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Press Release
For immediate distribution

ALL 540 BIXI OPUS SMART STATIONS NOW IN SERVICE

Montreal, July 6, 2017 - This morning was the official launch of the 540 BIXI OPUS smart stations that allow you to rent a BIXI using your OPUS card. To mark the occasion, Mr. Aref Salem, head of transport for the executive committee of the City of Montreal, Mr. Marc-André Gadoury, special advisor in charge of the cycling dossier for the City of Montreal, Ms. Marie Elaine Farley, chairperson of the BIXI MONTRÉAL board of directors, and Mr. Philippe Schnobb, chairman of the STM (Société de transport de Montréal) board of directors, were all present at the Papineau metro BIXI station.

"The future is in integrated mobility and technological innovations. The City of Montreal is committed to helping those who choose to use sustainable mobility. The new BIXI OPUS smart stations are in line with this trend and show the determination of different collective transport players to make this service available to Montrealers. We can all be proud of this great collaboration between the STM, BIXI MONTRÉAL and the transportation organizations. It is a great example of synergy working to benefit all BIXI users as of today!" declared Mr. Aref Salem, head of transport for the executive committee of the City of Montreal.

"We are all here today with a common goal: to make collective transport more accessible. We are proud to be the first city in North America to offer such a service, linking public transit and the bike-sharing service. From now on, OPUS cardholders from all across Quebec will be able to use their OPUS card at any BIXI station in Montreal, Longueuil or Westmount to buy a one-way BIXI pass," added BIXI MONTRÉAL's chairperson, Ms. Farley.

REGISTER AT BIXI.COM FOR EASY RENTAL ACCESS ALL SUMMER LONG!

In addition to speeding up the rental process at BIXI pay stations, this new access method does not require the customer to make a deposit payment. Using their credit card, OPUS cardholders must first register online on the BIXI website, under the section BECOME A MEMBER -> OPUS. Once they have filled out the online form, their OPUS card will be ready to use right away at any of the 540 stations in the network. Customers can go straight to the pay station and get a code to unlock a bike using the new touchless readers. Usage conditions are the same as usual: customers can get as many one-way passes for 30 minutes or less as they would like, at \$2.95 each, tax included.

OPUS cards issued by these transport companies are valid at BIXI stations: STM, RTM, RTC (Québec), Société de transport de Lévis, Réseau de transport de Longueuil and the Société de transport de Laval.



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BIXI STILL AS POPULAR AS EVER IN 2017

The BIXI OPUS smart stations are being introduced while the Montreal bike-sharing system is as popular as ever. The year 2016 was marked by new records and higher usage rates in all categories. As of June 30, 2017, the number of trips, new customers and purchases was again at an all-time high. The numbers have increased by 8.5%, 35% and 10.8%, respectively, compared to the same time last year.

"The demand is there. There are more than a million people that use bikes daily here. That is what makes Montreal the first bike-friendly city in North America," commented Mr. Marc-André Gadoury, special advisor in charge of the cycling dossier for the City of Montreal.

"We hope that this new BIXI access method with OPUS cards will encourage more visitors and Montrealers to use the BIXI service to get around this summer!" declared Ms. Farley.

BIXI-STM COLLABORATION: A BIG STEP TOWARDS BROADER INTEGRATED MOBILITY

"In a time when we are talking about integrated mobility more and more, it's important to develop projects that promote complementary modes of transport. The BIXI OPUS smart stations are definitely a good example of that. These types of collaborations are essential to make our customers' lives easier and to encourage them to use our services even more," said Mr. Philippe Schnobb, chairman of the STM board of directors.

Some other projects resulting from BIXI and STM's collaboration are BIXI keys being available at three STM service points (Lionel-Groulx, Jean-Talon and Berri-UQAM), BIXI stations being located in close proximity to the metro and trains, as well as BIXI being added to the STM trip planner.

THANK YOU TO OUR PARTNERS

The BIXI OPUS project was made possible thanks to the hard work and collaboration of the transport organizations associated with OPUS (STM, RTM, STL, RTL, RTC, Société de transport de Lévis), and a special thanks to the technical teams at the STM, BIXI and 8D Technologies.

Beginning on June 1, 2017, the new Autorité régionale de transport métropolitain is now responsible for the OPUS system. Together with its transport organization partners, it will be in charge of managing projects to help users get around on active and collective transport in greater Montreal, just like the BIXI OPUS project.

The President and CEO of 8D Technologies, an affiliate of Motivate, Jay Walder, BIXI's technology provider added, *"I am truly delighted with our collaboration with BIXI Montréal. Together, we have shown that we can continue to innovate and make progress with the first large-scale bike-sharing*



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service in North America, including by adding one of the first transit integrations in North America. We are thrilled to continue our partnership with BIXI Montréal and the City of Montreal, and we will continue our innovative approach to offering state-of-the-art solutions to users here and around the world."

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For more information

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ABOUT BIXI MONTRÉAL

BIXI-Montréal is a non-profit organization created by the Ville de Montréal to manage the bike-sharing system in Montreal. In 2017, the network will have 6,250 bikes and 540 stations in Montreal, Longueuil and Westmount.

ABOUT MANULIFE, BIXI-MONTRÉAL'S PRESENTING PARTNER

Manulife Financial Corporation is a leading international financial services group that helps people achieve their dreams and aspirations by putting customers' needs first and providing the right advice and solutions. We operate as John Hancock in the United States, and Manulife elsewhere. We provide financial advice, insurance, wealth and asset management solutions for individuals, groups and institutions. At the end of 2016, we had approximately 35,000 employees, 70,000 agents, and thousands of distribution partners, serving more than 22 million customers. As of March 31, 2017, we had \$1 trillion (US\$754 billion) in assets under management and administration, and in the previous 12 months we made almost \$26.3 billion in 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.

ABOUT LA PRESSE, BIXI-MONTRÉAL'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.



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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.