

CSR Report 2025

A Smarter Kind of Mobility





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Introduction

Manifesto

2025 at a Glance

About BMS

A Message from Our CEO





A Smarter Kind of Mobility

Every day, we move.
To work. To school. To friends. To what matters.

And every time we do, we make a choice –
about the world we want to live in.

The future doesn't just need movement.
It needs smarter mobility.

A choice for cleaner air.
Greener streets.
More space, more health, more freedom.

We've been taught that big change requires big actions.
But biking proves the opposite:
small habits, repeated daily, transform the world we live in.


Smart isn't louder.
It isn't faster.
It simply works better –
for people, planet, and society.

A smarter kind of mobility isn't a distant future.
It should be available to anyone, anywhere.
It's something we can choose, every day.

One ride at a time.

Manifesto

2025 at a Glance



Over **900,000** Bikes Leased


Women in Management

We have 10 managing directors, of whom 3 are female. In the management team, **43% are female**, counting 13 women and 17 men.



8
Companies

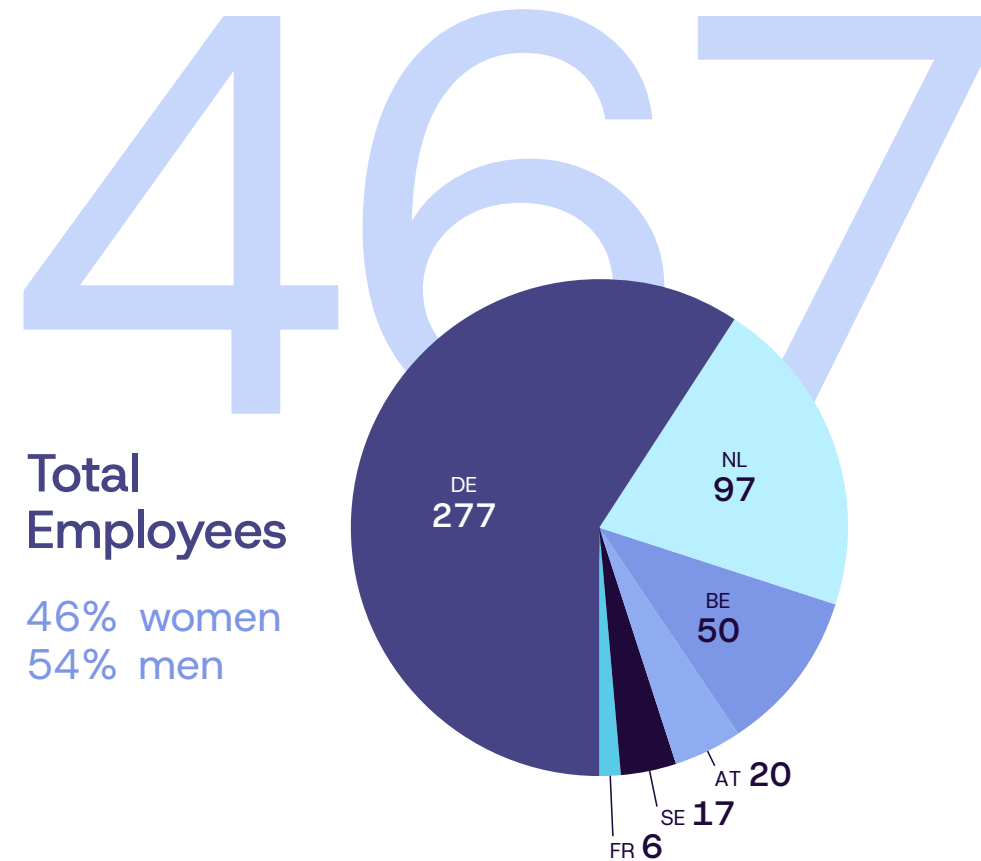
7
SDG goals



23K

Community impact

Over €23,000 donated to support communities around us.



300+
Bikes donated

Over 300 bikes donated to support mobility and give bikes a second life.

The Future is Here

75% of all lease cars are already electric or hybrid.



About BMS

At Bike Mobility Services – BMS for short – we’re in the business of encouraging and enabling people to cycle. As part of Pon, a leading international mobility group, we develop affordable, future-ready bike leasing solutions for European employers and employees. Our fully digital platform, combined with a network of thousands of local dealers and service partners, makes it easy for companies of any size to offer bike leasing as a benefit.

What started as an inspiring idea has developed into something big. More than 900,000 cyclists at over 85,000 companies rode with us in 2025. Those are big numbers, but at the heart of what we do lies something much simpler: a lot of people who chose a bike over a car, arrived at work feeling better, and contributed to a greener world in the process. Smarter mobility, in other words – more sustainable, more human, and more enjoyable. That’s what gets us up in the morning.

Our platform covers the full lifecycle of a bike. Employees choose from hundreds of brands and models, with insurance, maintenance, and support built in. And when their lease ends, the bike doesn’t disappear: it re-enters circulation through resale or re-lease, giving it a second life and keeping it out of the waste stream. Circularity isn’t an abstract idea for us – it’s something we strive towards every day. And through our collaboration with Volkswagen Financial Services, we can expand our reach and capabilities, offering future-ready mobility solutions to even more people.

BMS brings together several European companies working under the labels Lease a Bike (Austria, Belgium, France, Germany, the Netherlands, and Sweden), B2Bike (Belgium), Movelo (Germany), and BusinessBike (Germany). Each company works within a shared framework of values and CSR priorities, but runs its own show: building local partnerships, supporting communities, and finding its own way to make cycling more meaningful in its corner of the world. That combination of local freedom and group-wide backing is what makes BMS work.

We are a young, international team. We’re passionate about what we do and about doing it responsibly. We care about the communities we work in, the planet we’re all sharing, and the people who ride with us. And we’re just getting started.



A Message from



Our CEO

“More bikes, for more people, for longer.”

To me, every ride is an investment in yourself. And it’s so much more – good for your health, good for the city you move through, better for the planet. With every trip I take, I feel how cycling is freedom and joy – and it’s a cornerstone for a smarter kind of mobility. That’s why at BMS, we aim to open up the world of cycling to everyone.

That’s not just a business proposition. It’s a deeply felt conviction that kept driving all of us forward in 2025. We grew our company, added people without losing focus, and reached an amazing milestone: over one million bikes leased. That’s a million choices to ride instead of drive.

A key priority last year was taking full control of our circularity. While many of our bikes have already found their way back to us, we are now actively scaling our own refurbished ecosystem. By managing the refurbishing process and second-life sales ourselves in multiple countries, we ensure that high-quality bikes stay on the road longer. We are building the infrastructure to make circularity a core, hands-on part of our business.

We are also reaching more and more people. In 2025, our community grew to include over 900,000 active riders. Last year, we took our first steps into France, a market with enormous potential. Our *Team Visma / Lease a Bike* sponsorship keeps putting bike leasing in front of a global audience of millions. And through our growing social partnerships with inspiring NGOs,

we are helping to put bikes into the hands of people who may otherwise not have had access to the many benefits of cycling.

Looking ahead, our ambition is straightforward: keep expanding access. Used-bike options are already helping employees with smaller budgets get on a bike they love. But the benefits of cycling shouldn’t depend on what you can afford, and through initiatives like our *Dream to Ride Foundation*, we’re committed to reaching people with no budget at all.

Finally, we never forget that none of this happens without the people who make BMS what it is. We are an open, diverse organization, and that’s not something we take for granted. I’m proud of every team, in every country – for their ambition, creativity, and the genuine care they bring to their communities.

Ward Matser
CEO, BMS group

Our Sustainability Strategy

CSR at BMS

Society

Planet

People

Looking Ahead



CSR at BMS

With eight companies working in six countries, BMS operates as a truly international group. Each company is encouraged to find its own way, leveraging its local know-how, while all of us are guided by a shared CSR strategy that keeps our ambitions aligned. Together, we're working toward a shared ideal: cycling as the smart, more sustainable mobility choice for today and tomorrow.

We keep a close eye on societal and sustainability trends – including the growing body of EU regulation in this space – to make sure our strategy and initiatives stay relevant and effective. We have embedded the United Nations Sustainable Development Goals in our strategy, with a special focus on the SDGs that align most closely with our ambitions: from good health and well-being to sustainable cities, reduced inequalities, climate action, and strong partnerships for change.





Our Vision

We work today to build a better world tomorrow.

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.



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 focused on cycling, we aim to contribute to a more sustainable, more equitable future for society and our planet.

The Benefits of Biking



Workplace

- Improved productivity, mental focus and overall workplace performance
- Reduced absenteeism and healthcare costs
- Supports corporate sustainability & ESG goals
- Reduced commuting-related carbon footprint
- Strengthens employer branding and talent attraction
- Increased employee engagement, motivation & morale
- Improved energy levels throughout the workday

Mental Wellbeing

- Lower levels of stress, anxiety & depression
- Improved mood and emotional resilience
- Enhanced focus & cognitive performance
- Higher self-esteem and confidence



Social & Environment

- Reduced CO₂ emissions and air pollution
- Less traffic congestion and noise pollution
- Stronger, more connected communities
- Improved urban livability
- More equitable and accessible mobility
- Reduced pressure on infrastructure and parking



Physical Health

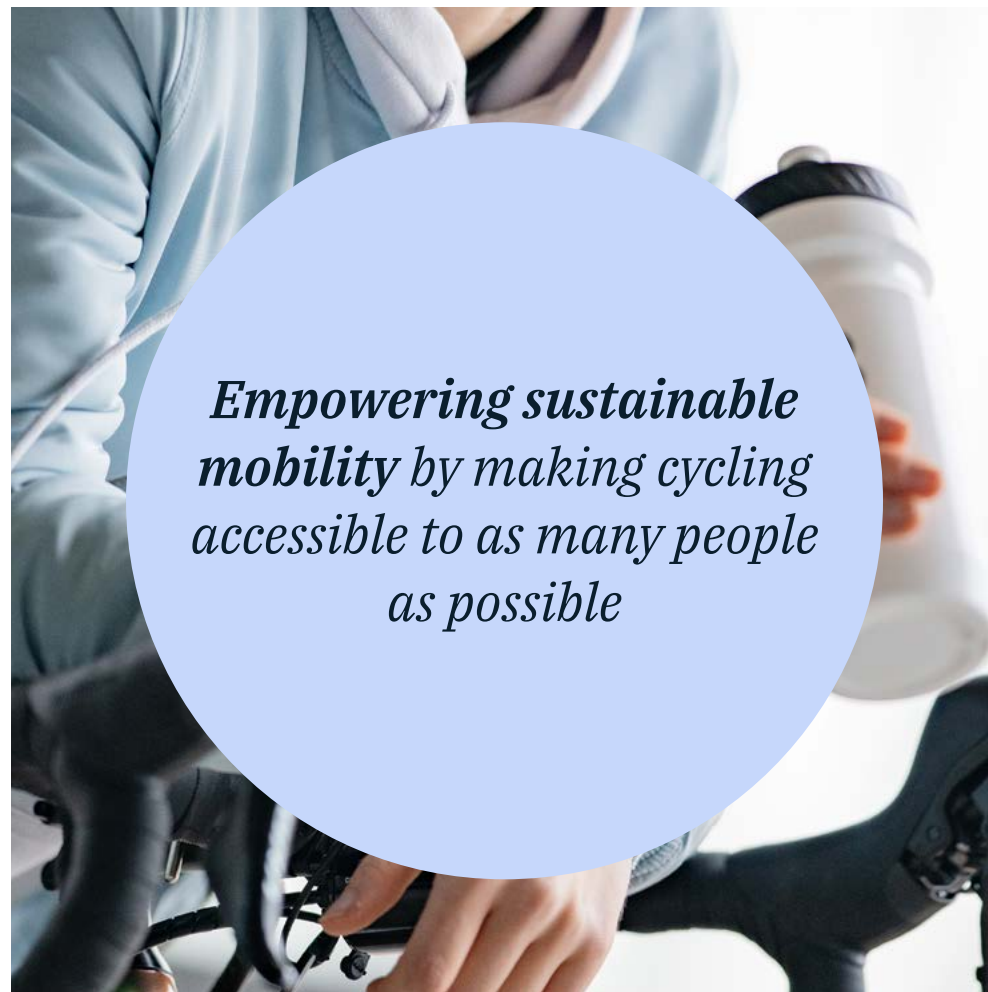
- Improved cardiovascular health
- Increased muscle strength & endurance
- Reduced risk of chronic diseases
- Enhanced balance & coordination
- Provides low-impact, suitable daily exercise



The benefits are based on external resources and general insights about biking. Some statements are supported by external sources, including the European Commission, Wageningen University, WHO, the National Library of Medicine, Cycling UK and the University of Edinburgh. The claims have not been independently verified for this report.

Our CSR Goals

Our CSR strategy is built around three concrete goals. We continuously monitor our sustainability efforts and publish progress on our websites, and our goals are reviewed and updated regularly to reflect both our aspirations and the world around us.



Meet the Team

Our sustainability strategy is supported by the full peloton of colleagues in all markets. Leading the way is a team of CSR ambassadors from each BMS company, who come together digitally each month to work on shared goals, exchange insights, and learn from each other. This team champions our shared goals locally, drives new initiatives, and keeps the conversation going company-wide – making sure our approach stays creative, relevant, and effective.

Alongside this ambassador network, most BMS companies have now also developed their own green teams: groups of colleagues who bring fresh ideas and energy to local CSR initiatives. This is one of the developments we're most encouraged by: more and more people, in every part of the organization, are making CSR part of how they work every day.

Our CSR Ambassadors



Marlen & Jean-Marc
BusinessBike



Magdalena
Lease a Bike Austria



Faber
Lease a Bike Belgium



Jennifer
Lease a Bike Netherlands



Joyce
Bike Mobility Services



Laura
Bike Mobility Services



Sönke
Lease a Bike Germany



Nicklas
Lease a Bike Sweden



Rosalie
Bike Mobility Services

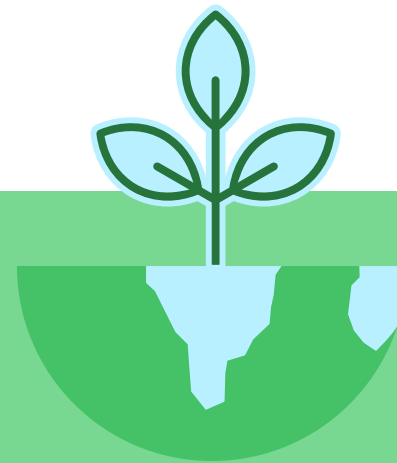
The Three Strategy Pillars

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 as we move steadily 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 change together.

CSR Strategy

Society

*Smarter mobility,
stronger communities*



Cycling for All

We believe everyone should be able to ride a bike – not just the employees on our platform, but all people in the communities we serve. That belief isn't separate from our business; it flows directly from it. Every day, our bike leasing expertise helps companies offer smarter, healthier commuting options to their employees. And increasingly, we're putting that same expertise to work for people who fall outside the traditional leasing model: children, newcomers, and people facing social or financial barriers to mobility.



We focus our Society activities around three main themes:

- Expanding access and opportunity**
 We work to make cycling 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 partnerships help empower individuals and communities by building skills, confidence, and social participation. We support youth development, social employment, and the inclusion of people with disabilities or those at risk of exclusion.
- 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 real social needs.

Across Europe, our teams build partnerships with organizations that share our values and vision. These aren't one-off donations or seasonal campaigns. They're long-term relationships, shaped by local knowledge and strengthened by the fact that we operate in multiple countries, sharing what works and learning from each other. On the next page, read more about three of these partners: *Stichting Leergeld*, *Cykelfrämjandet* and *SOS-Kinderdorf*.

By working with BMS, our clients and partners automatically contribute to initiatives like these, which expand access to mobility, promote inclusion, and strengthen local communities. Choosing smarter mobility works both ways – cycling isn't just a sustainable and healthy transport choice; we see it as a one-of-a-kind tool for social change.



We are proud to support a growing network of partners, including:

- De Fietswerkplaats**, Netherlands
 Social employment through bike repair
- Mobiel21**, Belgium
 Safer, more sustainable mobility for all
- St. Vincenzhaus**, Germany
 Support for young people facing social challenges
- Ronald McDonald House Charities**, Germany
 Support for families with seriously ill children
- Caritas**, Austria
 Social inclusion and fresh starts for people in need
- Andreaswerk**, Germany
 Social welfare work
- Diakonie**, Germany and Austria
 Social welfare work
- Emma at Work**, Netherlands
 Employment support for young people with chronic conditions

Spotlight

Celebrating the impact we created together, through partnerships that make a difference.



Stichting Leergeld

Every child deserves to do what children do: join the school trip, take up a sport, ride a bike to a friend’s birthday party. *Stichting Leergeld* makes that possible for children growing up in families with financial difficulties. Founded nearly 30 years ago, the charity now operates through 114 local chapters covering 78% of Dutch municipalities, almost entirely run by volunteers. In 2025, they helped close to 200,000 children – and the need, unfortunately, keeps growing.

Lease a Bike Netherlands has been a multi-year partner, with financial contributions and much-needed bike donations. In total, *Stichting Leergeld* distributed 40,000 bikes in 2025, many of which were refurbished bikes sourced from partners like us, aligning perfectly with their sustainable priorities.

“For us, the children always come first. During one of our team meetings at a bike workshop in Houten, a boy came in with a broken bike. Repairs weren’t scheduled that day, but it was fixed on the spot and he walked back out through the door, ready to ride.”

— Alexandra Bartelds, Director, Stichting Leergeld



Cykelfrämjandet

Cykelfrämjandet is a non-profit dedicated to making cycling accessible to everyone in Sweden. Their *Frihet på Cykel* initiative (“Freedom on Bikes”) teaches newcomers and people from vulnerable and exposed areas to ride with confidence. For participants, their cycling diploma means much more than a new skill. Many of them are women from underserved communities, for whom mobility is a true turning point: it opens up access to work, education, and social connection. In other words – not just independence, but also a new way to belong.

Lease a Bike Sweden donated refurbished bikes to *Cykelfrämjandet* as course equipment and many staff members volunteered as hands-on instructors. They shared practical know-how on cycling and bike mechanics, making it personal and meaningful. In Gothenburg alone, the partnership helped create more than 90 new cyclists in 2025.

“Our participants learn to ride. But the volunteers from Lease a Bike Sweden who joined us discovered something too: sharing what you know, however ordinary it feels to you, can really change someone’s world.”

— Linda Hansson, project manager, Frihet på Cykel



SOS-Kinderdorf

SOS-Kinderdorf has been creating stable, caring environments for children and families for over 70 years. Their work goes beyond supporting children without parental care: it’s about strengthening whole families and building more secure futures. For the children they support, a bike means the freedom to explore, the confidence to keep up, the joy of going somewhere under your own power.

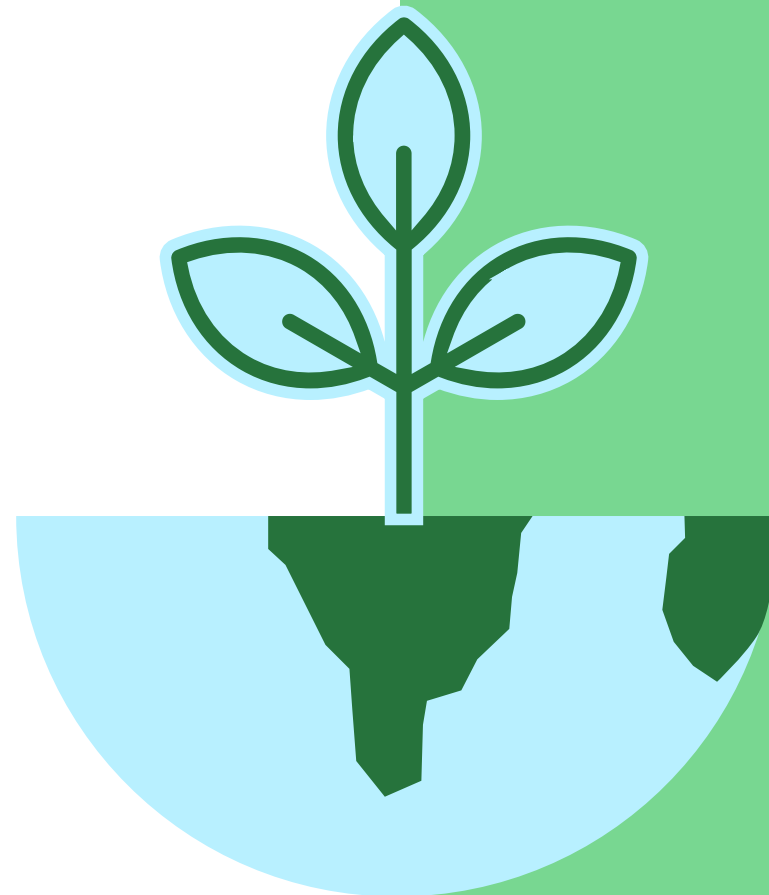
Several BMS companies have enjoyed lasting partnerships with *SOS-Kinderdorf* – donating bikes, helmets, and locks, and raising funds through *Bike to Work Days* campaigns in both Germany and Austria. The connection our team members feel with the people there reflects the trust we’ve built over the years, which is renewed with every visit.

“The support from Lease a Bike and their partners makes a great difference for the children in our care. The bicycles and equipment we receive, as well as their real personal involvement, it all helps us create a better world.”

— SOS-Kinderdorf

CSR Strategy Planet

*Smarter mobility, for a
cleaner environment*





Taking Responsibility for Our Footprint

Reducing our environmental footprint starts with understanding it. Over the past years, we’ve built a reporting framework that gives us detailed insight into our activities. It also gives us the discipline to act on what we find. Using UL360, a specialized carbon accounting tool, we report on our emissions quarterly for Scopes 1, 2, and 3. As validation processes run continuously, our data continues to improve with every cycle.

Compensation with Impact

Our approach is straightforward: we focus on reducing emissions first. For what remains, we take responsibility through compensation. But we’re clear that offsetting is not a substitute for reduction. Instead, it’s a way of owning the gap while we are working on closing it.

Working with Pon’s Commonland Foundation, we purchase Gold Standard carbon credits to compensate for our residual Scope 1 and 2 emissions. These credits support a project providing clean cooking stoves to households in Africa. In this way, our efforts help reduce deforestation, lower emissions, and improve health outcomes for communities that bear outsized climate burdens. It’s a form of compensation that also makes a tangible contribution: direct, verified, and with an effect beyond carbon numbers alone.

Over time, as our data matures and reduction efforts grow more targeted, our compensation needs should decrease. That’s the direction we’re headed.

In terms of data collection and analysis, Scope 3 presents a special challenge as it also includes bicycle manufacturing, but we are actively working on the visibility of this supply-chain impact, so we can better address concerns and help make improvements. One example is the switch that four of our brands made in 2025 to produce bike frames made from green-energy aluminum, which is processed upstream using renewable energy.

We don’t embed reporting for its own sake; to us it’s essential for meaningful reduction targets and credible accountability.

Investing in Forests, for the Long Term

Several BMS companies support forest restoration and sustainable forestry initiatives. This long-term commitment to nature also reflects our business philosophy. Tree planting is certainly part of the picture, but the more important work is what follows: maintenance, protection, and the careful management of forested areas over time. After all, a tree that is planted and forgotten contributes little. But a forest that is actively managed, monitored, and maintained is an investment in biodiversity and climate resilience.

Our partnerships in this area – including ongoing collaborations with *Bergwaldprojekt* in Germany and *Planted* in Germany and Austria – reflect this holistic view. Our employees like to get involved directly by volunteering days in the field, which makes the commitment tangible and personal rather than abstract. In several cases, our support is tied to lease contract structures, creating a durable link between our commercial activity and our contribution to nature.

The Value of Certification

We strive for group-wide implementation of ISO 14001 and ISO 9001, as we believe these standards carry the most weight when integrated throughout the organization. Certification and annual auditing are central to our business model, ensuring our commitment is regularly verified. For our partners, this reflects our ongoing commitment to sustainability and quality.

“This long-term commitment to nature also reflects our business philosophy.”

Spotlight

Turning ambition into action, with every step toward a more sustainable future.



EcoVadis

In 2025, Lease a Bike Germany took a big step in CSR accountability: they asked for an honest external verdict on their sustainability efforts. The Bronze certification awarded by EcoVadis – an independent, internationally recognized rating that is widely used in the industry – was yet another milestone, alongside ISO 14001 certification and the publication of the company’s first standalone CSR report.

All three efforts are part of the same journey, and required every department to get involved. That company-wide engagement and commitment was reflected in the findings, which showed strong employee awareness of sustainability. The audits also highlighted the need for streamlining the team’s corporate and CSR strategies and setting measurable targets to help further improve credibility and measure progress.

“What made this year special wasn’t just the certifications. It was the fact that we achieved them together. As we strive for continuous improvement together, we have now laid the foundations on which we are building a consistent, comprehensive approach to CSR within our company.”

— Sönke Sanders, CSR ambassador

The Impact of Bike Leasing

900,000
lease bike users

2,000 km
per year per user

60% replaces
car travel

162,000
tonnes of CO₂ savings
per year*

=
Annual CO₂ emissions of
~10,000 households
(20,000 individuals)

(based on ~8 tonnes of CO₂ emissions per household per year)**

* Greenhouse gas emissions are expressed in metric tons of CO₂ equivalent, covering Scope 1 and Scope 2 emissions, based on Dutch market factors.

** Household data based on the Household Carbon Footprint factsheet, August 2024.



Second-life bikes

At BMS, we are writing the first pages of a new chapter. Following extensive research into how we can close the loop, we are laying the foundation to give used bikes a new lease on life. We are currently building a network of remarketing partners to refurbish ex-lease bikes and return them to circulation.

It’s our first concrete step toward true circularity: ensuring quality bikes stay on the road longer. This pilot phase supports two goals: extending the lifecycle of our fleet and scaling our NGO donation programs across Europe. We’re not just moving bikes; we’re moving toward a future where ‘cycling for everyone’ is a reality for children, families in need, and newcomers alike.

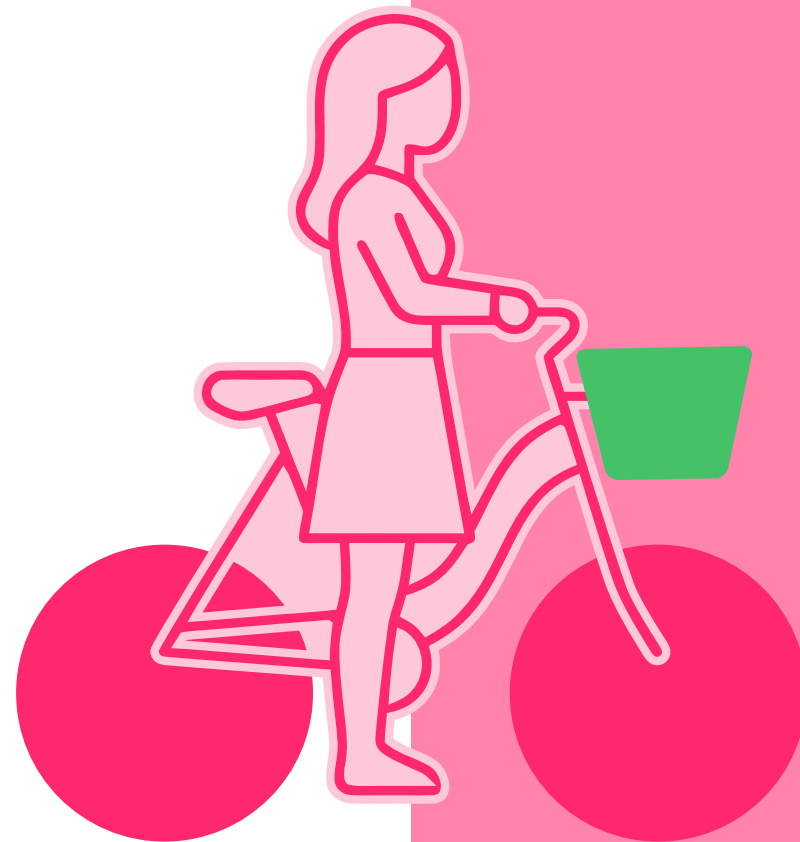
“Every bike we lease tells a story. Now we’re making sure that story gets the sequel it deserves.”

— Ward Matser, CEO BMS

CSR Strategy

People

*Smarter mobility,
built on belonging*



Our People are Our Foundation

When we speak about bikes, what we're really talking about is people. The steel, the rubber, the gears... in the end, what matters is that we help people thrive. People who work for our customers, live in our communities, or are part of our own company. We've learned that the best results come when local expertise and group-wide standards work in tandem. Our HR approach reflects this: consistent enough to be fair, flexible enough to be human. As an international team of almost 500 colleagues, we share knowledge across borders, learn from each other's experience, and grow stronger as a group because of it.



Belonging

Diversity and inclusion have always been priorities for us. In 2025, we expanded that conversation to something even more fundamental: belonging. We want every person, in every part of BMS, to feel genuinely at home with us. That's why each BMS company has a local DE&I ambassador who is also part of our international Belonging Round Table, where we share insights, challenge assumptions, and push progress forward. Our Management Drives, which started as a tool for individual insight, have developed into a compass for broader team development. This helps local teams better understand how they work together and where their collective potential is still untapped.

Belonging matters on a human level, but certainly also from a business perspective. Diverse teams arrive at better solutions. Inclusive cultures drive innovation, strengthen collaboration, and attract the kind of talent that lets companies grow. We see this every day in our international teams, and we hear it confirmed in our Engagement Survey, where belonging scores consistently rank among the highest in the organization.

Listening to Our People

In 2025, we gave our colleagues a more structured platform to tell us what's working – and what isn't. Our Engagement Survey focuses on well-being, job satisfaction, CSR, and belonging. To us, this is a rich and ongoing dialogue: a way for team members to shape the organization they're part of, and for us to act on what we learn. So far, the results confirm what we aspire to: that BMS is a place where people feel valued and free to be themselves. The survey will continue to be a source of insight and inspiration. Every area where we can do better is an opportunity, and we take that seriously.



DE&I

We aim to be a team that safeguards belonging. Diversity, equity, and inclusion are part of how we work every day. We believe that as an organization that puts DE&I front and center, we can be a more effective enabler of a smarter kind of mobility. In our network of DE&I ambassadors and at the DE&I Round Table, we always focus on leveraging the power of people's unique qualities rather than seeing their limitations.

We expanded and integrated DE&I initiatives more deeply at the local level in 2025, and we're already seeing great results. One example was the new cross-functional competence team at Lease a Bike Germany, which clarified DE&I priorities alongside existing HR and compliance roles. Another standout initiative was the awareness session on inclusive recruitment at Lease a Bike Netherlands, which led to a partnership with *Emma at Work*, helping young people with chronic health conditions to find meaningful and rewarding work.

"By fostering an environment at BMS in which diversity is valued, inclusion is promoted, and equity is actively considered, we are strengthening our ability to develop customer-focused, sustainable, and future-ready mobility solutions."

— D&I Team

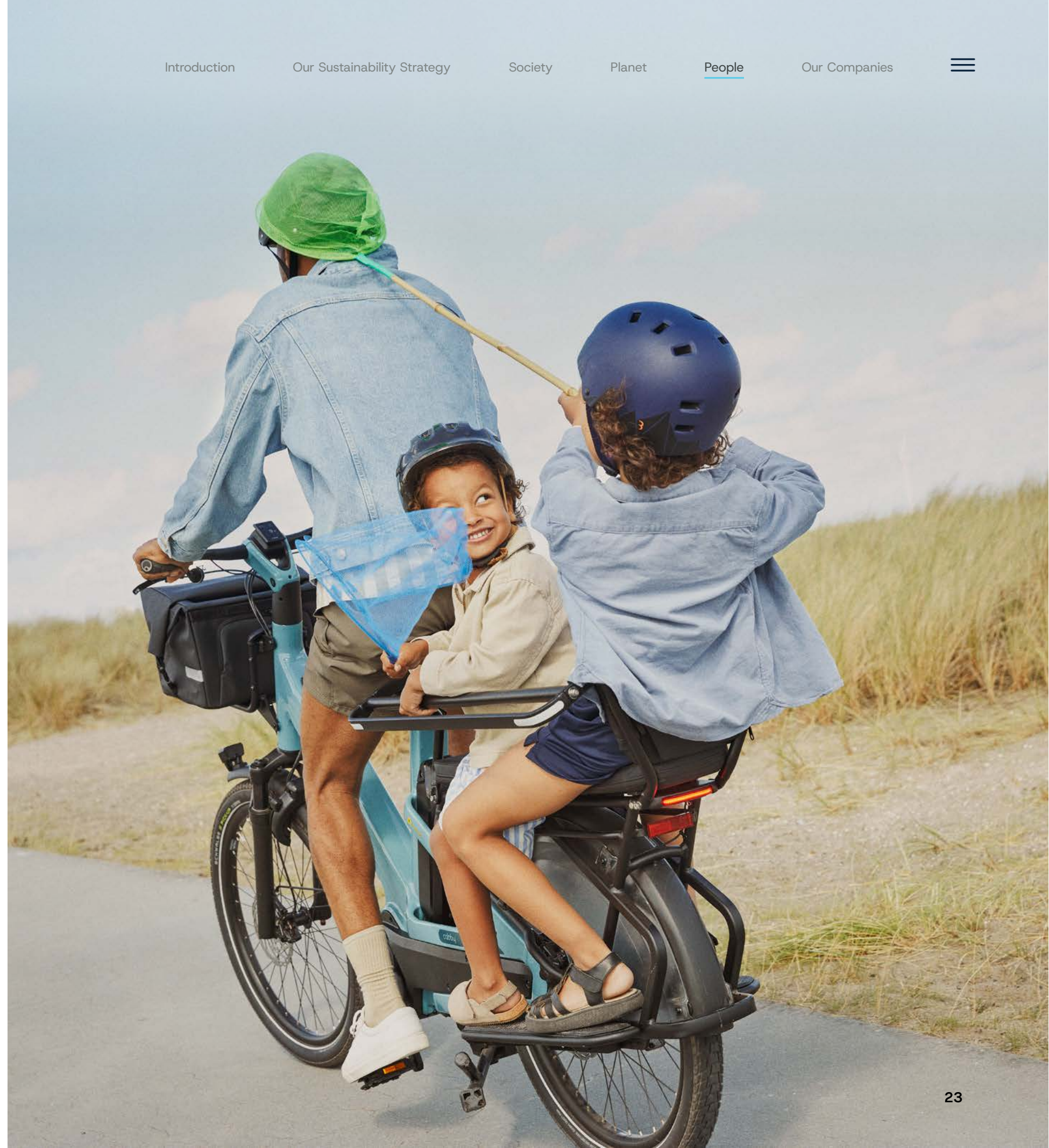
Growing Together

The way we see it, potential matters more than what’s on your résumé. At BMS, we invest in our people through group coaching, tailored training, and personal development support. In 2025, we laid the groundwork for a new performance cycle, looking beyond numbers to focus on individual growth and the real value that each person brings. In 2026, we aim to harmonize this approach for all BMS countries, creating a transparent and consistent framework in which growth is encouraged and performance is recognized fairly, wherever you work. This builds on the equal pay benchmark we conducted for all operating companies, which showed that pay is broadly balanced, with some departmental variation we are committed to addressing.

Vitality in Motion

We believe healthy, energized people are the heart of a healthy organization. At BMS, vitality is woven into who we are. That’s not surprising: our core business is getting people on bikes – and that starts with our own teams. Colleagues are encouraged to cycle to work, and local sporting initiatives are a regular part of how we work and connect, from running groups and beach volleyball to cycling tours and sports tournaments.

Every BMS company organizes its own team activities, often with a sporting dimension, and employees in several countries have access to discounted fitness plans or can exercise during working hours. But the most natural expression of our vitality culture is the simplest one: getting on a bike. It’s good for your body, good for your mind, and – as we like to remind anyone who’ll listen – there really are no downsides.



Looking Ahead: 2026 and Beyond

The work of 2025 was about building: the data infrastructure, the certifications, the partnerships, the team culture. That foundation is now in place, and what comes next is using it more ambitiously to promote and create smarter mobility.

A Circular Future for Bikes

Refurbished and second-hand bike leasing is active in multiple countries and growing. The infrastructure is being built out now – partnerships, logistics, platforms. In 2026, we expect this part of our business to scale significantly, reducing waste, extending the useful life of quality bikes, and opening cycling up to employees who need a more affordable entry point. A bike that finishes its lease isn't the end of the story; it's the beginning of a new one.

Closing the Loop on Certification and Emissions

ISO certification for all BMS companies is within reach, and completing that journey group-wide is a 2026 priority. As our emissions data matures and reduction targets sharpen, our reliance on carbon compensation should decrease. Our guiding principle: reduce first, compensate responsibly for what remains, improve continuously.

Our People, Growing with Us

Performance management is set to harmonize across all BMS countries in 2026, through a transparent, consistent framework where we support everyone's development and recognize contributions fairly. Our green teams will grow more active, our Belonging Round Table will expand, and the conversation with our people will be enriched even further. We're building a company people want to be part of.

Deeper Partnerships, Lasting Impact

Our relationships with NGOs, local dealers, and community organizations are maturing into something more durable than any single initiative. In 2026, we will deepen them even further. *Dream to Ride* moves from pilot to program, bringing cycling within reach for people facing financial, physical, or mental barriers. Our partnerships with *Stichting Leergeld*, *Cykelfrämjandet*, *SOS-Kinderdorf*, and others are poised to expand. And we keep asking the question that drives this work: who still can't access cycling, and what can we do about it?

Where we're Headed

Our CSR ambassadors spent time this past year mapping where our influence truly lies and aligning around a shared direction. We noticed a clear common thread connecting all our work: a shared commitment to enable biking for as many people as possible. This confirmed what we've always believed: everything we do – keeping bikes in use longer, getting certified, empowering our people, building partnerships – serves one purpose: **BMS empowers people to choose cycling.**

We drive the shift to healthier, low-carbon mobility by making cycling the most accessible, sustainable, and trusted mobility choice in all our markets. That is the ambition that will guide us in 2026, and beyond.

BMS Empowers People to Choose Cycling.

Our Companies

Lease a Bike

The Netherlands

Germany

Belgium

Austria

Sweden

BusinessBike





lease a bike

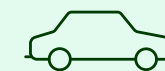
The Netherlands



295 bikes donated to Stichting Leergeld



4.6/5.0 customer satisfaction score



a 20% reduction in fuel-powered fleet vehicles

“Cycling should be for everyone. That’s been our motto since day one, and we are grateful and proud that we’re not in it alone.”



Through our collaborations with employers, bike shops, and partners, we can create more impact for commuters and other cyclists. Together, we let even more people experience the joy of riding a bike.



Anouk Hiensch,
Managing Director

In 2025, Lease a Bike Netherlands deepened its CSR efforts. With solid foundations in place, we focused on expanding our reach to include more riders, more customers, and more people for whom cycling isn't yet a given. Our guiding principle: think big, start small, and bring everyone along.

We again contributed to a more equitable society through our partnership with *Stichting Leergeld* and their *Geen kind achterop!* (No Child Left Behind – Every Child on a Bike) cycling campaign: participants collectively rode over 150,000 km, helping 295 children in need get the bike they deserve. We were also proud to launch our *Dream to Ride Foundation*, which donated its first bike in 2025. This new initiative gives people who face financial, physical, or mental barriers to cycling the chance to go outside, feel the wind (and rain, this is Holland after all), and experience the freedom of cycling that most of us take for granted.

In 2026, we are yet again broadening our scope – gaining deeper insight into the sustainability credentials of the bike brands we work with upstream, and expanding our refurbishment and circularity efforts for bikes coming back to us downstream. We will also further improve the tools we use to measure the carbon impact of every cycling trip we enable. And a new “Better Option” label, based on new insights and extensive research into the sustainability credentials of the bikes in our portfolio, will help riders make informed brand choices.

ISO Certified
 • ISO 9001
 • ISO 14001
 • ISO 27001
 (information security management)



With our ISO 14001 and ISO 27001 certifications,

we took on an enduring commitment to sustainability and safety, adapting our operations and systems to measure and monitor key metrics like our carbon emissions. Also aimed at protecting our planet, we continued reducing our reliance on fuel-powered vehicles, with our electric fleet growing by 20%. We also began laying the groundwork for refurbished bike leasing, which is set to become a significant part of our business.



We support our people

to do their best work and thrive as they make a difference. A culture of genuine well-being, from walking lunches to volunteer days, keeps our team energized and connected to the communities we serve. And our restructured green team now has three permanent members, each leading their own project, embedding CSR even more deeply across the organization.

Dream to Ride-bike



Supporting local initiatives together

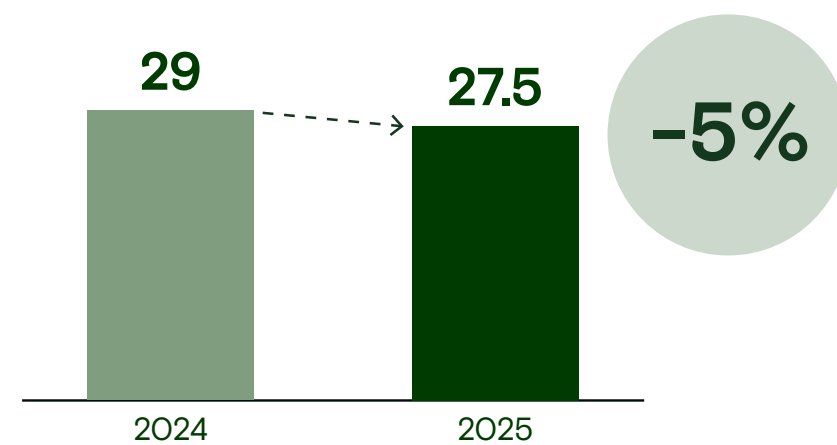


Moving forward, on and off the bike

For us, cycling has always been about more than getting from A to B, and in 2025 we doubled down on our commitment to social return. Partnering with Emma at Work, we supported young people with chronic health conditions – not just in finding their footing in the workplace, but in everyday life too. Closer to home, our collaboration with the municipality of Amersfoort gives young people with limited job prospects a real foot in the door. The impact is already visible: since we started, five former interns have gone on to join the Lease a Bike team.

Our focus on positive local impact also shows up in smaller, everyday choices, from sourcing our office coffee and bread to buying vegetables and fruit from neighbourhood shops down the road.

CO₂ Emissions scope 1 & 2



Based on own Lease a Bike data.

Showing up

In 2025, our team made use of volunteer days to get out into the community. We joined a sports day for children from disadvantaged neighborhoods and rolled up our sleeves to help Happy Kids pack Christmas packages for families who needed them. Back at the office, a culture of connection and well-being keeps us grounded: we organize “assumptions games” to open up candid discussions, offer healthy food options, and foster a working environment where people feel good as well as do good. We believe little things matter when making a big difference – one example: at the office, this year’s Christmas tree was built entirely from leftover bicycle parts!



“What motivates me is seeing how small, intentional steps can pave the way for meaningful long-term impact. I see it within our organization, and it’s especially inspiring to do it with customers and partners who are fully committed to doing the right thing.”

— Jennifer Woltjer, CSR ambassador



22 bikes donated



11,000 companies served



€ 15,000 raised for SOS-Kinderdorf

“CSR has always been at the heart of what we do. In 2025, we worked hard to give it the structure and reach it deserves.”

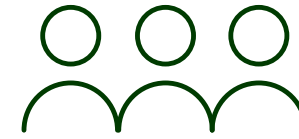


We're proud of our EcoVadis Bronze Medal – it confirms we're building something real. And now we're ready to take it to the next level.



Sabine Liebe & Christian Wölbern,
Managing Directors

In 2025, Lease a Bike Germany did something that sounds simple but rarely is: we made CSR everybody's business. Through the creation of our new Operational Excellence department and a dedicated focus on structure, data, and transparency, we created a sustainability framework built to last.

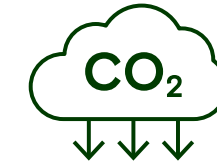


900,000

Employees are riding their dream bikes.

ISO Certified

- ISO 9001
- ISO 14001
- ISO 27001 (information security management)



A **22% reduction** in CO₂e per employee.

For society,

one of our highly visible initiatives were the *Bike to Work Days*, which brought together our team, our partners, and the wider community as we rode for positive change. We raised €15,000 for *SOS-Kinderdorf*, giving children in care the chance to go on an exciting trip. We also deepened our local NGO partnerships, donating bikes to the *Diakonie*, the *Andreaswerk* in Vechta, and the *Ronald McDonald Foundation*. And as we professionalized our CSR approach – also shown by our EcoVadis certification – we also confirmed a broader commitment to society: to be open, rigorous, and transparent about what we do and why.



Andreaswerk in Vechta



EcoVadis certification
[Discover more »](#)

On the planet front,

we expanded our Scope 3 emissions tracking and, together with our partner Planted, decommissioned 1,290 carbon certificates. This more than covers our business-related emissions for the year. We also made the strategic decision to launch second-hand bike leasing in 2026, pushing circularity into the heart of our service offerings.

Our people,

dependable and inspiring as always, were the engine behind everything we did. New internal formats like company-wide townhall meetings and our *“Mitarbeiter-Mittwoch”* (cross-departmental showcases) brought our team closer together and kept CSR visible across the organization. A new DE&I team is taking shape, ready to play a more active role next year.

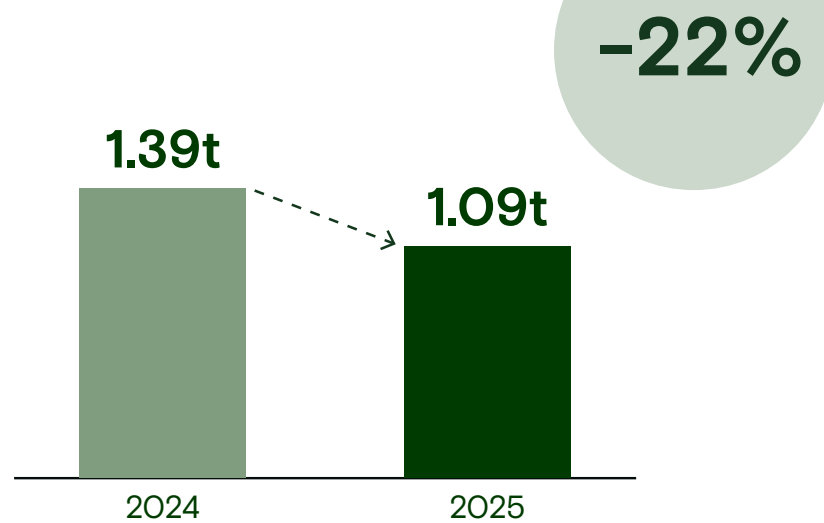
We're aiming high, hoping to achieve EcoVadis Silver in 2026. Bronze taught us what we're capable of. Our next steps will show how far we've come.

Putting ourselves to the test

The EcoVadis certification process was a first for our team, in more ways than one. It was the first CSR initiative that drew in every department: engaging not just the people whose job it is to think about sustainability, but also inviting colleagues across the entire company to engage with these topics. The result was a Bronze Medal, placing us in the top 35% of companies in our industry. And that's something to be proud of! But to us, the real value was what the process revealed: where we're already strong, where we can improve, and how much more the whole team is capable of when we pull together.



We reduced our CO₂e emissions by 22%



Saying it out loud

In 2025, Lease a Bike Germany published its first-ever standalone CSR report – an in-depth, public account of our sustainability efforts, available at our website. At a time when greenwashing is under more scrutiny than ever, this showcases our commitment to transparency, and it's also a communications milestone. Writing the report forced us to look honestly at what we've achieved, what we've measured, and where we can still grow. We intend to publish a report every year. After all, like CSR itself, accountability only means something if you keep showing up for it.

“Our biggest steps in 2025 weren’t just our processes or certifications – it was the team’s mindset. Sustainability aspects and targets are incorporated into our strategic assessments of projects and processes. We ensure this by having the CSR department within Operational Excellence directly attached to the CEO.”

— Sönke Sanders, CSR ambassador



lease a bike Belgium



largest refurb provider of Belgium

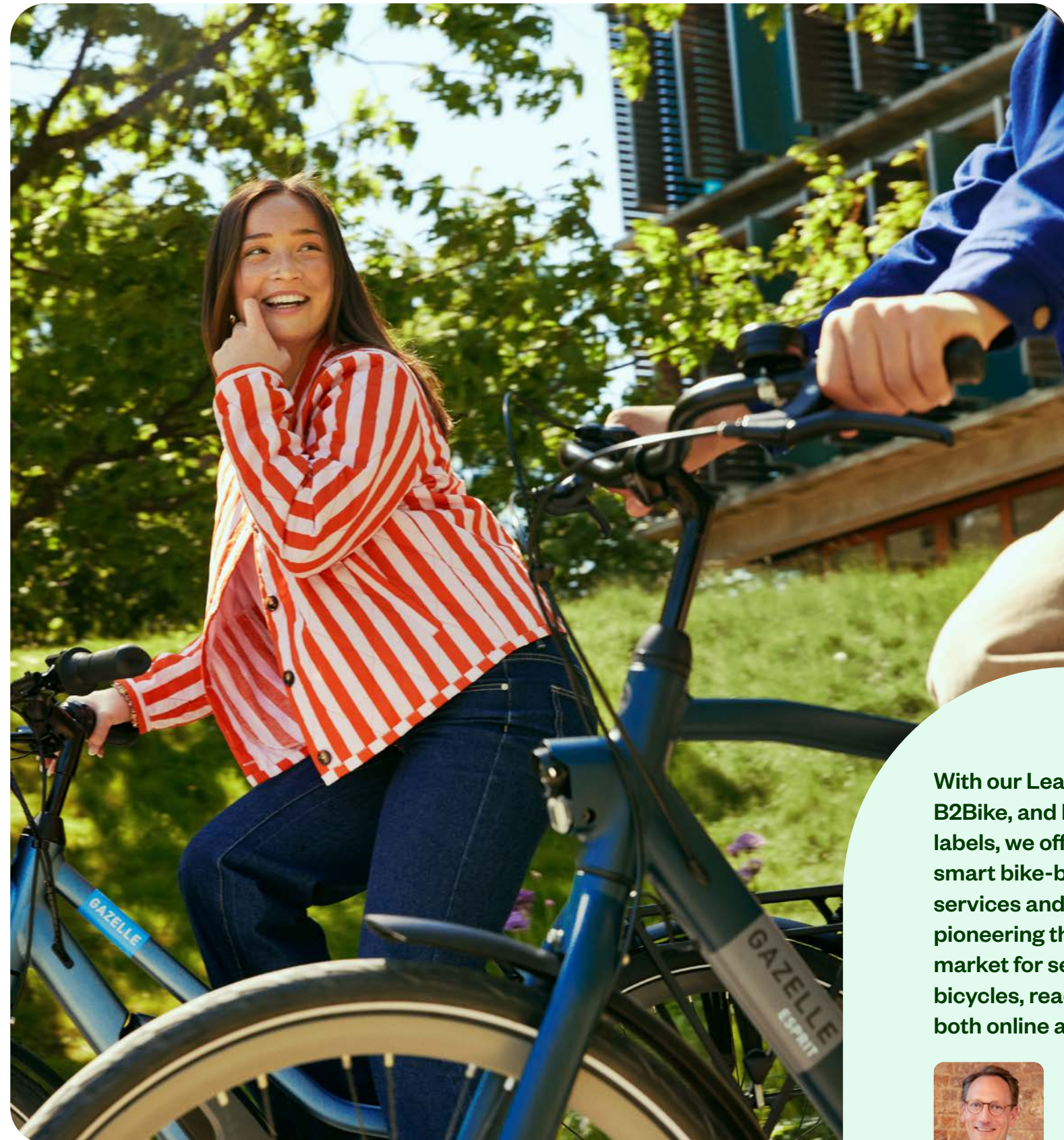


Customer satisfaction score: **80%**



3 own labels for smart bike-based mobility services

“We make biking available to everyone in Belgium, from leasing to refurbished lease and direct refurb sales.”



With our Lease a Bike, B2Bike, and Bikeselection labels, we offer a variety of smart bike-based mobility services and now we are pioneering the Belgian market for second-life bicycles, reaching riders both online and offline.

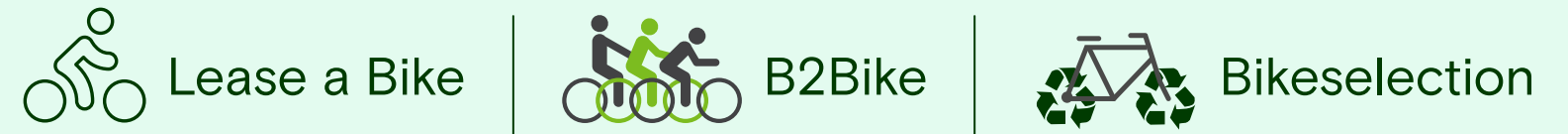


Elmer Slag,
Managing Director

For the team at Lease a Bike Belgium, our biggest drive is to make smart, circular mobility available to everyone. In 2025, we developed a new model that is reshaping what bike leasing can mean in our market.

When an ex-lease bike comes back at the end of its contract, our technicians at Bikeselection carry out a complete refurbishment. The result is a quality bike that is available for re-lease (B2B, online) or purchase (B2C, offline) – extending its lifespan, reducing waste, and putting sustainable mobility within reach of ever more people. To maximize our impact, we cooperate with all other Belgian remarketing players, making us the largest refurb provider in our market.

Three labels, one smart mobility ecosystem



Beyond circularity,

our societal reach expanded in other directions too. The annual *Bike to Work Days* and our *Vroem vs Velo* awareness campaign took the cycling conversation beyond our own customer base, nudging more people to consider riding on two wheels instead of driving on four.



Our commitment to sustainability

is evident in our operations as well. We switched from three operational locations to having a single office, plus a dedicated refurb store and workshop. We deliberately chose to locate our office close to the local train station and decided not to offer company-sponsored parking spaces anymore.



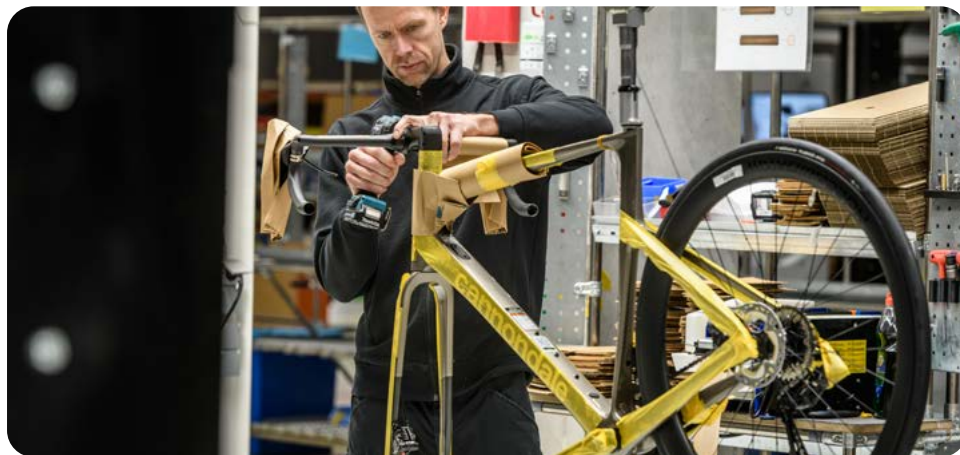
Inside our company,

we kept employee well-being front and center through team sports activities, by actively encouraging cycling to and during work, and with our *Pedal with Purpose* campaign, which raised internal awareness on healthy mobility. Some team members went even further, choosing a personal mobility budget over a company car.

In 2026, we will push ahead yet again. We've set our sights on ISO certification as a way to solidify our sustainable commitment, with more ESG practices and a continued expansion of our leading position in the second-life bike market.

Second life, first class

When our Bikeselection technicians take on a returned ex-lease bike, the goal isn't just to make it presentable – it's to make it excellent. Every bike goes through a thorough technical overhaul: worn parts are replaced, the full drivetrain and braking system are checked and adjusted, and the bike is returned to a condition that's as good as new. The bikes that come out the other side are available for re-lease or purchase, reaching riders who might never have considered a lease (or even a bicycle) in the first place. In a market that is increasingly aware of the smart value of refurbishing, our team was a trailblazer and continues to set the standard.



ISO Certified

• ISO 27001
(information security management)

Ride more, sit less

At the office and beyond, we aim to be a force for good. We purchased helmets for our team, making cycling safer for their daily commutes and other outings. Our culture promotes physical activity and mental resilience, as well as community involvement. Two standout examples saw our colleagues getting into kayaks to take part in an environmental clean-up event for the nearby Dijle river and joining a donation drive in which they walked for charity, converting kilometers into contributions to support refugees as they integrate into Belgian society.



“As a team, we really want to contribute – in a tangible way, every day. That’s why solidarity and social awareness are so important to us. We don’t operate in a vacuum, and we aim to make life better wherever we can.”

– Faber Marchand, CSR ambassador



lease a bike Austria



Ranked **“Best of the test”** in bike-leasing review



Donation 31 helmets to SOS-Kinderdorf (valued € 1,500)



96% overall satisfaction score



We are a highly inclusive company, very committed and purpose-driven. I saw that immediately when I joined in 2025, and it's a culture worth cherishing. We get to do truly meaningful work every day, and that connects us to each other and to the world around us.

“When making a difference puts a smile on your face, that’s the way forward.”



Alexander Zalokar,
Managing Director

For the team at Lease a Bike Austria, it's all about connection. From our business model to our partners in society, from awareness building to individual volunteer work, what makes mobility smarter for us is seeing the big picture – without forgetting that every detail matters.

Our biggest move in 2025 was into the public sector. Through a new collaboration with *Bundesbeschaffung GmbH* (BBG), we were honored to be selected as their partner to make high-quality (e-)bike leasing available to the public sector across Austria for the first time. This required us to change our role, becoming proactive consultants and working directly with decision-makers to help bridge legal gaps. It was a key lesson for us: innovative mobility solutions only work when the right formal framework is in place. Opening that door to Austria's public servants was our standout contribution to society this year.



Looking ahead

For our planet,

we invested in the foundations that will carry us forward. Achieving both ISO 9001 and ISO 14001 certifications transformed how we operate: we replaced manual processes with standardized, audited workflows that guarantee quality and accountability. As 2025 marked the completion of our first full lease cycle, we have established a dedicated circularity program. This ensures our bicycles receive a second life by being offered for purchase to their original riders or redirected to new owners at the end of the contract.

Our people

and communities also remained a central focus. We deepened our long-standing relationships with *SOS-Kinderdorf*, *Caritas*, and other partners; we strengthened a culture built around fairness, diversity, and inclusion; and we looked beyond our own offices to support our community.

Looking ahead, we're committed to closing the remaining legislative gaps across Austrian provinces, ensuring equal access to sustainable mobility for every public employee. We will also continue working with our partners to better track the carbon impact of all our activities across the value chain. 2026 will mark our first major lease returns and the launch of our ambitious refurbishment pilot.

Earning our stripes

After years of rapid growth, 2025 was the year we consolidated, building the infrastructure to match our ambitions. We achieved our ISO 9001 and ISO 14001 certifications as a team, and we celebrated that turning point together. Our improvised workflows have now evolved into robust systems that are audited, accountable, and built to scale. That really matters to our corporate and public-sector partners: it shows that we take quality and environmental responsibility as seriously as we take our services and growth.



ISO Certified

- ISO 9001
- ISO 14001
- ISO 27001
(information security management)



**B2B Award 2024/2025:
1st Place in the “Company Bike
Leasing” category**

for both Price/Performance and Customer Satisfaction based on independent survey of Austrian business customers.



Showing up for our communities

Some of our proudest moments in 2025 happened away from the office. At the HR Inside summit in the Hofburg Vienna, our team challenged visitors to generate fresh orange juice by pedaling a *Juice Bike*, turning muscle power into fundraising: €1,700 for *Diakonie Martinstift*. At the national HREX fair, our “*You throw – we donate!*” campaign challenged visitors to hit a target with a ball; every throw raised our helmet donations to *SOS-Kinderdorf*, totalling over €1,500. Our colleagues are free to donate blood during office hours, which more and more of them are doing. The team also volunteered at *Die Gruft* in Vienna, cooking hot meals for people in need. And through our *Bike to Work Days* campaign, we raised more than €1,400 to donate a cargo bike to *Caritas Styria’s Family House St. Christoph*.

“We are shifting the narrative of how we show up as a company. To us, it’s all about finding new and engaging ways to bring people together around a story that really matters. At fairs and events, we dial up the fun by entertaining and activating visitors, and internally we energize the whole team to be passionate about our mission.”

— Magdalena Hammermüller, CSR ambassador



82,375 kr donated to *Cykelfrämjandet*



97% preferred bike benefit company amongst our dealers



89.2% C-Sat

At Lease a Bike Sweden, we believe the best mobility solutions are built where people live and work, with local partners who know their riders, their streets, and their communities.



“That belief drove everything we did in 2025. Smarter mobility isn’t just cleaner; it's more connected.”



Daniel Fathi-Najafi,
Managing Director

As part of an international group, we can compete at scale – but our model is deliberately local. We work with independent dealerships who know their customers by name, offer real servicing, and stock bikes that actually fit people’s lives. That combination of global reach and local impact is in our DNA, from the choices we make to the communities we show up for. And throughout our ecosystem, we actively engage with partners to promote CSR across our value chain.



Supporting cycling for all

82,375 kr contributed to *Cykelfrämjandet* including 42,375 kr for Frihet på Cykel (“Freedom on Bikes”).



For society,

our most meaningful work again centered on *Frihet på Cykel* (“Freedom on Bikes”) a *Cykelfrämjandet* initiative that teaches adult newcomers to Sweden to ride a bike, often for the first time. Looking beyond financial donations, we took a more circular approach in 2025. We sourced abandoned bikes from one of our customers, had a local dealer service them, and then donated them to the program with helmets for every participant. The impact was inspiring: newcomers saw how cycling could open doors for them – including new employment opportunities.



On the planet front,

we used our voice to promote our local-first philosophy. Together with Manifest PR, we co-authored a debate article challenging municipal procurement practices that favor large, nationwide contracts. Published in the *Uppsala Nya Tidning* newspaper and several other outlets, the piece put a live local issue in the spotlight, making the case that smarter, more local public spending builds stronger communities



Our people

remain the secret of our success. With monthly team gatherings, CPR training, staff health checks, and sporting outings, wellbeing and connection were at the heart of how we work. Another standout activity was the *Blodomloppet* running event, where we ran to support blood donations.

In 2026, we’ll deepen our NGO partnerships, expand our Bike to Work Days, and push forward with new local initiatives to get even more people into the saddle.

Truly local benefit bikes

When Swedish municipalities put bike leasing out to tender, the cheapest option often wins. But cheap usually means centralized: bikes shipped from a single portal, higher freight emissions, no local dealers, and money that leaves the community. We prefer a different model, where employees choose their bike at a local dealership, with personalized advice and service close to home. The article we co-produced with Manifest PR put this issue squarely in the public conversation: municipal procurement can either strengthen communities or quietly drain them. We know which side we're on.



ISO Certified

- ISO 9001
- ISO 14001
- ISO 27001
(information security management)

Riding together, on any surface

On a perfect autumn day, our Lease a Bike Cycling Club took on *Gotland360*, tackling 230 kilometers of smooth tarmac around Sweden's largest island. The club was originally set up for our bike ambassadors to train toward a shared goal – but this year, colleagues from the office joined the peloton too. The result was one of the most energizing days of our year! It won't be the last: *Gotland360* is already on our calendar for 2026, and we're hoping to bring an even bigger team to the start line.



“Every bike we lease stays in the community it came from, and that really means something. They’re sold by someone who knows the rider, serviced by someone who knows the bike. I can relate, because I used to be that bike dealer. And now, at Lease a Bike, I get to make it happen for all of Sweden.”

— Nicklas Hansson, CSR ambassador



BUSINESSBIKE GERMANY



25,000 active companies



More than **700 inquiries** regarding second-life bikes



Certified under **ISO 9001 & ISO 14001**



78,213 bikes donated



“Bike leasing should be as easy as riding a bike – that idea is our north star at BusinessBike.

We made the entire process seamless and fast, with a variety of contract options and many dealers and online shops. Bike leasing is simply the smarter choice and there should be no reason not to do it.”

— Stefan Page, Managing Director





BusinessBike made a deliberate choice in 2025: instead of spreading our energy across many initiatives, we focused it. We believed that what could make the greatest impact was second-life e-bike leasing – a new addition to the German bike-leasing landscape – and we committed to it fully, across every team and every process. It was the smartest decision we made all year.

The environmental case is straightforward. Every high-quality e-bike that re-enters circulation as a leased second-life bike is one that doesn't need to be manufactured from scratch. Resources are conserved, emissions avoided, and lifecycle extended; this is the circular economy in action. Our new ISO 14001 certification gave that commitment a formal foundation, while ISO 9001 confirmed that our quality management systems are built to last.

The social case is just as compelling: e-bike re-leasing directly lowers the financial barrier to quality electric mobility. It makes premium bikes accessible to employees and younger riders who previously couldn't reach them. The market agreed: inquiries for the program far exceeded our expectations, confirming that the shift from owning to using and maintaining is one whose time has come.

Our people made it all happen. By working together across departments, every team – from product development to IT to sales – contributed to turning this new vision into a running business. That same integration showed up internally in how we look after one another: on-site occupational health examinations and a twice-weekly Active Break put physical well-being on the agenda and smiles on people's faces.

Finally, we learned a valuable lesson in partnership criteria when a planned NGO bike donation fell through because our partner withdrew. Instead of seeing this as a setback, we took it as an additional priority for 2026: establishing new, more robust collaborations, alongside expanding our CSR team and

MAKING USED-BIKE LEASING THE NEW STANDARD.



IN 2025, ALL CARS ADDED TO OUR FLEET WERE FULLY ELECTRIC.



THE SECOND-LIFE STANDARD

Used e-bike leasing isn't a compromise – in fact, it started as a key conviction. We introduced the program in 2025 because we believed that keeping a high-quality e-bike in active use is smarter than replacing it with a new one. It's a circular solution in the best sense: a returned lease bike, fully serviced and restored to excellent condition, becomes an affordable entry point for a rider who might never have considered leasing before. Lower cost, lower footprint, same quality.

What made the launch remarkable was its execution. Every department at BusinessBike played a part: product teams defined the criteria, IT built the infrastructure, sales brought it to market. No silos, no handoffs, no dropping the baton. The result was a program that hit the ground running and generated over 700 inquiries. A clear signal that the appetite for smarter, more circular mobility is real and growing.

Used leasing is not a niche offering for us. We believe this is the direction our industry needs to go: circular-first, quality guaranteed. That's why our ambition for 2026 is straightforward: develop re-leasing as a crucial part of the new standard for smart cycling mobility.



“What made 2025 work for me wasn't any single initiative. It was how the whole team got behind a singular idea and built it up together. When you start working from a unified vision and everyone's pedaling in the same direction, good things happen – and faster than you'd expect.”

— Jean-Marc Dupont, CSR ambassador

Colophon

We welcome feedback on our report.

Please send all comments and suggestions to
bms.csr@pon.com
or write to us at:

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Publisher: Bike Mobility Services
Concept, design and layout: DartDesign, Amsterdam



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