



Wheelers.

The movement for movement

Wheelers.

Round, round,
round, round,
I get around...
My city

www.wheelersclub.com / Broadgate, EC2A 2EH



1 Our Mission

We will mobilise and energise our cities, enabling them to play a healthier role in our lives.

What do cyclists want?

Moving around
my city affordably

Being carbon
neutral

Improving my
health

A safe route
door-to-door

A safe,
functioning bike

Parking somewhere
safe and secure

Being able to
refresh and refuel

And start my day
in great shape

The Age of the Bicycle

And yet demand is not being met



In 2019, just **2%** of short journeys in the UK were by bike. Top performing countries are 10 times that.¹

But in Q2 2020, London cycling increased by **40%**.²

61% of office workers cite lack of shower facilities as a blocker to cycling to work.³

15% want social facilities to meet other cyclists.

38% of office workers would cycle to work if their workplace offered better facilities.⁴

23% want to experience bike maintenance classes.

Asset owners and employers are being forced to invest in cycling facilities through demand from planners, tenants and employees.

E-bikes will revolutionise cycle commuting. E-bike sales surged **70%** in 2020.⁵



2 Introducing Wheelers

Be part of our movement

The Club

The club experience cyclists want

Our mission is to create a club experience that enable cyclists to arrive at end of journey destinations that match their safety, lifestyle and professional needs.

Become a Wheelers member, book into any one of our clubs and park up, recharge your bike, book a service, refresh, refuel and ready yourself for the day ahead.



Simple, Affordable Membership Packages



Lockers Showers & Changing



Running Clubs & Cycle Clubs*



Valet/Self-park Formats*



Cycle Servicing: Members & Non-members



Physio, Strength & Conditioning Studio*



Safe & Secure Storage



Free Basic Maintenance Workshops



Nourish Cafe & Workspace*



Free Electric Charging



Shop & Cycle Exchange*

*Mix of services and facilities is subject to asset space/demand.



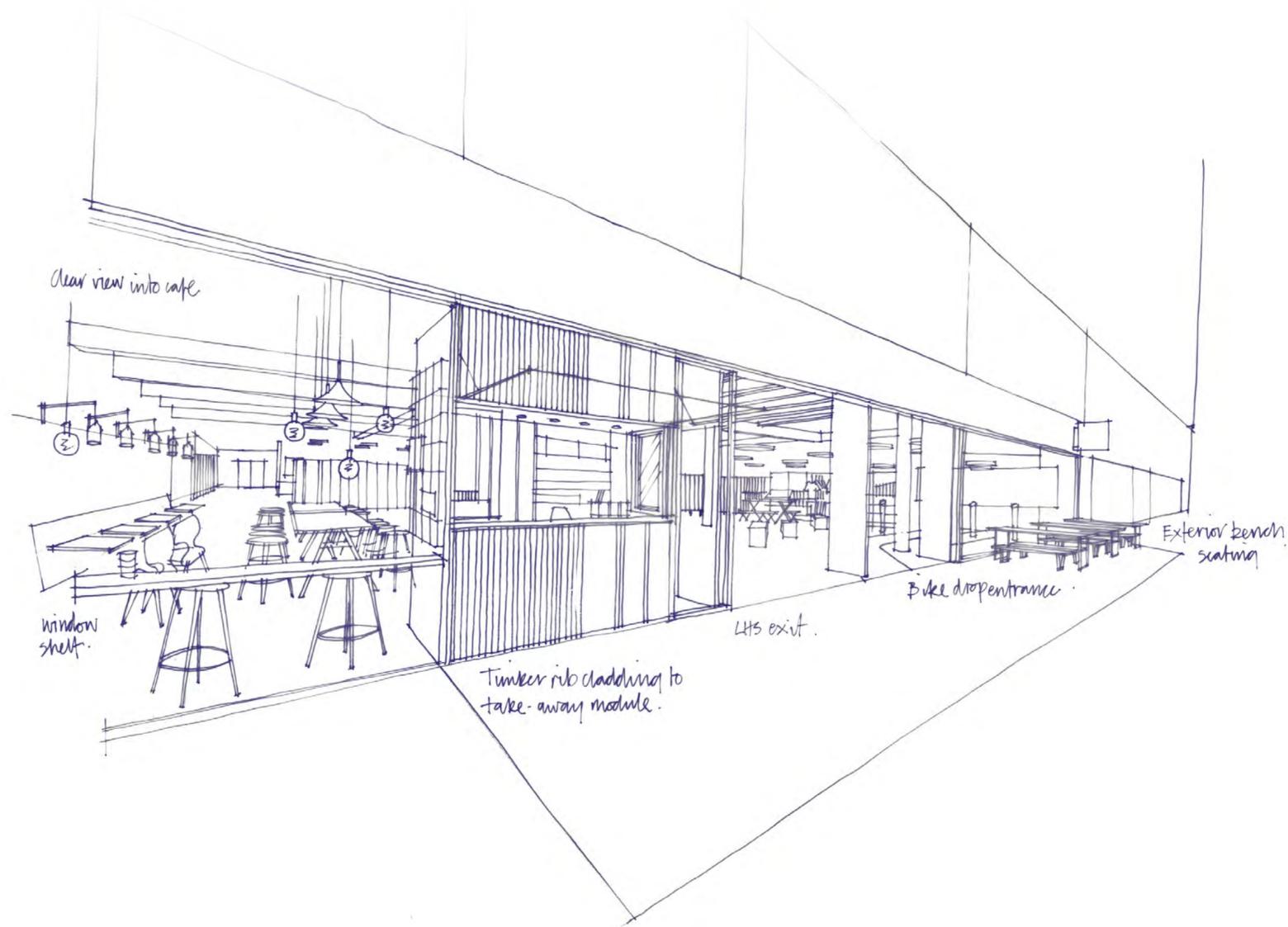
To unleash a new wave of active urbanism, we have to unlock our bikes.



Wheers.

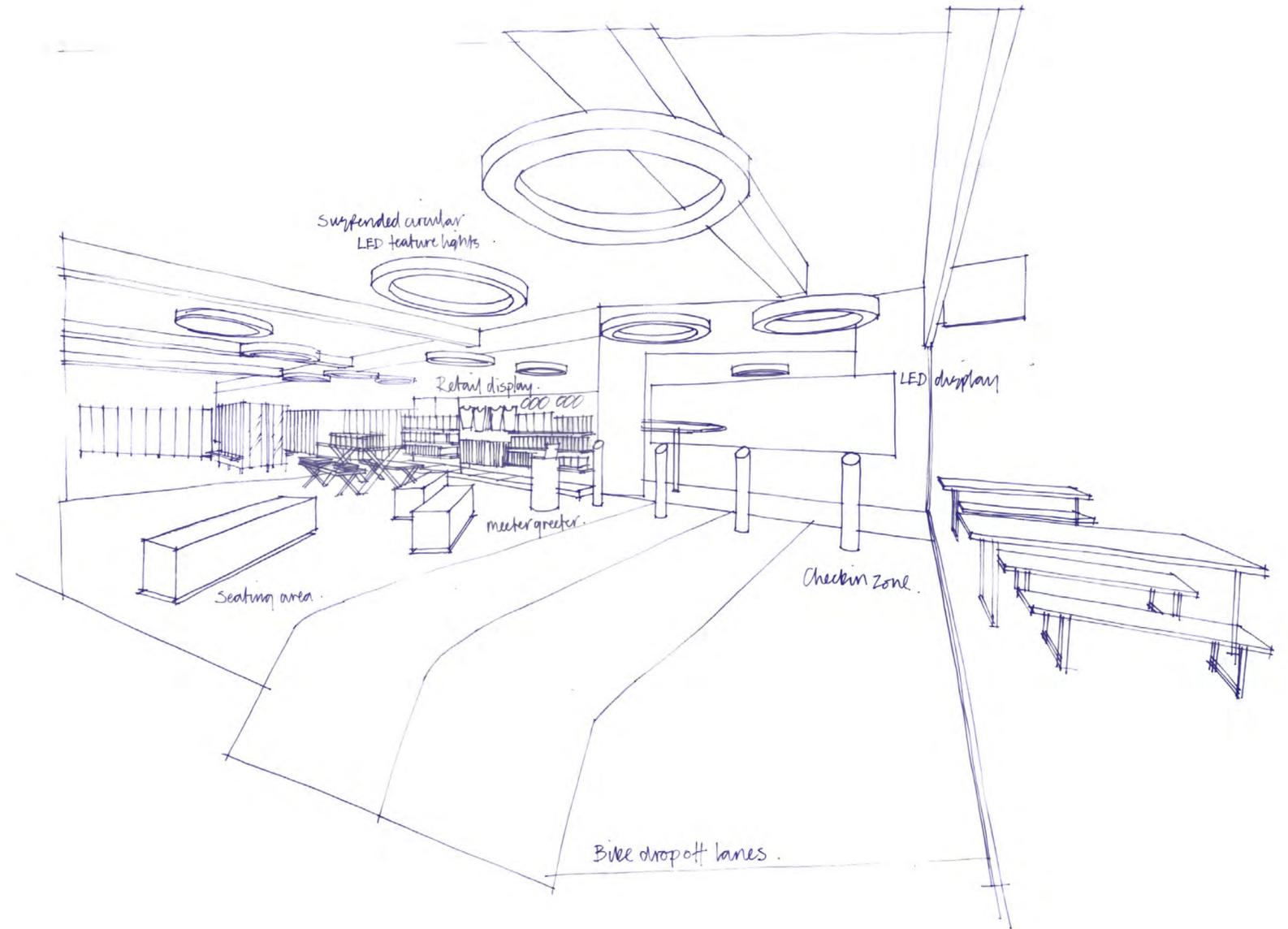
Welcomed at Street Level

Exterior



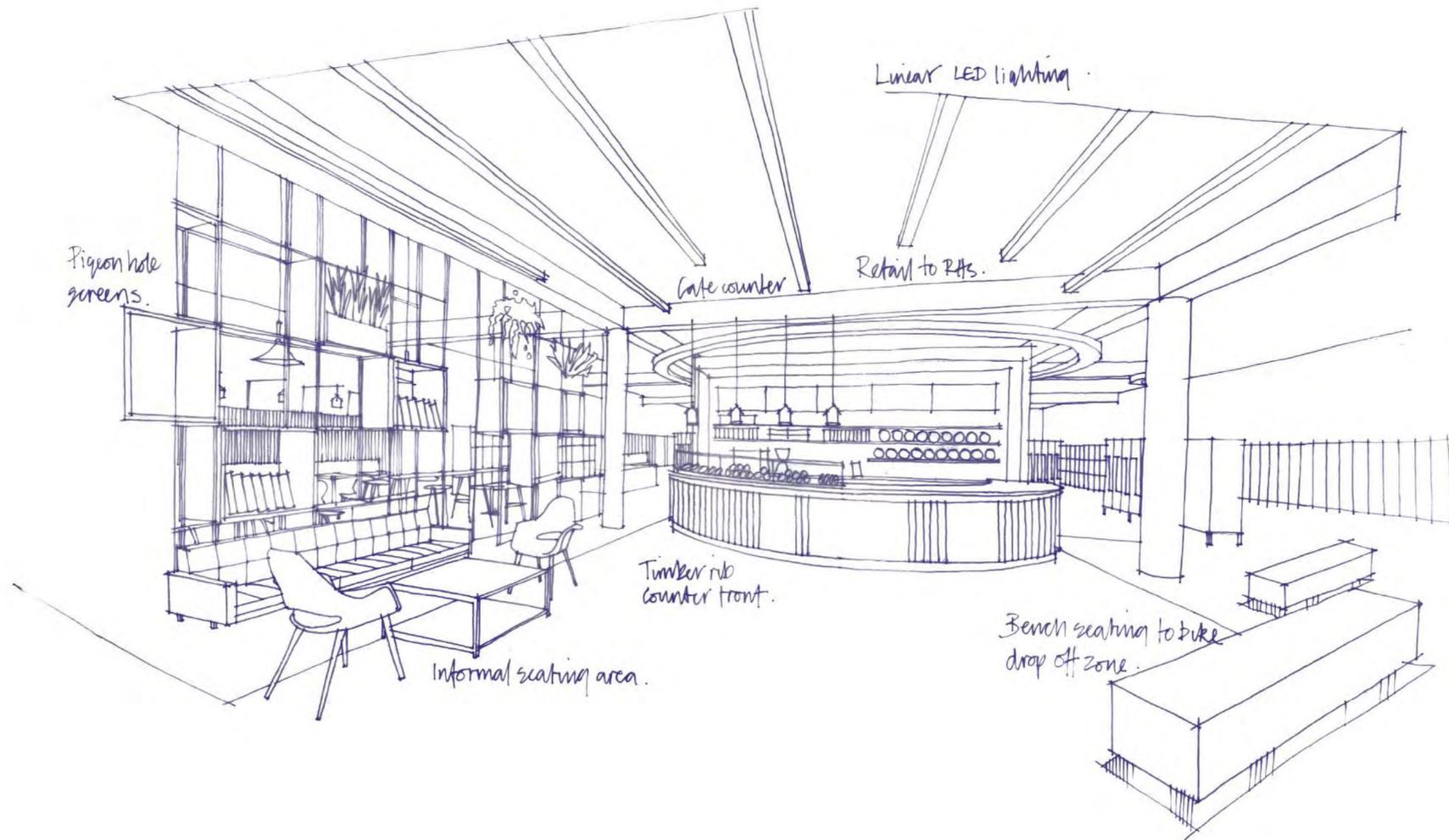
Easy Check-In

Lobby



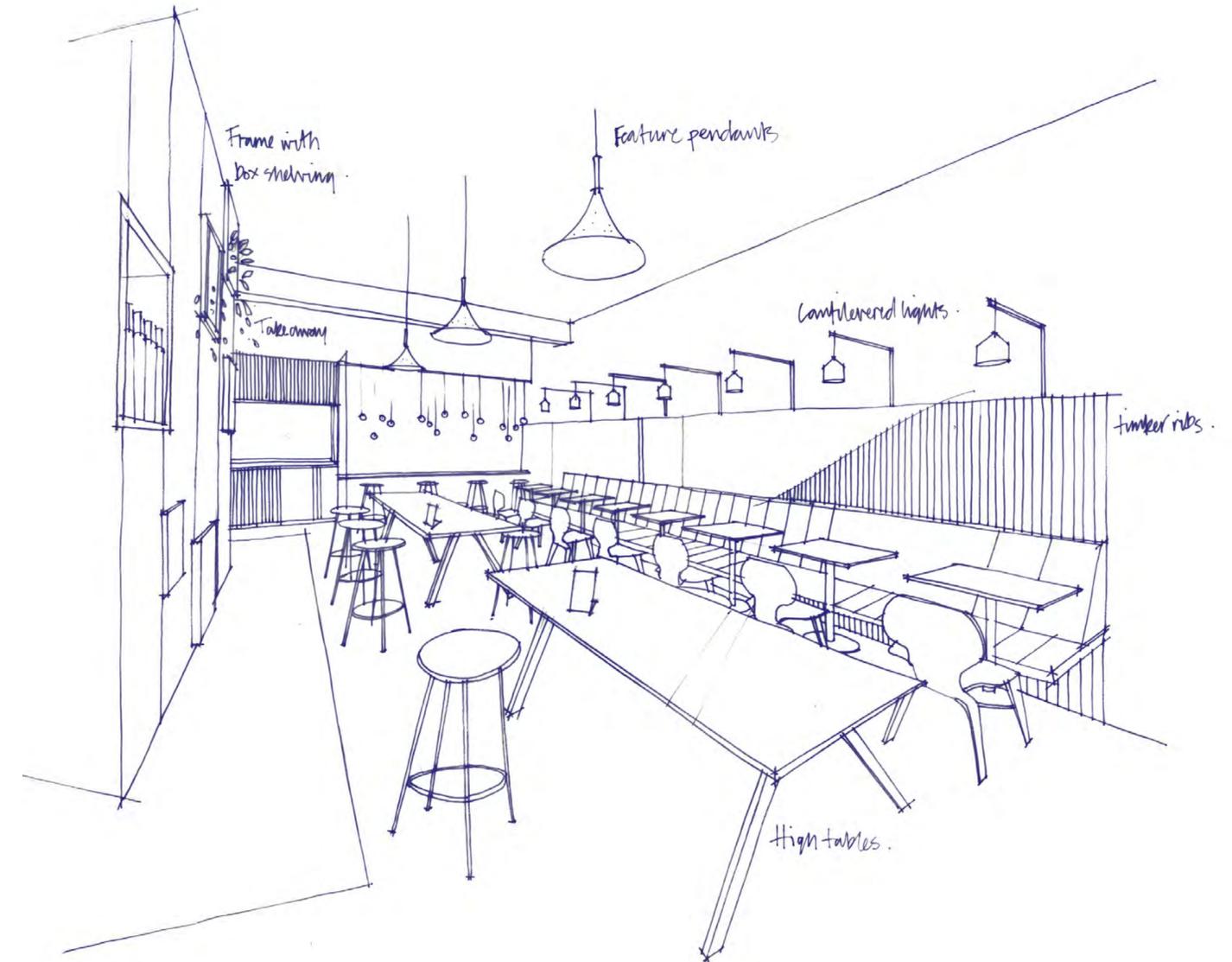
Work from the Club

Lounge



Refuel and Relax

Cafe



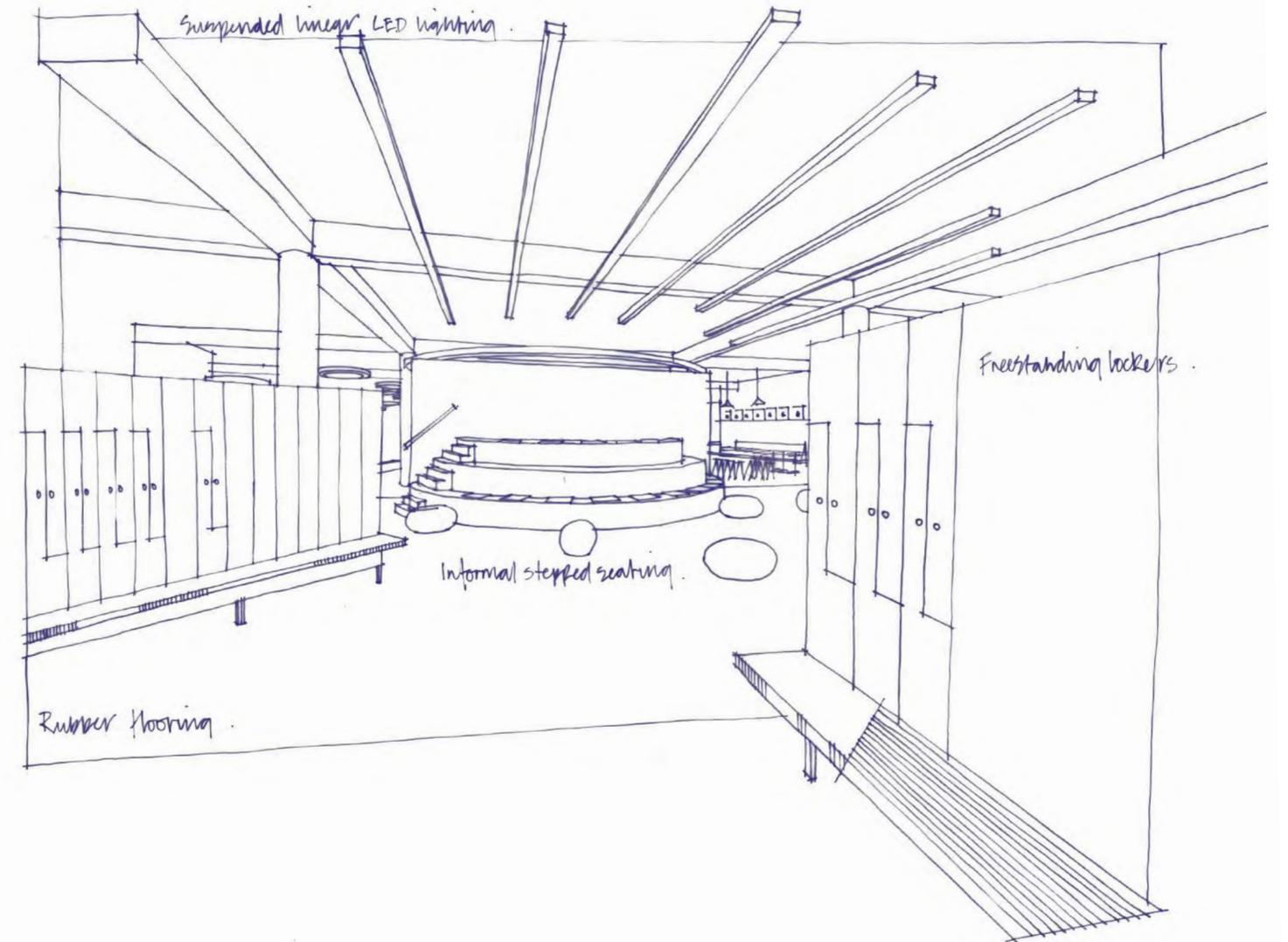
Drop-In Service Centre

Workshop



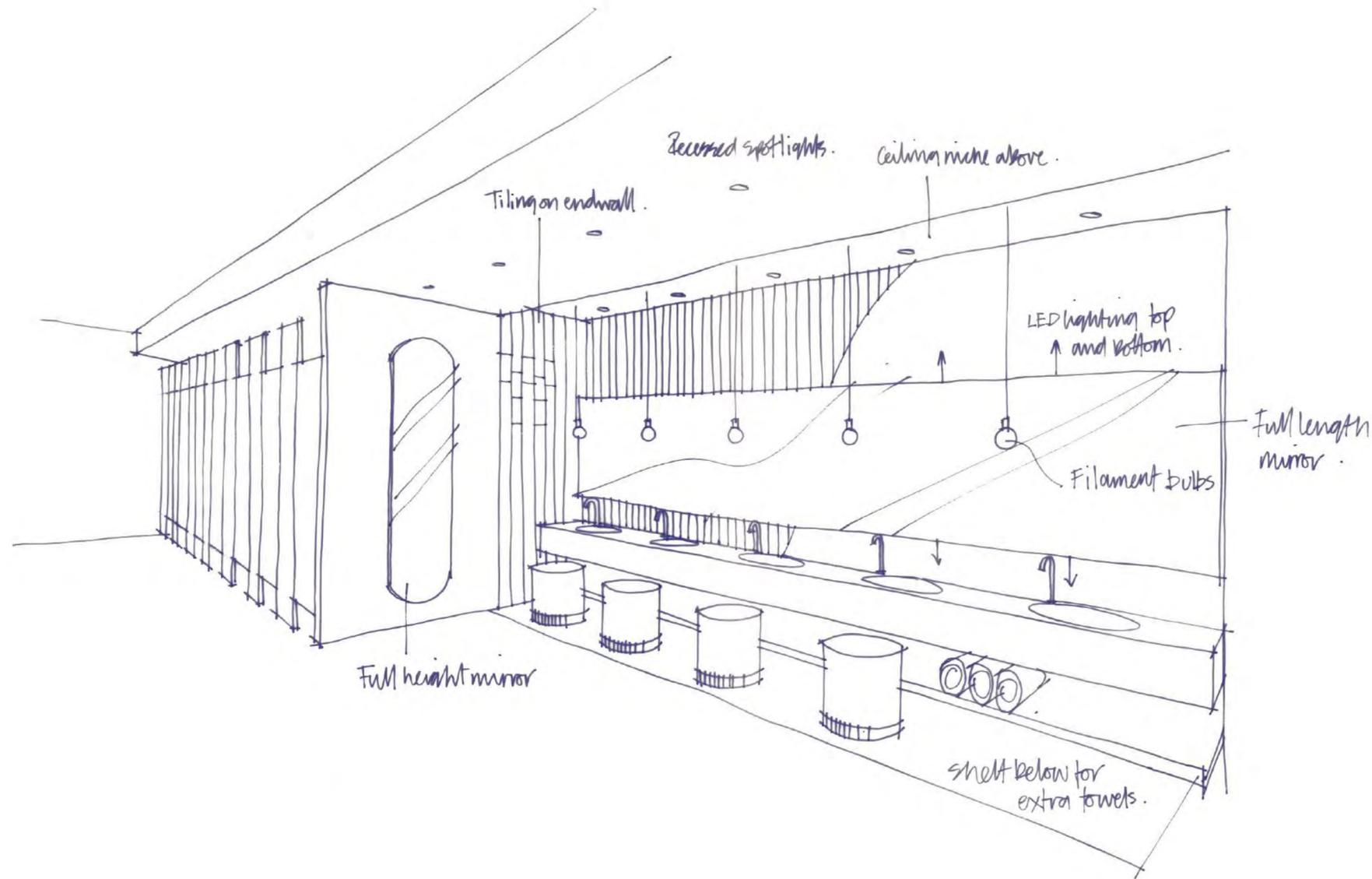
All-Day Storage

Locker Room

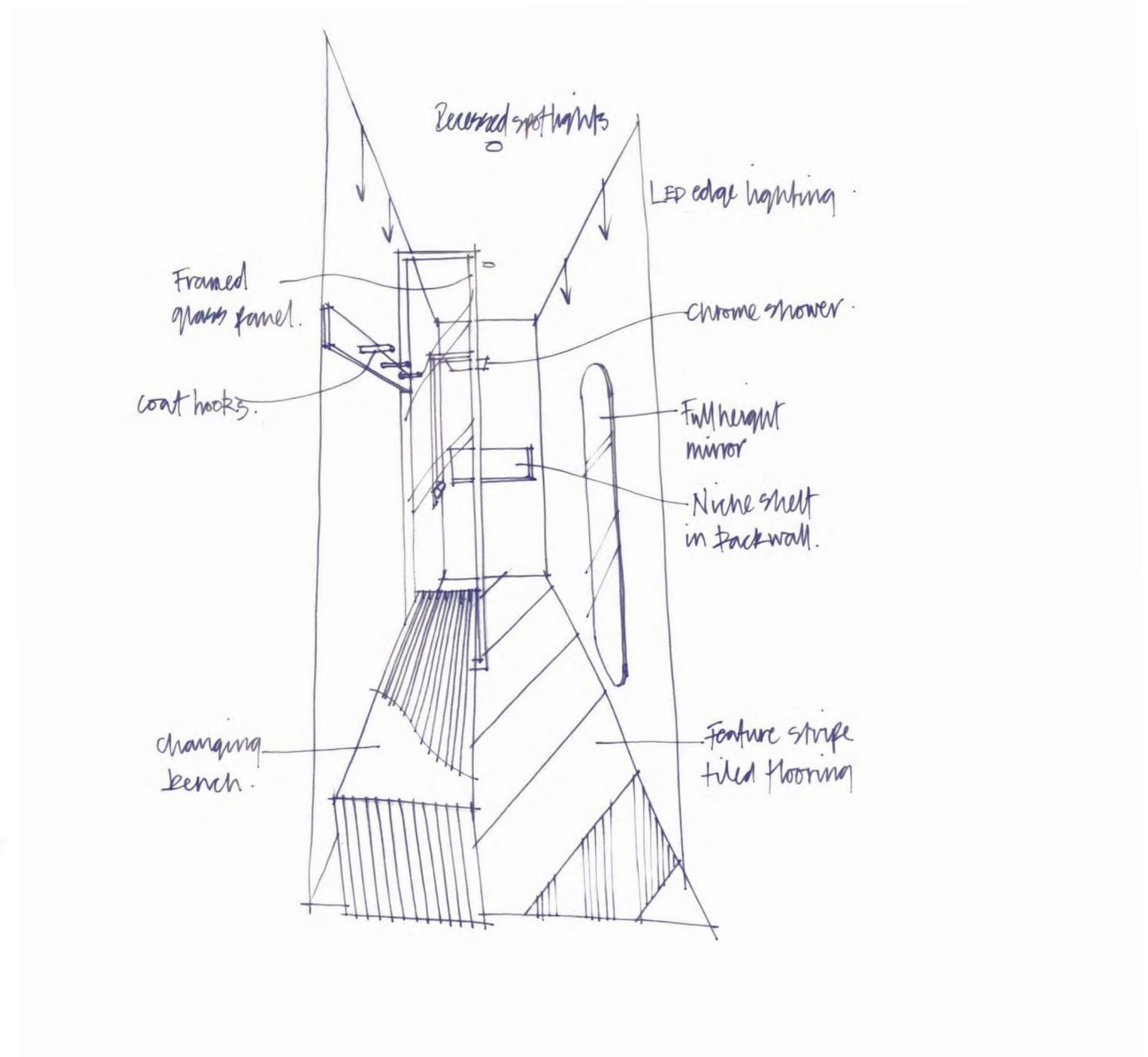


Refresh for the Day Ahead

Bathroom



Shower



Nourish

All-day delicious and nutritious

Our all-day menu will be a delicious, fresh and wholly nutritional, plant-based range of foods that are thoughtfully prepared and served by the Nourish team.

Our members can expect an increase in their health, a decrease in their individual carbon footprint and the peace of mind knowing that all their choices are going to be good ones.

PEOPLE



Nutritious all-day menu



Improved health for an active lifestyle



Reduce individual carbon footprint



Versatile subscription services*

PLANET



Localised supply & waste management



Fully plant based, and seasonal



Supporting regenerative farming

PLACE



Reduced carbon footprint



Improved staff productivity



Improved profitability



Improved ESG performance

Feel good after your commute? Feel great for the whole day ahead.



*Mix of services and facilities is subject to asset space/demand.

City Real Estate

Be a place with purpose

How we travel to - and through - cities will define their role as places to live, work, create and educate. Cycling is the defining form of mobility in this new era.

Wheelers clubs can help revive real estate, creating services that magnetise prime companies and provide their teams with unrivalled health and well-being services.



Revitalising
Redundant
Real Estate



ESHG Service
Benefit to
Occupiers



Retention &
Attraction of
Prime Occupiers



Carbon Neutrality,
People &
Building



Rent & Value
Reinforcement



Connectivity to City
Cycling Routes

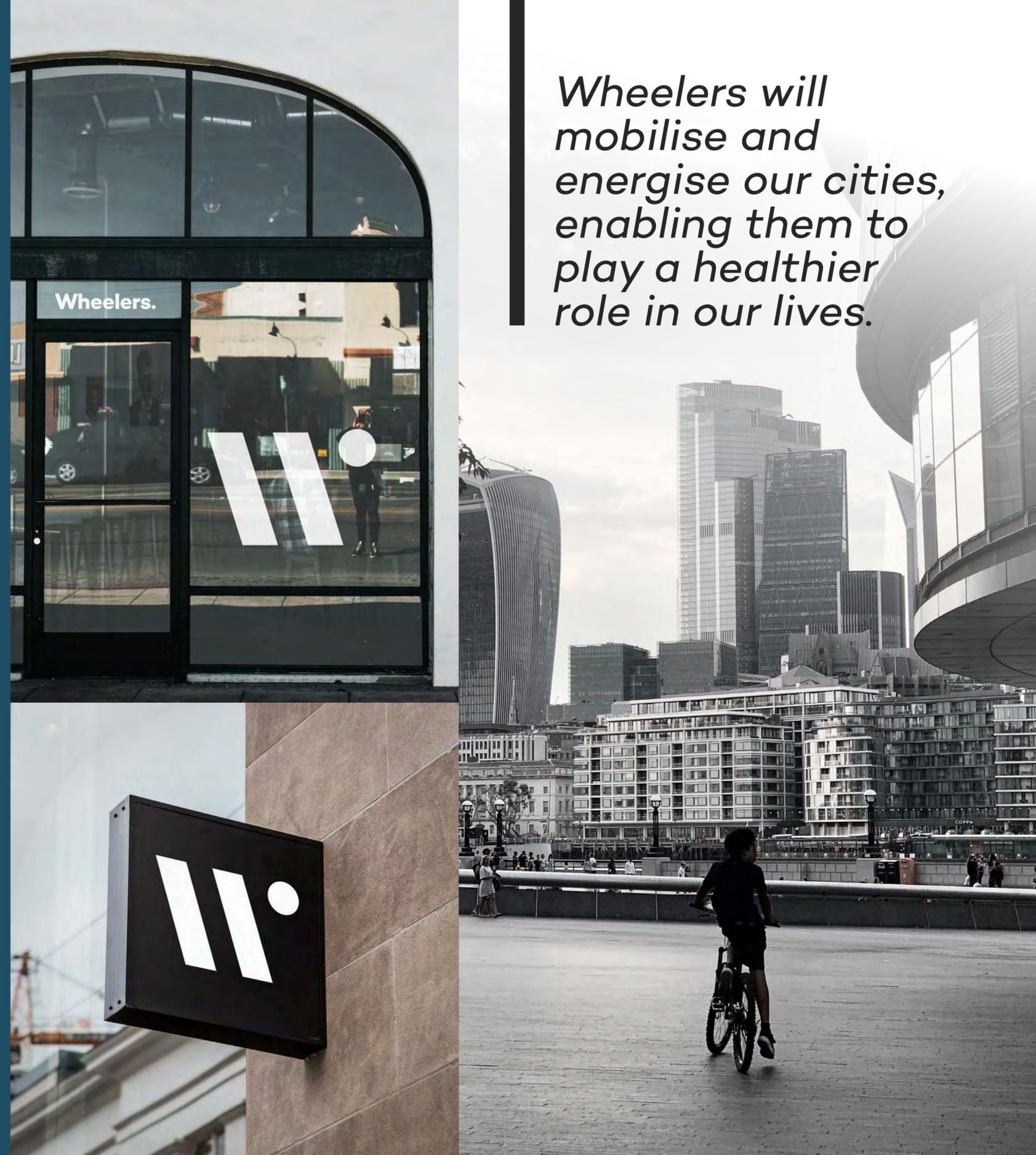


Organisational
Reputation

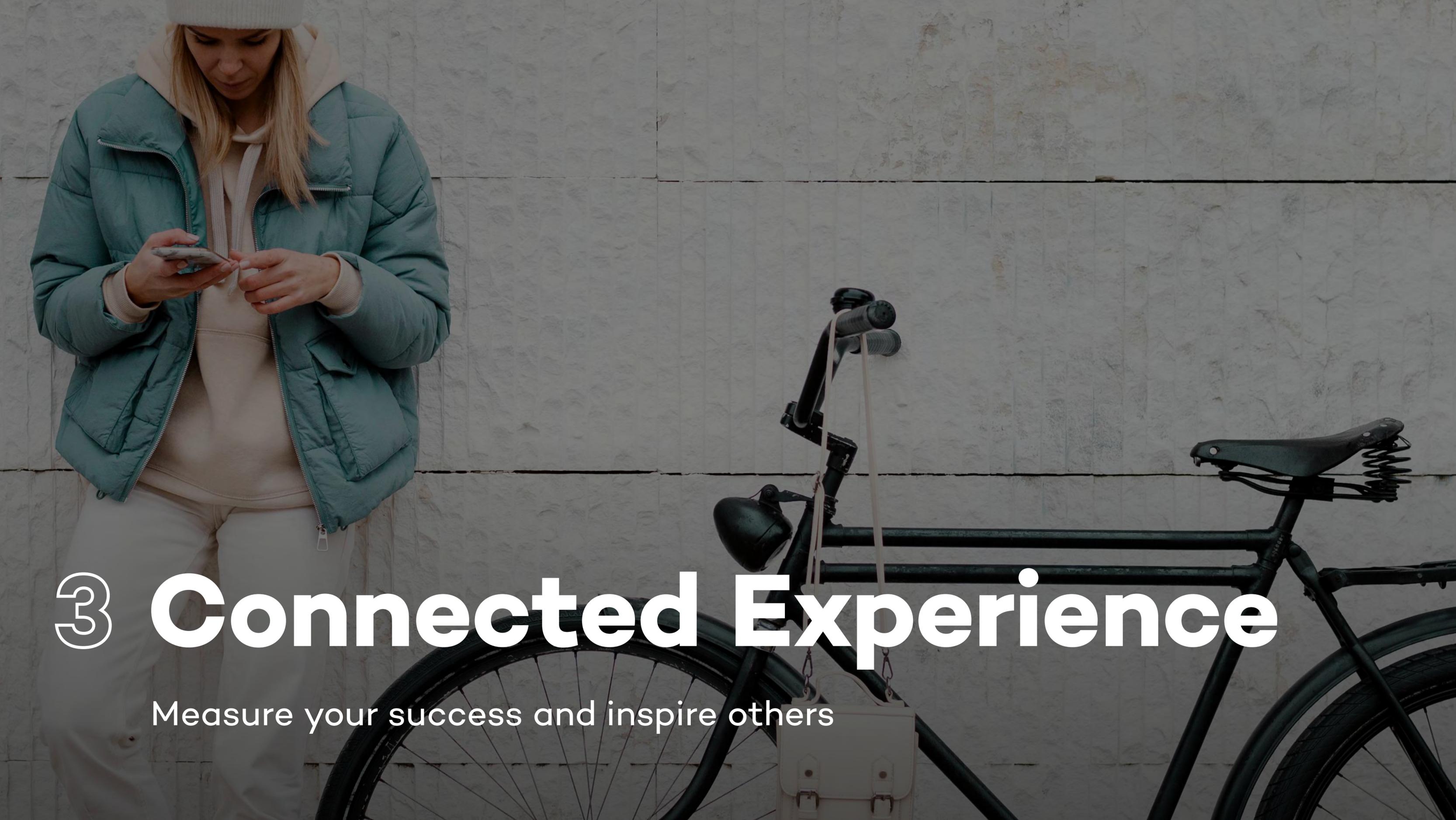


Positive Contributor
to Neighbourhood

Wheelers.



*Wheelers will
mobilise and
energise our cities,
enabling them to
play a healthier
role in our lives.*



3 Connected Experience

Measure your success and inspire others

The Wheelers Way

The better way to a better lifestyle

Wheelers is a physical and digital membership that is open to all. The Wheelers Way is our membership app that enables cyclists, runners and walkers to plan their routes, measure their food, monitor their carbon usage and provide insights on health performance, for personal health intelligence or part of an employer health benefit programme.

FOR THE EMPLOYEE



Route Planning for Cyclists, Runners & Walkers



Performance Intelligence



Carbon Measurement



Health Measurement



Food Measurement



Benefits & Incentive Programme

FOR THE EMPLOYER



ESHG Performance Programme



Reduced Carbon Outputs



Improved Employee Health



Visibility on People Assets



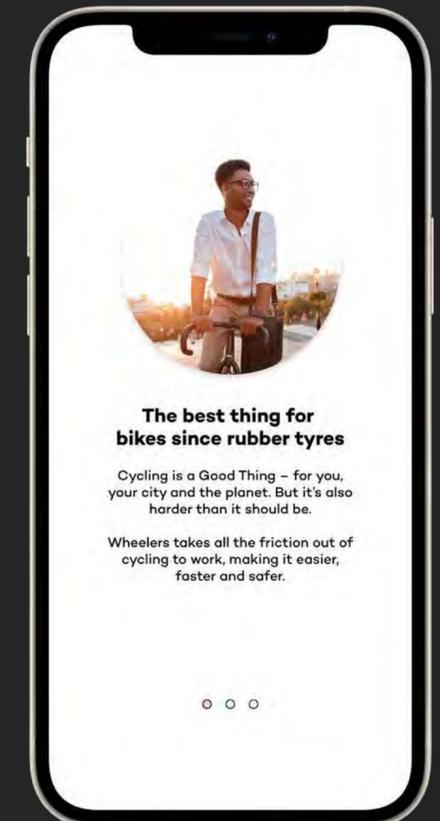
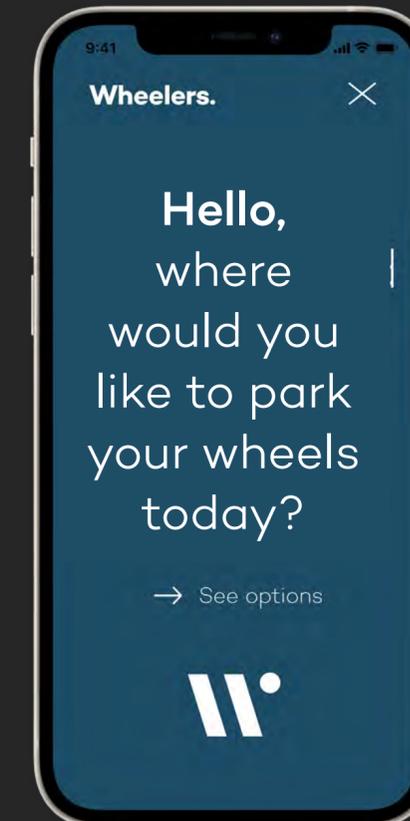
Ability to Improve Lives



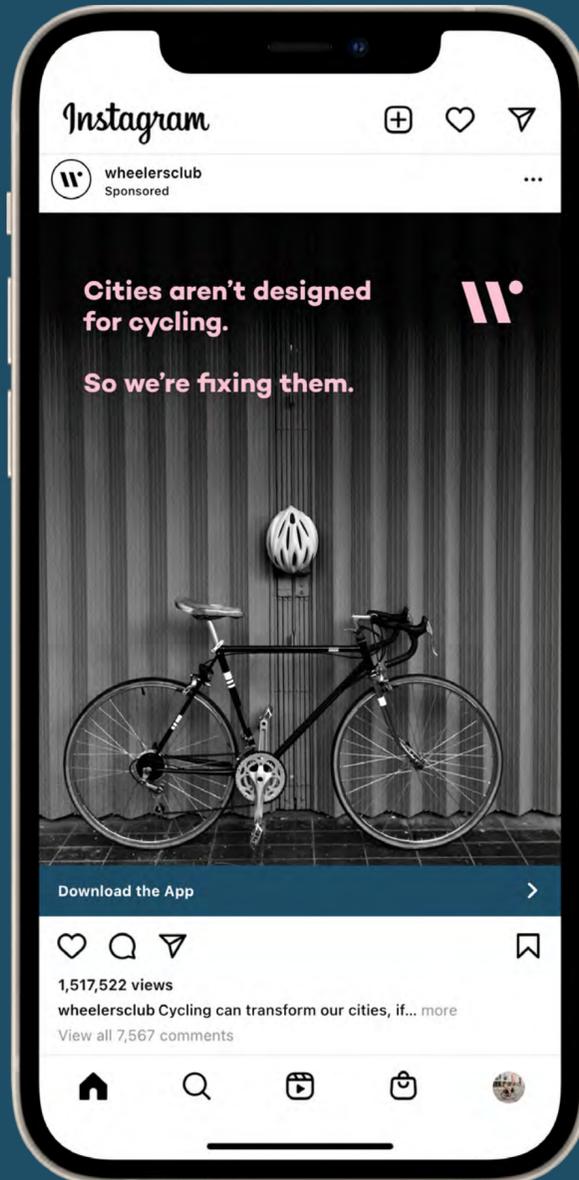
Purpose & Values Reputation

Wheelers.

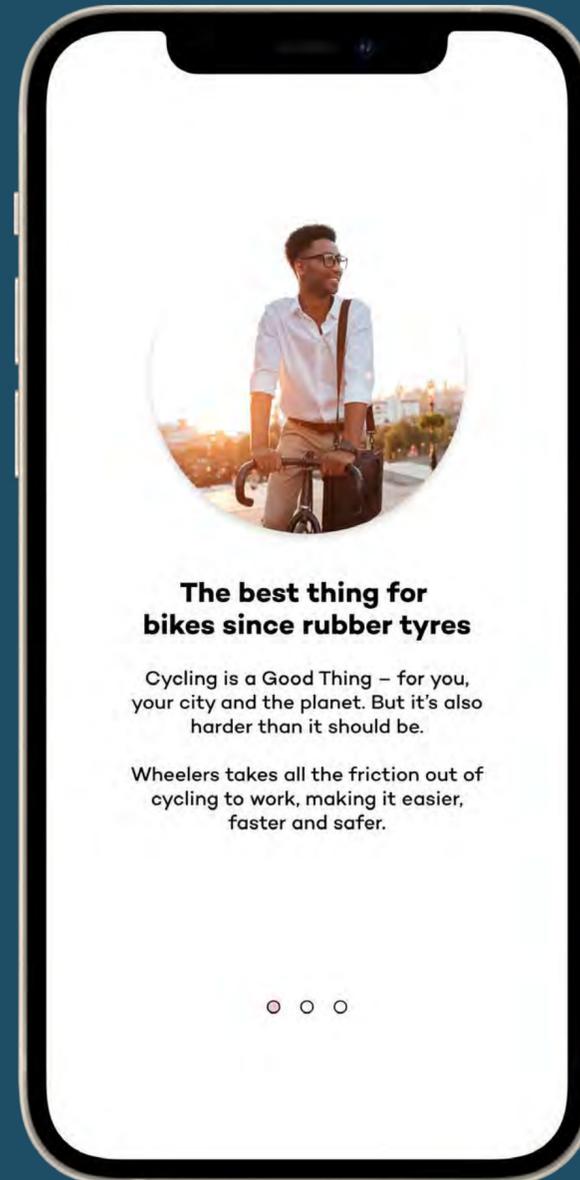
A connected cycling experience to change the way our cities move.



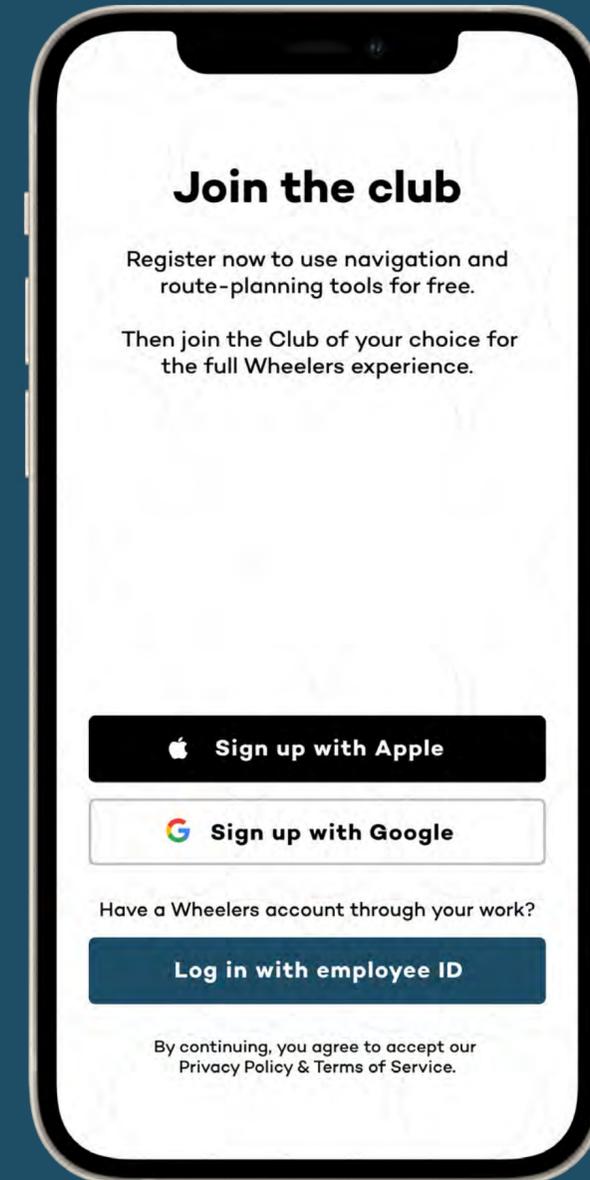
Found on your favourite platforms, so joining is easy



App-focused marketing with a freemium model

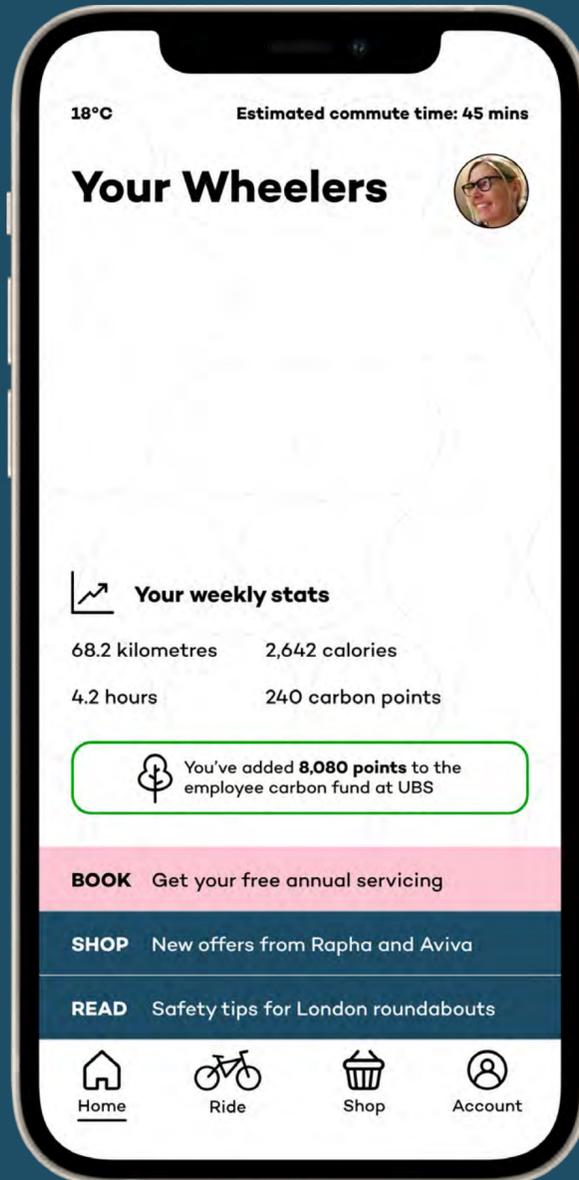


Quick and clear on-boarding

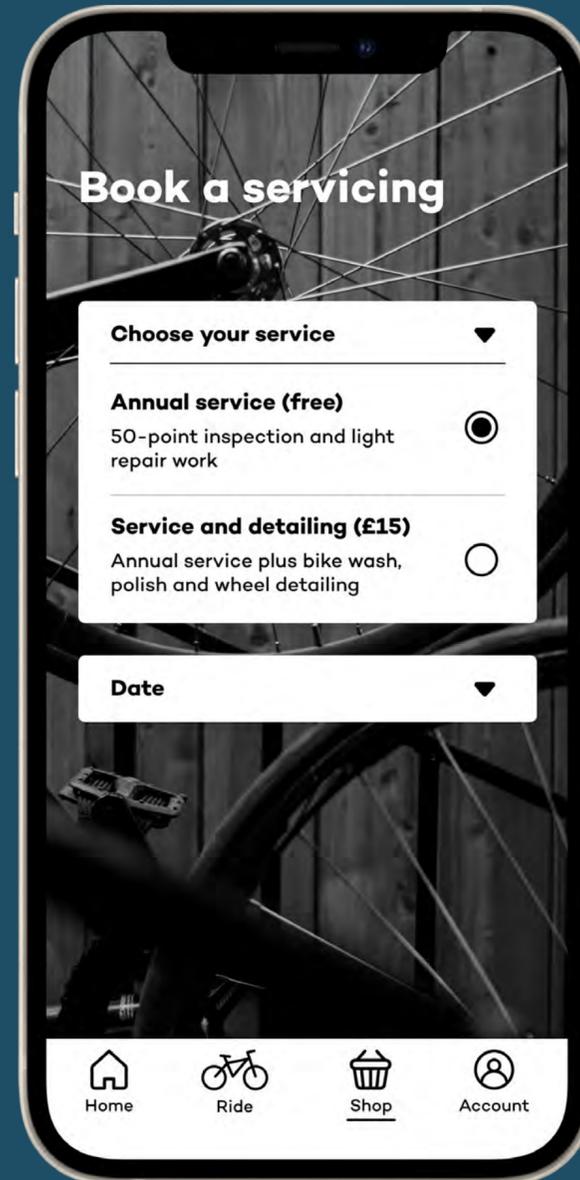


Easy sign-up through your employer or favourite platforms

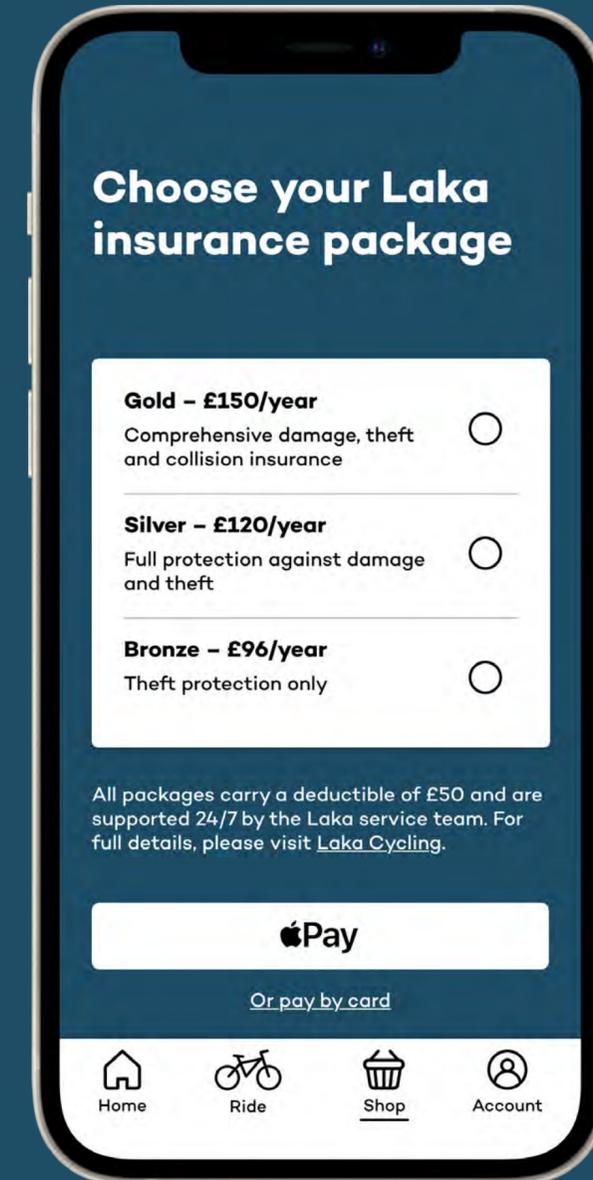
With Everything-as-a-Service, for members and companies



Tailored rewards, health intelligence and carbon tracking



Buy products and book services directly in the app



Integrated payments for seamless transactions

Employers

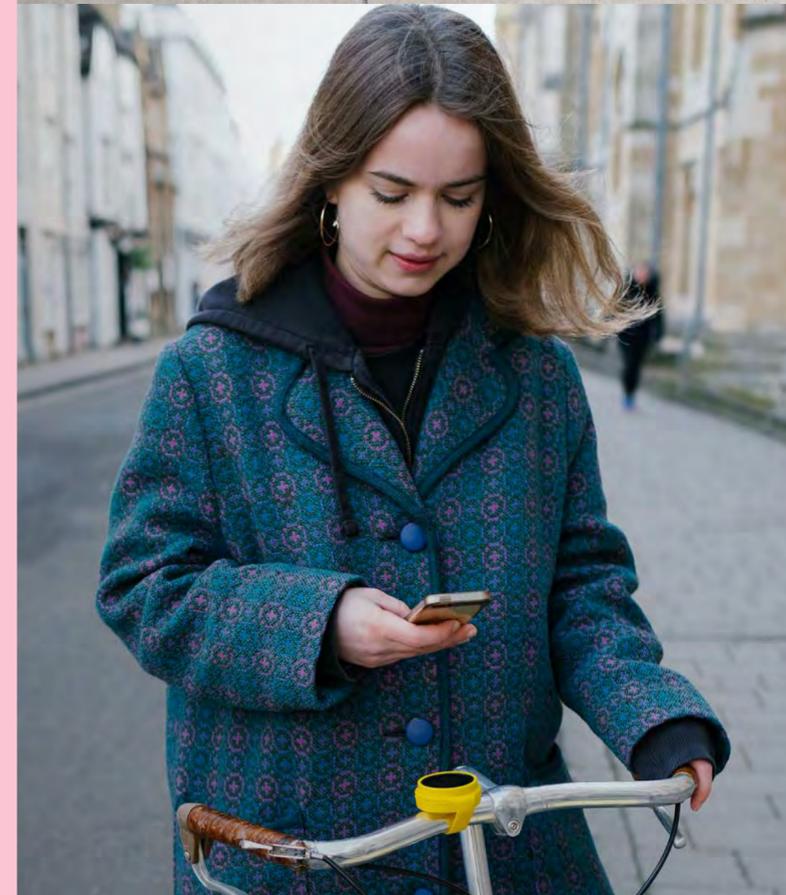
Be the best employer you can be

Decarbonisation is as important to this generation as digitalisation was to the generation before them. An employers position on well-being and the environment is an important factor for many in their choice of what companies they make a commitment to work for.

Wheeler's helps meet those expectations by enabling employers to provide health, well-being and environmentally focused services as part of their employee engagement benefits suite.

-
- | | | |
|--|---|---|
|  Employee Health & Well-being Benefit |  Nutritional Support |  Revitalising Physical Space |
|  Employee Benefit Opportunity |  Employee Productivity |  Positive Contributor to Neighbourhood |
|  Health Intelligence |  Attracting Talented Employees |  Carbon Neutrality, People & Building |
-

Wheeler's.



Social Purpose

We will play our part

Wheelers is a business opportunity. But it is also an opportunity to democratise travel and enable more people to enjoy safer access to their towns and cities.

More people cycling, means more people improving their health and reducing their carbon emissions.

Employers will be able to provide Wheelers as a measurable health benefit to their teams and organisational well-being and productivity will improve.

Every Wheelers will create new employment, tackle inequality and create multiple centres for learning and career development.

The collective outcomes from a global network of Wheelers clubs will contribute significantly towards achieving United Nations Sustainability Goals.

Wheelers can create waves of positive social change and outcomes, in your neighbourhood, town, city and country.



Wheelers can create waves of positive social change and outcomes, in your neighbourhood, town, city and country.



Sustainable Development Goals

3
GOOD HEALTH
AND WELLBEING



2
ZERO
HUNGER



10
REDUCED
INEQUALITIES



8
DECENT WORK
AND ECONOMIC
GROWTH



Everyone Wins with Wheelers

We will mobilise, energise, decarbonise and democratise our cities, enabling cyclists, employers, real estate owners to benefit from being part of the Wheelers network.

For the Cyclist



Being able to move freely and safely around our cities



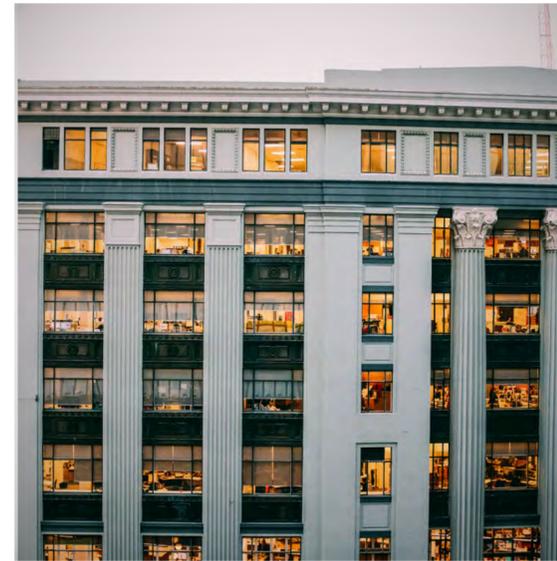
For Employers



Attracting talented teams, who will shape futures



For Real Estate



Being a place with purpose



For Everyone



A healthier society



4 The Model

Everyone Wins with a Wheelers

Wheelers.



**The commute
looks better from
two wheels.**

Real estate: Why Wheelers makes sense



Option 1: Do nothing and lose asset value.

Relying on legacy infrastructure – or no provision at all – risks undermining values and repelling tenants and talent.

Wheelers.



Option 2: Build a bike park and add a cost centre

Investing in basic compliant facilities helps with ESG credentials, but at a cost, and with no additional benefits for employees or tenants.

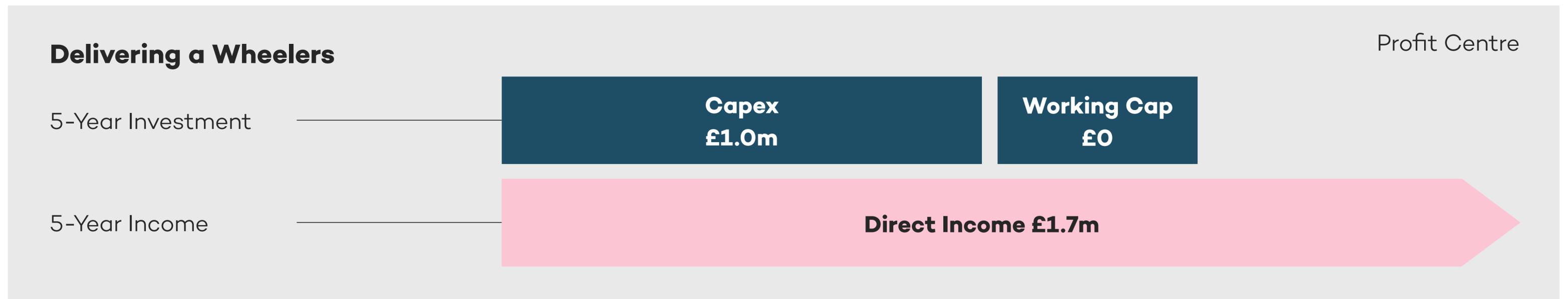


Option 3: Host a Wheelers, add profits and boost ESHG

Invest in premium facilities and a platform that optimises membership and builds asset value as a destination of choice, backed by measurable ESHG outcomes.

Wheelers converts cost centres to profit centres

An illustrative comparison for years 1 to 5 for a typical 1,000 space facility/club



Welcome to the movement for movement.

We will **mobilise, energise, decarbonise**
and **democratise** our cities, enabling them
to play a healthier role in our lives.

We are Wheelers.