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PRESS RELEASE
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BIXI MONTRÉAL REVEALS ITS 2015 FINANCIAL RESULTS

Montreal, June 15, 2016. - BIXI MONTRÉAL reveals its 2015 financial results at the end of the first year of its five-year business plan (2015-2019). According to the chairperson of BIXI MONTRÉAL's board of directors, Ms. Marie Elaine Farley, they are more than happy with last year's results and are pleased to have achieved their objectives.

"BIXI MONTRÉAL's successful relaunch together with the stability of the NPO made our partners and city residents feel confident with the service, allowing us to reach our financial objectives and target number of users last year. There was a record number of occasional users, thanks to a new fee structure being put into place. By restructuring and centralizing our operations through an agreement with the Olympic Park, we managed to save a significant amount, allowing us to improve our service and rates to help promote BIXI and maximize its usage. We are pleased to finish off the 2015 financial year with a surplus of \$282,000," she declared.

"The positive financial results revealed by Bixi Montréal for 2015 confirm that our administration made the right choice in 2014 by creating an NPO. The surplus income is a sign of good financial management and proves that the service will continue to prosper for years to come," mentioned Aref Salem, head of transportation for the Ville de Montréal executive committee.

"This is great news for the entire Montreal cycling community as BIXI has become indispensable as a mode of transportation over the years," declared Marc-André Gadoury, head of the cycling dossier for the Coderre administration.

A summary of the 2015 financial results is attached and the full documents are available online [by clicking here](#).

A 9.4% INCREASE IN TRIPS TAKEN AND 181,000 CUSTOMERS IN 2015

In 2015, residents and tourists were quite enthusiastic about BIXI's return. In fact, more than 181,000 people used the service. Some noteworthy features of 2015 were BIXI keys being made available at six STM service points, one-way trips being offered for \$2.75 and 24hr access passes being reduced from \$7 to \$5. In 2015, the NPO hit a record number of occasional users and a 91% increase in this type of purchase compared to 2014. The number of BIXI trips taken also increased 9.4% in 2015 compared to the previous year.



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2016 SEASON START: ENTHUSIASM ALL ROUND

For the 2016 season, BIXI MONTRÉAL established certain initiatives to facilitate and improve the customer experience, and to introduce a maximum number of people to the service.

"Thanks to our new presenting partner, Manulife, we are pleased to have increased our presence at major Montreal events with Manulife Valets at the service of Bixists," Ms. Farley added. This partnership has also allowed us to offer Free BIXI Sundays on the last Sunday of each month. Residents and tourists alike will be able to discover how open and flexible the BIXI service is. Everyone is excited for the 2016 season and the user stats show it."

Among the new initiatives put into place at the beginning of the year, BIXI launched a new mobile app that allows users to purchase and renew memberships, along with a whole set of other features, right from their smart phone.

2016 BIXI USER STATISTICS up to May 31

A record number of trips for BIXI MONTRÉAL

30,232 trips taken in 24 hours on June 3, 2016

Number of trips: + 11% in 2016

2016: 790,693

2015: 714,386

Number of occasional user passes purchased (short term): + 61% in 2016

2016: 76,686

2015: 47,766

Number of memberships purchased: + 9% in 2016

2016: 23,689

2015: 21,634

Number of new BIXI customers (annual goal of 1,000 new customers): + 44% in 2016

2016: 8,731

2015: 6,049

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For more information

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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

La Presse is a French-language newspaper of reference in Canada and its content is available on several platforms (digital edition for tablets, mobile apps, web, paper). *La Presse* stands out for its distinctive, rich and diversified coverage of the news. A recipient of numerous distinctions for the quality of its content and presentation, *La Presse* is also recognized for its series and in-depth articles, as well as for the large space it dedicates to debates. *La Presse+*, the free digital edition of the paper, uses all of the multifunctional capabilities of a tablet and offers the most complete news experience ever offered by the largest newsroom in Quebec.



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APPENDIX

BIXI MONTRÉAL Summary of Results

12-month financial period ending December 31, 2015

Revenue	2015 Budget	2015 Results
Contribution – Ville de Montréal	\$2,926,000	\$3,307,000
Revenue from memberships and usage	\$3,442,898	\$3,182,328
Other revenue (publicity, partnerships and sponsorships)	\$888,952	\$1,498,598
Total - Revenue	\$7,257,850	\$7,987,926

Expenses	2015 Budget	2015 Results
Managing the bike-sharing service	\$7,209,451	\$7,429,249
Managing sponsorships and advertising spaces	\$294,314	\$245,262
Financial fees	\$6,000	\$749
Other expenses	\$24,420	\$30,671
Total - Expenses	\$7,534,185	\$7,705,931

Surplus	2015 Budget	2015 Results
Financial period surplus	(\$276,335)	\$281,996
Surplus accrued at the beginning of the period	\$701,851	\$701,851
Surplus accrued at the end of the period	\$426,516	\$983,847