

# APPENDIX I

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## Bikeshare Holdings LLC Signs Agreement to Acquire Alta Bicycle Share

OCT
28
2014

FOR IMMEDIATE RELEASE:  
October 28, 2014

### **BIKESHARE HOLDINGS LLC SIGNS AGREEMENT TO ACQUIRE ALTA BICYCLE SHARE**

*New Ownership to Continue to Partner with Cities to Expand Bike Share's Reach*

*Renowned Transportation Executive Jay Walder to Become Alta CEO*

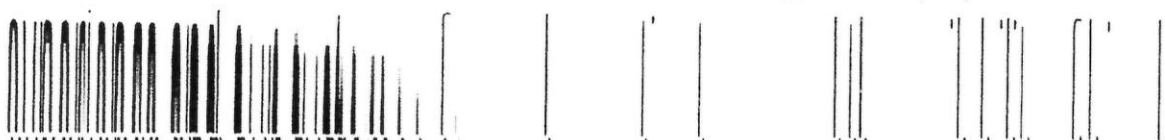
New York, NY – October 28, 2014 - Bikeshare Holdings LLC today announced that it has entered into an agreement to acquire Alta Bicycle Share, a global bike share operations leader with programs including Citi Bike in New York City and systems in Chicago, the Washington, D.C. area, the Boston area, the San Francisco Bay area, Toronto, Seattle, Columbus, Chattanooga and Melbourne. Riders on Alta- operated bikes have taken more than 28 million trips and travelled more than 45 million miles to date.

The acquisition will bring fresh capital to the company, allowing Alta to improve the customer experience as it expands operations to serve more riders. The Portland-based Alta Bicycle Share will relocate and consolidate its headquarters in New York City.

Bikeshare Holdings LLC is a newly-formed investment venture that includes the CEOs of Equinox®, a fitness and high performance lifestyle leader, and Related Companies, one of the nation's most prominent real estate firms, as well as Jonathan Schulhof, a private investor who led the transaction. The value of the transaction was not disclosed.

Jay Walder, one of the world's most innovative transportation executives, will be named CEO of Alta Bicycle Share upon closing of the transaction. Mr. Walder has more than 30 years of international experience in the public transportation business, including senior roles at three of the world's largest transit systems. Most recently, Mr. Walder was the Chief Executive Officer of MTR Corporation in Hong Kong; he was previously Chairman and Chief Executive Officer of the Metropolitan Transportation Authority (MTA) in New York; and Managing Director of Finance and Planning at Transport for London. He has also served as a Partner at McKinsey & Company London and a lecturer in Public Policy at the Harvard Kennedy School. Mr. Walder holds a Bachelor of Science from the State University of New York at Binghamton, Harpur College, and a Master in Public Policy from the Kennedy School at Harvard University. He also has served as a member of the Executive Board of the International Association of Public Transport (UITP) and as a member of the Executive Committee of the American Public Transit Association (APTA).

Harvey Spevak, a principal of Bikeshare Holdings LLC and CEO of Equinox® said, "We are passionate about businesses and initiatives that enhance health and wellness and are excited about the acquisition of Alta and utilizing our deep operational



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About Alta Bicycle Share:

Founded in 2009, Alta Bicycle Share is a leader in deploying and managing bicycle share systems around the world. Alta provides solutions for all aspects of bike share, from location assessment and business modeling to system operations, marketing, maintenance and expansion. Alta currently manages Divvy (Chicago), Citi Bike (NYC), CoGo Bike Share (Columbus, OH), Bay Area Bike Share (BABS, San Francisco Bay Area), Capital Bike Share (Washington DC, Arlington, VA, Alexandria, VA and Montgomery County, MD), Hubway (Boston, Somerville, Cambridge, and Brookline, MA), Bike Chattanooga (TN), Bike Share Toronto and Melbourne Bike Share, Australia. Alta recently launched Pronto Cycle Share in Seattle, Washington. Alta Bicycle Share was a spin-off of Alta Planning + Design, a consulting firm that creates active communities where bicycling and walking are safe, normal, healthy and fun daily activities. Alta Planning + Design is not part of the Alta Bicycle Share acquisition.

Bikeshare Holdings LLC:

Bikeshare Holdings LLC is an investment venture that includes the CEOs of Related Companies, one of the nation's most prominent real estate firms, and Equinox®, a fitness and high performance lifestyle leader, as well as Jonathan Schulhof, a private investor who led the transaction. Drawing on significant operating expertise and deep access to capital, they are a hands-on investor in Alta Bicycle Share.

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Joanna Rose

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**<http://www.motivateco.com/about>**

**From:** Sutphin, Ann  
**Sent:** Tuesday, October 28, 2014 10:42 AM  
**To:** LaBorde, Bill; Kubly, Scott  
**Cc:** Krawczyk, Tracy  
**Subject:** FW: Alta Bicycle Share - Special Announcement on new CEO (FYI)  
**Attachments:** RE: The buyout of Alta Bicycle Share rumored since July is finally a done deal

FYI only

Scott and Bill- It appears the sale of Alta Bicycle Share is complete.



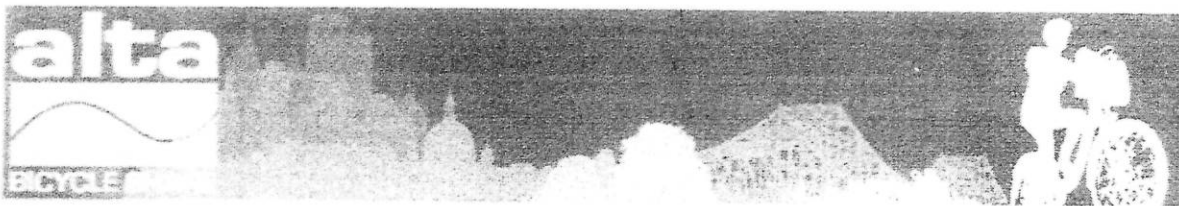
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**From:** Holly Houser [<mailto:holly@prontocycleshare.com>]  
**Sent:** Tuesday, October 28, 2014 10:14 AM  
**To:** Sutphin, Ann; Cheney, Jamie; David Amiton; David Godfrey; [DMeyers@GrahamDunn.com](mailto:DMeyers@GrahamDunn.com); Jeff Aumell (CBRE, Inc); Joel Pfundt; Kara Stone; Kathy McCabe; Kathy Roeder ; Kimberly Scrivner; Paulo Nunes-Ueno; Rebecca Roush; Reeves, Paula; Ref Lindmark; Tarrell Wright; Thomas Goldstein  
**Subject:** FW: Alta Bicycle Share - Special Announcement

**From:** Bike Share [<mailto:opendoor@altabicycleshare.com>]  
**Sent:** Tuesday, October 28, 2014 10:10 AM  
**To:** All Staff  
**Subject:** Alta Bicycle Share - Special Announcement



Dear Colleagues at Alta Bicycle Share,

I'm Jay Walder, and it is my great pleasure to be writing to you today as the incoming CEO of Alta Bicycle Share. I look forward to getting to know you over the coming weeks and months, but I want to make clear today that I share your passion for transportation and cities. I have spent the last 30 years working to improve public transportation systems in cities around the world, to find new ways to use technology to make urban life easier for people. That's why I am so excited about bike share – the work you do was unthinkable not that long ago.