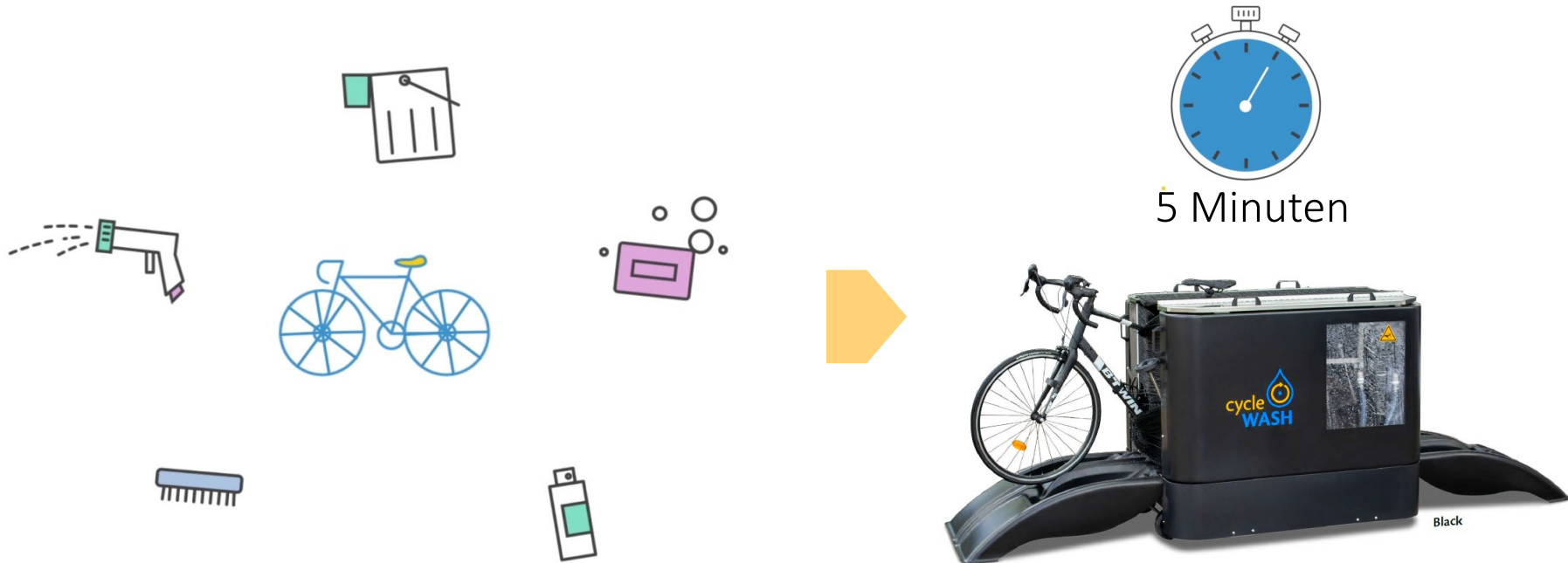




VivaTech 2022

CW Cleaning Solutions GmbH

For manual cleaning of bikes you need lot of neccessary equipment and time



Due to lack of options people use pressure washer that damages bikes



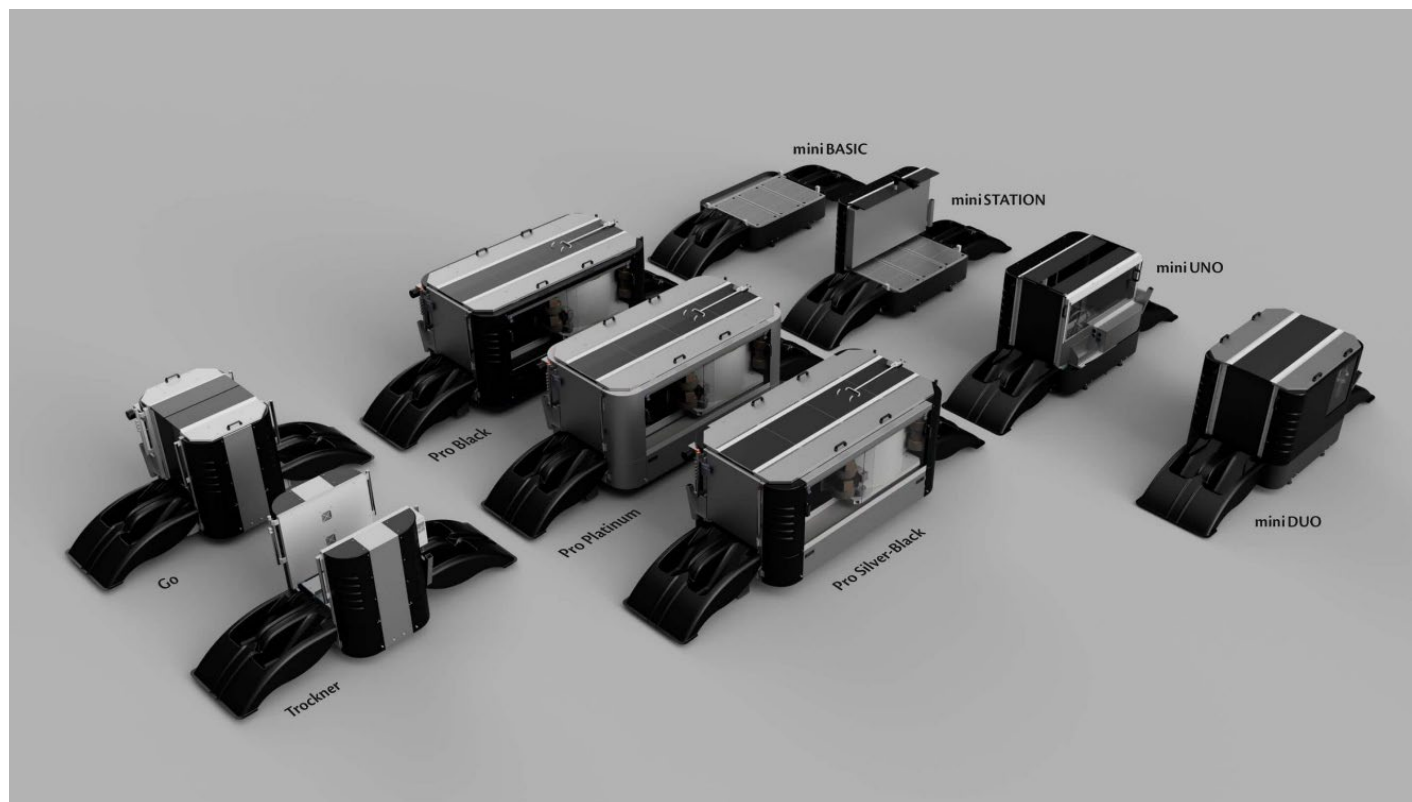
*Fahrrad waschen im Vorbeigehen...*

# Rethinking cleaning & care!



*Fahrrad waschen im Vorbeigehen...*

cycleWASH offers a range of mobile, environmentally friendly & thorough bike cleaning solution



Over 200 cycleWASH machines are available in 15 countries / 38 cities

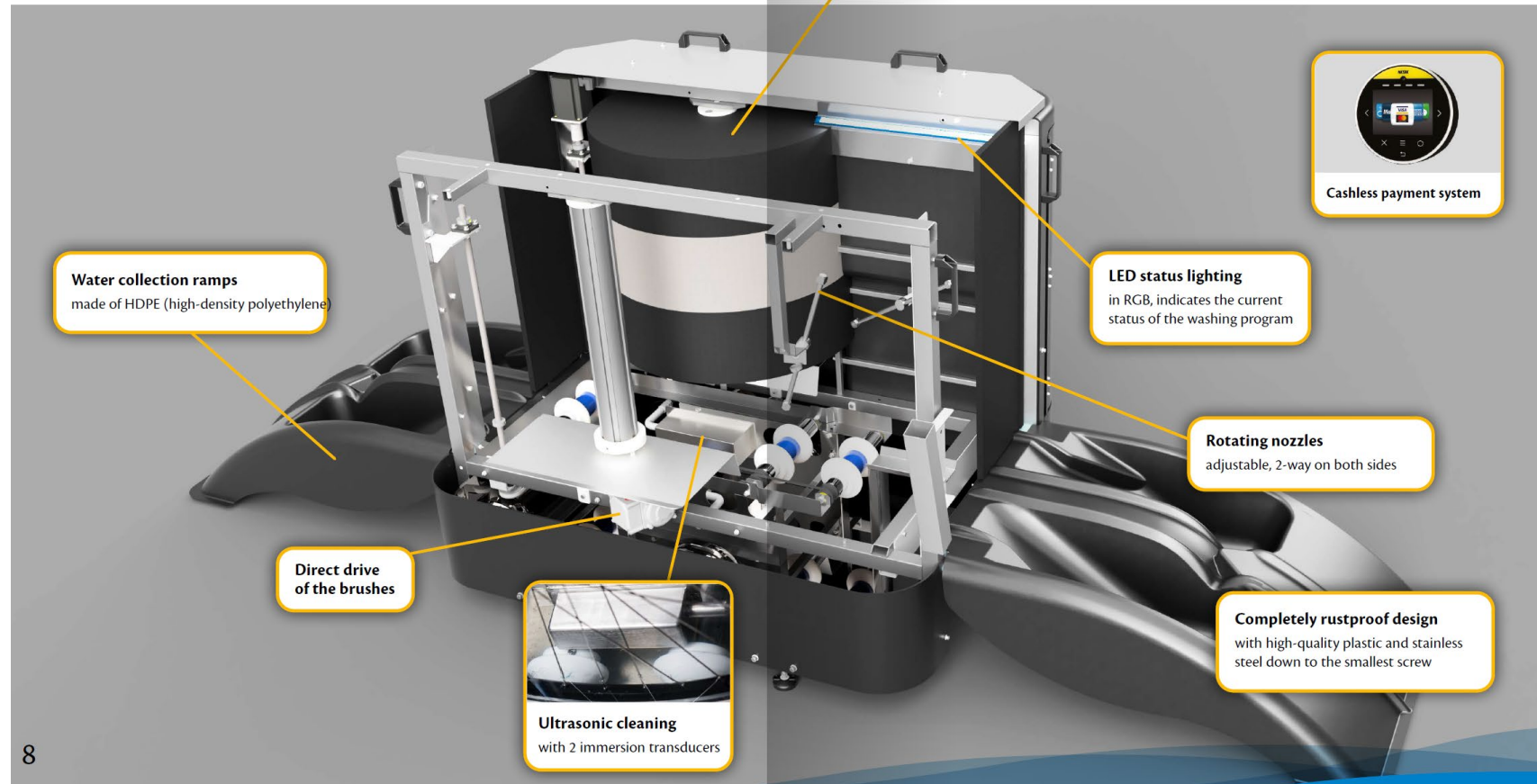


*Fahrrad waschen im Vorbeigehen...*



# cycleWASH mini DUO

Compact. Mobile. Top equipped.



8

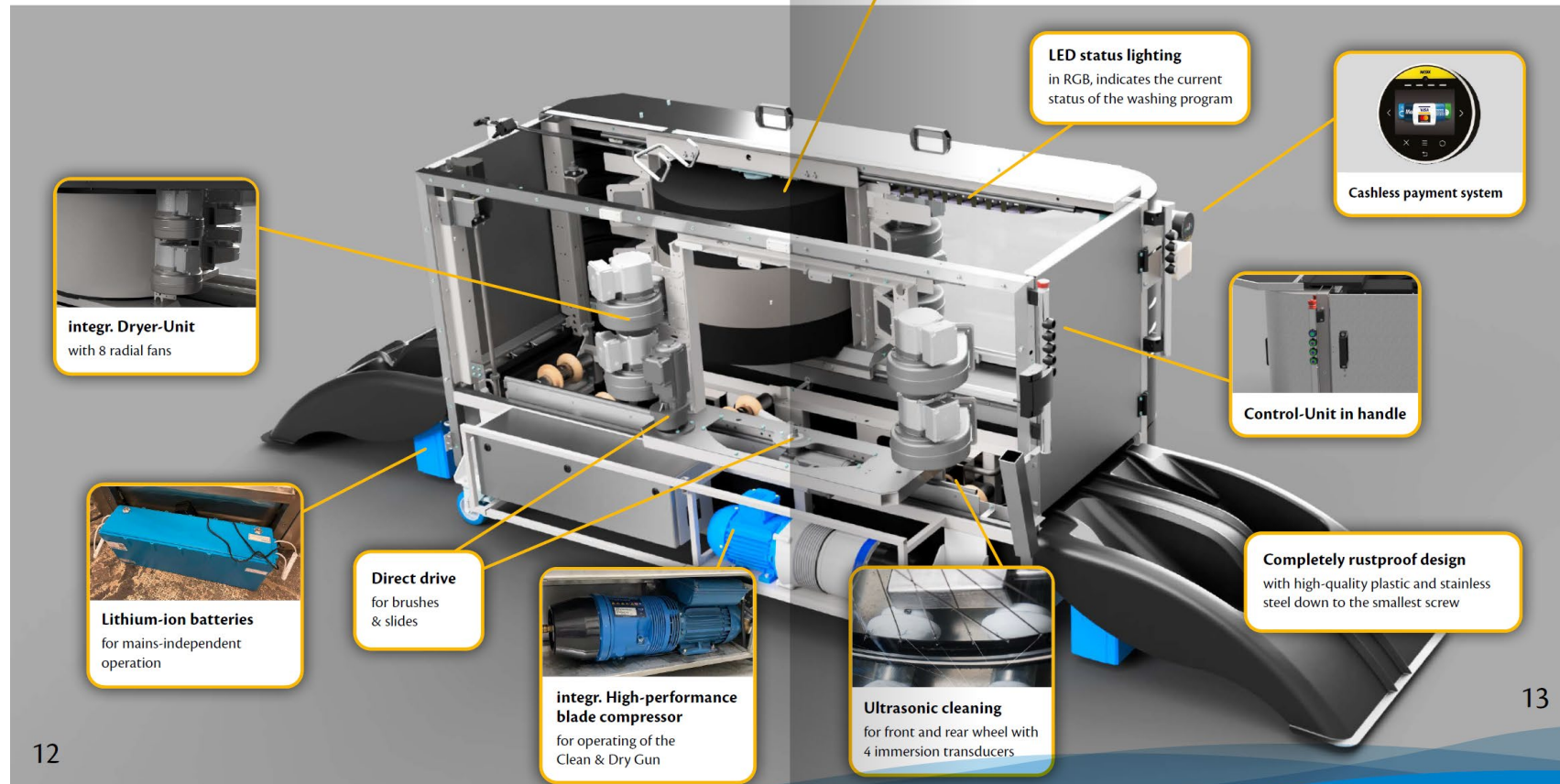


Patented technology & Compact Design

*Fahrrad waschen im Vorbeigehen...*

# cycleWASH Pro

Fully automatic bike cleaning in a fully integrated all-in-1 system – our most advanced technology!



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Patented technology & Compact Design

*Fahrrad waschen im Vorbeigehen...*

## B2C Market

**The trends are increasing dramatically for use of expensive e-bikes**

- 21 million use their bikes daily
- 13.8% use it to ride to work, 21,3% use bikes to go to school or university

### **Ex. Cologne**

- Cologne has a population of 1.024 Million with 1 Millionen bikes
- 16% = 160,000 use their bikes everyday

### **Ex. Munich**

- 69% of households have a bike with 320,000 bike rides for Adults per week



















70% of bike riders are willing to pay 10 € for a bike wash

*Fahrrad waschen im Vorbeigehen...*

# B2B Market

- Bike stations
- Bicycle parking garages
- Bike sharing fleets
- Bicycle rental
- Companies with their own bicycles
- Bike regions
- Event organizer
- Promotion agencies
- Tourism companies
- Service-oriented
- bicycle dealers
- Bicycle workshops
- City festivals
- Bike-Trails
- Outdoor-Events
- Gas stations
- Integration companies with bicycle workshops

24.05.2019, 17 – 20 Uhr Europawahl Wahlkampf Bündnis 90 / Die Grünen Schlossplatz Wiesbaden 	24.05.2019, 11:30 – 15:30 Uhr Europawahl Wahlkampf Bündnis 90 / Die Grünen Oberursel 	21.05.2019, 13:30 – 17:30 Uhr Fahrrad-Waschstraße Bündnis 90 / Die Grünen Bremen 
19.05.2019, 11 – 17 Uhr Ennepetal auf Rollen & Rädern Ennepetal	11.05.2019, 12 – 18 Uhr RadKULTUR Mobilitätstag Böblingen 	28.04.2019 Fahrradfrühling Pinneberg 
27.04.2019, 11 – 17 Uhr Heimspiel MTV Handball Sporthalle Wiener Platz, Köln-Mülheim 	18.04.2019, 16 – 20 Uhr Aufaktveranstaltung Stadtradeln Coesfeld 	23. – 24.03.2019  CYCLINGWORLD DÜSSELDORF
27. – 29.11.2018 SPS IPC Drives 2018 Nürnberg Exhibition Centre	20. – 22.11.2018 Congrès des Maires de France 2018, Paris	23.09.2018, 11:00 – 17:00 Uhr Autofreies Straßenfest Norderstedt, Ulzburger Straße
22.09.2018 Tag der Nahmobilität <b>bottrop.</b>	22.09.2018, 8:00 – 16:00 Uhr Aktionstag Europäische Mobilitätswoche Parkplatz Alte Kirchgasse, Ratingen	18. & 19.09.2018  StartupCon LANXESS Arena, Köln
16.09.2018, 11:00 – 17:00 Uhr radKULT(O)UR Bergkamen, Museumsplatz	26.08.2018, 12:00 – 18:00 Uhr Sattelfest Ahlen Zeche Westfalen, Ahlen	22.07.2018 Sattelfest Soest 
12.07.2018, 16:00 – 19:00 Uhr Stadtradelaktionstag Schwieberdingen	08. – 10.07.2018 Eurobike 2018 Messe Friedrichshafen 	03.07.2018, 11:00 – 16:00 Uhr Fahrradtag Uni Kiel Campus Uni Kiel 
01.07.2018 Radaktionstag Bietigheim-Bissingen	23./24.06.2018 High Tech Crit Festival High Tech Campus Eindhoven, NL 	17.06.2018, 11:00 – 18:00 Uhr  radaktiv18 Das Radfahrer Festival
16.06.2018  RADKOMM KÖLNER FORUM RADWEHR	16.06.2018, 10 – 14 Uhr Fahrrad-Aktionstag Gladbeck	13.06.2018 Fahrradaktion Leverkusen 

Events - <https://cyclewash.de/events-de>



In Germany, the market research show a demand for 15.000 machines with a purchase price of around 25,000 €

*Fahrrad waschen im Vorbeigehen...*



# B2B Market



cycleWASH Machines are a great addition to car wash installations

*Fahrrad waschen im Vorbeigehen...*



## B2B Market



cycleWASH Machines are a great addition to car wash installations



*Fahrrad waschen im Vorbeigehen...*

## payGO

Getting started made easy.

You have a high customer frequency at your location and want to offer your existing and new customers real added value?

You have a fleet of own bikes that you need to wash?

You shy away from a high initial investment?

**Then cycleWASH payGO is the perfect solution!**

### The advantages:

- + No high start-up investments
- + Convenient monthly rent payments
- + Attractive additional income through participation in external washing revenues
- + Can be used for your own bicycle fleet with the cycleWASH Card
- + Customer loyalty & special offers using the cycleWASH Card



### The pricing model:

You rent a cycleWASH bicycle washing system (e.g. a cycleWASH miniDUO or Pro) at a greatly reduced price. In return, CW Cleaning Solutions GmbH receives a commission for each washing process. We charge 20% for your in-house washes (using the cycleWASH Card) and 40% for washes by external customers.

As a partner, you will receive a discount of 10% for cycleWASH cleaning agents and care products.



Billing and activation of the wash contactless using a cycleWASH customer card or directly by credit card.



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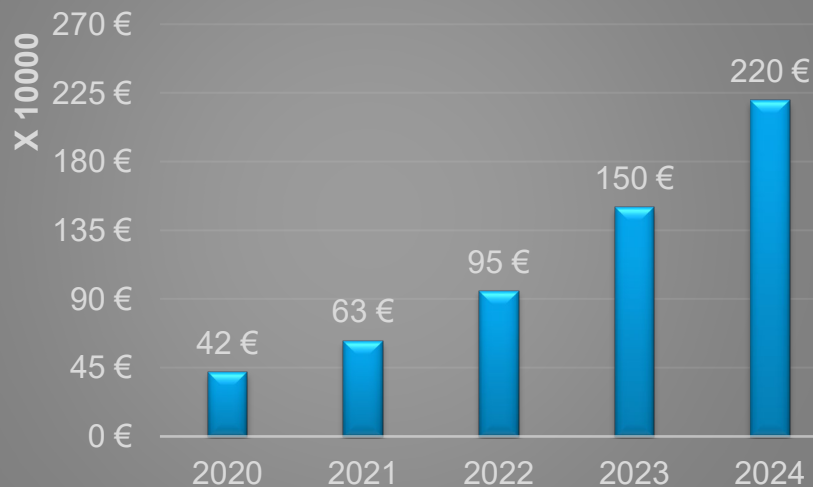
## cycleWASH payGO Franchise Modell



## Fahrrad waschen im Vorbeigehen...

## High growth niche Market attractive for Investors

### Sales



### Income



Strong demand globally with requests coming from over 55 countries due to the boom in biking especially ebikes



*Fahrrad waschen im Vorbeigehen...*



# History

Past. Presence. Future!



2015



2016



30

2018



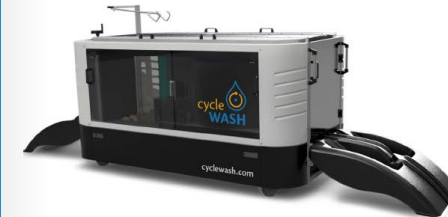
2017



2019



2020



A lot has happened over the years: We have continuously developed the cycleWASH technology and made many iterations from the first wooden model to the current series production stage.

Would you like to find out more about the history of cycleWASH? Visit [cyclewash.com/about](https://cyclewash.com/about) to follow the current developments and learn about many details.

2021

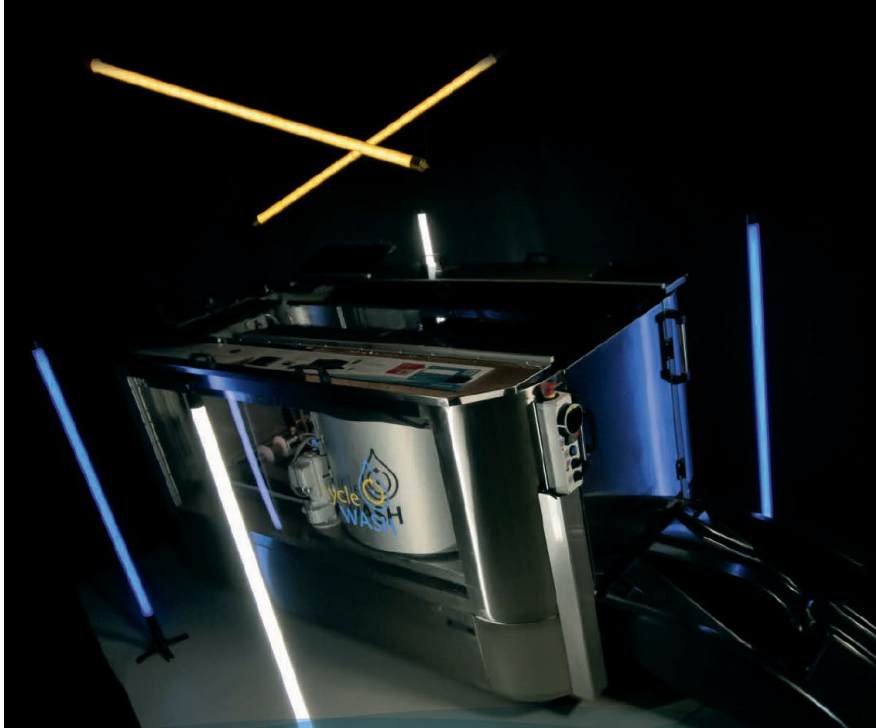


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Fahrrad waschen im Vorbeigehen...

[cyclewash.de](https://cyclewash.de)



Questions



*Fahrrad waschen im Vorbeigehen...*