

Press Release
For immediate distribution

RECORD NUMBER OF BIXI USERS: BIXI-MONTRÉAL IS PLEASED WITH THE SUCCESS OF THE FIRST FREE BIXI SUNDAY PRESENTED BY MANULIFE



Montreal, May 31, 2016. – BIXI-Montréal reached a record number of users on its first Free BIXI Sunday on May 29, an initiative made possible by Manulife. More than 29,795 trips were taken between midnight and 11:59 p.m. on Sunday, while the average weekend day in May is 16,713 users (May 2015). It was a record-breaking day in terms of trips taken since the NPO was created, regardless of the day of the week.

GOAL ACHIEVED

On Sunday, BIXI was offering free one-way trips of 30 minutes or less, available for everyone across the network, courtesy of Manulife. The goal was to encourage Montrealers and tourists alike to discover the pleasure and freedom of getting around town using the bike-sharing system.

By the end of the day Sunday, the number of occasional users that had used the service was **double that of a typical weekend day** (5,833 occasional customers on Sunday, May 29, 2016, compared to an average of 2,666 on weekend days in May 2015).

A SUCCESSFUL EVENT SET TO RETURN THE LAST SUNDAY OF EACH MONTH ALL SEASON

In 2016, Free BIXI Sundays offered by Manulife will take place on the last Sunday of each month: **June 26, July 31, August 28, September 25, October 30, 2016.** On these Sundays, all one-way trips will be offered free of charge at the pay stations of all 460 BIXI stations in Montreal, Longueuil and Westmount, according to the regular rental conditions.

THANK YOU TO OUR PARTNERS

BIXI-Montréal would like to thank all of the event partners who helped to make this day a huge success. BIXI-Montréal's main partner, Manulife, and its valets, were at La Fontaine Park and 40

stations across the city to help people with bike rentals, give out information, and offer healthy Rachele-Béry snacks and yearly BIXI memberships, courtesy of Manulife.

A big thank you as well to La Presse, ICI Radio-Canada Première and Gravel le matin morning show, Astral Affichage, Vélo Québec, Rachele-Béry and Café Liegeois.

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For more information

BIXI-Montreal
Béregère Thériault
Spokesperson, Communications Services
514 999-6493, communications@biximontreal.com

ABOUT BIXI

BIXI-Montreal is a non-profit organization created by the Ville de Montréal to manage the bike-sharing system in Montreal. The network has 5,200 bikes and 460 stations in Montreal, Longueuil and Westmount.

ABOUT MANULIFE, BIXI-MONTREAL'S MAIN PARTNER

Manulife Financial Corporation is a leading international financial services group providing forward-thinking solutions to help people with their big financial decisions. We operate as John Hancock in the United States, and Manulife elsewhere. We provide financial advice, insurance and wealth and asset management solutions for individuals, groups and institutions. At the end of 2015, we had approximately 34,000 employees, 63,000 agents, and thousands of distribution partners, serving 20 million customers. At the end of March 2016, we had \$904 billion (US\$697 billion) in assets under management and administration, and in the previous 12 months we made more than \$24.9 billion in benefits, interest and other payments to our customers. Our principal operations are in Asia, Canada and the United States where we have served customers for more than 100 years. With our global headquarters in Toronto, Canada, we trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges and under '945' in Hong Kong. Follow Manulife on Twitter @ManulifeNews or visit www.manulife.com or www.johnhancock.com.

ABOUT LA PRESSE, BIXI-MONTREAL'S MEDIA PARTNER

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