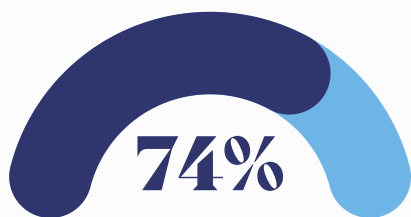


Marketing campaign

With growing interest in e-bikes, our number one priority with the E-bike Challenge is to assist our exhibitors by utilizing our unique two-step marketing approach.

First, include the brands exhibiting with us an introduction in our post-digital campaigns. Then, in front of thousands of attendees attracted to our massive test track at the March show. Please view the following action plan for achieving this and giving your brand many sales opportunities.

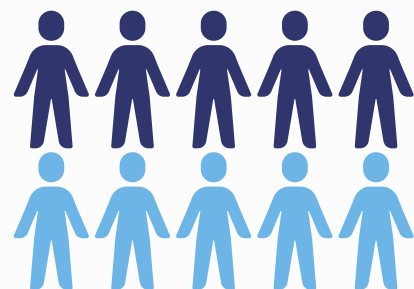
FACTS & FIGURES



At the 2022 E-bike Challenge, post-Covid, over 4,100 test rides were made on the huge indoor test track. Over 50% of the attendees had come explicitly to test ride and compare electric bicycles, and 38% made a buying decision during the event. Overall, we found the average buying value at \$3,047, and 74% are currently not e-bike owners. Attendees rated the event with a B+.

TARGET GROUP

Traditionally our main target group is 50+. They are focused on the recreational use of the e-bike and daily transfer in the immediate vicinity. In addition, we are seeing many consumers who are younger, that see the advantage of the e-bike for commuting, corporate, hauling cargo, and ecological purposes.



PARTNERS

We partner with statewide media, advocacy groups, healthcare, travel, and the bicycle industry. Together we reach and draw in the target audience ready for e-mobility. This is done with articles in their membership magazines, mentions on their websites, items in their newsletters, ticket specials, and via social media posts on their channels. Together we reach more than **three million** potential visitors to E-bike Challenge Minneapolis.



PROMOTIONS

We organize numerous promotions and activities that generate extra publicity in the run-up to and at the event. For example:

- Various cycling competitions before and during the event with a reach of **200,000+**
- Activities with partners in Minnesota, Iowa, and Wisconsin.
- Live streaming at the event to social media, websites, radio, and TV
- Collaboration with the city of Minneapolis with their acclaimed cycling infrastructure
- Online activities after the event, like our Have Fun Biking Magazine and the offer of online presentations and workshops



ONLINE & OFFLINE MARKETING

A cross-media approach is central to our elaborate campaign. We use our own channels, like our consumer websites **reach: 80,000+** during the events, newsletters **reach: 9,000+**, press releases to **1,500+** contacts and social media **reach: 40,000+**. Furthermore we have advertisements on different platforms (online and offline) like magazines, newspapers, radio, partners' channels, Google Ads, social media, and influencers.

