

	JOOLL	Company Purchase	Private Purchase
Down Payment	No down payment	Full down payment of entire purchase cost	High down payment of full amount - After taxes are paid
Service included	<input checked="" type="checkbox"/>	No, but <u>Mandatory</u> for the company to offer service of the bike	⊖
Theft and all-risk insurance	<input checked="" type="checkbox"/>	⊖	⊖ Personal Insurance covers a small amount only
Assembly and delivery across all of Denmark	<input checked="" type="checkbox"/>	⊖	⊖
Employee Taxation?	Small fixed amount per month	Immediate <u>FULL</u> taxation of employee of the total market cost of the <u>ENTIRE</u> value of the bike package (Bike, Service and insurance)	⊖ Pay taxes, save money and then buy the bike
Cancellation option?	<input checked="" type="checkbox"/>	⊖	⊖
Tax deductible for the company?	<input checked="" type="checkbox"/>	Possibly, bike must be posted and written off annually as an asset (more administration)	⊖
Economical discount for the employee?	Yes, up to approximately 60%	Potential discount – however more administratively heavy for employer and employee + Full taxation paid up front.	⊖
Retention of existing employees and branding to new employees?	<input checked="" type="checkbox"/>	⊖	⊖
Administration heavy?	Minimum	Heavy	None