

voii.

Data and Active Travel Infrastructure



The Voi journey so far

Two main modes

Shared E-scooters



Shared E-bikes



~500m

Rides to date

~130

Cities across Europe

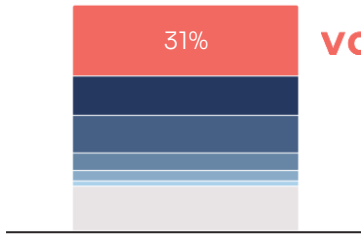
+60m

Car trips replaced

Voi in numbers

2018

FOUNDED IN SWEDEN



31% voi.

TENDERED MARKET LEADER

+175K

VEHICLES IN OPERATION

20+

UK town and cities

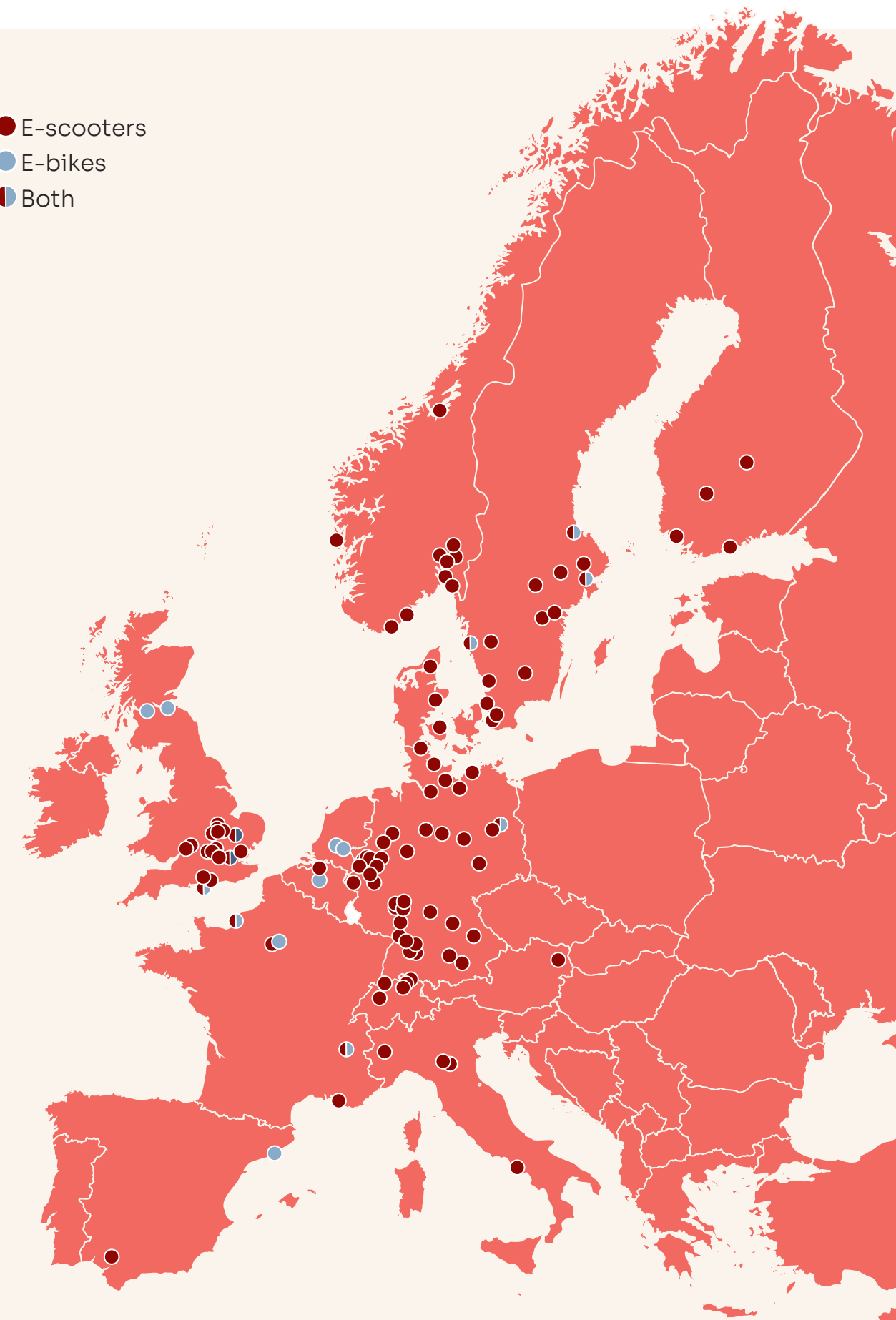
13

COUNTRIES

+300K

ACTIVE RIDERS

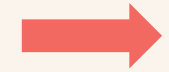
- E-scooters
- E-bikes
- Both



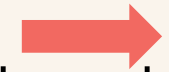
Voi data supporting local active travel



Shared e-bikes generate rich data (we collect 100bn data points from our vehicles every day).



Combined with traditional evidence - e.g. rider surveys - we're an additional lens on real-world behaviour



target

This is helping local authorities to investment in walking and cycling where it has the most impact

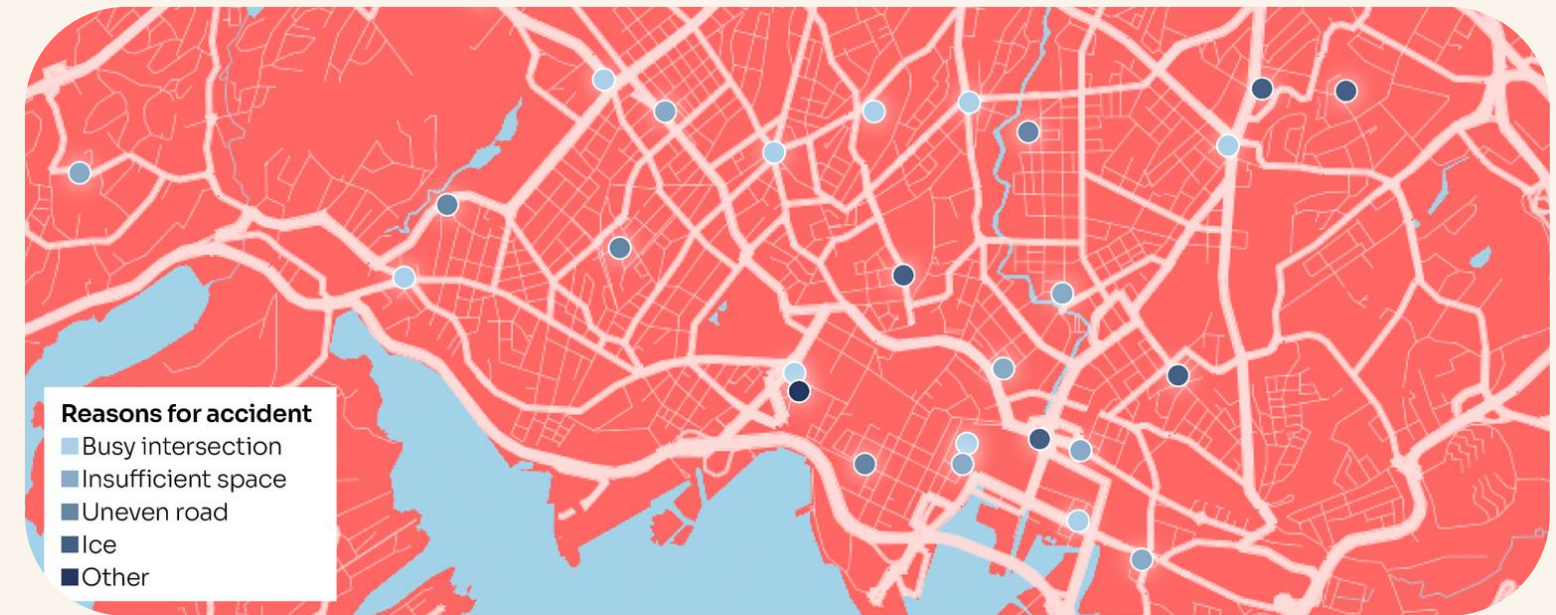


From trips to insights

➔ Trip patterns: origin & destination, routes, distance travelled, time of day, seasonability

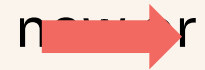
➔ ride, park
Network integration: where people and connect with public transport

➔ hotspots,
Safety and operations: incident complex junctions and high traffic areas, vehicle availability



➔ Shared via: dashboards, periodic reports, open/standard formats (e.g. GBFS/MDS), and tailored exports for studies. Work with data companies like Vianova

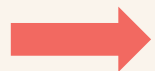
Informing infrastructure & policy decisions



Identify high-demand corridors for upgraded cycle routes,

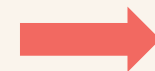
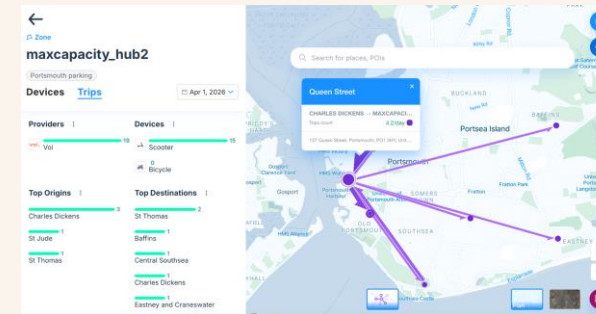
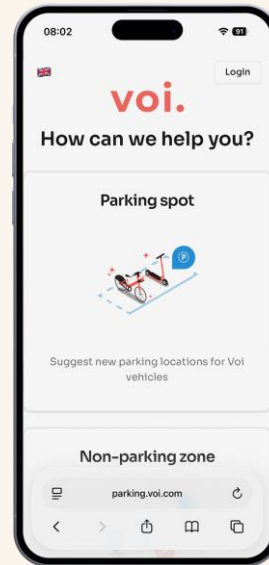


Reveal missing links and barriers between homes, stations, campuses, hospitals, new housing developments



divert, or

Target safety fixes where riders slow, incidents cluster.



Optimise number and location of parking hubs to meet demand and suit local needs

Northstowe Example

Northstowe Summary

2025

Launch Date

773

Trips (January)

4.79

Average Trip
Rating

45

Avg. Vehicles

6

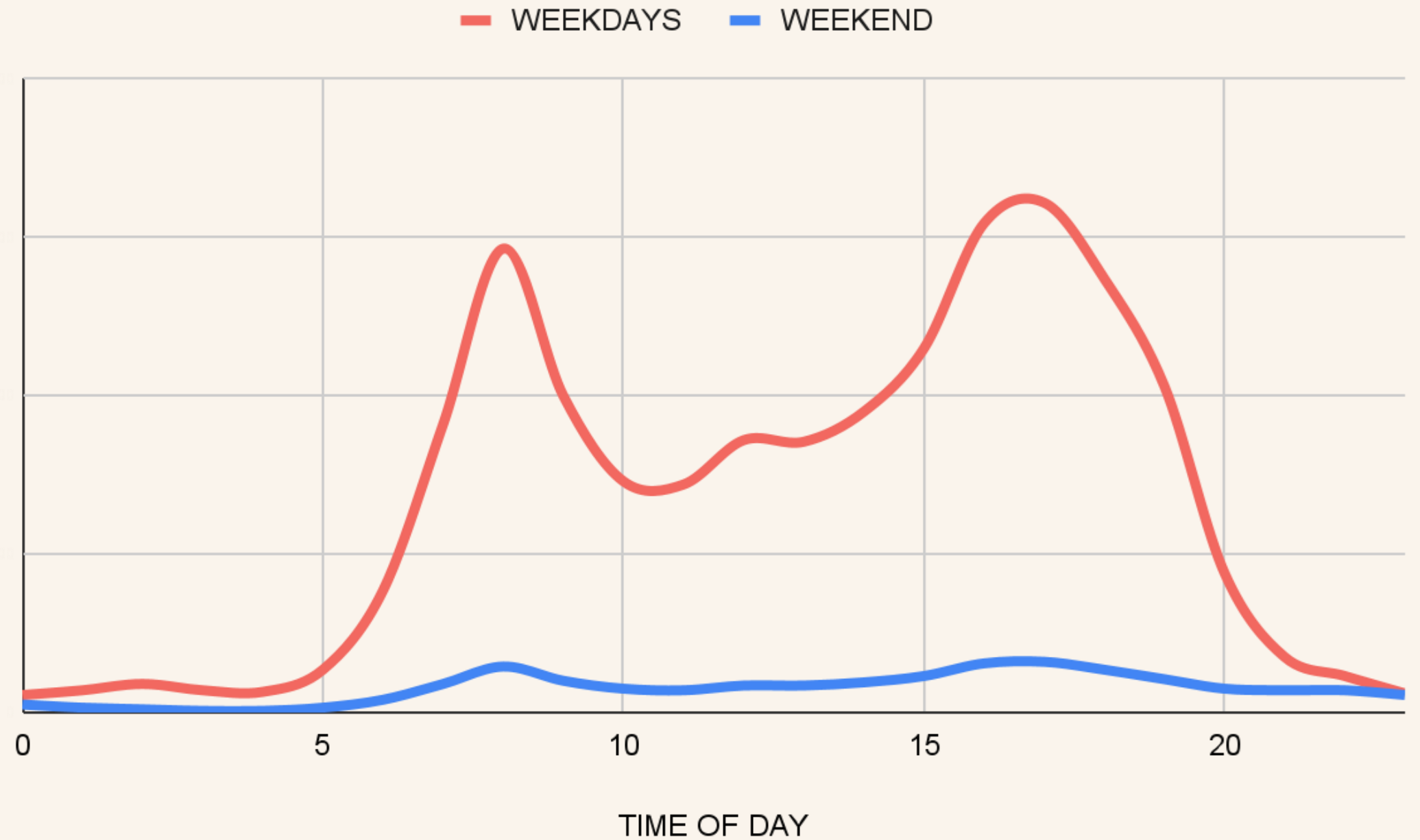
Parking Locations

1.51 miles

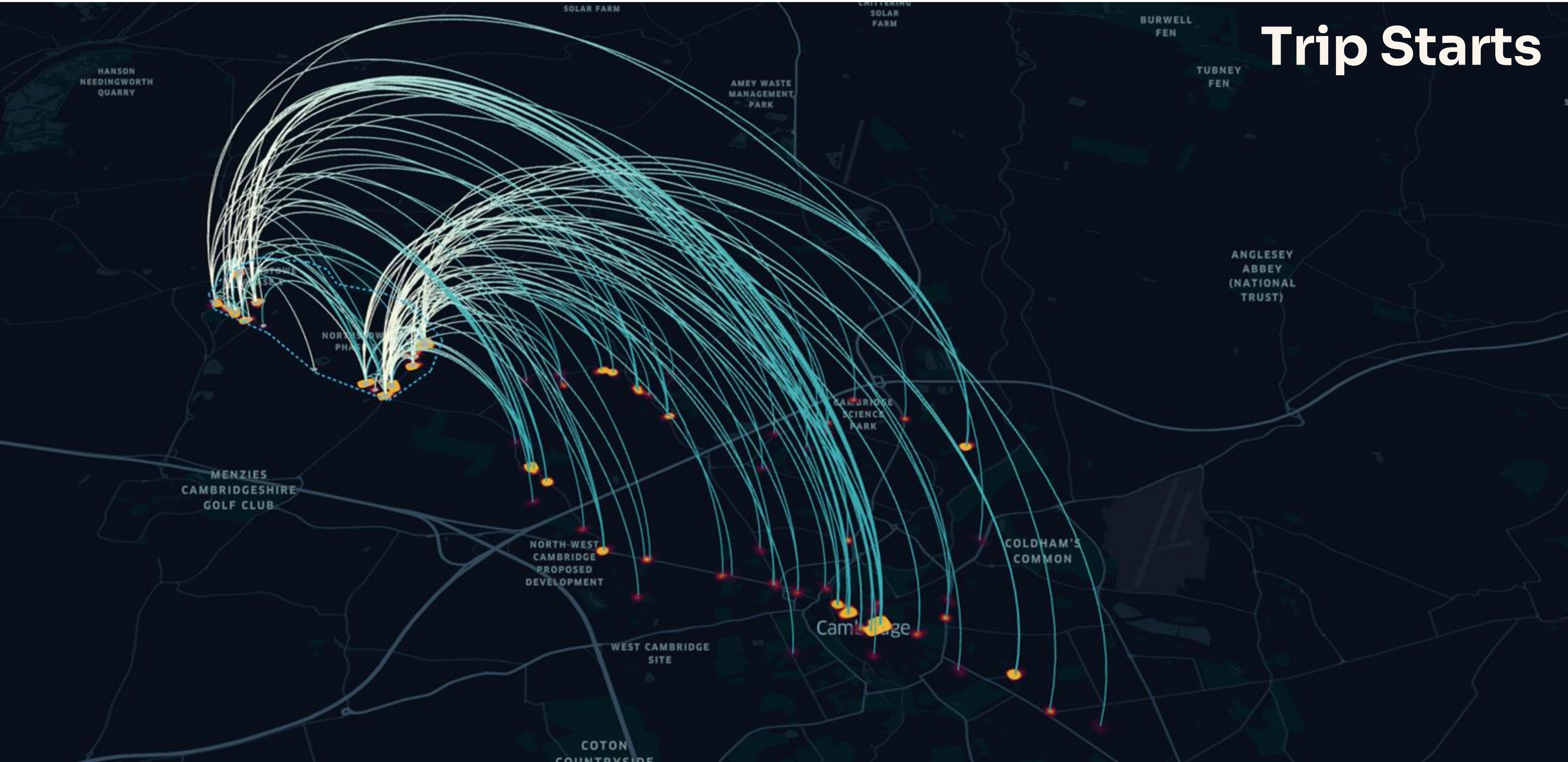
Avg. Ride Distance

Hourly Breakdown (Avg.)

- **Clear weekday commute peaks**
- **Lower, steady weekend use**
- **Strong indication of everyday utility**



Trip Starts



Challenges & Our Response

Lower Demand vs. City

Vehicles are flowing into Cambridge, but not back into Northstowe.

To resolve this, we're adapting our rebalancing strategy specifically for Northstowe – making sure a minimum number of vehicles are maintained at key locations and times of day so residents can rely on the service.

Safety & lighting on route to Cambridge

Some riders feel unsafe, especially after dark

We're using it to guide our conversations with local authorities and partners – focusing on key stretches where improved lighting or infrastructure could unlock more confident use.

Limited footprint

Voi currently only have 6 parking locations in Northstowe

We're open to exploring additional parking on private land within the town and at Longstanton Park & Ride, with . Those steps would bring scooters closer to where people live and give them a seamless connection into the wider transport network.”

Next steps

Expand local coverage in Northstowe

- More parking locations on private land

Strengthen regional connections

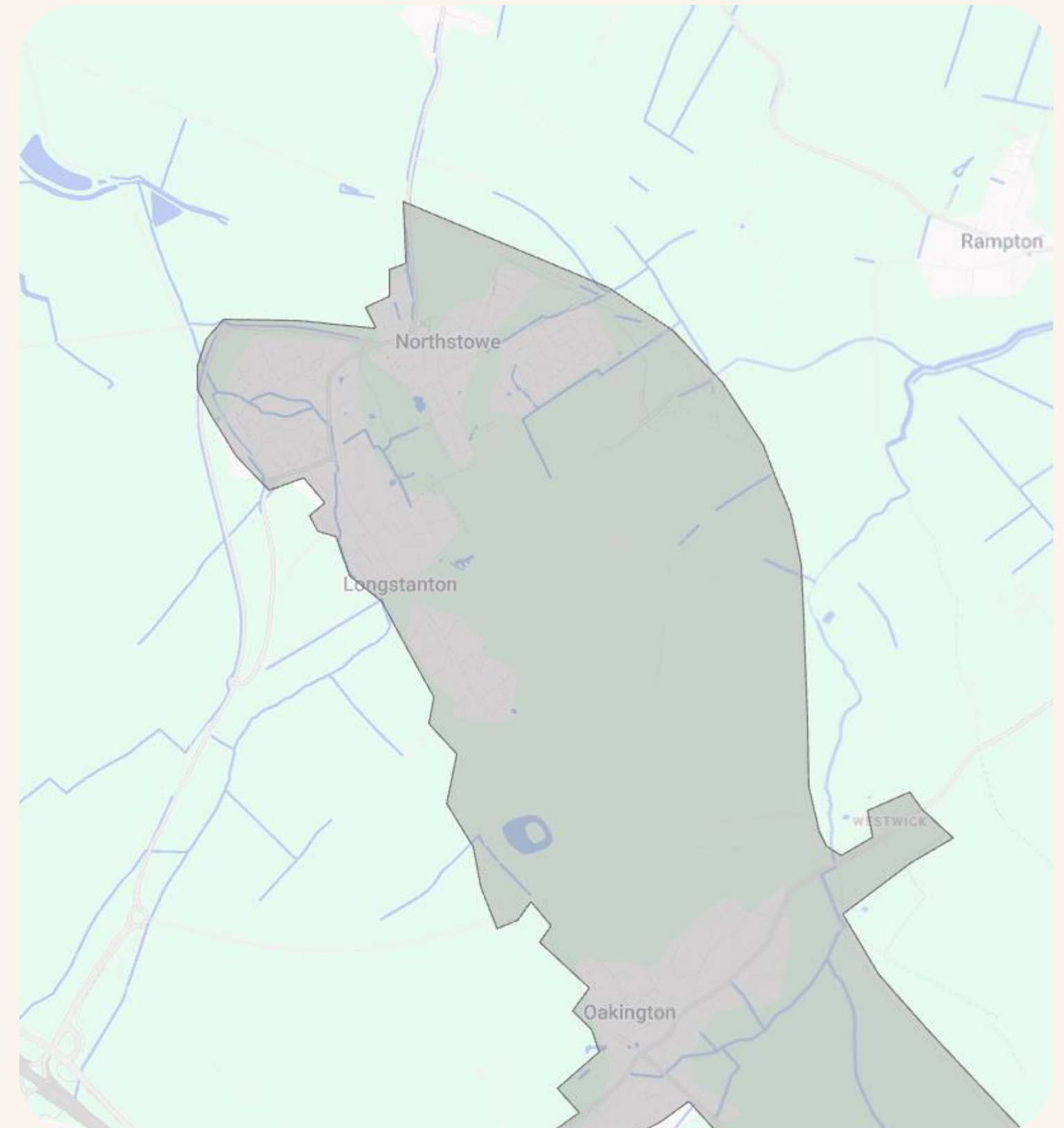
- Integrate Longstanton Park & Ride
- Plan future link to Cambridge South Station

Improve safety & confidence

- Work with partners on lighting/infrastructure
- Enhance guidance on safest routes

Optimise reliability

- Refine rebalancing model for satellite areas



Current VSO Order