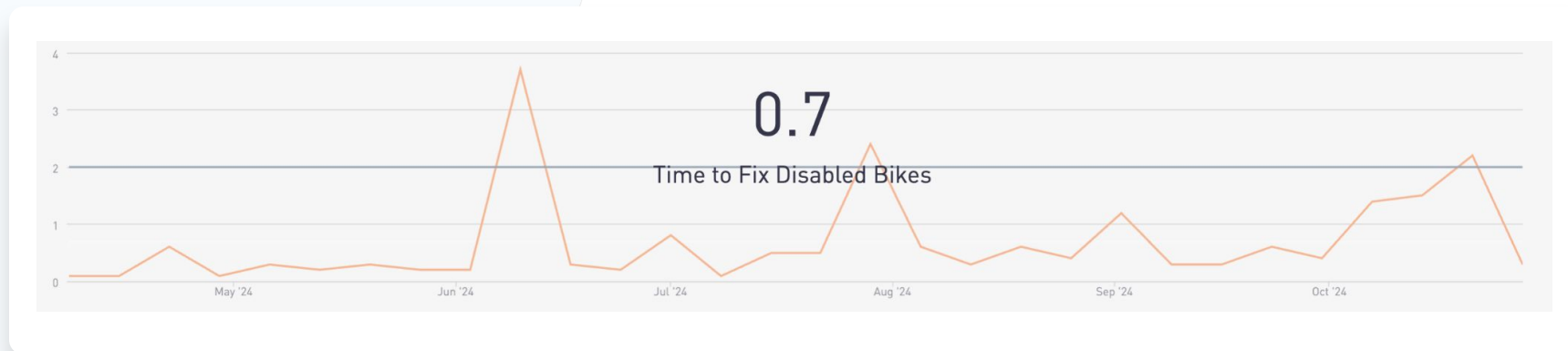
The reduction **improved the user experience**, as per the NPS score,, contributing to a more reliable and user-friendly bike-sharing system.

2024 CHALLENGES

In 2024 we continued to face connectivity issues with our AXA locks. The whole backend team continuously works together with AXA to minimise this issue.

It is important to note that **not all disabling tickets left by users are accurate**. This year 29% of the disabling tickets left were inaccurate.

OPERATIONAL PERFORMANCE



- In 2024, during the same operational period as last year, on average it took **0.7 days to fix disabled bikes**
- We usually aim for 2 days, we are below average for the whole duration of the period.

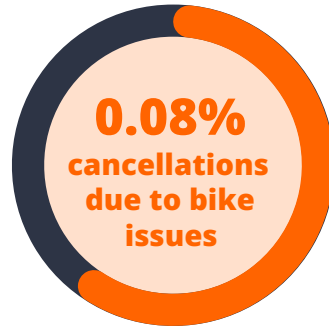
- Last year during the same period, it took on average 3.6 days to fix disabled bikes.
- The operational team managed to **reduce by 2,9 day the fixing time**

- This improvement suggests enhanced **operational efficiency** and
- More **responsive approach** to resolving bike-related issues within system

BIKE ISSUES AND RENTALS



Bikes are **well-maintained**, as instances of post-rental disablement are rare, suggesting both effective maintenance practices and respectful usage by users. The operational team managed to reduce the number by 0,4%.



With such low percentage of cancellations attributed to bike issues, it further emphasizes the **good maintenance** condition of the bikes, as users seldom cancel rentals due to mechanical problems.



Indicates a **high level of accuracy in bike geolocation**, contributing to the overall efficiency of the system. **Users experience minimal inconvenience** related to missing bikes.

DONKEY REPUBLIC

Support

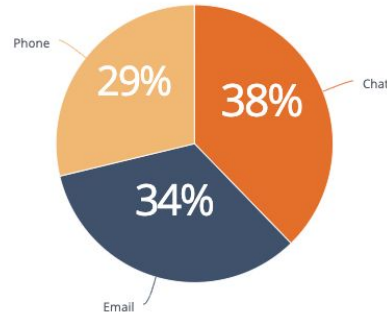


SUPPORT OVERALL



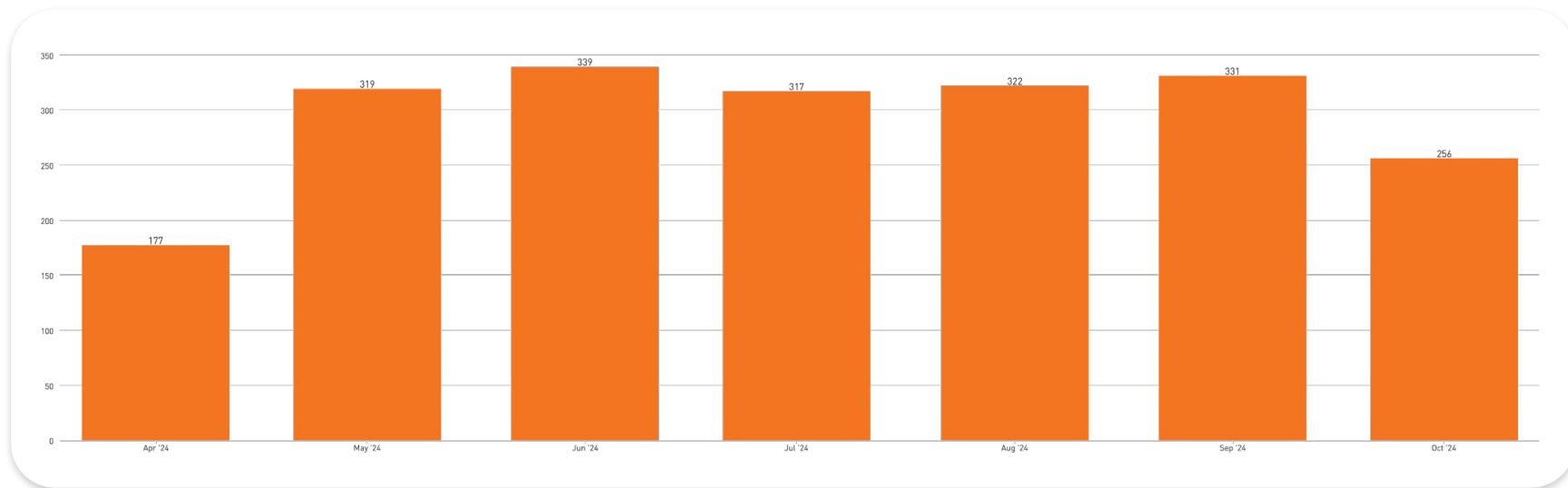
2163
tickets
solved

Support ticket distribution



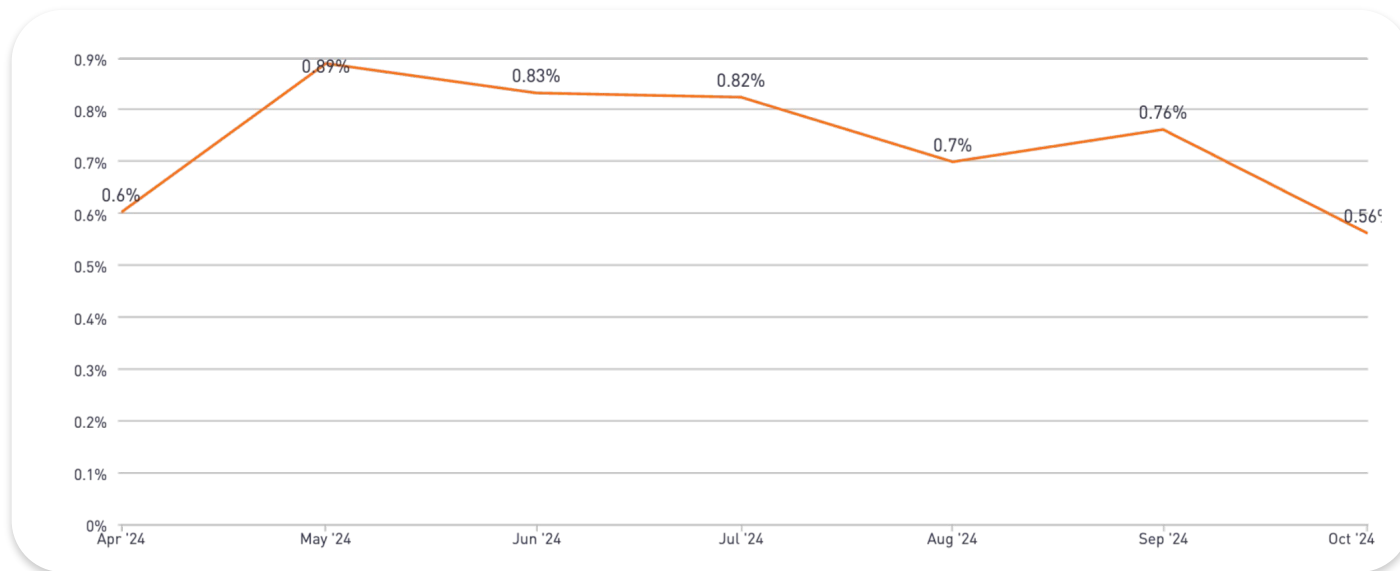
97%
Average
satisfaction
score

MONTHLY TICKETS



The monthly ticket count remains relatively consistent, experiencing growth during the summer months, particularly in June, attributed to increased usage during this period.

RENTALS LEADING TO TICKETS



On average **only 0,7% of the rentals lead to a support ticket**. This figure is notably lower than the average across all Donkey cities, which stands at 3%. This result suggests that users are content with the bikes and their rental experience, as the **low incidence of support tickets indicates a high level of user satisfaction and fewer issues requiring assistance.**

TOP REPORTED ISSUES



Reported Count	Issues Type
356	endrental_forgotoend
237	endrental_other
191	penatly_complain_relocation
184	endrental_cannotunlock
139	membership_cancelled
95	membership_foli
84	bike_faulty
79	howitworks
78	other_no_issue_raised
61	pickup_cannot_unlock

The primary issues encountered by the support team revolve around **users forgetting to lock their bikes**, often attributed to inadvertence or a lack of familiarity with the system. Subsequently, issues with the lock arise, primarily stemming from connectivity issues. Additionally, some **users reach out to support seeking guidance** on how the system works, suggesting a potential need to **reinforce the system's operational instructions across various platforms**.

Reported Count	Issues Type
57	membership_other
44	other_no_issue_raised
43	payment_unclear
37	payment_other
32	other_apperror
30	account_email_change
27	account_other
25	end_rental_gps
23	payment_outstanding
23	hub_new_request

CHAT REPLY TIME

1.19mn
Average chat
reply time

Reflects **efficiency in the customer support team's responsiveness**. It indicates that users are receiving prompt assistance and quick resolutions to their issues. This efficiency might **positively impact user satisfaction**, as they experience minimal waiting time when seeking support.

Chat reply time monthly

Month	Minutes
April	00:01:22
May	00:01:17
June	00:01:13
July	00:01:20
August	00:01:13
September	00:01:21
October	00:01:24
November	00:01:23
December	00:01:23

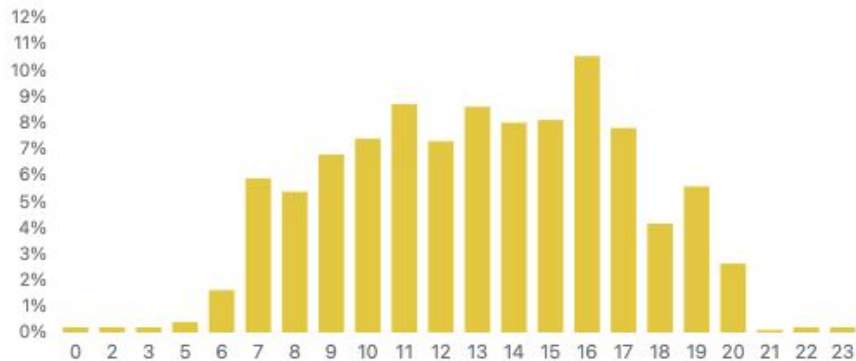
CALLS

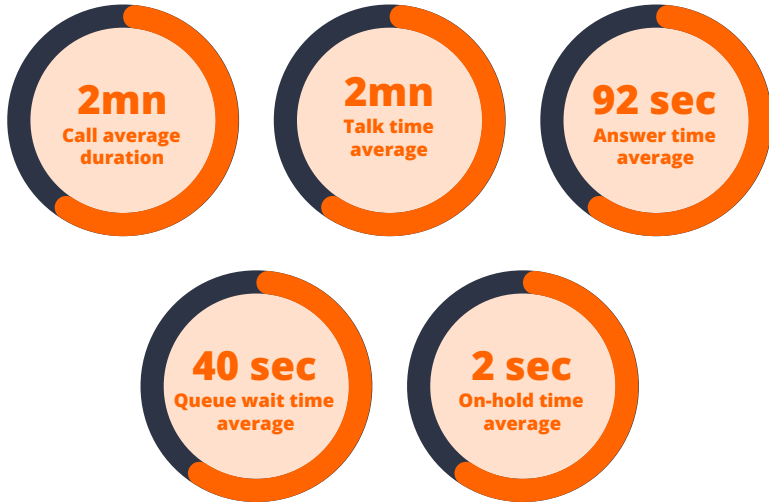
990
Calls in total

4pm
Is the busiest
hour for
support

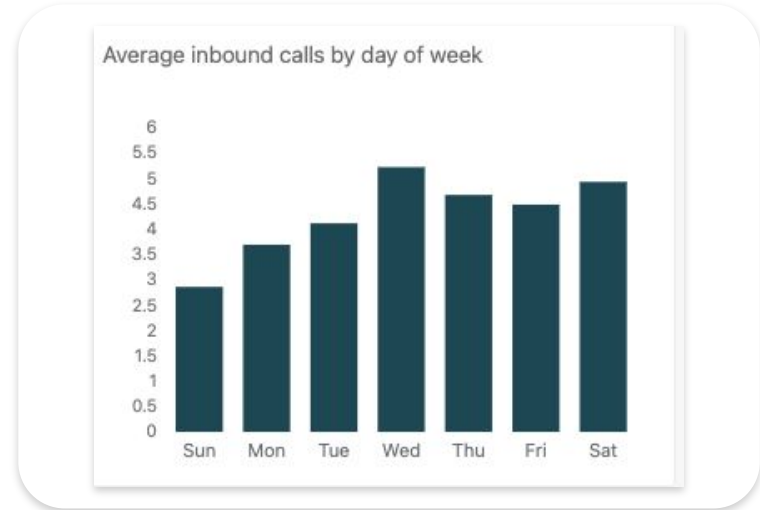
Inbound calls by hour

Inbound calls by hour



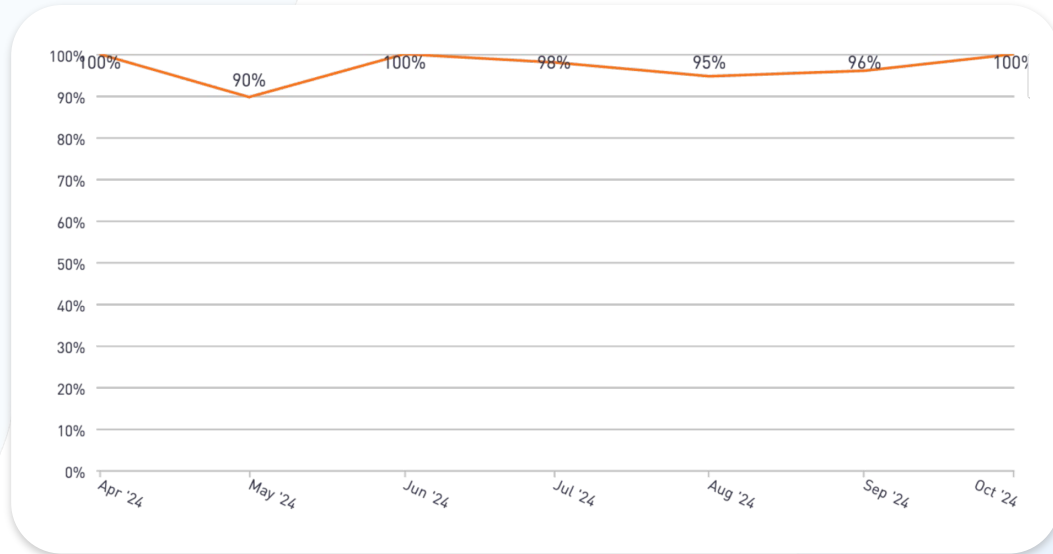


Average inbound calls by day of week



These figures indicate that support agents demonstrate promptness in answering phone calls, with **most issues being resolved within 2 minutes**. This swift response and resolution time contribute to creating a **positive experience for riders**, as they experience timely and **efficient support** when encountering issues.

MONTHLY SATISFACTION



Users expressed **high satisfaction** with the support they received: low waiting times and efficient issue resolution. Three months were rated at 100% satisfaction, with the majority of the remaining months scoring above 90%. Despite a significant increase in the number of users, there is a slight improvement in satisfaction compared to last year. This positive feedback suggests that the **support team is effectively meeting user needs and maintaining a high level of service quality.**

DONKEY REPUBLIC

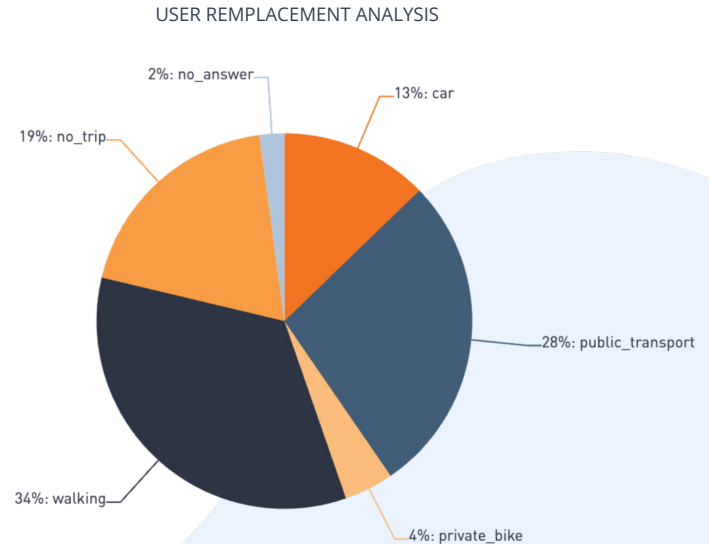
Impact



23.88
Total CO2 Savings (tons)

423.3k
Total Health Benefits (€)

12.03k
Congestion Savings (€)



The replacement footprint analysis* suggests that

- **28%** of users have taken a **public transportation instead of a bike**
- **13%** of users have **would have taken a car** instead of a bike

*These results have to be interpreted based on the number of respondents.

HOW DO WE MEASURE THE IMPACT ASSESSMENT 2

Constantly improving database and dynamic data model

In order to assess our substantial contribution, we measure the impact on health, congestion and emission reduction. To achieve this, a solid and transparent database is key. After establishing a data framework in 2022 and publishing the first ESG report for the same year, we have been working on the refinement of the dataset, reviewed and updated the source data and solidified our impact calculations. The improved insights we can get from this will inform further ESG initiatives and help monitoring the impact of current and future activities.

The updated base data incurs changes to the overall calculated impact outcome. While this might look like a deterioration of our positive impact on health, congestion and GHG emissions, we have opted for maximum transparency, traceability and accountability of our calculation methods. The decrease of our impact as compared to last year's report is thus not due to a worse performance of our fleet, but can be attributed to a more precise and - in our opinion - honest impact calculation.

According to the updated calculation method, our substantial contribution per pedal bike trip for 2023 can be quantified as:

-  79g CO2 savings per trip
-  11.56 DKK Health benefits per trip
-  0.15 DKK Congestion cost reduced per trip

We are still in the process of segmenting our data more specifically to account for the increasing share of e-bikes in our fleet. Furthermore, since we are continuously surveying our riders which means of transportation their Donkey trip replaced, our data model is dynamic and thus, the impact numbers will change over time. The impact numbers in this report are aggregated and represent the average impact of a Donkey trip on a pedal bike for the year 2023.



HOW DO WE MEASURE THE IMPACT ASSESSMENT 2

At Donkey Republic, we are taking a stance against Greenwashing. For us, this begins with maximum transparency on our data. Therefore, we are describing our impact calculation model and the data collection method here.

The foundation of the calculation method has been elaborated together with the [University of Dresden in 2020](#). In order to calculate the overall impact of Donkey trips taken in a given time period, we can now multiply the impact per trip by the total number of trips and thus will come to the impact numbers we are regularly reporting.

Summary:

DKK 1.2M in Congestion savings

528 Tons in CO2 savings

6,7 M Trips

DKK 77,7 M Health Benefits



For more information visit our 2023 ESG report:

<https://invest.donkey.bike/wp-content/uploads/2024/03/Donkey-Republic-ESG-report-2023.pdf>

Factor	Description	Values	
Health This value is a combination of three numbers.	Gains of Active Mobility per marginal km (in DKK). For bikes and e-bikes, the source for these values is a study made by COWI for the Danish Ministry of Transportation (2020) ¹ . Due to a lack of data for walking, the same values as for biking on a pedal bike are assumed. For any other means of transportation, the gains of active mobility are considered 0.	Bike: DKK 11,26 E-Bike: DKK 9,02 Walk: DKK 11,26	Added together, these values lead to the following health impact values (in DKK per marginal passenger km): Bike: DKK 9.77 E-bike: DKK 6.56 Walk: DKK 11.26 Car (ICE): DKK -0.91 Bus: DKK -0.15 Train: DKK -0.04 Public transport (bus+train): DKK -0,09
	Air (particle) pollution, Losses per marginal passenger km (in DKK). The values are taken from the Handbook on the External Costs of Transport published by the European Commission (2019) ² .	Bike: DKK 0 E-Bike: DKK 0 Walking: DKK 0 Car (ICE): DKK -0.05 Bus: DKK -0.06 Train (electric): DKK -0.0015 Public transport (bus+train): DKK -0,03	
	Safety (Road accidents), Cost per km (in DKK). These values are also taken from the Handbook on the External Costs of Transport.	Bike: DKK -1.49 E-Bike: DKK -2.46 Car (ICE): DKK -0.86 Bus: DKK -0.09 Train: DKK -0.04 Public transport (bus+train): DKK -0.07	
CO2eq emissions	The base values for the emissions per vehicle type are taken from the German Federal Environmental Agency (in gCo2eq/pkm) ³	Bike: 9 gCo2eq/pkm E-Bike: 15 gCo2eq/pkm Walk: 0 gCo2eq/pkm Car: 166 gCo2eq/pkm Public transport (bus+train): 71 gCo2eq/pkm Donkey bike: 9 gCo2eq/pkm Donkey E-bike: 20 gCo2eq/pkm	
Congestion	This value is taken from the Handbook on the External Costs of Transport (EU, 2019) and is defined as the average congestion cost, measured in DKK/pkm. For Donkey Republic's bikes and e-bikes, the results of an LCA have been factored in, considering data on relocation, maintenance, utilization, battery swapping, etc. which lead to a slightly higher emission value for the Donkey e-bikes.	Bike: DKK 0 E-Bike: DKK 0 Walk: DKK 0 Car: DKK -0,82 Bus: DKK -0,15 Train: DKK 0 Public transport (bus + train avg.): DKK -0.08	
Total impact per pedal bike trip	To calculate the impact per Donkey kilometre, we multiply the replacement percentage that we determine through our in-app replacement survey to our riders. Finally, we multiply this value by the average length of a Donkey trip, which for 2023 was ca. 2km.	79g CO2 savings per trip DKK 11.56 Health benefits per trip DKK 0.15 Congestion cost reduced per trip	

¹ DTU / COWI (2020): Transportøkonomiske Enhedspriser for Cykling

² Eurostat (2019): Handbook on the External Costs of Transport

³ Umweltbundesamt (2021): Umweltfreundlich mobil! Ein ökologischer Verkehrsartenvergleich für den Personen- und Güterverkehr in Deutschland;

Umweltbundesamt (2022): Vergleich der durchschnittlichen Emissionen einzelner Verkehrsmittel des Linien- und Individualverkehrs im Personenverkehr in Deutschland



DONKEY REPUBLIC

Revenue



REVENUE OVERALL



- Compared to last season revenue increased by 13%
- 116k EUR in membership revenue, 83.7k EUR in rental revenue and 7k EUR in fees
- Similar to 2023, memberships were the biggest source of income

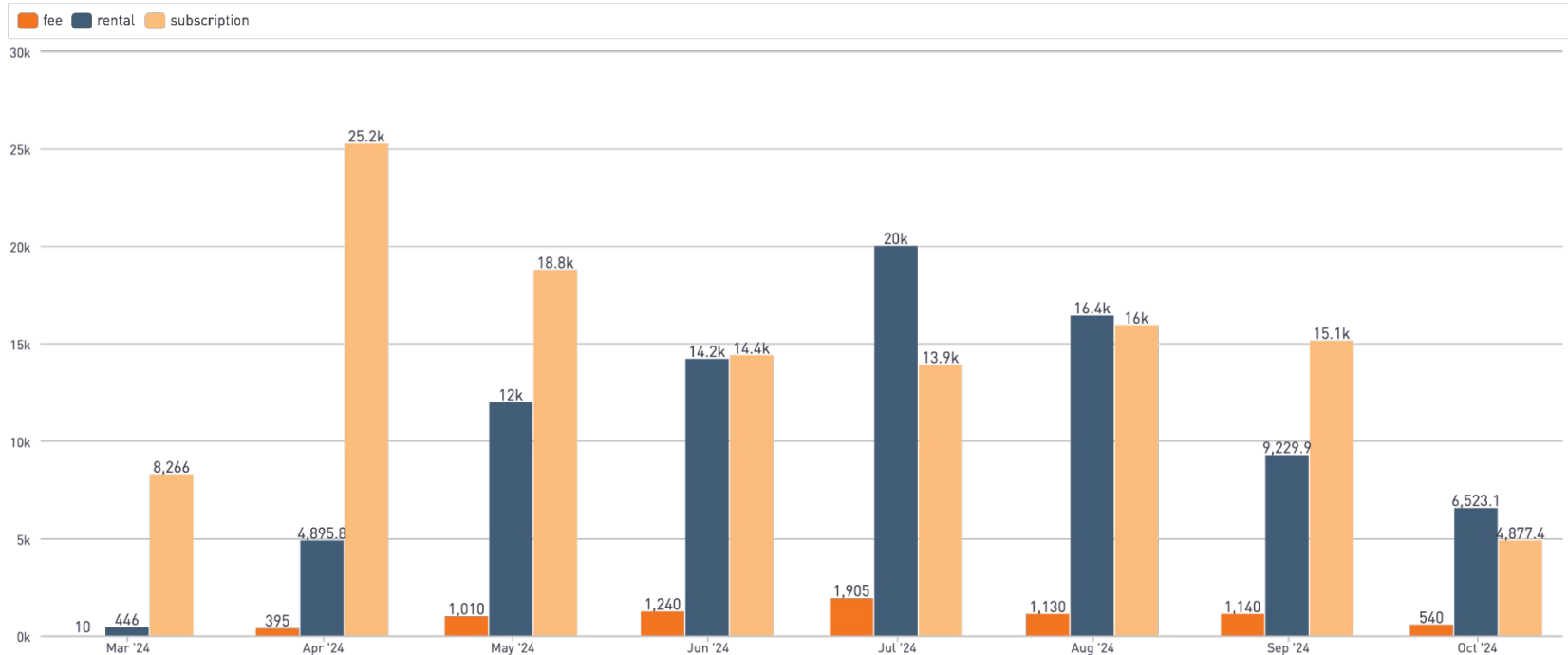


- 55% of the total revenue of the season comes from memberships it is 6% increase compared to last year
- Out of 116k EUR in membership, Kuukausituote counts for 71.7k EUR



- penalties charged to users for incorrectly parked or lost bicycles only represent 3% of the total revenue
- There is a peak of penalties in July due to several events and festivals, similar to 2023
- Users are respectful of the rules and fees reduced compared to 2024

REVENUE OVERVIEW



DONKEY REPUBLIC

2025



2024 GOALS MET



INCREASED REVENUE

From the results of the 2023 season, it was expected to grow monthly revenue. This goal has been achieved as the revenue increased by 13% which can also be attributed to higher prices and increase in rentals.



INCREASED MEMBERS

In 2024 the overall number of unique users increased by 16% *during the same operational period from April to October). The number of members especially Föli and Kausituote members grew.



IMPROVED UX

In 2024, the user experience grew significantly which is shown by the increased NPS score. Not only our EX team improved some user flows on the app but the operational team always made sure to have well maintained available bikes for users.



CONTRACT RENEWAL

2025 is the last year of operations of the current contract. It is highly advised for the next 2+2 years to expand the fleet. As the system is reaching maximum capacity, additional bikes will ensure scalability and maintain service quality.



INCREASE MEMBERS

In 2024 the overall number of unique users increased by 16% however there is still quite high potential of growth for the memberships especially for the Föli memberships as it is free of charge for season members of the public transportation system,



STRATEGISE HUBS

In 2023 and 2024, effective hub placement increased rentals by 30 000 (2023) and 10 000 (2024) rentals. This shows the importance of correct hub placement. In 2025, we will keep strategizing the hub placement to increase rentals and UX.

What to consider for the *new contract*?

- **Timeline:** As we approach the final year of the current contract, it is crucial to initiate the renewal process promptly. Early negotiations will ensure continuity of service without disruptions and allow sufficient time to address any adjustments required to meet evolving user needs. Starting the process early provides the opportunity to align contractual terms with long-term operational goals and stakeholder expectations.
- **Expansion of the fleet:** With the bike-sharing system nearing maximum utilization, particularly during peak months where bikes average up to 89 rentals per bike, it is evident that demand is exceeding supply. To maintain service quality and meet user expectations, the inclusion of additional bikes in the new contract is essential. Expanding the fleet will prevent shortages, improve availability, and accommodate growing demand, ensuring the system remains sustainable and scalable.
- **Winter extension:** Integrating a winter extension into the contract will allow the system to operate longer, tapping into unmet demand during the colder months. This initiative not only provides continuous service to users but also supports consistent revenue generation and greater system visibility. Winter operations could be tailored to user preferences, ensuring proper maintenance and safety measures are in place to adapt to seasonal challenges.



CAMPAIGNS*

Campaign results

New members: 308
Value created: 17.956 EUR
Cost: 2.028 EUR
ROI: 8.9x



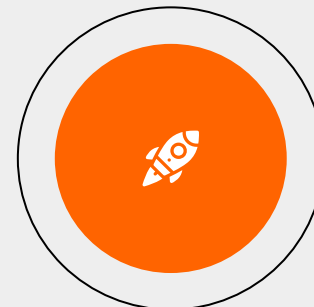
Additional value

- New riders
- Retained riders
- Untracked value

Example: results of a Copenhagen campaign targeted for students

To address engagement from members and increase overall membership numbers, it is to be considered implementing a targeted campaign to convert annual public transportation card holders into Föli members

WHAT KIND OF CAMPAIGN & FOR WHOM?



Channels

Email
Push
notification
Pop-up
SoMe
Paid ads

Users

Visitors
Occasionals
Föli
members
Seasonal
members

Goal

X users
converted in
members

X members
being more
engaged (+x
rentals)

EXPAND HUB NETWORK STRATEGICALLY



LEARNINGS TO BE CONSIDERED FOR 2025

Season extension

Extending the operational season has proven to attract more users and trips. Continuing this **extension into 2025 could further boost system utilization and revenue**, particularly by capitalizing on seasonal demand during warmer months

Operational efficiency

Build on the success of reducing bike fixing times in 2024 (from 3.6 to 1.3 days). Implement predictive maintenance using **data-driven approaches** to proactively address bike issues before they occur. This would improve bike availability, minimize disruptions, and further boost user satisfaction



Memberships


Memberships have proven to be crucial this season, with a substantial increase in member numbers and the system primarily utilized by members. Therefore, it's worthwhile to **focus on promoting this segment** strategically.

User Education


Issues such as users forgetting to lock bikes or being unfamiliar with the system indicate a need for better user education. **Reinforcing operational instructions across multiple platforms** can help new users adapt more quickly and reduce support tickets for avoidable issues.

DONKEY REPUBLIC

Thank you!

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 Donkey Republic

