

# JOOLL = Your Company Bike

*+4.500 workplaces started with JOOLL since 2020*

Your Company Bike



Your Company  
Cargo Bike



#ThankYouBoss



JOOLL

|  | JOOLL  | Company purchase   | Private purchase   |
|--|--|--|--|
| Down payment   | No down payment  | Full amount paid upfront in cash   | Full amount paid upfront in cash - after taxes are paid                      |
| Service included                                     | <input checked="" type="checkbox"/>  | No, the company must handle and make the purchase itself.  | ⊖  |
| Full coverage for theft (burglary not included)      | <input checked="" type="checkbox"/>  | ⊖  | ⊖<br>Contents insurance usually only covers a small portion in case of theft |
| Assembly and delivery across all of Denmark included | <input checked="" type="checkbox"/>  | ⊖  | ⊖  |
| Employee taxation?                                   | Low monthly amount, decreasing each year   | Full upfront taxation of the total bike package (bike, service, insurance) on the next paycheck  | ⊖<br>Tax your salary first, save, and then buy                               |
| Option to terminate?                                 | <input checked="" type="checkbox"/><br>– And with the option to exchange after 12 months | ⊖  | ⊖  |
| Tax deduction for the company?                       | <input checked="" type="checkbox"/>  | Possibly, but the bike must be booked and depreciated as an asset (often not preferred)          | ⊖  |
| Financial benefit for the employee?                  | Yes, up to around 80%  | Possibly – but administratively heavy for both employer and employee, plus full upfront taxation | ⊖  |
| Attracting and retaining employees                   | <input checked="" type="checkbox"/>  | ⊖  | ⊖  |
| Administrative burden for the company?               | Minimal  | <b>A lot</b>   | None   |

# There is a JOOLL for everyone

*JOOLL always includes:*

✓ *Service agreement*

✓ *Full theft insurance*

✓ *0 DKK down payment*

✓ *Delivery and service throughout Denmark*

✓ *Swap, buy or return your JOOLL after 36 months*



**E-FLY**

**cannondale**



**LEKKER.**



**CANYON**



**STÅLHÄSTEN**

EST. 2010

**NISHIKI**

**winther**

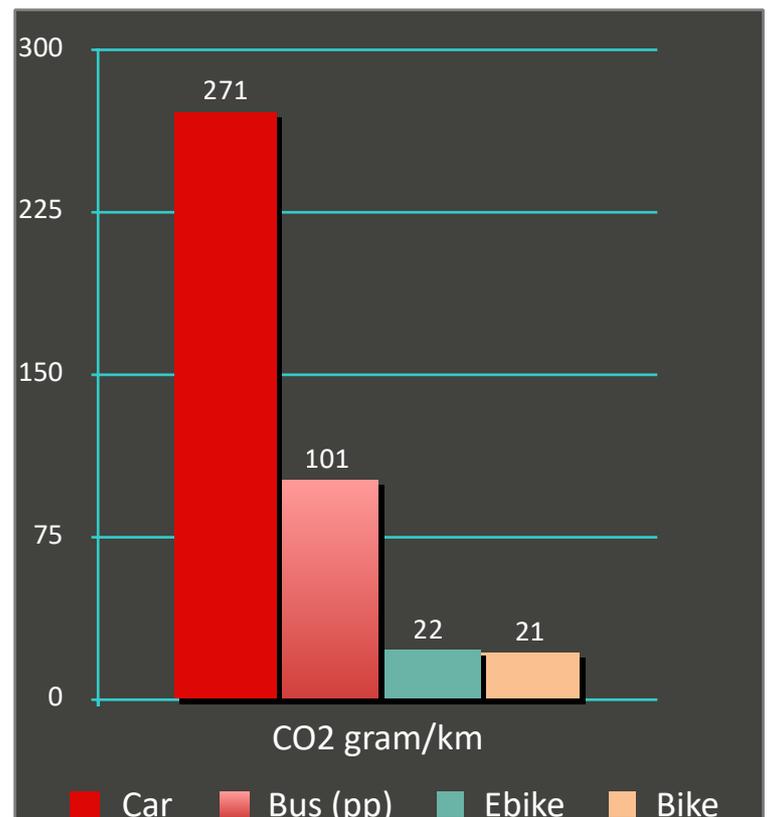
**CENTURION**

Find even more brands on [JOOLL.dk](http://JOOLL.dk) and in our 70+ partner stores throughout Denmark

# Why choose JOOLL?

## JOOLL benefits - *just a few highlights* 😊

- ✓ **Boost employee efficiency** - Reduce sick days by up to 5 per year, saving around 10,000 DKK per employee. Great for health, stress, and the company's bottom line.
- ✓ **Green image of the company** - Enable your employees to reduce up to 90% of their CO2 emissions per kilometer with a **JOOLL** bike. Include it in your company's reporting.
- ✓ **Employer Branding** - Retain and attract new employees with the world's best and greenest employee benefit. Show that your company cares about health and the climate. A **JOOLL** bike can be used for commuting, at work, or during free time – whenever it suits the employee.
- ✓ **Extra Value** - Skip trains, buses, and the metro whenever possible, and avoid extra transport costs such as mileage, commuter passes, parking, congestion fees, taxis, etc.



Source: European Cyclists' Federation – bykørsel fra produktion til skrot

# Customer cases

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**Over 4,500 companies have been offering JOOLLS to their employees since 2020 – here's why.**

## **DFDS Customer case**

Discover why DFDS offers JOOLL bikes to their employees [here](#).

## **Employee health**

One of the biggest banks in the Nordics highlighted to management the importance of health, as their absenteeism was too high. They expect to **reduce an average of 3 sick days per employee** per year, translating into average **savings of 14,000 DKK** when including direct and indirect costs.

## **Sustainability**

One of the country's largest breweries particularly emphasized in their pitch that JOOLL is **an effective way to involve employees in the climate effort**, and thereby enhance the company's brand to potential new colleagues. Their main argument was that, while they were doing everything possible to reduce the environmental impact of their brewery in Poland, there had been no initiatives to engage employees outside of direct production.

They have even included their employees' commuting in their ESG reporting, where providing bikes significantly improved their environmental profile. The health aspect was simply an extra bonus for them

## **Well-being and work environment**

A large manufacturing company in Lyngby faced **challenges with employee well-being and the work environment**. Their main argument was that employees getting into better physical shape and de-stressing before and after work would address these issues

## **Employer Branding**

A video game developer, responsible for some of the most successful games in the Nordics, decided to scrap their parking spaces and offer their employees a benefit they couldn't get elsewhere. They chose JOOLL to **save money and to attract and retain senior staff**, who saw the value in providing a racing, electric, or cargo bike to employees needing more flexibility.

Every time they had to replace an employee, it cost around 100,000 to 200,000 DKK in lost profit, headhunters, etc. So even keeping just one employee for an extra year could allow the whole office to get JOOLL bikes

## **Efficiency**

A major contractor in North Jutland required bikes for travel between construction sites. They now offer two-wheeled and cargo bikes as a greener and healthier option for employees. **It saves time and enhances the company's brand.**

# How JOOLL works



*The concept is simple.* The employer provides a **JOOLL** bike to one or more employees, who are then taxed at a low monthly rate if it is used privately. The taxable value is adjusted annually, so employees receive a new, lower taxable base each year. This way, the savings grow the longer they have their JOOLL.

Employees can save between 40–80% compared to buying privately – with zero upfront cost 😊

## Example of net taxation for the employee – Winther Superbe 1



|         |         |
|---------|---------|
| Year 1: | 160 DKK |
| Year 2: | 81 DKK  |
| Year 3: | 61 DKK  |

The taxation is adjusted annually based on the market lease value – the personal tax rate is calculated at 32% (40% minus 8% labour market contribution)

## JOOLL – Set it up your way

See more examples [here](#) of how you can set up JOOLL in your organisation. Even a small employer contribution can result in significant savings for both employer and employee

View price and taxation for each JOOLL on [JOOLL.dk/en](https://www.jooll.dk/en)

# The accountant explains

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## *Taxation explained for employers and employees*

The smart thing about **JOOLL** is that your employer can provide the bike to you, giving you a 'company bike' that is only taxed based on the market rental value, which is adjusted annually.

The company leases a **JOOLL** at a fixed, low monthly fee, including insurance and a service agreement for the entire period. There is zero upfront payment and no residual value. The cost can be recorded as an operating expense, giving the company full tax deductibility

**In collaboration with our tax advisor**, we have provided an example of how a JOOLL can be used. The example is based on a **JOOLL** including insurance and a service agreement, costing 500 DKK excl. VAT per month (625 DKK incl. VAT). The amount shown corresponds to the market rental value in year 1

### **Example**

The employer provides the bike for unlimited use.

### **Employer's cost:**

The company pays the monthly lease fee and receives a 100% tax deduction, as this is considered an employee expense. In this case, the fee is 500 DKK excl. VAT. This means that if the company's tax rate is 22%, the net saving is 22% of 500 DKK excl. VAT, i.e., 110 DKK excl. VAT directly to the bottom line.

### **Employee taxation (employee cost):**

Under Danish tax rules, if the employee is provided with the bike for free use (similar to a company car), the employee must be taxed on the market rental value. The market rental value should be determined based on an estimate of the lease price for a comparable bike, including service, maintenance, etc., for the lease period.

In this example, the employee is initially taxed on DKK 625 incl. VAT per month in the first year. In year 2, the market rental value is reduced because a comparable bike has decreased in value and could therefore be leased at a lower amount. Similarly, in year 3, the JOOLL agreement will be adjusted further as the market rental value has decreased again. All calculations of market rental value are made individually for each bike, based on an assessment of the current lease price in the market and using JOOLL's data from the past six years. This annual adjustment provides the employee with significant savings on the JOOLL bike over three years, ranging from 20–80%. Practically, the employer is informed every 12 months about the adjusted market rental value. As a guideline, the net taxation is displayed on JOOLL's website under each product.

The employee receives the bike as a salary benefit, meaning that their gross taxable income is increased by DKK 625 per month in year 1.

Depending on the employee's personal tax rate, this corresponds to a net monthly cost of approximately DKK 200. In the following two years, the market rental value/taxable base is gradually reduced, which lowers the net taxation per year.

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JOOLL's tax advisor has reviewed the calculation model and compared it with legislation regarding how market rental value is determined, based on an assessment of the current lease price in the market as well as JOOLL's internal data for comparable market rental values of used equipment over the past six years. Since the market rental value, according to current tax rules, must be estimated based on the lease price for a comparable bike, including service, maintenance, etc., for the lease period, the accountant's assessment is that the market rental value can be determined using JOOLL's calculation model. The market rental value can thus be calculated and adjusted continuously, affecting the individual taxable value based on the bike's market value and thereby the market rental value.

JOOLL's auditing partner has reviewed and is familiar with JOOLL's underlying calculation models, which are specific and individually assessed for each model, with correct valuation based on accumulated knowledge from resale prices over previous years as well as the current lease price in the market.

# JOOLL, simple and easy.

*Get started is simple – the employee handles communication directly with JOOLL throughout the entire process, from ordering to delivery, as well as for service, insurance questions, and more.*

## The company

- ✓ Receives confirmation of the order
- ✓ Signs the agreement with JOOLL for a 36-month lease
- ✓ Pays the fixed monthly fee, which remains unchanged throughout the period – minimizing administration
- ✓ Receives full tax deductibility in the company's taxable income
- ✓ That's it 😊 Extremely low administration.

## The employee

- ✓ Gets approval from their manager, then handles the order of the desired JOOLL themselves via JOOLL.dk
- ✓ Is taxed monthly based on the annually adjusted taxable value according to the employee's personal tax rate
- ✓ For theft or service issues, the employee contacts JOOLL directly via <https://support.jooll.bike/>
- ✓ Swap, buy, or quit your JOOLL after 36 months\*

Upon termination of the employee's employment, the JOOLL bike can be returned for a fee equivalent to six months' lease, calculated from the return date.\*

Option to purchase the JOOLL at the end of the lease period for a one-time payment equivalent to 2–6 months' lease. The final offer is presented approximately 3 months before the end of the agreement.

[WWW.JOOLL.DK](http://WWW.JOOLL.DK)

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