

PRESS RELEASE

ARVAL SWITCHES GEARS BY LAUNCHING A LONG-TERM LEASING OFFER FOR BIKES TO ALL ITS CLIENTS AND EMPLOYEES WITH ZENRIDE

To support the growth of the bicycle market, Arval is expanding its long-term leasing offer through a partnership with the start-up Zenride, specialized in bike leasing solutions.

Arval launched its bicycle offer in 2021, available for a long-term lease, in bike sharing and in a 6-wheeler solution (car + bike lease), in line with its Arval Beyond strategy to evolve its business model from long-term vehicle rental to an even wider mobility concept, including cars.

In the purpose of solidifying its bike offering and deploying it to all its customers, Arval has just signed a partnership with the start-up Zenride, a bike rental specialist created in 2018.

The main objective of this partnership is to accelerate the deployment of bicycles among Arval customers through a redesigned offer:

- An expansion of the catalogue of bicycles available, with more than 700 sales outlets in France and specialized websites.
- An easy access to bike withdrawal and maintenance services throughout France.
- A simpler “all-included” offer, providing safety kit, maintenance and insurance.

By relying on this new partner, Arval’s ambition is to offer a simple and seamless user experience throughout France. It is also an opportunity to provide solutions adapted to the expectations and needs of all its employees and customers. Arval brings its customer knowledge and commercial expertise as a major player in the long-term leasing and mobility market.

This collaboration with Zenride significantly strengthens the offer already available to other partners.

“Thanks to this new partnership, Arval is accelerating its bicycle plan by showcasing an ambitious offer. It is built on a wide choice of models, available in many points of sale and online merchants; and is customer-centric, playing on 3 key concepts: simplicity, universality and proximity. This bicycle strategy is based on an all-included offer, covering safety equipment, insurance, and maintenance and after-sales service. As per usual, we have already proceeded with its launch to our internal teams, and it proved to be a real success. At the end of June, it will become available to all our customers.” says Barbara Blanc, Director of Partnerships, Digital and Marketing.



"We are proud of this partnership with Arval, which makes our offer accessible to a large number of companies in France. We also show that start-ups and large groups can join forces to capitalize on each other's strengths and help each other develop and grow. Thanks to this partnership, many companies will be able to achieve their HR and CSR commitments for a positive impact, and thousands of employees will be able to make the choice of using bikes every day." says Olivier Issaly, CEO of Zenride.

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About Arval:

Arval specialises in full-service vehicle leasing and new mobility solutions, leasing close to 1,6 million vehicles as at the end of December 2022. Every day, more than 8000 Arval employees in 29 countries offer flexible solutions to make journeys seamless and sustainable for its customers, ranging from large international corporate groups to smaller companies and individual retail clients.

Arval is a founding member of the Element-Arval Global Alliance, a world leader in the fleet management industry, with more than 4 million vehicles in 55 countries. Arval was founded in 1989 and is fully owned by BNP Paribas. Arval is positioned within the Group's Commercial, Personal Banking & Services division.

www.arval.com

About BNP Paribas:

BNP Paribas is the European Union's leading bank and key player in international banking. It operates in 65 countries and has nearly 185,000 employees, including nearly 145,000 in Europe. The Group has key positions in its three main fields of activity: Commercial, Personal Banking & Services for the Group's commercial & personal banking and several specialized businesses including BNP Paribas Personal Finance and Arval; Investment & Protection Services for savings, investment and protection solutions; and Corporate & Institutional Banking, focused on corporate and institutional clients. Based on its strong diversified and integrated model, the Group helps all its clients (individuals, community associations, entrepreneurs, SMEs, corporate and institutional clients) to realize their projects through solutions spanning financing, investment, savings and protection insurance. In Europe, BNP Paribas has four domestic markets: Belgium, France, Italy and Luxembourg. The Group is rolling out its integrated commercial & personal banking model across several Mediterranean countries, Turkey, and Eastern Europe. As a key player in international banking, the Group has leading platforms and business lines in Europe, a strong presence in the Americas as well as a solid and fast-growing business in Asia-Pacific. BNP Paribas has implemented a Corporate Social Responsibility approach in all its activities, enabling it to contribute to the construction of a sustainable future, while ensuring the Group's performance and stability.



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About Zenride:

Created in 2018, Zenride is a company social benefit that allows employees to ride the bike of their dreams for €1 per day. A pioneer in France, Zenride has 400 customer companies and offers its service to 100.000 employees, including those of Saint-Gobain, Veolia, Safran, Axa and Accor. Thanks to in-house technology, Zenride connects companies, employees and 700 partner stores across the entire online platform with no limits. At the beginning of 2022, the venture capital fund Alter Equity and the RATP Group participated alongside entrepreneurs in a €8m financing operation aimed at accelerating Zenride's growth.

www.zenride.co



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