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PRESS RELEASE  
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## **BIXI MONTRÉAL REVEALS ITS 2016 FINANCIAL RESULTS, MARKING A YEAR WITH HIGHER USAGE RATES IN ALL CATEGORIES**

**Montreal, June 7, 2017** - After a year marked with higher usage rates in all categories, BIXI MONTRÉAL revealed its financial results for the 2016 fiscal year ending on December 31, with a financial surplus of \$654,075 for the period. While 2014 and 2015 were years of stability, renewal and optimization of practices for the organization, the 2016 annual report shows a steady growth in bike-sharing customers.

"The BIXI-MONTRÉAL team is committed to the development and accessibility of the service for Montrealers. In 2016, we implemented several programs aiming to improve the customer experience, and the major partnership with Manulife allowed us to enhance our service offerings and get new members. For a third year in a row, we are pleased to have reached and even exceeded our financial goals," said BIXI MONTRÉAL's chairperson, Ms. Marie Elaine Farley.

The Mayor of Montreal, Mr. Denis Coderre, added, "BIXI MONTRÉAL received a mandate to address their financial situation back in 2014 when it was created to ensure that the bike-sharing service would continue to operate for years to come. The financial results of recent years have confirmed its solid financial management and respecting of budgets. BIXI is the third largest bike-sharing service in North America and it has become part of our city's DNA."

A large portion of the financial surplus for 2016 will go towards purchasing different assets, such as vehicles and trailers to help improve the bike distribution system for BIXI customers. The surplus will also help to maintain a quality service and keep rates affordable for users, in addition to financing necessary improvements to optimize the service by adding more than 80 stations, 1,000 bikes and 2,214 docking points in 2017.

The 2016 financial results summary table is attached. For the complete documents and BIXI 2016 statistics, [click here](#).

### **AN INCREASE IN CUSTOMERS AND TRIPS TAKEN IN 2016**

In 2016, 234,500 different customers made more than 438,000 purchases and took 4.1 million trips with BIXI. From BIXI MONTRÉAL's creation in 2014 to the end of the 2016 season, the number of purchases shot up by 159% and the number of trips increased by 27%. More and more people are discovering the service, as we can see with an 81% increase in the number of customers in the same period.



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## **NEW COLLABORATIONS AND INITIATIVES INCREASE SERVICE ACCESS**

In addition to the partnership with Manulife, BIXI MONTRÉAL's presenting partner since 2016, which has enhanced the service by adding BIXI Manulife valets and Free BIXI Sundays, new collaborations have also helped increase service access. Among these are the smart station project, developed in collaboration with the STM, which will make it possible to rent a bike using your OPUS card this summer, and the partnership with the TRANSIT app. BIXI MONTRÉAL has also implemented a new business membership system, a website with an easy registration process and a new mobile app with a bike rental feature.

## **2017 STARTS OFF WITH THE WHEELS ROLLING: AN ALL-TIME RECORD MADE ON MAY 28 WITH NEARLY 40,000 TRIPS TAKEN IN 24 HOURS**

An all-time record made history for BIXI on Sunday, May 28 when more than 39,520 trips were taken in 24 hours by users of the Montreal bike-sharing service. The day, which coincided with the first Free BIXI Sunday offered by Manulife for the 2017 season, was also the launch of the 375 BIXIs from the special 375<sup>th</sup> anniversary collection, designed as part of the "Montreal, BIXI and Me" project. The previous record was 31,206 trips in a day and was recorded in 2011.

"I would like to thank the City of Montreal for their trust in us. I would also like to thank all of the BIXI staff and board of directors, as well as our valued partners. Thanks to their commitment and dedication, they are actively participating in carrying out our company mission," concluded Ms. Farley.

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### **For more information**

BIXI-Montréal

Bérengère Thériault, Spokesperson, 514 999-6493

### **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-MONTREAL'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



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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-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 SOMMAIRE DES RÉSULTATS



EXERCICE DE 12 MOIS TERMINÉ LE 31 DÉCEMBRE 2016

<b>REVENUS</b>	<b>BUDGET 2016</b>	<b>RÉSULTATS 2016</b>
CONTRIBUTION - VILLE DE MONTRÉAL	2 926 000 \$	2 926 000 \$
REVENUS D'ABONNEMENTS ET D'UTILISATION	3 586 274 \$	4 016 895 \$
AUTRES REVENUS (publicité, partenariats, commandites et autres)	1 376 217 \$	2 726 483 \$
<b>TOTAL - REVENUS</b>	<b>7 888 491 \$</b>	<b>9 669 378 \$</b>

  

<b>CHARGES</b>	<b>BUDGET 2016</b>	<b>RÉSULTATS 2016</b>
GESTION DU SYSTÈME DE VÉLOS LIBRE-SERVICE	6 860 559 \$	8 020 010 \$
GESTION DES COMMANDITAIRES ET DES ESPACES PUBLICITAIRES	469 124 \$	773 241 \$
AUTRES CHARGES	121 946 \$	222 052 \$
<b>TOTAL - CHARGES</b>	<b>7 451 629 \$</b>	<b>9 015 303 \$</b>

  

<b>EXCÉDENT</b>	<b>BUDGET 2016</b>	<b>RÉSULTATS 2016</b>
EXCÉDENT DE L'EXERCICE	436 862 \$	654 075 \$
EXCÉDENT ACCUMULÉ AU DÉBUT DE L'EXERCICE	983 847 \$	983 847 \$
<b>EXCÉDENT ACCUMULÉ À LA FIN DE L'EXERCICE</b>	<b>1 420 709 \$</b>	<b>1 637 922 \$</b>