

## **Launch of bike sharing field tests on March 9 in Toda City, Saitama Prefecture**

Verification of effectiveness as a new urban transportation system

Sinanen Mobility Plus Co., Ltd. (Headquarters: Minato-ku, Tokyo, President and Representative Director: Miwa Mitsuhashi, hereinafter “Mobility Plus”), the operator of the “DAICHARI” bike sharing service that makes travel fun and comfortable, and OpenStreet Inc. (Headquarters: Minato-ku, Tokyo, President and CEO: Tomoaki Kudo, hereinafter “OpenStreet”), the operator of Japan’s largest bike sharing platform “HELLO CYCLING,” are pleased to announce the conclusion with Toda City of the “Basic Agreement Concerning the Toda City Bicycle Sharing Field Tests” on March 9 (Wednesday), and the launch of field tests for the bike sharing business.



(From the left: Fumihito Sugawara, Mayor of Toda City; Miwa Mitsuhashi, President and Representative Director of Mobility Plus; Tomoaki Kudo, President and CEO of OpenStreet)

### ■ Field test overview

In these field tests, through the operation of the bike sharing service “DAICHARI,” which utilizes the bike sharing platform “HELLO CYCLING” provided by OpenStreet, effectiveness will be verified as a new urban transportation system that contributes to the supplementing and substitution of the public transport

function, the revitalization of the region, and the promotion of tourism, etc.

We will start the field tests on March 9 by gradually establishing the stations for renting and returning shared bikes in approximately 19 locations, including at city hall, sports centers, Toda Koen Station, Toda Station, Kita-toda Station, and nearby parks.

Mobility Plus, in the field tests, will operate its DAICHARI bike sharing service, with its role being to coordinate with businesses involved in the implementation of the project, and setting up stations in cooperation with private companies including convenience stores, supermarkets, and drug stores. OpenStreet will take charge of the overall management of bike sharing operations in the field tests, the provision of the applications and systems that comprise the bike sharing platform, as well as the provision of accompanying equipment and the collection of various pieces of data.

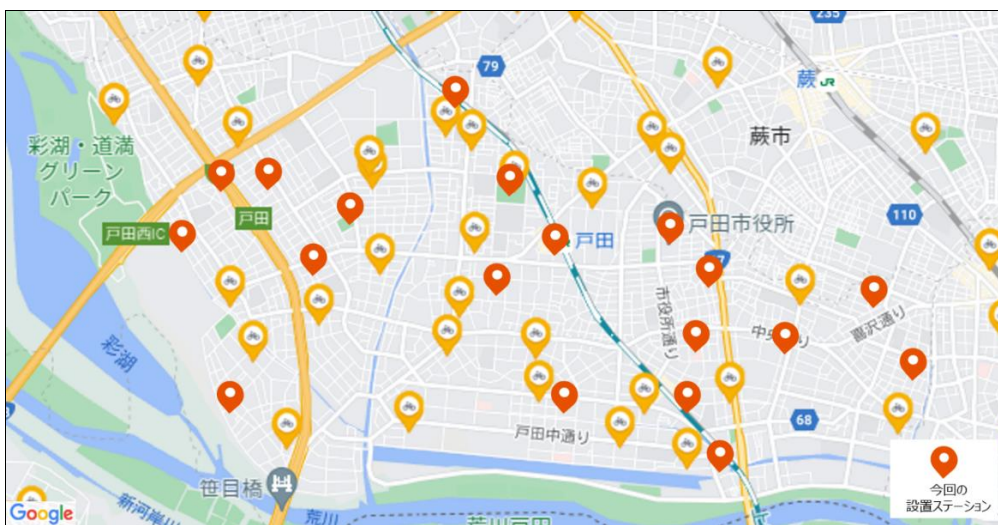
“HELLO CYCLING” can be used solely through a smartphone, all the way from membership registration to use and payment, and stations are displayed on the “HELLO CYCLING” app (approximately 4,500 stations across Japan as of the end of February 2022), which allows for members to rent and return bicycles anywhere in Japan\*1, making it a convenient service for using bicycles when you want, for any time you want. 585 bike stations have already been set up in the neighboring cities of Saitama, Kawaguchi, and Asaka (as of the end of February 2022), and it is expected that the service will be adopted over a wide area.

In addition, bicycles have been an increasingly popular way to get around during the COVID-19 pandemic, as they avoid closed spaces, crowded places, and close contact with others. As such, this field test aims to establish bike sharing as a new mode of urban transportation in the city.

#### ■ Field test period

March 9, 2022 (Wednesday) to March 31, 2025 (Monday)

#### ■ Areas where stations are planned to be installed in Toda City and current station installation status in the surrounding area



Stations have already been installed at 26 private companies (as of the end of February 2022) in Toda City.

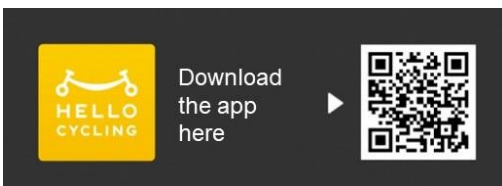
## ■ Using “DAICHARI”

Users need to download the “HELLO CYCLING” app in order to use “DAICHARI.” After downloading the app, users can easily search for a bike station, reserve a bike, and make payments with a smartphone or tablet.

70 yen per 15 minutes, maximum price 1,000 yen (Up to 12 hours. 70 yen per 15 minutes is then added after this)\*2

- Fees are subject to change depending on the kind of bike and rental area. Please confirm details prior to renting.
- For instructions on use, please refer to the app or the DAICHARI website.

(<https://daichari.hellocycling.jp/>)



Download and register for free

## ■ The DAICHARI bike sharing service



DAICHARI provides a fun and comfortable way to get around. Users can easily access it anytime, anywhere via the smartphone app. The “Eco Base” maintenance bases utilize substantially 100% renewable energy, which means that the power used for maintenance and battery charging has zero CO<sub>2</sub> emissions, thus making the service an environmentally friendly means of transport. In addition, the power consumption of 0.01 yen per KWh will help efforts to support environmental conservation activities, and users will be able to contribute to the conservation of the environment by using “DAICHARI.” \*3

Highlight #1: Great value at just 70 yen for 15 minutes, so users only pay for how long they use the bike.\*2

Highlight #2: Users can rent and return a bike anywhere there is a bike station\*1, offering more options for getting around.

Highlight #3: The electric bikes let users move around the city and tourist spots with ease.

Highlight #4: The realization and use of zero CO<sub>2</sub> emissions through the use of shared bicycles makes it possible to contribute to environmental conservation activities.

\*1 Stations are limited in the number of bikes that can be parked at them.

\*2 Fees as of March 1, 2022. The fees will change to the following from April 1, 2022.

30 minutes from the start of use: 130 yen, extension: 100 yen per 15 minutes, 1,800 yen per 12 hours

\*3 Regarding the 100% renewable energy, the combination of the supplied electricity with a renewable energy designated non-fossil fuel certificate which adds attribute information such as power source type and power plant location will substantially realize a 100% supply of renewable energy electricity for which the value of its non-fossil origin can be recognized. Mobility PLUS plans to switch all power for maintenance and battery charging to substantially 100% renewable energy over the course of 2022.

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■ **Information on Toda City, Saitama Prefecture:** <https://www.city.toda.saitama.jp/>

Toda City, Saitama Prefecture, despite being just 30 minutes or so from the Tokyo Metropolitan Area, is blessed with diverse nature including the Saiko Doman Green Park, where you can relax surrounded by flowers and greenery, and the expansive Toda Boat Course. In addition, it is promoting community development that makes life comfortable for everyone, as can be seen through it winning first place in the 2020 livability and financial soundness prefectural rankings (Toyo Keizai Inc.).

■ **About Sinanen Mobility Plus Co., Ltd.:** <https://www.sinanen-mplus.com/>

Sinanen Mobility Plus Co., Ltd. is a company that is engaged in the mobility business of the Sinanen Holdings Group. It has developed the bike sharing service “DAICHARI,” which operates approximately 2,100 stations and approximately 10,000 bicycles (as of the end of February 2022), mainly in the Tokyo Metropolitan Area and Osaka Prefecture, and offers a user-only bike sharing service. Through the development of shared bicycles, which is a form of environmentally friendly infrastructure, the company will contribute to the SDG Goal 11 “Sustainable cities and communities,” Goal 13 “Climate action,” and Goal 17 “Partnerships for the goals.”

■ **About OpenStreet Inc.:** <https://www.openstreet.co.jp/>

OpenStreet Inc. operates the “HELLO CYCLING” bike sharing platform, which is the largest in Japan, pushed by the Act on the Promotion of Bicycle Use, and which makes use of a unique horizontal-type regional partnership model. Furthermore, the company provides various means of transportation in the last mile through the development of the scooter sharing service “HELLO SCOOTER” and the parking space sharing service “BLUU Smart Parking,” with the objective of promoting MaaS.

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[Contact for inquiries about the bike sharing service]

For more information about introducing the DAICHARI bike sharing service or adding stations, please contact us via the link below.

<https://www.sinanen-mplus.com/contact/>

[Contact for inquiries about this release]

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