



ASX Announcement

15th July 2019

Jayride Unlocks Global Growth Potential

Rollout Complete, Early Results Beat Expectations

Jayride Group Limited (ASX: JAY) (“**Jayride**” or the “**Company**”), the global online marketplace for airport transfers, announces today that it has completed the foundation phase of its global transport strategy - securing a presence at 1500+ high-volume international airports around the world - and is moving into the growth and profit stage of its development.

Global Expansion Highlights

- Jayride now a world-first global airport transfers marketplace for travellers,
- Market access now 6.6 billion passenger trips, 85% of airport trips globally,
- Network covers 3,332 transport companies at 1,511 airports in 81 countries,
- High growth in new destinations with passenger trips booked up 70% Q4 vs Q3,
- Millions of price requests now going through platform per quarter,
- New business intelligence platform turns passenger data into insights,
- Strategy transitions to convert millions of price requests to bookings.

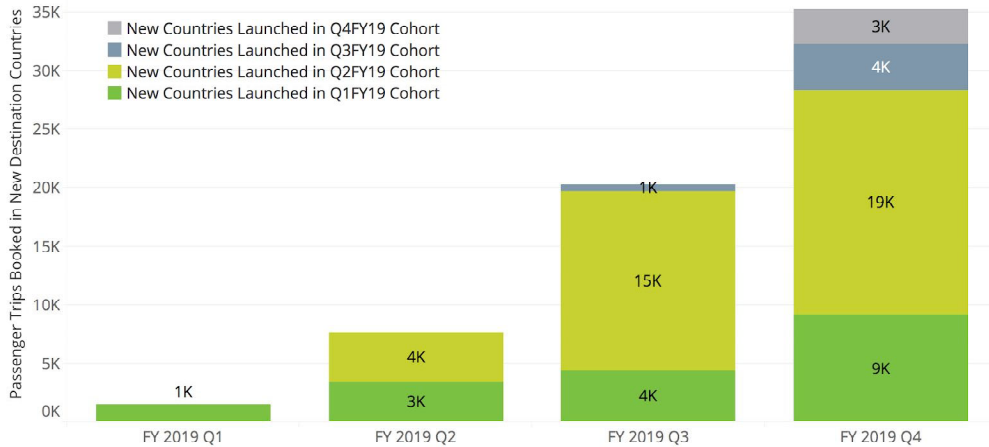
Jayride now has airport transfers coverage in all leading aviation markets - the Americas, China, Europe, Russia, Asia and Oceania - accessing over 85% of global aviation passenger trips, a step change which is unlocking significant global demand for its airport transport operators.

“All the elements are now in place – a robust technology platform, global footprint, world-leading number of transport companies – to scale Jayride’s revenue to profitability without the immediate need for further significant investment,” said Jayride Managing Director Rod Bishop.

In the past year Jayride has expanded its presence from five to 81 countries, diversifying revenue channel mix and accelerating revenue growth ahead of expectations.



New Countries Growth by Cohort



Passenger trips booked in new countries increased by 70% quarter-over-quarter in Q4 compared to Q3.

- Cohort Launched in Q1 FY19:** Jayride launched six countries in Q1 FY19. Since launch Passenger Trips Booked in these countries have increased from 1,400 to 9,100, most recently growing over 100% in Q4 compared to Q3.
- Cohort Launched in Q2 FY19:** Following the successful pilot, Jayride launched an additional 20 countries in Q2 FY19. Since launch, Passenger Trips Booked in these countries have grown from 4,200 to 19,200.

Top performing countries in the first two cohorts include Italy, Spain, France, Thailand and Indonesia and the feedback from transport companies using Jayride to market their services has been extremely positive. The other 50 countries launched in Q3 and Q4 are growing at a similar trajectory.

For example in Bali, one of the Company's fastest-growing destinations, Jayride is now generating 50% per cent of total airport transfer bookings for Bali Fast Track.

Over the past 12 months, Jayride has increased the number of commercial agreements with transport companies from 2,000 to 3,332, more than any other airport transfers marketplace. Contracted agreements give Jayride a competitive advantage over other aggregators, who typically do not have direct relationships with most of their suppliers.



Move to capture accelerating demand

Following the global roll-out, Jayride is receiving a significant increase in passenger price requests as Flight Centre, Corporate Travel Management, Expedia, SkyScanner, Rome2Rio, NRMA and all other Jayride partners now have access to global airport transfers through Jayride.

To capture this accelerating demand, Jayride has deployed a custom-built business intelligence platform that turns millions of passenger price requests from raw data into actionable insights. Going forward, this will enable the Company to grow revenue from passenger trips without increasing its marketing spend.

“We have laid all the technical foundations to collect and analyse our passenger data so as to scale faster and smarter,” said Bishop. “Matching supply to the existing demand is just one of the tactics we can use in order to achieve growth and profit going forward.”

Latest trading

The Company is pleased to report that in Q4 FY19 Jayride achieved its 24th consecutive quarter of revenue growth. In achieving this, the Company notes that key business performance metrics have also improved including Passenger Trips Booked, Net Revenue, Gross Profits after Paid Acquisition, and Net Cash Used in Operating Activities.

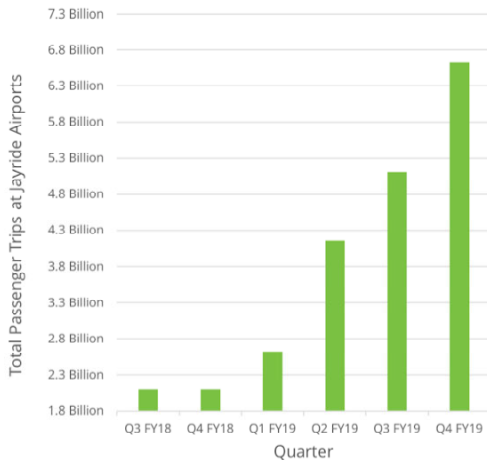
Further details will be disclosed in the Quarterly Business Review and Appendix 4C to be released by the end of July.



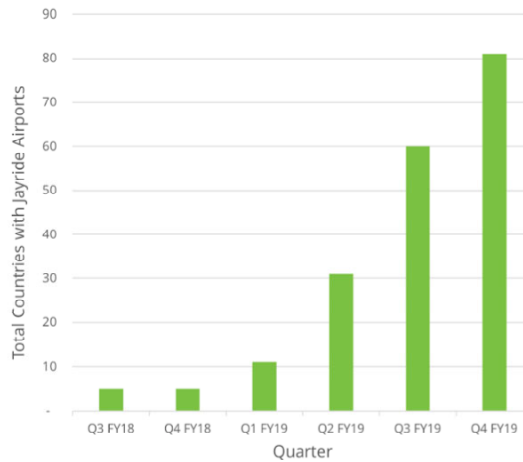
Appendix 1 – Access to 85% of world airport passenger trips

Jayride global market access (TAM) reaches 6.6bn passenger trips in 81 countries

Jayride World Market Access (Trips)



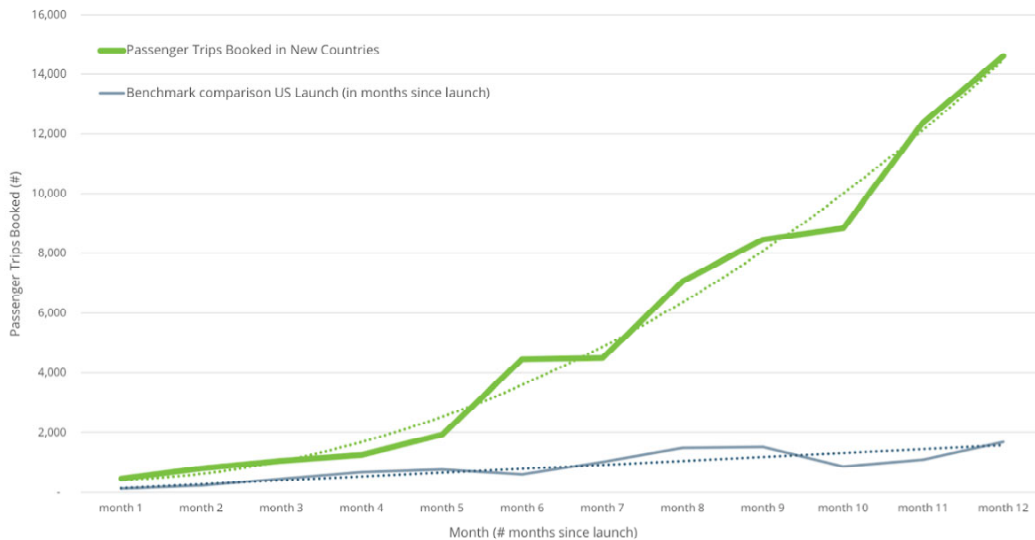
Jayride World Market Access (Countries)



Jayride has completed its global roll-out with the launch of Japan, Turkey, Mexico, Saudi Arabia, Qatar, Panama, Kuwait, Puerto Rico, Bahrain, Ecuador, Serbia, and Slovakia. This takes Jayride's global market access to 6.6bn passenger trips per year (85%+ of the world's traveller destinations, as measured in passenger trips) across 1,511 airports in 81 countries.

Passenger trips booked in new countries VS US benchmark (14,600 vs 1,700)

Newly launched countries out-perform US-launch benchmark



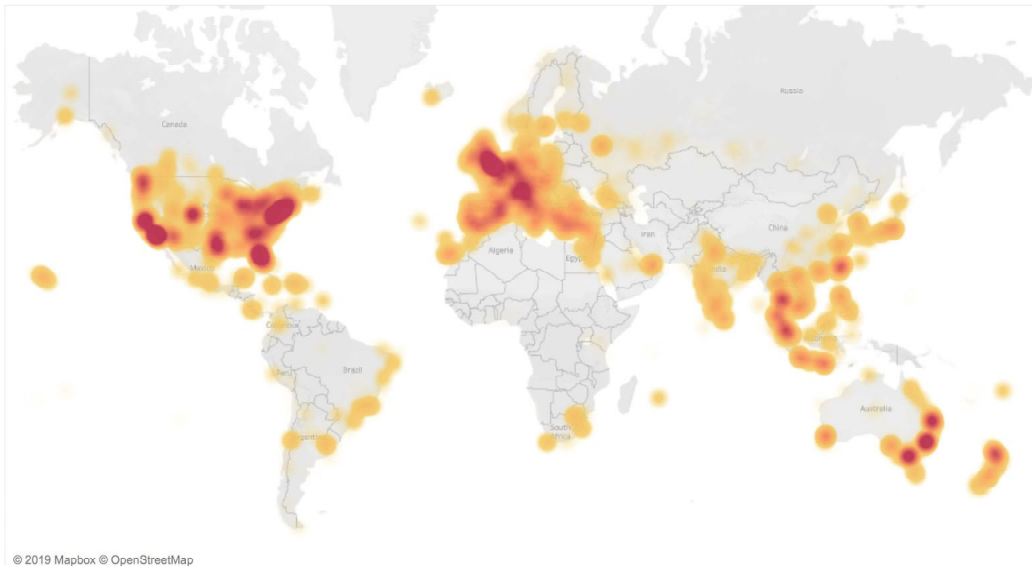
Growth in new destination countries significantly outperforms the Company's launch in the US, which prior to this global roll-out, was the Company's previous most successful launch. At 12 months after launch, 14,600 passenger trips were booked per month in new countries by comparison to 12 months after launch in the US, where just 1,700 passenger trips were booked. This is as a result of the Company's increased global reach and enhanced technology platform.



Appendix 2 – Opportunity to scale revenue and profit

Millions of new passenger trip price requests now being received in new countries

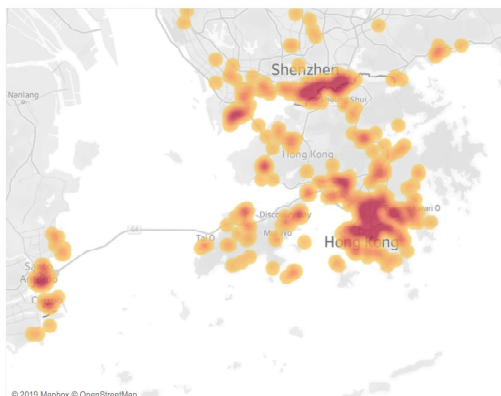
Visualisation of sample showing 10-million passenger trip price requests



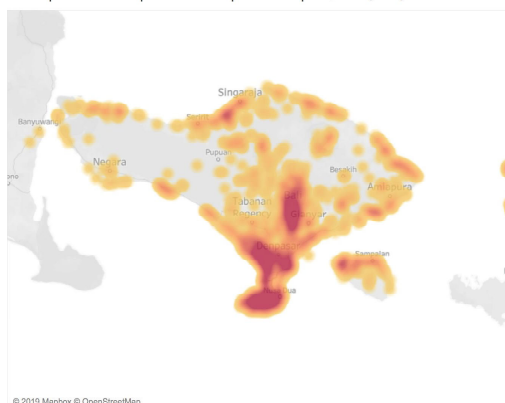
Jayride users request prices for passenger trips from transport companies around the world. They can book these trips which drives revenue for Jayride and transport companies. The price requests for these destinations are visualised above. Since completion of the global roll-out, millions of new passenger trip price requests are being received in new countries, which creates the opportunity to optimise the foundations for scale. To optimise, Jayride is working with transport companies to bring new prices and products to market.

Strategy delivers unique pricing insights as opportunities for transport companies

Example: Price Requests at Hong Kong Airport, Hong Kong (HKG)



Example: Price Requests at Denpasar Airport, Bali (DPS)



Jayride's price request data creates a unique opportunity for transport companies and Jayride. Transport companies can use insights derived from this data to optimise their prices and products to market. Jayride is now able to provide these insights, allowing transport companies to take new services to market with optimised rates and coverage. These optimisations drive increased conversion rates, to create more revenues for transport companies and Jayride.



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About Jayride Group Limited

Jayride.com is a world first global airport transfers marketplace, which provides seamless transport experiences for travellers by allowing them to compare and book airport transfers around the world. With Jayride.com, travellers can compare and book with 3,300+ transport companies, servicing 1,500+ airports around the world, including the Americas, Europe, Middle East, Africa, Asia and the Pacific.

The Jayride.com platform aggregates ground transport companies and distributes them to travellers at Jayride.com; and via partnerships with other travel technology platforms, travel agencies and wholesalers. These partners implement Jayride.com APIs to sell ground transport and add new incremental ancillary revenue to their travel businesses.

Founded in 2012, Jayride.com is headquartered in Sydney, Australia.

For more information, please visit www.jayride.com

Forward-looking statements

This announcement contains forward-looking statements that involve risks and uncertainties. Indications of, and guidelines or outlook on, future earnings, distributions or financial position or performance and targets, estimates and assumptions in respect of production, prices, operating costs, results, capital expenditures, reserves and resources are also forward-looking statements. These statements are based on an assessment of present economic and operating conditions, and on a number of assumptions and estimates regarding future events and actions that, while considered reasonable as at the date of this announcement and are expected to take place, are inherently subject to significant technical, business, economic, competitive, political and social uncertainties and contingencies. Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of the Company, the directors and management. We cannot and do not give any assurance that the results, performance or achievements expressed or implied by the forward-looking statements contained in this announcement will actually occur and readers are cautioned not to place undue reliance on these forward-looking statements. These forward-looking statements are subject to various risk factors that could cause actual events or results to differ materially from the events or results estimated, expressed or anticipated in these statements.