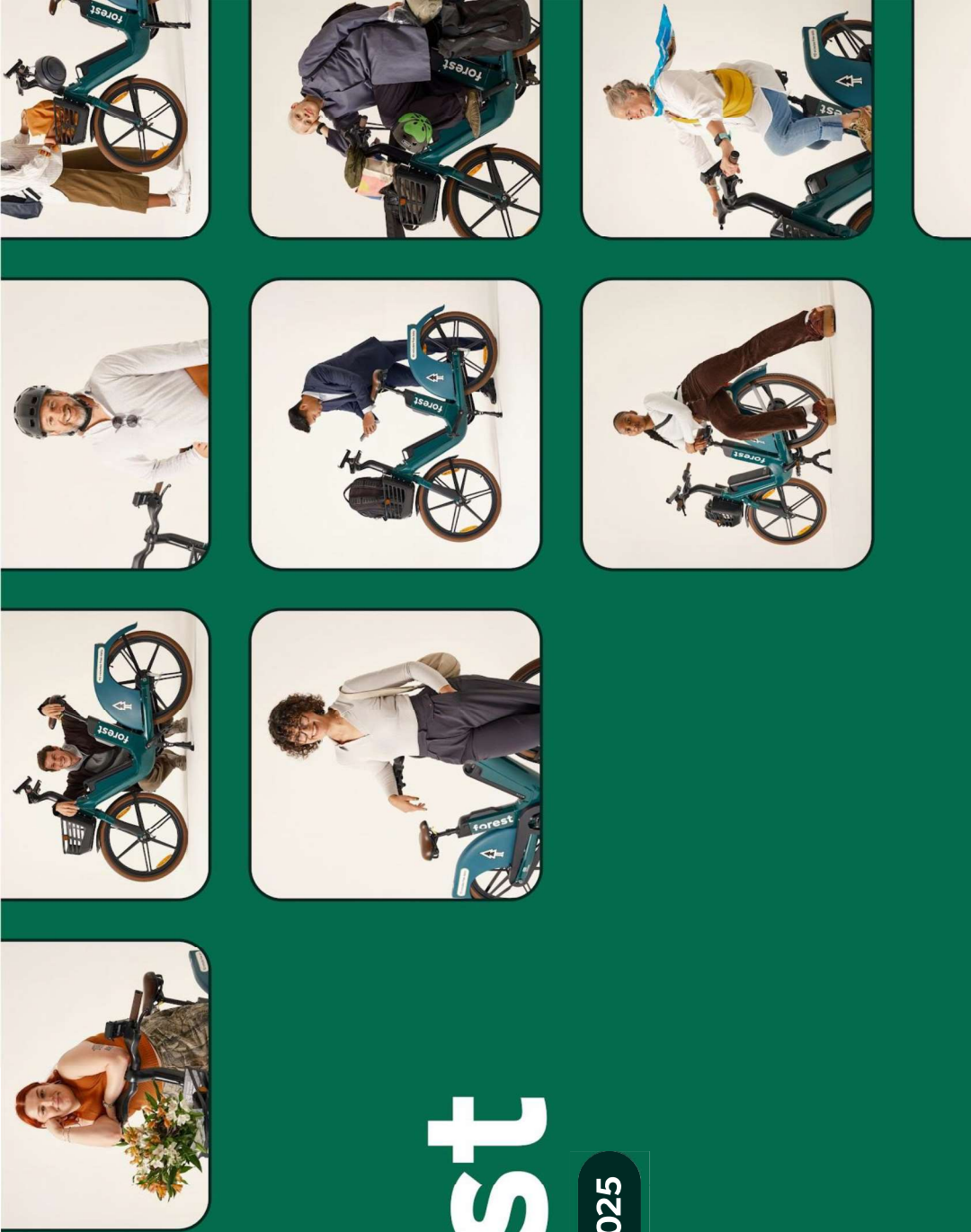


forest

Forest in Camden – 2025



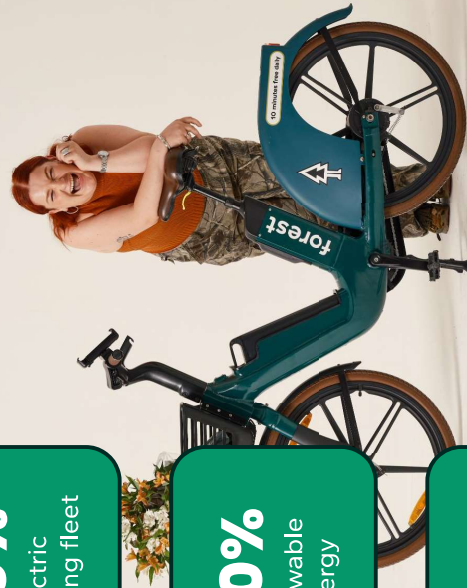


Our USPs

100%
electric
servicing fleet

100%
renewable
energy

250 tons
of CO₂ saved in
Camden in 2025



Josie
125 rides

We are the most **affordable** and **sustainable** ebike operator in Camden

- With our “Dynamic Discounts” pricing model, every user can get **30 minutes riding for £1** on as many bikes as they want.
- In 2025, we gave away **40 million minutes**, saving our users **£11 million**! Over 13,000 people are members of our Friends of the Forest scheme, saving 20% on all their rides with us.
- We use **100% renewable energy** to power our 100% electric servicing fleet – no diesel vans.
- We offset **all** our scope 1, 2 and 3 emissions by planting trees via our offsetting partners, The Great Reserve.





Affordability

1-30
FREE RIDE
MINUTES

Free ride mins will now be distributed via a **3** tier system.



Because, some bikes need moving faster than others; based on location & when it was last used.

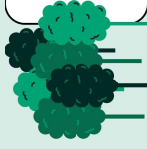


And unlike **10 free ride mins daily**, there's no longer a limit to how many free ride mins you can use daily.





Sustainability



The
**GREAT
RESERVE**



Responsible and sustainable since day one.

- London's **only net zero** bike share
- B-Corp certified and Verra validated
- **Zero emissions operations** (fully electric fleet) powers with certified renewable energy
- Dedicated refurbishment and repair team to reduce waste
- Modal shift recorded across London
 - 35% of riders would have taken a journey on a motor vehicle (personal car, bus, taxi).

**70% COMPONENTS
REPAIRED**











TAKE THE WORLD'S HARDEST* QUIZ

*It's actually just common sense



WIN A FOLDABLE HELMET
+ 30 MIN FREE

Question 1/14

As a cyclist, are you legally allowed to go through red traffic lights?



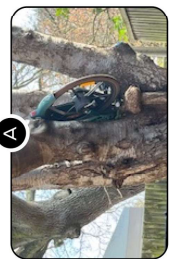
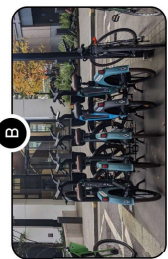
YES

NO

→

Question 2/14

Please select the photo showing correct parking in a parking bay.

→









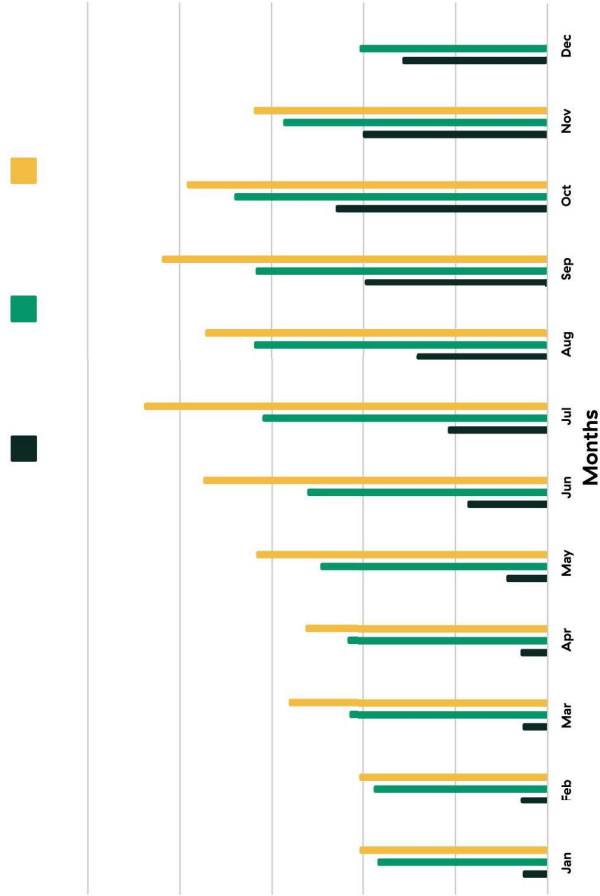


Rides in Camden

A *record breaking* year for rides in Camden

- Average trip distance of 4.2km and duration of over 16 minutes.
- Utilisation Rate of almost **6 rides per bike per day** at its peak.
- The most popular location in Camden was Kings Cross and Coal Drops Yard (both private parking bays), with the **busiest borough parking bay on Eversholt St** (Euston station).

Rides in Camden: 2023 vs 2024 vs 2025

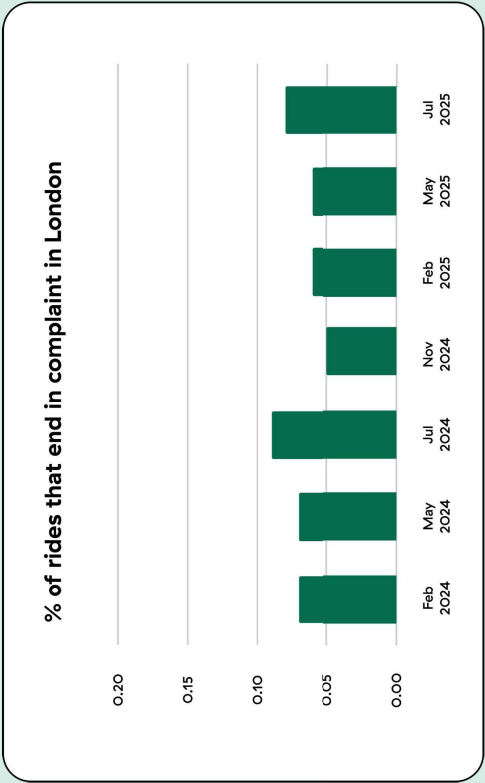


Parking Compliance

	Parking Compliance
Yearly avg.	95%

	Issued in 2025
Warnings	29,827
Fines	925
Suspensions	4
Bans	1

- **Parking compliance is up 3% on the year before.** This is complimented by an improved accuracy to 97% from Captur, our end-ride-photo AI.
- The **% of rides that end in a complaint is down** year on year, across London.
- In 2025, our average response time in Camden was 47 minutes.



Additional Efforts

Fitzrovia BID	Forest have helped to coordinate the identification of new parking bays in the Fitzrovia Business Improvement District, including sharing Forest ride data and joining as a representative on their Area Strategy Design review panel.
Camden Apprentice & Student Work Placement	- We had a student from a local Camden secondary school, to do a week's work experience with us. He shadowed a different team each morning and afternoon; creating a social media campaign, learning how to assess a P&L, and visiting the workshop to learn about bicycle maintenance and the operations behind a dockless e-bike scheme. - We have hired an apprentice from Camden in an Operations Apprentice role. They will complete a business administration level 3 with Dynamic Training.
Sight Loss Councils & Royal National Institute of Blind People	Forest has met with both the SLC and RNIB, signing to the former's dockless e-bike operator charter, hosting an information day with our team, and developing safety features & best practice for our operations with their input.

DEMOGRAPHICS

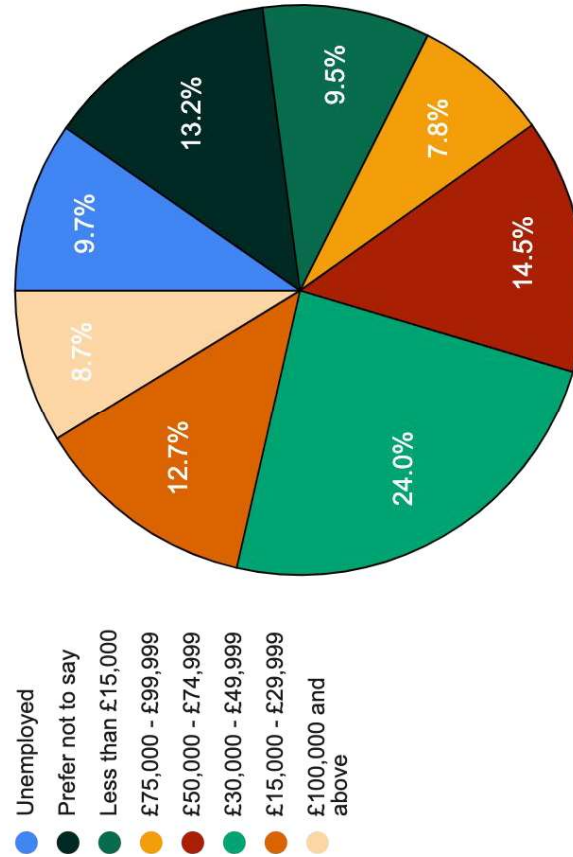


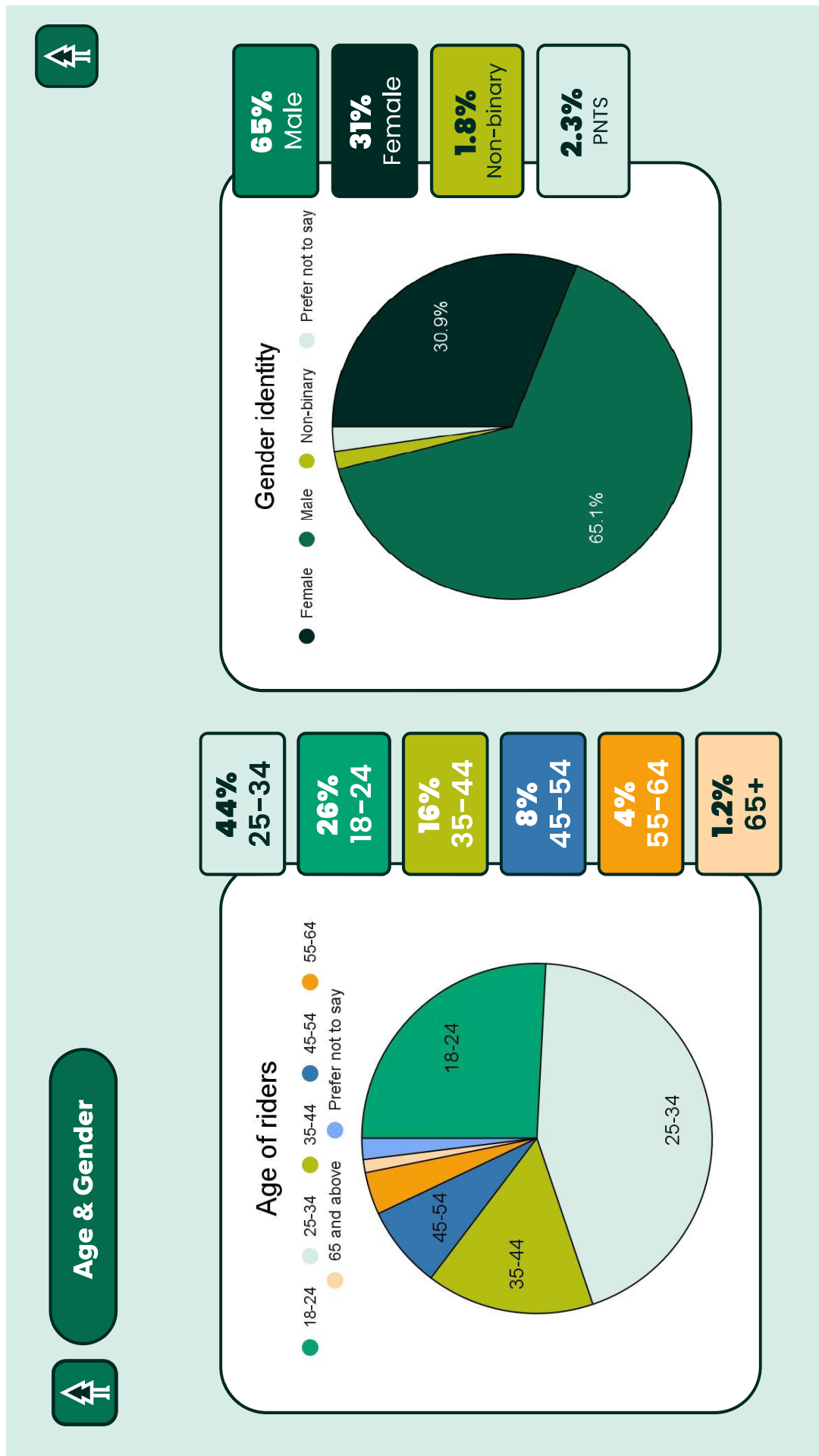
Income of users

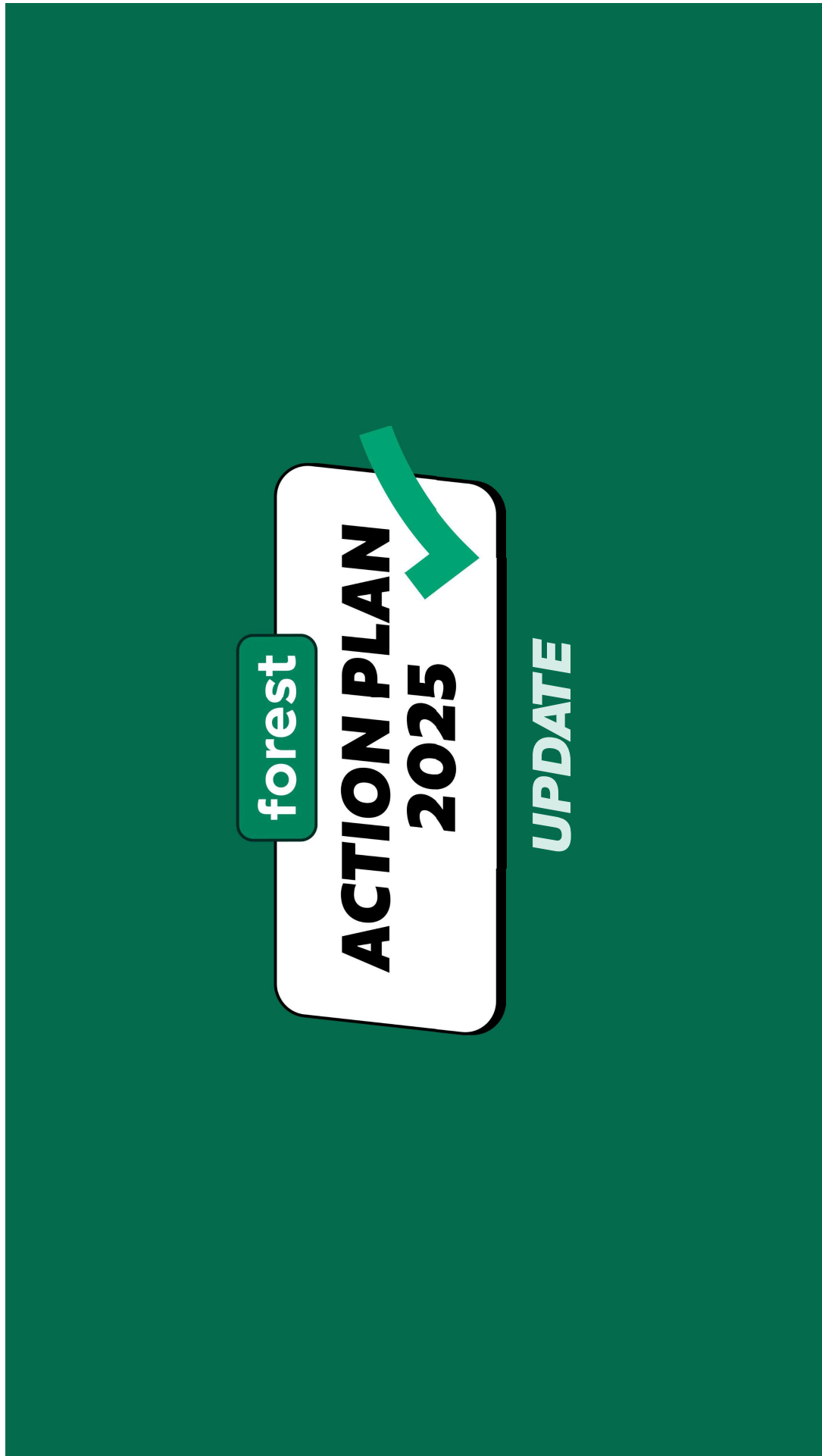
- 9.7% users report are **unemployed**.
 - 53% of this group are aged 18-24, so likely **students or graduates**
 - 11% are 65 or over, so likely **retired**.
- **24%** users earn between **£30-49k**
- **31%** are **higher earners** (£50k or above)



Total users annual income









OUR ACTION PLAN FOR CAMDEN

forest

ACTION PLAN 2025

1. Faster response times

Opening additional warehouse in Southwest London in the first half of 2025.

This will allow more resource from our current central London workshop to be dedicated Camden.

Deadline: By June 2025 ✓

2. Increased no. of Guardians

We currently have 6 dedicated Guardians (on-street team members) who focus solely on removing e-bikes at over-capacity bays in Camden.

We will be doubling this dedicated team to 12 daily Guardians, with particular focus on all bays south of the Euston Road. The additional 12 Guardians will be in place by the end of Q1 2025

Vans for rebalancing bikes to be increased from a daily average of 2 – 3 to 4 – 5 by the end of Q2.

Deadline: Q2 2025 ✓

3. Reduced units

Removal of 30% of Forest e-bikes in December as a hard reset was completed in January 2025.

As of January 2025, there is zero deployment to all parking bays south of the Euston Road and any removals are taken out of the borough completely or rebalanced to the north.

Deadline: January 2025 ✓

4. Improved parking accuracy

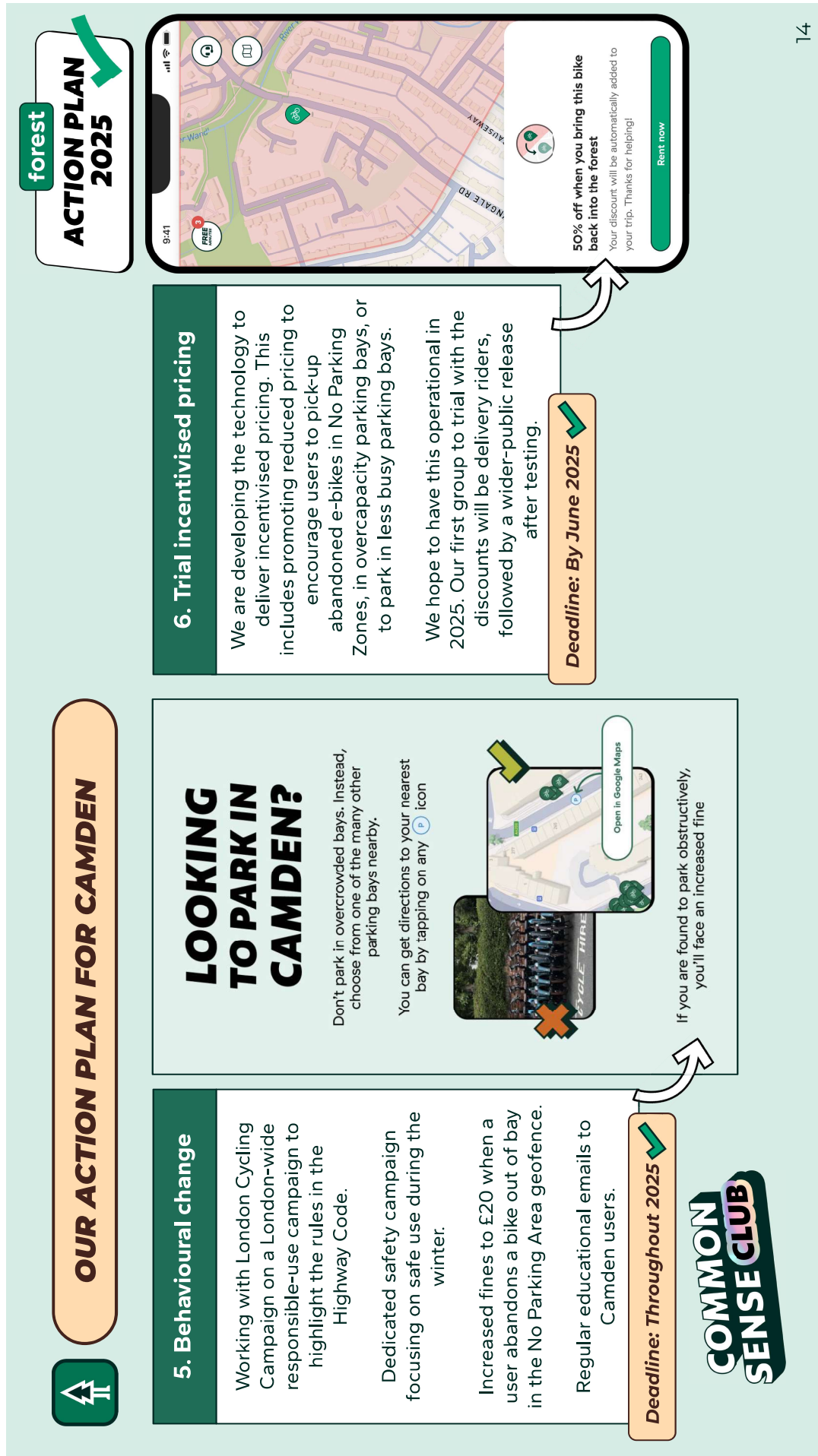
Forest has embedded Captur's innovative artificial intelligence technology into its end-ride photo process, meaning it can identify when a user has parked an e-bike in a way that may be obstructive and nudging them to re-park. This is particularly effective in hybrid-parking schemes.

We are now working with Captur to trial technology that will deliver enhanced accuracy for mandatory parking boroughs, and support existing GPS accuracy which can be unreliable in built-up areas.

Captur's visual positioning technology will scan the surrounding area and claims it can deliver accuracy of up to 30cm.

Deadline: Q1 2025 ✓







forest

the bikes that
look like trees