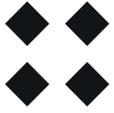


FAIR BICYCLE  
CORPORATE IDENTITY



**FAIR**

*bicycle*

## PURPOSE STATEMENT

WE LOVE CYCLING. WE BELIEVE IN FAIR  
TRADE. WE LIVE CIRCULAR ECONOMY. WE  
PROTECT NATURE.

**WE LOVE MAKING THE BEST BIKE STUFF  
FOR RIDERS, WORKERS & NATURE.**

## TAGLINE

BEST FOR PEOPLE. BEST FOR NATURE.

## OUR IDENTITY

### PUTTING IT INTO WORDS

High performance bicycle products for uncompromised riding.  
Sometimes that requires very simple technology, sometimes it requires the most advanced technologies available.

Either way, it is about honesty.  
It is about the ride.

Our products set ecological and socio-economical standards in the bicycle industry.

We harm nature as little as possible and create jobs worth to be done.

We therefore manufacture and source only in countries which have an United Nations HDI of 0.90 or higher<sup>1</sup>.

We make only circular economy products. 99.7 % of our products and packaging are circular (0.3% is the shipping labels by DHL, USPS etc.)<sup>2</sup>.

We are run 100% on renewable power<sup>3</sup> and on fair banking<sup>4</sup>.

We ship 100% climate neutral<sup>5</sup>.

All of this is documented publicly, credibly and transparently on [www.fairbicycle.com](http://www.fairbicycle.com). Because trust is good, proof is better.

These measures make sure every person involved with our products is guaranteed a wage that leaves him or her with enough spare time and money to hop on a bike. To enjoy the great sport that cycling is.

### FAIR BICYCLE – OUR SIGN

Four squares are the modern classic bolt pattern for cranks, together with the pedal this is **THE** symbol of cycling.  
(We come from an MTB side of things, that's where our roots are, hence four bolt, not five bolt \*smile\*)

**AND** Four equal sized squares symbolize our core beliefs: fair trade, ecological production, circular economy & honesty.

### FAIR BICYCLE – OUR MISSION

Making the best stuff for riders, workers & nature.

### FAIR BICYCLE – OUR CUSTOMERS:

Everyone who cares about innovative, core bicycle products and wants to be sure to invest in a fair trade & eco product.

<sup>1</sup> United Nations HDI (Human Development Index): The HDI is a people centered index used by the UN to evaluate human well-being, and from this point of view, a countries development level since 1990. The higher the lifespan, education level and the gross national income per capita, the higher the HDI value. We believe this is a good approach to validate the well being of humans and in a country. And to ensure environmental laws are existing as well as being enforced. We further correct the resulting list of countries by eliminating countries in which human and nature rights are violated, as documented by renowned NGOs. Important: While we do believe that it can be beneficial to the worlds well being to manufacture in less developed countries, we currently do not have the means to make this happen in a way that we could stand behind. We would want to source the right suppliers and make sure all of their employees get adequate payment, insurance and pension. And make sure that the companies correspond to the highest environmental standards. This simply isn't possible for a small outfit like us. Furthermore we believe the cost would end up being equal to that in a HDI 0.90 country, making it less sensible in regards of shipping cost and pollution.

<sup>2</sup> measured in retail value of the portfolio

<sup>3</sup> EKZ Zurich naturstrom star

<sup>4</sup> Alternative Bank of Switzerland: ABS AG

<sup>5</sup> Swiss Post pro clima