

Circular economy e-bikes
€ 3.8 billion

ADDRESSABLE MARKET

► In Europe by 2030



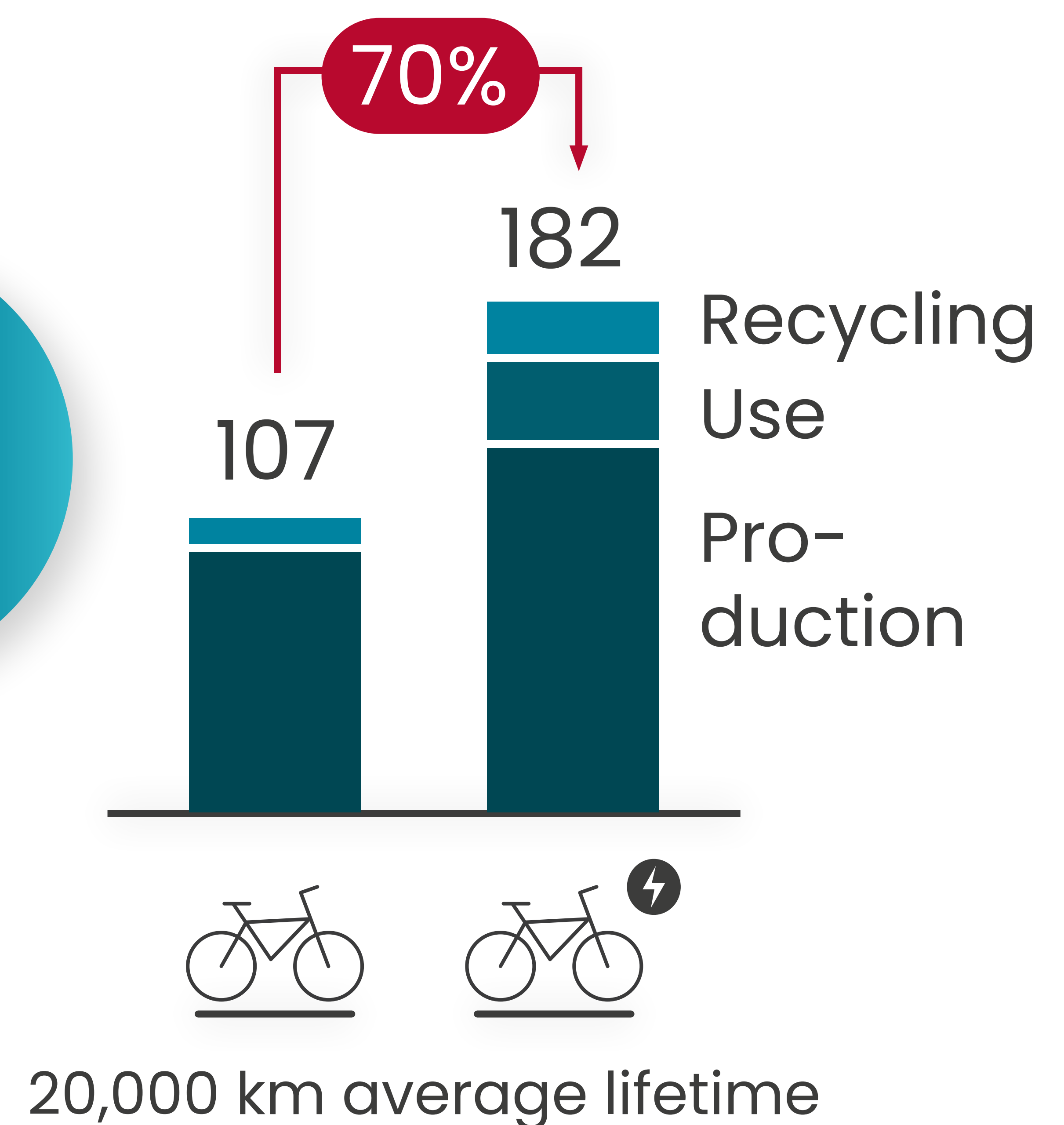
Eco-friendly e-bike image conflicts with real world carbon footprint

Eco-friendly image of e-bikes

- Replacing car rides
- No noise pollution
- No air pollution
- Avoiding traffic jams

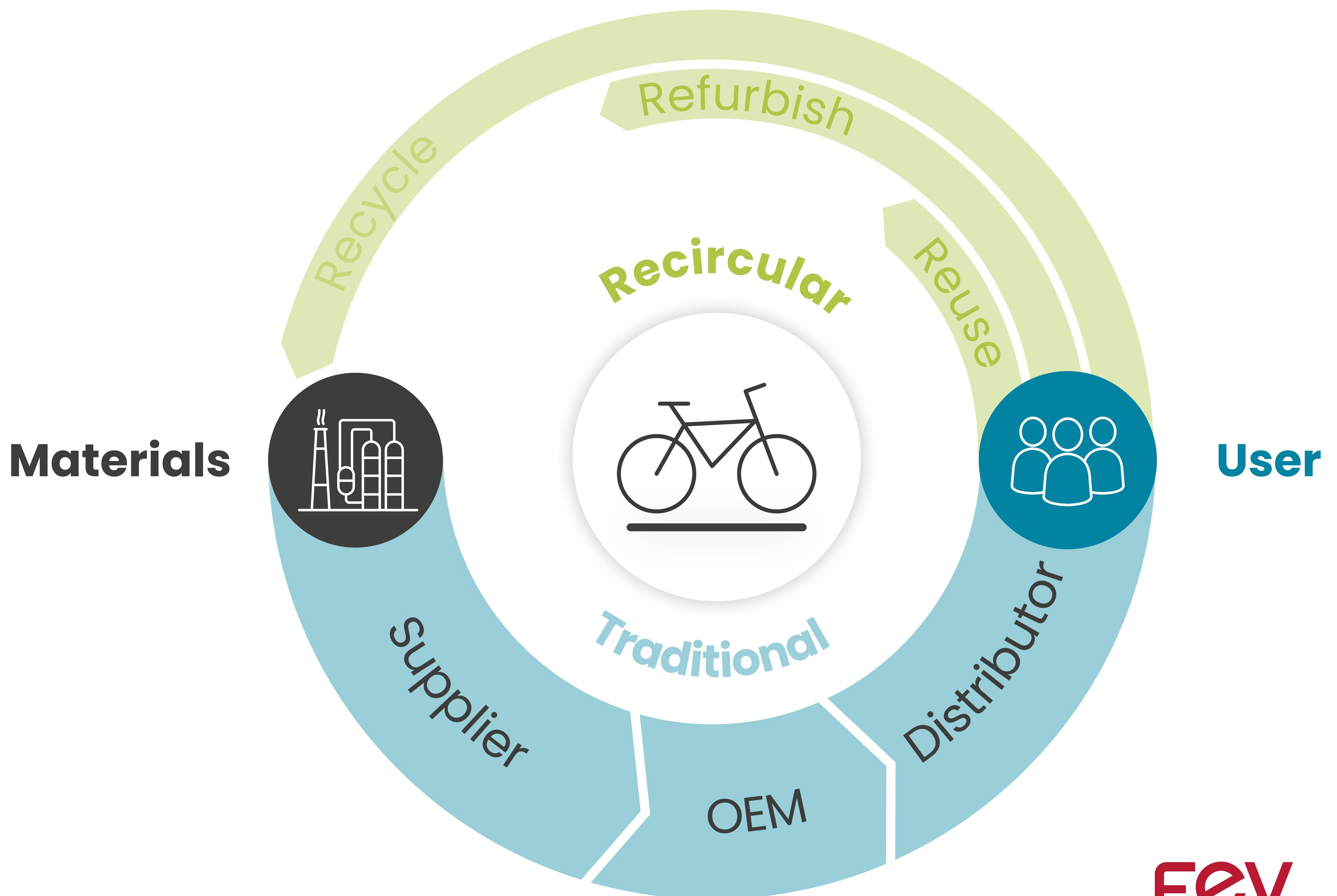
Vs

Total carbon footprint over e-bike life in kg CO₂



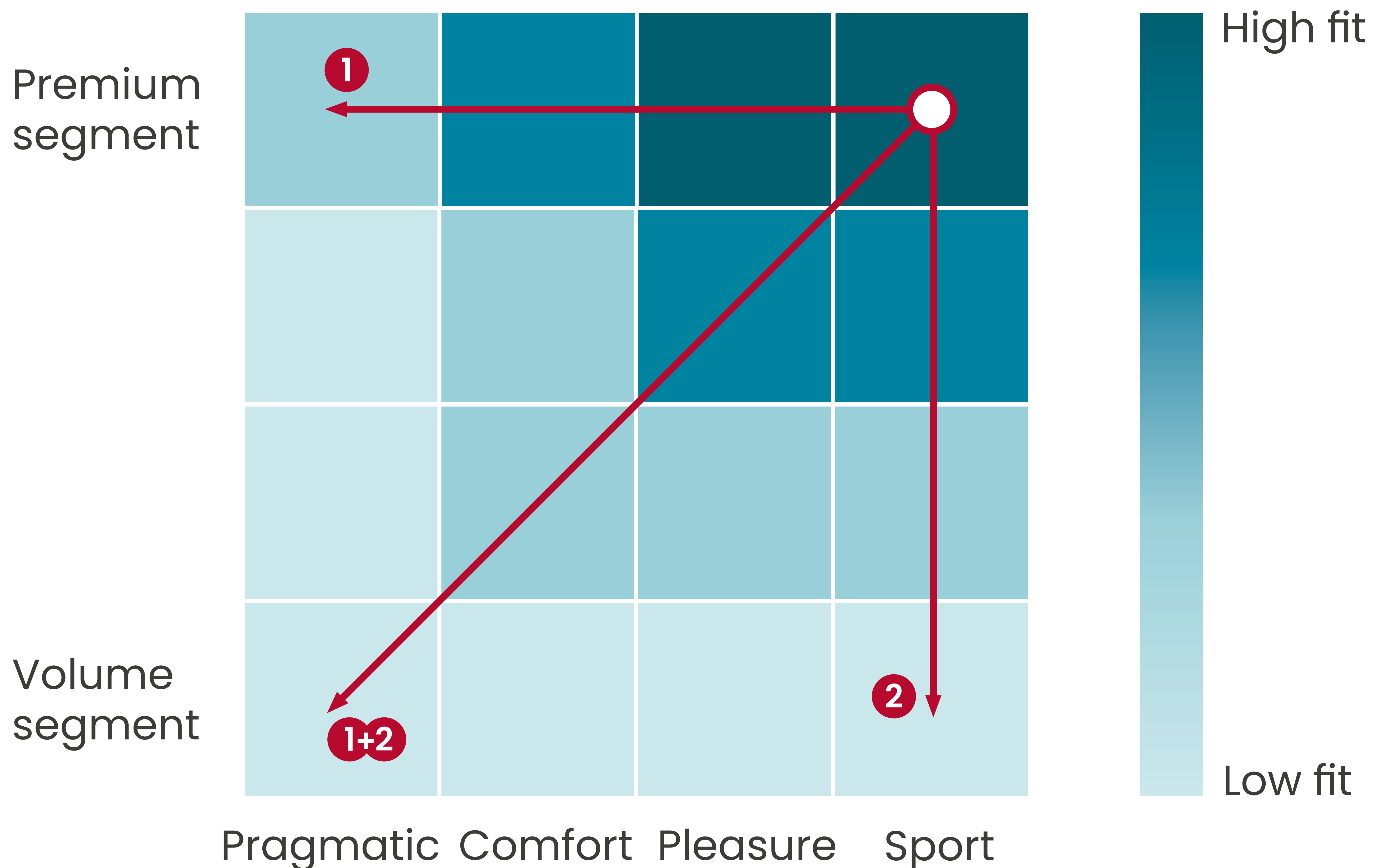
Circular economy business models extend the value chain complexity

THE CIRCULAR ECONOMY SOLUTION



Circular economy business models are interesting for premium OEMs

Potential circularity strategies

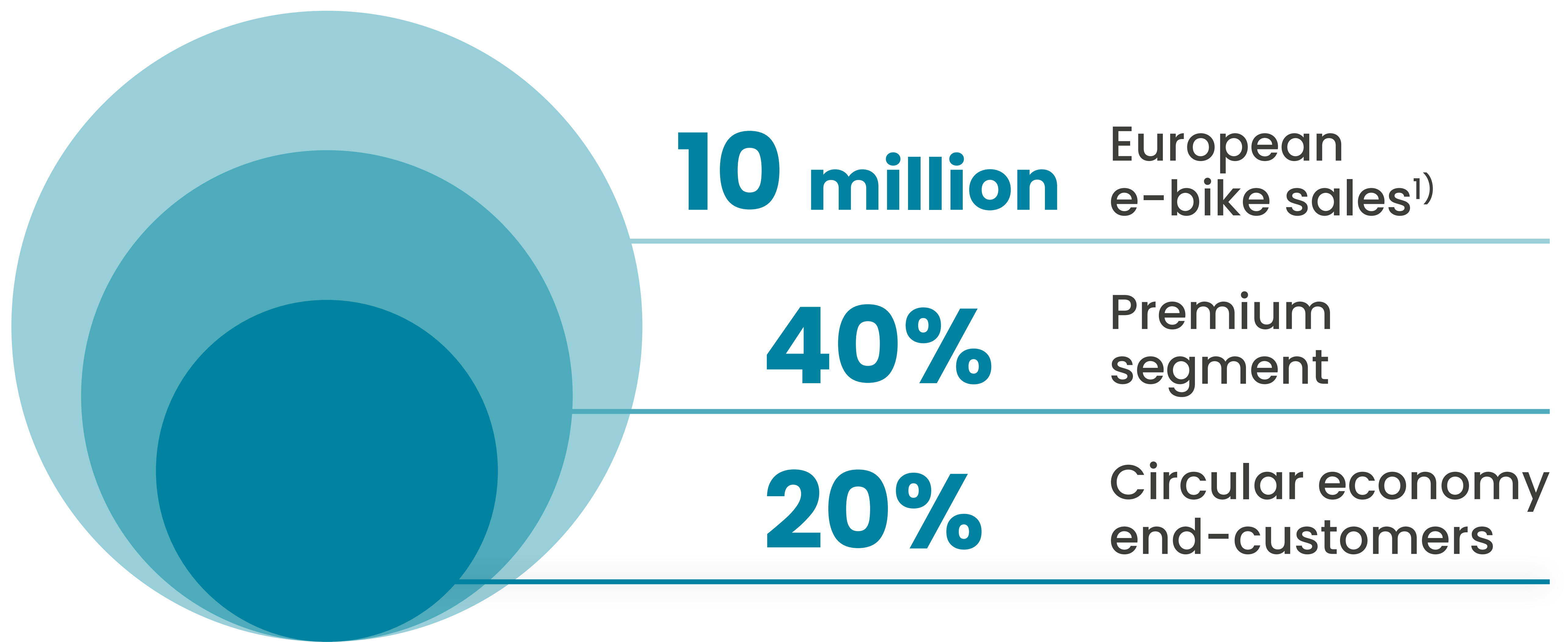


1 Repurpose

2 Refurbish

800 thousand e-bikes will be suitable for a circular economy business

ADDRESSABLE SECONDARY END-CUSTOMER



800 thousand annual e-bikes suitable for circular economy in Europe in 2030

1) Assuming a market doubling until 2030

Outstanding business opportunity for premium e-bike OEMs



60%

Additional revenue potential

800,000

Customers

€ 3.8 billion

**Addressable market
In Europe**

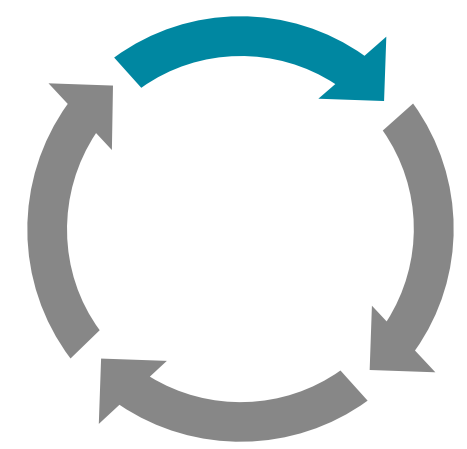
We help you to assess the right circular economy value chain

CONFIGURED VALUE CHAIN

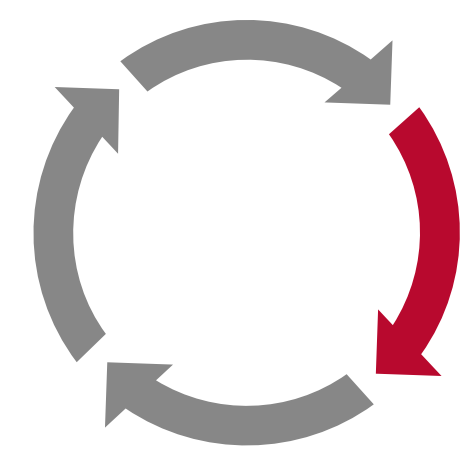
Category	Options			
Customer Touchpoints	Retailer	Online		
Diagnosis	Manual	Semi-automatic	Automatic	
Processor	Retailer	E-bike OEM	Circularity Partner	Assembler
	Retailer	Online		

■ Selected options

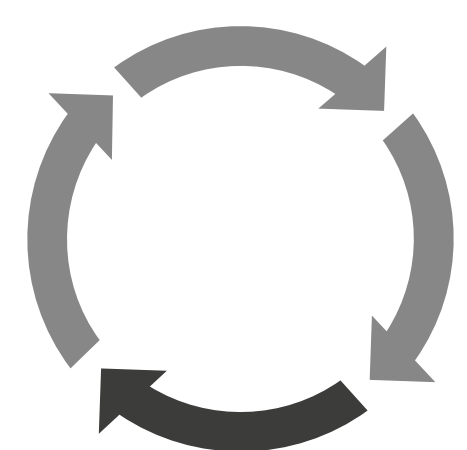
We support you to set-up a circular economy business strategy



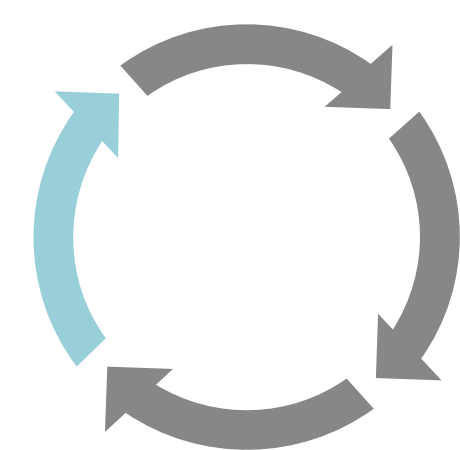
Feasibility study & target customer segmentation



Circular economy-specific product design strategy



Circular business model definition



Supply chain and ecosystem definition

INTERESTED?

GET IN TOUCH WITH US!



MICHAEL WITTLER
DIRECTOR



HENDRIK MINIS
SENIOR CONSULTANT