

2017 FINANCIAL RESULTS FOR BIXI MONTRÉAL: A SURPLUS FOR THE FOURTH YEAR IN A ROW

Montreal, June 6, 2018 - Following a record-breaking year on all fronts, and while the Montreal bike-sharing service is celebrating its 10th anniversary, BIXI MONTRÉAL announced their financial results today for the 2017 fiscal year ending December 31. The organization has an operational surplus of over a million dollars for the period.

“BIXI MONTRÉAL is turning the page on an exceptional year in 2017. These results show the efforts that went into improving accessibility to the service last year. Adding 1,000 bikes, 80 stations and 2,214 docking points has allowed us to respond to the growing demand more efficiently and continue to offer high-quality customer service. We have also installed smart stations that you can use with your OPUS card and we are now also offering our users a 90-day flexible membership, in addition to packs of 10 one-way passes at a discounted rate. Thanks to these different initiatives, we have been able to reach, and even exceed, our financial objectives for the fourth year in a row,” said CEO of BIXI MONTRÉAL, Mr. Christian Vermette.

Since the NPO was created, BIXI MONTRÉAL’s yearly financial results have shown good financial management and have respected budgets put in place, which has allowed the company to continue to prosper. The surplus from the 2017 fiscal year ending December 31 is \$1,020,703. “The surplus from the 2017 fiscal year and those from previous years allow us to finance BIXI MONTRÉAL’s special projects and pilot projects, in addition to adding funds to the reserve,” Mr. Vermette added.

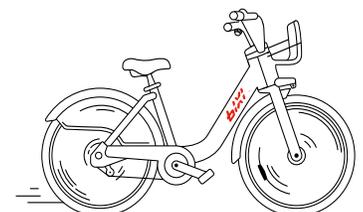
The 2017 financial results summary table is attached. For the complete documents and the BIXI 2017 statistics, [click here](#).

THE TREND CONTINUES FOR 2018: NEW RECORDS AT THE BEGINNING OF THE SEASON!

BIXI has had a great start to the season with an average increase of 32% in trips per day, compared to 2017. Corporate sales (for groups of 20 or more) have reached a new high with a 34% increase from February to May, compared to 2017. The number of active members has never been this high in the history of BIXI in Montreal, with 35,005 active BIXI members, as of May 31, 2018. In comparison, there were 29,964 active members by May 31, 2017.

CONTINUAL CUSTOMER GROWTH AND INCREASED USAGE SINCE 2014

BIXI is now part of Montrealers’ everyday lives. In 2008, Montreal became the first city in North America to have a bike-sharing system.



BIXI MONTRÉAL received a **94% satisfaction rate** in their 2017 survey. These numbers show without a doubt how much Montrealers love their bike-sharing system and how committed BIXI is to improving the service year after year so that they can offer the best customer service.

2017 was a record-breaking year:

- For the first time ever, more than half a million purchases were made in 2017, a 217% increase from when BIXI MONTRÉAL was created in 2014.
- More than 259,000 people took a grand total of 4.85 million trips. There has been a 144% increase in the number of users since BIXI MONTRÉAL was created in 2014.
- BIXI also had a 51% increase in trips taken compared to 2014.
- The number of active members has increased by 16% and the number of short-term purchases has grown by 262% since 2014.
- A record number of 41,729 trips taken in one day was reached on July 30, 2017 during one of the Free BIXI Sundays offered by Manulife, and another record was broken in July with a total of 901,258 trips taken in one month.

“The 2017 financial results confirm that BIXI MONTRÉAL has the wind in its sails and is now more than ever a unique characteristic that defines the city’s identity. I am very proud of its success and to see that its good financial management will allow the Montreal bike-sharing system to continue to grow. Over the next few years, we would like to make BIXI available in more boroughs so that more Montrealers can enjoy it,” said Montreal’s Mayor, Ms. Valérie Plante.

“While BIXI is celebrating its 10th anniversary, I would especially like to thank the City of Montreal for its renewed trust over the years. I would also like to sincerely thank all of the BIXI staff and board of directors, as well as our valued partners. In addition to helping BIXI MONTRÉAL obtain exceptional results in 2017, their commitment will foster BIXI’s growth and development in the coming years,” concluded Mr. Vermette.

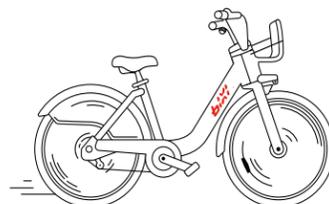
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For more information

Béregère Thériault, on behalf of BIXI MONTRÉAL
Cell: 514 999-6493

ABOUT BIXI MONTRÉAL

BIXI-MONTRÉAL is a non-profit organization created by the City of Montreal to manage the bike-sharing system in Montreal. In 2018, the network has 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 2017, we had approximately 34,000 employees, 73,000 agents and thousands of distribution partners, serving more than 26 million customers. As of December 31, 2017, we had more than \$1.04 trillion (US\$829.4 billion) in assets under management and administration, and in the previous 12 months we made almost \$26.7 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 CLEARLY

The third largest online retailer for vision products in the world, Clearly’s mission is to offer better vision to everyone. Founded in 2000, the Clearly.ca website offers a large selection of contact lenses, eyeglasses and sunglasses delivered right to your door. Clearly has also committed to providing a person in need with a pair of glasses every time someone orders eyeglass frames from their website. Owned by Essilor, the organization’s headquarters are in Vancouver, British Columbia. For more information on Clearly, please visit their website at www.clearly.ca.

ABOUT FIDO

Fido gives Canadians access to everything they love with their incredibly fast LTE network coverage extending from coast to coast and their Fido Pulse Plans, including Fido Roam™, five extra hours of data per month and Spotify Premium access. Fido, known for their specialized customer service, keeps things simple with affordable plans and easy-to-install products. Visit fido.ca, facebook.com/fidomobile/ and instagram.com/fidomobile/.

ABOUT LA PRESSE

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