



MEDIA RELEASE

17 August 2026

CCS Warns HelloBikeSG Pte. Ltd. for Attempting to Propose Price Discussions with Competitor

1. The Competition and Consumer Commission of Singapore (“**CCS**”) has issued a warning letter to HelloBikeSG Pte. Ltd. (“**HelloRide**”) for attempting to propose price discussions with its competitor, Anywheel Pte. Ltd. (“**Anywheel**”), on two occasions in 2025.
2. HelloRide and Anywheel are currently the only two licensed operators of shared bicycle services in Singapore, providing short-term rentals of bicycles via mobile applications.
3. Following complaints received from Anywheel, CCS commenced an investigation into possible breaches of the Competition Act. Investigations revealed that a key representative of HelloRide had, on two separate occasions in July and October 2025, contacted an Anywheel representative to propose pricing discussions between the two companies. On both occasions, Anywheel did not engage further with HelloRide and reported the communications to CCS.
4. As HelloRide’s communications did not involve the disclosure of commercially sensitive information and no actual price discussions with Anywheel took place, CCS found that HelloRide’s conduct did not infringe section 34 of the Competition Act¹. This finding reflects the specific facts of this case, including Anywheel’s refusal to engage with HelloRide and its reporting of the matter to CCS. CCS does

¹ Section 34 of the Competition Act 2004 prohibits any agreements between undertakings, decisions by associations of undertakings or concerted practices which have as their object or effect the prevention, restriction or distortion of competition within Singapore. An undertaking means any person, being an individual, a body corporate, an unincorporated body of persons or any other entity, capable of carrying on commercial or economic activities relating to goods or services.

not condone HelloRide's conduct. As the two currently licensed operators of shared bicycle services in Singapore, any price discussions or coordination between the two businesses would likely have had a direct and significant impact on competition and consumers in this market.

5. Chief Executive of CCS, Mr Alvin Koh, said, "CCS commends Anywheel for not engaging with HelloRide's invitation to discuss prices and for reporting the matter to CCS. Anywheel's conduct is what we expect of responsible market participants, and we want to assure businesses in similar positions that coming forward will always be the right course of action. This case is a reminder to all businesses that they must act independently when determining their conduct on the market. CCS will not hesitate to take enforcement action against businesses that are found to have engaged in anti-competitive conduct."
6. Businesses that are approached to participate in anti-competitive information exchanges or receive commercially sensitive information from their competitors should (i) immediately decline participation, (ii) publicly distance themselves from such discussions, and (iii) report the matter to CCS. If your business is currently involved in such conduct, CCS offers a leniency programme with an opportunity for businesses to come forward with information about anti-competitive agreements and receive a full waiver or substantial reduction in financial penalties.² Additionally, individuals with useful information on cartel activity in Singapore can report it through CCS's reward/whistle-blowing scheme with monetary rewards of up to \$120,000,³ or through CCS's general online complaint form [here](#).

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² More information on CCS's leniency programme can be found in Appendix 1.

³ More information on CCS's reward/whistle-blowing scheme can be found in Appendix 2.

About the Competition and Consumer Commission of Singapore

The Competition and Consumer Commission of Singapore (“**CCS**”) is a statutory board of the Ministry of Trade and Industry. Our mission is to make markets work well to create opportunities and choices for businesses and consumers in Singapore.

CCS administers and enforces the Competition Act 2004 and the Consumer Protection (Fair Trading) Act 2003, to guard against anti-competitive activities and unfair trade practices. Additionally, CCS ensures that businesses observe fair trade measurement practices by administering the Weights and Measures Act 1975, and ensures the supply of safe consumer goods by enforcing and implementing the Consumer Protection (Trade Descriptions and Safety Requirements) Act 1975 and its associated Regulations.

For more information, please visit www.ccs.gov.sg.

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Appendix 1 – CCS's Leniency Programme

CCS's Leniency Programme affords lenient treatment to businesses that are part of a cartel agreement or concerted practice (or trade associations that participate in or facilitate cartels), when they come forward to CCS with information on their cartel activities.

Due to the secret nature of cartels, businesses participating, or which have participated in them are given an incentive to come forward and inform CCS of the cartel's activities. The policy of granting lenient treatment to these businesses which co-operate with CCS outweighs the policy objectives of imposing financial penalties on such cartel participants.

Where eligible for lenient treatment, businesses can be granted total immunity or be granted a reduction of up to either 100% or 50% in the level of financial penalties, depending on whether CCS has already begun an investigation and the timing of the leniency application. For more information, please refer to CCS's website [here](#).

Appendix 2 – Individuals can get rewards if they report information on cartel activities to CCS

CCS is interested in hearing from anyone with useful information on cartel activity in Singapore. Anyone who is aware of cartel activities and wish to provide the information may write, email or call the CCS hotline at 1800 325 8282 to provide such information. Examples of useful information include:

- Companies/businesses who are part of the cartel;
- Origins of the cartel;
- The nature of the industry where the cartel is operating;
- Documents or other information evidencing the agreements, decisions or practices of the cartel.

Under the CCS Reward Scheme, depending on the circumstances and in appropriate cases, a monetary reward can be paid to informants for information that leads to infringement decisions against cartel members. The informant's identity and any information that may lead to his/her being identified will be kept strictly confidential. More information can be found on CCS's website [here](#).