



anywheel

EXPLORE YOUR POTENTIAL  
WITH GREEN ADVERTISING.

# OUR BRAND



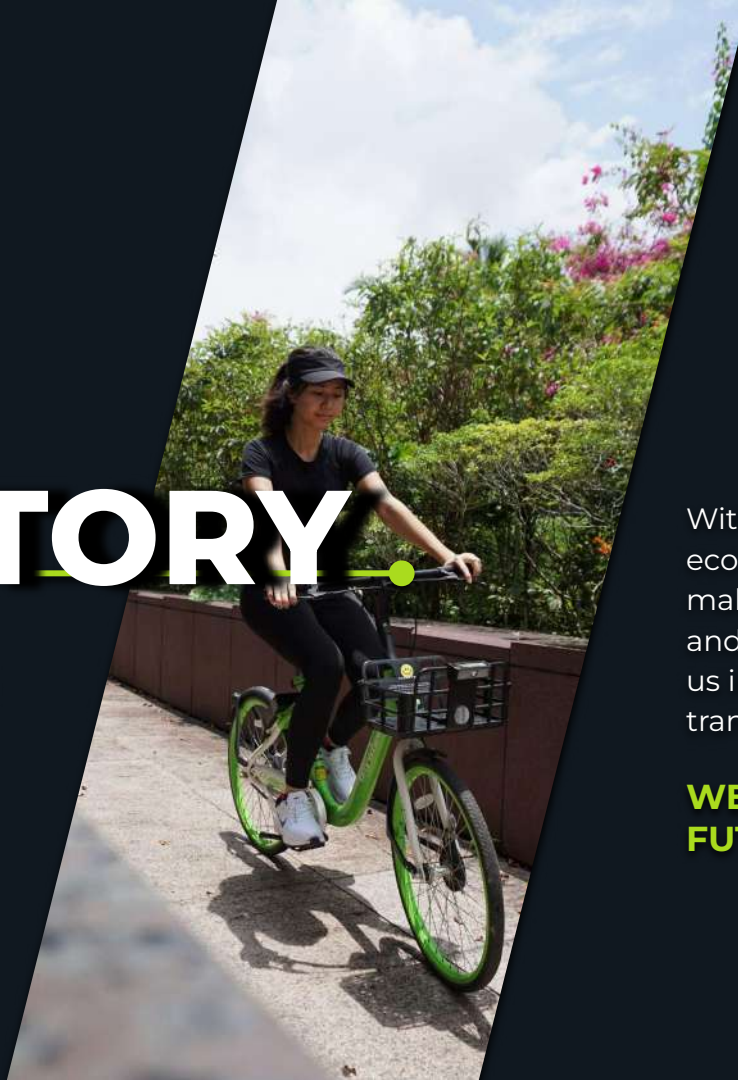
***COST & TIME SAVING  
CONVENIENT & RELIABLE***

Recognized by the public as the  
**GREEN BIKE**

***HEALTHY & FUN  
SUSTAINABLE TRANSPORT***

# OUR STORY

Founded in 2017, Anywheel is Singapore's leading bicycle-sharing platform, designed for a **greener**, smarter tomorrow.



With a fleet built for convenience and eco-friendliness, we're committed to making urban mobility easy, affordable, and environmentally responsible. Join us in shaping the future of transport—one ride at a time.

**WE'RE HERE FOR A GREENER FUTURE!**



# ABOUT US #1

LICENSED FLEET: 35 000 BICYCLES

USER COUNT: 2 000 000 +

## USER DEMOGRAPHICS

Male: 54.1%  
Female: 45.2%

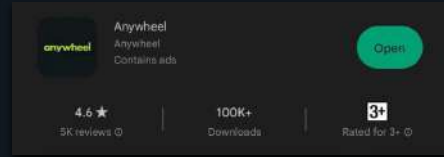
### Age

18 - 24: 43.8%  
25 - 34: 31.1%  
35 - 44: 21.0%  
45 - 65+: 4.1%

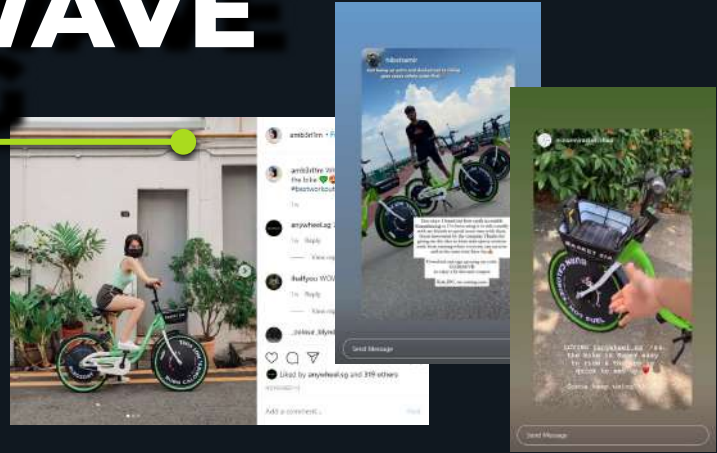
LARGEST FLEET  
FOR BICYCLE-SHARING IN  
SINGAPORE

WE ARE THE **ECO-FRIENDLY**  
**FIRST MILE LAST MILE SOLUTION**

Operating in:  
**Singapore, Thailand**



# RIDE THE NEW WAVE OF ADVERTISING



## RIDE YOUR MESSAGE EVERYWHERE

Our bicycles travel across key areas island-wide, covering **2 million kilometers** monthly, delivering unbeatable ad visibility.

With strong associations to **health & sustainability**, our green bikes offer a unique way to engage communities everywhere.

# RATE CARD (PER BICYCLE)

## AD PLACEMENTS



### Reference Key

1. Outer Basket Wrap Ad
2. Front Mudguard
3. Rear Mudguard
4. Inner Basket Ad

# RATE CARD (PER BICYCLE)



**MINIMUM ADVERTISING DURATION:**

4 weeks

**MINIMUM QUANTITY:**

50 bicycles

## AD PLACEMENTS INCLUDED

- 2x Mudguard Ads (Front & Rear)
- 1x Outer Basket Wrap Ad
- 1x Inner Basket Ad

## PRODUCTION COST (One-Time)

- Standard: \$25.00 per bike (+\$10.00 Express)

## ADVERTISING COST

- \$50.00 per bike per month

## LEAD TIME (Deployment Upon Final Artwork Submission):

- Standard: 6-8 weeks
- Express: 2-4 weeks

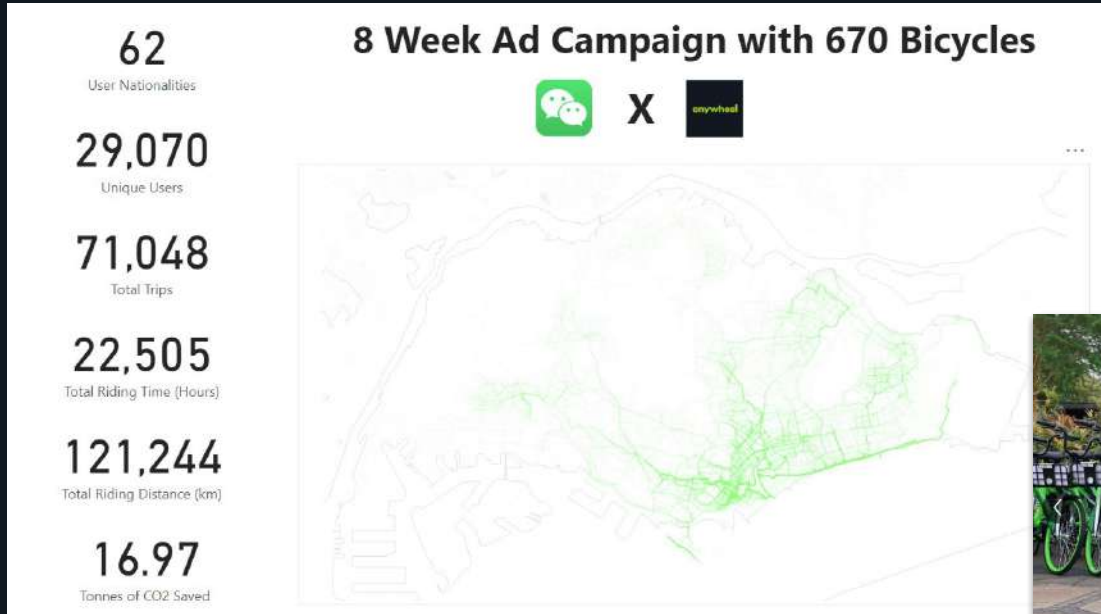
## DEPLOYMENT

Let us know your desired area(s) and we'll suggest the parking spots!



# CAMPAIGN REPORT (Complimentary)

Example: **WeChat Campaign**




*\*Map details ridership spread of bicycles over campaign duration*



Forbes

**PROFILE**  
**Htay Aung**  
 Founder  
 Anywheel  
 Singapore, Singapore



**Forbes 30**

Aung launched Anywheel in 2017 amid the bike-sharing craze in Singapore. At the time, there were about a dozen bike-sharing operators in the city-state. Now it is one of the few bike-sharing companies sanctioned by the Land Transport Authority to operate 12,000 bicycles in Singapore. Anywheel has branches in Malaysia and Thailand, where it provides both bike and e-scooter sharing. The startup has plans to expand into Australia and Vietnam and offer shared power-assisted bicycles, also known as e-bikes.



做有益环境的事  
 让共享脚踏车重获信任

报道：张敬康  
 张敬康 张敬康

NEWSLETTERS

Lokesh Choudhary · 20 Feb 2024 · 6 min read

**Keeping the momentum: how Anywheel won the bike-sharing war in Singapore**

TA Bus · 11 Jun 2019 · 1 min read

**In brief: Bike-sharing startup Anywheel to grow Singapore fleet, expand overseas**



**Singapore's Anywheel gets green light to expand fleet to 35,000**

**SBS Transit app lets users reserve shared bikes for first- and last-mile trips**



THE STRAITS TIMES



Founded in 2017 by Htay Aung, Anywheel provides e-bikes.

THE BUSINESS TIMES

# ANYWHEEL NEWSROOM

**ADVERTISE  
WITH US  
TODAY!**



**anywheel**

[PARTNERSHIP@ANYWHEEL.SG](mailto:PARTNERSHIP@ANYWHEEL.SG)

+ 65 8117 1832

1 GRANGE ROAD, ORCHARD BUILDING #12-05  
SINGAPORE 239693