

## Green Small Organisation of the Year

### Who is ZEUS and what do we want to achieve?

ZEUS is a home-grown Irish company which was **Born Green**. Straight from the get-go our mission has been to reduce the global carbon footprint. Our founders and staff are so highly dedicated and focused on achieving this goal that it shines throughout our entire company and onto the customers and cities we operate in. From the birth of our products to their usage, practices and procedures are put in place to ensure we are doing everything we can to benefit the environment.

### Sustainability

ZEUS was founded with the key goal of **decongesting cities** and providing citizens with a reliable and **environmentally friendly** transport option. **Sustainability** is at the forefront of everything we do and is one of the key pillars of our organisation. The company itself was built on numerous key green initiatives and from our initial inception in 2019 we have continued to add to these initiatives.

### What makes ZEUS stand out?

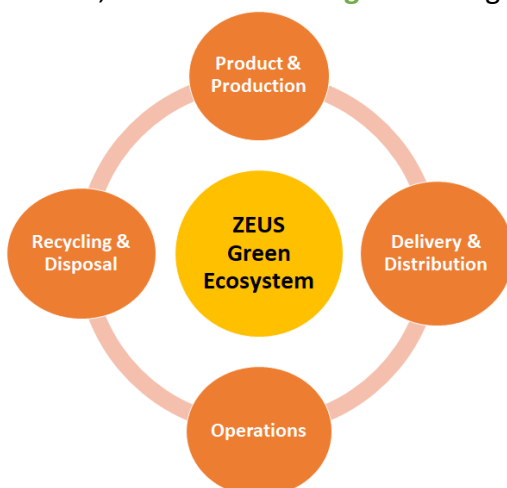
#### Exceptional Urban Transport Option

Studies show that e-scooters offer the **maximum social and environmental benefits** to cities through benchmarks including sustainability, inclusivity, efficiency, and safety. ZEUS further exceeded the benefits of traditional micro mobility companies through our innovative 3-wheeled scooter and superior sustainable practices.

#### Scale of Impact

Transport accounts for nearly 30% of the CO2 emissions from the European Union. In urban areas, 60% of journeys are less than 5kms, therefore there is significant demand for “first mile” and “last mile” travel. Consequently, the scale of **carbon emission reduction** made possible by our ZEUS Scooters is monumental.

At ZEUS, a **zero-emission agenda** is ingrained in every step of our supply chain:



*ZEUS is a leader in green initiatives, from sustainable practices to overall positive community impact*



## Recycling & Waste Minimisation

### Demand Model

Avoiding waste is one of the central pillars of **sustainability**. At ZEUS Scooters, we ensure that we only deploy optimised fleets to our cities based on careful analysis of demand, so that **no resources are wasted**, and our scooters **do not clutter the cities**.

### Charging

We use **renewable energy** for the charging of our batteries. We have developed a localised solar powered solution for battery charging in partnership with Lit Trees and the ZDI in Bavaria

### Scooter Longevity

ZEUS E-Scooters have a remarkably long lifecycle of at least 3 years. Once we reach this point, our scooter parts and batteries will be **recycled and refurbished**.

### Recycling Process

ZEUS Scooters are made with high-quality aluminium whose recycling consumes **95% less energy** than required to extract the original aluminium core. We also follow the European directive WEEE for our recycling processes.

## Sustainable Operations

### Swappable Batteries

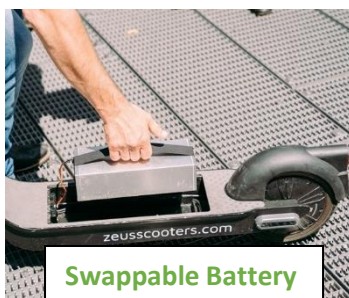
Our ZEUS Scooters are equipped with swappable batteries. A single battery charge lasts for 80km. Once a scooter battery falls low, the batteries can be changed to one that is fully charged. This **reduces congestion** and potentially carbon emissions through efficient collection and redistribution.

### Electric Cargo Bikes

Maintenance of our fleet is achieved by electric cargo bikes (e-cargo bikes) and e-vans to ensure that our operations are not negatively impacting the environment through fossil fuel consumption. We partner with companies such as Greenlog Mobility who pledge **100% climate neutrality** and green energy.

### Slow Boat Delivery

Ensuring that our scooters are delivered in an **environmentally friendly** way is imperative to us. For this reason, we get them delivered from China by sea, rather than by plane. This option cuts nitrogen oxides by 24%.



## Protection of Natural Habitats

### Paperless

ZEUS Scooters is an entirely paperless company. It is paramount to us that we **protect our natural landscape** and air quality by not contributing to the cutting down of trees.

### Reforestation Initiatives

We will be dedicating a portion of our revenue towards **reforestation initiatives** in Africa and South America. We are encouraging our customers to be a part of this fantastic initiative. Our objective is not just to achieve **carbon-neutrality** but achieve **carbon positivity**.

## Energy Efficiency

### Remote Working

ZEUS Scooters is operating a **fully remote working model**, meaning that significant energy and fossil fuel consumption associated with the maintenance of an office space is avoided.

### ZEUS Scooter Efficiency

While one kilowatt of energy will only run a traditional car for 1km, a ZEUS Scooter will only consume 1 kilowatt over 100km. This is a great **energy saving** form of transport.



**A ZEUS Scooter can travel 100KM on 1 Kilowatt of energy**



**A Car only travels 1KM on 1 Kilowatt of energy**

### Carbon Emission Avoidance

Our users have taken rides equivalent to **4 trips** around the world which equates to **160,300km** with roughly **700 scooters**. If this total distance had been travelled in a car, it would have resulted in **27 tonnes** of carbon being released into the atmosphere in only **163 days**. *In 2021, our mobility solutions have the potential to prevent 270 tonnes of carbon emissions*

## Congestion Minimisation

### Local Employment

We partner with local operators in our cities to perform our scooter maintenance to prevent unnecessary inter-city and national travel and **reduce carbon emissions**. Each operator is also equipped with e-cargo bikes to promote **emission-free transport**. These

### Corporate Model

We have partnered with corporates to encourage these companies and their employees to utilize our micro-mobility solutions to **reduce carbon emitting** vehicles like taxis and cars for their commute and their daily business activities.



## Community Initiatives

### ZEUS Give Back

Our “**Give Back**” programme is a pivotal part of our business. Thus far, we have been able to donate to multiple organisations, with plans to further scale up the programme this year. Our recent donation to the “Würzburg Kindertafel” will help provide healthy meals to 300 schoolchildren!

### Safety Saturdays

ZEUS Scooters provides onsite training, online tutorials as well as ongoing communication with our users in relation to our scooters, as the safety of our users is of the utmost importance to us. In addition to this, our scooter was designed with safety in mind as the third wheel dramatically **increases stability**.

### Preservation of Local Cities

We work closely with cities to optimise **sustainable operations** and make renewable charging practices the standard. Our scooters are integrated to VRN, the public transport system in Baden Württemberg. We utilize our analytic software to provide traffic reports to local cities. This aids them in formulating any **city-wide green initiatives**.

## ZEUS Workforce

### Diversity

At ZEUS, we pride ourselves on maintaining a **diverse workforce**. Currently, we have almost 40% female representation in our team, as well as enjoying a variety of cultural backgrounds with staff members from Ireland, Scotland, England, Germany, Turkey, Pakistan, Sweden, Romania, Middle East and India.

### Increasing Employment Opportunities

We are looking forward to providing more employment opportunities across the globe in 2021 as we expand to 40 people by the end of the year, ensuring the selection of green-oriented individuals who align with our **sustainable mission**.

### Positive Working Environment

ZEUS employees enjoy the benefits of our **remote working model** as well as everyday flexibility in their jobs.





*Lit Trees (Solar)*



*Swappable Batteries*



*ZEUS Give Back*



*E-Cargo Bike*

## Conclusion

We have sustainable measures put in place within every area of our organisation, from our supply chain to daily operations, even after the end of our scooters' commercial life. We are proud of the incredible positive impact that we have achieved thus far in terms of environmental protection and community impact. The future is **green** at ZEUS Scooters as we pledge to continue innovating and investing in further sustainable measures to become **Carbon Positive**.

*"We don't just want to comply with environmental obligations, but exceed them" –*

Founder & CEO, Damian Young.