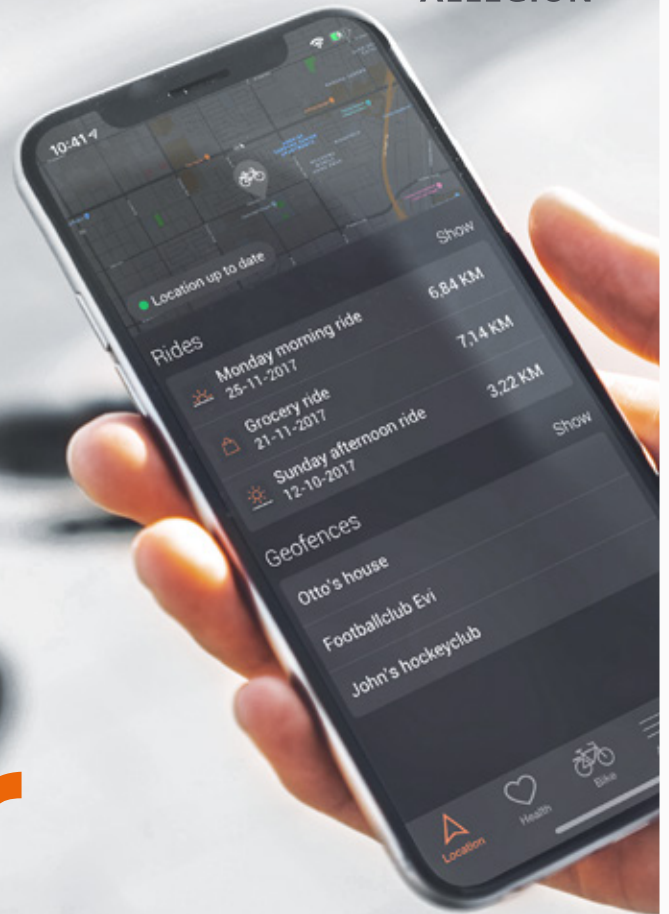


inV



AXA  Connect

Making cycling smarter



INSIGHT AND
INTELLIGENCE
INSIDE YOUR BIKE

AXA **IN**

Insight and intelligence inside your bike

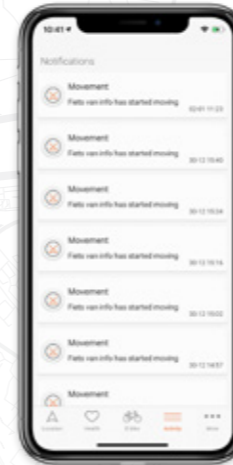
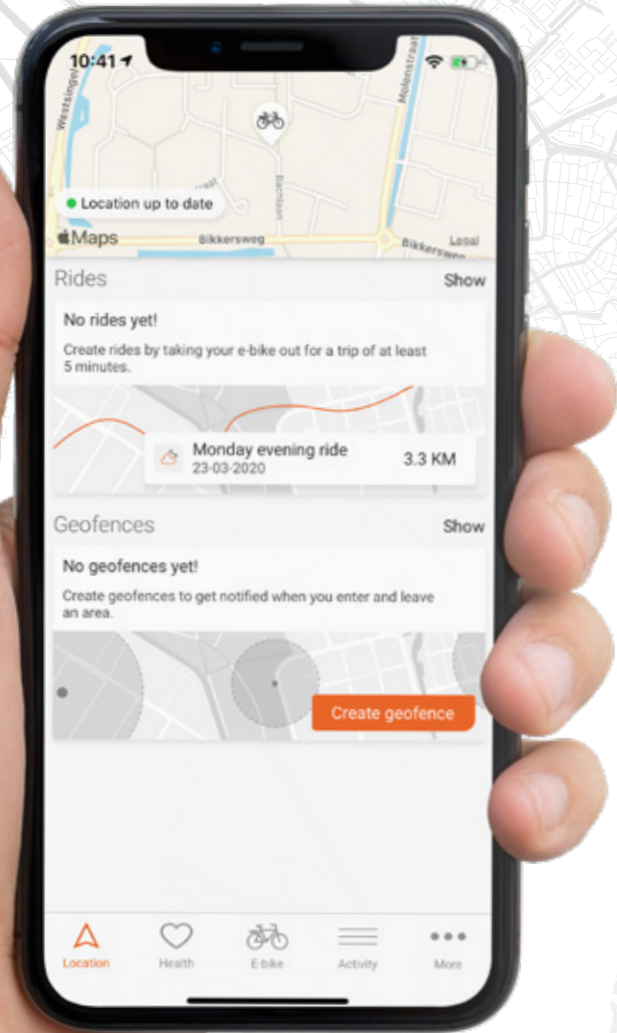
Let's get serious about the connected bike. Consumers expect it; technology is ready for it. And the new **AXA IN** connected modules are up for it!

The easy-to-install AXA IN module and accompanying app turns every bike into a smart bike. When connecting each and every bicycle to the Internet of Things; you are opening an intimate 24/7 communication and data exchange with your customers that goes far beyond localization only.

AXA IN makes every bike intelligent. As a result, bike owners can gain insight kilometers driven, calories burned and routes traveled. They also can easily find or retrieve their bike back when stolen.

For bike brands, it opens a world full of new revenue models and allows you to come into direct contact with your end user. You can learn from them, you improve products and build a unique brand experience.

AXA, your trusted security partner of today, **Let's go IN!**



AXA IN Module

The AXA IN Connect platform can be fully adapted to the look and feel of your bike brand. End users will see, use and communicate with you through your fully branded app or through the AXA IN app from AXA; the company they have trusted to lock their bike for more than 100 years.

The AXA IN module can directly be connected to the e-drive (canbus) system of the E-bike. Not only giving your end user great insight into their bike but also giving your engineers live measurements and feedback of the system performance.

How does it work?



GPS signal

The module in the bike receives the GPS signal via satellite links.



GPRS connection

The module creates an internet connection from the bike via GPRS.



Internet server

The module sends the location to an internet server which stores the data.



AXA IN App

The consumer can see, among other things, the location of his bike in the app.

Start collecting data

All the data is safely stored and organized in your personal service cloud. This data offers you great insights about the performance of the E-bike system and the most common system errors. Customer service can directly interact on questions and even remote update of the E-bike software belongs to the possibilities.

Your sales and marketing cloud enables your sales and marketing department to directly target your end users for events promotions or addition services. In case you already have a back end system where all this data can be stored we can also offer to supply the rough data directly.

AXA Connect

The ultimate way to stay in contact with your end user

What's in it for bike brands?

Your customers register their bike in the app and the data is displayed in your personal dashboard. This is the ultimate way to stay in contact with your customers.

You can directly hear their feedback and are able to answer their questions right away. It opens a whole range of new revenue models, like offering discounted insurance, extended warranty or even a pay per km in a bike lease concept.

By interacting directly with your customer you will not only create brand loyal customers but you create brand ambassadors for life.

Besides staying in close contact with your customer, you can get to know everything about your bikes. How the battery is performing, does the software work the way you want to. By analyzing the collected data, future decisions or investments can be based on actual information.



Direct contact with your end user offers you:

New revenue models

- Sell additional services like an insurance
- Offer extended warranty
- Pay per km in a bike lease concept

Customer intimacy

- Receive valuable feedback
- Directly answer questions

Update and upgrade

- Remotely update the E-bike software
- Make an offer for a new bike after 5 years

Social media

- Create a brand experience on social media

Learn from user experience

- Learn about your bike and components
- Make future plans based on data





Never worry about your bike again

What's in it for end user?

With the build in GPS function there is a permanent connection between you and your bike. You always know the exact location of your bike and searching where your bike is parked is history.

But the AXA alert function offers you more, you can put a virtual fence around the bike. You will receive a notification when the bike is outside that area the moment it happens.

Also when somebody touches your bike or it falls over you will receive a notification. You always know when somebody is messing with your bike. In case your bike does get stolen, you can file a police report through

the AXA IN app and even international recovery service of your bike is one click away.

Besides the security functions AXA IN also offers various fun and convenience features. During and after a ride, the user can see the path and how many kilometer have been ridden, CO² emissions that have been saved by traveling by bike and how many calories are burned.

The fun part is that this can easily be shared on social media with friends and family. For your convenience you can receive alerts when the E-bike battery is almost empty, when your bike needs maintenance and by adding more bikes into the same app you can see where your friends are or if your kids have reached their school safely.

Unique benefits for the bike owner



Security and recovery

- Notification when your bike is moved
- Directly report when your bike is stolen
- Order recovery service to retrieve the bike



Fun

- See your routes and how many km you cycled



Convenient

- See where your friends and family bikes are
- Share your location with others



Location

- Always be able to see where your bike is



Health

- See how many calories you have burned during the bike ride



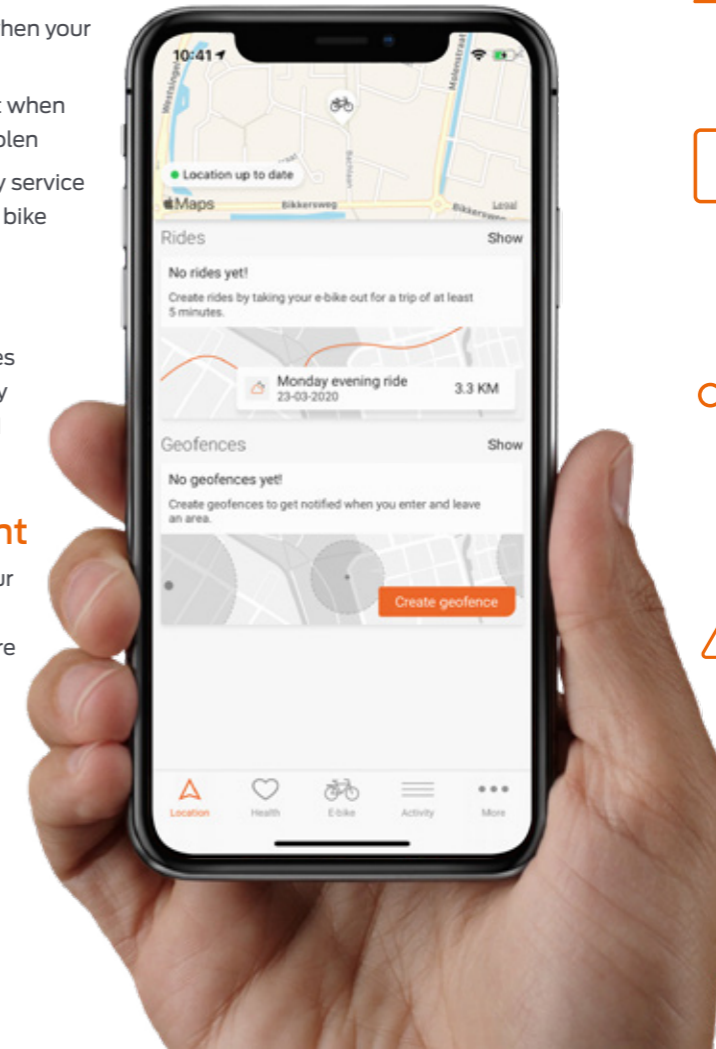
Social

- Easy share the collected data like distance, routes on social media



Alerts

- Receive a reminder when the battery is almost empty
- Get notified when maintenance is needed





Get the customer back into the store

What's in it for the dealer?

AXA IN connect offers benefits for the whole channel and generates revisits of loyal customers to your premium bike dealers. Through set up in notifications by time or kilometers driven we can support your dealer in making a new appointment for maintenance, a wintercheck, an offer for new tires or even a simple happy birthday notification.

By staying virtually in touch with the customer, they will be dropping in to the shop more often. These are perfect sales opportunities. It also allows you to help your customer and solve their problems before they arise. With doing that you will create a satisfied customer and a satisfied customer, is a loyal customer.



Workload optimization

- Plan service in low season



Create traffic

- Send a notification for maintenance
- Remind doing a wintercheck
- Suggest buying new tires
- Trade in offers



Push notifications

- By message App or E-mail

AXA Connect

With AXA IN you are ready for the future

A solid base with new technologies

The world of electronics continues to move forward at a high pace, new technologies will open new doors.

The AXA IN platform is a solid base ready for new technologies. This means that the same base platform will support you, with connecting your bikes, when the new mobile network technologies like 4G LTE-Cat M is full rolled out or when new technologies arise.

Interact with the traffic and city around you

You are not alone on the road and AXA IN is fully aware of its surroundings, cars already interact with each other through drive assist and in the future also with your connected bikes. Governments stimulate commuting by bicycle to improve the living environment. AXA IN makes it possible to give the commuting cyclist the righter way by turning traffic lights into green when approaching a cross road.



AXA **in** Track record

Proven intelligent solutions for the connected bike of tomorrow

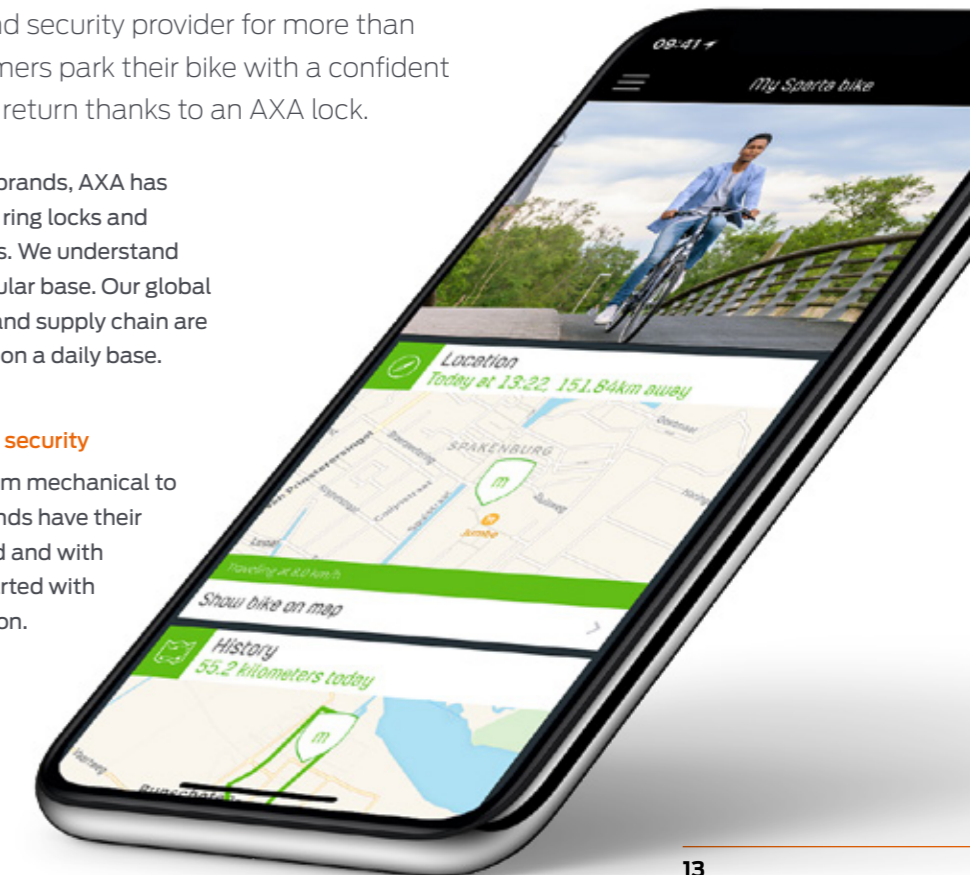
From your trusted bike security partner of today

AXA has been the safety and security provider for more than 115 years. Millions of consumers park their bike with a confident feeling it will be there upon return thanks to an AXA lock.

For almost all international bike brands, AXA has been the number one partner for ring locks and E-bike battery locks on their bikes. We understand your needs and visit you on a regular base. Our global development, customer service and supply chain are optimal arranged to support you on a daily base.

From mechanical to electronic security

Today AXA is leading the shift from mechanical to electronic security. Several brands have their first connected drives on the road and with more than 20 others we have started with a pilot or will soon be in production.





AXA About us

We are inextricably linked to cycling culture

For more than 115 years, our company has made every effort to optimally protect cyclists and their bikes. As a real bike fan, we know exactly what cyclists need to hit the road in a safe and confident way.

Our developers transform the latest preferences and developments into user friendly, sustainable products. Thanks to our own production facilities in Europe we can always guarantee consistent high quality. This way AXA contributes to the safety and pleasure of the growing worldwide group of people who embrace the bike as a healthy and sustainable means of transportation.

Our product portfolio consists of a wide range of locks, lighting and guards for every bike. From children's bikes to e-bikes. For many years we have been working together with a large selection of international bike manufacturers.



More AXA IN

Besides AXA IN Connect, we also have the perfect solution for rental and bike sharing: The AXA IN Electronic ring lock.

We offer a highly secured lock with an user-friendly experience which can easily be integrated into an existing bike sharing platform. The lock can be mounted quickly and easily on a regular frame of a bike. Cyclist can conveniently rent or take a bike and lock it for a stop where ever they prefer. With an additional plug-in chain the bike can be secured to the fixed world for an safer lock up.

Want to know more? Visit: www.axa-in.com



AXA has been a part of the Allegion group since 2015

Allegion (NYSE: ALLE) is a global pioneer in the field of safety and security. They keep people safe where they live, work and visit. As a leading provider of security products and solutions for homes, businesses and bikes, Allegion specialises in security around the doorway and beyond.



\$ 2,9 billion in annual revenue



25+ countries where we work



11.000+ employees



120+ countries where our products are sold



30+ A-brands worldwide



1.000+ global active patents



15.000+ channel partners worldwide

Let's go

We are looking forward to explore the possibilities and best set up for your brand. Naturally we will include the focus points of your brand so we can take it to the next level. So **let's go IN** and step into the world of intelligent bikes. Feel free to contact us.

1 Book a demo

Learn the ins and outs of AXA IN

3 Installation

An AXA IN connect module will be installed in your bike

5 Explore

Start exploring all the possibilities

Let's get started in 6 steps

2 Choose bike

Select your test bike

4 Get connected

Download the app and you and your bike are connected

6 The next step

Let's do a pilot serie together

AXA BIKE SECURITY

Energiestraat 2
3903 AV Veenendaal
The Netherlands

Tel: +31 318 536 220
Email: info.axa.bike@allegion.com
Web: www.axa-in.com

About Allegion™

Allegion (NYSE: ALLE) is a global pioneer in the field of safety and security. We keep people and their property safe, wherever they are, bringing together simple solutions and advanced technology.



AXA ■  BRICARD ■ Briton ■  CISA ■  interflex
KRYPTONITE ■ NORMBAU ■  Simons Voss ■  TRELOCK

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