



Kasvua palveluviennistä
Mikko Ampuja
Founder, CBDO





Benefit bike =

A bike offered
by

an employer to
the employee.

Similar

to a company

**But 3 times
better**



WHY GO

INTERNATIONAL

?

FACTS ABOUT VAPAUS

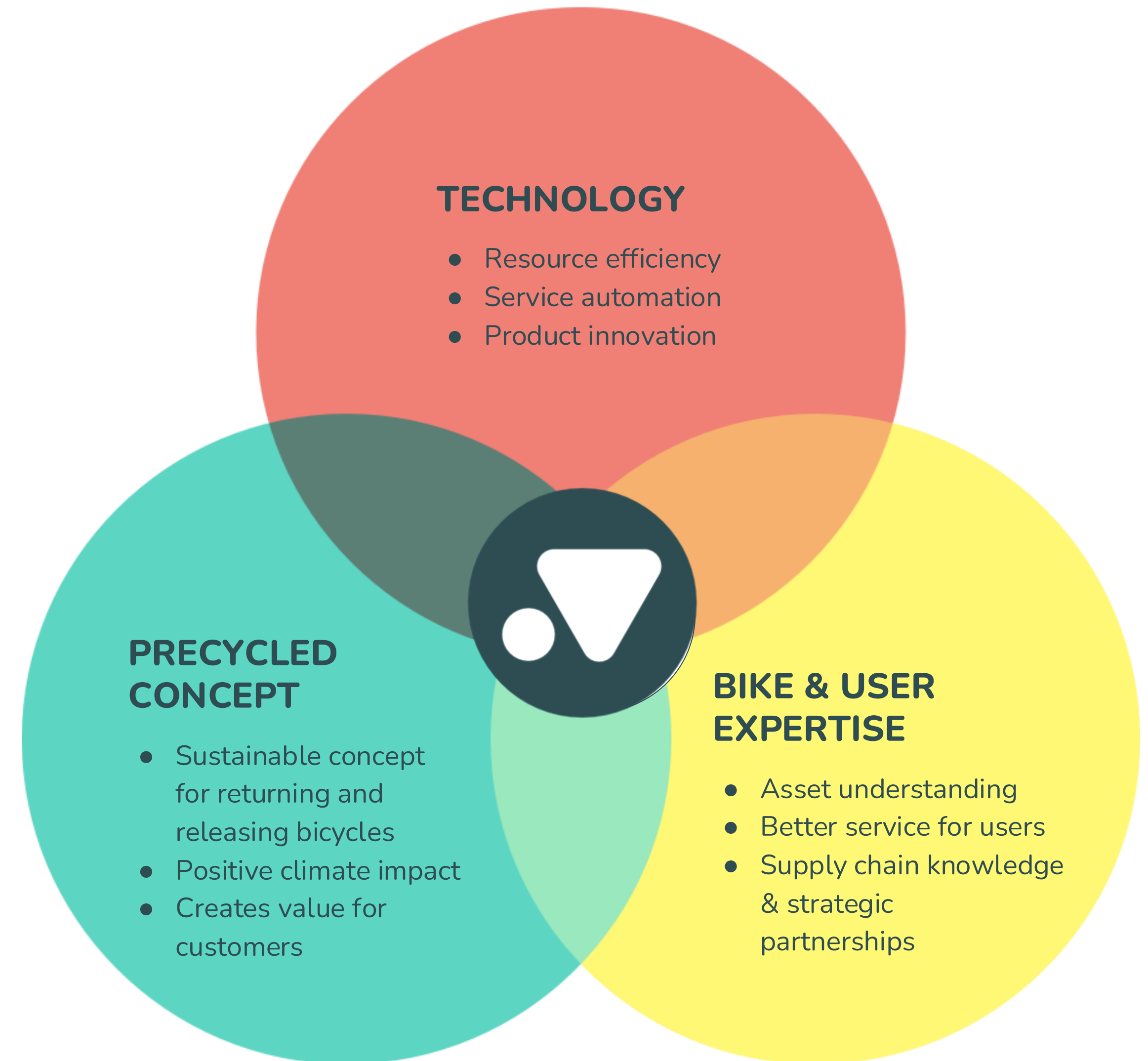
- Founded in 2018
- Operating currently in Finland and Sweden
- Team of 50+ with 8 nationalities
- 26,5k+ delivered benefit bikes
- Revenues of € 35M in 2024
- Expanding to new markets in 2024-2025
- Co-op with Oomi and Edenred



COMPETITIVE ADVANTAGE

Vapaus competitive advantage is based on technology, sustainability and a focus on bikes

- Tech enables scaling, automation and end-to-end integrations
- Precycled concept for returning bikes
 - Flexible return possibility valued by customers already when selecting the provider
 - Vapaus has a unique capability and position to create a second hand market for bikes and *capture substantially more value* out of bikes
- Experience and capabilities in managing bike fleet and assets throughout the lifecycle
- Creating positive climate impact and profits as the end result





**European
Startup
Prize** for mobility

5TH EDITION

**GOLD AWARD
WINNER**



THE MARKET IS BOOMING



13% annual growth in bike sales expected in the EU between 2022-2028



Positive sentiment towards **green lifestyles**. The benefit is popular and increases well being in the workplace



24M bikes sold in the EU in 2022



Regulation and infrastructure developments encourage **sustainable mobility**

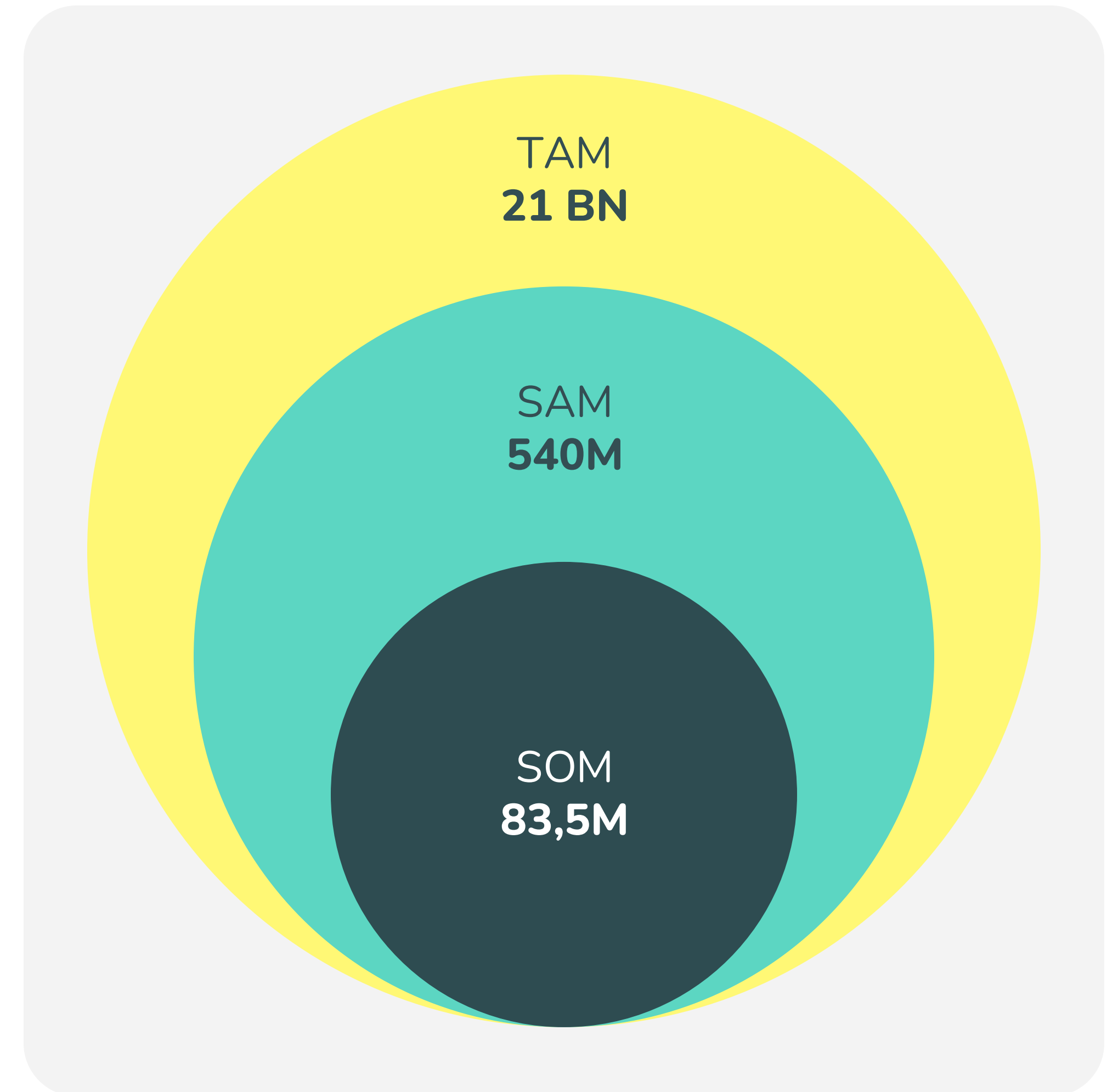


150 million employees live in areas with a bike benefit scheme in place (Europe)



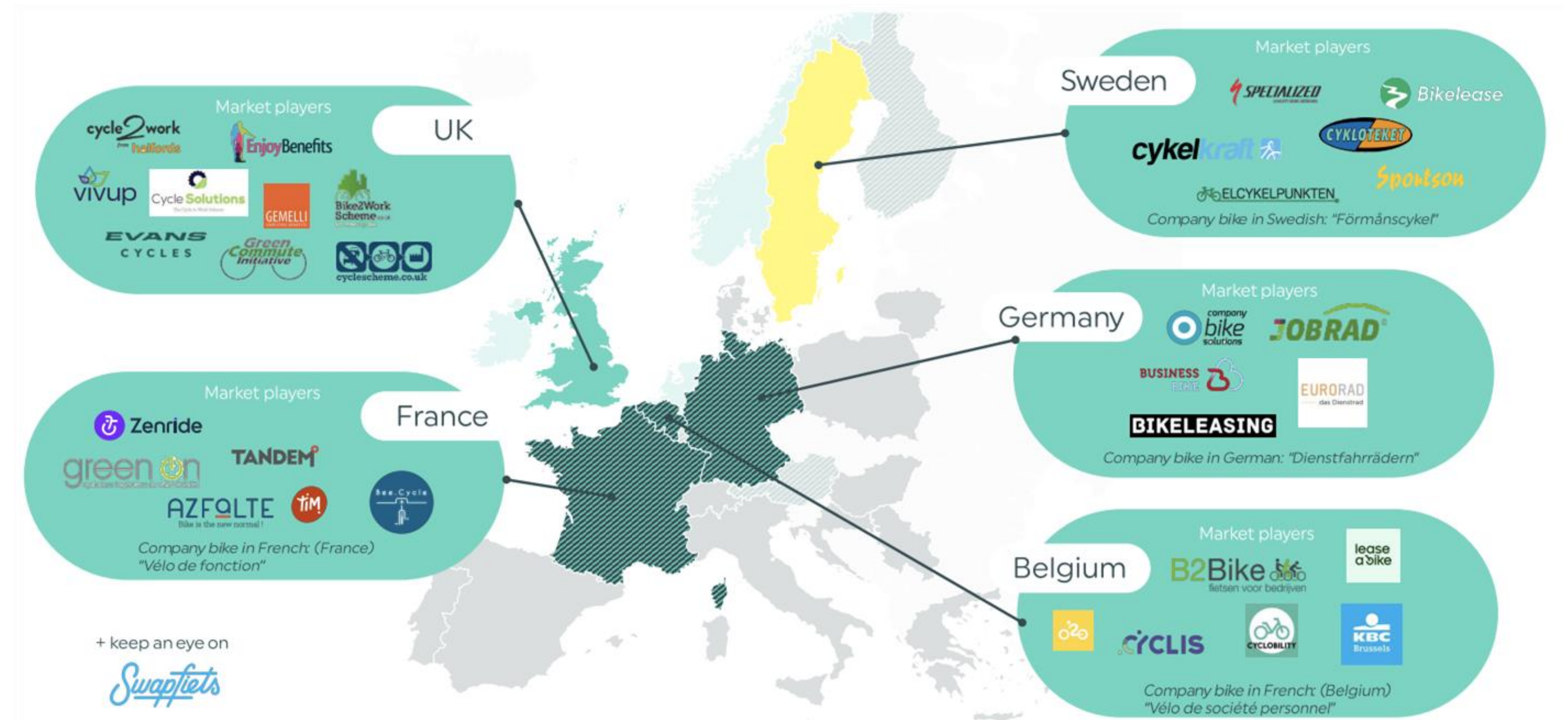
Rising energy costs and inflation make cheap mobility **more attractive**

TAM = Bike market in Europe, **SAM** = Benefit bikes Finland and Sweden in 2025, **SOM** = Vapaus goal for 2025



LOADS OF COMPETITION

Vapaus and Precycled concept are standing out from competitors.



Sweden is so similar to
Finland that it's easy to
assume they are alike



**It's a humbling
experience to start
awareness again from
zero.**

Cykelveteranen tar finska leasingjätten till Sverige

Med 170 miljoner kronor i lånegarantier i ryggen tar den finska förmånscykeljätten Vapaus första stegen in på den svenska marknaden – och erbjuder dessutom leasing av begagnade cyklar.

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Spar



Per Mattsson
Text



Then again,
this was
great:

Dagens
Industri
called us
“leasing
giant”

**Legislation and
government guidelines
can change over night**



**Build a minimum
viable team**



What's next?

 **VAPAUS**
Follow me on
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